

# Upselling Customers on Facebook

**Telcom brand wanted to increase customer upsell with Facebook's custom audiences.**

**Adaptly drove client's current TV customer base to upgrade their basic service package with two key product add-ons. Each add-on product, monthly channel packs and one-off film purchases, had individual sign-up targets and needed to be treated as separate initiatives.**

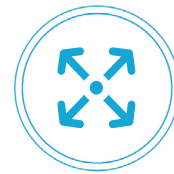
## Approach

Leveraging Facebook's custom audiences and creating a testing framework to gain learnings and improve performance.

- Utilise custom audiences for inclusion & exclusion targeting.
- Multi-variate test; channel packages, ad formats and post creative using Adaptly' Bulk Campaign Creation tool.
- Upweight during key consumer periods, especially around timely content.
- Use Facebook conversion pixels to gain granular data and learnings.

## Results

- Facebook consistently delivers cost-effective customer upsells and is one of the top performing Direct Response channels.
- The campaign in one quarter reached over 55% of customers, and 80% of matched users on Facebook.



Reached  
350k users.



£0.42 Cost Per  
Engagement.



£148 cost per sale.

## Key Takeaways

- Use custom audiences to increase the accuracy of campaign targeting (inclusion + exclusion).
- Multi-variate test to gain learnings and allow for more granular optimisations.
- Facebook pixels will allow for granular data learnings and improved optimisation and performance.

**Adaptly**