

# Case

## Frávega

Localized Advertising to Drive Offline Sales



### Their story

Frávega, founded in 1910, is one of Argentina's leading electronics retailers with over 100 locations around the country, in addition to their ecommerce site.

### Challenge:

As a retailer with dozens of locations, Frávega wanted to test to see if they could use localized Facebook advertising to drive in-store sales and measure the impact of such campaigns.

### Solution:

First with the help of Facebook's Measurement team, Frávega identified stores with similar behaviour in smartphone sales, so that external factors wouldn't impact their study. Then, as Frávega didn't have feeds for their offline products, Smartly.io helped them set up a simple manual feed in Google Sheets.

Frávega ran a controlled test where two specific stores were geo-targeted with Local Awareness ads optimized for reach with special offers in the smartphone category.

The ads were created with Automated Ads and combined product images from the feed with Dynamic Image Templates to show on-brand creatives with dynamically updating prices. Showing the prices dynamically was especially important for Frávega, because sometimes offline and online prices for products are different.

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# Results

Lift in smartphone sales in test stores for **2/3** weeks  
**3%** and **2.55%** lift in weekly sales

Sales lift for two consecutive weeks for those two stores  
for the first time that year

“We are excited about being able to measure this omnichannel impact in our business. Online advertising’s impact on offline sales has always been clear for us, but now we’re on a mission to find the best ad formats and ways to use them.

Facebook is the only channel where we can do this kind of test in a dynamic way. And with Smartly, we were able to do it quickly, using a different feed specifically for offline offers, a creative template and Automated Ads for the local awareness objective.”

**Alejandro Fogarolli**  
Digital Marketing Team Leader



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