

CASE STUDY

RETAIL COMPANY (OSCARS INITIATIVE)

Objective

A prominent retail company wanted to increase brand awareness on Facebook for a campaign during the 2013 Academy Awards.

Approach

The company leveraged SHIFT and its social marketing application, GraphEffect, to run a National Page Post and custom Geo-Market campaign, using the theme of the Oscars to drive brand awareness. To reach the female market, the company used News Feed ads to engage women between 18-45.

Results

- In two days, the campaign was estimated (based on quantitative and qualitative results) to reach 1 in 3 women between 18-45 nationally and 1 in 5 women 18-45 in the targeted geo-markets.
- News Feed Page Posts reached a high 2.24% CTR over the 48-hour campaign.
- From start to finish, the campaign's eCPM decreased by almost 50%.

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CASE STUDY

TELECOMMUNICATIONS CASE STUDY (CPGA DECREASE)

Objective

A global telecommunications client needed to increase traffic to its corporate website, with the goal of gaining new mobile customers at the rate of \$200 CPGA (cost per gross add).

Approach

The leading telecommunication client created a campaign promoting products and new services. The client then leveraged the SHIFT platform and GraphEffect, SHIFT's social advertising app, to access data and optimization capabilities for efficient targeting. Five months into the campaign, SHIFT further enhanced the campaign performance by integrating Facebook's conversion pixel to track new business leads.

Results

- Prior to integrating the Facebook conversion pixel with the SHIFT platform, the client saw a 63% decrease in CPGA
- After implementing the Facebook conversion pixel, the SHIFT platform drove 46% decrease in CPGA
- The SHIFT platform and GraphEffect app improved the CPGA by 50%
- In Q1 2013, campaigns run on the SHIFT platform have delivered:
 - Over 1,000,000 clicks
 - Almost 20,000 actions
 - Over 6,000 new customers

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CASE STUDY

FINANCIAL SERVICES DR CASE STUDY

Objective

A Financial Services company wanted to increase account sign-ups and approvals for three of their credit card lines.

Approach

Leveraging the SHIFT platform and SHIFT's social advertising app, GraphEffect, the Financial Services company ran individual campaigns with standard ads in the right-hand side on desktop for each specific credit card. SHIFT utilized third party ad server click and view based conversion data to effectively optimize each campaign in order to increase application volume and achieve a high credit card approval rate, above the company's previous benchmarks.

Results

- By leveraging the SHIFT platform, **nearly doubled credit card applicant approval rating to 20%**, exceeded the previous approval rating benchmark of 11-12% on new credit lines.
- The campaign **beat the cost per application goal by 20% and the cost per approved accounts goal by 37%** with a narrow attribution window and limited post impression credit.
- Of the three cash back credit card lines; the highest performing credit card campaign gained a **23% approval rate**.

SHIFT was able to nearly double the credit card approval rating to 20% over the 11-12% company benchmark.

CASE STUDY

FACEBOOK OFFERS CASE STUDY (eCOMMERCE)

Objective

A tech retail client needed to increase sales in specific regions and wanted to drive in-store purchases for individual retail locations around the US.

Approach

The tech retailer used the SHIFT platform to build, manage and run a hyper-local campaign on Facebook to promote a limited time in-store offer.

When claimed, fans received a \$10 coupon toward a purchase of \$20 or more.

To meet the goal of 60,000 claims, the client used the SHIFT platform to target 5,000 zip codes - enabling the client to reach fans based on their location and interests.

Results

- In five days, the SHIFT platform helped exceed 60,000 claims - 50% were driven directly by SHIFT, the other 50% attained virally.
- The SHIFT platform drove .8% CTRs and conversion rates averaging 38%.
- Half of the offers driven by the SHIFT platform were mobile claimed.

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and conversion rates averaging 38%
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CASE STUDY

AUTO INSURANCE CASE STUDY

Objective

A national insurance client was focused on driving insurance quote sign-ups at scale for their auto offering, while keeping their cost per quote low.

Approach

The client used the SHIFT platform and SHIFT's social advertising app, GraphEffect, to implement standard ads served to very specific segments based on demographic, geographic and interest based targeting. SHIFT leveraged dayparting along with strategic third party tag implementation to capitalize on the impression based conversion activity to provide efficient and effective optimizations. This strategy and granular targeting continues to drive a large number of quote sign-ups and CPQs consistently below the campaign goal.

Results

- The campaign's average CPQ was **40% more efficient than the overall goal for 2013**
- Through optimization strategies, **reduced the CPQ 50% in 2013 over the 2012 average**
- Through the SHIFT platform, Q1's campaign has driven over **35,000 quote sign-ups**
- Per the client, the SHIFT platform **performed as efficiently as similar retargeting campaigns**

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CASE STUDY

ECOMMERCE CASE STUDY

Objective

A popular online flower retailer wanted to increase online sales and general traffic to its website.

Approach

The flower retailer used the SHIFT platform to run campaigns across a variety of ad types to generate sales in Q1, including Mobile App Install Ads and Dark Page Posts. By implementing a Facebook pixel directly on the client site, GraphEffect, SHIFT's social advertising app, was able to take advantage of both manual as well as algorithmic optimization processes. By using new ad units and tracking pixels through GraphEffect, the client noticed increased efficiency across campaigns.

Results

- This year showed a 183% improvement in conversion rate on the SHIFT platform, from 0.45% to 1.28%.
- The average CPA was decreased by 60% year over year.
- The client achieved a strong adjusted ROI of \$20 revenue for every \$1 in ad spend.

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CASE STUDY

CONSUMER PACKAGED GOODS CASE STUDY

Objective

A baby supplies company wanted to promote their products via a sweepstakes app on their Facebook page.

Approach

The client used the SHIFT platform to promote their products through an app that gave users a chance to win a family vacation.

By leveraging the SHIFT platform and its social advertising app, GraphEffect, the company implemented targeting based on gender, age, and interest in other baby supply companies. Using GraphEffect also enabled the company to determine the top performing creative and ad copy, allowing the client to boost those ads and create similar ads.

Results

- The campaign CTR averaged a high 0.096%, peaking in the page post initiative at 1.07%
- The SHIFT platform helped drive over 130,000 clicks in Q1.
- The campaign on average maintained a 50% conversion rate, but reached as high as 90% on multiple occasions.

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CASE STUDY

CONSUMER PACKAGED GOODS CASE STUDY

Objective

An American food favorite retailer wanted to increase its presence on Facebook by increasing its fanbase and overall brand engagement.

Approach

The client used the SHIFT platform to run a Q1 campaign with two initiatives: marketplace ads to gain fans and page posts to drive clicks and social engagement.

By leveraging the SHIFT platform and its social advertising app GraphEffect, the company was able to track every new fan, click, and action gained during the campaign.

Results

- By leveraging the SHIFT platform to drive the campaign, the average CPC was 50-70% lower than the initial goal on both initiatives
- The marketplace ads achieved over .2% CTR and page posts earned over 3% CTR
- Conversion rate for both click-to-like and click-to-action averaged over 90%.

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