# makemereach

# Major French retailer streamlines their strategy and unlocks potential with MakeMeReach

## A year of transition

Previously working with three agencies, a **high-end French prêt-a-porter brand** for women with **hundreds of boutiques around the world** turned to the MakeMeReach Managed Service team to streamline and modernize their paid social ads strategy. They also wanted to simplify their overall performance tracking.
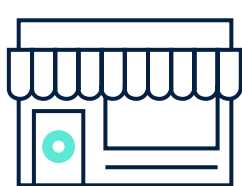
They were also eager to benefit from the **expertise of the MakeMeReach** team in order to put into place campaign structures that were at once **simple**, **innovative**, and **high-performing**. One of their main goals was to achieve good results in terms of sales volume and return on investment.

## Strategy set-up

To get started, MakeMeReach put into place a **5-step plan** of action to reach the client's goals:

**1**
IDENTIFYING
THE CLIENT'S NEEDS

**2**
ACCOUNT ANALYSIS AND
RECOMMENDATIONS

**3**
STRATEGIC PLANNING:
DEFINING KPIS,
OBJECTIVES, COSTS,
AND AUDIENCES

**4**
RUNNING A/B CAMPAIGNS
TO TEST DIFFERENT
ELEMENTS: CREATIVES,
AUDIENCES, ETC.

**5**
ANALYSIS OF RESULTS
AND OPTIMIZATION USING
MAKEMEREACH TOOLS

The objectives were to
standardize the client's
campaigns in terms of structure,
naming, audiences, and more.
MakeMeReach also put into place
a strategy that would leverage
the full potential of Facebook's
ad features through branding,
engagement, and remarketing.

**In addition to this, MakeMeReach leveraged our own unique platform tools to optimize performance:**

### The Franchise Feature

This MakeMeReach-exclusive solution simplifies budget allocation across store locations for store traffic campaigns.
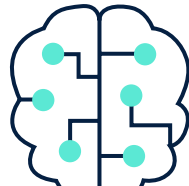
### AI recommendations

The MakeMeReach AI recommendation engine analyzes campaign performances on a daily basis and delivers specific, actionable recommendations to optimize ad performance.

## Facebook Marketing Consulting technical set-up

To get the client started, MakeMeReach first tackled the technical set-up for their ads. As a Facebook Marketing Consulting Partner, MakeMeReach has been vetted by Facebook in our technical expertise and our proven ability to help clients set up optimal Facebook marketing.

To ensure the client would get the most out of their campaigns, MakeMeReach set up:

- **The Facebook pixel,** a snippet of code that fires when certain actions are taken on your website, providing valuable information on how users are interacting with your site and cross-device conversions.
- **Product catalog set-up.** Great marketing requires great product data, and product catalogs are the starting point for any retailer who wants to advertise their inventory on Facebook.
- **Advanced matching for conversion tracking,** which lets you optimize your ads against more conversion data and build larger retargeting audiences so you can reach more people with your Facebook ads.
- **Integration of offline data.** If you're a business with physical stores or locations, offline data is an essential tool in understanding the effectiveness of your ad campaigns. Offline data can show you how your Facebook ads lead to purchases in your stores, phone orders, bookings, and more. It also helps you improve targeting and measure offline return on ad spend.

Facebook
Marketing
Partners

## A full-funnel strategy

Next, MakeMeReach set up a strategy to **target customers** through the full sales funnel. Starting at the top of the funnel, the client ran **branding campaigns** leveraging Stories ads, video ads, and store visit ads.

In the middle of the funnel, they ran **engagement campaigns**, focusing on link ads.

At the bottom of the funnel, **remarketing campaigns** targeted CRM audiences and previous visitors with collection ads and Dynamic product ads.

## The results

### Store traffic campaign

When MakeMeReach launched this client's campaign in May, they achieved a competitive cost-per-thousand-impressions (CPM) of 1.26€, and a reach of 725K. By August, the CPM was decreased by 15%, and the campaign reach increased by 40%.

### Online sales

When the online sales campaign launched in May, the global return-on-ad-spend (ROAS) was 5.85, and the cost-per-acquisition (CPA) was 19.10€. By August, the ROAS was increased by 22% and the CPA decreased by over half (55%).

### Global results

With help from MakeMeReach's cutting-edge tools and the team's in-depth expertise, this client achieved:

**3.1%**
CONVERSION
RATE

**+7.4K**
UNIQUE ONLINE
CONVERSIONS

**+677K€**
CONVERSION
VALUE

**7.14**
ROAS

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