



FINE JEWELRY RETAILER  
Industry

INCREASE AVERAGE SPEND  
Objective

FACEBOOK RETARGETING  
Solutions

# Major US Jewelry Chain Raises ROAS by a Sparkling 289% with Facebook Dynamic Retargeting

A subsidiary of the nation's largest jewelry retailer, this leading off-mall jewelry chain features one of the largest inventories nationwide and is among the fastest growing in their industry.



“ **The client was thrilled to see increasing returns** – there was significant lift compared to previous Facebook initiatives. They were excited to see their Facebook budget spent **more efficiently** and they were so appreciative of the quick turnaround time – *since they were existing clients, there was hardly anything they had to do to get Facebook Dynamic Retargeting up and running.* ”

**ANH TRAN**  
Account Director

## BRING ON THE CHALLENGE

This national jewelry retailer wanted to increase revenue from high price point products during the holiday season. The brand specifically wanted to reach users and drive conversions on Facebook, but their FBX campaigns weren't yielding the desired results – their CPA was \$25.53 and their ROAS was 12.19. They wanted to lower their CPA and increase their ROAS, with a focus on generating sales of high-end products via Facebook.

## ENTER STEELHOUSE

SteelHouse shifted the focus from FBX and emphasized Facebook Dynamic Retargeting as a solution. They built an audience of users who had previously viewed products on the brand's site and targeted them with dynamic ad units to deliver a customized experience.

Because Facebook Dynamic Retargeting offers ads in multiple placements and is compatible with the top mobile attribution providers, the brand was able to maximize and measure their reach across all devices.

## THE RESULTS

Facebook Dynamic Retargeting campaigns delivered a **35.22 ROAS** and an **\$11.46 CPA**. These campaigns were able to increase their ROAS by 2.89 times and decrease their CPA by 55%, with a focus on the brand's high price point products just in time for the holidays.

### FACEBOOK RETARGETING RESULTS

Return on Ad Spend

UP 289% VS FBX

Cost Per Action

DOWN 55% VS FBX



# Industry Leader Looks To Expand Their Social Reach and Click ROAS Across All Devices

As the industry leader of sports performance equipment and lifestyle apparel, this American company is the go-to for shoppers globally.

With over 600 patents in eyewear, materials, and performance gear - they hold themselves and their partners to a high standard.

“ When faced with the *challenge* of improving a customer’s social reach, we knew that targeting the right audience with the right ads would yield positive results. **And that is exactly what happened** – our customer enjoyed solid improvements on their goals and are now in a position to boast they are ahead of the industry standard for ROAS and CPA. ”

**ANNAKA ERICKSON**  
Account Director

## BRING ON THE CHALLENGE

This industry leader recognized that having an optimized site and a traditional marketing strategy for social channels was no longer enough. Given the mass amounts of potential buyers on social, they knew they needed a new plan. They wanted to further expand into the world of social, but ensure that their efforts would be consistent across mobile, desktop, and tablets.

The goal was to beat their standard retargeting click ROAS for desktop (4.04), increase their reach in social across all devices, and efficiently track their users.

## ENTER STEELHOUSE

SteelHouse saw this issue of limited reach and knew exactly how to beat it – Facebook Dynamic Retargeting.

SteelHouse started by building an audience consisting of users who previously viewed products on the company’s site, then used that data to create personalized, dynamic ads. These ads were made to perform at the highest capacity, making them customized and optimized across mobile, tablet, and desktop devices.

These optimized campaigns drove click performance on all three Facebook placements: mobile news feed, desktop news feed, and right hand column.

SteelHouse was able to attribute those conversions across all three devices using Facebook’s cross device attribution algorithm. This combination of first party data and dynamic ads drove this industry leader to exceed their original social reach and click ROAS goals.

## FACEBOOK RETARGETING RESULTS

Return on Ad Spend **UP 2.77X VS STANDARD RT**

Cost Per Acquisition **DOWN 75% VS STANDARD RT**

## THE RESULTS

SteelHouse was able to optimize performance and reach an **11.21 click ROAS** at an **\$8.87 CPA**, and a **0.49% CTR**. This yielded a significant increase when compared to the industry averages of 4.04 click ROAS, \$35.65 CPA, and 0.31% CTR.



# Industry Leader Looks for Social and Cross Device Marketing...With a Twist

*Instead of making a run to the store – how about getting wine, beer, or liquor delivered right to your door in under an hour? Sign me up!*

*This industry leader boasts a huge catalog of brands and promises short delivery times. With 200+ stores, customers get a huge selection at unbeatable prices, conveniently accessible through mobile and desktop.*

“ With over 80% of Facebook’s traffic coming from mobile, we knew dynamic ads featuring this company’s products would be the best way to tackle mobile and social at once. And because we could easily measure cross device attribution, we could tell our customer exactly how their campaigns were performing and on which devices. ”

**DAVID EISENBERG**  
Account Director

## BRING ON THE CHALLENGE

Tracking users across devices was a challenge with users constantly switching between desktop and mobile. This brand was seeing the most traffic on desktop, but when users switched to mobile they weren’t converting at the same rate. Additionally, they wanted to expand their reach and presence in social while generating a positive ROAS and a \$30 CPA.

## ENTER STEELHOUSE

SteelHouse had a solution that could tackle cross device, social reach, and mobile performance at the same time – Facebook Dynamic Retargeting.

They started by building an audience consisting of anyone who previously viewed products. Then, they applied age and geo-targeting to find relevant users in the approximately 20 cities who have access to this delivery service.

Using the company’s existing brand elements, SteelHouse created dynamic ads for all three Facebook placements: mobile news feed, desktop news feed, and right hand column. Dynamic ads provide a more customized experience across all devices and increase mobile conversions.

## THE RESULTS

SteelHouse optimized performance over the first week of the campaign. Once optimized, these campaigns yielded a **26.97 ROAS** at a **\$2.70 CPA**, with a **5:1 click ROAS** on mobile devices alone. This is a significant increase when compared to standard retargeting which yielded a 13.76 ROAS with a \$4.51 CPA.

### FACEBOOK RETARGETING RESULTS

Return on Ad Spend

UP 94% VS STANDARD RT

Cost Per Acquisition

DOWN 40% VS STANDARD RT



# Facebook Dynamic Retargeting Delivers Big ROAS Gain to National B2B Office Supplies Company

This business-to-business division of a national office supplies company has contracts with organizations from 20 employees all the way up to the Fortune 1000, including global businesses, government, healthcare organizations, and educational institutions.



“ From start to finish, **Facebook Dynamic Retargeting** wasn’t just an improvement from their traditional FBX campaigns, **it blew FBX out of the water**. Plus, this brand was surprised to hear they **didn’t have to worry about updating a product feed to make these dynamic campaigns run**. Who wouldn’t want less effort and better performance? ”

**ANH TRAN**  
Account Director

## BRING ON THE CHALLENGE

For this brand, reaching their B2B audience and driving conversions had been a challenge, especially in social and on mobile devices. They had been using Facebook’s FBX product to target users who had previously interacted with the brand outside of Facebook, but they weren’t seeing results. They wanted to expand their reach and presence on social and mobile while generating a 5:1 ROAS and reducing their CPA.

## ENTER STEELHOUSE

SteelHouse had a better solution than FBX that could improve social reach and mobile performance at the same time – Facebook Dynamic Retargeting.

They honed in on users who had previously viewed the brand’s products, and whose behavior indicated they were likely to convert.

With the drop of a pixel, SteelHouse was able to gather all the valuable user behavior and product information needed to create more relevant ads, no product feed required.

Using the company’s existing brand elements, SteelHouse produced dynamic creative that displayed the products users had previously interacted with. They ran these ads in all three Facebook placements: mobile news feed, desktop news feed, and right hand column.

## THE RESULTS

The brand’s FBX campaigns yielded a 5.65 ROAS and a \$72.51 CPA. The Facebook Dynamic Retargeting campaigns delivered a **31.29 ROAS** and a **\$12.40 CPA**. In other words, Facebook Dynamic Retargeting increased ROAS by over **5x** and decreased CPA significantly – all while reaching 68% of their audience on mobile devices alone.

### FACEBOOK RETARGETING RESULTS

<b>Return on Ad Spend</b>	<b>UP 550% VS FBX</b>
<b>Cost Per Acquisition</b>	<b>DOWN 83% VS FBX</b>