

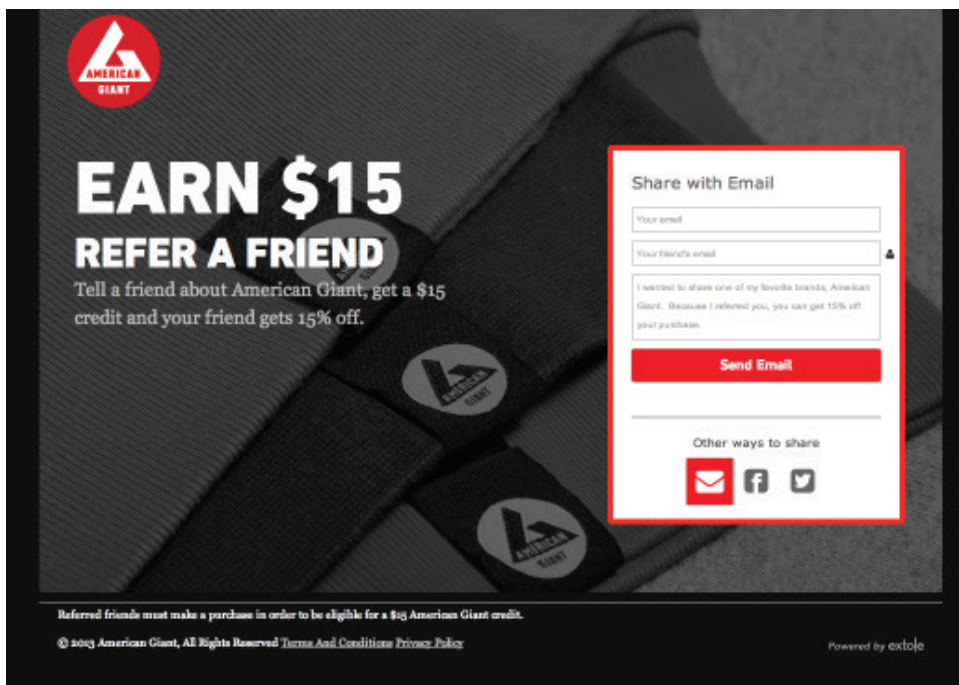
American Giant Drives 10% of Transactions Through Customer Referrals

Challenge

Makers of the “greatest hoodie ever made,” American Giant is dedicated to providing its customers with the highest quality American-made apparel at prices that make sense, and are 100% manufactured in the USA. This brand promise has delivered a passionate fan base and high customer satisfaction. American Giant understood that its happy customers were going to be integral in growing its business. They needed a way to leverage that fact into driving new customer acquisition, efficiently and consistently.

“ We pride ourselves on being a brand that our customers can trust. If you provide quality products at an affordable price, people naturally want to share those products and their experiences with their friends. This is why our referral program is such an important part of our new customer acquisition strategy.”

— Don Pillsbury,
VP of Sales and Marketing at
American Giant



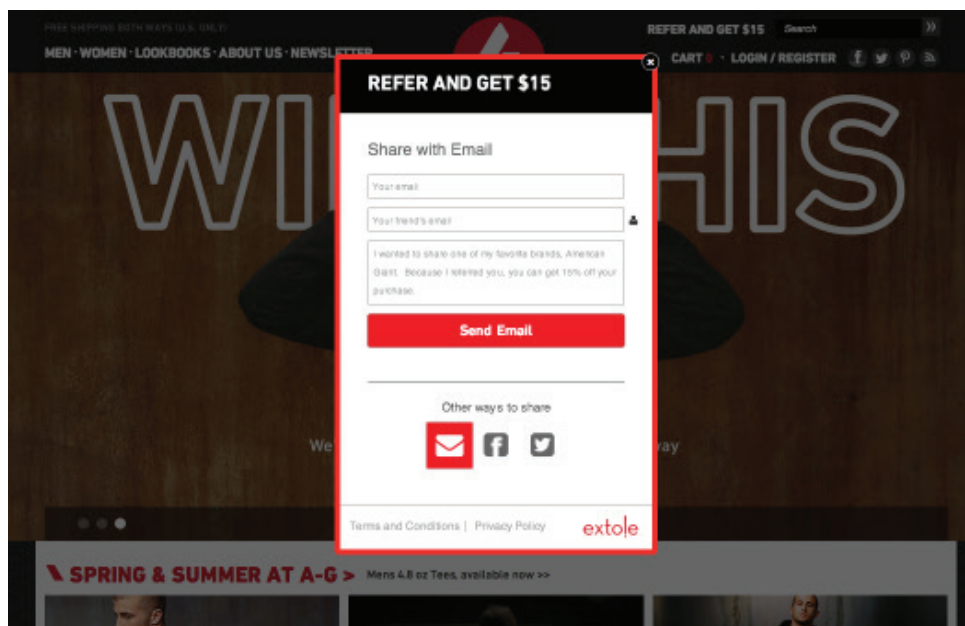
Solution

American Giant launched a referral marketing program to give its customers the power to share the brand and the products they love with their friends. As a Demandware user, American Giant was able to deploy Extole through the Demandware-certified cartridge available in the ecommerce platform's LINK marketplace. Extole's integration with Demandware allowed American Giant to scale their program quickly, decreasing the complexity of launch, while creating a consistent and highly-effective customer acquisition channel.

American Giant gives existing customers \$15 when their friends make a purchase and friends receive 15% off their orders. Customers can send referrals directly via emails or, more broadly, to social networks like Facebook and Twitter. In addition to driving new customer acquisition, the Extole-powered referral marketing program provides American Giant insights into its customers' product preferences.

Results

The Extole-powered referral marketing program drives more than 10% of all eCommerce transactions for American Giant. American Giant customers share the program an average of three times with their friends. Among the sharing channels, email is the highest performing with a 21% conversion rate.



“With Extole’s referral technology, we can analyze customer preferences and optimize the referral program accordingly. We are able to keep the program fresh and top of mind for our customers, and keep participation high. It’s truly a win-win.”

— Don Pillsbury,
VP of Sales and Marketing at
American Giant

Results

- Drives 10% of all eCommerce transactions
- Email shares have a 21% conversion rate
- Customers are sharing the program an average of 3 times

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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