

httpool

BITĖ Lietuva

MAY 19 2020 - JUNE 2 2020

LITHUANIA

FACEBOOK

AUTHORIZED
SALES PARTNER

THEIR STORY

A major telecommunications provider

BITÉ Lietuva is a major telecommunication company in Lithuania, operating as mobile, internet and telephone services provider for private customers and businesses, and offers a wide range of smart devices and services that aid customers in their everyday life.

16.4%

conversation lift

155%

increase in conversions

2.6X

decrease in production cost

“This pure Dynamic Ads solution was not only effective, but also helped us manage the budget of campaign production. We are extremely happy with the support of BPN agency and partners Httpool assistance, constantly offering us solutions for growing and improving our business. This campaign proved to be a great success and has motivated us to continue using dynamic ads in future communication.”

Monika Michalovskytė
Ecommerce Project Manager, BITÉ Lietuva

THEIR GOAL

Generating subscription leads and smart devices sales

To retain and grow market share, BITĖ Lietuva is always seeking for quality leads for its services subscription and smart devices sales. With its new offer of smart devices that assist customer in everyday activities, BITĖ aimed to increase leads and optimize marketing investments and time efforts.



THEIR SOLUTION

Amplifying marketing efforts with Dynamic ads

In order to find a way to showcase a sales offer, containing different services and products effectively, BITÉ Lietuva partnering with media agency BPN Lithuania and Httpool Facebook ASP team decided to use Dynamic ads as a primary solution. As a result, a conversion campaign with a Catalogue Sales objective was launched.

By implementing custom templates of product catalogue, different backgrounds for ads were set to help users identify, which products were on offer for outdoor activities and which were based on indoor assistance.

Besides the core audience of 20-55 year old Lithuanians, Custom audiences of BITÉ existing clients base and people, who previously visited website, and then Lookalike audiences were used.

To increase the probability of attracting more people likely interested in the offers and increasing leads amounts, Dynamic ads for Broad audience solution was used.

Campaign Budget Optimization was also chosen to generate optimum results at the lowest average cost.

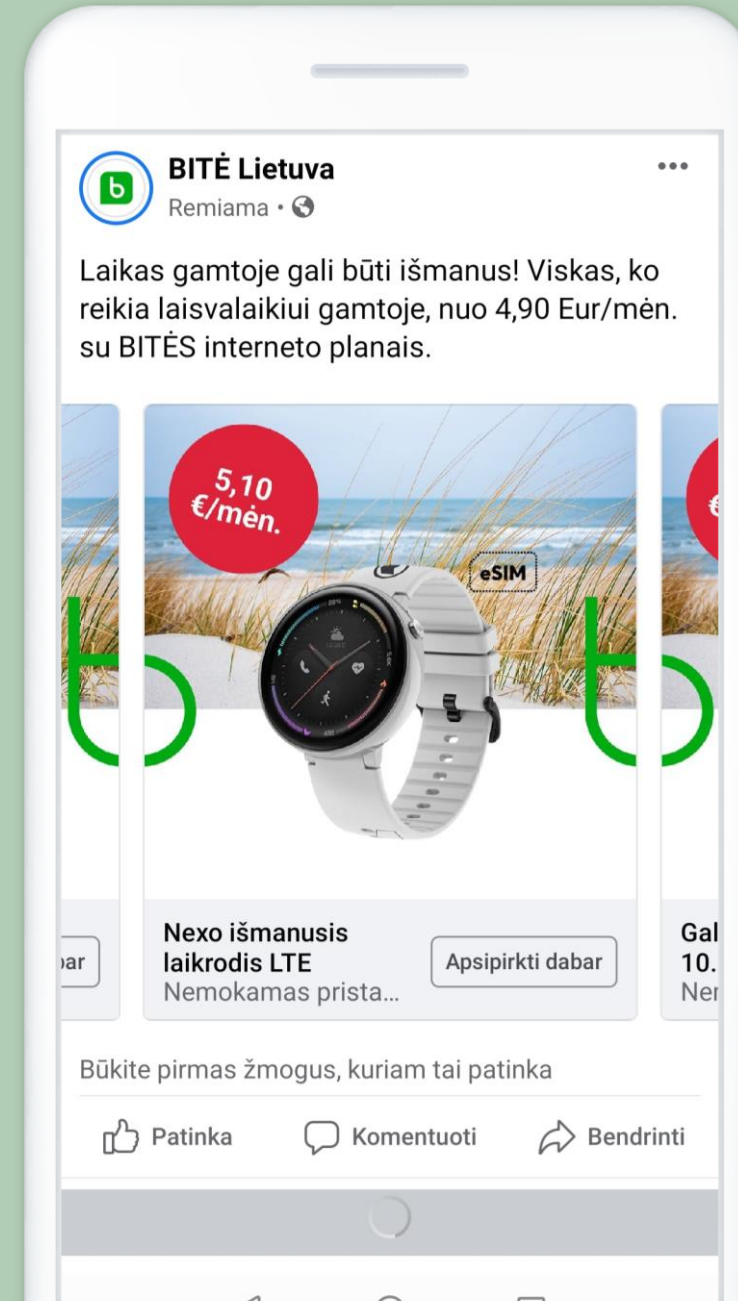
THEIR SUCCESS

Driving strong results

BITĖ Lietuva more than doubled conversions in terms of leads and saw the effectiveness of Dynamic ads solution on its sales offer with a wide range of products, allowing to reduce investments in creatives significantly.

Running from May 19–June 2, 2020, the campaign achieved:

- 16.4% Conversion Lift
- 155% increase in Conversions
- X2.6 decrease in Production cost



Thank you

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