



Measurement Case Study



The Challenge

In just five years, SA Company went from a small, Instagram-based venture to a multi-million dollar apparel brand, making it a prime example of how the Facebook family of apps and services can be used to scale a business.

True to the nature of digital-first brands, SA Company invests heavily in social media advertising. However, tracking multi-platform, multi-touch campaigns can be challenging. By implementing multi-touch attribution models, the company was better able to track the success of campaigns it runs on Facebook and Instagram, as well as adapt new strategies to improve return on ad spend (ROAS).

The Opportunity

SA Company was using a standard last-touch, 28-day click, one-day view attribution model to make decisions about its social ads, which undervalued touchpoints early in a customer's path to conversion. SA Company formulated two questions that needed to be answered in order to strategically improve the accuracy of its measurement tactics, which it posed to Facebook's Marketing Science team:

1. How does moving from a last-touch attribution model to a combination of rules-based, multi-touch attribution models change the understanding of ad performance?
2. Do campaigns that use both Facebook and Instagram perform better in terms of return on ad spend (ROAS) than individually targeted campaigns?

Keys to Success



Test different credit attribution models to find the one that works for SA Company's business model



Adapt the evaluation model to give a more accurate indication of what's working and what isn't



Give tests time to work before implementing any changes based on the results

How They Did It

Introducing Facebook Attribution into the mix

SA Company used the Facebook Attribution platform to optimize its credit attribution model. SA Company moved its strategy from the default, last-touch credit attribution to even-credit and positional attribution models so it could identify which posts (on which platforms) were playing a role in the path to conversion. The company quickly found that ads it believed to be having little impact were, in fact, playing a key role in driving conversions. Particularly, the company found that by utilizing multi-touch attribution models where the first touchpoint is weighted more heavily, it could fully understand the value that Instagram prospecting ads had in the buying journey.

Restructuring ad strategies across the board

As a result of changing its credit attribution model and seeing the role that Instagram can play in the buying journey, SA Company changed its approach to social ad campaigns across the board. The company combined its Facebook and Instagram ads into the same campaign and used even-credit and positional attribution models to evaluate prospecting campaigns. Now, SA Company knows which prospecting campaigns are truly driving sales, opening up huge potential for continued growth.

Split testing across different platforms

To identify which combination of social platforms would provide the best ROAS, SA Company worked with the Facebook Marketing Science team to devise a split test. When targeting the same audience with the same ad, the test introduced just one variant: Some users saw the ad solely on their Facebook feed and book and Instagram. The results showed the value of Instagram and Facebook together as ad platforms, with a 1.3x ROAS for the Facebook cell and 1.5x ROAS for both platforms.



"Facebook Attribution's multi-touch model provides our team the tools to fully understand the path of conversion and focus on critical touch points driving consumers to convert. These attribution insights allowed our team to make data-driven investment decisions in Facebook and Instagram that scaled our business while maintaining a profitable return on ad spend."

Joe Trebitz, CMO