



THE CUSTOMER SUCCESS PLATFORM

 **GREE** Advertising + social.com

GREE

GREE Advertising is part of GREE, a Japanese company dedicated to bring outstanding mobile content to users around the world.

GREE is a global technology company and leading developer of mobile games, was founded in 1996 (then MARS, Ltd.) GREE Advertising use GREE's expertise in mobile to help to maximize media revenue and optimize campaigns.



Why Did GREE Use Social.com?

Optimize creative results in order to improve their CPI

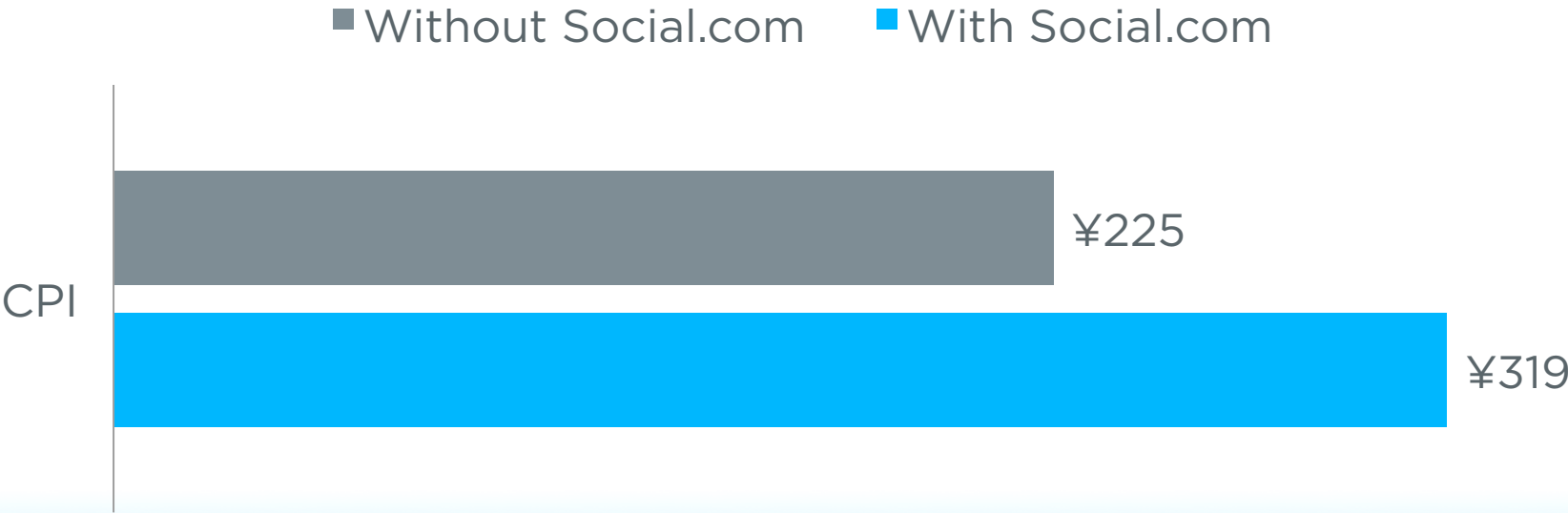
Find the most valuable users and advertise to them specifically.

Reduce the amount of time it took to launch and manage successful mobile app install campaigns on Facebook

GREE's Results With Social.com

After using Social.com to run A/B tests with multiple creative, to multiple audiences, GREE found a **30% lower CPI** after using Social.com than with Facebook Power Editor.

- CPI went from ¥319 without Social.com to ¥225 using Social.com



GREE's Results With Social.com

25% reduction in campaign operation and management costs, due to increased ease-of-use and efficiencies of testing campaigns

- Campaign Analysts could test more creative, and manage more ads, in the same time.



Means . .



“Social.com allowed us to optimize the efficiency of our agency operation and centralize management of ads across Facebook, Twitter, and LinkedIn”

- GREE Advertising

What is Social.com?

A true self-service platform, that's powerful but easy-to-use and helps run efficient and effective social ad campaigns at scale. It powers the largest agencies and advertisers globally including the biggest social media advertisers in gaming, retail, CPG, finance and entertainment. We also provide premium, migration and support service options to help customers optimize, manage and scale their advertising teams and spend.

Who uses the platform?

Customer	Campaigns	Performance
Agencies	Manage thousands of clients at scale	Direct Response, Reach, Collaboration
Mobile Publishers	Drive mobile app installs & engagement	App Installs
Gaming	Drive app installs & revenue	Direct Response, LTV
Brand In-House Teams	Magnify brand message & conversions	Reach, Direct Response

What is Active Audiences?

Active Audiences helps marketers harness data from email, mobile, and social engagement along with the powerful automation and segmentation capabilities of ExactTarget to create targeted audiences for paid media campaigns that drive results.

Why use it?

Agencies and advertisers can build highly targeted campaigns quickly and easily, with sophisticated tools to optimize and automate every dollar invested. Teams can share and collaborate around campaign assets, to allow scalability across social ad buying and strategy.

Credits

This case study was a collaboration between GREE Advertising and Social.com.

It is intended to educate and inform readers of the best practices of a Facebook advertiser while using a best in class advertising platform. All results reported are not indicative of future results but reflect the learnings of GREE running their campaigns over a pre-defined period.

Our thanks to Hirotoishi Okada, Operation Group Manager, for their openness and continued partnership with Social.com and the Salesforce ExactTarget Marketing Cloud.

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The case study was co-authored by Zachary Reiss-Davis, Product Marketing Manager at Social.com and GREE Advertising.

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