

# ISLE Surf Makes Waves on Facebook with Kenshoo's Performance Driven Ads

## BACKGROUND



ISLE Surf and SUP, one of the largest retailers of stand up paddleboards and surfboards in the world, is a mission-focused company that was started by two passionate surfers in their hometown of San Diego.

While their goal is to share their love of surfing and paddling with as many happy customers as possible, they also know that to be successful they need to grow their sales at an efficient ROI. In partnership with their digital advertising agency, Metric Theory, they were already successfully running Google Shopping campaigns through Kenshoo and had also seen some success with remarketing campaigns on Facebook. However, they were looking for new opportunities to drive sales.

## CHALLENGE

Given the success of their Google Shopping campaigns featuring product ads as well as the strong performance of their remarketing efforts, Facebook Dynamic Ads seemed like a great way to get their high quality products in front of their target audience. Yet, when it came time to set-up a Facebook Dynamic Ads campaign, ISLE Surf's lean team struggled to commit the resources to develop a new product feed.

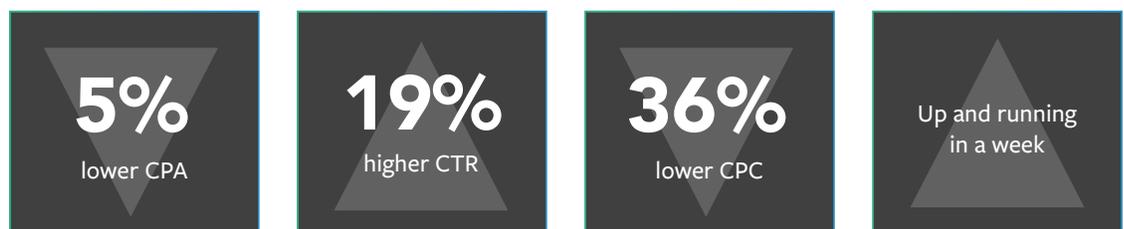
## SOLUTION

Enter Kenshoo's Performance Driven Ads (PDA). PDA takes the top performing Product Ads from your Google Shopping campaigns and automatically creates Dynamic Ads for these products on Facebook allowing you to showcase your most relevant products to prospective customers. Products are updated daily based on performance criteria in a set timeframe and automatically expire if they're not meeting the criteria.

For ISLE Surf, this was a dream come true. A campaign highlighting ISLE Surf's top products that could have taken months to set-up was up and running within a week.

## RESULTS

The results so far have been incredible. Compared to their other remarketing efforts, they've seen a 5% lower CPA, a 20% higher CTR and a 36% lower CPC overall.



“Thanks to the Kenshoo platform, our team was able to launch Facebook PDA's quickly and efficiently - allowing our team more time to analyze and optimize ISLE Surf's Facebook campaigns for success. It was a win-win for all”

— Eve Denton, Sr. Manager, Social at Metric Theory