



Burda Direct Interactive (BDI) is the in-House agency of one of Germany's biggest publishers. They are the lead agency for several publications such as Focus or Playboy. With their strong expertise they offer their services to several external clients. One of them being mydays, an experience site for extraordinary gifts across Europe.



**+44%**  
CVR



**1.9x**  
conversions



**-52%**  
CPA

## Challenge

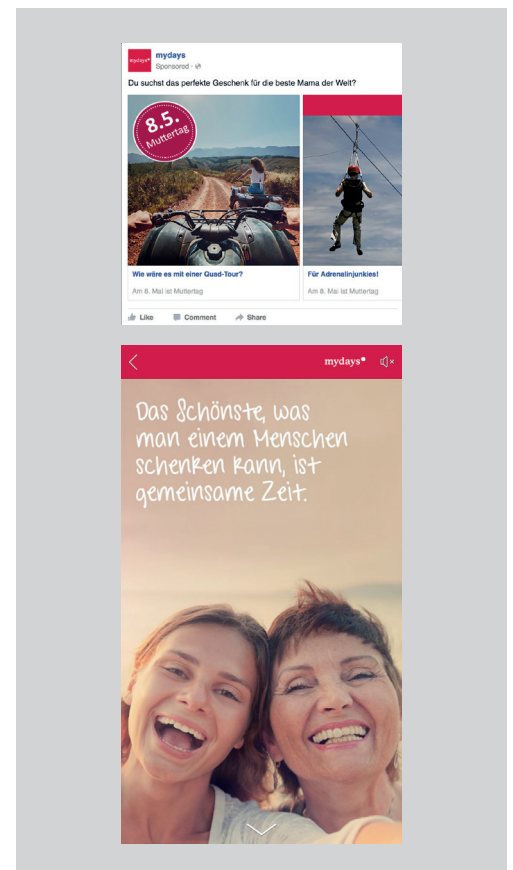
- BDI always being an early adopter of the latest innovations wanted to use the recently released Canvas Ad format to test it against Carousel Ads on high scale taking Canvas Ads' superior creative options under consideration. The product offering of mydays.de made it the perfect case to test.

## Solution

- Using MakeMeReach's platform BDI was granted early stage access to Canvas Ads and could create multiple campaigns with hundreds of different ads. The easy-to-use dashboards allowed a quick identification of the best performing ad format and ads to scale those up that drove performance.

## Results

- Looking into the data of the course of a week considering fluctuations during the different workdays both ad formats were allocated an even budget. However, the conversion rate over time was almost twice as high on canvas and ultimately let to more than 50% savings in CPA.



**Florian Litterst & Nicolas Decker, Online Marketing, Burda Direct Interactive**

*"MakeMeReach's user-friendly tool makes it very easy for us to test Facebook's innovations at early stage and gives us a strategic advantage resulting in great performance."*