

Case Study

How to Scale Direct Response Ads in the Facebook Newsfeed

Without the right tools it can be difficult and time consuming for an online retailer to effectively scale spend on direct response ads in the Facebook newsfeed. Inputting creative, configuring targeting/tracking and managing performance takes time. Retailers are unable to advertise all their products, most are limited by the time it takes to not only setup ads but also to monitor and manage their performance. In Q1 2014 SportPursuit, a leading private shopping community for sports men and women, adopted StitcherAds and quickly scaled their activity by 50% which generated more time to strategically focus on lowering acquisition costs by 25%.



“StitcherAds has reduced by more than 50% the amount of time it takes us to get campaigns live. This has allowed us to experiment further with campaigns targeting, the content of our ads and focus on strategy rather than manual workload.”

Anna Gardner,
Online marketing manager for
SportPursuit

Objective:

SportPursuit wanted a solution that would significantly lower the time it takes to setup campaigns targeting customers in the Facebook newsfeed across a range of user devices in multiple countries. In 2013 SportPursuit had tried several third party solutions and outsourced to an agency, but, like a lot of online retailers looking to scale their direct response activities on Facebook, they were unable to find a solution that fulfilled their requirements.

The Solution:

SportPursuit realised that agency outsourcing would not work. Collaborating with a third party, under tight timelines, was simply not responsive enough for the company. Having strategically identified online acquisition of new customers as a core competency, they decided it should be managed in-house.

SportPursuit subscribed to StitcherAds and found a solution that delivered on the requirements below and allowed them to abandon their previous approach of using browser hacks and complicated spreadsheets to generate inputs that were then pasted into Power Editor.

US Office

+1 512 487 7591 610
Brazos Street Suite 400
Austin TX,
78701
United States

London Office

+44 203 368 6820
Suite 17, Swan Court
Tanner Street
London
SE1 3LE
United Kingdom

Ireland Office

+353 1 902 0787
Arclabs
Carriganore
Waterford
Ireland

info@sticherads.com
www.sticherads.com

Targeting

SportPursuit wanted to test several lookalike audiences based on existing customer profiles to target similar customers and layer in interest targeting. The retailer is focused on only acquiring new members for their site and thus wants to exclude all existing members using a combination of email custom audiences and dynamically generated web custom audiences. They use StitcherAds to automatically generate individual ads that target people within those audiences. Each ad is targeted to a specific audience, device, age range and country. This generates a huge volume of highly targeted ads that allows them to granularly manage performance and acquisition costs across devices.

Creative

SportPursuit wanted to be able to input different creative for different genders and for different countries to be able to target ladies and gents at localised discounts. They also wanted to be able to direct mobile customers to a mobile optimised landing page. StitcherAds allows them to easily input their creatives and automatically generates all targeting and creative permutations required.

Conversion Tracking

SportPursuit have a very sophisticated reporting and CRM system in place that uses complicated URL tracking parameters to pass critical ad related data back to their internal systems. They were able to use the flexible URL Parameter features of StitcherAds to dynamically pass back highly specific data on each customer conversion. During setup, they simply configured the required tracking data and StitcherAds automatically generates the dynamic and static URL parameters—appending them to the target URL on every ad.

Optimisation

SportPursuit did not originally have an explicit requirement to be able to automatically manage ad performance. However, the new level of targeting and the related volume of ads enabled through StitcherAds automation quickly highlighted the need. Using SticherAds Rules they were able to setup highly configurable acquisition cost targets and automatically pause ads not meeting those targets.

Results

StitcherAds transforms how SportPursuit manage customer acquisition through Facebook. StitcherAds helps lower the time to create campaigns by 50%. Automated micro targeting enables SportPursuit to quickly turn off non-performing ads and lower overall acquisition cost by 25%. By removing the time related barriers to campaign creation, StitcherAds enables SportPursuit to experiment with more acquisition campaigns and focus more on lowering overall acquisition costs.

Anna Gardner, online marketing manager for SportPursuit, said: "StitcherAds has reduced by more than 50% the amount of time it takes us to get campaigns live. This has allowed us to experiment further with campaigns targeting, the content of our ads and focus on strategy rather than manual workload."

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