



Boozt.com - Increase Sales and ROI With Personalized Ads on Instagram

Vertical: E-Commerce

Challenge:

Boozt.com is an online shop with clothes, shoes and accessories for the entire family. The store opened in 2009 and offers the best shopping experience with daily new arrivals, a wide selection, and good offers.

They have used Dynamic Ads for Products on Facebook with great results. Now, they wanted to increase sales and ROI even more with personal, unique and relevant ads on Instagram.

Smartly.io Solution

Facebook and Smartly.io recently launched support for Dynamic Ads on Instagram. This made it possible to offer highly tailored retargeting ads for the online shop visitors also on Instagram, which is an optimal media to showcase visually beautiful products. There's less competition on Instagram than on Facebook since it's a newer ad placement option. This makes it easier to stand out from the crowd.

Results

Instagram was consistently outperforming Facebook's desktop feed*:

23 % better ROI than on Facebook desktop feed

14 % lower CPA (cost per new purchase) than on Facebook desktop feed

* Timeframe: May 11 - June 9, 2016

**We always offer a 14-day free trial
and no minimum contract period.
Contact us at info@smartly.io**

