



Drive Brand Awareness and Online Sales with Facebook and Instagram Ads

Our Facebook Marketing Partner Agency status ensures your business will work alongside a highly certified and experienced representative. Need help promoting your E-commerce website? No problem. Our Facebook Blueprint Certified Media Buying reps are up for the challenge. Let's hear what Alpha Skin Care has to say about their experience with Cosmick Media!



The Goal

Leverage the power of Facebook and Instagram Ads to increase brand awareness and purchase intent for their skin care products.

The Solution

We wanted to run a series of campaigns utilizing video ads that highlighted various products, dynamic ads for broad audiences, and other colorful, vibrant creative concepts to intrigue each audience. Each campaign was designed to cycle audience members through the social media sales funnel. Our prospecting and brand awareness campaigns utilized Facebook Campaign Budget Optimization (CBO) to A/B test various audiences which included a mix of online interest-based targeting, and custom lookalike audiences based on past purchase data from the Facebook Pixel Code. Our purchase-intent campaign was developed to expand beyond just past website visitors. As a part of this new approach, we retargeted ads to people who had viewed content or added items to their online shopping cart but never checked out.

The Success

By optimizing for a variety of different actions, Alpha Skin Care not only saw a significant increase in overall reach and impressions but a lift in website traffic, purchases, and purchase value since working with Cosmick Media. This outcome has allowed the client to invest more funds into the online promotion of different product lines through Facebook's platform offerings.



Cosmick Media is a pleasure to work with, highly professional, dedicated and results driven. Cosmick checks all the boxes when it comes to getting the most out of a Facebook advertising budget.

Barbara Goldstein, Director of Corporate Communications/Neoteric Cosmetics

149%

Increase in Website Traffic

1,243%

Increase In Online Sales

4.5X

Reach

48,443

100% Video Views

Source: Facebook Ads Manager, Client Testimonial
Date Range: January 2019 - December 2019 vs. January 2018 - December 2018

