

Inspiralized



Success Story

Making shoppers come back again and again

The healthy eating brand used easy-to-create Boomerang video link adverts to boost sales for Mothers' Day, reaching 14 times more people and increasing its click-through rate by 3.4 times in just five days.

3.4X

lift in video click-through rate

11X

lower video cost per click

14X

larger audience reached

Their Story

A health revolution

Ali Maffucci Cerda started [Inspiralized](#) after discovering "spiralising": a method of slicing vegetables into noodles. Eager to share her passion, she developed a best-in-breed tool of her own, sold via her online community.

Their Goal

Making Mum's day

For its Mothers' Day campaign, the Inspiralized team wanted to reach a wider audience and boost advert engagement, with the goal of getting more people to click through to the company website and purchase its namesake product.

"I was delighted to see how much engagement the video adverts generated, and loved reading the comments on Facebook. I was also extremely happy to see how the campaign affected sales – we even sold out on some of our purchasing outlets!"

Ali Maffucci Cerda, founder, Inspiralized

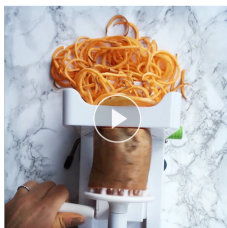
Their Solution

Seeing and believing

Inspiralized worked with the Facebook Creative Shop to develop a campaign to raise brand awareness and boost sales of its namesake product.

A quick return on effort

To get the impact of video without spending a lot of time or money, the team used the [Boomerang](#) app from Instagram to create a series of mini-videos featuring the Inspirizer. Company founder Ali Maffucci Cerda used the app to film the videos on her phone – all she had to do was push the button, and the app created high-quality and fun videos that play forwards and backwards.



A variety of videos

Because the app was so easy to use, Cerda created four mini videos, each shot at different angles, showcasing the Inspirizer in action. The team used these videos for a series of link adverts that they ran on [Instagram](#) and in Facebook News Feed.

An interested audience

Inspiralized tested two different audiences for this campaign to see which would perform better. The first used Facebook's [demographic and interests targeting](#) tools to aim the adverts at people aged 18-64 who were interested in cooking and dieting. The second was a [lookalike audience](#) based on people who had purchased the Inspirizer in the past.

Products used

[Ads](#)

[Video](#)

[Instagram Ads](#)

[Conversion Tracking](#)

[Custom Audiences](#)

Goals

[Drive Online Sales](#)

Their Success

An inspired campaign

Already pleased with the performance of its static Facebook adverts, Inspiralized is doubly delighted with its Boomerang advertising campaign. It reached 14 times as many the people and generated 48 times as many clicks in under a week in April 2016.

- 3.4X higher video click-through rate, compared to static image adverts
- 11X lower video cost per click, compared to static image adverts
- 14X greater reach
- 48X more clicks
- 2-point lift in relevance score



Keys to success

Test Facebook adverts

Find out what types of adverts and creative your audience responds to most. Try different advert types and test one variable at a time – such as advert text, targeting, images and where the adverts link to. Then create future campaigns based on the variables that performed best.

Engage with customers

Respond to customer questions and comments on your posts. Be human and personable to show customers you value their opinions.

"I will definitely be using more Facebook Adverts to help introduce new customers to Inspiralized... it will always be a way to share exclusive content and updates on my business."

Ali Maffucci Cerda, founder, Inspiralized