

Extending video activity with Social native ads.

To support the new product launch of a popular men's deodorant brand, a leading pharmacy chain used Facebook's embedded video to extend the reach of VOD activity to increase user engagement and drive video views.

The client is a pharmacy chain in the UK and Ireland, with outlets in most high streets, shopping centers and airport terminals.

Approach

- Build a bespoke audience of consumers interested in competitor fragrances, focusing on the male demographic. Using Adaptly's bucket expander to find similar words/phrases to build a significant audience pool.
- Create a customised 'call to action' at the end of the video to allow consumers to click through to site, to browse content and products.
- Create test segments, such as; age-group, placement and bid type, using Adaptly's bulk creation workflow – to allow for granular testing and optimisation.

Results

Facebook delivered a cost per view of £0.05, using the click-to-play video format (prior to auto-play release).

- The campaign delivered over 260k video views.
- With a video view through rate of 8%!



260k video views.



£0.05 Cost per view.



8% view-through rate.

Key Takeaways

- Facebook is very effective at driving video views, at scale.
- Utilise 'call to action' end frames to drive users through to site to browse or purchase.
- Test demographic and placements to allow for optimised delivery during the campaign period.

Adaptly