

Kenshoo helps eBay Australia achieve 90x increase in product sales through Facebook advertising

BACKGROUND



More than 8 million unique visitors come to eBay Australia each month and, in order to drive continued interaction with these customers and potential shoppers, the eBay team leverages Facebook advertising to feature select products for sale or auction on the site.

CHALLENGES

- ▶ Effectively reach highly targeted audiences
- ▶ Efficiently scale Facebook ads across a wide array of product offerings
- ▶ Achieve ambitious ROI goals and better optimise programs based on high-converting products

SOLUTION

eBay Australia partnered with Kenshoo to improve its Facebook advertising program. Once on board with Kenshoo, one of the first success stories with the products selected to be promoted was for the Rainbow Loom – a plastic-pronged device for weaving colorful rubber band bracelets.

The eBay team leveraged Kenshoo's intuitive ad creation process to quickly set up multiple ads with different targeting to reach fans of both its brand and Rainbow Looms as well as the friends of these fans. Additionally, eBay could now easily identify other highly relevant audience segments, such as moms with kids, and deliver precise messaging to these audiences in an automated and efficient way.

By utilising the Kenshoo Analysis Grid, the team could easily compare performance of audience segments and optimise the campaigns appropriately. Furthermore, with the Kenshoo bid policies enabled, the team was able to gradually lower bid costs and achieve the maximum cost effectiveness while still driving high conversions.

RESULTS



Within 48 hours of launching and optimising campaigns promoting the Rainbow Loom, eBay sales for the product increased 90x, selling a staggering 1,100 units. The Rainbow Looms post itself has generated more than 4,000 likes and 600 comments on Facebook. This performance marked a dramatic increase in incremental sales and ROI compared to previously promoted products.