

SMART AUDIENCES

Supercharge your paid marketing strategy

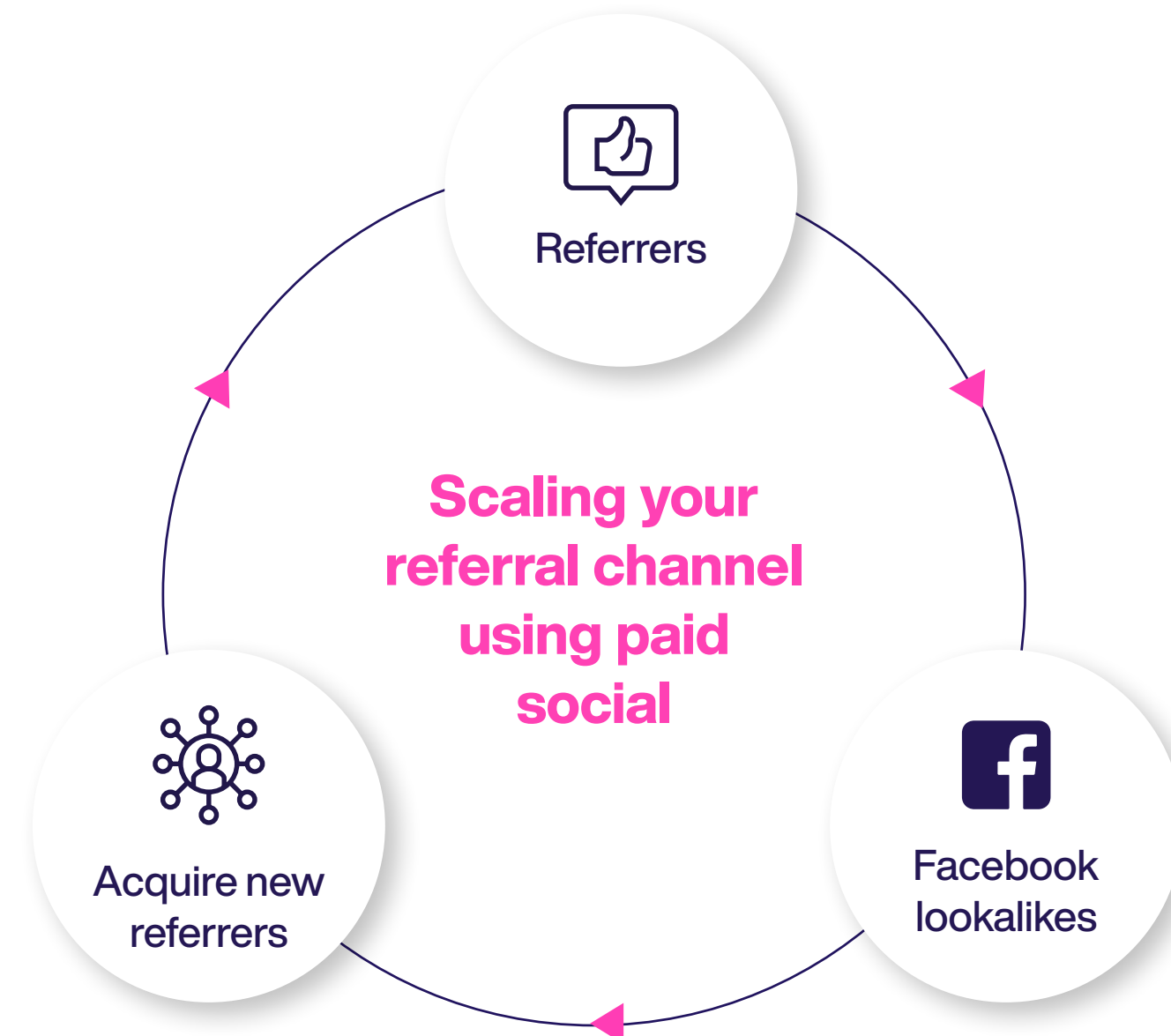
Reach future brand fans in record time

Smart Audiences equips you to use first-party referral data to target high-converting lookalike audiences on paid social and search. So you can reach even more consumers who become brand fans driving exponential growth.



Target consumers that look like your most valuable customers: referrers

- ✓ **Leverage first-party referral data** that keeps you in control while reaching strong-performing audiences
- ✓ **Lower CPA** by targeting consumers highly likely to convert into brand fans
- ✓ **Save time** without the need to manually upload spreadsheets. Referral data travels across platforms in real-time, syncing seed audiences daily so you can reach an ever-evolving audience
- ✓ **Get better returns, faster** through a scalable revenue stream backed by data-driven reporting



mentionme



Menswear retailer SPOKE supercharges paid social with referral data

“

Using referral data for paid social is low effort and improves key metrics. There's a solid commercial business case behind it.”

Tereza Pigova,
International Growth Marketer

+65%

Increase in conversion rate

-12%

Decrease in CPA

+30%

Increase in ROAS

MENTION-ME.COM