

# Performance Impact of MakeMeReach on Sephora's Facebook Ads



SEPHORA



**mr**  
**makemereach**  
Scalable social ad tech solutions,  
tailor-made.

# SEPHORA

**Sephora can be entitled as “The Ultimate Beauty Destination!”**

**in the Middle East.** Born in France in 1969, and launched in the region in 2007, Sephora has become a leader there, offering a unique service oriented environment for women and men to discover the latest and most advanced skincare, make-up and fragrances from around the world. Sephora has grown exponentially in the region to 31 stores in five markets (UAE, KSA, Bahrain, Qatar, Kuwait) with its flagship store in Dubai Mall ranking as the number two store worldwide.

Not only Sephora stores display a wide range of leading worldwide brands but it also houses its own brand: Made In Sephora. On the advertising front, to drive purchase both online and in store, the French cosmetic retailer has entrusted OMD MENA with its social media investment.



OMD MENA is the United Arab Emirates office and Middle East headquarters of the global media network OMD. **As a global-winning agency, OMD MENA has become a reference** in the region when it comes to delivering insights that unlock demand potential, ideas that ignite consumer desire and results that **accelerate business growth for their clients.**

# SAVE time with MakeMeReach

The collaboration between OMD and MakeMeReach on the Sephora account started in June 2017. What made OMD choose to work with MakeMeReach instead of another social ad tech solution provider? The answer is **MakeMeReach's reporting tools!**

In fact, each advertiser that works with MakeMeReach has **control on their account** home page and can **customize their dashboards** with pre-formated widgets. This option eases drastically OMD team's daily reporting since it enables them to have an **overview of all their campaigns in a glimpse**. Thanks to this unique tool, they can **visually pinpoint in a second the critical KPIs and other information** related to their campaigns.



**PERFORMANCE EVOLUTION AT 1ST SIGHT  
WITH COLOURS\***

**EVOLUTION GRAPH\***

**INTEGRATE FACEBOOK AND INSTAGRAM  
ON THE SAME SCREEN\***

SEPHORA (SA, AE, KW, ...)  
Sponsorisé · ✨

J'aime la Page

Have fun with our favorite minis!

Click to discover our mini irresistible collection!

Sephora

SEPHORA.AE

Acheter

586 réactions 7 commentaires 6 partages

SEPHORA (SA, AE, KW, ...)  
Sponsorisé · ✨

J'aime la Page

This summer just got HOTTER! Get your hands on the Naked Heat Palette from Urban Decay #ExclusivelyAtSephora

#بحصرياً في سيفورا ازداد الصيف حرارة مع بايت نيكد هيت الجديد! احصلي عليه

2,7 K réactions 73 commentaires 20 partages

# ACHIEVE amazing performance

In only three months using MakeMeReach, OMD can already see a strong improvement in terms of performance!

Compared to May 2017, the results of the Sephora Facebook Ads campaign from June to August speak for themselves:



**-5x**  
CPA



**+3.2Pts**  
IN AD RECALL



**-18%**  
CPL

Whether it's in awareness, with a 3.2 points bump in Ad Recall Rate evolution, or in performance, with a decrease in the Cost per Action ie purchase by 5 and a drop of the Cost per Like by 18%, the benefits of driving Sephora's campaigns through MakeMeReach are undeniable.

OMD even managed to lower the general cost by decreasing the Cost Per Mille by 2% despite increasing the budget spent by 3.

**-2%** CPM WHILE  
X3 BUDGET  
SPENT

These very promising results achieved in only three months convinced OMD MENA to continue operating through MakeMeReach on the Sephora account. As MakeMeReach turned out to be a real time-saver, and thus a very cost-saving tool when it comes to managing campaigns, the agency is now using the ad tech solution for other accounts of their portfolio.



OMD

**Stanislas Brunais, Senior Director – Performance at OMD MENA**

“MakeMeReach tool helped our team improve a lot the performance as the great user experience and reporting dashboards save so much time in managing and reporting on the campaigns.”

