

## Entry: Zocalo Group and Cricket



### Challenge

Implement social advertising program to increase the acquisition of new customers and boost sales on the brand's site, MyCricket.com.

### Solution

Create a plan to execute a social ad program on Facebook over a 14 week period.

Promote two distinct offers – Phone Payment Plan and Samsung Galaxy Discover – to specifically targeted audiences and geographic regions.

Better connect online & offline audiences through more advanced targeting options such as Custom Audiences and Lookalikes.

Use test-and-learn approach to analyze which combinations of copy, images, and audience segments were the most successful.

### Results

From week 1 to week 14:

Conversion rate increased 1064% while cost per conversion decreased 53%

Overall revenue increased 286% with a 195% uptick in revenue per conversion

Down-the-funnel action:

Phone Payment Plan drove overall conversion rate of 4.87%, yielding 1,425 signups

45% of consumers who added the Galaxy Discovery phone to their cart through the Facebook ad made the purchase