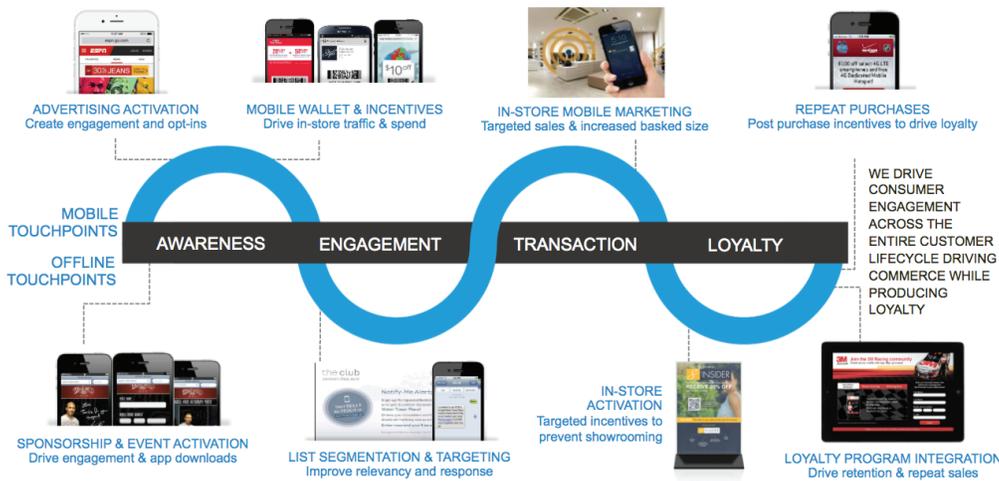


Increased Engagement and More Revenue with Vibes and Extole



Drive Referral Program Conversions on Mobile

Extole and Vibes have partnered to empower marketers to engage their customers in more unique and powerful ways. Extole's referral marketing platform when paired with Vibes' mobile management tools lets marketers take their referral programs to the next level. With the Extole and Vibes joint solution, marketers can take advantage of the following capabilities:

- **Further engagement:** Once a personal share link or referral coupon is sent by an advocate, whether it be by email, social, or text, Vibes provides consumers the option to save their referral codes and coupons on their mobile phones. Once saved, updates, reminders, and location notifications can be sent via push notifications or text messages, reminding the friend of their referral incentive that's waiting for them.
- **Increase conversions:** By allowing referred friends the ability to easily save their referral codes on their phones, referred friends no longer have to search through their inbox looking for their referral code when the time is right to make a purchase. Whenever the time to convert is right for them, they can easily find their referral code or coupon in their Passbook right on their phone.
- **Mobile Marketing:** With Vibes and Extole, marketers are also able to promote their referral programs on mobile with mobile marketing campaigns. It's another great opportunity for marketers to drive more sharing, more conversions, and more revenue.

Referral programs and mobile marketing are both focused on building strong and personal relationships with the best customers. The partnership between Extole and Vibes provides marketers the opportunity to double down on their referral and mobile efforts, creating an incredibly effective acquisition and reactivation channel.

Acquire Your Best Customers by Rewarding Your Existing Customers

Create a New and Predictable Acquisition Channel

As a marketer your goal is to get new customers. Until now, you've probably relied on search engine optimization and search engine marketing to find them. But these channels can be inefficient and expensive, and they rarely deliver a full brand experience to the people you're trying to reach.

The referral marketing channel reaches new customers that other channels miss. By giving every person who interacts with your brand the chance to become an advocate, you acquire new customers across all touch points including web, email, mobile, social media, and even offline. Brands seeking high growth use Extole to increase customer acquisition by five percent to as much as 40%. They also cement brand loyalty and retention among their existing customers by driving repeat purchases.

Encourage Customers to Refer their Friends

Extole has powered more than 500 referral programs across industries ranging from retail, financial services, and entertainment to consumer subscription, technology subscription, and more. Our approach revolves around giving you the power to use incentives to boost what your customers are already doing naturally: sharing. By encouraging this type of sharing and implementing best practices, Extole customers are acquiring new customers of their own through a truly new channel.

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

Benefits Include:

Better Customers:

- High LTV
- Low attrition
- Greater loyalty

Bigger Key Metrics:

- Email list growth
- Social conversion
- Website traffic

Boosted Sales:

- Higher AOV
- Repeat purchases

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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