

# Case Deliveroo

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## About the company

Restaurant food delivery company Deliveroo first entered the Singapore market in late 2015 and is currently building their presence and acquiring more new customers in the APAC region.

## Challenge:

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Deliveroo is using Facebook marketing to acquire users in Australia, Singapore, UAE and Hong Kong. With only two people on the team leading Facebook and Instagram marketing at Deliveroo APAC, they were looking for new ways to work more effectively, reduce manual tasks, get better results and scale advertising while maintaining a good CPA level.

## Solution:

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Deliveroo followed a three step plan to automate the manual work involved in campaign creation and management.

First, they turned on Smartly.io's Predictive Budget Allocation to optimize campaign performance. This feature allowed them to find the best converting audiences, focus their campaign budgets to target them and maximise their return on ad spend. Deliveroo mainly uses lookalike audience with different seeds as well as retargeting audiences.

Next, they activated Smartly.io automatic Creative Optimization to fight ad fatigue. Deliveroo is constantly refreshing their ads and making sure that ads are rotated automatically based on their performance has been an important task for the team, otherwise, the manual work takes a lot of time.

Lastly, Deliveroo introduced Automated Ads with dynamic location-based targeting to show only relevant content for their customers. Customers see specific deals from the restaurants that are close by their current location. Smartly.io's feed-based technology allowed Deliveroo to create these campaigns in a much shorter time compared to building the campaigns manually. In Q1 2017, 60% of the total Facebook marketing budget for the APAC region was given to Automated Ads.

Contact us at [info@smartly.io](mailto:info@smartly.io)

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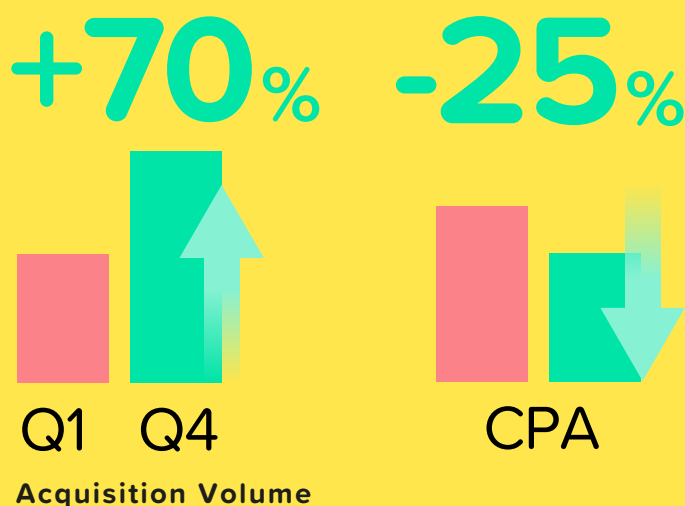
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# Results

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Due to this implementation, Deliveroo managed to increase their acquisition volume by 70% comparing Q4 vs. Q1, even with a 3% smaller budget. At the same time, they managed to reduce their CPA by 25% QoQ. Deliveroo noted that Smartly.io's "live support channel & support documents helped very well and made sure we are not stuck at any point figuring out what to do". Enabling them to focus on a more strategic level discussion.



## Next steps:

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Deliveroo is keen to start leveraging more Smartly.io features for scaling their business. They plan to launch Dynamic Ads and Optimization triggers next. This could bring even better results for winning the potential clients who have already shown interest and keeping existing clients.

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