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Tristar Skyrockets Purchases 3x with Facebook Ads on Paragone

CASE STUDY

Guided by the belief that "quality shouldn't be a luxury," Tristar Products markets and sells quality appliances at affordable prices. The company strives to create #1 brands worldwide offering 'Unbeatable Basics': essential household products that solve everyday problems, helping to make life easier and more enjoyable.

2019 was a strategically significant year for Tristar and, in collaboration with celebrity chef **Emeril Lagasse**, the company launched the Emeril Lagasse Power AirFryer 360. To maximize ROI and ensure their scaled Facebook advertising investment would be put to the best possible use, Tristar sought a **partnership** that would bring both **strategic and operational value**. And they found that trusted partner in Paragone.

TRISTAR + makemereach + f

Thanks to Paragone's long standing partnership with Facebook, the efforts to scale Tristar's success included, from the very start, input and insight from the Facebook US team. A close tripartite relationship has evolved, with both Paragone and Facebook bringing an enhanced level of **unique expertise** to Tristar's strategy and account.

Between January and July 2019, Tristar's Facebook budget was scaled, with an associated increase in the volume of purchases, by 3X.

January   February   March   April   May   June   July

How?

This 6-month road to scaled success was brought about by a number of **strategic actions**:

- Initially, through a collaborative process, a global social media strategy was formulated for Tristar. This helped to set some **guiding objectives** and to create a **clear structure for Tristar's cross-network paid advertising activities**. The foundation of this strategy was learnings pulled from historical **customer journeys**, to ensure all campaigns going forward would better align with the way customers shop.
- In close collaboration with Facebook, the Paragone team focused on **implementing best-practices** for each of Tristar's campaigns and ad sets. These best-practices included:

Recommended Optimization

Streamlining campaign optimization based on what the campaign was really trying to achieve at each stage of the funnel. For Tristar this meant using the Landing Page View objective for the top-of-funnel campaigns, the Add To Cart objective during the mid-funnel, and the Purchase objective in the bottom-funnel stage.

70% **77%** **93%** **21%**

22% **20%** **88%** **x4,4**
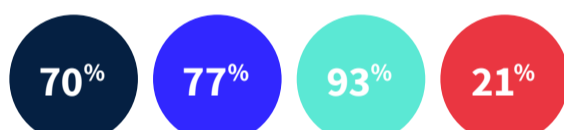
Automatic Placements or 4+ placements in each ad set

Facebook now recommends this as a best practice because it can facilitate a better conversion rate by optimizing ads to appear in the right placement at the right moment for each user. This also ensures a better cost per action for the advertiser.
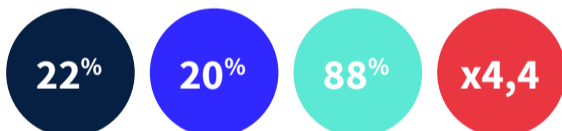
Campaign Budget Optimization (CBO)

A way of optimizing the distribution of your campaign's budget across ad sets and audiences, CBO sees Facebook's algorithm automatically and continuously finds the best available opportunities for results across your ad sets. It then distributes the budget in real time to get those results. Facebook today recommends that advertisers use this feature across all campaigns within an ad account.

37% **7%** **55%** **x7,86**
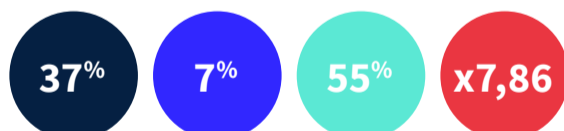
● Average   ● Q1   ● Q2   ● % Q2—Q1

- In addition, thanks to the tripartite relationship incorporating Facebook US, Tristar was able to gain **access to a whole host of new features and ad products**, including the Facebook **Marketplace** and **Search placements**. This access to exclusive BETAs meant the Paragone team could innovate and better **A/B test** a variety of options on Tristar's campaigns, using the learnings to adapt the business strategy as time went on.
- Finally, the opportunity to run a **Conversion Lift Study** with Facebook helped all parties gain a **deeper understanding of Tristar's consumers and their behavior**. Run throughout June 2019, the study looked back on the first half of the year and provided holistic insight on the value of the Facebook campaigns. The study compared results from two groups:
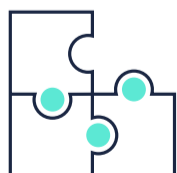
A control group who saw organic Tristar content on Facebook and Tristar messages on other channels, but no Tristar Facebook ads.
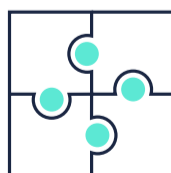
A test group exposed to the Tristar Facebook ads in addition to the Tristar organic Facebook posts and Tristar messages on other channels.

The Conversion Lift Study found the test group had an **11% higher conversion rate** and an **average basket value 4.5x that of the control group**.

Keith Mirchandani, President and CEO of Tristar Products, Inc.

"Paragone makes our time more efficient; having partners who understand and help troubleshoot our challenges is critical. Paragone gives us the opportunity to manage larger budgets and maximize our ROI. We treat them as an extension of our department and love the level of support we receive from our account team."

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