CASE STUDY

Coordinating Channels

Email + Facebook Advertising Power The Customer Journey

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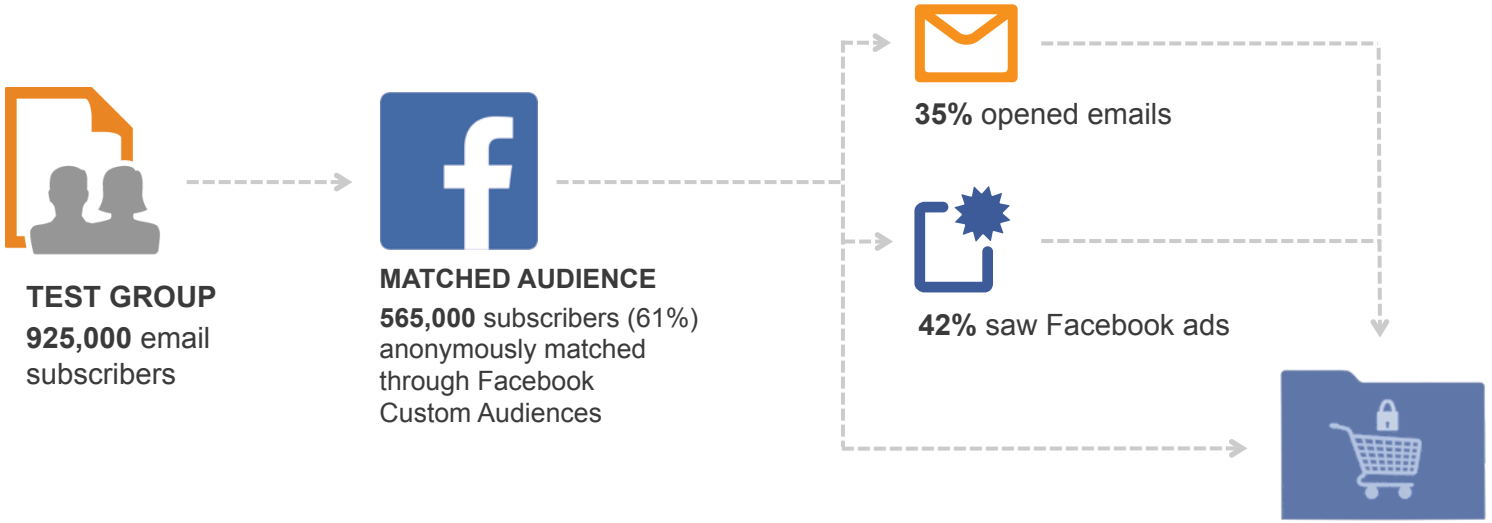
We send personalized emails, and engage people in social channels. Often, these activities are executed and measured in silos.

Have you ever wondered what would happen if you coordinated your marketing across channels?

This study connected transaction data, ad impressions, and email response for one retailer's marketing program, to better understand the impact of coordinating channels.

Would customers reached by both email and Facebook ads be **more likely to convert** than those reached by email alone? We partnered with an online retailer to find out.



1) Matched a group of email subscribers to create a Facebook Custom Audience

2) Targeted this audience with email and ads over 2-week program

3) Matched transactions using Offline Conversion Measurement

Results based on a retailer's study conducted over two weeks in April 2014, targeting 925,000 US email subscribers using Salesforce Marketing Cloud and Facebook Custom Audiences. Facebook Offline Conversion Measurement matched and correlated ad impressions to email engagement and transactions. Findings are observational.

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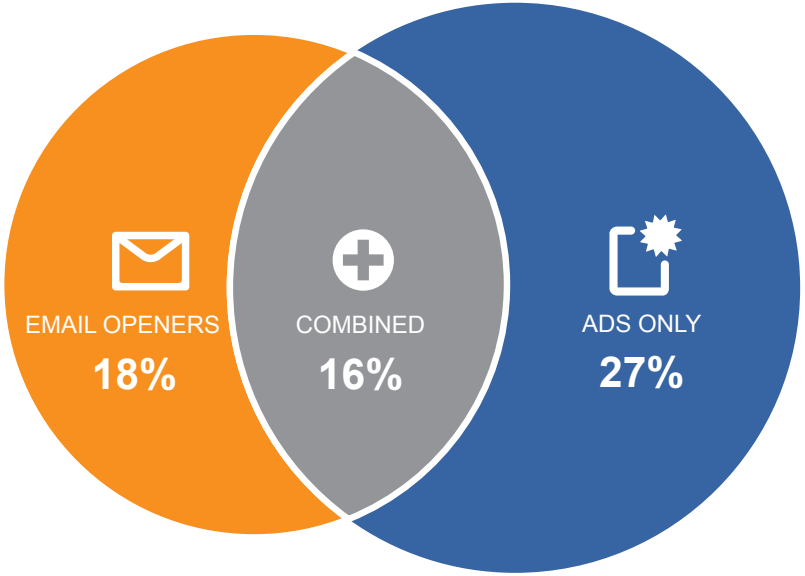
Here's what happened:

- 18% only opened **emails**
- 27% only saw **Facebook ads**
- 16% opened **emails** *and* were exposed to **Facebook ads**
- 38% did not see ads or open email



TEST GROUP: OPENED EMAILS ONLY | SAW BOTH EMAILS & ADS | SAW FACEBOOK ADS ONLY

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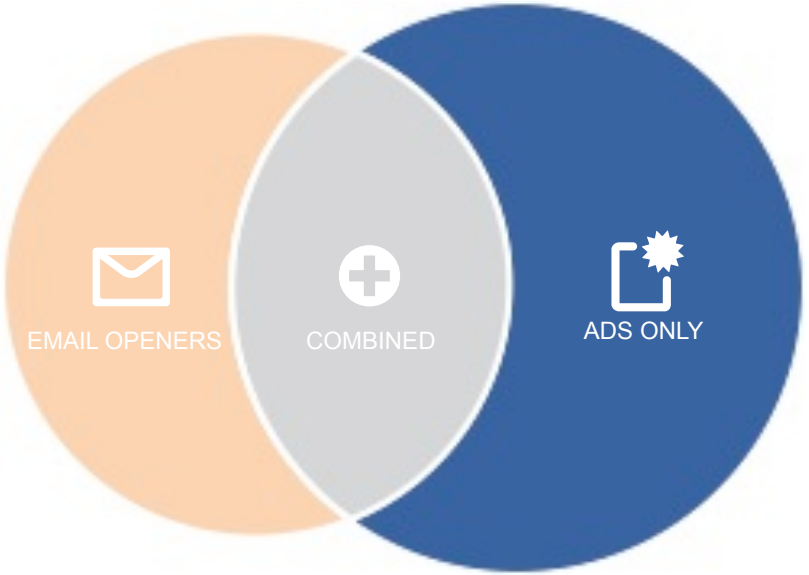
Coordinating email and Facebook ads improved reach.

Facebook ads **extended email reach by 77%**



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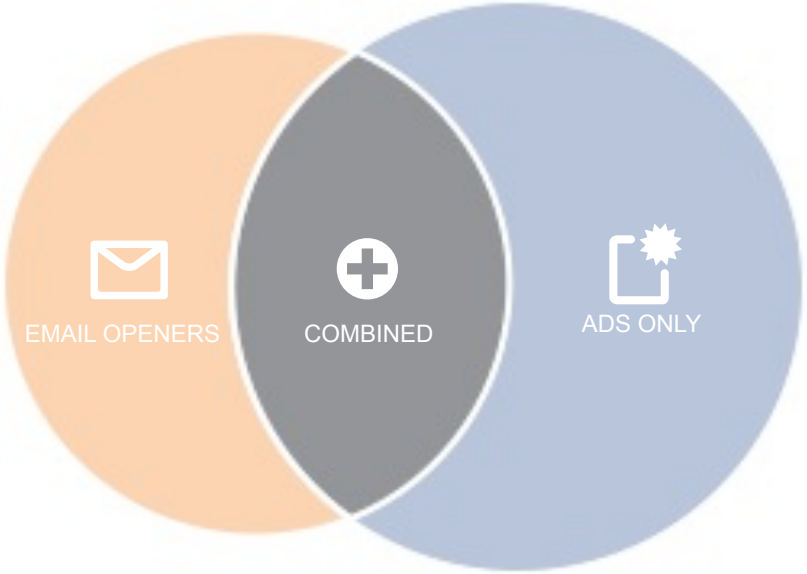
The combined segment was more likely to click on email.

When reached with Facebook ads, email openers were **8% more likely to click on email.**



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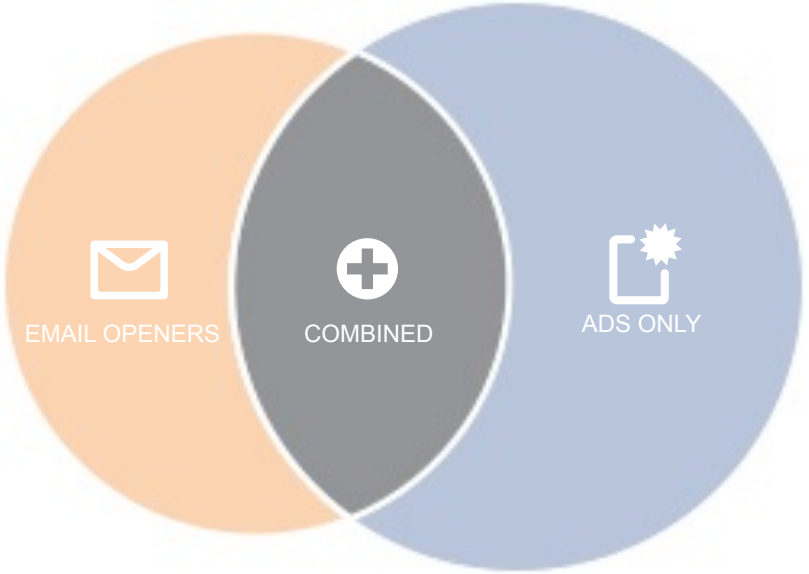
Email openers who saw ads were more likely to purchase.

When reached with Facebook ads, email openers were **22% more likely to purchase**



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Appendix

1. **Coordinating Channels** blog post
   http://exacttarget.com/blog/active-audiences-research
2. **Facebook IQ blog**
   http://insights.fb.com/category/industry-research
3. **Social.com, the leading platform for social ads**
   http://www.salesforce.com/marketing-cloud/features/social-advertising-solutions/
4. **Facebook Direct Response Best Practices**
   http://fbrep.com/guides/Facebook_DR_Best_Practices_Guide.pdf

Active Audiences, winner Facebook Preferred Marketing Developer Innovation Competition.

This research made possible using:

Salesforce Marketing Cloud

- Active Audiences
- Social.com
- Email

Facebook

- News Feed advertising
- Custom Audiences
- Offline Conversion Measurement

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Learn more at www.salesforce.com/marketing-cloud/features/social-advertising-solutions/