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A Harte Hanks Company

Use Facebook Conversion Lift Tests to Optimize CPA Bidding



Client

A B2C company in financial services.

Challenge

The client wanted to gauge the incremental effect Facebook ads would have when run on top of their direct mail campaign – in essence, parsing which conversions Facebook was responsible for from conversions that would have occurred with or without the Facebook influence. The purpose was to adjust bidding for Facebook ads based on the findings of the test to improve greater campaign CPA.

Methodology

We implemented Facebook's Conversion Lift Tests and ran the test over 8 weeks (Facebook recommends running the test for 4-6 weeks and then having a 2-week observation period for latent conversions), totaling over 6.5 million impressions.

We took the company's direct mail audience and divided it in two; one half was shown Facebook ads, and the other was a control. We then served ads to our test group, ran the ads for the duration of the DM campaign, and measured the number of conversions from the control vs. the test group.

Results

We saw a 13% lift from our Facebook ads; this means that Facebook ads drove an additional 13% of conversions. We immediately used those learnings to scale our Facebook campaigns and adjust budget with respect to our CPA goals. The data also led us to recommend running Facebook ads alongside future direct marketing programs.

Learnings

The test showed that in order to make full use of the Conversion Lift Test feature, we have to start with large targets (4-6 million users). Because we save half of the audience as a control, and our bid type also limited reach, the target shrunk quickly.

It's also important to note that lift can vary by campaign. Our direct mail test was to users who were familiar with our brand (they received mail from us). A digital-only lift test may have a higher or lower lift depending on the audience.



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