

# Prospecting for new customers on facebook.

One of the UK's largest pure-play online retailers tested Facebook to acquire new customers.

This ecommerce brand had previously used Facebook to build and engage social communities, but they wanted to evolve their strategy and test Facebook to deliver ROI.

## Approach

- Create a testing framework utilising Facebook's DR products and Adaptly's deployment tools to gain learnings & optimise.
- Create audience segments using Adaptly's Bucket Expander tool based on keywords.
- Build Lookalikes of frequent buyer customers and users who have made an onsite purchase.
- Collect audience pools of users who have fallen off the purchase journey with Facebook's Website Custom Audience's.
- Use Custom Audiences to exclude anyone who is already a customer.
- Multi-variate test; trends, ad types (Link + Multi-product), creative (body copy + image) with Adaptly's Bulk Deployment workflow.

## Results

- Facebook drove orders from new customers at a 'cost per order' target over 50% lower than target.
- Facebook delivered an ROI of £7.50, and out-performed other display channels for prospecting activity.
- Multi-variate testing allowed the client to gain learnings on the impact of trends and creative on performance.



£5 Cost per order.



50% CPO savings.



7.5 x ROI.

## Key Takeaways

- To deliver performance, use the right combination of products and technology to deliver results.
- Multi-variate test to gain learnings that can feed back into your future campaign strategy.
- Utilise Facebook's conversion pixels to gain granular-level data to allow for improved optimisation.

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