

Support the launch of new features with Facebook Ads



PayPal allows guaranteed secure payment over the Internet with credit cards or bank accounts. Once you sign up for PayPal, you can send money to anyone with an email address using the money from your PayPal balance or another funding option of your choice.

Goal

Cost per Click



28%
lower than objective

Last year, Paypal launched two very innovative features: One Touch™ and Buyer Protection. One Touch™ is an optional PayPal feature that allows you to complete a purchase faster. When logging into their PayPal accounts on their smartphones, desktops, tablets or laptops, users can choose to securely stay logged-in to PayPal. The other feature concerns the potential litigation that may arise after a purchase. PayPal Buyers Protection covers users if an item doesn't arrive or is significantly not as described. They help them to get a full refund.

With this campaign, Paypal wanted to promote in the UK these two new features.

Solution

The format chosen by Socialyse, Paypal's agency for this campaign, was a **Click to Website Ads** type. Specific landing pages were created for each product.

Thanks to the **Reach and Frequency** buying, the campaign was able to reach people at the most relevant time.

They could also use the sequencing tool to tell their story across a series of adverts. No only can they control the frequency but also the order in which people see their adverts.

Based on the first days of the campaign, Socialize was able to identify the most converting audiences and used **Lookalike Audiences** to identify additional potential customers.

Using MakeMeReach **automatic A/B testing tool**, many combinations of ads were created and tested. Thus, Socialyse UK and PayPal could optimize the campaign and achieve better conversions at the lowest possible cost (CPC at -28% vs objective).



+6M
impressions

