

A Little Help from Friends

OMD was among the first of Smartly's customers to utilize the new multi-product ad. They were able to launch the campaign for We Effect quickly and with great results.

48%

Increase in sales

375%

Increase in website traffic

“Through Facebook we can reach out to those who support our cause. We target our donors who influence others to support by donating or spreading the word. Our most successful campaigns has always included Facebook - one of the most important channels for advertising.”

Rigmor Engerstam, Digital Media Manager, We Effect

