

Facebook drives increase in advanced purchases sales

The client provided a native video asset with a call-to-action button as opposed to a YouTube link in order to track user interaction with the video and increase overall engagement as well as enhance the overall user experience.

Approach

The client's goal was to reach as many male users ages 18-34 within a set budget. Adaptly recommended them the most efficient way to go about doing this would be to run a reach/ frequency buy as we could lock in the rates in advance, cap frequency, and know exactly how many users we could reach with the given budget upfront.

- The goal was not to just reach users, but to make sure we were serving them an engaging piece of content that they would interact with. Adaptly encouraged a native video asset as well as added the CTA button after the video to drive users offsite as a secondary objective.
- In order to maximize reach given their budget, we spread the budget over 5 days as opposed to 3 or 4 as well as recommended the frequency cap of 2 rather than 1. Both of these measured helped drive down costs while increasing overall reach.
- Given past campaign performance, Males ages 18-34 have been the brand's most engaged audience, hence the decision for M18-34.

Results

- Much higher CTR and action rates than YouTube videos we've run for the client in the past. Those average in the 2-3% CTR range, this was well above that.
- Facebook provides reporting on native videos with respect to percentage of video viewed, average percentage of length viewed, completed views, etc, and it also allows us to retarget users who viewed or completed this video. Adaptly intend to leverage this data for future initiatives. This is not available with a YouTube link.



5.12 million video views.



\$0.05 CPV.



10.06% CTR.

Key Takeaways

- Leverage native Facebook videos over YouTube links.
- When buying on Reach/ Frequency to a broader audience, use historical data to determine the most relevant target audience.
- Unless the buy is time sensitive, recommend spreading the budget across several days in order to increase reach and drive down overall costs.

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