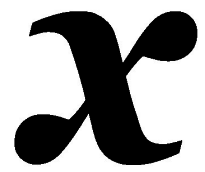




dentsu *x*

ELC PBA
September 2018



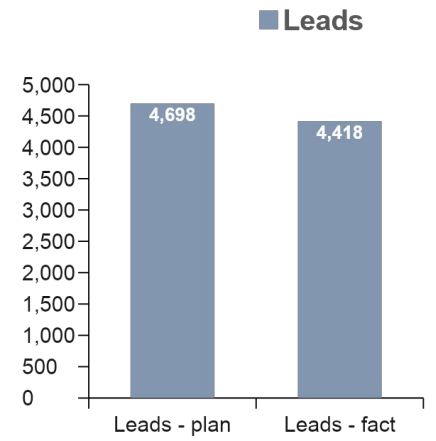
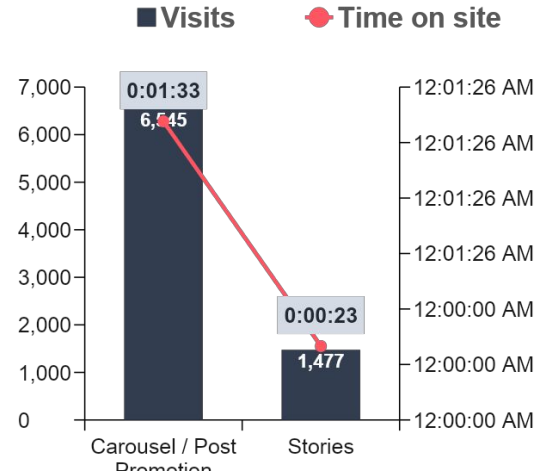
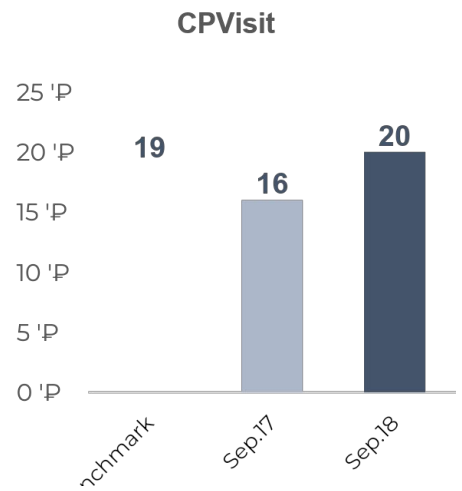
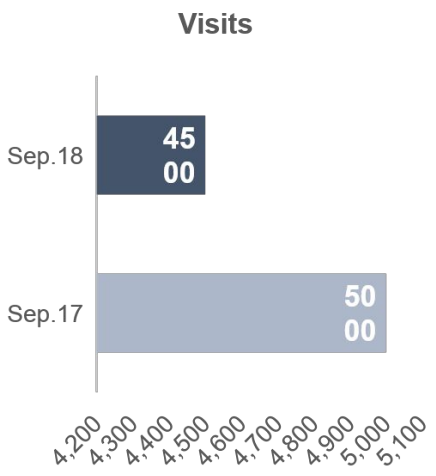
dentsu **x**

BRAND: Estee
Lauder
Run period: 1 –
31.09



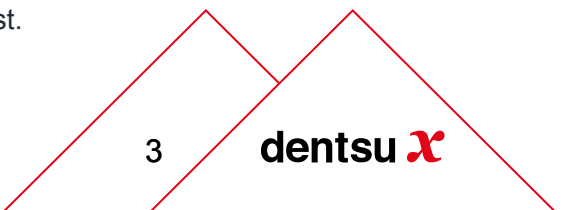
Carousel / Post promotion format drives results

	Budget plan	Budget fact	Δ	Clicks plan	Clicks fact	Δ	CPC plan	CPC fact	Δ	CPL plan	CPL fact	Δ	PI	CPVisit
Lead ads	225 480 RUR	225 452 RUR	100%	13 153	10 185	77%	17,1 RUR	22,1 RUR	129%	1 153	1 185	110%	7%	318,9 RUR
Carousel / Post promotion	100 000 RUR	99 988 RUR	100%	10 000	10 478	105%	10,0 RUR	9,5 RUR	95%	1 000	1 478	140%	62%	15,3 RUR
Stories	102 450 RUR	102 443 RUR	100%	6 830	6 312	92%	15,0 RUR	16,2 RUR	108%	630	612	90%	23%	69,4 RUR
Total	427 930 RUR	427 883 RUR	100%	29 983	26 975	90%	14,3 RUR	15,9 RUR	111%	2 984	2 975	95%	32%	49,0 RUR



- **Lead Ads** performed a bit worse than planned so we gathered 6% leads less.
- Traffic: **Carousel / Post** promotion performed best in terms of CPVisit and Time on site due to a high PI while **Stories** performed the worst.

* Landing page views are provided according to GA statistics.



Creatives report. Lead Generation Campaigns

Flight

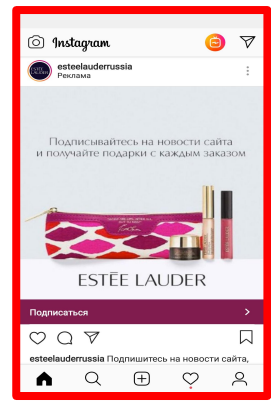
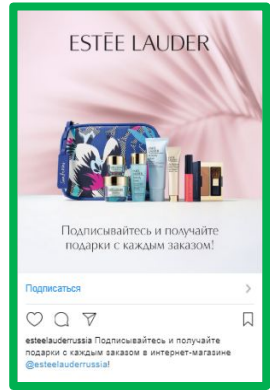
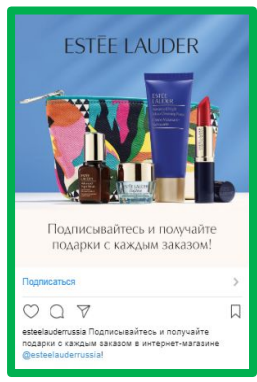
Cosmetic bags

Cosmetic bags

IG lead ads

IG lead ads

Format



Clicks

4309

4622

710

544

CTR

0,53

0,57%

0,64%

0,55%

CPV

393,9 RUR

326,8 RUR

636,9 RUR

539,0 RUR

Leads

1892

1960

307

259

CPL

47,7
RUR

48,2 RUR

76,8 RUR


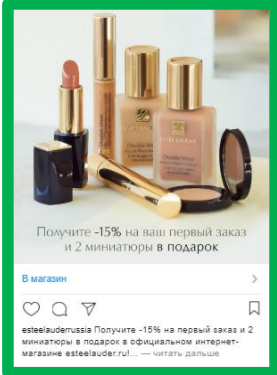
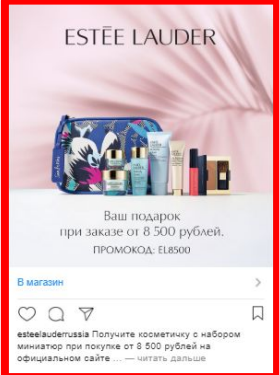
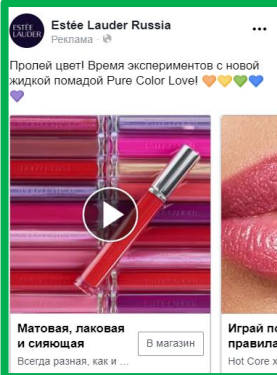
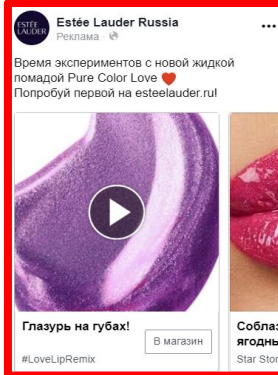
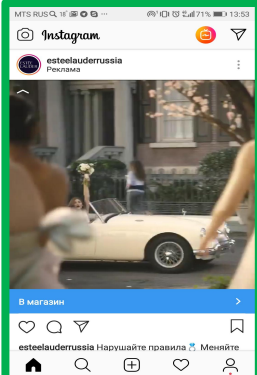
66,6 RUR

- The **old images of cosmetics bags** performed well and gave Leads with proper CPL.
- **New cosmetic bags** got worse audience reactions so final CPL appeared to be 60% higher than with the old cosmetic bags.

* Landing page views are provided according to Facebook statistics.



Creatives report. Traffic Campaigns

Flight	New first order mini		Cosmetic bags		PC Love		Belle
Format	IG Link ad		FB+IG Carousel		IG video ad		
							
Clicks	87	7911	74	564	1596	24	
CTR	0,80%	0,73%	0,69%	0,92%	0,82%	0,41%	
CPV	18,9 RUR	9,4 RUR	14,5 RUR	30,3 RUR	29,4 RUR	76,96 RUR	

- Generally **Link Ad** appear to have the lowest CPVisit among all traffic formats.
- But still the best tactic is to have a number of alternatives during the advertising campaign and to test a bunch of different ads for each offer.

* Landing page views are provided according to Facebook statistics.



x
dentsu **x**

BRAND: M.A.C
Run period: 1 –
31.09



Franchise

Frag combining

Social	Reach	Budget	Visits	CPV
IG Link Ad	105 479	21 725 RUR	1 649	13,2 RUR
IG Stories	179 907	9 559 RUR	646	14,8 RUR
Total	258 574	31 285 RUR	2 295	13,6 RUR

English Pear Freesia

Social	Reach	Budget	Visits	CPV
FB+IG PPL	33 464	4 357 RUR	144	30,3 RUR
FB+IG Carousel	131	29 RUR	143	0,2 RUR
Total	33 560	4 386 RUR	287	15,3 RUR

Blackberry Bay

Social	Reach	Budget	Visits	CPV
FB+IG PPL	490	101 RUR	261	0,4 RUR
FB+IG Carousel	349	63 RUR	79	0,8 RUR
Total	838	165 RUR	340	0,5 RUR

Wood Sage Sea Salt

Social	Reach	Budget	Visits	CPV
FB+IG PPL	762	260 RUR	32	8,1 RUR

* Landing page views are provided according to Facebook statistics.



Summary / Next steps Social

- We'll continue testing different combinations of audiences targeted (cosmetics, beauty, online purchasing and different Look-a-like segments).
- We'll exclude the existing customers from target audience in Lead Ads and thus optimize CPL.
- We recommend rotating a set of offers and testing a bunch of different ads per each offer during the advertising campaign (i.e. 3 ads per offer)
- We also recommend to replace ads regularly in order to refresh the effect on the audience being targeted (i.e. once per month).
- We strongly recommend to extend placements being used for advertising and even better to use Autoplacement Facebook Option in order to let the Facebook Machine optimally distribute impressions of an ad between placements according to up-to-date effectiveness on the platform