

Quest Nutrition

Lookalike Audiences layered with Partner Categories generated 2x lift in ROAS (return on ad spend) and a 5x lower Cost per Sale.



Overview

Quest Nutrition, a health food ecommerce company focused on helping active consumers achieve their fitness goals decided to increase the company's social media advertising efforts by leveraging the AdParlor platform to manage their Facebook "cost per sale" Campaigns. A multi-tiered approach was taken with emphasis on expanding the social level of engagement with Quest's target audience – knowing their fan's love to share their "quests" with their own social groups.

The key ingredient for success was the ability to layer highly segmented lookalike audiences from a seed custom audience of the site's top paying users alongside leading partner categories in the sports nutrition vertical. This advanced layered targeting approach was launched through the AdParlor platform where Campaign budget's were allocated to top performing audience segments based on a "cost-per-sale" optimization methodology. The results were a 2x the lift in ROAS in comparison to the other digital marketing channels the site was leveraging and more importantly healthy, active customers returning to the site everyday.

Goals

- Acquire brand new customers and optimize towards short term (1-day, 5-day) buyer metrics and longer term ROAS KPIs.
- Grow brand awareness among the social and health conscious community, with organic and paid post promotion efforts geared towards social metrics like comments, share & post likes.
- Acquire new fans through paid brand awareness efforts and retarget them with "cost per sale" product offers.

RESULTS

↑ 5x

CPC Savings

Compared to other digital marketing channels



↑ 2x

Increased ROI

Compared to other digital marketing channels



↑ 5x

"Cost per Sale"

on new user acquisition Campaigns



↑ 2x

Increased CTR

(click through rates)

