



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