

the hoxton Case Study



24%

24% of introduced friends go on to become a Hoxton customer

How The Hoxton captivates fans – both locally and globally – to drive acquisition.

The Hoxton is a series of open house hotels inspired by the diversity and originality of the streets and scenes that surround them. Find them in London, across Europe and the US.

Background

Ever since The Hoxton opened its first hotel in Shoreditch, way back in 2006, it's never just been about offering a bed for the night. They aim to be more than that – providing a place where guests can hangout alongside the locals and submerge themselves in the neighbourhood with vibrant, welcoming public spaces.

With a loyal customer base, The Hoxton sought new ways to attract new customers and advocates – as they expanded into new markets. They looked for a referral solution and turned to Mention Me due to their flexible platform that could be tailored to the brand, combined with their unique “name share” functionality. This enables friends to share in real conversations; the ultimate frictionless experience.

The programme launched in 2017 for 3 locations and has since grown to cover 6 locations in 2 languages.

“Mention Me is super easy to manage and it's great being able to customise all the elements of our campaigns by demographic and location”

Ellen Pickett
DIGITAL MANAGER
The Hoxton

18%

18% of referral revenue comes from referred customers subsequent orders

Flexible platform for different customer segments

The team at the Hoxton wanted to be able to segment their referral campaigns by hotel location as well as by language. The Mention Me platform enabled them to do this so they can tailor the message and track performance easily for each segment.

This also means that they can offer alternative share methods if they find that different markets perform differently. Currently WhatsApp is proving more successful for driving customer acquisition for the UK campaign than the French campaign.

Can't wait to have you stay! Spread the love...

Tell your mates about us to get **10% off** for you and **10% off** for them!

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.

GIVE 10% OFF

GET 10% OFF
tell your mates about us

LEARN HOW

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

Results

The Hoxton programme is delivering some strong results which have seen significant growth year on year. Some key points include:

- **Strong conversion rate** – 24% of friends introduced go on to become a Hoxton customer.
- **Driving long term value** – new customers go on to repeat purchase. 18% of revenue from referred customers is from their 2nd or subsequent purchase.
- **Sharing by name** – with no code to remember this share method makes referral frictionless. It drives between 16-23% of referral orders.