

SUCCESS STORY

Éxito.com

Goals and Strategies 2016

CLIENT

Éxito.com is the leading ecommerce company in Colombia with 19 years of experience in online sales with 45,000 products in its marketplace with more than 250 vendors. During the 2016 had more than 42 million visits of which, 55% reached the mobile version of Éxito.com.



OBJECTIVE

Éxito.com relied on Adglow to meet its goals for 2016 in social media, which were three: generate leads, increase website traffic and number of conversions online.

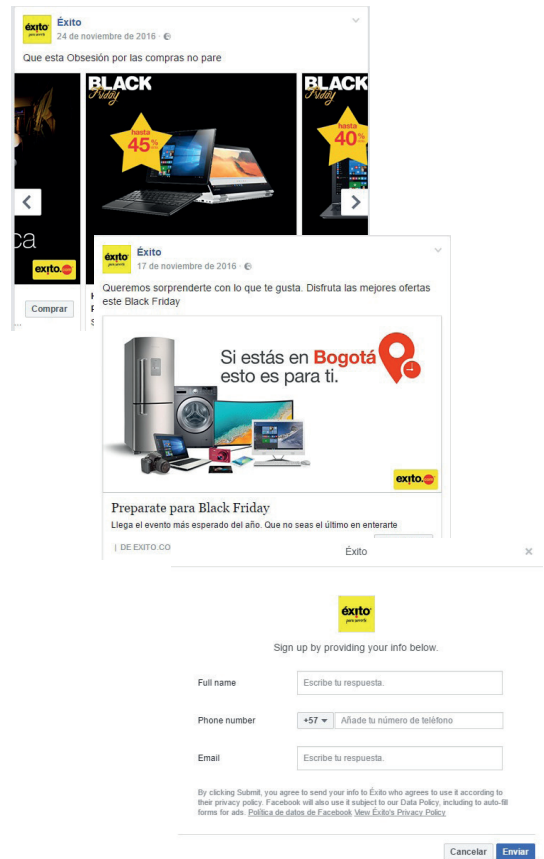
STRATEGY

Adglow proposed a global strategy for 2016 where Facebook represented the most effective channel to achieve the goals set by Éxito.com. The strategy was based on three fundamental aspects: Lead Ads, Reach & Frequency Campaigns and direct traffic to the web to increase sales.

In order to encourage users to register and keep them informed about the promotions, Lead Ads campaigns were created for Colombia, but also focused on three of the country's main cities. With these leads obtained, we generated captive lists that were used strategically for promotional communications.

Reach & Frequency campaigns were activated, allowing getting a higher reach and awareness. In this way we was able to communicate to the largest possible audience the web promotions, a countdown was made at the beginning of the promotions and, during the validity of them.

Users were directed specifically to the products with the most relevant discounts in the website to later generate sales through e-commerce. In website traffic campaigns, apart from having interest segmentations, we used the previously generated leads lists and their respective Lookalikes.



"The accompaniment for each strategy, costs and excellent results make Facebook and Adglow a valuable partner for our campaigns, helping us to impact those key users that guarantee us great effectiveness"

Carolina Ramirez Ortiz Traffic Acquisition and Paid Media at Éxito.com

