

aCommerce



Success Story

Getting an “A” for acquisitions

The e-retail services provider used Facebook’s audience targeting tools to sell more always-on campaigns to clients, increasing its conversion rate by 20%.

30%

higher click-through rate after 2 months

20%

higher conversion rate after 2 months

15%

lower cost per order after 2 months

Their Story

Powering online marketing

[aCommerce](#) helps brands and retailers reach their customers online and achieve powerful business results. The company provides everything from technical development and performance marketing to warehousing and fulfillment for its clients.

Their Goal

Agile and always-on

aCommerce wanted to sell more always-on campaigns to its existing clients and boost conversions by 20%. Operating in a fast-moving retail environment with a diverse customer base, it needed to optimize its campaigns in real time and deliver personalized ads.

‘Facebook is the go-to platform for aCommerce. It lets potential customers discover our clients’ great selection of products and allows us to sell more always-on campaigns. With Upcast’s technology, we’ve been able to use Facebook’s solutions more effectively and deliver excellent results for our clients.’

Orakarn Ten Chantaramungkorn, Director of Internet Marketing, aCommerce

Their Solution

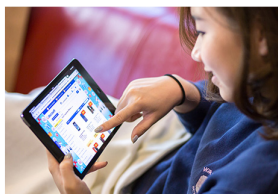
Engaging with relevance

aCommerce ran [link ads](#) to drive website traffic for its various clients. The ads highlighted either a product’s price or benefits as the unique selling point. The company tailored the ad copy and content to the target audiences for each product—promoting sewing machines to homemakers, for example.

aCommerce teamed up with [Facebook Marketing Partner](#) Upcast Social, a MediaMath company, to optimize its campaign. Upcast uses data insights and optimization strategies to run efficient large-scale campaigns for its clients across channels. The agency provided an agile system, allowing aCommerce to use its budget wisely by breaking the campaign into small ad groups. Using Facebook’s conversion tracking tool, Upcast continuously tested and optimized these campaigns.

Upcast retargeted recent website visitors who demonstrated a high level of engagement with a bespoke ad using website Custom Audiences.

Upcast also used [Custom Audiences](#) to retarget existing customers to boost loyalty, and constantly refreshed its email database with new details as they came in. It then used [Lookalike Audiences](#) to efficiently reach more people by targeting those who resembled current customers and website visitors.



Products used

[Ads](#)

[Desktop News Feed](#)

[Mobile News Feed](#)

[Conversion Tracking](#)

[Custom Audiences](#)

[Lookalike Audiences](#)

Goals

[Drive Online Sales](#)

Their Success

Adding value

Facebook helped aCommerce reach its conversion goals and increase its clients’ online marketing performance with advanced targeting tools to personalize ad content.

The company’s Facebook ad campaign ran from July–August 2015 and achieved these results:

- 30% higher click-through rate after 2 months
- 20% higher conversion rate after 2 months
- 15% lower cost per order after 2 months

