

# BRANDBASTION

## Case Study

How identifying and taking actions on comments demonstrating purchase intent led to more conversions

### The Study

The objective of this study was to determine if there is a potential lift in conversions among users who commented the company's ads but did not convert, when they are engaged through private messages. All users that expressed a form of consideration or conversion intent **via comments on the ads** received an automated private message with more information and an app install CTA.

### COMPANY

A two-sided platform running direct response campaigns that uses dynamic ads and has thousands of ad variations running at any given time.

### The Setup

**Duration: 10 days (Nov 7 - Nov 16 2018)**

BrandBastion's comment classification technology was configured to **classify user comments demonstrating consideration and conversion intent**. Additionally, an automated response solution was configured to issue personalized private messages to users who posted these comments in real-time.

### The Technology

#### BrandBastion active rule engine

4

criteria used to qualify "user intent"

#### Comment classification based on natural language processing

20

topic and sentiment classifiers used

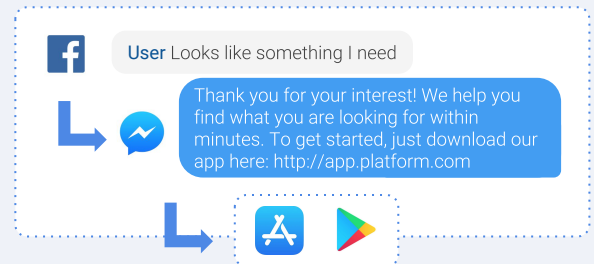
#### Automated multi-language response engine

11

languages used in responses

### The Results

Out of the 17,403 comments posted on the company's ads during the study period, 5,446 unique users (34.7%) were qualified for receiving a personalized message based on the selected criteria. BrandBastion reaching out to these users with a message resulted in **additional app installs** with a **11.36% conversion rate**.



## RESULTS:

19.36%  
CTR

11.36%  
Conversion Rate

Benchmark:  
**9.21%**  
Average Conversion  
Rate on Facebook Ads

