

How SodaStream generated **200% more revenue** from referral customers

SodaStream transformed loyal drinkers into key revenue drivers, boosting acquisition and increasing lifetime value in a crowded market.

mention *me*

x

sodastream
PUSH FOR BETTER



Your order is complete

Joanne,
give your friends **20% off** their first **Sparkling Water Maker**

And we'll give you 15% off your next order over \$25!

Our refer-a-friend program is managed by Mention Me who will process your data and send you referral service emails. More info and your privacy rights.

Give 20% off

By accepting this offer you agree to the Terms and Conditions

Powered by Mention Me

In the bustling beverage market, SodaStream recognised the importance of expanding its customer base and nurturing existing fans.

Challenge

SodaStream needed to increase trust, repeat purchases and average order value (AoV), facing fierce competition from beverage giants Breville and Drinkmate.

Strategy

In 2018, SodaStream partnered with Mention Me to launch targeted referral campaigns, eventually across 11 global markets, incentivising loyal drinkers to share their love for the brand on digital communities.

Why it worked

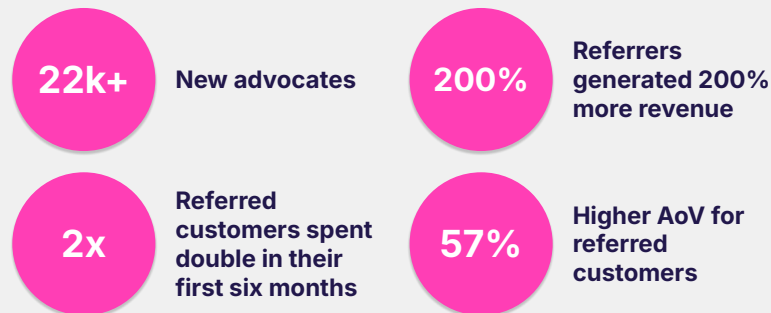
Mention Me enabled SodaStream to effectively identify and engage high-quality customers, leveraging trust-based referrals to generate higher-value transactions and achieve substantial growth.

Sparkling success

The campaign resulted in an impressive **22,000+** new advocates. Referred customers spent twice as much in their first six months compared to non-referred customers and had a phenomenal **57%** higher AoV, while active referrers drove **200%** more revenue on average.

We're continuously looking to improve these numbers through an ongoing testing and optimisation plan. Stay tuned.

Thinking advocacy-first is driving strong results for SodaStream:



We see referred customers spend twice as much in their first six months."

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Global E-commerce Marketing Lead, SodaStream International, Ltd