



## CASE STUDY – CLIENT QUESTIONNAIRE

### Background

**Campaign or Strategy Title:** Hibu creates local success at scale in Spain

**Campaign Dates:** March 4th - March 21st, 2016

**Targeting of campaign:** Women and men aged between 18 and 57, living or working in the city centre.  
Interests: Beauty

**FB Products used:** Desktop Newsfeed, API, Website Conversions, Address targeting

**Case Study Video:** <https://wegotu.wistia.com/medias/mredy4nmzr>

### Creative

The image displays two identical Facebook sponsored posts for 'Elena Paniagua Instituto De Belleza'. Each post is titled 'Sponsored (demo)' and includes the text '¡Vive tu primera experiencia con la depilación láser. Axilas a 10€!'. The main visual is a split image: the left side shows the storefront of the beauty center, and the right side shows a close-up of a woman's face (left post) or a man's face (right post). Below the image, a red banner for the left post and a blue banner for the right post both read 'DEPILACIÓN LÁSER DE AXILAS POR 10€ DE LUNES A MIÉRCOLES'. The business name 'Elena Paniagua Instituto De Belleza' and contact information 'Llámanos al 987-26-45-22, estamos en la Calle de Fernández Cadórniga, 5' are listed below. A 'Learn More' button is present at the bottom of each post. The left post shows 21 likes and the right post shows 14 likes. Interaction buttons for 'Like', 'Comment', and 'Share' are visible at the bottom of each post.

**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. Hibu has always been the preferred company of small businesses in Spain, helping them find new ways to grow, and they're always on the look out for new, better services. To be able to bring even more tangible results to small businesses investing in digital advertising, they turned to GotU, whose innovative technology is bringing real results to businesses around the world. Elena Paniagua, a beauty center owner from León, Spain, was looking for ways to find new clients, and Hibu's suggestion to use Facebook advertising together with GotU's reach & frequency optimization



technology was the perfect solution - combining detailed Facebook targeting and GotU's optimal reach & frequency to maximise results. No other media could have offered such detailed control and visibility.

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

- a. Increase in-store visits and get new clients & laser treatment bookings (the promoted offer) - naturally raising brand awareness at the same time. Online engagement was not going to be enough, but the results needed to show offline, in real-life customers and bookings.

**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. As the services provided by the beauty center were many, we didn't want to limit the audience too much, but still stay within a specific target to maximise results.
- b. **What were your targeting tactics?** With GotU's technology, Hibu was able to auto-split different ad sets to test different targeting to maximize the impact of the message & creative, and to observe and optimize the performance. The campaign was split into two adsets: male & female, and both had a specific offer & creative. 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 Hibu was able to obtain a high reach and the perfect frequency to drive walk-ins and real results.
- c. **Why did you choose the products and approach you used?** A combination of the API, Mobile newsfeed, Website clicks, address targeting 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 the best results possible and to drive real action.
- 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 special offer specifically targeted for women/men. 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) A phone number was visible, giving the target audience the opportunity to call and book an appointment right away.
- e. **Had you run a campaign like this before?** Yes, we have helped companies that support small medium businesses, like Hibu, 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 Hibu's clients, like Elena Paniagua.

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.
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 as well.

### Results

7. **What results did the brand see from Facebook?**
  - a. **How did this effort drive business results for the brand?**
    - i. Hibu's client, Elena Paniagua, saw new local clients coming into her beauty center since day one of the campaign. Normally she has the same clients coming regularly, and they might bring their friends or family members with them. Now, since day one, she saw new people entering and asking about the offer they saw on Facebook. The offer promoted was just for Facebook, so it was easy to recognize the Fb-generated clients and bookings. 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?**

A total of 20 people came into the store and bought the offer advertised during the campaign. That makes a total of 200 Euros of campaign revenue - but many of these clients have been returning ever since, so the lifetime value of the campaign and these clients is much higher, up until now approximately 1000 euros, and growing. In a small town with an established clientele this is an excellent result.
  - c. **What were the measurement results from this campaign if applicable?**
    - i. Direct return on Ad Spent was equal to 112%.
    - ii. A total of 43,000 people were reached, male & female.
  - 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 beauty center. On top of that, the messages that leveraged on the right aspects, and the split targeting (male/female) 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 flyers before, to make our advertising local, but the distribution and new design & print was too time-consuming. With Hibu and this Facebook advertising solution they offered me with GotU, we got the best of both worlds - the easiness and detailed targeting of digital, and the control over how many times people see the ads, to maximize the impact. And the ads really worked as people came in to ask about the offer they had seen. I’m very happy.”

**Elena Paniagua, Owner of Elena Paniagua Beauty Center**

### **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 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 white-label 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.