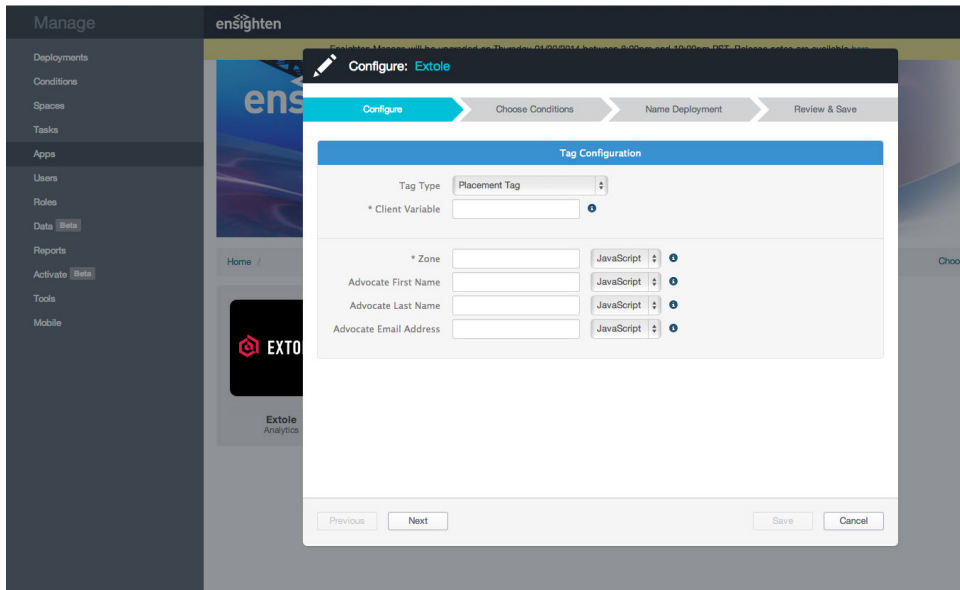# Acquire More Customers Using Ensighten and Extole

Get Up and Running Easier and Faster Than Before

The Extole integration with Ensighten helps reduce implementation time. By combining these two solutions, marketers have the ability to:

- **Be Nimble:** Ensighten quickly allows you to serve Extole tags and tap into your site's data layer. You can now move quickly to both implement and extend your referral program. All the while, you are using the right data, keeping your referral program in line with your other marketing and analytics solutions. By testing which CTAs resonate best with your audience, your referral program will be even more successful.

- **Be Smart:** Ensighten serves the tag, and Extole analytics provide the data to understand how effectively you are acquiring customers. You can identify opportunities for more program promotion, better incentives, and improved user experiences.

- **Optimize:** Take the guesswork out of it. Optimize your referral programs for increased participation based on the knowledge gleaned from your data. By ensuring a great experience for your customers and serving the most relevant CTAs, participation will be high.

Implementation and integration have never been so easy. Turn your TMS into a customer acquisition tool today.

Acquire New Customers at Scale by Rewarding Existing Customers

Create a New and Predictable Acquisition Channel

Customer acquisition is a top priority for marketers. They traditionally rely on search engine optimization and marketing to find new customers. However, these channels can be inefficient, are expensive, and rarely convey a brand's full story to customers.

Extole referral marketing programs create a new channel of customer acquisition next to SEO and SEM. Brands seeking high growth use Extole to increase customer acquisition between 5-40 percent while also building brand loyalty and retention. With Extole, brands can engage consumers across all touch points including website, email, and social networks.

Encourage Customers to Refer their Friends

Extole has powered over 500 referral programs for brands across industries such as Retail, Financial Services, Consumer Subscription, Technology Subscription, Entertainment, and more. Our approach to referral marketing revolves around the use of incentives to boost the level of sharing customers are already doing naturally. By encouraging this type of sharing and implementing best practices, Extole customers are truly creating a new channel for customer acquisition.

From call to action to customer acquisition, Extole's SaaS platform is enterprise-ready and gives marketers the tools to launch end-to-end referral marketing programs.

BENEFITS INCLUDE:

New Customer Acquisition

Referred Customers:
- More loyal
- High LTV
- Low attrition rates

Increased Conversion Rates
- Email
- Social channels
- Traffic to website

Sales
- Higher AOV
- Repeat purchases

Awareness
- Social reach
- Brand discovery

About Extole

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.

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