

eCommerce Advertiser

Leveraging a product catalogue to drive customer acquisition

Their Story

A leading ecommerce company that offers a large library of media content for users who sign up and pay a monthly subscription fee.

Their Challenges

To date, AdParlor had been managing the advertiser's large-scale product campaigns by creating hundreds of individual Link Ads, each promoting one product at a time. Their goal was to drive users to their subscription service landing pages and convert them to paying customers. The challenge was twofold:

- First, scaling the vast amount of ads across the advertiser's wide product catalogue, and serving up the right creative to the audience with the highest intent to purchase.
- Second, understanding which "category" of product creative was driving the strongest performance. For example, the advertiser wanted to measure how their male products were performing compared to their catalogue of kids products across hundreds of active ads.

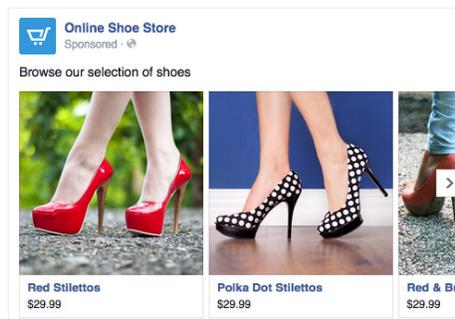
What are Multi-Product Ads?

Multi-Product Ads enable advertisers to showcase five products within a single ad unit on desktop or mobile. Each product highlighted has its own image, description, and click target.

How AdParlor Provided Value

To scale the advertiser's business objectives AdParlor enabled them to:

- Bulk create multiple MPA Ads and automatically match these to the advertiser's most relevant audiences based on their 1st and 3rd party targeting data.
- Measure the creative performance across hundreds of MPA Ads on Facebook using AdParlor's proprietary "Ad Intelligence" product. This allowed the advertiser to create individual tags that represented their various "product categories" (e.g. male, kids, parents, etc) which were appended to the corresponding MPA Ads. Each ad contained up to 5 product images that were selected and bundled together based on a sequencing formula. The strategy was to only bundle together products in a single MPA Ad that were either closely related within a specific "product category" or shared a similar concept or theme.



Their Goals

- Increase subscription rates to their paid service at a lower cost-per-acquisition
- Understand the performance lift of multi-product ads vs standard link ads
- Understand which "categories" of product creative were driving the best purchase rates

Their Results

MULTI-PRODUCT ADS VS LINK ADS

↑ 22% Higher Click-Through-Rate

↑ 20% Reduction in Cost-Per-Purchase

Learnings

The biggest take-away was that across the advertiser's large catalogue, there were specific pockets of "product categories" that when properly sequenced in a MPA Ad, drove significantly better performance results than the standard Link Ad format.

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