



GRAPHEFFECT

Digital agencies use custom Facebook Ads API technology to help clients identify target audiences, drive engagement with products and brands, and increase sales.

Goals

GraphEffect's clients have a range of objectives for their Facebook marketing activities:

- 1-800-Flowers set out to attract new fans and promote Mother's Day products
- TruTV wanted to drive fans for an exclusive Facebook-only episode of its show
- Bobbi Brown sought to engage fans with a product-sampling campaign

Approach

The core of GraphEffect's approach to Facebook is helping its clients identify their ideal customers on Facebook and then leveraging GraphEffect's audience recommendation engine to find similar audiences at scale. This process enables advertisers to run constantly evolving campaigns that dynamically change targeting to deliver the right message to the right people at the right time.

Ads

- Every campaign leverages GraphEffect's proprietary audience recommendation engine, powered by the Facebook Ads API. This unique feature allows GraphEffect to continually deliver ads to the desired audiences and optimize marketplace ads to ensure positive ROI.

Tech

- GraphEffect's API technology helps companies identify people on Facebook who likely have certain and specific interests but may not have listed them in their profiles





Results

- **Significant increase** in sales volume through the social channel for 1-800-Flowers based on focusing media towards highly engaged fans and through the use of Sponsored Stories, driving increased impressions delivered and targeted clicks to 1-800-FLOWERS.COM for the company's Mother's Day campaign.
- **80,000** fans in just 24 hours driven by TruTV's Operation Repo, enabling the program to distribute the first "Facebook only" full-length episode as a reward for reaching 500,000 likes.
- **Thousands** of new fans acquired for Bobbi Brown and in-store events promoted through the company's product sampling and Pretty Powerful 2.0 campaign.

"The idea behind our approach is that Facebook is about people and stories. This is why our software was developed to identify the ideal audiences and messaging that creates an environment for viral growth at a massive scale. Fortune 100 brands use our platform on a daily basis to dramatically increase engagement and ultimately deliver superior ROI."

James Borow, CEO, GraphEffect

Ads

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| <p>1-800-Flowers.com</p>  <p>Help get your favorite bouquets discounted! 'Like' us to vote on your favorite!</p> | <p>Save on Flowers!</p>  <p>Discover what our Fans already know - it pays to "LIKE" us on Facebook!</p> |
| <p>Bobbi Brown Cosmetics</p>  <p>Click 'Like' & discover Pretty Powerful 2.0 - New Women. New Stories. New Inspiration. Their faces are Pretty, their stories; Powerful!</p> | <p>Operation Repo</p>  <p>Help us get to 500,000 'Likes' and we'll create a fan-only bonus episode. Click 'Like' now to learn more!</p> <p>Like - Graph Effect likes this.</p> |

GraphEffect, based in Santa Monica, California, offers its clients a highly sophisticated, API-enabled Facebook Campaign Management platform that helps them achieve their goals. Many clients work with GraphEffect not only for media optimization, but also for customer insights and story management.

facebook.com/GraphEffect