



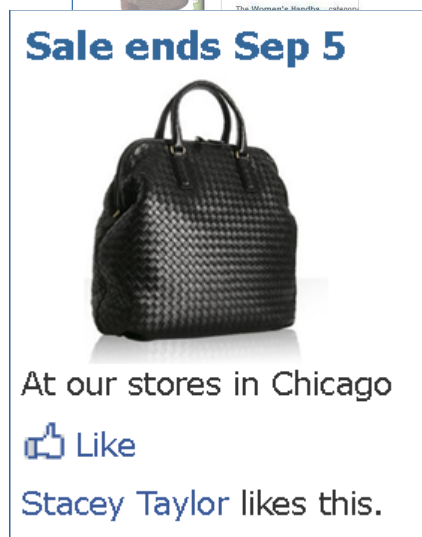
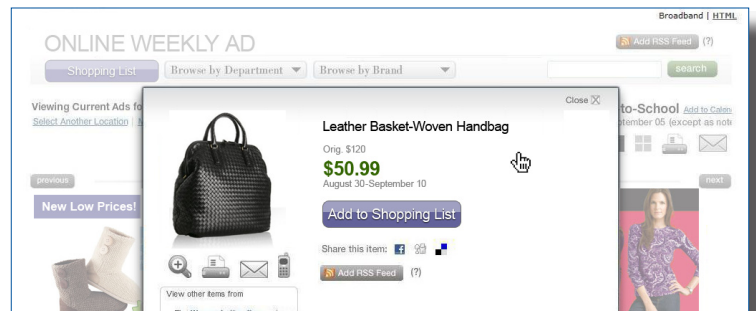
ShopLocal brings most top U.S. retailers' regional weekly circulars online. Its mission is to connect retailers and shoppers, online and in the store.

Objective

With the back-to-school season looming, ShopLocal's goal was to extend the impact of key in-store promotions for their client, a national multi-channel department store.

Solution

ShopLocal used Facebook's precise geographic and demographic targeting to find shoppers everywhere. To manage campaigns efficiently around the country, they used the Facebook Ads Bulk Upload Tool, available to select clients. By experimenting with offers, images, body text length (including some bodies of 5 words or fewer), bidding, demographics, and campaign duration, ShopLocal improved their CTR and ROI.



“We are delighted to bring to the Facebook community favorite shopping deals — weekly store specials from the nation's leading retailers. This is a win-win for all: engaging shopping content for consumers to share and a scalable, affordable, high-quality marketing channel for our clients.”

— Vikram Sharma,
CEO, ShopLocal

Results

- Optimization doubled CTR and allowed ShopLocal to scale daily clicks per market 2,000%
- Generating demand: potential customers viewed 120 million impressions at a cost to the retailer of just \$0.25 CPM
- Targeted reach: for example, one campaign reached 95% of female Facebook users aged 30-64 in NYC
- 78,000 visits by potential customers to the retailer's online circular, where they viewed 2.4 million offers (31 each on average)