

Entry: Chacka Marketing



Challenge

As our client finished the quarter, we were looking for a large boost in efficiency to lower our CPC, increase our website traffic and reduce our cost per conversion. Our client has a robust email database, segmenting purchasers, advocates, those who abandoned their shopping cart and influencers. We needed a way to launch By utilizing Kenshoo Social, we knew that we would be able to launch 50 individual posts with their own tracking to see how each custom audience performs. We also needed the ability to adjust each of their bids quickly and efficiently.

Solution

- Kenshoo Social provided the ability to manage our naming templates and keep our ads organized as we updated their targeting.
- By using the campaigns, ad sets and ads in Kenshoo Social, we were able to copy and edit the post, to quickly adjust the custom audience and posts.
- Kenshoo Social made it possible to launch 6 campaigns, with 16 ad sets and over 50 posts in less than an hour.
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- After launching the campaign, we were able to maintain each post's bid all on the Kenshoo Social Dashboard, with the guidance of their suggested bid.
- The client was able to log into Kenshoo Social to compare the results that we were finding and see how these previous customers were able to encourage their friends to sign up and purchase their products.
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Results

- By offering a discount to those already in our communication funnel after they 'refer a friend', we were able to drive our reduce our average cost per conversion from \$31.13 with our standard campaigns to \$7.97 with this Kenshoo Social managed campaign.
- We saw a 62% drop in our cost per conversion from the previous month.
- The client saw a 30% advocacy rate - current customers who clicked on the ad and referred friends amongst a database of nearly 3 million - totaling to over 766,000 referrals.

