



DIGITAL

A Harte Hanks Company

FinTech:

Smarter Facebook Budgeting with
Advanced Attribution

CLIENT

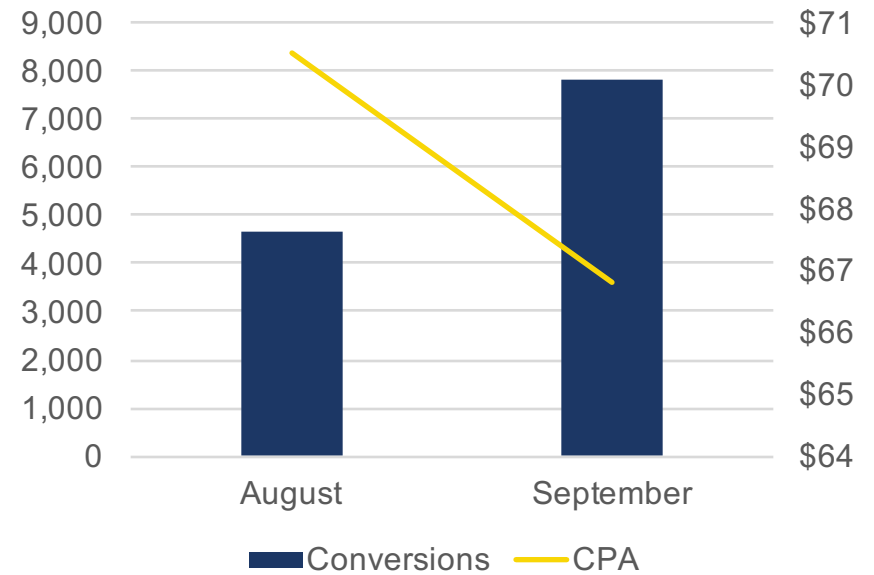
A leading financial company.

CHALLENGE

The client had last-click attribution in place. Since the Facebook platform reports all eventual conversions, even those that ultimately happen in other channels, Facebook's reported conversions were inflated relative to the client's data. Traditionally, we aimed internally for a CPA that was 40-50% lower than Facebook's reported CPA in order to be at the client's goal.

SOLUTION

The client implemented Order ID on the Facebook pixel. After about 30 days of this being live, the client ingested the clicks and impressions from all conversions that occurred during those 30 days. The client was able to recognize Facebook's influence on a bigger volume of conversions, which enabled them to raise target Facebook CPA and invest more budget in the channel.



RESULTS

We saw Facebook's conversion rate increase 25% month over month once Order ID was fully implemented with the client's attribution (implemented starting in September).

Since the client's internal numbers are attributing more conversions from Facebook, we are now able to allow for a higher Facebook Pixel CPA (though our internal, lower CPA goal has not changed).

The findings encouraged the client to add 60% incremental budget to their Facebook campaigns.



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