



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.

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.

FACEBOOK RETARGETING RESULTS

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

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