

# How vertbaudet is winning customers who **come back twice as often**

The online children's retailer has made activating their loyal fanbase a breeze with the help of Mention Me's AI-powered referral platform.

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vertbaudet



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Unser Freunde-Empfehlungsprogramm wird von Mention Me verwaltet. Mention Me verarbeitet deine Daten und wird dir E-Mails zum Empfehlungsservice zusenden. [Weitere Informationen und deine Datenschutzrechte](#)

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## In 12 months, vertbaudet acquired higher-value customers at almost half the price of using traditional paid channels

### The Opportunity

As a forward-thinking, customer-centric business, vertbaudet saw a huge opportunity to drive profitable growth through their legions of happy customers. They knew that their target audience, particularly young mothers, highly values trusted recommendations from one another.

Knowing the time and effort it would take to run their own in-house referral programme, they saw Mention Me as the natural choice to help leverage this opportunity. A particular standout was the unique Name Share option, which allows customers to use their friends' name at checkout. This fits perfectly into the everyday conversations they knew were happening around their brand.

### The Plan

Vertbaudet initially launched their referral programme in two core markets: Germany and Austria. 'Thanks to strategic A/B testing and optimisation of the customer journey, our programme has gone from strength to strength,' said Raphaelae Provost, Lead CRM.

Vertbaudet is now set to expand its programme into the next core market to drive further acquisition. But they're not stopping there. With a rich set of first-party referral data, vertbaudet plans on optimising wider marketing channels to drive more value across the business.

mentionme

## Thinking advocacy-first is driving strong results for vertbaudet:

22%

Uplift in AOV from referred customers

40%

Cheaper to acquire customers via referral vs Google Shopping

2x

More likely that referred customers will purchase again

31%

Of referees go on to share themselves



Less than 2 months after launching, the revenue generated through Mention Me had already covered our yearly investment and the performance has just kept on increasing.

We now plan to use our first-party referral data to enrich our customer insights, improve our segmentation and drive higher engagement across our base.

**Gabriela Roth**  
Head of Marketing