



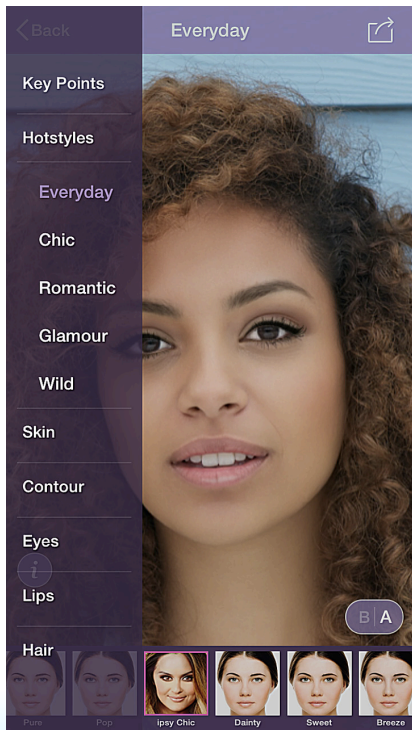
THE CUSTOMER SUCCESS PLATFORM

ArcSoft[®] + Social.com

Test Lookalike Expansion to Target the Right Audiences

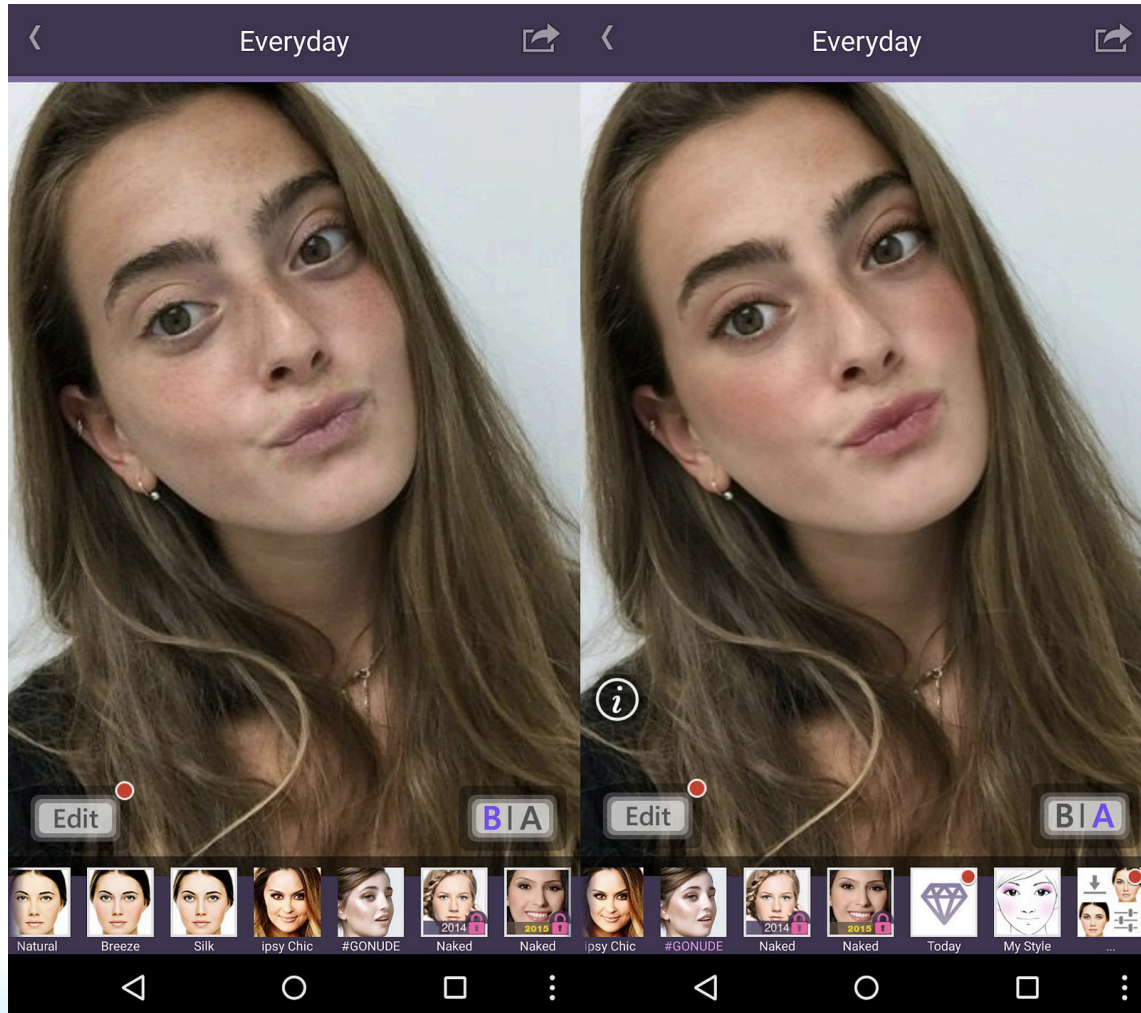
ArcSoft[®] and the Perfect365[®] app

ArcSoft is a global leader in imaging intelligence technology. It makes the most popular free makeup app for mobile devices, Perfect365.



Perfect365 lets users highlight their best features, try on a variety of preset makeup styles ranging from classic to trendy, and create studio-quality portraits within seconds.

ArcSoft's Objective: Lots of Installs, Little Cost



ArcSoft's goal is to drive installs of its Perfect365, by running mobile app install ads. This app increases recognition of the Perfect365 brand and also drives revenue directly through in-app purchases of new filters and options and partnerships with other beauty brands.

“With Social.com, we could quickly test different audiences in ways not available directly through Facebook.”

- Vincent Hsu, user acquisition manager at ArcSoft

The Power of Lookalike Expansion

Lookalike Audiences are a powerful way of targeting Facebook ads by building groups of Facebook users who Facebook has determined are the most similar to either an existing custom audience or a group of Facebook users who have responded to a prior campaign – such as installed your app or watched your video.

Because these customers are similar to people who are already your customers or have already responded to your ads, they are good candidates for future advertising campaigns.

Social.com has the ability to directly test the effectiveness of advertising to the 1% more similar audiences, or any specified amount ranging from 1% percent to 20%, an ability not available in Facebook's native platforms.

Test Amounts of Lookalike Expansion

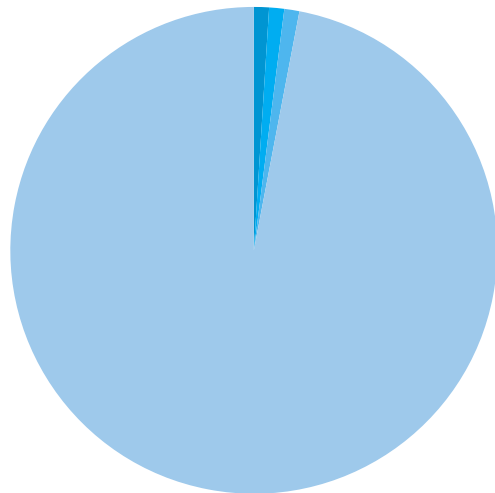
ArcSoft targeted the same ads to three groups:

The 1% most similar audience

The 2% most similar, excluding the 1%

The 3% most similar, excluding the 1% and 2%

Lookalike Expansion

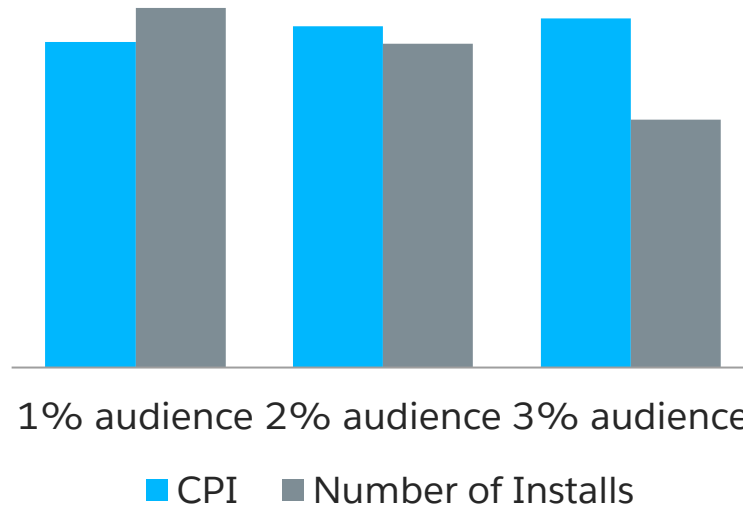
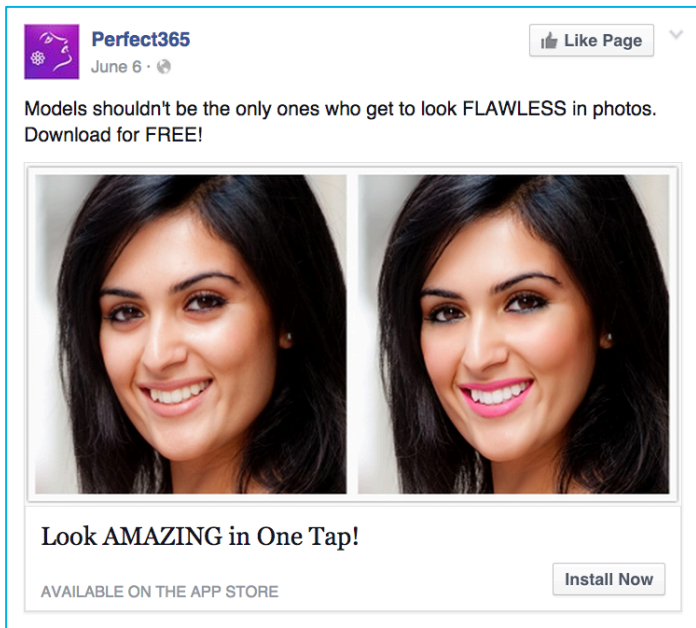


- 1% most similar
- 2% most similar
- 3% most similar
- 97% untargeted

More Similar Audiences, Better Results

But expanding your audience provides more reach

The 1% audience produced a 4% cheaper CPI than the 2% audience and a 9% cheaper CPI than the 3% audience. However, by using all three audiences, ArcSoft received 260% more total installs than using the 1% audience alone.



“Social.com has been great at helping us test new features that help us improve our campaigns.”

- Vincent Hsu, user acquisition manager at ArcSoft

Recommendations

Test Lookalike Audience expansion for your campaigns. There may be a sweet spot for your campaigns with the best balance of reach and performance. With Social.com, you can test between 1% and 20% Lookalike expansion.

Use larger Lookalike Audiences for greater reach. In general, the more you expand your Lookalike Audiences, the greater your reach.

Experiment with new Facebook targeting. As Facebook continues to roll out new ad targeting options, don't hesitate to experiment and see how they perform for you.

What is Social.com?

Social.com is a powerful advertising management platform that is truly self-service, easy to use, and helps run efficient and effective campaigns at scale. It powers the largest agencies and advertisers globally across key verticals like retail, CPG, finance, entertainment, and gaming. Customers manage and optimize advertising across Facebook, Twitter, LinkedIn, Instagram, and the broader mobile app ecosystem via Facebook Audience Network, all in a single platform.

Who uses the platform?

Customer	Campaigns
Agencies	Manage thousands of clients at scale; drive collaboration for direct response or reach campaigns
Mobile Publishers	Drive mobile app installs and engagement
Gaming	Drive app installs and revenue; grow return on ad spend (ROAS)
Brand In-House Teams	Magnify brand message and conversions by leveraging the power of first-party data

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 Salesforce Marketing Cloud 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 ArcSoft 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. Results reported are not indicative of future results but reflect the learnings of ArcSoft running its campaigns over a predefined period.

Our thanks to Vincent Hsu for his openness and continued partnership with Social.com and Salesforce Marketing Cloud.

We also acknowledge the work of Ben Jaderstrom at Social.com for his ongoing work with ArcSoft in helping to create this report.

The case study was co-authored by Zachary Reiss-Davis, product marketing manager at Social.com and ArcSoft.

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