

Analyser PRO

CASE STUDY

This case study illustrates in detail the way in which a food company in Chicago managed to reduce its investment in Facebook ads by 75% using Analyser PRO, without reducing its reach and in fact increasing its interaction.



In January 2018 we analyzed the last 90 days of communications that had been published by the agency in charge of the project.

Depending on the number and frequency of publications, this type of work usually takes 2 weeks.

Not only should the number of interactions in each publication be reviewed, each comment should also be read and trends identified to understand which content is most relevant to that particular audience

Using ANALYSER PRO, the content of 12 weeks could be evaluated in just one day, clearly identifying the 5 most important topics that produced the most interaction

Based on this knowledge, we designed a strategy for the first quarter of 2018 and discarded 30% of publications whose interaction was very poor.

In April 2018, we analyzed again the result of the last 12 weeks and repeated the process of discarding the issues in the lower 30% of performance.

That content strategy was maintained from April to December 2018.

Based on weekly analysis of the performance of the publications, it was determined which of them deserved to be commercially promoted, deciding that the 25% of best performance would be the only publications to receive investment.

As a result, compared to USD \$ 75,000 used during 2017 in promotions on Facebook, during 2018 only USD \$ 16,300 was invested - a 75% reduction.



The most interesting thing is that the same scope was maintained and the average organic reach increased 12.35%, the percentage of conversation in each publication increased 19.71%

The average percentage of shared content increased by 26.31%, the organic likes increased by 28.57%, the effectiveness of the paid likes increased by 136.36%.

In total, the account was benefited with an increase of 178.57% in all types of interaction.

During 2019 it is planned to invest only 50% of what was invested 2 years ago, with the expectation of increasing reach and interactions 50%, using our new Mixer Tool and we are beginning to test Instagram analysis for the same client.

