



44% cost saving on Facebook ads with Paragone

CASE STUDY



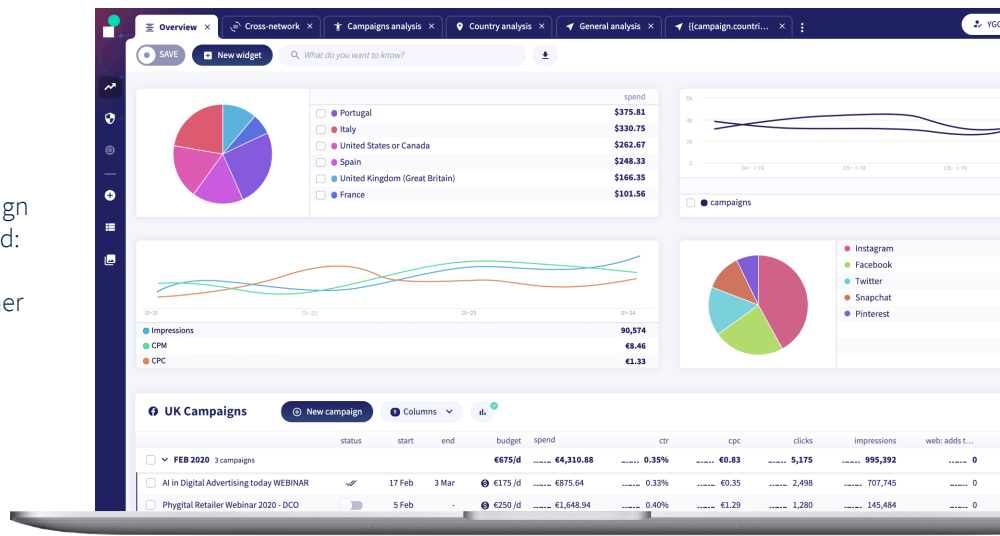
Dentsu Aegis Network is a global media group that **specialises in Media, Digital and creative Communications services** that innovate the way brands are built. Its principal services are communications strategy through digital creative execution, media planning and buying, sports marketing and content creation, brand tracking and marketing analytics.

It is the 5th largest agency worldwide. Among their clients we find Microsoft, Mastercard, Chevrolet, Mac, Estée Lauder, Philips, Clinic, Tommy Hilfiger and Reebok. **With 35,000 people across 145 countries, thousands of clients all across the world,** the main challenge for Dentsu Aegis when it comes to social ad campaigns is to be efficient. Not only in term of performances, but also in term of time spent managing the campaigns.

A year-long test

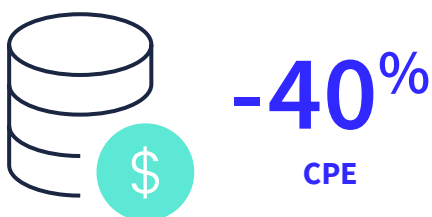
To try the platform and prove its benefits, DENTSU chose to launch a one-year test. Two key metrics were analyzed:

- The global cost of social ads campaign management would not be impacted: the money saved on ads thanks to better performances should be higher than the platform cost.
- The onboarding should not be time consuming and the time saved on a daily basis should be substantial.



DENTSU tested the solution for a full year: for half a year (split across different periods over the year) they used the **Paragone platform**. The rest of the time they used the native tool provided by Facebook.

Achieve amazing performance

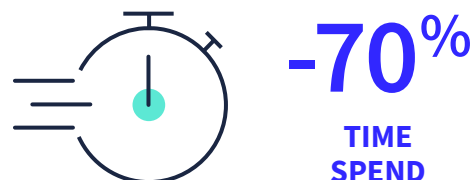


Cost saving

During the periods they used the Paragone platform, DENTSU teams were able to **decrease their cost per engagement by 44%**. They reached an average engagement rate on their social ads that was **389% higher than the one they got with the native tool**. This massive decrease in cost largely compensated the cost of the platform.

For global agencies

Thanks to Paragone expertise with global agencies, DENTSU AEGIS benefited from a **very efficient onboarding process**. The implementation started in Dubai, then expanded across the region into countries such as Egypt. Having centralized tools with custom access for each users enable top managers to get **a full overview of their social ads performances at a glance**.



Time saving

With an easy onboarding by the Paragone experts, **the teams at DENTSU were totally comfortable with the platform within the first 10 days**. They estimated that on average, they spend **70% less time** managing their socialads campaigns thanks to the platform: because the **creation flow is much easier**, because the **optimization is automated** and because the **reporting is simplified**. With Paragone the agency got a quick and **fully customizable cross-account summary** that allows them to **see and track their chosen KPIs**, with the Helicopter View on the homepage, or with Powerpoint reports directly in their mailbox.



Sarah Folan, Paid Search and Social Manager - DENTSU AEGIS.

“Thanks to the Paragone team, the onboarding was super easy for me and the team. Using the platform enabled us to increase our clients’ happiness : better performances, more frequently and in-depth reports. Having access to such premium service to outperform our social ads was a real relief for us!”

