



CASE STUDY

MOBEXPERT

Omniconvert + Mavericks = Excellent Results for Mobexpert

ABOUT MOBEXPERT

Mobexpert is the largest furniture and accessories manufacturer and retailer in Romania, with 26 physical stores and an online store.

The integrated approach to consulting, design, and architecture services translated into customized solutions for each client's style and needs is one of the distinctive elements that made Mobexpert one of the top players in the furniture retail industry, valued at 2 billion euros, in Romania.

For the past years, Mobexpert's strategy focused on continually innovating collections, improving product portfolio variety, and adapting to changes in customer lives. To put it into perspective, new products make up one-third of Mobexpert's online-productcollection.

Due to the pandemic, the focus shifted in the last two years to translate the experience the clients have in the physical stores into an online environment by creating visual content using photos, videos, and even AR. Considering Mobexpert's massive inventory of around 35000 SKUs, this was no easy feat.

THE CHALLENGE

The challenge that Mavericks, Mobexpert's performance marketing agency, faced was how to create better ads that target the client's different audiences while also improving Customer Lifetime Value (CLV).

THE SOLUTION

Considering Mobexpert's focus on better translating the experience of its clients into an online environment, Mavericks created a series of Facebook campaigns using customer data provided by the Omniconvert Reveal Dynamic Audience builder.



They used Custom audiences based on the most valuable RFM segments and Lookalike audiences based on clients that bought a specific product or category.

These audiences were then used in targeting evergreen ad campaigns and time-sensitive promotional campaigns.

Using Omniconvert's REVEAL automated RFM segmentation, Mavericks ensured targeting and creatives worked hand-in-hand to improve media efficiency and lead to an increase in Customer Lifetime Value (CLV) by showing up in the feeds of Mobexpert's most valuable customers.

To better understand how the audiences created with the Dynamic Audience Builder behaved during promotional periods vs. ongoing campaigns, data gathered between November 2021 to March 2022 was analyzed.

Data is only one part of the equation of creating a programmatic campaign that hits its mark. The rest of the variables like aligning offer, ad copy, and visual content with targeting in order not to waste impressions on customers that are less likely to convert have to be considered.

THE RESULTS: LOOKALIKE AUDIENCES

By using RFM segmentation and first-party data, Mavericks wanted to go one step further and use their insights into Mobexpert's customers to create Lookalike audiences based on their most valuable customer groups.

This led to creating a test campaign using Lookalike audiences based on the data available on the most valuable RFM groups. Using the Dynamic Audience Builder in Omniconvert Reveal, three different audiences were created.

The same creative was used for all the campaigns:

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The three different sets of data from each audience were compared, taking into account KPI results for cost per click (CPC), conversion rate (CVR), click through rate (CTR) and ROAS for each Lookalike audience used in the campaign created with the Dynamic Audience Builder in Omniconvert REVEAL:

	CTR	Conversion Rate	ROAS	Revenue / user
Lookalike Soulmates vs new target on Facebook	72.34%	585.71%	85.16%	217.77%
Lookalike Lovers vs new target on Facebook	46.81%	278.57%	69.76%	145.94%

Mavericks has leveraged Mobexpert's first-party data. The data showed that each RFM-based audience managed to convert and introduce new potential buyers in the sales funnel.

In this case, for new acquisition campaigns, the lookalike audiences based on the loyal segments of customers built with RFM have generated excellent results: 69% uplift in ROAS against Facebook’s default targeting.



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“The explanation is simple: As only 25% of the users accept to be tracked by Facebook (according to Bloomberg), the algorithm is less effective in finding the right customers for the products that are being advertised. Moreover, the competition is higher than ever. That’s why we’re strong believers that using first-party data based on the RFM segments is one of the most effective ways to increase ROAS in these challenging market conditions.” - said Valentin Radu, CEO at Omniconvert.

REMARKETING: CUSTOM AUDIENCES

One type of campaign that we tested was directly addressing the custom audiences built around the RFM segments with the Dynamic Audience Builder in Omniconvert Reveal.

The comparison below was made between the Custom audiences created with the Dynamic Audience Builder versus Facebook audiences created using only data available in the Business Manager.

Custom Audiences in Omniconvert Against Facebook Audiences	
Clicks	101.00%
ROAS <small>all the RFM segments vs Fb audiences</small>	20.01%
CPC <small>all the RFM segments vs Fb audiences</small>	203.70%
Revenue per Visitor	244.47%

As we can see from the comparative analysis, the Custom audiences created based on the RFM segments with the Dynamic Audience Builder had a better conversion rate, a higher revenue per visitor and a higher overall revenue per visitor.

Although the CPC was considerably higher (2X times, to be more precise), the overall ROAS was 20% better with the RFM-based custom audiences.



This led to the conclusion that:

The campaigns using custom audiences created by the Dynamic Audience Builder in Reveal performed better. By using first-party data, the audiences targeted were already invested in some way in Mobexpert’s customer journey process and their interest in the brand’s offers was genuine.

This led audiences to react and engage better with the campaign creatives. Their genuine interest made them spend more time on the website, leading to a higher conversion window, a higher conversion rate, and a higher average order value.

Ultimately, this translated into a higher revenue per visitor. Even though the CPC was also higher, the ROAS justified that higher investment.

Sounds simple right?

Simple if you have the right mindset to optimize and get to know your customer through effective RFM Segmentation and use the data accordingly.

By using the RFM customer segmentation module in REVEAL and grouping customers on their recency, frequency, and monetary value, Mavericks tailored their ads strategy according to each group.

This led to a better understanding of each customer group and aligning offers, ad copy, and visual content to better suit the targeting goals.



Starting from the right data, they were able to ask the right questions.

- ‘How do we make our Lovers receive the right offers at the right time?’
- ‘If our Ex-Lovers don’t miss us, how can we stay fresh in their minds to pay our website a visit again?’
- ‘Our Soulmates need some TLC (tender loving care) to keep our AOV high?’
- ‘Can the 1st party data from Omniconvert provide help in answering those questions?’

When they looked at the audiences created through RFM segmentation and compared the result of the campaigns, they realized that the REVEAL audiences worked better for retargeting high-value customers.

Custom Audiences in Omniconvert Against Facebook Audiences	
Conversion rate for “Lovers” RFM Segment loyalists customers	877%
Conversion rate for “Ex-Lovers” RFM Segment of ex-loyalists customers	629%
Conversion rate for “Soulmates” RFM Segment of ex-loyalists customers	671%

If we compare the general Revenue per Visitor values, we notice an overall increase of more than 244.47% generated by the most REVEAL audiences.

To put it into a data-first perspective, the REVEAL audiences created through RFM segmentation brought more revenue by targeting the most valuable customer groups.

CONCLUSIONS

Following the promising results, the Custom Audiences created during the initial experiment are used for prevention campaigns in order to reactivate customers.

The REVEAL Lookalike audiences are now part of the performance strategy for onboarding campaigns in order to find and attract new customers for Mobexpert.

This approach fits perfectly with Mobexpert customer optimization strategy, going forward into 2022 as Mihai Clinciu, Digital Marketing Manager at Mobexpert mentioned:



We have a lot of content, offers and special promotions that we want to communicate constantly and, above all, efficiently. Keeping our communication as targeted as possible is very important given the continuous increase in online advertising costs.

Considering this, the qualitative RFM segmentation of our customer groups and constant development and improvement of our audience targeting using the available data plays a significant role.





NEXT STEPS FOR MAVERICKS, MOBEXPERT'S PERFORMANCE AGENCY

“After completing this initial test we will continue to do... other tests :)

Taking into account the trends that are closely related to the collection of first-party data, and advertising platforms have already begun to take action in this regard, the first step we have done was to leverage the first-party data we already have.

Creating these audiences was just the first step we took. Now is the time to prepare for this change that will take place in the years to come, and those who succeed in doing so ahead of time are the ones who will have the greatest opportunities in the market at that time.” - Andra Negru, General Manager at Mavericks

Want to use Omniconvert's Dynamic Audience Builder?
Arrange a meeting here.

Or do you prefer leveraging Mavericks' know-how to handle these advanced RFM-based acquisition campaigns for you?
Contact them here.

