

Case Study

MIGROS ONLINE: SUPERCHARGING SOCIAL COMMERCE WITH ADVANTAGE+ SHOPPING CAMPAIGNS

The test-and-learn approach and the first-mover advantage are working very well for Migros Online: Through implementing the new, automated shopping format for the Meta platforms, the online supermarket managed to reach over 60% higher return on ad spend.

INITIAL SITUATION

Migros Online is the leading Swiss online supermarket with ambitious revenue growth goals for 2022 and beyond. To achieve these, Migros Online is strongly dedicated to a test-and-learn approach across Facebook and Instagram to constantly optimize their campaigns and benefit from first-mover advantages.

GOALS

Maximize efficiency of campaigns across Meta Platforms

- ★ Increase conversions
- ★ Decrease Cost-per-Action (CPA)

Test and implement automation in social media marketing campaigns

- ★ Increase campaign performance as part of the Always-On Test-and-Learn Approach
- ★ Benefit from first-mover advantage

MEASURES

To increase its online sales and drive further efficiency of their campaigns across Meta Platforms, Migros Online and Webrepublic decided to introduce and test Advantage+ shopping campaigns (ASC). This new social commerce solution leverages machine learning to help reach relevant audiences more efficiently. Compared to manual Shopping Ads, ASC offers a simplified campaign setup process with the ultimate goal of having a more automated campaign and ad delivery.

To understand and assess the performance impact of the new solution, in an A/B test, Migros Online compared their usual Conversion+ Catalog Sales campaigns with the new Advantage+ Shopping Campaigns (ASC).

RESULTS

- ★ 37.6% Lower cost per attributed purchase when using Advantage+ Shopping Campaigns instead of their Business-as-Usual Conversion Campaigns (Date: August 2022, comparison via A/B test)
- ★ 61.8% Higher purchase ROAS (Return of Ad Spend) for Advantage+ Shopping Campaigns compared to their Business-as-Usual Conversion Campaigns (7-Day Click, 1-Day View Attribution Window)



“At Webrepublic, we aim to take a data-driven approach to drive performance results of our clients and advise them on the latest product innovations across digital channels. The new Advantage+ Shopping Campaigns have proven to be a strong lever to significantly improve ROAS for Migros Online.”

Nadine Stäheli, Senior Consultant Social Media Marketing, Webrepublic

“We have adopted a test-and-learn approach with a continuous A/B testing agenda and out-of-the-box thinking, having a single goal in mind: to enhance our customers' quality of life. I am happy to share this commitment with Webrepublic and Meta through a test-and-learn journey.”

Philippe Roch, Head of Digital Marketing, Media & Content, Migros Online

