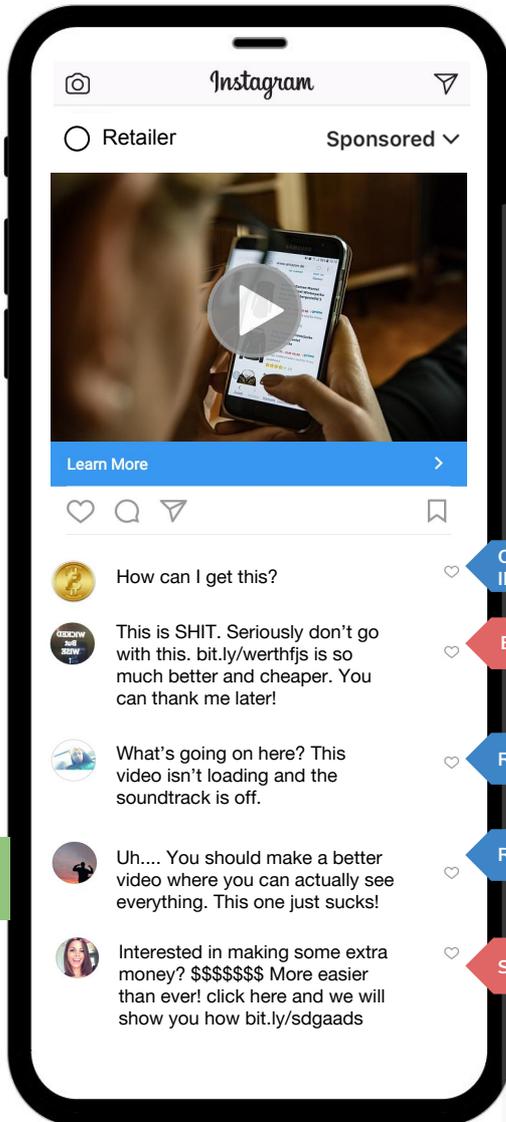


A/B TEST

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
\$6M/yr	91	1,923



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

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



The A/B TEST

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



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 (\$)



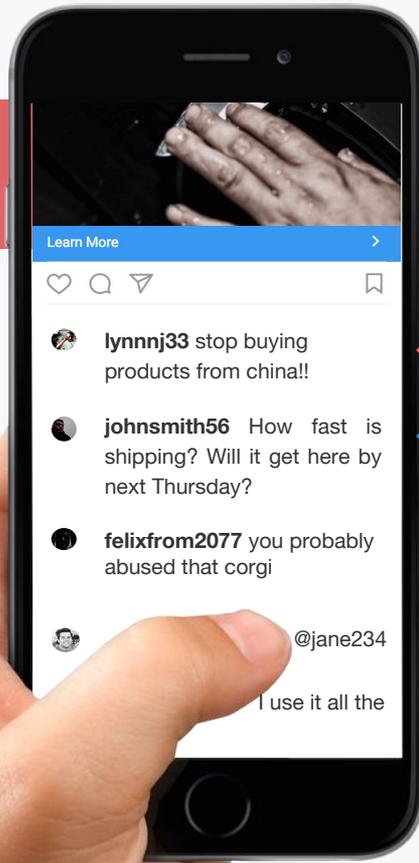
3,856

Website conversions



BrandBastion's Solution in Practice

ADS BEFORE BRANDBASTION



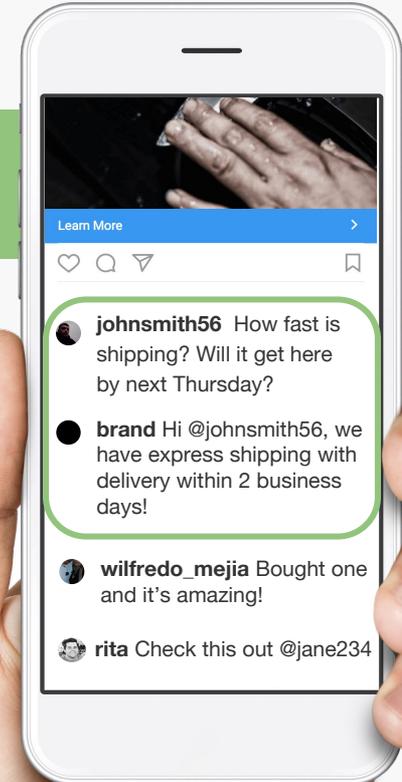
REMOVE

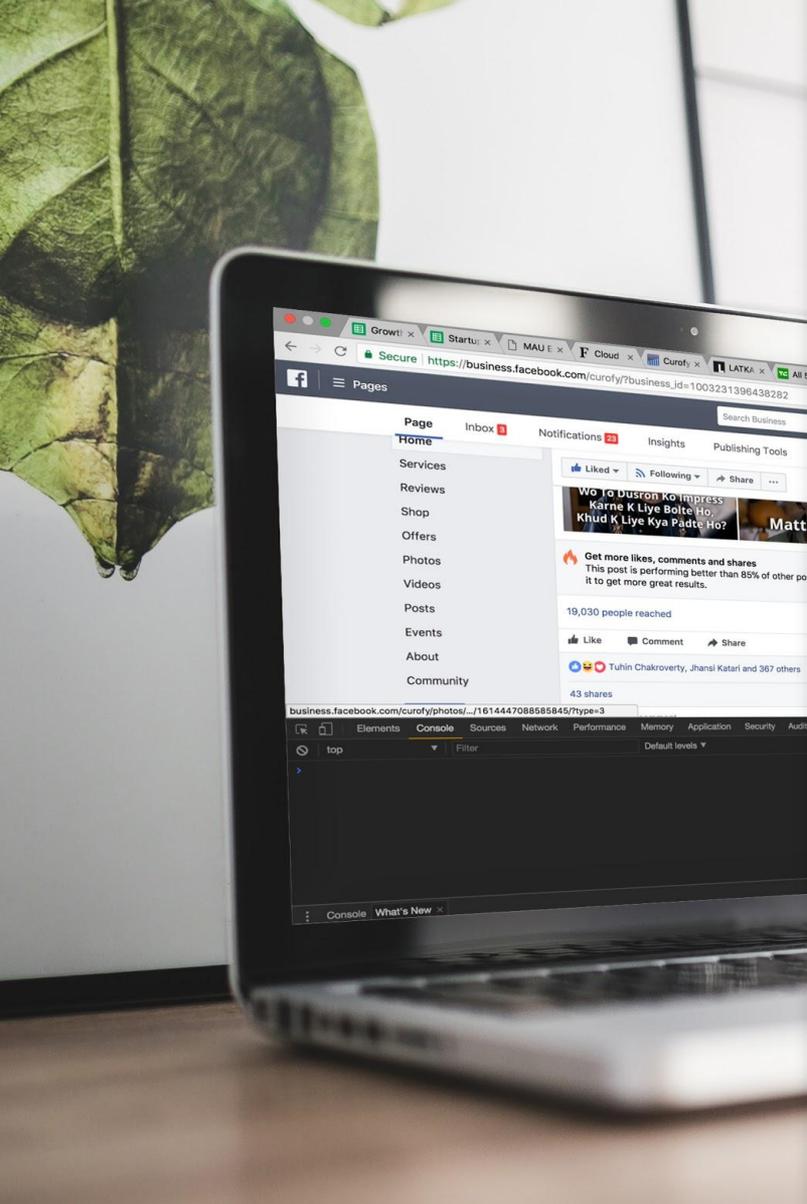
RESPOND

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 or send us a message at sayhello@brandbastion.com

BrandBastion on Social Media

