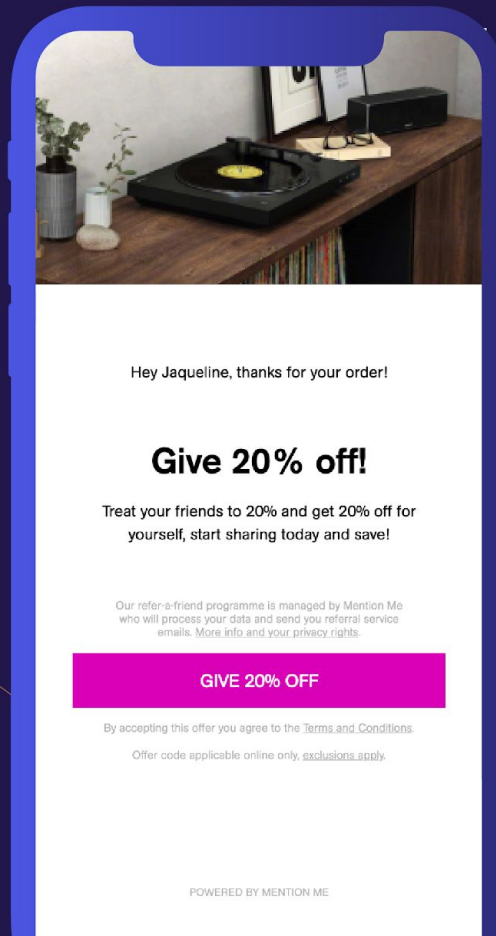


How HMV reduced Meta costs by 60% through harnessing advocacy insights

The UK music giant created lookalike audiences using unique advocacy data to dramatically improve the performance of their paid social campaigns.

mentionme × hmv.com



Being a household name gives HMV many advantages. But it also makes it very difficult to grow new, first party data.

The Challenge

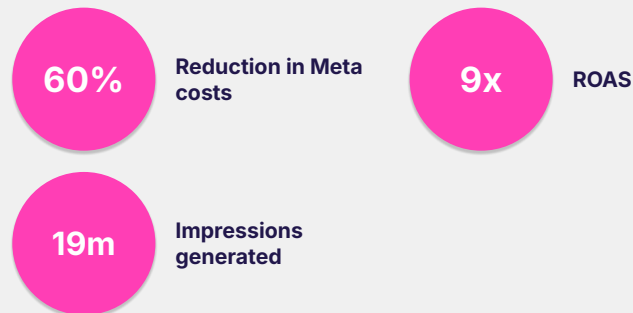
A key priority for HMV is driving newsletter sign-ups, which lets their customers hear about limited edition drops and events that often sell out before they've hit the shelves. But when you're such a well-known brand, it becomes a real challenge to find new customers.

From a paid social perspective, this resulted in two problematic scenarios. Either the people being targeted were already subscribers, or their CPL would explode and become very volatile when excluding customers on their mailing list.

The Solution

By using Mention Me's Audience Builder feature, HMV has been able to add a key new buying signal to their Meta targeting. After excluding customers on their mailing list, they can add a criteria to find new customers with the same profile as their biggest referrers. They did this because, on average, **referred customers spend 42% more with HMV in their first 6 months** than non-referred customers, making them a hugely valuable new cohort to target.

Thinking advocacy-first is driving strong results for HMV:



In the past, we've really struggled to find new customers and drive meaningful results from our Meta campaigns. **But with Audience Builder, we can target the right audience and convert them at a far more affordable price.**

Not only have our costs come right down, but they've really stabilised for over a year now.

Connor Weir
Community Manager