CASE STUDY – CLIENT QUESTIONNAIRE

Background

Campaign or Strategy Title: The SeeMe #HeartMovement grows locally via Facebook
Campaign Dates: February 8 - 27, 2016
Targeting of campaign: Women aged between 25 and 45, living or working near the store. Interests: fashion accessories, ethical consumerism
FB Products used: Desktop Newsfeed, API, Website Conversions, Local awareness
Case Study Video: https://wegotu.wistia.com/medias/ak4jf04dwc

Creative

Goals: Increase in-store sales, Raise brand awareness

1. **What were the business challenges the company was trying to address? How was Facebook uniquely suited to help tackle these challenges**?
   a. DTG Netherlands, a business directory helping SMBs grow, had a growing issue because small businesses didn't feel they were seeing real results coming from their digital engagement campaigns. With GotU's Facebook advertising technology, DTG Netherlands could confidently provide real results to its clients. SeeMe Fairtrade Jewellery, a DTG client, wanted to reach out to people who live or work near the store. Flyers and radio ads that focused on reach and frequency, have been the most effective medium to boost store visits so far, so we tried to replicate those results online by using Facebook's rich targeting capabilities. No other digital media was able to target this local segment with this level of precision and efficiency.

2. **What were the main goals and objectives of the campaign?**

a. Increase store visits and sales . With GotU's optimisation technology and rich history of local knowledge, we've managed to obtain an extremely high online reach and frequency in a short period of time, enough to drive significant in-store walk-ins and in-store sales. (25.000 users, all female, with frequency 7).

Approach

3. **Please provide a brief overview of the campaign/strategy?:**
    a. **What were your first steps?** The first steps were to define the key segment locally - who and where. The See Me product, fair trade luxury jewelry, is quite niche and high end, hence it was not easy to define the correct area polygons, target settings and appropriate creatives.
    b. **What were your targeting tactics?** With GotU's technology, DTG Netherlands was able to auto-split different ad sets to test different interest targeting to maximize the impact of the message & creative, and to observe and optimize the performance. The location around the store was defined between 1 - 3km to maximize the potential of the target audience to actually come into the store and to see real results. With GotU's optimisation algorithm - DTG Netherlands was able to obtain a high reach and the perfect frequency to drive store visits and real results.

    c. **Why did you choose the products and approach you used?** A combination of Website clicks, Local Awareness and Post Engagement ads were used to obtain the most efficient targeting and ad engagement possible, while GotU's optimisation technology took care of obtaining the optimal reach & frequency, to guarantee best results possible.

    d. **Tell us more about the creative – what was the thought process behind it?** The creativity and ad copy used highlighted and focused on 3 main elements: 1) The fact that it was a fair luxury concept, helping women victims of violence in the Middle East. 2) The precise address of the store and a prominent image of the store front, in order to increase the ad relevance on users living nearby, and to make it easier for them to locate it. 3) Reference to the famous Magazines like Vogue where the brand had been featured to increase curiosity and give prestige to the brand.

    e. **Had you run a campaign like this before?** Yes, we have helped companies that support small medium businesses, like DTG, in executing GotU's reach & frequency campaigns in several other countries.

4. **Did insights from previous campaigns inform the campaign strategy?**
    a. Yes, we had conducted similar campaigns before and through consistent tweaking of our optimisation technology, we were confident that this targeting method would bring great results also for DTG Netherland's clients, like SeeMe.

5. **How did Facebook marketing tools and technology play into or amplify any other media and platforms (such as TV, print, events, in-store, etc) that you were also using?** This was an independent Facebook campaign, using elements of some older campaigns (images).

6. **Did you work with any creative agencies or development partners to bring the campaign to life? Please elaborate on any aspects (e.g. the creative concept or development tools) that was key to the success of the campaign.** We are the sole ideator behind the campaign and creative. The creative concept of using hyperlocal targeting together with reach & frequency turned out to be extremely successful and we've been working on other campaigns based on this concept ever since.

Results

7. **What results did the brand see from Facebook?**
   a. **How did this effort drive business results for the brand?**
      i. DTG's client, See Me, saw new local clients coming into the store since day one. Normally on weekdays store visitors are tourists, but on the first day of the campaign, 8 new local people entered during lunch hour and all mentioned they had seen an ad on Facebook that sparked their curiosity. The daily numbers increased over the campaign. Store visits increased, together with sales and brand awareness among the local - and returning - target audience.

   b. **How did the campaign perform in terms of marketing effectiveness?**
      i. Direct return on Ad Spent equal to 620%.

   c. **What were the measurement results from this campaign if applicable?**
      i. The average increase in walk-ins were 10-fold during the campaign.

   d. **What do you think made this campaign in particular a success?** Prioritising reach & frequency as a goal instead of digital engagement, and Facebook's unmatched targeting capabilities were key to seeing real-life customers in the store. On top of that, the messages that leveraged on the right aspects contributed to the success of the campaign.

Looking Ahead
How might Facebook play a role in future plans for your brand? Better insights - such as Physical Store visits being tracked and access to Local Insights API.

Client Quote & Testimonial
What were you and/or your agency most excited about regarding this campaign effort and its impact on the business? Please mention any Facebook tools used that were uniquely suited to achieve your goals (focus on specific tools, objectives).

"We've used Facebook's ads before and got a lot of clicks and impressions, but people didn't come in my store. With DTG, this new product they have offered me from GotU really worked as people do come in to visit the store and ask about the ads they had seen. We're thrilled with the results."

Caterina Occhio, Founder of SeeMe

How well does your technology or service drive real results for clients?
GotU's reach & frequency optimization technology is built to drive real results for SMB's and retail stores. By assigning an an effective reach and frequency goal per location, together with specific location & interest/behaviour targeting, we maximise the possibility of driving offline action among the target audience (store visits, phone calls etc.). The end client finally understands the product and sees real results for themselves.

How easy is your technology or service to use?
GotU's Managed service is extremely user-friendly and easy to use. We work closely with our clients with all technical integrations and whitelabel our solution for their needs.

How well does it solve a business challenge?
90% of global sales still takes place offline and GotU taps into that challenge of many businesses - getting real, offline results from their digital investment. Instead of focusing on clicks and impressions, we optimise campaigns for targeted reach and frequency - with the right creative message - aimed at getting offline conversions.

How unique is your technology or service versus what's in the marketplace?
GotU's technology and offer are unique and no other service provider to our knowledge is offering the same service offering facebook campaigns aimed solely at offline conversions at locations.

When compared to similar company's solutions, how differentiated is your technology or service?
N.A

Does your technology or service target a large opportunity or is it niche in scope?
GotU targets a large offline opportunity. SMBs and retail stores still rely heavily on flyers, local print ads and local radio ads to get real store visitors. Business directories are looking for new ways to provide digital advertising services to SMBs and small businesses are looking for new ways to advertise locally, and ways to get real results from digital investments.

GotU's technology is also working with large retail enterprises and brands with stores worldwide because the local campaigns are centrally controlled and yet easily duplicable to different stores of the same chain, and can easily be localized to match each store's requirements.

Does your technology or service have a clear target audience?
Yes. Business directories helping SMB's grow, and large retail enterprises.

Does your technology or service reach other countries? How so?
GotU is currently present in 6 countries around the world, and is about to launch in many others. The digital solution can easily be implemented globally.

Are regional nuances taken into consideration?

All regional and local nuances, including language, cultural aspects, and legislation have been taken into consideration. We have a large multicultural team consisting of more than 18 different native speakers across our offices in London, Milan and Riga.