Mention Me launches new customer retention product as online shopping soars

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Referral marketing and customer retention technology business Mention Me, has accelerated the launch of its new product, Mention Me Retain, to support brands in the current climate. Its customer retention solution combines complex data with human expertise to serve highly targeted messages that increase customer engagement, lifetime value and repeat order revenue.

With an increasing number of consumers going online in the current environment, Mention Me Retain equips businesses to meaningfully engage with customers so they return often, spend more and recommend the brand to others.

Mention Me Retain serves tailored customer journeys rooted in NPS feedback and A/B testing insights. Users can combine 25 segmentation options to build strategic customer segments, based on data such as order number, order value and total spend. By showing the right message at the right time to strategic customer cohorts, it drives desired actions, such as buying again, to increase lifetime value.

In addition, marketers can track and optimise their campaign performance in the Mention Me dashboard, which shows core metrics including customer satisfaction, repeat orders and overall revenue.

This second product complements Mention Me Refer, the company's original product that has seen it dominate the referral marketing space and acquire new customers for brands including Farfetch, Bloom & Wild and Charlotte Tilbury. Refer acquires new customers; Retain keeps them.

Andy Cockburn, CEO and co-founder of Mention Me comments: "We're incredibly excited to bring Mention Me Retain to market. In the current climate, more consumers than ever are turning to ecommerce to fulfil their needs. Retain supports this rapidly evolving landscape by equipping marketers to engage with their customers in ways that encourage them to return, both now and in the years to come. It's already driving long-term results for a number of businesses, and we're looking forward to how this develops as we roll out Retain to more brands over the coming months."

About Mention Me:

Mention Me is a referral marketing and customer retention platform that fuels business growth. Our world-class programmes have delivered more than 2 million referrals and increased customer lifetime value for 400+ brands around the globe.

Founded as a bootstrapped two-man company in 2013, we now employ more than 65 specialists and work with brands like Farfetch, Ocado Zoom and Nutmeg. Our work has been celebrated by awards including Showcase Startup at Retail Week's Buzz conference, Best Tech Startup at Drapers Digital Festival, and a Bronze Stevie for Customer Service Team of the Year.

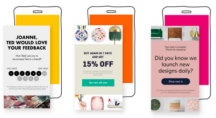
In 2018, we raised $7 million in funding from Eight Roads Ventures to fuel our next phase of growth as a cutting-edge platform empowering brands to turn happy customers into engines for business growth.

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