

TIKI.VN Automate Their Way to Better ROI



About company

TIKI.VN is one of the fastest-growing ecommerce companies in Vietnam and is well-positioned to be an industry leader. TIKI.VN features more than 60,000 products in various categories such as electronics, lifestyle and books. The company was launched in 2012 and now has more than 500 employees.

Challenge:

TIKI.VN's fast growth created a challenge for their performance marketing team - how to maintain their good advertising ROI, further grow sales and win new customers with the same headcount running a growing number of campaigns?

Solution: Triggers

In the beginning, the TIKI.VN team was very happy to see it was easier to manage their Facebook campaigns in Smartly.io. Using Smartly.io triggers meant they no longer needed to manually check and pause low performing ad sets every day. They also took into consideration the lag in the conversion cycle and used triggers to re-activate ad sets that had a good CPA after adding together all the delayed results and conversions. They used Smartly.io's Predictive Budget Allocation feature with the majority of their campaigns to shift budgets based on performance. After switching from manual to automated optimization, TIKI.VN team saw decrease of 40% in CPAs.

Dynamic Ads and the Power of Dynamic Image Templates

Before Smartly.io, TIKI.VN had already been using Facebook's Dynamic Ads with good results. However, after easily integrating their product feeds, getting help with pixel issues and creating ads with Smartly.io's Dynamic Image Templates, the team saw a significant increase in conversions - more than 10x. This reduction was achieved by creating customized ads with Dynamic Image Template where prices, brand colours, sales tags and other elements were included in the creatives automatically.

TIKI.VN's team was also able to create different templates and attract customers' attention during such important sales days as 11/11 or 12/12 in 2016. As a result of more engaging content CTRs, post engagement and conversion rates have increased 2x. Now, a third of their Facebook-driven revenue comes from Dynamic Ads campaigns, which give the best ROI.

Contact us at info@smartly.io

We always offer a **14-day free trial** and no minimum contract period.



Results

40% Reduction in CPA
10x Conversions

After starting to work with Smartly.io, the TIKI.VN team was able to manage many more campaigns on Facebook with the same number of people. Not only that, they save lots of time by automating manual tasks, and have seen consistently great performance and return on investment.

Now, they are planning to explore Automated Ads solutions for finding new customers that haven't shopped with them before.

"If you want to maximize the power of Facebook Marketing with a low cost - remember this name: Smartly.io!"

Dang Duc, Marketing Team Leader at TIKI.VN

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