

TAMMY & BENJAMIN's Black Friday Boom

Bringing Facebook & Google ads together

CASE STUDY



TAMMY & BENJAMIN

TAMMY & BENJAMIN is a premium luxury leather brand, inspired by the beauty of the past and based in the capital of haute-couture - Paris. They create limited edition bags, with leather sourced in Italy.

Selling their products both online and in their Paris boutique, TAMMY & BENJAMIN targeted the **2018 Black Friday weekend** as a strategic sales period. To ensure the best results, they engaged the **Paragone Managed Service team** to run an integrated sales campaign across Facebook, Instagram and Google.

Social & Search: An integrated approach

At Paragone we believe that **social and search are stronger together**. And the results of our Black Friday campaign with TAMMY & BENJAMIN prove it!

The strategy saw the **Paragone team focus on driving action through the full funnel on Facebook and Instagram, supported by brand search campaigns on Google**. Social media networks serve as the number one source of purchase inspiration and, when coupled with the high-purchase intent of Google search, great things happen for e-commerce businesses.

... with unified social & search strategy.



230%

LIFT IN SALES
compared to Black Friday 2017

90%

LIFT IN SALES
compared to Black Friday 2017

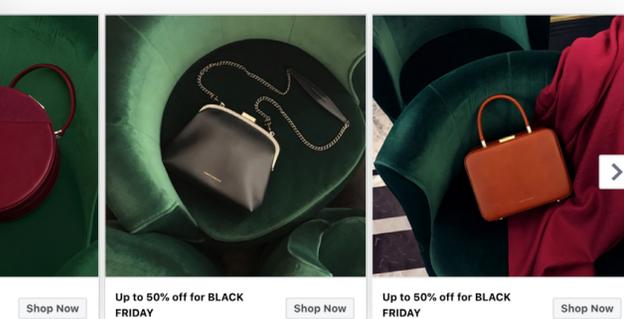
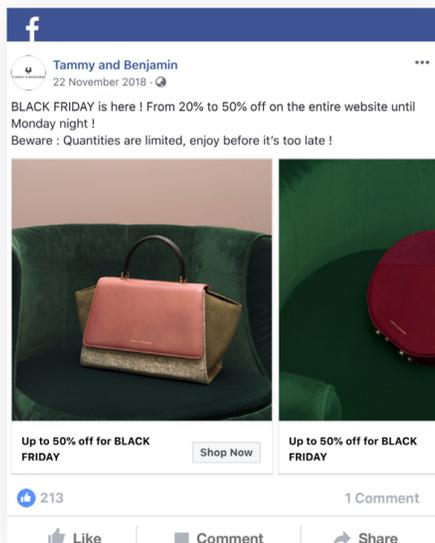
How it happened

...on Facebook

On Facebook, campaigns targeted english speaking users worldwide. Starting in September, the Paragone Managed Service team first ran a traffic campaign to **drive awareness and fill the top of the funnel with potential customers. Using Facebook Link ads, Carousel ads and Instagram Stories ads**, the focus was on inspiring with beautiful creative and building warm audiences that could be retargeted closer to the Black Friday sales dates.



In consultation with the Paragone team, TAMMY & BENJAMIN decided that a 'qualified' prospect would be a website visitor who had viewed at least two different product pages on the site. Making use of the **Facebook Pixel**, this group was combined into a website custom audience and retargeted on Facebook and Instagram from early November. The same ad formats from the awareness stage were retained in these consideration and conversion stages, combined with **Facebook Dynamic ads** to fully leverage retargeting based on users' previous interests.

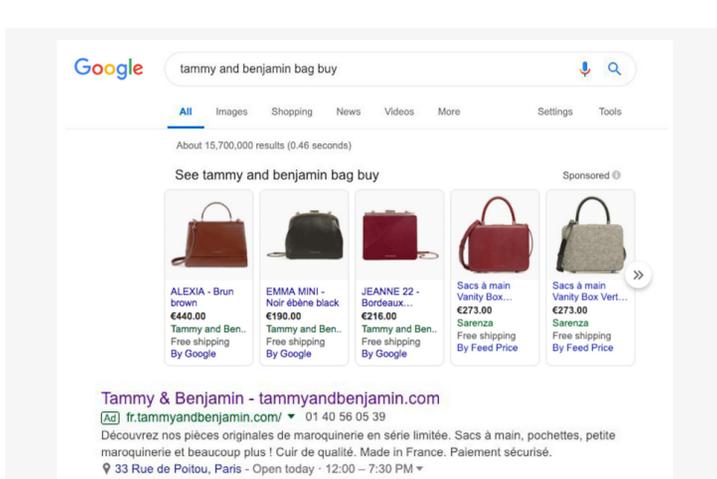


...on Google

Running alongside these Facebook and Instagram campaigns, Google targeting was limited to the UK, US and France. With **a strategy focused on driving brand searches on Google**, the majority of the budget went on targeting brand keywords, with some reserved for generic product keywords.



The Google ads featured broadly the same messaging as those on Facebook, and leveraged warm audiences from the Facebook campaigns. The Google campaigns also introduced an 'up to 50% off' offer between 8pm CET on the Thursday before Black Friday and midnight the following Monday. **This strategy ensured a strong brand story across channels and re-engagement of users already inspired on social**, while also providing a compelling offer to convert searchers with high purchase intent.



The Paragone team set up and tested various campaigns on Google using Dynamic Search ads, as well as Google Shopping ads.

- The visual nature of Shopping ads, together with their position in search results, was a great solution for TAMMY & BENJAMIN's beautifully handcrafted bags and accessories.
- Dynamic Search Ads were also an effective ad format**, in that they dynamically alter the headline of the ad based on the user's search results. This meant **ads were hyper-relevant**, and this format was **combined with call, location and sitelink extensions to give shoppers a number of ways to take action**.

Uniting Facebook & Google ads: the approach

The success of this campaign shows how the strategy fits with the way shoppers behave online today. **Moving seamlessly between channels, from social to search and back again, the modern consumer is in full control of their journey**. They may be inspired by an ad on one channel, move through to Google search to find out more, and continue this journey over several months before actually purchasing.

In the case of TAMMY & BENJAMIN's Black Friday campaigns, the Paragone team further integrated Facebook and Google campaigns by:



Tagging the traffic from top-of-funnel Facebook campaigns, and then targeting those users using Remarketing Lists for Search Ads.



Google Analytics

Creating Google Analytics remarketing lists with the top converting Facebook Audiences, to encourage repeat purchase, and applying them as Remarketing Lists for Search Ads (RLSA).



Ensuring consistent branding and messaging across networks.



Benjamin Pincemaille, Development & Partnerships, TAMMY & BENJAMIN.

"We're happy to see that combining our Facebook and Google campaigns into one strategy paid dividends during Black Friday 2018. We value the strategic know-how that Paragone brings to our campaigns, and adding Google to the mix means their offering is really well rounded."