

SUCCESS STORY

PwC

How to Increase Leads by 5X with A/B testing

CLIENT

PwC is a multinational professional services firm in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory, deals, tax and legal services.



OBJECTIVE

PwC wanted to encourage the highest number of leads in the form of registrations and to increase sales on their online platform with specialised courses in accounting, tax and finance services in LATAM.

STRATEGY

Adglow and T6HDigital developed a complex strategy to achieve PwC's lead target with Facebook Ads.

Adglow implemented A/B Testing Campaigns combining a variety of ad formats tailored to mobile (Lead Ads, Carousel Ads & Video Ads), creative concepts, calls-to-action and monitored the results.

There were two key points which formed the segmentation strategy: The first was a Custom Audience based on PwC's LATAM Database and the second segmentation was based on specific interests related with finance formation.



"Thanks to Facebook's lead tools we were able to achieve our sales and promotion goals in a time never previously experienced in the company. Currently most of our potential customers are using social media platforms which is why we need to have strategies and a presence on channels where our customers are."

Adriana Herrera **General Manager PwC**