

# Hawkers Co. did not believe its eyes with collection's test results : +51% ROI



Hawkers Co. is a Spanish brand that sells sunglasses using the Internet as its distribution channel. This startup was formed by four programmers and designers who made the most of their acquired knowledge to launch their own brand via Facebook.

## Facebook: Hawk's #1 investment

Axel Ramirez, advertiser at Hawk's Co. explains why Facebook remains its #1 marketing investment: "On Facebook, not only can the brand communicate with its potential customers, but also customers can interact, share and communicate together in real time. It creates an even stronger brand."

The audiences that we can target on Facebook are so wide, and their quality is unbeatable. People are spending so much time on Facebook, and their mindset while they are navigating on the network is super positive: they are exploring content as a hobby. When a brand is communicating a qualitative and well targeted message to users, it does not appear as spamming, but as interesting suggestions.

To finish, and especially when we started the company, the market penetration for our product was very low, so it let us reach a huge number of people for a very competitive cost. Since then, we never stopped exploring the possibilities of Facebook ads and we are continuously positively surprised."

## A brand that stays on top of ads innovation

Hawkers Co. is always trying new types of ads, campaigns and tools, and participates in every Beta it can.

In March 2017, thanks to MakeMeReach's early integration of collection, they were one of the first to test this ad format on Facebook.

Collection drives mobile shopping in a visual, engaging and seamless way. The ad format pairs a hero video or image with a row of four products below it to drive a user from inspiration to action within a single experience. Particularly useful for featuring a new product release with complementary products to encourage cross-selling, Hawk's Co. decided to use the new ad format to promote its new glasses collection made in collaboration with El Ganso.



## Outstanding results

To run this test on collection, Hawkers launched two campaigns on the MakeMeReach platform:

- Regular photo post
- Collection that paired a hero image with a row of four products below



**The texts were the same, the pictures used were the same, but the results were clearly different!**

### ROI



Regular photo post 1.53  
Collection 2.31

**AMAZING RESULTS**  
**+51%**

### Cost Per Purchase



Regular photo post 30,42€  
Collection 21,15€

**AMAZING RESULTS**  
**-30%**

### Engagement



Regular photo post 12,808  
Collection 23,847

**AMAZING RESULTS**  
**+86%**

