



FamePick Case Study

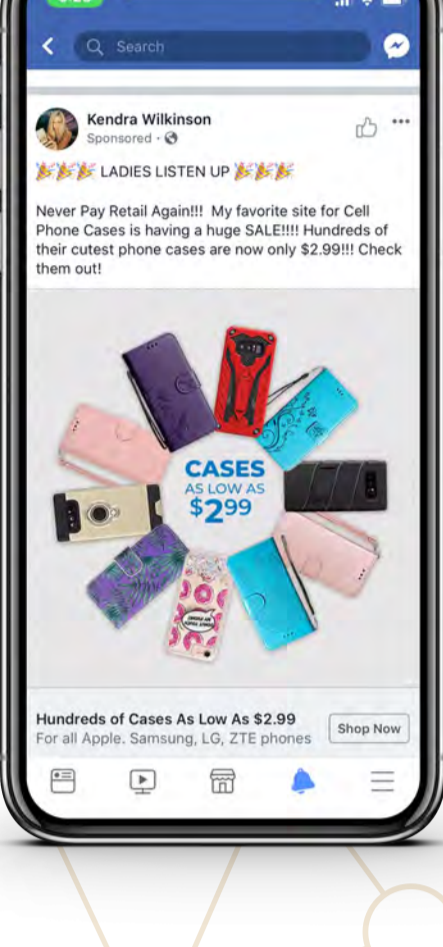
Mobovida

E-Commerce: Mobile Phone Accessories



The Story

Mobovida came to FamePick looking to tap into new audiences (specifically 35-50 females) as their current paid marketing channels on social media had become stagnant. Mobovida is an established spender on Facebook with highly optimized campaigns well into the six figures.



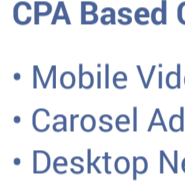
Celebrity Research

The FamePick team ran the target demo data through our algorithm and returned a list of 20 influential reality TV moms that drove high engagement in the 35-50 female target market. Then we researched brand affinities within those 20 candidates looking for unique data points related to Mobovida's main product line of cell phone accessories. The list was then narrowed down to the top 8-10 celebrities with the highest relevancy score in regards to fashion, shopping, and mobile.

Campaign Strategies

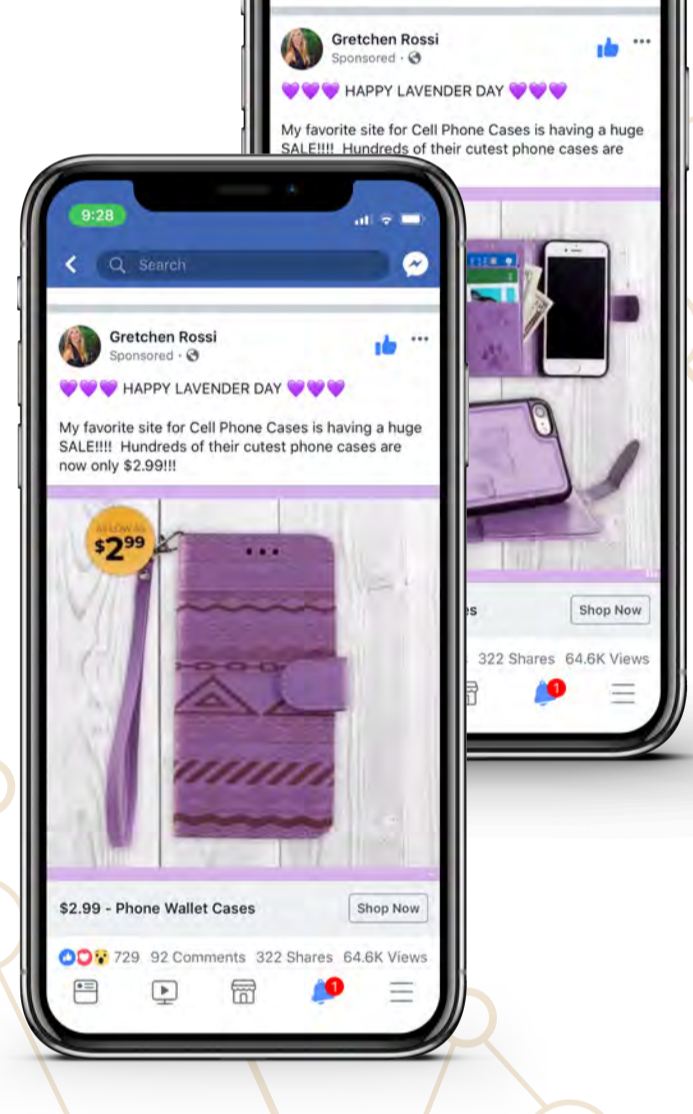
Goals: Tap into New Audiences on Facebook

Initial campaign launched w/ 2 celebrities to drive user engagement on Mobovida's most popular products. Larger custom ads were then built off users that interacted w/ the original campaign. Using those customer audiences Mobovida launched a longer campaign aimed at driving sales using custom copy/custom creatives/promo codes all tailored around the endorsing celebrities.



CPA Based Campaign

- Mobile Video
- Carosel Ads
- Desktop News Feed
- Mobile News Feed



265% Overall ROI

2.65x return on their ad spend over multiple Facebook & Instagram campaigns.



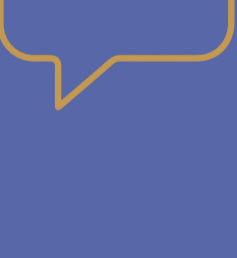
8 Million

Total Facebook & Instagram Impressions.



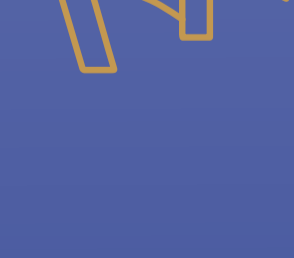
24% CPA Reduction

Cost per Purchase dropped over 24% on average.



12X Sharing

Avg. ad sharing increased from 20 to 250 shares per post.



9.5 Ad Relevancy

Ad relevance increased from 6.5 to 9.5 on avg.



Using the FamePick platform we saw the biggest ROI bump in all of our 2017 spend on Facebook and Instagram.

Kenny S.

VP of Marketing @ Mobovida