

Facebook Case Study: Large eCommerce Retailer

Facebook Prospecting Spend Optimization

- Large eCommerce Retailer challenged with finding optimal level of Facebook acquisition spend
- LiftLab designed and executed experiments that produced marginal profit yield curves across the Advertiser's Facebook prospecting audiences
- The experiments revealed an annual additional contribution-to-profit projected at \$340K

Facebook Yield Curve Experiment Design

Phase 1: A/A Test

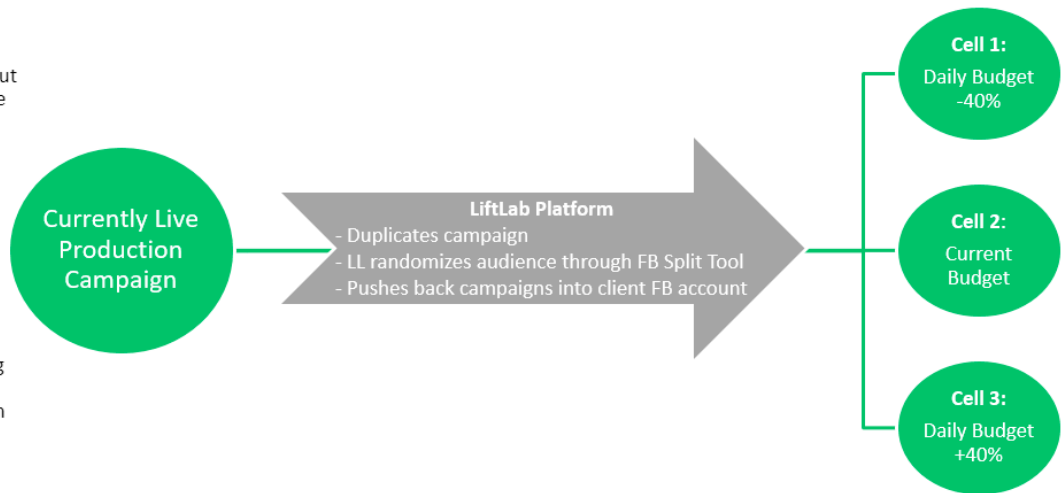
Objective: Monitor data without an intervention to establish the base variance

Duration: 1 Week

Phase 2: A/B Test (shown in diagram)

Objective: Measure marginal return (conversions) of running at 3 different budget levels to find point of diminishing return

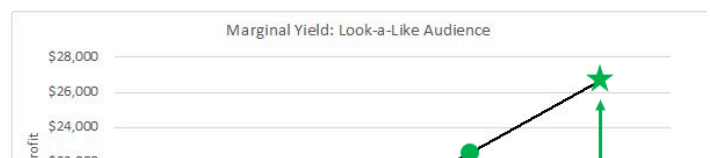
Duration: Typically 4 weeks



Result: Uncovered \$340K Annual Marginal Profit

Based on results:

- Data revealed opportunity to increase spend within Facebook prospecting audiences
- Advertiser continued experimentation to unlock additional budget opportunities



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