

AMERICAN GIANT

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. And, American Giant understood that its happy customers were going to be integral in growing its business. American Giant needed a way to efficiently and consistently drive new customer acquisition.

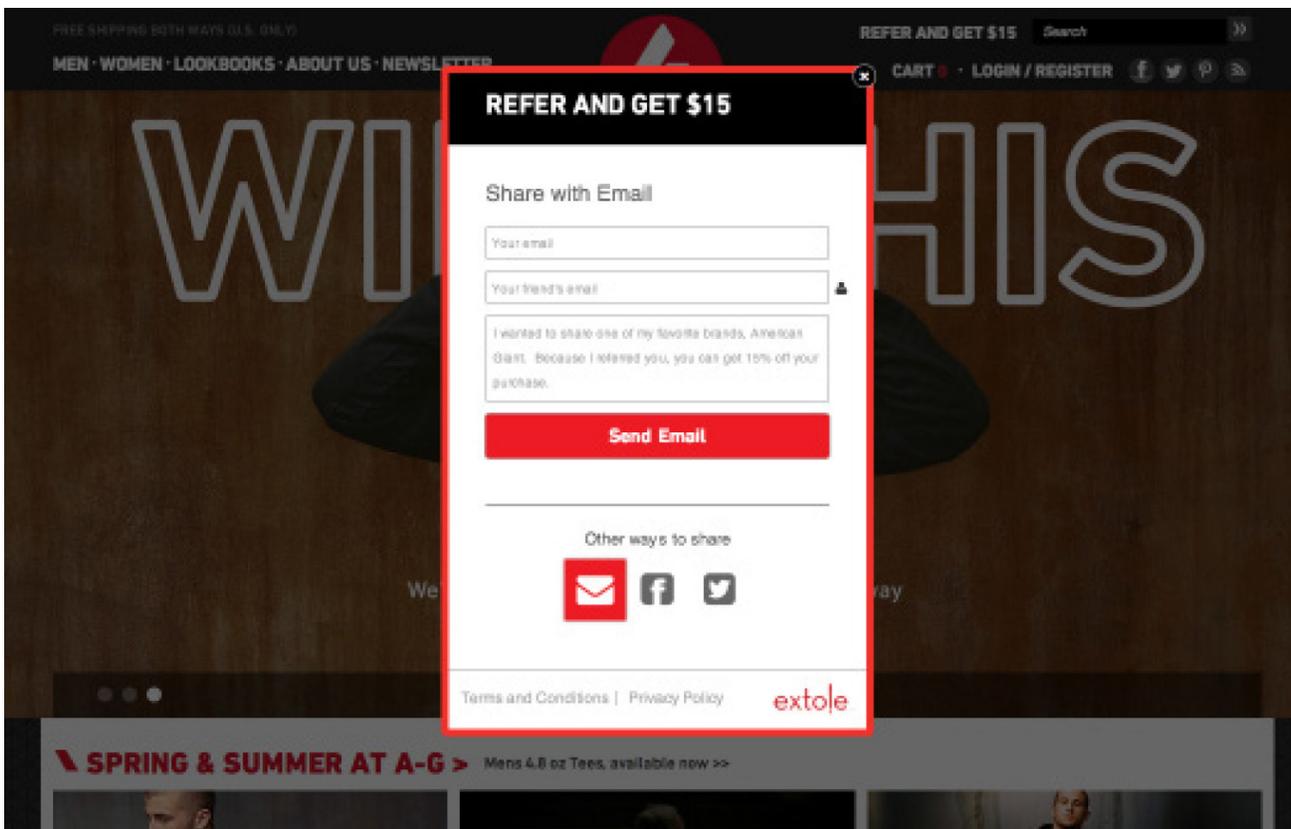
The image shows a promotional graphic for American Giant's referral program. It features a dark background with a close-up of a grey hoodie's ribbed collar and cuffs, which have the American Giant logo. In the top left corner is the American Giant logo. The main text reads: **EARN \$15 REFER A FRIEND**. Below this, it says: "Tell a friend about American Giant, get a \$15 credit and your friend gets 15% off." On the right side, there is a white box with a red border titled "Share with Email". It contains two input fields: "Your email" and "Your friend's email". Below these is a text area with a pre-filled message: "I wanted to share one of my favorite brands, American Giant. Because I referred you, you can get 15% off your purchase." A red "Send Email" button is positioned below the text area. Underneath the email form, it says "Other ways to share" and includes icons for email, Facebook, and Twitter. At the bottom of the graphic, there is a small disclaimer: "Referred friends must make a purchase in order to be eligible for a \$15 American Giant credit." and a copyright notice: "© 2013 American Giant, All Rights Reserved Terms And Conditions Privacy Policy". In the bottom right corner, it says "Powered by extole".

Solution

American Giant launched a referral marketing program to give its customers easy ways to share the brand and the products they love with their friends online. 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 referral marketing program provides American Giant insights into its customers' product preferences.

“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



Results

The Extole-powered referral marketing program drives 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.



www.extole.com www.extole.com/blog

hello@extole.com (415) 625-0411