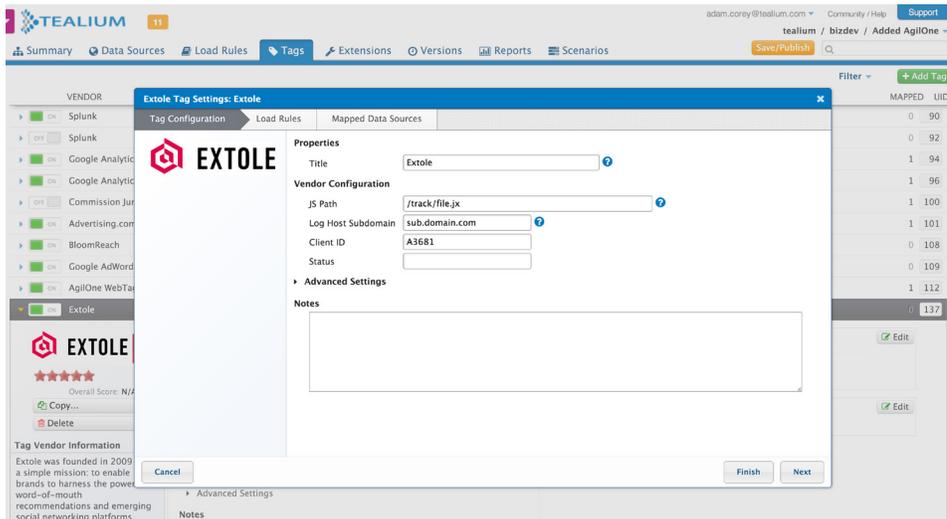


Increase Customer Acquisition Using Tag Management and Extole



“For us, Tealium is an integral part of our infrastructure, and by combining it with Extole, it has become part of our customer acquisition tool set.”

-Heath Bradbury, eBusiness
Marketing Manager
at Advance Auto Parts

Get Up and Running Easier and Faster Than Before

The Extole platform seamlessly integrates with Tealium, helping to reduce implementation time and get your referral programs easily up and running. The Extole platform combined with Tealium’s Tag Management Solution allow marketers to create a unique experience for their customers at the top of the funnel, which converts into new customer acquisition at the bottom. In addition, by combining the two solutions, marketers have the ability to:

- **Test:** Tealium quickly allows you to serve separate Extole tags and rotate Extole’s referral calls-to-action (CTAs) throughout your site. For example, which promotion or which location on your site drives the most participation? Should it say Refer Now or Earn Rewards? By testing which CTAs resonate best with your audience, your referral program will be even more successful.
- **Measure:** Tealium serves and rotates tags, then Extole analytics provide the data to understand which performs better down the funnel. Which tag had more clicks/advocates/shares/conversions? Extole’s data let’s you find a clear winner for the tests you run, no matter which metric you are driving to.
- **Optimize:** Take the guesswork out of it. Optimize your referral programs for optimal 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 today. 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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