

Case for BugMD brand

FOUR-TIME MARGIN GROWTH

due to creative-centric approach
on Facebook

eJam, USA



OBJECTIVE

PRODUCT

Natural and safe solution against all kinds of pests

GOAL

Attract new users and, as a result, increase sales

TOOLS

Facebook and Instagram

GEOGRAPHY

USA



ACTIONS



We have tested two different approaches to running advertising campaigns:

№1. AUDIENCE-CENTRIC

We tested different audiences but used the same creatives.

This approach did not imply the accumulation of audience engagement.

All campaigns were launched on Lowest Cost strategy (automatic bidding strategy)

Discovered disadvantages:

- Hard to scale advertising campaigns
- Unstable results

№2. CREATIVE-CENTRIC

We tested up to 50 creatives per week and selected different audiences to test with winner creatives:

- Different bidding strategies (Manual bidding strategies Bid Cap and Cost Cap on different audiences)
- We used Post ID (collecting engagement to one post from all campaigns)

Creative-centric approach required more resource investments and at the same time it showed the best effectiveness during the long period of time

WORK PRINCIPLE

Each creative is decomposed into three components:

№1. INTRO

first 1-5 seconds of the video, which are responsible for user's attraction

№2. BACKEND

the main part which is responsible for revealing the problem, product USP and sales promotion

- **Old School** (non-native, deliberately advertising delivery)
- **Testimonial** (a person reveals the problem, does unpacking, talks about how the product has helped him/her)
- **Spliced Testimonial** (several people)
- **Insense** (videos with influencers)
- **Replica** (reshoot videos based on outdated winner creatives)



Old School



Insense

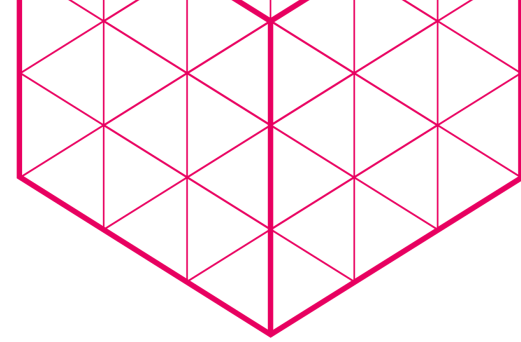


Testimonial

№3. THUMBNAIL

image people see before a video starts and after it ends, which is responsible for the visual preview

WORK PROGRESS



№1.



SEARCH OF A WINNER BACKEND

Testing of combinations of intros and different backend concepts

№2.



SEARCH OF A WINNER INTRO

Testing of combinations of different intro variants and winner backends

№3.



SEARCH OF A WINNER THUMBNAIL

Testing of different thumbnail variants with winning combinations of intros and backends

№4.



MIX OF WINNERS

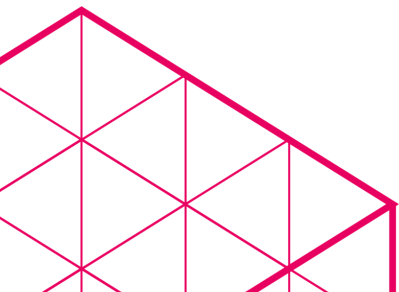
Winner backend puts together with winner intro and winner thumbnail

№5.



LAUNCH ON MANUAL BIDDING STRATEGIES

Winning creatives are launched on Bid Cap and Cost Cap strategies



RESULTS

1000+

Tested creatives

2000+

Overall engagements on each post ID

x4

Margin growth during the period of managing campaigns

