



THE CHALLENGE

Social media is a channel in the modern commerce-sphere that simply cannot be ignored. Whilst Feefo has predominantly been used by Andertons to aid customer service and increase buyer trust, there was an opportunity to provide a superior shopping experience by combining Feefo and Facebook too.

As part of their digital strategy they have been trialling the effectiveness of paid Facebook adverts, and more notably product retargeting. Due to having an enormous product catalogue and the restrictions on targeting in Facebook's native advertising platform, costs were beginning to exceed the business KPIs. If Andertons were going to start effectively using this channel, they needed a solution to ensure their ads were more relevant, engaging and targeted. They needed to increase click-through rate (CTR), reduce spend and ensure a positive return on ad spend (ROAS).



INTRODUCTION

Andertons Music Co. is a family-run musical instrument retailer with more than 50 years' experience serving the UK, and overseas. They pride themselves on a dedication to world-class customer satisfaction. To this end, Andertons have been collecting feedback from their customers, using the Feefo platform, since 2011. By using the provided insights and customer feedback, Feefo has been pivotal in enabling Andertons to further improve their customer service offering over the years. Driving the all-important experience Andertons customers have learned to love and expect.



"The majority of users who come to our website are musicians themselves, and they want to know first-hand what fellow musicians think of the products they are browsing. We were confident that adding reviews to retargeted ads would encourage even more engagement and install further trust and confidence to buy, at a reduced cost-per-acquisition (CPA)."

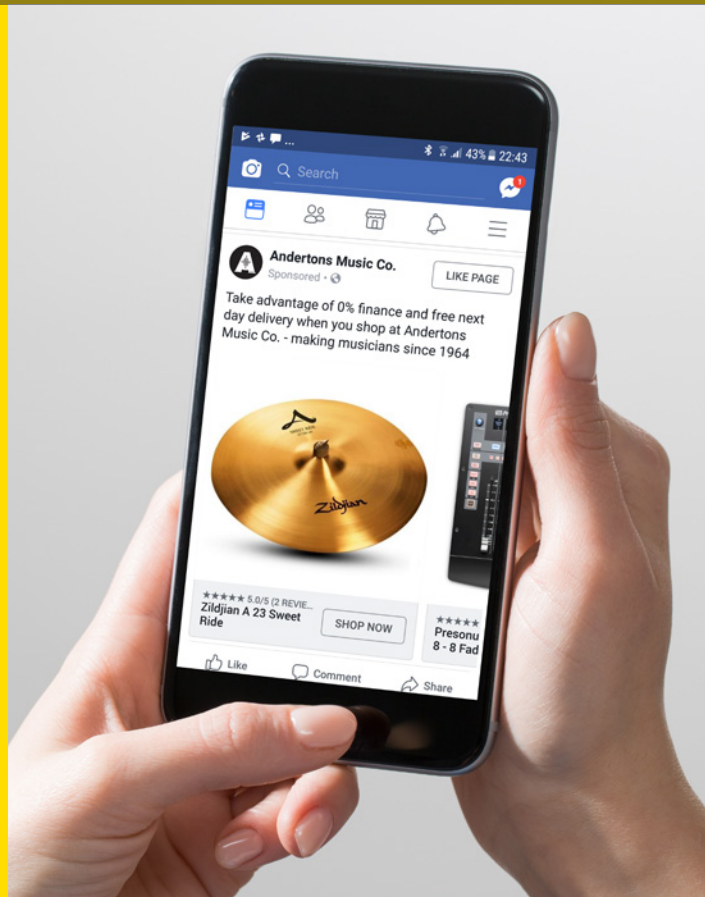
Jack Cooper, Digital Marketing Manager, Andertons

THE SOLUTION

'Advertising for Facebook' (AFB), takes the ratings collected by Feefo, and imports them dynamically into Facebook ads. Andertons were able to seamlessly manage the dynamic ads within their Facebook Ad Portal, so they could use the skills that they already had in-house.

Using Dynamic Ads, Andertons could retarget consumers who had previously viewed products but not purchased. With Feefo's AFB tool enabled, products customers had been browsing appeared in the ads, along with their Feefo star rating. This increased confidence in the products and encouraged the audience to engage.

Andertons have a catalogue of over 15,000 products, but AFB also allowed them to narrow their product selection for their ads, to only show those products that have received four or five star reviews from previous purchasers.





Testing

To find out how effective 'Advertising for Facebook' (AFB) was to their business, Andertons ran a split test for two weeks on Facebook. After applying Feefo data, the reduced size catalogue was used for testing on both fronts.

One set of ads featured products only, the other showed products alongside their star rating. There was no bias in the test, meaning Facebook served the most appropriate ad based on previous interactions and success. To enable a fair result, ad spend was not limited.



"Using AFB to optimise our Facebook dynamic ad campaigns has been a revelation for us. It means we can confidently make use of this channel, which converts healthily at a fraction of the anticipated cost. Making a small but very significant change to our ads has really impacted our conversion rates. Andertons will continue to use Feefo review data within our ads in the future and look forward to working with Feefo to unlock further cross-platform potential."

Jack Cooper, Digital Marketing Manager, Andertons

**Andertons Music Co.**
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★★★★★
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Feefo reviews easily integrated into Facebook ads via the Facebook Ad Manager

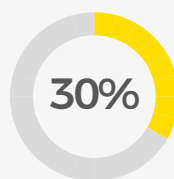
THE RESULTS

The results that Anderton's witnessed after the two-week testing period were, as expected, in favour of ads that integrated Feefo product rating.

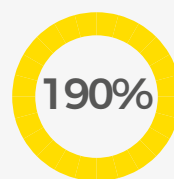
Click through rates soared

The initial intention of Anderton's Facebook ads was to encourage re-engagement by winning the click of the consumer back to the website to purchase a previously viewed product as a reduced CPA.

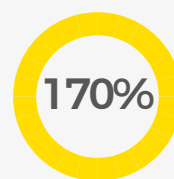
Ads with ratings achieved a **170% higher click-through rate** compared to those displaying products without a star rating. This highlights the increase in confidence and trust that genuine reviews provide the customer with.



Return on
ad spend



Increase in overall
conversion value



Higher
click-through rate



Increased in conversion rates and value

Turning a browsing customer into a buying one is imperative for e-commerce success. Anderton's test, showed that **conversion rates for dynamic ads displaying star ratings were 151.13% higher** than those ads without. The overall conversion value also **increased by over 190%**.

Improved traffic

The **number of impressions ads got with AFB enabled, was 59% higher** than those ads without. Impressions received by an ad are largely based on its relevancy score which is calculated by Facebook who in turn predict which ad is expected to perform better. The score updates as people interact with the ad. A higher relevancy score means that the visibility of the ad is increased versus others at a lesser cost. It's important to note all sales text was identical for this test, with the exception of ratings.

Though clicks were higher on ads with ratings, the **return on ad spend (ROAS) was 30% higher** than those ad's without any ratings, and the improved relevancy score meant the **cost per action (CPA) was 11.4% less** for ads featuring Feefo reviews.



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