



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 Acquisition

DOWN 55% VS FBX