

Immortalizing Memories

While Automating Marketing



Chatbooks, a leading photo book company was looking to join forces with an FMP for the first time. With Smartly features like Stop Loss and Predictive Budget Allocation, Chatbooks was able to automate much of the manual work.

Their Story: Helping to Hold on to What Matters

Founded in 2014, Chatbooks is a family-owned business that helps people hold on to what matters by creating printed albums from digital pictures, such as Instagram or Facebook photos.

Their Goal: Automating Day-to-Day Campaign Work

60-70% of Chatbooks' ad budget is allocated to Facebook and Instagram marketing. They run a range of campaigns from brand awareness, video views, website conversions, website clicks, mobile app engagement, to mobile app installs.

Chatbooks had not previously worked with a Facebook Marketing Partner – they were looking for a solution that would help them automate their prospecting and retargeting campaigns with features such as rule-based triggers.

In addition to automation, personal customer service and the ability to give and receive continuous feedback was another key requirement for Chatbooks.

"We really like the Smartly platform: it is intuitive, simple, and everything is mirrored between Facebook and Smartly."

"Adding in automation tools will make your life so much easier and will allow you to scale much faster than doing things manually."

"The level of service has impressed us: Smartly.io went out of their way to implement custom integrations with our existing tools."

"We chose Smartly.io for several reasons. They offered a 14 day free trial to test the interface and features. I also really like their very transparent pricing structure and contract commitments."

-Gerardo Castillo, Director of Customer Acquisition, Chatbooks

Contact us at info@smartly.io

We always offer a **14-day free trial** and no minimum contract period.



Their Story: Automatic Optimization Features

Chatbooks tapped into Smartly's powerful optimization features to automate and scale their prospecting and retargeting campaigns. Stop Loss helps pause inefficient creatives, while Predictive Budget Allocation automatically reallocates more budget to best-performing ones based on rules set by the advertiser.

Their Success: Moving Ad Spend In-House

With Smartly.io, Chatbooks was able to automate their workflow while scaling up their Facebook advertising. As a result, Chatbooks was able to move all their ad spend in-house and manage it internally.

Results

Ability to scale up ad spend by 3X without having to increase team size.



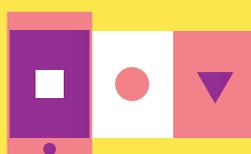
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