

# Drive cost-effective video views with Facebook

A market leading electric retailer used Facebook to drive video completions. Adaptly supported retailer brand initiative promoting laptops by reaching students through Facebook video ads and retargeting them to gain incremental traffic to the client's site.

## Approach

Reach audiences accurately with Facebook's embedded video unit to deliver the best results.

- Create audience test segments, such as; students (users at university) customers, keyword interests and lookalikes of laptop customers.
- Test a range of video image stills to optimise and improve performance.
- Retarget users who have watched the video with Facebook's video remarketing product like a Link Ad and drive traffic to site.

## Results

- Facebook delivered a cost per completed view of £0.31 with a 43% completion rate. With a video view through rate of 8%!
- The campaign delivered a 'cost per play' of £0.15 and engagement rate of 2.5%!
- Retargeting with the Link Ad delivered cost-efficient traffic to site.



2.3M reach.



£0.31 cost per completed view.



43% completion rate.

## Key Takeaways

- Facebook was extremely effective at driving video views and delivered a cost-per-completed-view lower than most other VOD channels.
- Student targeting delivered the most cost-effective video views.
- Track video view (custom audiences) to create an audience pool that can be retargeted with future campaigns.

Adaptly