

Facebook Advertising

Case Studies

The State of Social Media

- US Internet users spend more time on Facebook than any other web brand.
- Social networks and blogs continue to dominate Americans' time online, now accounting for nearly a quarter of total time spent on the Internet.
- Social media has grown rapidly – today nearly 4 in 5 active Internet users visit social networks and blogs.
- 70 percent of active online adult social networkers shop online, 12 percent more likely than the average adult Internet user.
- 53 percent of active adult social networkers follow a brand.

Case Study: Diamond Peak Ski Resort



Goal: Increase Facebook likes and engagement. Use a trackable offer to generate skier visits.

Tool: Facebook Advertising

Results: 365% increase in likes, 4,297 clicks, 30% increase in post views, 42% increase in post feedback, \$0.44 CPC, 464 skier visits, Hermes Platinum Award for Social Media Campaign

View Advertising Report

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Report Type: Advertising Performance | Summarize By: Ad | Time Summary: Custom | Filter: Diamond Peak Free Birthday 2011 | Date Range: Lifetime

10,655,283 Impressions | **4,297** Clicks | **0.040%** CTR | **\$1,897.99** Spent | **\$0.18** CPM | **\$0.44** CPC

Date Range ?	Campaign ?	Ad Name	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	Actions ?	Action rate ?	CPC ?	CPM ?	Spent ?
Lifetime	Diamond Peak Free Birthday 2011	Diamond Peak Free Birthday 2011	10,655,283	1,044,941	9.81%	4,297	403	0.040%	0.039%	1,989	0.019%	0.44	0.18	1,897.99

Case Study: Diamond Peak Ski Resort



Offer: Free Birthday Lift Ticket promoted with Facebook ads

Results:

- 10,655,283 impressions
- 365% increase in likes
- 30% increase in post views
- 42% increase in post feedback
- 464 new customers
- Cost: \$1,897.99
- The campaign received Hermes Platinum Award for social media campaign



Case Study: Dress The Part(y) Halloween Campaign 2011



Goal: Increase Facebook likes and encourage Halloween costume shopping in the store.

Tool: Facebook Advertising

Results: 529,663 impressions, 352 clicks to Welcome page, 66 new likes (1,550%), 197% increase in monthly active users; \$0.22 CPM; \$0.54 CPC

Advertising spend: \$367.83

Report Type: Advertising Performance | Summarize By: Ad | Time Summary: Custom | Filter: Dress the Part(y) 2, Interest filter, Page Post Ad Halloween 2011, Page Post Ad Dress the Part(y), Dress the Part(y) Boo | Date Range: 10/5/2011 - 11/1/2011

529,663 Impressions | **220** Clicks | **50** Connections | **0.042%** CTR | **\$117.83** Spent | **\$0.22** CPM | **\$0.54** CPC

Date Range	Campaign	Ad Name	Impressions	Social Impressions	Social %	Clicks	Social Clicks	CTR	Social CTR	CPC	CPM	Spent	Reach	Frequency	Social Reach	Connections	Unique Clicks	Unique CTR
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Dress the Part(y)	63,816	12,627	19.79%	9	1	0.014%	0.008%	0.99	0.14	8.93	13,198	4.8	2,017	1	9	0.068%
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Dress the Part(y) 2	394,515	142,196	36.04%	206	139	0.052%	0.098%	0.51	0.27	104.94	117,366	3.4	13,388	46	201	0.171%
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Dress the Part(y) Boo	3,729	2,697	72.33%	0	0	0.000%	0.000%	0	0	0.00	1,190	3.1	730	2	0	0.000%
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Interest filter	4,693	4,693	100.00%	0	0	0.000%	0.000%	0	0	0.00	1,346	3.5	1,346	0	0	0.000%
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Page Post Ad Halloween 2011	22,180	0	0.00%	1	0	0.005%	0.000%	0.91	0.04	0.91	5,849	3.8	0	0	1	0.017%
10/05/2011-11/01/2011	Dress the Party Halloween 2011	Page Post Ad	40,730	0	0.00%	4	0	0.010%	0.000%	0.76	0.07	3.05	17,631	2.3	0	1	4	0.023%

Case Study: Dress The Part(y) Holiday Campaign 2010



Goal: Increase Facebook likes and encourage Santa shopping - costumes and party accessories.

Tool: Facebook Advertising

Results: 1,928,507 impressions, 206,266 social impressions, 389 clicks, 32 connections, \$0.17 CPM, \$0.83 CPC

Advertising spend: \$323.25

Report Type
Advertising Performance

Summarize By
Campaign

Time Summary
Monthly

Filter
DressThePart Santa 2010

Date Range
11/1/2010 - 12/31/2010

1,928,507 Impressions **389** Clicks **32** Connections **0.020%** CTR **\$323.25** Spent **\$0.17** CPM **\$0.83** CPC

Date ?	Campaign ?	Impressions ?	Social Impressions ?	Social % ?	Clicks ?	Social Clicks ?	CTR ?	Social CTR ?	CPC ?	CPM ?	Spent ?	Connections ?
Nov 2010	DressThePart Santa 2010	702,518	79,104	11.26%	154	19	0.022%	0.024%	0.82	0.18	126.88	9
Dec 2010	DressThePart Santa 2010	1,225,989	127,162	10.37%	235	31	0.019%	0.024%	0.84	0.16	196.37	23

Campaign Performance Language

Impressions: Ad impressions are counted each time an ad or Sponsored Story is shown to a user, regardless of whether the user clicks or takes any other action on the ad.

Social Impressions: The number of times your ad was shown with social context (i.e. with information about a viewer's friend(s) who connected with your Page, Place, Event, or App).

Reach: The number of individual people who saw this Sponsored Story or ad during the dates selected. This is different than impressions, which includes people seeing them multiple times.

Frequency: The average number of times each person saw your Sponsored Story or ad.

Social Reach: People who saw your Sponsored Story or ad with the names of their friends who liked your Page, RSVPed to your event, or used your app. If you're not using Sponsored Stories or advertising a Page, event, or app, you won't have social reach.

Connections: The number of people who liked your Facebook Page, RSVPed to your event, or installed your app within 24 hours of seeing this Sponsored Story or ad. If you're not promoting a Page, event, or app, you won't see Connections data.

Clicks: The number of clicks your Sponsored Story or ad have received. If you're promoting a Page, Event, or app, Clicks also include Page likes, event RSVPs, or app installs directly from the Sponsored Story or ad.

CTR: Click-through rate, or the number of clicks your Sponsored Story or ad received divided by the number of times it was shown on the site.

CPM: Cost per thousand

CPC: Cost per click

Source: Facebook.com

Thank you!



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