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Extole Announces the Three Finalists for The First Annual Advocacy and Customer Experience Award, to Honor the Best Referral Marketing Program of the Year

Finalists Casper, HotelTonight, and Uber earned consideration by driving customer loyalty and acquisition through incentive-based, refer-a-friend programs

San Francisco, Calif. - December 22, 2015 - [Extole](#), the leading referral marketing platform, is pleased to announce its three finalists for the first annual Advocacy and Customer Experience (ACE) Award: Casper, HotelTonight, and Uber. The ACE Award was created by Extole to recognize the best use of referral marketing as a significant channel that creates advocates from a company's existing customer base and enables them to acquire new, loyal customers. The winner, to be announced in January 2016, has created a noteworthy advocacy marketing program that is an essential component of the business' overall marketing strategy. The three finalists are judged on their referral marketing programs' creativity and success:

- **[Casper](#):** Casper, the startup that upended the mattress industry by designing and selling high quality mattresses directly to consumers, is one of today's fastest growing consumer brands. The company's refer-a-friend program, Casper Friends, makes it easy for customers to share Casper with friends and family. When a referred friend purchases a mattress, they receive \$50 off their first purchase. The advocate then receives a \$50 digital gift card, which can be used at a variety of online retailers. The program's structure means that two purchases must be completed to initiate the \$100 total payout. Along with organic buzz, Casper Friends helped Casper completely sell out of its initial inventory within just one week of launch.
- **[HotelTonight](#):** HotelTonight, the mobile app and website that offers customers last minute rooms at hotels it individually screens, has a referral program that allows existing customers to send invite codes to their friends and family. When a referred customer signs up for HotelTonight, they receive a \$25 discount off their first booking (of at least \$135). When the referred customer completes a stay, the advocate then receives \$25 off their next booking (of at least \$135). The program codes expire after 120 days.
- **[Uber](#):** Uber, the provider of the revolutionary mobile app that connects ride seekers with drivers, offers referral programs to both riders and drivers. When existing riders give their promotional code to friends without an Uber account, the referred customer will receive \$20 off their first ride. The existing rider will receive \$5 once their friend takes their first ride. When a driver gives their promotional code to a potential driver who then becomes an Uber driver, they receive a payment once the referred driver completes their first 10 trips.

Experts in the marketing, customer experience, and customer loyalty fields will select a winner based on an extensive evaluation of each company's referral marketing program.

"Our three finalists make advocacy a fundamental part of the customer experience and their brand promise. They have referral programs that embody what we at Extole call 'everyday advocacy'. Their programs appeal to all their customers across channels. They make sharing frictionless. And the customer experience is beautifully designed," said Matt Roche, CEO, Extole. "Advocates make brands, and these finalists get more advocates."

Extole will announce the winner of The ACE Award on January 28, 2016 at an exclusive dinner in Boston, Mass. held for industry thought leaders and marketing executives.

About Extole

Extole helps marketers acquire more customers and better customers at scale with its referral marketing platform. With Extole's turnkey SaaS platform, marketers create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers on site, in app, and offline. Focused on creating the most advocates from existing customers, Extole powers refer-a-friend programs for Vistaprint, Advance Auto Parts, Lands' End, Petco, Shutterfly, Sears and more.

To learn more, visit www.extole.com.