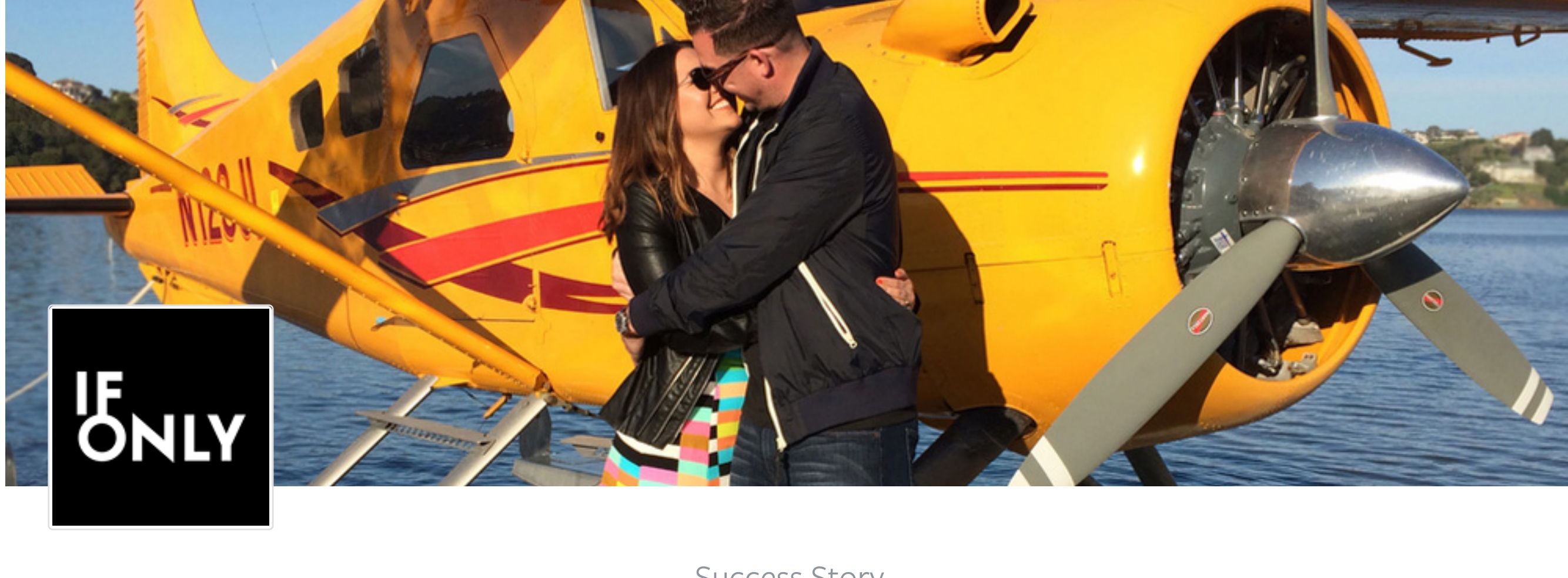


Success Stories > IfOnly

IfOnly



Success Story

Encouraging people to try something new

The online marketplace for unique local experiences used a series of carousel and link ads to drive awareness, then retargeted dynamic ads to potential customers, resulting in a 50% drop in its cost per registration.

78%

of sales from Facebook ads attributed to dynamic ads

68%

decrease in lifetime cost per purchase compared to other Facebook ads

50%

decrease in cost per registration from Facebook ads

Their Story

A marketplace for experiences

IfOnly is a marketplace for incredible experiences, providing access to a selection of unique adventures, once-in-a-lifetime opportunities and exciting outings with local experts. People can bid in auctions for cool experiences or book them directly from the experts offering them.

Their Goal

Adventure is out there

The company wanted to boost awareness of its experience-focused marketplace, and eventually drive site registrations and encourage people to embark on an adventure.

“With Facebook, we introduced the brand and really displayed our array of experiences offered. Our purchase involves research and dynamic ads help us be timely with what people are looking for when planning travel or activities. We also include offers that expire, allowing us to get back in front without having manual ad development for each experience we sell.”

Katelyn Watson, VP of Marketing, IfOnly

Their Solution

Retargeting the right adventure

IfOnly partnered with marketing agency MuteSix to develop a tiered campaign that would drive site registrations and encourage people to purchase an experience online. The company focused this particular campaign in San Francisco, where most of its luminaries—the experts who offer these unique adventures—are based.

First, the company created a [Custom Audience](#) from its list of current customers and then developed a [lookalike audience](#) based on them. IfOnly then targeted its [carousel](#) and [link ads](#) to this lookalike audience.

[Read More](#)



Products used

- [Ads](#)
- [Carousel](#)
- [Dynamic Ads](#)
- [Custom Audiences](#)
- [Lookalike Audiences](#)

Goals

- [Drive Online Sales](#)

Their Success

A successful journey




Adding dynamic ads to ifOnly’s campaign’s mix successfully enticed people to purchase an experience online. The results of the first 5 months of the holistic campaign, which began in May 2016, include:

- 78% of sales from Facebook ads attributed to dynamic ads
- 68% decrease in lifetime cost per purchase compared to other Facebook ads
- 50% decrease in cost per registration

“We’re most excited about the automated nature of this dynamic ad setup, allowing us to be more hands-off. We’re also excited about the targeting, as it makes us look smart—I hear all of the time that people saw us on Facebook. We’ve had quite a few calls from partners that found us through Facebook ads.”

Katelyn Watson, VP of Marketing, IfOnly

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