

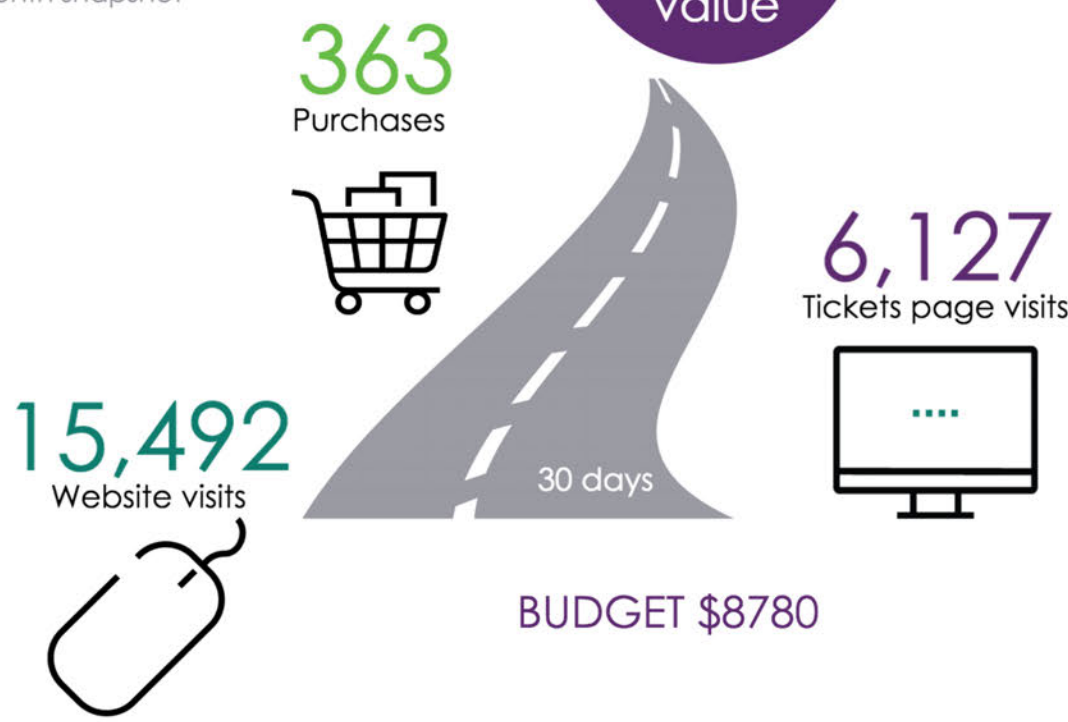


Racetrack Speeds Toward 634% ROAS with Adtaxi's Magellan for Social

This year-round motorsports complex offers one of the most comprehensive schedules in the country. Going beyond display and effectively driving return on advertising spend, Adtaxi worked with a leader in the motorsports industry to launch a Facebook campaign and leverage the power of Magellan to drive conversions.

Path to Purchase

June 2017 - 1 month snapshot



The Challenge

This motorsports client originally partnered with Adtaxi, a Facebook Marketing Partner, to run their display and video campaigns via Magellan for RTB leveraging an advanced lookalike modeling strategy to identify and target current and potential customers.

The client's goal was to drive ticket sales and increase ROAS using the most effective ad units available to them. By layering on Facebook to the existing display campaigns, the racetrack could broaden its reach against their target audience, leverage the social network's wide array of ad formats, and maximize the performance by utilizing Adtaxi's Magellan for Facebook optimization platform.

Adtaxi Solution



MAGELLAN FOR FACEBOOK

Drive real results by optimizing toward the metric that matters most to your business and encouraging your target audience to complete transactions on your website.

Strategy



Adtaxi leveraged the Facebook Conversions objective to prospect and retarget likely consumers, drive engaged traffic to the client's website, and encourage them to take desired actions with the end goal of driving sales. With Adtaxi's Magellan for Facebook, we take Facebook's native campaign performance tools to a new level. The foundation on which Magellan was built seeks to:

1. Maximize the budget dynamically across key audience segments,
2. Optimize against those to bring the highest value visitors to the site for the lowest effective cost, and
3. Find efficiencies in the bidding process that translate to more conversions for the budget.

This cycle fuels itself by analyzing key similarities from prospects who reach any given conversion point. Top-indexing data points are used to target "lookalikes" of the consumers who are most likely to be in market based on each conversion.



Results

310%

Increase in ROAS

77%

Decrease in CPA

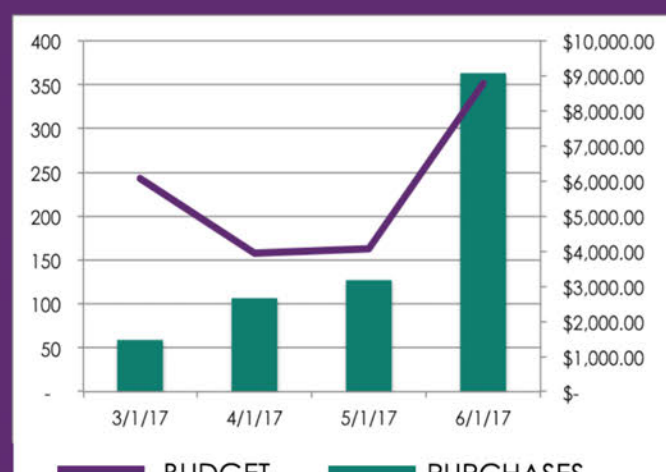
515%

Increase in Purchases

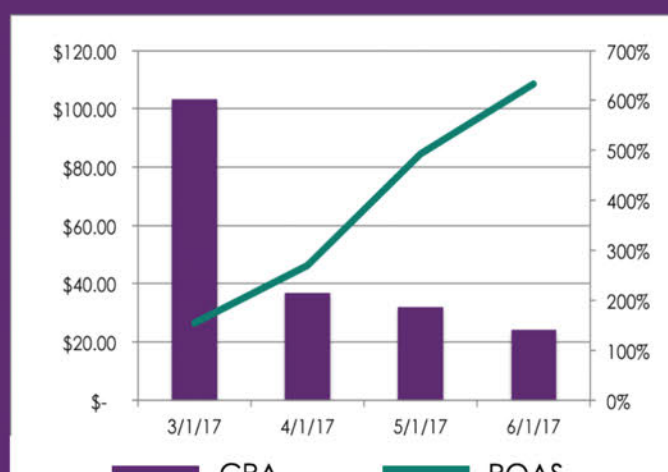
44%

Increase in Budget

BUDGET vs PURCHASES



CPA vs ROAS



Key Insights

At the onset of the Facebook campaign launched with Adtaxi, we were able to achieve a 155% return on advertising spend. With our continued optimization efforts dedicated to reaching the right audience segments and bringing the highest value visitors to the site for the lowest cost, we were able to increase that during a 4-month time period to 634% ROAS. With the significant lift in purchases during the campaign, this motorsports complex was successful at driving people to fill seats at their racing events.

NOW WHAT?

Check out these key resources to learn more about social media and digital marketing.

SOCIAL MEDIA



A Facebook Marketing Partner pioneering optimization strategies and technology that drives peak performance and achieves your goals.

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