

Facebook's web custom audience is 2x more efficient at driving content participation.

A leading CPG salty snack brand set out to drive votes among Facebook users for a new chip flavor as part of their signature program in it's 2nd year.

Adaptly tested a blend of Facebook native targeting, custom audiences and lookalikes, and Facebook's Web Custom Audience product (and lookalikes), to learn what best drove efficient votes to achieve the best performance possible. Facebook's Web Custom Audience was the key to success!

Approach

- Adaptly used a 4-pronged approach for this campaign to cast a wide net via Facebook native interest targeting, custom audiences of past flavor submitters, and Web Custom Audience pixel on the Voting homepage.
- Adaptly optimized budget in realtime against the WCA audience pixel for immediate cost efficiencies.
- As the WCA audience sizes scaled up, Adaptly saw increasing efficiency over a 3 month flight.

Results

- Retargeting users via the Web Custom Audience pixel resulted in a cost per vote of \$1.34—over 2x more efficient than the combined effort of all other targeting tactics, including the client's own CRM file!
- The WCA drove almost 1/2 of all votes as program enthusiasts returned to vote again and again.
- Overall, the 2014 cost per vote of this year's Voting phase was 2.6x more efficient than last year's effort, fueled by the success of the WCA audience (and despite any program fatigue that can occur in year 2).



\$1.34 cost per vote.



2.6x CPV savings.



50% WCA (of all votes).

Key Takeaways

- Place the WCA pixel as early as possible, even before campaign launch to start collecting this audience to retarget and get the most scale.
- Always consider WCA pixels for Direct Response campaigns as they drive efficiencies via retargeting to program enthusiasts, but cast a wide net and a variety of targeting types at initial launch to test and learn.

Adaptly