

# Chacka Marketing helps leader in personalized photo services scale Facebook program spend by 2.5x with 25.5% increase in ROI



## BACKGROUND

- A household name in personalized photo services came to Chacka in 2014 looking to efficiently expand their Social programs

## CHALLENGE

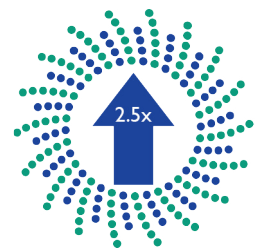
- Scale spend while maintaining positive ROI
- Effectively use their multi-million visitor remarketing list to encourage final sale
- Reduce the amount of content development needed to create remarketing ads

## SOLUTION

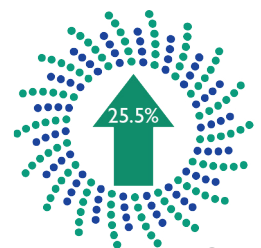
- Leverage Google shopping feed to seamlessly implement new Facebook Dynamic Product Ads
- Optimize program spend by implementing advanced segmentation by placement (Desktop, Mobile, Right-hand column), and by maneuvering bids and budgets based on day of week performance trends

## RESULTS

- In Q4, the advertiser increased media investment by 2.5x
- Drove 25.5% increase in ROI
- Since this test, the advertiser has increased investment in this initiative and is looking at a 5x investment for next Q4



Increased media investment



Increase in ROI