BRANDBASTION

More Customers, Bigger Basket Value

How BrandBastion's solutions led to an increase in conversions and higher-value purchases

Overview

Engagement under Facebook and Instagram posts forms an integral part of the ad creative. Visible comments can heavily impact brand perception (positively or negatively) and performance on both branding and direct response campaigns. Left unmanaged, comment sections can become breeding grounds for highly negative comments, PR crises, unanswered customer complaints, and more.

BrandBastion deploys its Moderation, Alerts, and Customer Response solution for a global retailer spending $6M in Facebook and Instagram advertising annually, and running thousands of ads concurrently. To prove our value, we ran an A/B test for this brand with the following set up:

- Two identical ad campaigns were created with the same amount of budget (slightly over $4,000 per campaign) and target audience.

- Both had the Moderation product in place to ensure harmful comments wouldn't impact the performance

- Campaign A had no responses issued. Campaign B had BrandBastion's Customer Response product with predefined responses to customer inquiries issued automatically.

Examples of comments BrandBastion responded to 24/7:

| Where can I get this from? | How much is this? | How fast is the shipping? |

BrandBastion's Products
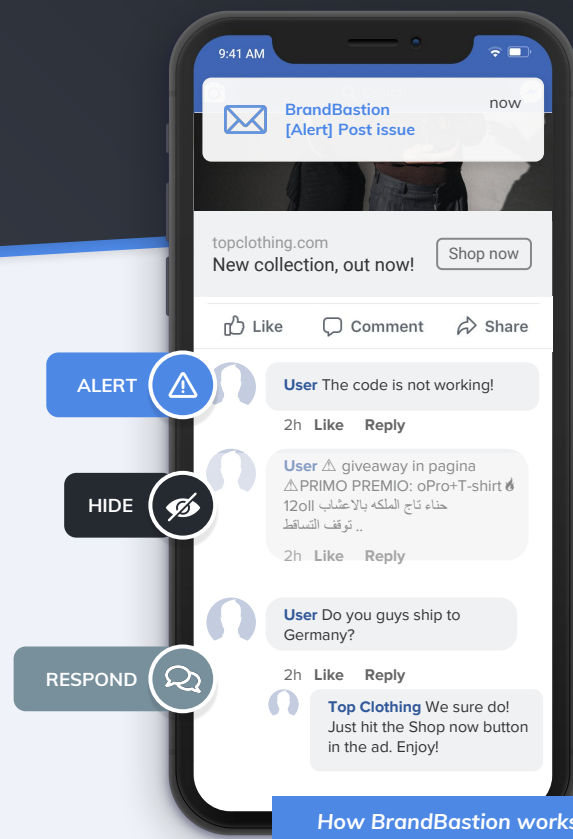
How BrandBastion works

The Results

Campaign B, which had all of BrandBastion's solutions active, significantly outperformed Campaign A with the following results:

+24% more conversions

+47% more purchases

+49% more revenue per purchase: Average basket value increased from $141 to $210

+109% increase in return on ad spend

-29% decrease in cost per result: Cost per website purchase decreased from $99.16 to $70.38

Customizable Moderation

Customize your guidelines and BrandBastion hides harmful comments such as spam, brand attacks, discrimination, and other threats, from your ads 24/7 in 43 languages.

Real-Time Alerts

Receive alerts for situations requiring attention issued according to guidelines such as post issues, spike in negative sentiment, or an extreme event being reported on your ads.

Customer Responses

Have responses issued to customers on ads on your behalf 24/7 in up to 6 languages. Available for different response situations, with up to 30 pre-approved response variations per situation.

Want more info?

sayhello@brandbastion.com

Facebook Marketing Partner

Instagram Partner

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