

# HOW ONE RETAILER DOUBLED THEIR SOCIAL ROI

CASE STUDY #1

## THE CHALLENGE

A U.S. retailer saw inconsistent brand suitability pass rates and began questioning how much of their social spend was landing next to content they wouldn't choose. While social remained a critical channel, the brand wasn't willing to risk brand equity or waste budget on unsuitable placements. Greater control over where ads appeared became essential.

## THE SOLUTION

By deploying **Social Optimization**, the brand shifted from passive monitoring to a proactive growth strategy. They established custom risk thresholds across core categories—like adult content and spam—defining suitability on their own terms to ensure every ad dollar fueled high-quality connections.

## THE RESULTS

**2x ROI on Tech Investment:** Efficiency gains alone outperformed the cost of the tool by double, turning saved spend into **reinvestment capital**.

**65% Decrease in Waste:** The brand slashed suitability fail rates in just two months, redirecting budget toward high-performing social environments.

**Optimized Media Quality:** By eliminating low-quality placements, the brand transformed social into a reliable engine for scalable outcomes.

**2x** ROI ON INITIAL INVESTMENT 

