



Facebook Dynamic Retargeting Delivers Big ROAS Gain to National B2B Office Supplies Company

This business-to-business division of a national office supplies company has contracts with organizations from 20 employees all the way up to the Fortune 1000, including global businesses, government, healthcare organizations, and educational institutions.



“ From start to finish, **Facebook Dynamic Retargeting** wasn’t just an improvement from their traditional FBX campaigns, **it blew FBX out of the water**. Plus, this brand was surprised to hear they **didn’t have to worry about updating a product feed to make these dynamic campaigns run**. Who wouldn’t want less effort and better performance? ”

ANH TRAN
Account Director

BRING ON THE CHALLENGE

For this brand, reaching their B2B audience and driving conversions had been a challenge, especially in social and on mobile devices. They had been using Facebook’s FBX product to target users who had previously interacted with the brand outside of Facebook, but they weren’t seeing results. They wanted to expand their reach and presence on social and mobile while generating a 5:1 ROAS and reducing their CPA.

ENTER STEELHOUSE

SteelHouse had a better solution than FBX that could improve social reach and mobile performance at the same time – Facebook Dynamic Retargeting.

They honed in on users who had previously viewed the brand’s products, and whose behavior indicated they were likely to convert.

With the drop of a pixel, SteelHouse was able to gather all the valuable user behavior and product information needed to create more relevant ads, no product feed required.

Using the company’s existing brand elements, SteelHouse produced dynamic creative that displayed the products users had previously interacted with. They ran these ads in all three Facebook placements: mobile news feed, desktop news feed, and right hand column.

THE RESULTS

The brand’s FBX campaigns yielded a 5.65 ROAS and a \$72.51 CPA. The Facebook Dynamic Retargeting campaigns delivered a **31.29 ROAS** and a **\$12.40 CPA**. In other words, Facebook Dynamic Retargeting increased ROAS by over **5x** and decreased CPA significantly – all while reaching 68% of their audience on mobile devices alone.

FACEBOOK RETARGETING RESULTS

Return on Ad Spend	UP 550% VS FBX
Cost Per Acquisition	DOWN 83% VS FBX