

Maximizing ROAS with a Meta Conversion-Driven Campaign

An agency working with a high-end mattress company with multiple locations in California aimed to increase sales and enhance foot traffic to its stores. The agency partnered with Choozle to achieve a conversion-driven campaign leveraging Meta-based location and audience targeting to attract and convert potential buyers.



THE OBJECTIVE

- Drive sales and increase foot traffic to California stores
- Leverage Meta-based location and audience targeting to attract and convert potential buyers

THE SOLUTION

Choozle refined the targeting strategy by implementing key adjustments, such as excluding recent mattress purchasers to target potential new buyers. This involved expanding the targeting criteria to encompass users actively seeking to purchase a new mattress, focusing on life events influencing buying decisions. Additionally, the budget was directed towards the most efficient audience segments to optimize ROI. Choozle and the agency identified the “Find Location” button on the website as the best opportunity to direct users to the nearest store with the campaign, likely resulting in an in-store mattress purchase.

Throughout the campaign, Choozle continuously analyzed performance, making optimizations and recommendations as needed to drive stronger results. Regular monthly meetings between Choozle and the agency ensured ongoing alignment and effectiveness of the strategy.

Additionally, Choozle recommended improvements to enhance the user experience, likely contributing to increased sales. This strategic approach yielded an outstanding 161.68% increase in Return on Advertising Spend (ROAS) in February alone, accompanied by a surge in in-store purchases. These outcomes underscore the campaign’s effectiveness in delivering tangible results for the end client.

KEY RESULTS

162X
ROAS IN FEBRUARY

+59%
INCREASE IN
“FIND LOCATION”
BUTTON CLICKS

-37%
DECREASE IN CPA

OFFLINE CONVERSION CAMPAIGN REVENUE

