

“Instagram was successful for us; more cost efficient than other channels and by using Salesforce we gained insight about our audiences, which we will be able to apply to future campaigns.”

Edward Field, Digital Performance Manager, iProspect



Australia Post uses Instagram Video Ads with iProspect and Salesforce to Promote New Travel Debit Card

Saw a AUD\$0.03 cost per video view and an 11% video view rate

Overall CTR improved to 4% compared to Facebook Power Editor

Targeted Australians native to or likely to travel to china with a new prepaid dual-currency card

Australia Post and iProspect

Australia Post provides postal services across Australia as well as packages, logistics, and related financial services.

iProspect is a global agency, with 80 offices worldwide including Melbourne and Sydney. Top clients include Adidas, GM, Hilton, Kellogg's, and Intel.



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Australia Post's Business Goals



Australia Post promoted their Load&Go China travel card across social media, utilizing the newly released Instagram advertising platform to showcase their new product and reach the exact audience they needed.

Using engaging pieces of video content, Australia Post used Tim Cahill as an ambassador to showcase a small taste of what China has to offer. Each video was used to tell a story and engage audiences with different and exciting things to see and do.



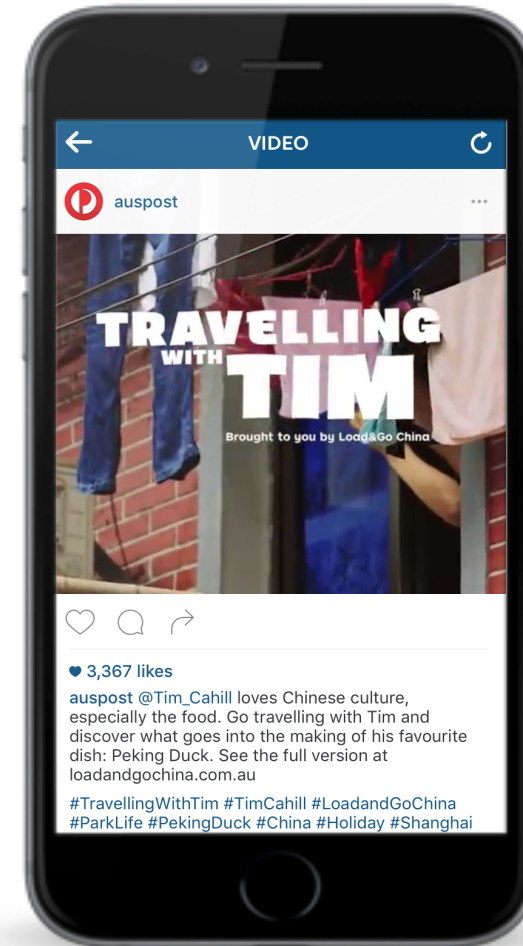


Targeting Native and Intended Travelers

Using Salesforce, Australia Post targeted two carefully chosen audiences:

‘Native Travellers’ aged between 18 – 45, whom resided in Australia, spoke Chinese and had interests which were identified as being associated to China.

‘Intended Travellers’ people we knew lived in Australia, aged between 18 to 45 who expressed an interest in China but may not necessarily speak Chinese; the premise here being to target people who may soon be visiting China.





“Salesforce allowed us to quickly optimize our real time data and to segment our campaigns in a highly efficient way so we could quickly see where we should be directing our budget for the strongest results.”

Edward Field, Digital Performance Manager,
iProspect



Overall Results for the Campaign with Salesforce

Using the same ad creative, Instagram ads had a 50% cheaper cost Per view compared to YouTube ads at just AUD\$0.03.

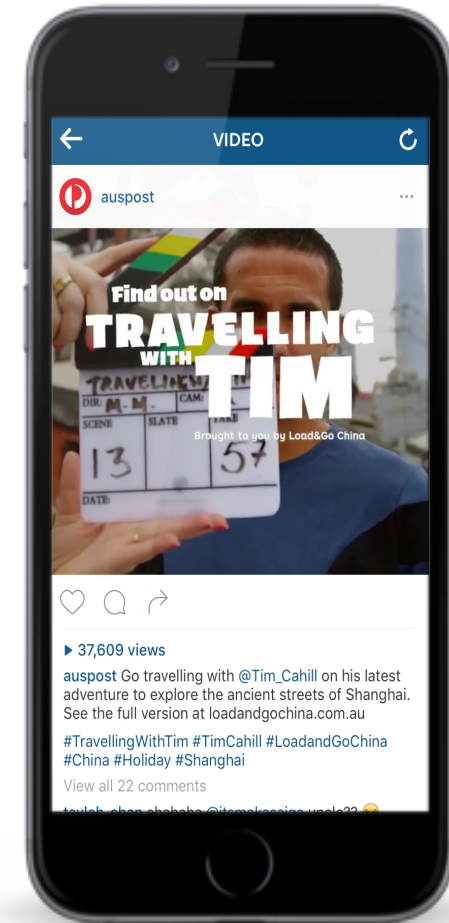
Average click-through rate (CTR) was 4%



50% ↓
Cost Per View



4%
Average CTR





Salesforce's Ad Management Outperforms Power Editor

Below are our core learning's, comparing campaigns that ran through Salesforce to those which ran natively within Facebook.



Overall CPM dropped by 7%



Average CTR improved 100%, from 2% to 4%.



Video View rate improved 18%, to 11% of all people who received the ad.

iProspect extensively used Salesforce Advertising Management's unique targeting and reporting capabilities, including the keyword report and proportional budget allocation based on reach, in order to run cost efficient campaigns.



Credits

This case study was a collaboration between iProspect Australia and Salesforce.

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 iProspect and Australia Post running their campaigns over a pre-defined period.

Our thanks to iProspect for their openness and continued partnership with Salesforce Marketing Cloud.

We also acknowledge the work of Rachel Cassidy for her ongoing work with iProspect and Australia Post in helping to create this report.

The case study was co-authored by Zachary Reiss-Davis, Product Marketing Manager at Salesforce, and iProspect.

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