

wattbike

Case Study



80%

of referrals convert to new customers during peak periods

"Referral began delivering results almost immediately. It's great to be able to measure the conversations happening about our brand and convert them into valuable new customers. We're excited to build on this with AB testing and rolling out the programme internationally."

Simon Jarratt
GLOBAL
ACQUISITION &
MEDIA MANAGER
Wattbike

How referral delivered hundreds of new customers to the indoor bicycle brand in just six months

Background

Wattbike partnered with Mention Me in July 2019 to spread word of its offering and grow its community.

To tap into its most engaged audience, Wattbike's refer-a-friend programme is open exclusively to customers who buy its Atom bike. It launched referral offering Amazon vouchers to referrers and a discount to referees on their first Atom bike. Since customers are unlikely to regularly buy Wattbike products, it chose Amazon vouchers as a more compelling incentive for the former group.

Powering successful referrals

Almost immediately after launching, referral began increasing core marketing metrics for Wattbike.

Its referral incentive got customers talking about the brand to others, with 15% of shoppers recommending Wattbike to friends – increasing brand awareness. Better yet, these conversations convert into new customers. A remarkable 55% of referrals result in new customers; a particularly high figure given that an Atom bike is a considered purchase at a retail value of £1,599. This conversion rate suggests customers recommend Wattbike to highly relevant audiences, such as fellow members of cycling clubs or gyms.

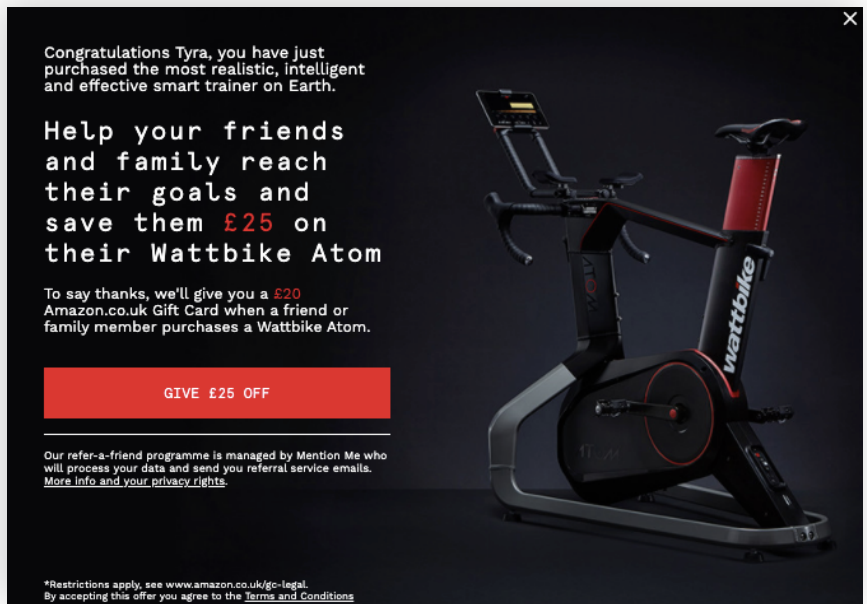
42%

of referrals come via Mention Me's unique name sharing feature

People are even more likely to talk about Wattbike during peak periods, like the start of the year when people vow to exercise more. Mention Me Refer tracks, incentivises and optimises these conversations. Our unique name-sharing feature makes it easy for Wattbike customers to share their referral offer in a natural way by telling friends to enter their name at checkout for an exclusive discount. This method delivers 42% of all referrals.

A friend's recommendation means new customers like and trust Wattbike before they buy for the first time. This influence is particularly valuable when considering the premium nature of the Atom bike.

Wattbike's primary refer-a-friend touchpoint is its post-purchase page. By engaging customers at the moment they feel engaged and excited about their order, the brand drives 55% of successful referrals this way.



Congratulations Tyra, you have just purchased the most realistic, intelligent and effective smart trainer on Earth.

Help your friends and family reach their goals and save them £25 on their Wattbike Atom

To say thanks, we'll give you a £20 Amazon.co.uk Gift Card when a friend or family member purchases a Wattbike Atom.

GIVE £25 OFF

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.](#)

*Restrictions apply, see www.amazon.co.uk/gc-legal. By accepting this offer you agree to the [Terms and Conditions](#)

Find out more

Contact Mention Me for a demonstration of how our referral programme can help you.

hello@mention-me.com

+44 203 813 4460

Results

Following strong performance in the UK, Wattbike has rolled out its refer-a-friend programmes in the US and Australia. It plans to optimise future campaigns by strategically AB testing elements like touchpoints, incentives, and copy and design for even better results.

Key results include:

- **New customer acquisition** - 55% of people act on their friend's recommendation and buy an Atom bike
- **Brand awareness** - 15% of customers recommend Wattbike to friends
- **Consistent performance** - referral delivers new customers throughout the year, with 80% of referrals successful during peak periods.