

# Keybroker & Beauty Planet

## Background

Beauty Planet is a leading online retailer of make-up, perfume, hair care and skin care products in Sweden. Launched in 2006, the company sells well-known, international brands at competitive prices.

## Objective

Early in 2010, Beauty Planet approached Keybroker, an online marketing group specialising in campaign management and advertising technology, with several goals. The company wanted to expand its customer base and increase both its volume of sales and average order value. Beauty Planet had been growing steadily for several years but wanted to ensure continued growth, which meant reaching new customers and generating orders of higher value. Keybroker proposed a solution: a Facebook Advertising campaign. “I was very confident that we could help Beauty Planet grow and increase order value with the help of Facebook as a complement to its search marketing activities,” says Ida Hallkvist, Campaign Analyst at Keybroker in Stockholm. To achieve this, the Beauty Planet campaign would use Keybroker’s Ads API technology, Keybroker Social. Using the Facebook Ads API, Keybroker Social has developed this tool that allows advertisers to create, manage and optimize large and complex Facebook Ads campaigns.

*“Facebook is an efficient channel because we’re able to target our ads to the people who convert at the highest rates. I get better return on my investment and at the same time we strengthen our brand value.”*



*Björn Andres, CEO and Founder, Beauty Planet*

## Facebook Executive Summary

**Client:**

**BeautyPlanet.se™**

**Agency:**

**Keybroker»**  
Try us.

**Objective:** Reach new audience and increase order volume and average order value.

**Solution:** Broad, ongoing Facebook Ad campaign created and managed by a Facebook Ads API technology, Keybroker Social. Ads promote exclusive special offers, which change on a regular basis and target narrow age segments.

### Key Lessons:

- Working with a Facebook Ads API tool allows a company to efficiently allocate its advertising spend by running a high volume of tailored and targeted ads and enabling quick amendments and robust reporting.
- High click-through and conversion rates can be achieved by offering special deals to narrow, targeted customer segments and by using the Ads API tool’s reporting to optimise effectively.

## Approach

Beauty Planet's Facebook Ad campaign began on June 1st, 2010 and is ongoing today. Keybroker Social, the Ads API tool, enabled a large, narrowly targeted campaign from the start. Together Beauty Planet and Keybroker have run 107 campaigns between June 2010 and mid-February 2011, with a total of approximately 500 different ads.

A critical objective for Beauty Planet was to reach new segments of high value customers. To help determine who the best performing consumers were, Keybroker targeted users between the ages of 30 to 40 for perfume and 35 to 50 for skin care products and subsequently broke the ads down by both five year and one year segments. This narrow targeting would allow Beauty Planet to drill down and see who the most valuable customers were, as well as which age groups responded best to different types of creative content and products.

Beauty Planet and Keybroker decided that all the ads would advertise special product promotions, two-for-one offers on certain perfumes, for example. "Our experience on Facebook shows us that if you have specific promotions and direct the traffic towards those on the landing page, it is significantly better for the conversion rate, than if you just promote the brand or the type of product in general," Ida explains. The Ads API tool allowed Keybroker to change the promotions on a weekly basis quickly and easily. The technology's robust reporting capabilities also allowed Beauty Planet and Keybroker to see exactly which ads were converting most successfully for the each of the various target groups. This allowed them to directly target offers that would be most attractive to each of the segments.

The Keybroker Ads API tool has enabled the team to optimise the promotions, creative and targeting continually, effectively and efficiently, both in terms of time and money.

**Victoria's Secret lotion** ×  
beautyplanet.se



**159kr**

Victoria's Secret

Just nu: Victoria's Secret härliga bodylotion Seduction för endast 159kr hos Beauty Planet. Så länge lagret räcker. Köp nu!

**Escada: Parfym-erbjudande** ×



**219:-**

Beauty Planet

Den friska parfymen Into The Blue från Escada, nu till kanonpris. Endast 219kr. Passa på. Köp nu!

**Erbjudande - Clean parfym** ×



**299:-**  
(695:-)

Beauty Planet

Just nu finns Clean Summer Eau Fraîche för endast 299 kr (ord. 695 kr) hos Beauty Planet. Så länge lagret räcker. Köp nu!

**Rea på Decléor**  
beautyplanet.se



**Spara 40%**

Beauty Planet

Fyndad Decléors populära rengöring här. Du sparar 40%. Erbjudandet gäller juli-månad eller så länge lagret räcker. Passa på. -Köp nu!

## Results

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- Beauty Planet has seen a significant increase in order volume since launching its Facebook Ad campaign in June 2010. “It has given us additional revenue - additional sales,” explains Beauty Planet CEO and founder Björn Andres. “It’s an efficient channel because we’re able to target our ads to the people who convert at the highest rates. I get better return on my investment and at the same time we strengthen our brand value.”
- Beauty Planet has run hundreds of targeted ads, many of which have seen high click-through-rates and conversion rates. The highest performing ad had a click-through-rate of 0.096 percent and a conversion rate of 3.5 percent.
- Keybroker has optimised the ads successfully and achieved an extremely good cost-per-acquisition.
- Traffic to the Beauty Planet site, from Facebook and in general, has grown since the ads started running.
- Beauty Planet was able to reach a new customer base by introducing Facebook Advertising into its media mix.

## The Future

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Beauty Planet is extremely pleased with the results it has seen from the first six months of advertising on Facebook. The next step for the company is to start engaging with people on the Facebook platform, rather than immediately sending them off to the external site. There are plans in discussion for a Facebook Profile Page and deals that will be offered exclusively on Facebook. “Until now we have focused on running sales-focused ad campaigns, which has been very positive,” says Björn. “The next step is to integrate these campaigns with an extended Facebook strategy.”