

PRETTYLITTLETHING *Case Study*



40%

More than 40% of PLT's referrals come via Name Sharing

How the global fashion retailer bagged thousands of new customers in just three months.

Establishing a new referral programme led to some pretty big results for PrettyLittleThing.

Background

Since launching in 2012, PrettyLittleThing has grown 250% year-on-year to become one of the most popular fashion retailers for women aged 18 to 24. It's on a mission to be aspirational yet accessible: offering affordable pieces modelled by women of all shapes, sizes and backgrounds and promoting a message centred on diversity and inclusivity to empower women around the world.

Having already tried referral with disappointing results, PrettyLittleThing decided to partner with Mention Me to tap into its customers' conversations and boost orders. It currently runs referral programmes in the UK, US and Australia.

"Experimenting with A/B tests has given us valuable insight into our customers and promoting referral has been a great way to reiterate our brand's message. We can't wait to see what referral helps us to achieve next!"

Abbie Hodgson
**ASSISTANT CRM
MANAGER**
PrettyLittleThing

2x

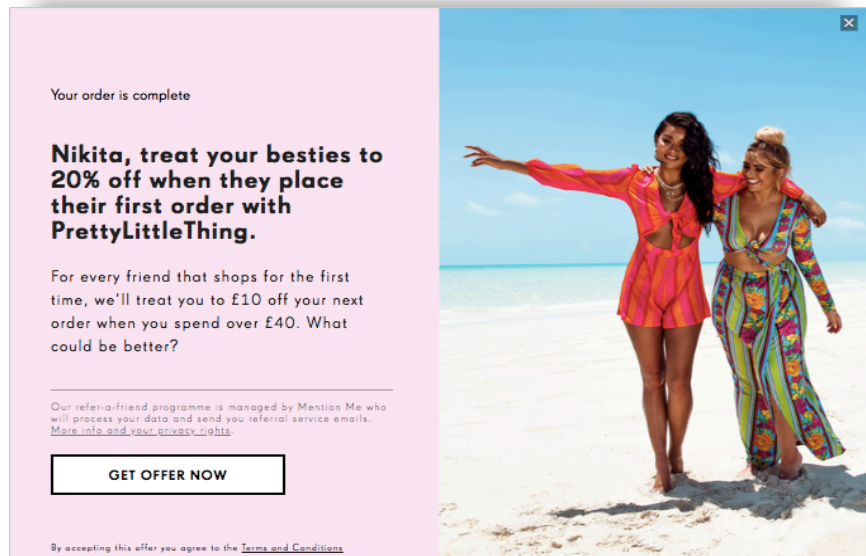
PLT have doubled the rate at which referred friends become customers through A/B testing

The power of testing

Within its first three months of launch, PrettyLittleThing ran five A/B tests to develop insight into what best resonates with customers.

After its launch experiment discovered customers preferred a discount of 20% to £10, it ran a second test exploring how the length of copy impacts engagement levels. This involved showing either descriptive or concise copy in the post-purchase overlay promoting referral, and revealed the former to be more effective. Learning that descriptive copy generated better results is not only useful for future campaigns, but also presented a valuable opportunity for PrettyLittleThing to reiterate its brand positioning and tone of voice through phrases like 'treat your besties', all complemented by signature pink designs.

In addition to running tests, PrettyLittleThing has also incorporated key events such as International Friendship Day into its referral programmes to encourage brand advocacy.



Your order is complete


Nikita, treat your besties to 20% off when they place their first order with PrettyLittleThing.

For every friend that shops for the first time, we'll treat you to £10 off your next order when you spend over £40. What could be better?

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights](#)

GET OFFER NOW

By accepting this offer you agree to the [Terms and Conditions](#)



Find out more

Contact us for a demonstration of how our referral marketing software can help you drive new customer acquisition.

hello@mention-me.com
+44 203 813 4460

Results

In just three months, PrettyLittleThing's new referral programme has:

- Become a useful marketing channel – **delivering thousands of new customers**
- Through A/B testing, **doubled the rate** at which referred friends convert to customers
- Received **more than 40% of referral orders via name sharing**, highlighting that customers like to share during face-to-face conversations