

How powerful paid social became child's play for Seraphine

Seraphine has worked extensively with Nest Commerce over the years to turn paid social in a key driver of business growth. To build on this post-iOS 14, they wanted to leverage first-party data gathered through Mention Me to further experiment with new strategies to efficiently acquire new customers.

Knowing that Seraphine's referred customers have higher conversion rates, Mention Me and Nest Commerce created lookalike audiences to identify and target their next best customers on Facebook.

Here are the results so far:

23%

Decrease in CPA

15%

Decrease in CPM

42%

Increase in CVR

12%

Increase in Share Rate



15% lower CPA for referrer lookalike vs. standard seed audiences



Nest Commerce and Mention Me have helped us to create a robust social strategy that's delivering our strongest ever conversion rates. Our referrer lookalike audiences are driving **20% more customers** and **15% lower CPA** than our other seed audiences. We're also finding that referrer lookalike customers are more likely to buy again and introduce friends themselves, driving long-term value for our business."

Anais Biyot,
ECommerce Manager, Seraphine