

# Velasca optimizes campaigns with automation rules

## CASE STUDY



Velasca is a young **Italian brand offering quality shoes at an affordable price**. They believe that high-quality craftsmanship should be accessible to all. By leveraging innovations with **online shopping**, they are actually able to cut out the middleman and connect their artisans to consumers.

## 1 Advertise on Facebook

**80% of the marketing budget is spent on Facebook**

Velasca started its business with an online shop, but recently opened two stores in Rome and in Milan. **They do 70% of their business in Italy, but still have 30% of their orders coming from the rest of the world.** Their customer acquisition strategy never changed: they are **digital only**. And within their digital marketing strategy, **Facebook ads represent 80% of their budget!**

### Why focus on Facebook ads?

“The answer is simple” says Paola Parolo, Head of Digital Marketing at Velasca. “Facebook is today the main social network worldwide. The size of the audiences you can get on this channel is unrivaled. And not only is the size unique, but also the segmentation tools provided by Facebook. It’s so powerful to be able to segment the way we communicate with prospects and customers depending on their profiles and their behaviors.” Paola also adds that **with Facebook, the entire funnel is manageable**: from prospecting campaigns to retargeting, it gives brands the power to follow users in each step of the conversion.



## 2 Optimize with Paragone

One main focus for Velasca in its Facebook campaigns is acquisition, that is to say to **drive new users to the website**.

### Know your objective

**To achieve great performance**, one of the best practices **Paragone advised** Velasca to follow is to **define the right evaluation metric for its campaigns according to the objective**. Velasca was previously using purchase as the evaluation metric. Paragone suggested they **switch to clicks** since the goal of such campaigns is to **drive traffic to the website** and not to generate purchase (which is the goal of retargeting campaigns).

### Choose the right placement

Paragone also encouraged the retailer to **target mobile users for acquisition**. Paragone noticed that **mobile targeting had a lower CPC compared to desktop** and since Velasca’s primary goal is to maximize the traffic with the given budget, it was more efficient to **focus on mobile placement**.



### Set automation rules

To help Velasca in the optimization of its campaigns, Paragone implemented automation rules to have **more efficient optimization** and to help its client **save time**. Within the Paragone tool, you are able to create sets of rules you want to apply to your campaigns. **The automation rules will constantly check your campaign performance and optimize your bids and budgets to achieve the best results.**



DETAILED SCHEDULING FOR ALL YOUR ADS



AUTOMATIC BUDGET ALLOCATION AND OPTIMIZATION



AUTOMATIC BID OPTIMIZATION AT THE AD LEVEL



TRIGGER RULES FROM EXTERNAL DATA (ANALYTIC, DCM...)

## 3 Achieve outstanding results

In only one month, once automation rules were set on the Italian market, the results of Velasca’s acquisition campaigns considerably improved. From March to April, the KPIs speak for themselves: **the Cost-per-click (CPC) decreased by 39% while the number of clicks increased by +87%.**

These promising results encouraged Velasca to **increase the allocated budget** on acquisition campaigns!

In a nutshell, by spending less time on managing campaigns while maximizing ROI, **Paragone’s automation rules have enabled Velasca to both reduce time and save money!**

CPC  
**-39%**

CLICKS  
**+87%**

**+13%**

SPENT ON ACQUISITION CAMPAIGNS

### Paola Parolo, Head of Digital Marketing at Velasca.



“Since I have been working with Paragone I noticed a considerable improvement in my daily work, focusing my time on more value-adding activities (from content creation to monitoring performances). Paragone is user-friendly and built to answer the specific needs of a digital marketer. The dashboards, which are entirely custom made, have enabled me to have a direct and responsive control of campaigns’ KPIs.”