



# Adopt for Social

## Back to Marketing

### Case Study

MATY

CLIENT Maty is a French jeweler, most popular among 30-50 Y/O females.  
CHALLENGE Raise brand consideration among new audiences & the digital natives.

### Segmentation

Audience was structured around **3 non-overlapping groups**, based on their relationship with Maty. To target **NEW** audiences (i.e. people who had never interacted with Maty), 4 *Personas* were selected. *Adopt's Personas* represent **Facebook audience segments** that are **homogeneous** in terms of **personality, life values & motivations**.



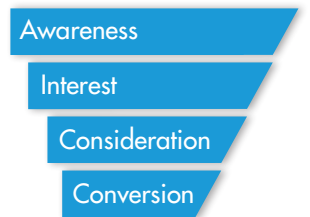
### Targeting & messaging

*Personas* were split up between the **4 stages of the conversion funnel**, depending on their state of engagement with Maty (awareness, interest, etc.). They were targeted & **retargeted each step of the way down the funnel** with a **message** that was perfectly adapted to their *Persona* & their **placement in the conversion funnel**.

Offer, ad format & message adapted to...



Persona profile



Funnel stage

THE IDEALIST	OBJECTIVE	AD FORMAT	MESSAGE
Awareness	Brand engagement	Canvas/vidéo	How is it like to fall in love? Plunge in Maty's world of emotions...
Interest	Website traffic	Link Ad	It's Xmas time! Discover our glam evening looks at Maty.fr
Consideration	Product page traffic	Carrousel/link Ad/Canvas	Pink-gold rings is a MUST this season! Our full collection, here!
Conversion	Purchase	DPA/Carrousel Link Ad	30% off only for today! Check-out our Black Friday promotions!

**RESULTS**  
Sept '16 - March '17

REACH & FREQUENCY



Divided by 2 YOY

ENGAGEMENT  
All clicks



Multiplied by 2 YOY

COST PER ACQUISITION



Divided by 4 YOY

RETURN ON INVESTMENT



Multiplied by 10 YOY