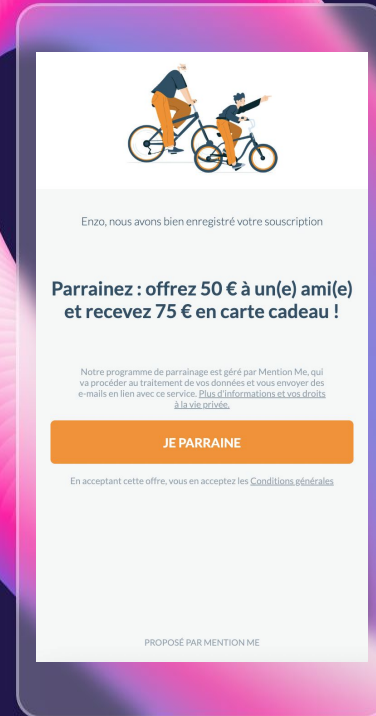


How Linxea taps into trust to drive a **30% lower CPA**

The French independent leader in personal wealth management are identifying and activating their brand fans to accelerate customer acquisition.

mentionme × LINXEA



When it comes to money, few consumers want to take risks — making it a top priority for Linxea to prove they could be trusted with their hard-earned cash. And what better way than encouraging their existing customers to spread the word for them?

After struggling to acquire a high volume of customers with a referral provider, Linxea turned to Mention Me in 2022 to set up a brand advocacy programme. **Nine months after launch, brand advocacy accounts for more than double the percentage of Linxea's total new customer acquisition than with their previous provider.**

Better yet, Linxea's advocacy programme offers a higher return on investment than other channels, with a CPA sitting at **30% cheaper than their target.**

This success follows regular experimentation with campaigns, including learning that customers are more likely to share when presented with fewer sharing options.

Linxea are also using their advocacy data to identify and activate their brand fans, creating a separate campaign with a higher incentive for their top referrers. **This campaign is proving a hit with their biggest brand fans: 67% of customers have shared the current offer.**

Linxea's next step is to further leverage their first-party advocacy data to more strategically segment and engage customers through highly targeted and personalised communications.

Thinking advocacy-first is driving strong results for Linxea

30%

Lower CPA than target

62%

Of referrals convert into new customers

24%

Of customers share the brand with friends

40%

Of referred customers come via Name Share®



We've always known that word-of-mouth is an extremely important marketing channel for us to build trust among our target consumers, but we needed to find the best possible solution to make it a success. Mention Me was an easy choice. **Our programme's performance is constantly improving, and its CPA is consistently cheaper than our other channels.** It's been a game-changer for us.

Diane Larramendy
Chief Operating Officer