

# How can I measure the impact of a Facebook campaign on offline sales?

MAYBELLINE  
NEW YORK

L'Oreal Australia, Maybelline 'The Nudes' Palette case study

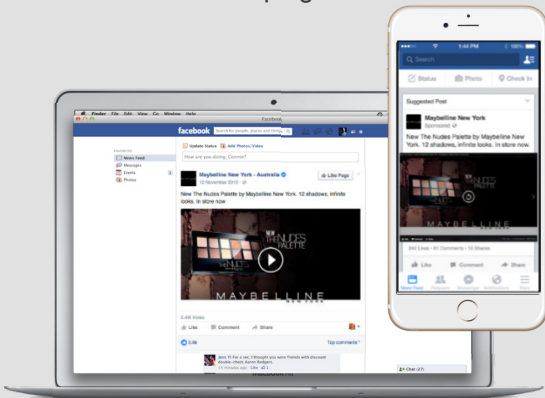
## The challenge: Measure the impact of Facebook activity on offline sales

**i** L'Oreal Australia launched a new product, Maybelline 'The Nudes' Palette eyeshadow and wanted to understand the effect that Facebook advertising has on offline sales

**i** In addition to the overall sales uplift, L'Oreal Australia wanted to quantify the effect of that targeting in order to better inform future campaigns

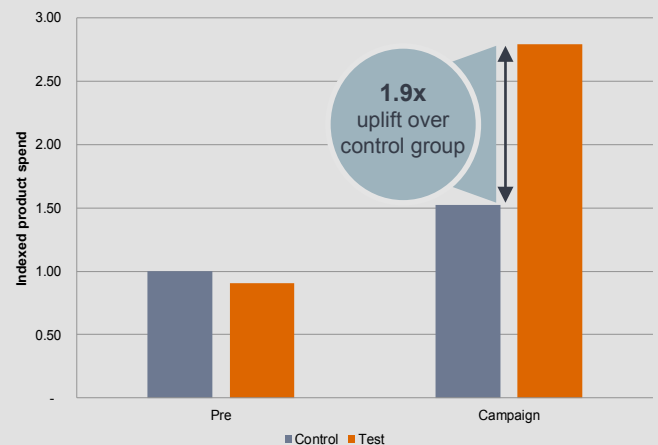
## Facebook video campaign

L'Oreal Australia overlaid their key demographic (F18-54) with a bespoke Quantum Partner Category and ran an 8 week campaign



## Key findings

- ✓ There was a 1.9x uplift in offline sales for those that were exposed to Facebook ads
- ✓ Targeting those who were cosmetic buyers could potentially generate 1.7 higher ROAS than utilising just 'Women 18 – 54'
- ✓ The campaign was successful in attracting competitor customers to switch to this product
- ✓ The majority of incremental sales came from mainstream shoppers (generally purchase mid-tier brands)



For further support contact



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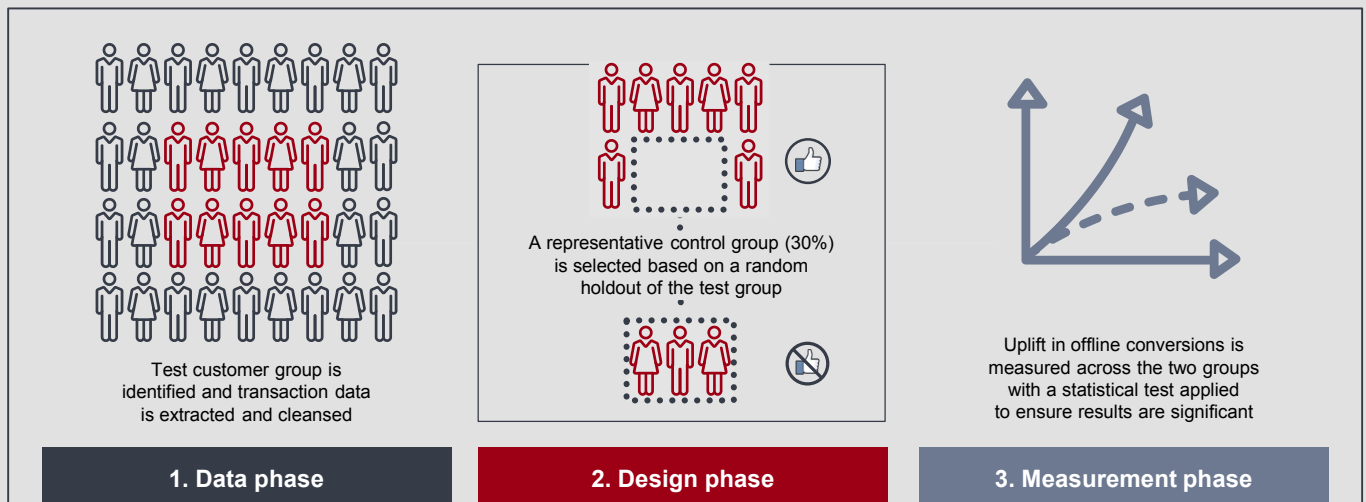
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## Maybelline 'The Nudes' Palette case study

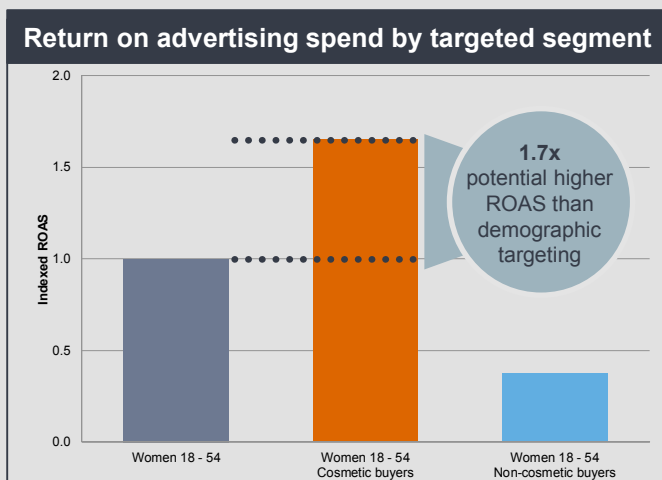
### Measurement approach

At the start of the campaign we quarantined a group of people from the target audience and ensured that they would not be shown the ad, these people formed our control group. Once the campaign was complete Quantum and Facebook were able to match ad exposure to offline sales data. By comparing the sales of people who did see the ad to those who did not we are able to isolate the effect that the campaign had on shoppers. This control group methodology enables us to calculate campaign uplift and ROAS

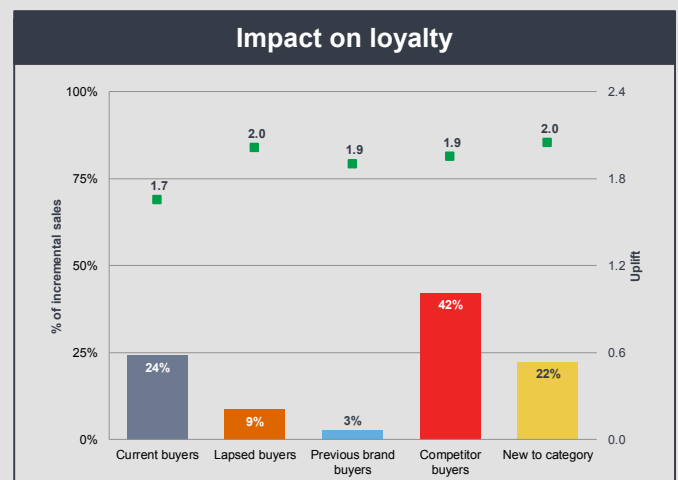


### Other key findings

Adding previous cosmetic buyers targeting could generate 1.7x higher ROAS than just using 'Women 18 – 54'



42% of incremental sales came from competitor brands, whilst 22% were new to category



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