How SPOKE supercharged their paid social

Spoke worked with Nest Commerce and Mention Me to target consumers that looked like its most valuable customers: referrers. To explore how referrer and referee lookalike audiences compared to high-performing lookalike audiences, Spoke ran A/B tests on Facebook showing the same content.

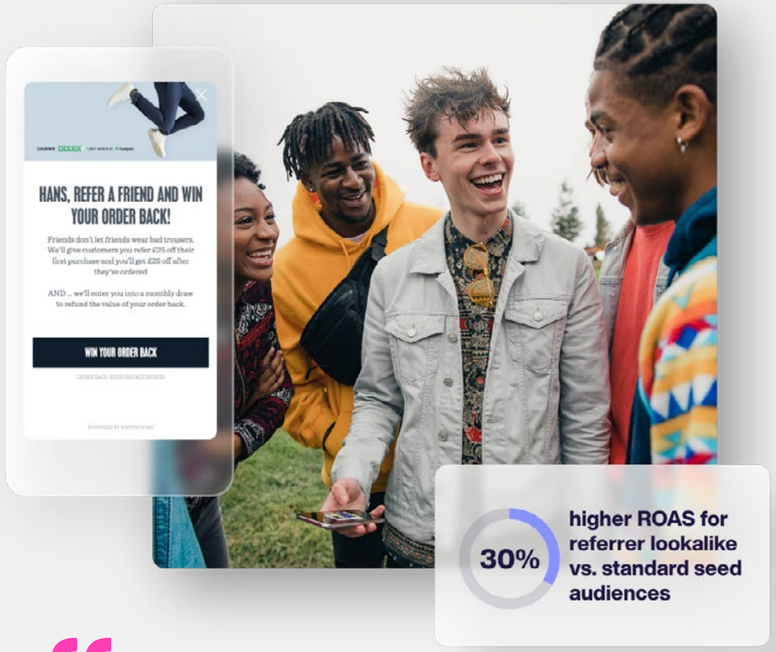
Here's what they achieved:

65%
increase in conversion rate

12%
Increase in referral rate

100%
Increase in CTR

12%
Decrease in CPA



"We know that referrers have higher lifetime value than the average customer, so we jumped at the chance to target lookalike consumers on social media with Mention Me and Nest Commerce. Within 30 days, the referrer lookalike audience delivered **30% higher ROAS** and **12% decrease in CP** vs. our standard seed audiences. We can't wait to keep experimenting to see what else we can achieve."

Sullivan Gimaret,
Head of Growth, Spoke