



THE CUSTOMER SUCCESS PLATFORM

ATOMIC 212^o + social.com GROUP

Use Social Advertising to Drive eCommerce Sales



Atomic

Atomic 212 is a full service Australian media agency

Their primary objective is helping to improve effectiveness and ROI of marketing spend.

Clients include NIB, Dick Smith, Think Education, Luxbet, and Wine Selectors

ATOMIC 212^o
GROUP

An eCommerce Leader

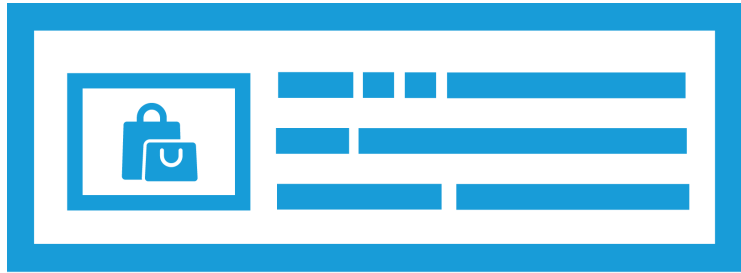
Atomic 212 runs social campaigns on behalf of a leading retailer, with about 400 stores, a large eCommerce business, and over AU\$1B in sales in their fiscal year 2014.



\$1B in annual sales

Objectives

Tracking actual revenue



Atomic 212's client wanted to move beyond using advertising to gain awareness to tracking measurable business results.

To do this, they didn't just track impressions for their brand, or even clicks, but actual revenue by partnering with Atomic 212 to measure the revenue generated from their Facebook ads.

How Atomic 212 Measured The ROI Of Facebook Ads

Atomic 212 partnered with the web design team at the retailer and social.com to embed Facebook tracking pixels on the order confirmation page.

If a customer checks out and clicked on the retailer's Facebook ad in the previous 28 days (28 day post-click measurement) or saw its ad in the previous day, Atomic fed their revenue data back into social.com for measurement.

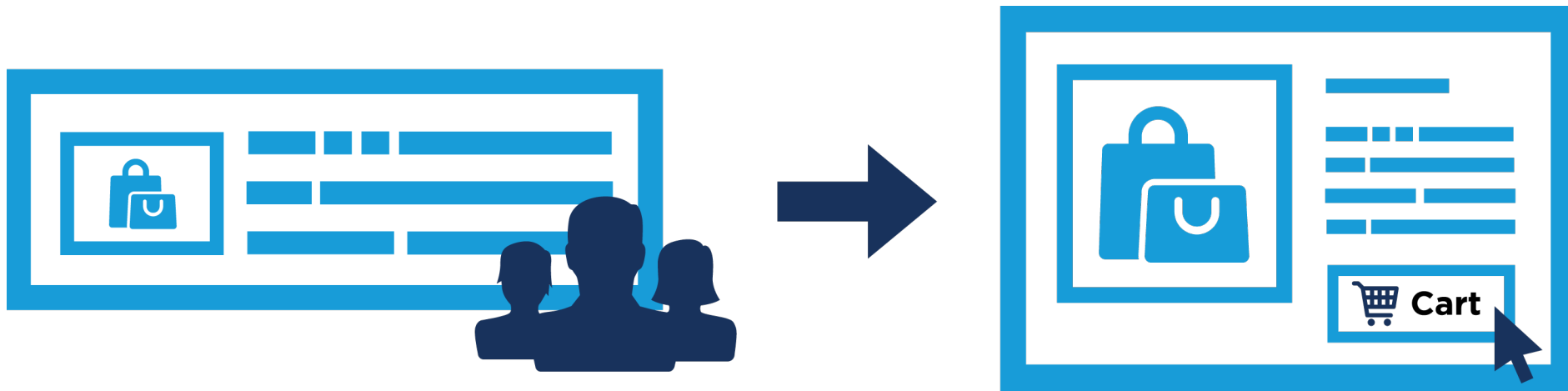
This allowed Atomic 212 to optimise towards actual purchases using social.com



Bidding On Website Conversions

By implementing this tracking pixel, Atomic enabled the Facebook objective “Website Conversions”, and so could optimise their campaign for their specific objective.

This gives the retailer an advantage by focusing its advertising money on just the Facebook users most likely to complete a purchase.



“By integrating real revenue data into our social advertising data, we could optimise the campaigns to increase ROI and show our client real business results.”

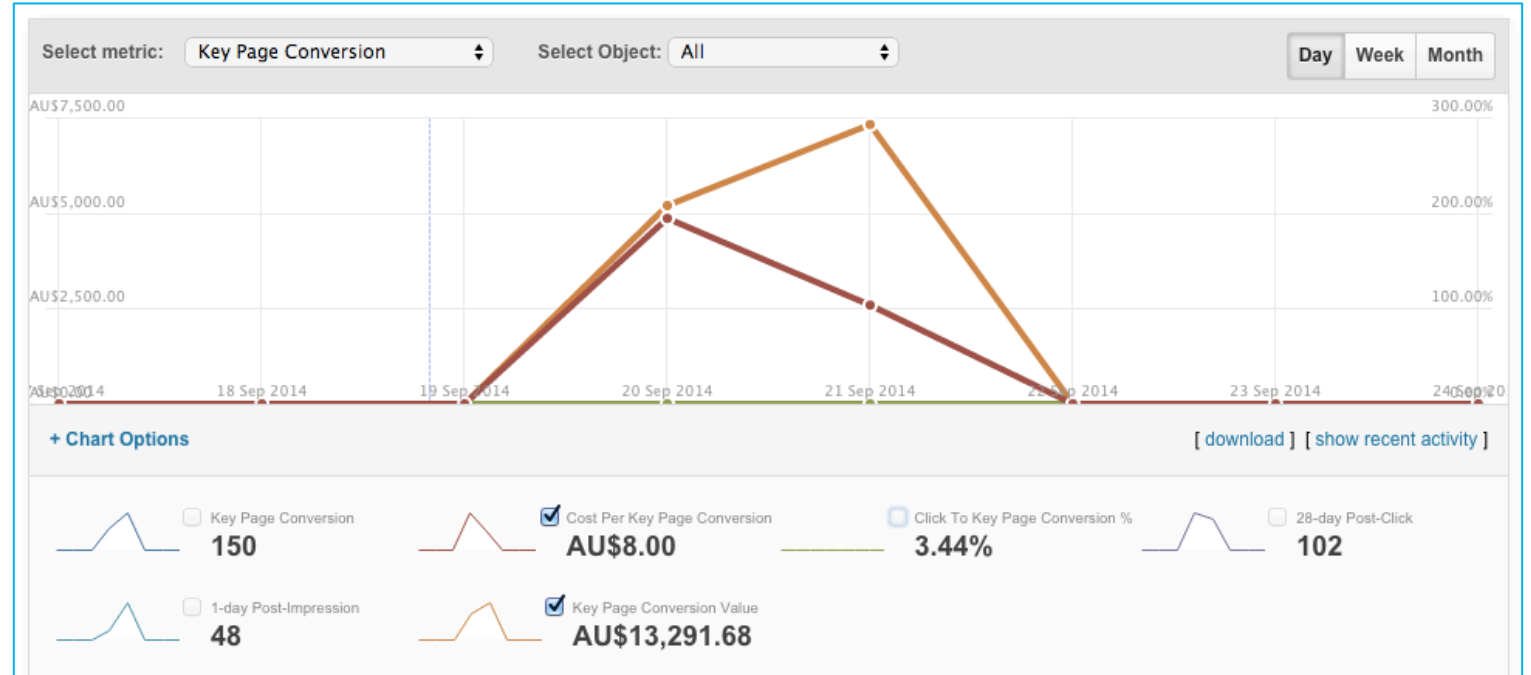
- Kara Richards, Account Director at Atomic 212

Integrating the Results

Social.com allowed Atomic to show exactly how much revenue was impacted by Facebook advertising.

In this specific campaign, **the retailer achieved a 11x ROI.**

167 of the retailer's customers spent 11x ad spend after clicking on a Facebook ad in the previous 28 days or seeing a Facebook ad in the previous day.



Example of a single campaign from the retailer

“With social.com, we will be able to help our client grow their Facebook advertising even further going forward.”

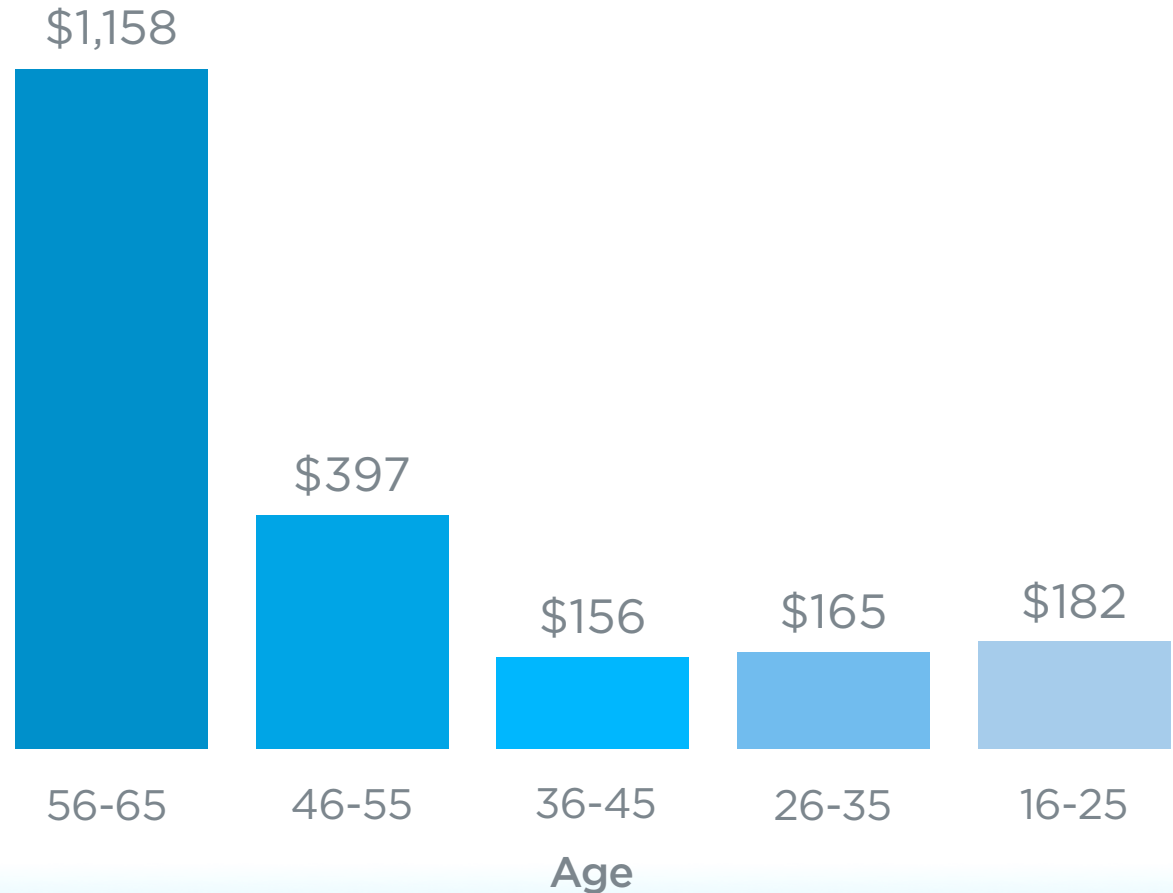
- Kara Richards, Account Director at Atomic 212

Optimise On Cost Of Real Revenue

By bringing real conversion data into social.com, Atomic 212 could use the Social.com Interactive Optimization to optimise ads by the actual cost of a sale.

For the campaign in this example, Atomic quickly learned that older Facebook users did not respond to this collateral, and could shift spend accordingly.

Cost Per Key Page Conversion By Age



Lessons Learned

Show Results In Your Execution Platform and Optimise Against Them

Integrate down-stream conversion metrics

Brand campaigns on Facebook can be very effective, but to show the return on your advertising spend (ROAS), integrate conversions into your ad platform.

Track sales and ad spend in the same system

If you track sales and advertising spend in disparate systems, you can't optimise your ads as effectively.



“We have rolled social.com out across the agency, as we save over 30% of our time using social.com versus Facebook Power Editor.”

- Kara Richards, Account Director at Atomic 212

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 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 Atomic 212 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 Atomic 212 running their campaigns over a pre-defined period.

Our thanks to the team at Atomic 212 including Kara Richards for their openness and continued partnership with social.com and the Salesforce Marketing Cloud.

We also acknowledge the work of Vinh Mai and Abigail Tucker at Social.com for their ongoing work with Atomic 212 in helping to create this report.

The case study was co-authored by Zachary Reiss-Davis, Product Marketing Manager at social.com and Atomic 212.

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