

# Harness the power of referrals to grow your subscriber base

WHOOP is a human performance company which provides a fitness tracker and a subscription service that offers users robust information about their recovery, training, and sleep patterns. With detailed analysis, WHOOP customers can optimize and increase their physical performance.



>10%

new subscription sign-ups

20x

Return on investment

## ★ Client objective

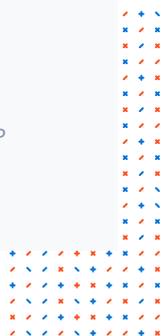
The WHOOP marketing team wanted to utilize referral marketing to help achieve their aggressive customer acquisition and retention goals. WHOOP invests in traditional paid digital advertising channels but additionally wanted to harness the power of their enthusiastic member base to increase subscriptions.

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*Referral marketing has given a voice to our existing members in an attributable and quantifiable way, that's better than just word of mouth.*



John Sullivan, the WHOOP  
VP of Marketing

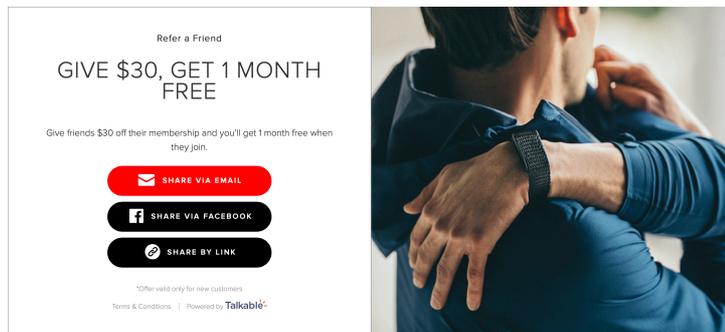


 Solution

The Talkable implementation team integrated and launched WHOOP referral campaigns both on the website and inside the mobile app within 10 business days.

The referral offer was structured with a compelling double sided incentive. Successful advocates receive a free month of service and referred friends receive \$30 off the first-month subscription.

By engaging their existing customer base in promoting the brand, WHOOP was able to leverage the power of a trusted and knowledgeable source to achieve advertising credibility.



[www.whoop.com/share](http://www.whoop.com/share)

WHOOP Fitness Referral campaign  
2019

 Results

Referral campaigns now **drive >10% of new subscription signs ups** for WHOOP. For a subscription business such as WHOOP, the referral program is a scalable and cost-effective channel for growing the subscriber base.

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*Working with Talkable has been pain-free. The onboarding team got us up and running at light speed, and our team loves the weekly reports. In addition, the accessibility and ideas the customer success team offers are great.*



John Sullivan, the WHOOP  
VP of Marketing

