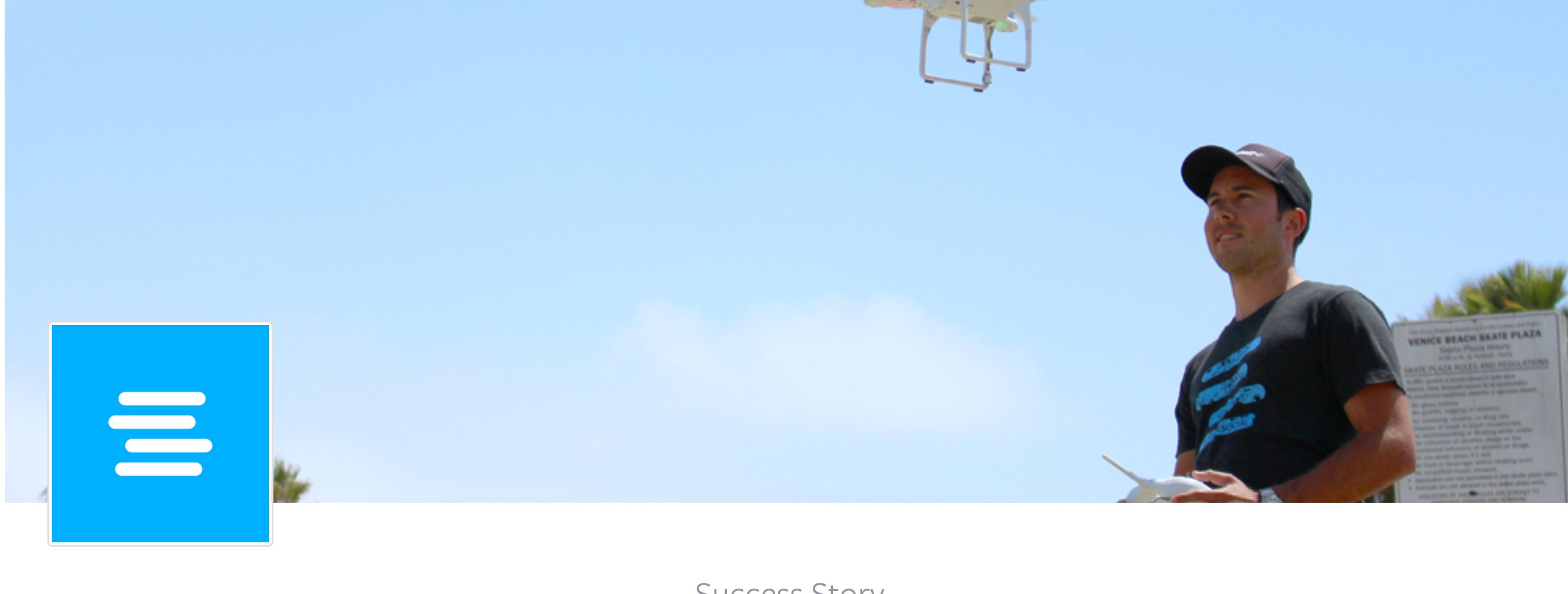


## StackSocial



Success Story

## Proving the real value of retargeting conversions

When a tech-focused deal site conducted an A/B test to understand the value of conversions from its remarketing campaigns, it learned that Facebook ads were driving 75% of conversions.

**75%**  
of view-through conversions  
directly attributable to remarketing  
A/B test campaign

**6X**  
return on ad spend

**5X**  
increase in attributable sales

Their Story

## Tech for the taking

[StackSocial](#) is an online destination for discovering handpicked, modern technology and lifestyle products at great prices. It promotes its limited-time offers through a network of publishers and through social media.

Their Goal

## Stacking up sales

StackSocial wanted to drive sales by remarketing to website visitors, while working with digital marketing agency [MuteSix](#) to verify the real value of its Facebook advertising.

*“Facebook has been a huge boon to StackSocial, providing one of the only paid acquisition sources to generate a positive and scalable return on ad spend.”*

Daniel Rutberg, Head of Operations, MuteSix

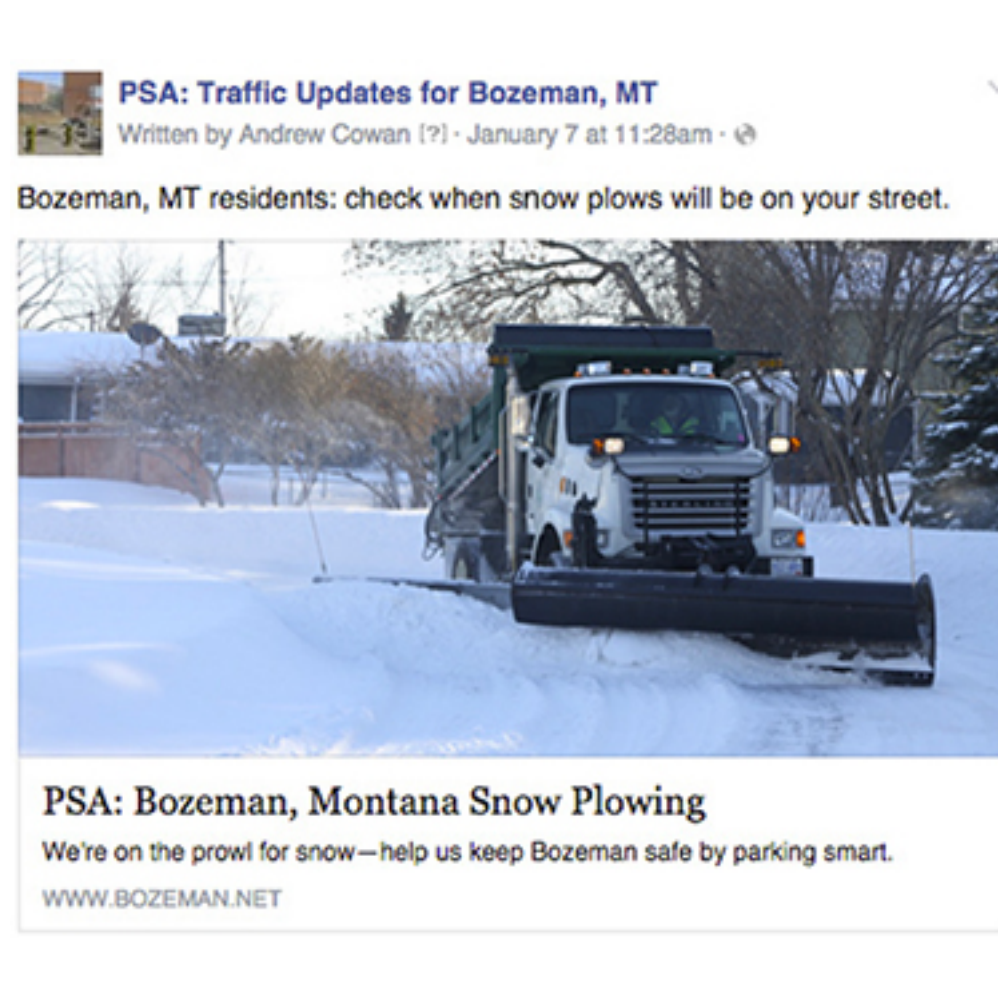
Their Solution

## Quantifying conversions

StackSocial and MuteSix ran a remarketing campaign on Facebook, creating an accompanying reporting framework that would help them understand how many “view-through” conversions—i.e. people who viewed an ad and didn’t click through, but who visited the website later—it could attribute back to this campaign.

The ads, designed by MuteSix, each promoted a product or service on sale at StackSocial and linked to the product’s web page. StackSocial installed a [Facebook pixel](#) on its website to automatically build a [Custom Audience](#) of website visitors to retarget on Facebook. The company also used a pixel to measure conversions.

[Read More](#)



Products used

[Ads](#)

[Conversion Tracking](#)

[Custom Audiences](#)

Goals

[Drive Online Sales](#)

Their Success

## Making dollars and sense

In addition to increasing sales, StackSocial’s remarketing campaign proved that the majority of its view-through conversions were attributable to its Facebook ads, and should be counted and combined with click-through conversions. Results included:

- 75% of view-through conversions on average were directly attributable to remarketing campaign (Stack Social A/B test, January 7–14, 2016)
- 6X return on ad spend (ongoing remarketing campaign, December 16, 2015–February 28, 2016)
- 5X increase in attributable sales

Keys to Success

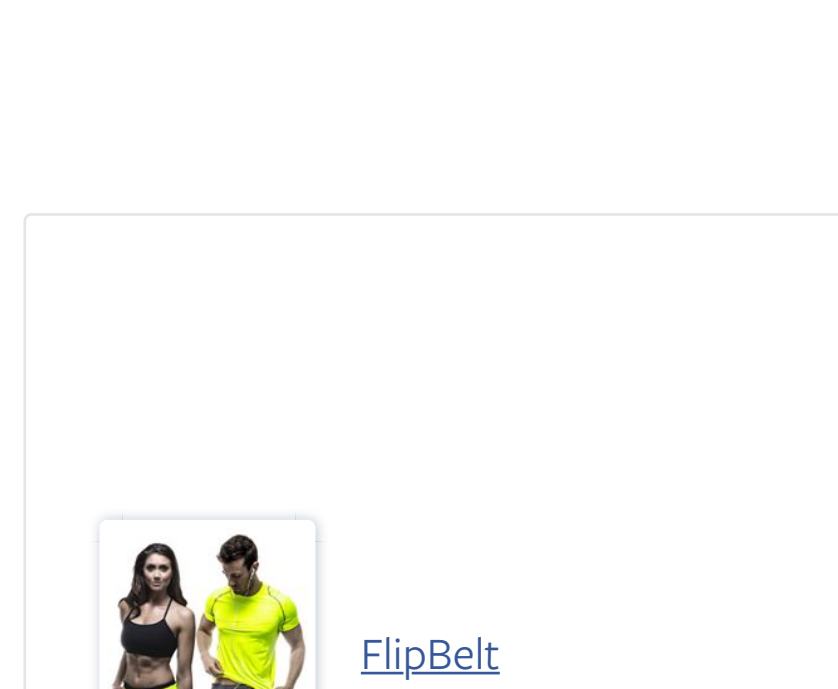
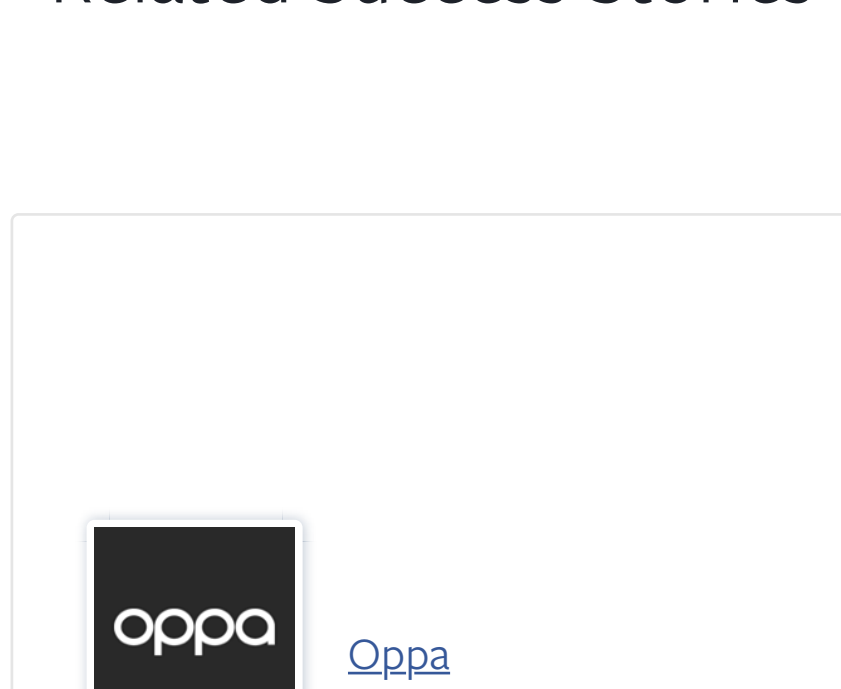
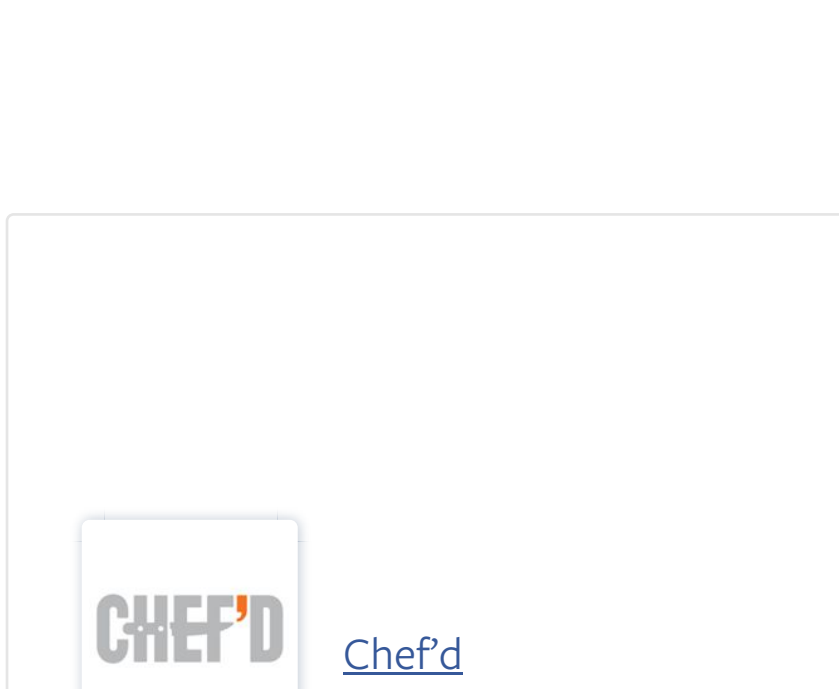
## Test Facebook ads

Find out what types of ads and creative your audience responds to most. Try out different ad types and test one variable at a time—such as ad text, targeting, images and where the ads link to. Then create future campaigns based on the variables that performed best.

## Track your return on ad spend

Use conversion tracking to monitor actions people take after clicking your ads, such as making a product purchase or signing up for a newsletter. For best results, optimize your ad bid for more conversions.

## Related Success Stories



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Create Ad

[Learn more about creating ads.](#)

## facebook business

Facebook can help your large, medium or small business grow. Get the latest news for advertisers and more on our [Facebook Business Page](#).

## Marketing on Facebook

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## Marketing objectives

[Build your presence](#)

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[Generate leads](#)

[Boost sales](#)

[Earn loyalty](#)

## Facebook Pages

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[Facebook Blueprint](#)

[Facebook for Developers](#)

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[Facebook Marketing Partners](#)

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