

Scent of Success with Large US Beauty Retailer

Driving Sales & Conversions with Facebook

How one of the largest beauty retailers in the United States used Intelligence Tags technology to gather insights about creative and copy and drive significantly higher demand during one of its biggest annual sales events.

Their Goal

INCREASING SALES

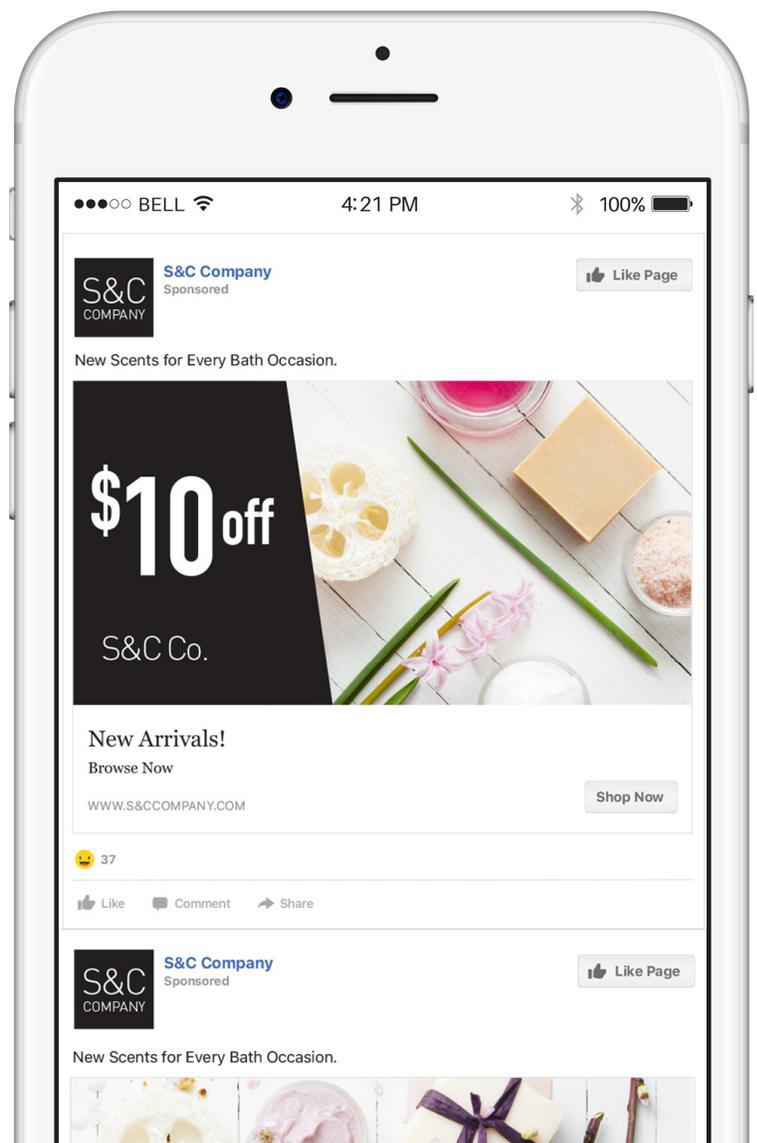
The Beauty Retailer's Summer Sales Program is one of the most important and largest sales events for the company. With aggressive sales targets, the company looked to AdParlor & Facebook to help exceed its goals.

39%

Increase in ROAS over previous campaigns

\$23.32

Return on advertising spend



Their Solution

FINDING THE BEST FORMULA

To maximize the effectiveness of its advertising during their Summer Sales Program, the US Beauty Retailer focused its attention on gaining insight into what creative and copy drive the best returns. The company tasked its Facebook Marketing Partner, AdParlor, with running a variety of tests on creative assets by leveraging AdParlor's Intelligence Tags technology.

The Intelligence Tags technology enables advertisers to tag individual elements of its ad creative and copy and then analyze those elements across all campaigns to uncover what drives the best results. Using Intelligence Tags to test a variety of approaches, AdParlor was able to determine what produced the highest return on advertising spend.



The analysis focused on:

- Text in image vs. no text
- Short copy vs. medium and long copy
- Copy with a sense of urgency vs. no urgency
- Images of just products vs. images with design treatment and with text (cobble images)

With over a month to go before the big sales event, the US Retailer received a detailed analysis of the results and recommendations on how to tailor ads to drive the best performance.





Their Success

EXCEPTIONALLY EFFECTIVE

Before the analysis, the retailer was allocating a greater portion of its spend to product images, and images without text or urgency. The pre-sales campaigns allowed the company to test its assumptions that these types of creative were the right choice.

Analyzing the Intelligence Tags data revealed:

- 42% higher ROAS when ad copy had fewer than 77 characters
- 34% higher ROAS for cobble images with text, compared to product only images
- 28% higher ROAS when copy had a sense of urgency
- 19% higher ROAS when images contained text

Based on these insights, the Beauty Retailer changed its creative strategy and shifted more spend to ads featuring cobble images with text.

Within just a week, their Summer Program campaigns surpassed the company's original sales goals. As a result, there was a 39% improvement in performance over previous campaigns and the company set even higher performance expectations.

PRODUCTS USED:

Carousel, Link, and Offer Ads
Custom & Lookalike audiences

GOALS:

Website Conversions
Online Sales

Bringing the story to life

SUCCESS NEVER SMELLED SO SWEET

AdParlor, provides the people, technology, and data to make social advertising more effective at scale. AdParlor is trusted by hundreds of brands and performance advertisers, including over half of the Fortune 1000, to deliver superior fully-managed and self-service advertising solutions. The company offers proprietary solutions like Intelligence Tags to make advertisers smarter by providing them with micro-level insights about what creative elements are working across their entire ad library; including things like background colors, gender, and facial expressions. The solution applies image recognition technology and automated tagging to uncover creative insights at scale.