

RADICAL REFERRALS

Factsheet

Over 80% of people are likely to trust recommendations from friends and family*. Ensure you are driving more referrals and generating more revenue by using the power of peer referrals to cut through the noise.

**Nielsen, Global Trust in Advertising Report, 2015*

How Radical Referrals Helps You

Engaging with audiences is harder today than ever. Fatigue is high as your audiences are bombarded with messages from all directions. Their average attention span is also dropping and with it, their responsiveness to traditional marketing techniques.

At the same time customer expectations are rising. Your customers and employees increasingly expect they will be rewarded for their time and engagement if they choose to interact with your organisation. Reliance on trusted advocacy from friends, peers and other trusted sources across social media channels, has never been higher.

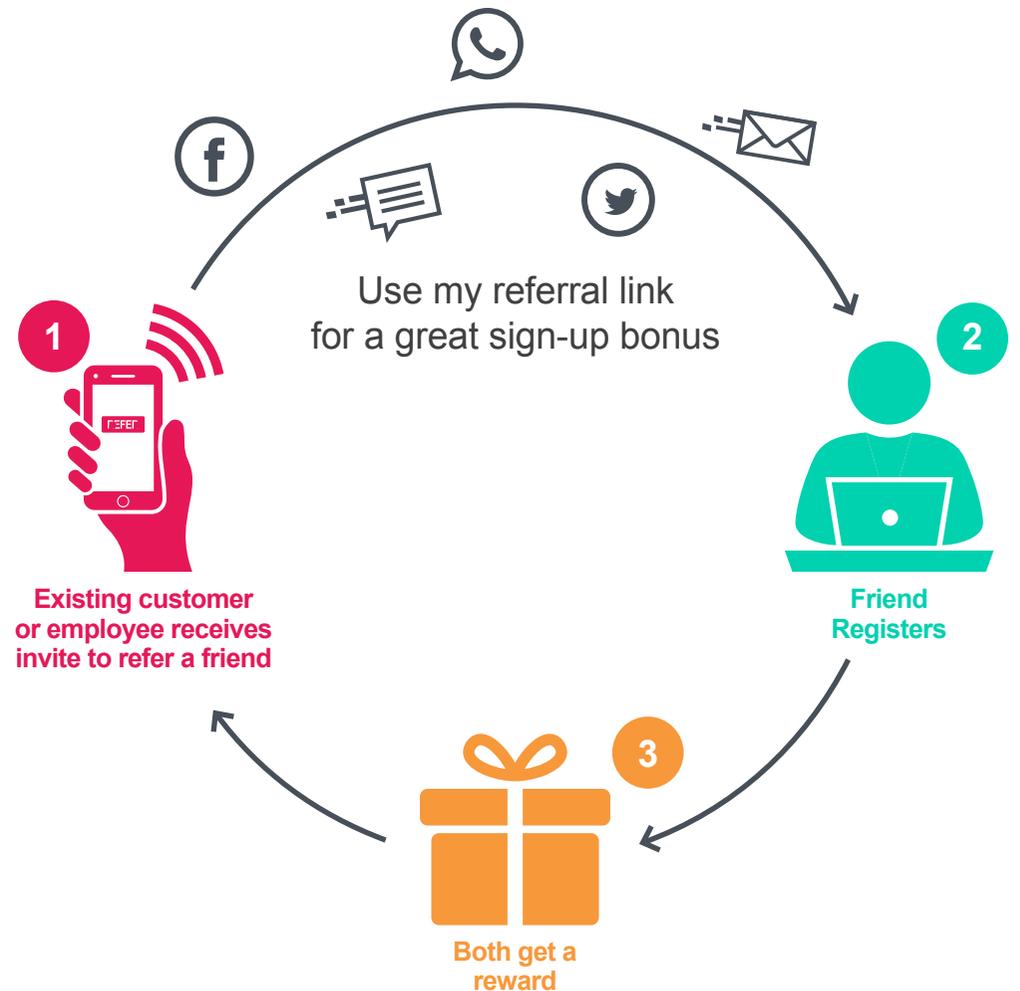
Radical Referrals enables you to unlock the huge potential of peer-to-peer referral marketing, create deeper brand engagement with your existing customers and connect with new ones. It also enables you to harness your own team to generate referrals for customers, and even potential employees.

How Does The Solution Work?

Radical Referrals by 3radical is a hosted software solution that allows you to quickly create referral pages. These can be dropped into existing websites, mobile apps and other digital marketing platforms to acquire new customers or find new employees and generate incremental revenue, regardless of what device or channel people are using.

By using easy to deploy templates, you can encourage customers and employees to share branded referral requests with their friends and family via a range of mechanisms, including instant messaging apps, SMS and email.

Friends receive personalised branded messages that offer them the chance to earn a range of flexible rewards, such as electronically-fulfilled vouchers, prize draw entries and redeemable loyalty points, by doing tasks such as registering as a new customer, applying for a role, completing a purchase or other customisable actions.



As friends complete these sign-up tasks, the referring customers or employees are also immediately rewarded. You can also define reward tiers and 'stretch goals' to increase the total number of friends each person is encouraged to refer so they can unlock additional bonuses.

At the same time the platform's security features allow you to set limits around referral frequency and total referrals to avoid people being able to 'game the system', which ensures you are generating valuable new customers or employees, not just those looking for a free ride.

Using powerful interactive reporting, you can then track which individuals, rewards and channels are generating the most referrals to enable ongoing optimisation and further segmentation of future campaigns.



An illustration for how a campaign might look for a financial service brand.

Why Radical Referrals Is Unique

Radical Referrals is part of 3radical's wider audience engagement platform Voco and can be used either as a standalone module or in conjunction with Voco.

Combining Radical Referrals with the Voco platform allows you to extend initial engagement and incentivise people to complete over 50 additional positive brand tasks, such as:

- Viewing web pages
- Following brands on social channels
- Engaging with physical products
- Checking in at stores and venues
- Completing quizzes and surveys
- Making purchases
- Sharing content to social
- Redeeming rewards
- Watching content

Voco seamlessly integrates with existing back-office applications to allow key areas of your business to be alerted when referrals have been generated and to trigger appropriate 'next best audience engagement' activities in real-time.

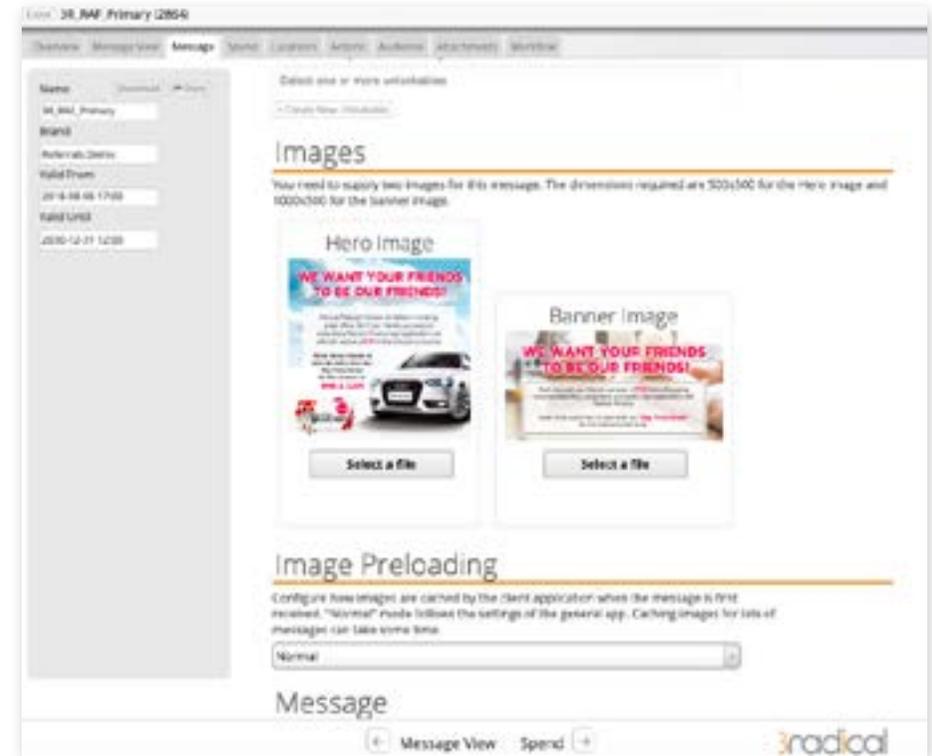
It's Easy To Set-Up

Thanks to Radical Referrals' intuitive graphical interface and ease of integration, business users are able to deploy reusable referral templates in a matter of minutes.

Creating a referral programme is simple

- Upload your branded text or image content
- Select your preferred sharing options
- Define referrer and referral rewards
- Deploy your programme to existing marketing channels
- Watch the referrals flow in and your database grow

Alternatively, 3radical offers managed services to create and run referral campaigns on your behalf.



Want to learn more about Radical Referrals?

Visit www.3radical.com/referafriend/ or [contact us](#) at:

UK +44 117 344 5008 | Singapore +65 6407 1390 | Australia +61 289 737 506 | North America +1 224 360 6190

 info@3radical.com

 www.3radical.com

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