

Brazil's Bebe Store exceeds ROI goal on Facebook by 47.5% by partnering with 55social and Kenshoo

BACKGROUND



The Brazilian market has experienced explosive growth in Facebook users with expectations it will exceed 103 million users by 2017, as reported by eMarketer. As of September 2013, Leonardo Tristão, general director of Facebook in Brazil, reported that the country has over 76 million registered users on the v network. Additionally, comScore found that social media sites capture the largest percentage of consumers' time online in Brazil with 93% of the time spent on Facebook. Given this growth, Facebook advertising has accelerated significantly in the region.

55social is a leading social media marketing platform in Brazil that has leveraged Kenshoo to power its clients' paid social advertising efforts since late 2012. 55social works with advertisers in several key verticals, including retail, and one of its premier clients is Bebe Store, a Brazilian ecommerce site specializing in baby and infant products.



CHALLENGE

Before utilizing 55social to manage Facebook ads, Bebe Store's internal team managed its paid social campaigns using Facebook's native advertising platform. The Bebe Store social team found that manually creating and managing a large number of Facebook ad campaigns was extremely time consuming; most days were spent performing testing and analysis on a multitude of combinations of copy, creative, and audience targets. After some time, the team exhausted the audience targeting pool and performance began to plateau.

The brand's primary concern was its cost-per-like (CPL), which was increasing steadily as its Facebook page was growing and gaining popularity. An additional challenge centered on generating favorable ROI through its Facebook ad campaigns. Bebe Store knew that Facebook represented a huge, untapped opportunity to generate significant sales and revenue, so the team sought guidance to effectively hit its direct response goals.

Bebe Store turned to 55social for its expertise in managing Facebook campaigns to achieve the following goals:

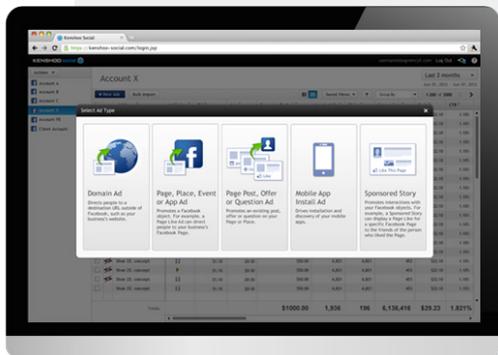
- Decrease cost per like
- Achieve a minimum ROI of 4x



SOLUTION

55social knew that in order to achieve these goals, Bebe Store needed a more powerful technology platform to sustainably grow its fan base at an improved cost while also effectively driving direct response results on Facebook. The 55social team quickly onboarded Bebe Store’s campaigns onto Kenshoo to bring more automation, scale, and sophistication to retailer’s social program.

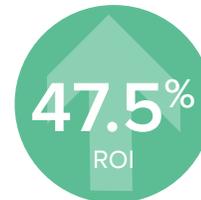
Once on the Kenshoo Suite, the first noticeable improvement was the ability to quickly and easily create large numbers permutations of ads and targeting segments to facilitate A/B testing. The team was able to substantially increase the number of A/B tests to more easily determine the most effective copy and creative variations to which audience segments were responding. Then, through Kenshoo’s flexible reporting, 55social helped recommend which ad types, creative, and targets had the best performance and optimized the program towards the high performers.



Bebe Store partnered with 55social and Kenshoo to also develop and deploy a direct response strategy through Facebook. With a test-and-learn approach,

Bebe Store discovered which ads generated significant sales and ROI. Kenshoo’s tailored algorithms further optimized the program to reach the stated goals.

RESULTS



During a period of 5 months, Bebe Store’s like count increased by 40%, with a total gain of over 600,000 new likes. While running on Kenshoo, CPL was reduced by nearly a third of the original cost during the same timeframe.

In addition to page growth, Bebe Store had also set out to achieve direct response goals on Facebook. At the peak of the page’s growth, the team saw an average ROI of 5.9x, exceeding their minimum ROI goal by 47.5% and proving they could successfully drive both new likes and sales through Facebook.

“We found a winning combination with the expertise of the 55social team on how to approach a Facebook strategy in the Brazilian market, coupled with the power and automation of the Kenshoo Suite.”

— Leonardo Simão, CEO at Bebe Store

To top off this program’s success, Bebe Store was featured on Proxima, a top digital marketing publication in Brazil, as one of the fastest growing brands on Facebook in Brazil.

“The opportunity to advertise on Facebook is growing quickly in Brazil. Kenshoo has its finger on the pulse of the market here and is building the best technology to keep our clients ahead in the social space. Together with 55social’s content optimization platform, it works wonders”, said Emilio Maciel, CEO at 55social. “Bebe Store is a great testament to how brands can achieve direct response goals on Facebook using the right strategy and the right platforms.”