Case Study

How to successfully scale client media spend and deliver great results through Facebook Advertising

maxus

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Sam Redding
Account Director
Maxus

About Maxus

Maxus is a global media agency with services including communications strategy, media planning and buying, digital marketing, social media strategy, SEO, PPC, direct response media, data analytics, and marketing ROI evaluation. Maxus are an agency who look after various clients including; Arcadia Group, Barclays, L'Oreal, Twinings and more.

Challenge

Fashion retail and ecommerce sector clients, who primarily use Facebook as a brand building and social engagement channel, need forward thinking agencies like Maxus to see the full potential of the channel. Generating success, scaling adspend and ultimately driving sales for clients, with the help of a Facebook Marketing Partner, was the challenge. From an agency standpoint, they were looking to grow media spend and deliver great results. With the help of StitcherAds they adopted a methodology for direct response advertising.

Solution

Sam Redding, Account Director, at Maxus, explained "Having tested four Facebook Marketing Partners we decided on StitcherAds. They are quick to adopt new Facebook features, always innovating and have extensive knowledge of ecommerce Facebook advertising." Sam's three evaluation points of focus were:

1. Dynamic Product Advertising (DPAs)
From day one Maxus were focused on DPA ads and keen to fully utilize these through the platform. StitcherAds enabled Maxus to set up and push live DPA ads in a very short space of time.

2. Local Support and Responsiveness
As social is one of the fastest growing new channels for Maxus, they required local support and responsiveness. With an easy to manage platform, they were able to setup and run campaigns and require less on-going support.

3. Time Savings
With the ambition of providing 10/10 media planning and buying, time needed to be invested in strategy. Maxus wanted less issues and more time focusing on clients' aims and objectives. By using optimization rules, to help manage campaigns, Maxus were able to make large time savings.

Results

Using dynamic product ads, Maxus are able to automate product retargeting based on an individual shopper's behaviour—delivering the right ad to the right person whatever device they may be on. "Speed to market with DPAs was imperative and the RoAS increase from DPA has been fantastic, delivering impressive results". Facebook is now the strongest channel within the agency and the only always on channel. By using StitcherAds, Maxus has gained a competitive advantage over, to deliver the best service with the latest tools and the confidence to scale ad spend.