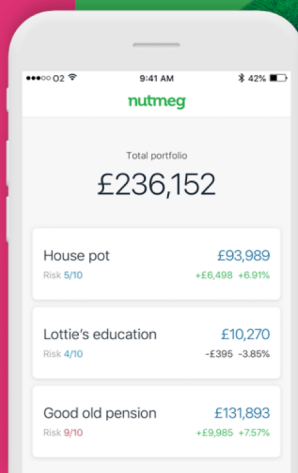


nutmeg

Case Study



26%

26% of referred friends go on to become Nutmeg customers

Boosting online referral in the digital wealth management space.

Nutmeg are pioneers in online digital investment management, making investing easy and accessible. In just six years they have become one of the UK's fastest growing wealth management companies.

Background

In 2012, frustrated with the industry status quo, Nutmeg set out to build a wealth management service that was fair, transparent and inclusive. With the aim of bringing high-quality investment management to seasoned investors and those who have never invested before.

Nutmeg, one of the largest providers in the UK, now manages more than £1.5bn in assets under management on behalf of more than 64,000 investors – making it the largest online wealth manager in Europe and a top 10 wealth manager in the UK.

Nutmeg offers all UK investors the opportunity to access a high-quality investment service whether they have £5 million to invest or £500. By combining its proprietary technology with an intuitive user experience, jargon-free communication and radically lower costs, Nutmeg is empowering generations of investors.

"Nutmeg customers have always been great advocates and by working with Mention Me we've been able to accelerate our refer-a-friend programme. Together we've been able to provide our customers a better welcome offer and increase new client acquisition as a result."

Lauren O'Connor
DIGITAL ENGAGEMENT
MANAGER
Nutmeg

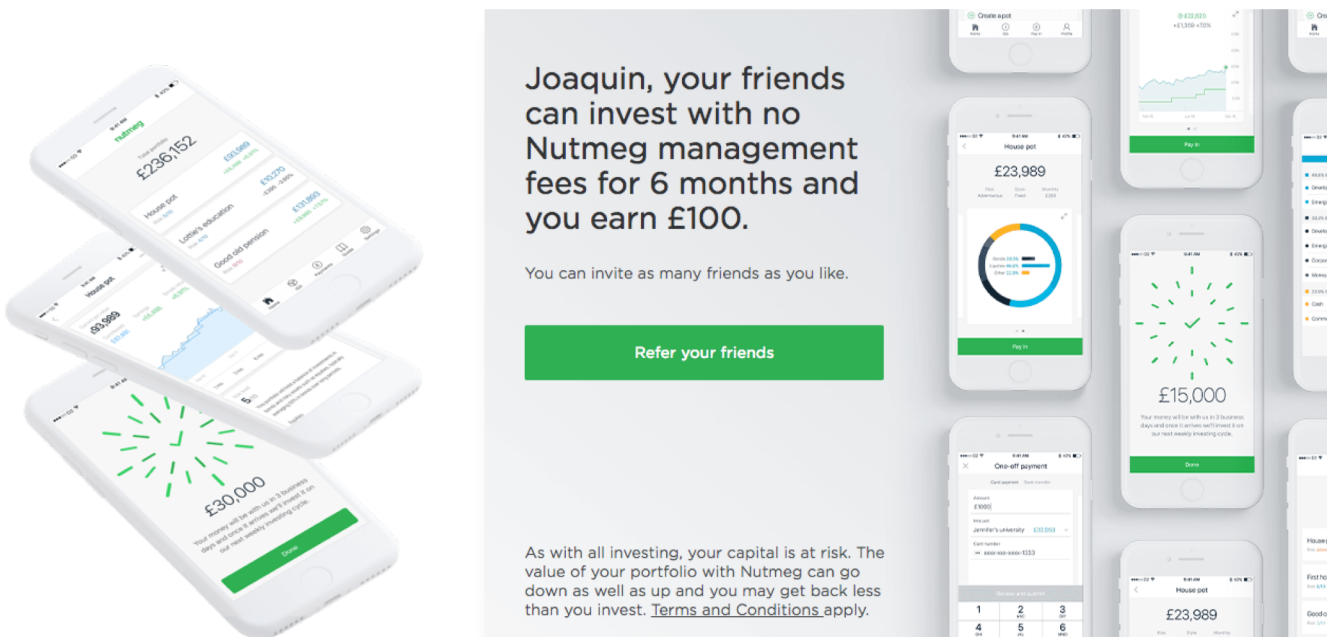
1,000

The number of new customers that came via the referral scheme in its first 6 months

Solution

A referral programme was identified as an important part of the marketing mix and was implemented early on by Nutmeg, initially built in-house. Having experienced high-growth and doubling its customer base in 2017, Nutmeg looked to partner with Mention Me to further accelerate ambitious growth plans, driven in part by a thriving referral programme, in 2018 and beyond.

The initial offer that they tested was £25 on account for the referrer and 3 months of no management fees for the referee versus a new offer of £100 and 6 months respectively, which significantly outperformed the previous offer. The result was an improved share rate by 240%, whilst doubling the sign-up rate of new investors from the previous offer.



Joaquin, your friends can invest with no Nutmeg management fees for 6 months and you earn £100.

You can invite as many friends as you like.

Refer your friends

As with all investing, your capital is at risk. The value of your portfolio with Nutmeg can go down as well as up and you may get back less than you invest. [Terms and Conditions apply.](#)

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

Currently, Nutmeg is looking into an integration of the referral with their mobile app which will drive even more advocates to promote their wealth management service.

Mention Me strongly recommends app integration for businesses like Nutmeg. As this can become a major source of referral.

Results

- The referral programme has delivered **over 1,000 new customers** in its first 6 months
- The **share rate** has spiked by **240%** following an increase in the referral offer
- The **sign-up rate** of the referred customers have reached **26%** on average