

The Impact of BrandBastion’s Solutions on Facebook Relevance Scores

BACKGROUND: A health tech company promoting anti-aging products ran ads highlighting the benefits and scientific studies conducted on its products. Due to the nature of the industry and the products, the ads attracted many customer inquiries, competitor promotions, trolling, and debates in the comment feeds about the products’ efficacy. The company was running ads at scale investing \$10M+ annually in Facebook advertising, but did not have the human resources to manage the thousands of comments received across ads.

THE STORY: This health tech company engaged BrandBastion to provide the **BB Moderation + Alerts** and **BB Customer Response** products across its Facebook and Instagram ads.

RESULTS: Having BrandBastion’s solution in place significantly:

- Increased the health tech company’s ability to respond to customer engagement faster. This tends to improve brand perception on the ads when viewers see that the brand is engaged.
- Protected the health tech company’s ads from harmful comments, such as competitor promotions, discrimination, and trolling.

After implementing BrandBastion’s products, the brand also observed that their average Facebook relevance score improved significantly (Fig. 1).

Relevance Score Increased by 22%

The monthly average relevance score in the three-month period prior to implementation of BrandBastion’s solution was 2.7. This increased to 3.3 in the three-month period after implementation, an increase of 22% (Fig. 2).

WHY RELEVANCE SCORES MATTER

Facebook’s Relevance Score is a reflection of ad performance in terms of how well your ads are resonating with your audience. While the Relevance Score in itself does not directly drive performance, understanding how to improve the score can:

- **Lower CPM and Cost Per Result** as a high relevance score is seen by Facebook’s system as a positive signal.
- **Help test creative options** with smaller audiences before running a campaign.
- **Help optimize campaigns already in progress.** A lower relevance score can indicate creative needs to be refreshed midway.

