

## SUCCESS STORY

## Labyes

Increasing Brand Visibility with Facebook Page Like Ads

## CLIENT

Labyes specializes in pet medicines to improve the quality of life for small animals in Argentina.



15%  
INCREASE OF  
FACEBOOK FANS

+100K  
FACEBOOK  
USERS REACHED

15%  
CPM  
REDUCTION

## OBJECTIVE

Labyes wanted to Increase their brand visibility and grow their following on Facebook to 50,000 additional page likes within a 45-day period.

## STRATEGY

Adglow partnered with Blinker to increase Labyes's Facebook following for two of its brands: Labyes & Protech.

Adglow leveraged their proprietary social ad management tool ADAM to create multiple ad sets tailored to specific target audiences. The campaign involved displaying different ad sets with relevant creative and messaging to separate groups of men and women in different regions of Argentina.

Alongside this campaign, Adglow created groups of lookalike audiences of users who had engaged with and liked Labyes or Protech's Facebook pages within the previous 30 days.



"Our agency, Blinker, recommended working with Adglow due to their specialized knowledge of the social advertising channel. We're so glad that they did! In less than one month they helped us to achieve our advertising objectives. We have complete trust and confidence in Adglow."

Georgina Boido Marketing Manager at Labyes