Scaling Organic Page Engagement into Sales

Who?

SaleStock is an Indonesian fashion e-commerce company on a mission to bring high quality fashion to everyone at affordable prices with excellent customer experience. Their social media team creates new content for their 1.4 million Facebook fans and 130 thousand Instagram followers every day, but it's hard to predict which posts will be the most engaging. SaleStock wanted to boost their best performing content on Facebook to maximize their fan base engagement and generate sales.

How?

Using Smartly.io's Automated Post Boosting, SaleStock implemented campaigns that **automatically pick posts that met their performance goals** and were very engaging, and target those posts **to their most relevant audience segments**, including existing fans and Lookalike audiences. Predictive Budget Allocation was used to further optimize ad delivery towards the best performing audiences.

Results

SaleStock was able to expand their reach to an amazing 19.5 million people monthly - up to 25% of Indonesian Facebook users. Their posts got an 9.96% average CTR with existing customers and 9.72% CTR with potential new customers, with CPAs that were comparable to other campaigns they've run. This was all done with minimal manual work from their team.

"Smartly.io's Automated Post Boosting has helped improve team productivity by removing the manual ad creation work. Our team could really focus on performance and optimization rather than spending time on manual ad creation."

- Adilla Diningsih, VP of Marketing