

How Moss drove a **90% increased ROAS** by harnessing advocacy insights

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

mentionme × **MOSS**



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15% off**

We'll also give you 15% off too for each friend who makes their first purchase.

Our refer-a-friend programme is managed by Mention Me who will process your data and send you referral service emails. [More info and your privacy rights.](#)

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By accepting this offer you agree to the [Terms and Conditions](#)
*15% off subject to a £50 minimum spend
To benefit from this offer your friends must place their first order by Sunday, 3 March 2024 23:59 UK (GMT +00:00).

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Once they realised the value of their brand fans, Moss saw a golden opportunity to increase the performance of their paid social campaigns.

The Challenge:

Like many brands, Moss has found it tough to generate a strong ROAS in a competitive market. Around 50% of Moss's paid social budget currently goes into Meta, so any gains in this area has a significant business impact.

The Opportunity:

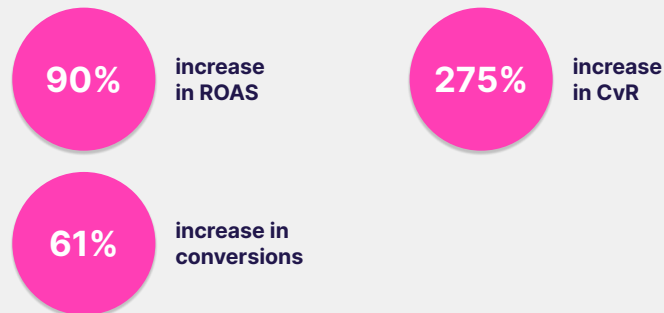
Since 2021, Moss has been running a high performing referral programme with Mention Me. To date, up to **20% of referrals currently convert into new customers**, with referred customers on average having a **14% higher AOV** than non referred customers.

With the advocacy insights generated through their referral programme, **Moss were able to create a brand new group of lookalike audiences, based on the profile of their biggest advocates.**

The Plan:

With Mention Me's unique Audience Builder feature, Moss could directly integrate into Meta and start targeting new high quality customers within minutes. Given the simplicity of set up and the potential gains to be made, they were keen to start as soon as possible.

Thinking advocacy-first is driving strong results for Moss:



The team at Mention Me are very proactive in helping us find new ways to optimise our partnership. **The data proves how valuable our brand advocates are and we knew there was more we should be doing to capitalise on that.** The integration into Meta has delivered very strong results, particularly our ROAS and CVR which are key metrics for us.

Hamish MacRae
Digital Marketing Executive