

Client spotlight: Oddbox

Rescuing fruit and veg straight from the farm to fill bellies and save the planet.

Time to onboard: 24 days

Primary goal: to acquire new customers through referral and accelerate growth.

Getting started

To go live as quickly as possible, Oddbox launched in phases: first with a referral landing page, followed a week later with promoting referral in the 'my account' dashboard and homepage.

Up and running

Oddbox's generous referral incentive has driven 42% of customers to share the brand with friends. To increase the likelihood of new referred customers returning, it's experimented with spreading rewards across two purchases, subsequently increasing average order value and decreasing churn rate. It continues to test copy, sharing methods and other elements of its programme.

"Since switching from in-house referral to Mention Me, we're now acquiring 4x more of our customers through this channel. As well as constantly testing elements of our programme to optimise performance, we now serve customers a smoother and more sophisticated journey that offers more ways to share Oddbox with friends. Already, more than half of our referrals convert into new customers. It's safe to say we've switched our in-house referral programme off for good."

Hannah Graham, Acquisition Manager

21%

of new customers acquired via referral

51%

of referrals convert into new customers

THE WORLD NEEDS MORE ODD

Share with a friend, get
£10 off and help save
the planet.

Tell your friends about Oddbox and you'll get £10 off when they order for the first time. They'll get £10 off too. Everybody wins - good for you both and for the planet.

We've partnered with MentionMe to make referring super easy. They'll handle your refer-a-friend emails and process your data. Read more about how this works here. [More info](#) and [your privacy rights](#).

GET £10 OFF

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

POWERED BY MENTION ME

