

MODA IN PELLE

Targeting referrer lookalikes on paid social



Following iOS changes, Moda in Pelle was looking for a cost-effective way to reach target consumers who would convert into customers who loved the brand. So, with Mention Me and Futcom, it used its first-party referral data to build and target lookalike audiences on Facebook.

It soon started seeing results. Within just two weeks, the footwear brand was acquiring high-quality new customers who spent more than the average shopper, and cost less to acquire.

The approach is now firmly part of its paid social strategy.

+85%
increase



Revenue

+7%
increase



Purchases

-3%
decrease



CPC