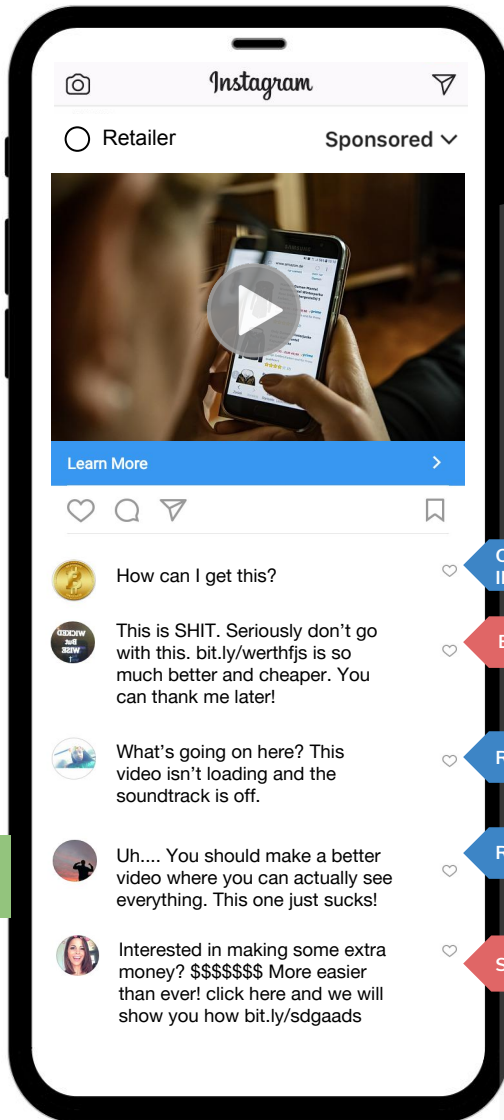


## A/B TEST

# How an e-commerce company increased their return on ad spend by 109%

They ensured that every prospective customer received a great experience when interacting with their Facebook and Instagram ads 24/7, without any additional hires.

**Find out how!**



EXAMPLE AD

## The Challenge

An e-commerce company invests over **\$6M** annually in Facebook and Instagram ads. These ads receive thousands of comments, including customer inquiries, brand attacks, reactions to ads and spam. The brand's social media team has a hard time managing all these comments efficiently in-house.

### About the brand

International e-commerce company founded in 1908, with a presence in North America, Europe and Asia Pacific.

Ad spend	Campaigns	Ads
<b>\$6M/yr</b>	<b>91</b>	<b>1,923</b>



# The Solution



## BRAND PROTECTION

Any harmful comments on the Brand's ads were removed in real-time 24/7



## RESPONSE SOLUTION

Responses to customer inquiries under ads were posted according to advertising and sales objectives



## INSIGHTS

The Brand received detailed insights on ad campaign sentiment, targeted audience reactions and topics discussed on ads



## INSTANT ALERTS

The Brand was instantly alerted about any possible issues with ads, social media crisis or negative reactions to brand or ad creatives

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**BrandBastion increases positive sentiment and ROAS, eliminating the risk of damage to ad performance or brand reputation**



# The A/B TEST

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The e-commerce company set up an A/B test with BrandBastion to measure the impact of BrandBastion's AdBastion Solution.

- Two identical ad campaigns
- Both had Brand Protection service in place to ensure harmful comments wouldn't impact the performance
- One campaign had BrandBastion's Response Solution. We provided predefined responses to sales inquiries (i.e. "Where can I get this from?", "How much is this?", "How fast is the shipping?", etc.)
- The other ad campaign had no responses



# A/B TEST RESULTS

We used identical ad pairs and the response solution was activated only for one of the newsfeed ads

WEBSITE CONVERSIONS

+24%

COST PER WEB PURCHASE (\$)

-29%

WEBSITE PURCHASE (ROAS)

+109%

## Ad: A

Facebook newsfeed



Brand Protection



Brand Protection



Response Solution

## Ad: B

Facebook newsfeed

No response solution

45

Website Purchases

1.42

Return on Ad Spend (ROAS)



4,462

Amount Spent/Ad (\$)



Cost per Website Purchase (\$)



3,100

Website conversions



8

Responses to sales inquiries within 8 min of posting

66

Website Purchases

2.98

Return on Ad Spend (ROAS)



4,644

Amount Spent/Ad (\$)



Cost per Website Purchase (\$)



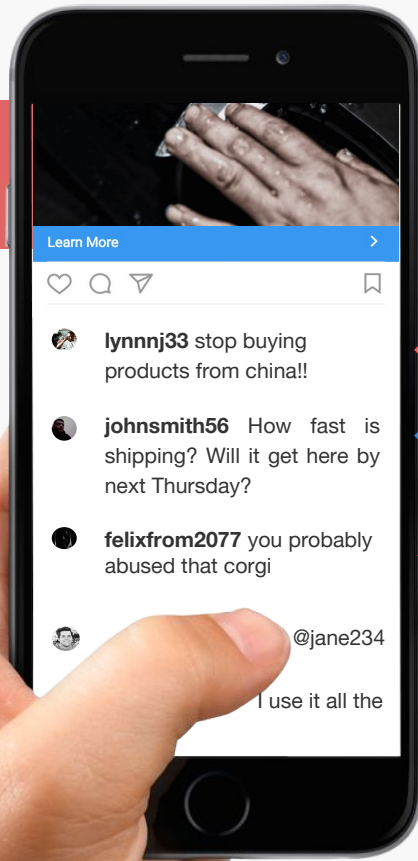
3,856

Website conversions



# BrandBastion's Solution in Practice

## ADS BEFORE BRANDBASTION



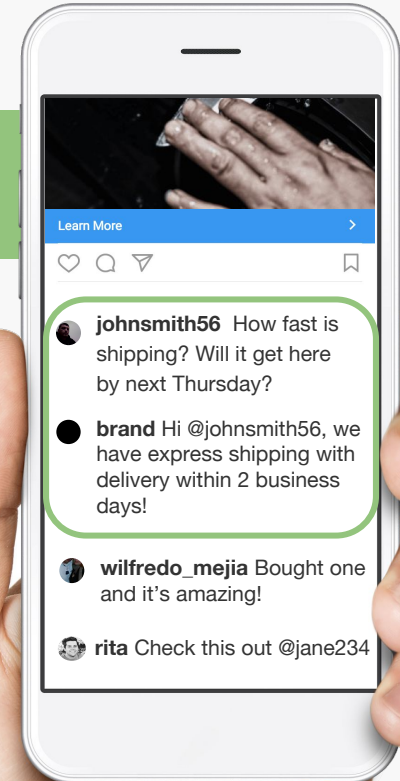
REMOVE

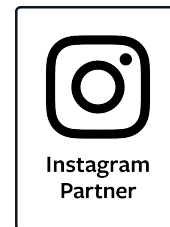
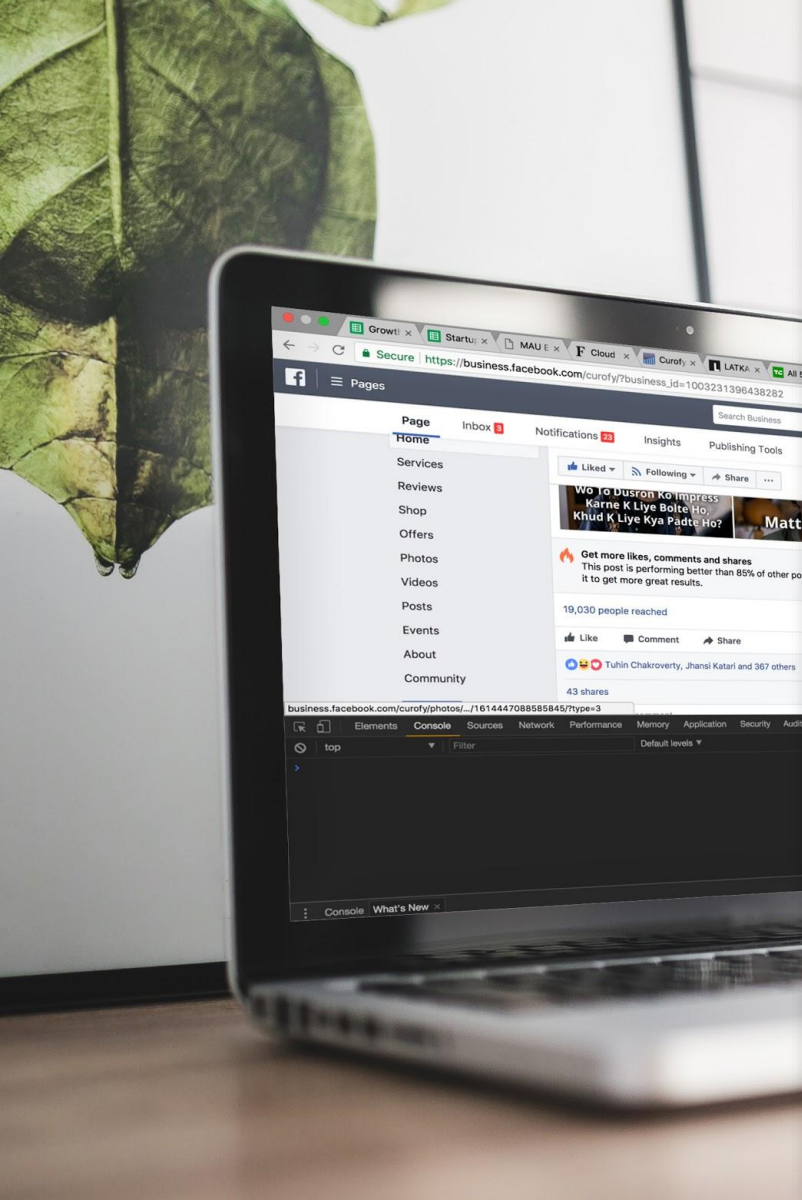
RESPOND

REMOVE

BRANDBASTION

## ADS WITH BRANDBASTION





## CONTACT US

Contact us to request analysis of comments your campaigns are receiving. For more info visit us at [brandbastion.com](https://brandbastion.com) or send us a message at [sayhello@brandbastion.com](mailto:sayhello@brandbastion.com)

### BrandBastion on Social Media

