

Facebook drives ROI for Luxury Retailer

A high-end fashion brand wanted to drive high quality traffic and ultimately ROI in five EMEA markets with Autumn/Winter collection content.

Approach

Create a campaign strategy focused on premium formats and placements combined with high quality campaign creative to deliver ROI.

- Create bespoke audiences with Adaptly's 'Bucket Expander' tool, to find keywords associated with key phrases.
- Use Facebook's Link Ads to drive high quality traffic to site. Test the 'Shop Now' button.
- Focus activity in the News Feed with Link Ads to align with the client's premium branding.
- Use unpublished posts to create multiple variations for each week, to ensure content is refreshed.
- Create test segments with Adaptly's technology- to allow for granular optimisation throughout the campaign.

Results

- Facebook is one of the top performing Direct Response channels, with an overall ROI of 40X.
- Russia, a new market, delivered one of the highest ROI's of £70 and was a huge success!
- The activity delivered excellent ROI and still maintained very high engagement rates.



ROI 40 x.



Sales 12,000.



CPC £0.60.

Key Takeaways

- Use the right combination of targeting, formats and placements to deliver huge ROI efficiencies.
- Content and formats can create premium environments for luxury brands.
- Gain data and learnings cross-market to influence future strategy and improve campaign performance at a global level.

Adaptly