

Driving fans and event awareness

Adaptly helps a State Economic Development Authority generate awareness around tourism post natural disaster. This travel client is an independent, quasi-governmental self-supporting entity in a US state dedicated to broadening and expanding the state's economic base wanted to Increase Facebook Fan base by 80% with a customized Always-On strategy.

Approach

In order to drive awareness at scale in a condensed period of time, Adaptly leveraged a CPC tactic across both mobile and desktop, Newsfeed and RHR. We then qualified the audience by delivering Photo Post and Like Ads to users within relevant geographic areas against an extensive keyword list that was representative of the lifestyles and interests our client's current consumers. Having geo, keywords, ad placement, ad type, and platform to optimize against, Adaptly had flexibility to find out what worked best and spend effectively.

- Leveraged geo-targeting to attract visitors from out of state.
- Maintained an Always-On presence for the engagement portion of the campaign.
- Promoted event-specific posts to drive participation.

Results

- Able to achieve a sub \$1.00 cost per fan.
- Reduced daily CPC by 60%.
- Increased Facebook Fan base by 80%.



\$0.94 CPF.



\$0.95 CPC.



4x fan base growth.

Key Takeaways

- Targeting users on RHR was most effective at driving scale and awareness.
- Categorize geos into 3 buckets and optimize bid strategy to the best performing bucket.
- Focus delivery around Mondays, Tuesdays and Wednesdays when majority of people are starting their work week and looking for ways to plan their weekend.

Adaptly