

CLIENT:
Tooway

SECTOR:
Tech



-47%

in CPC

-15%

in CPA

+80%

in CTR on
AdWords Ads for
visitors who clicked
on a Facebook Ad

Read the case study on
Facebook for business:

 on.fb.me/1ALtZBp

Tooway, a Eutelsat brand, provides high-speed internet access everywhere, especially in places with limited access to ADSL, fibre optic and mobile internet, in over 55 countries.

For almost a year, Tooway has been using Facebook's advertising solutions as to improve customer acquisition and better target their advertising campaigns across Europe and Turkey.

How can we precisely measure the impact of Facebook Ads on the performance of AdWords campaigns?

The synergies between Facebook and Search Engine Advertising (SEA) explained.

In order to precisely measure the impact of Tooway's Facebook Advertising campaigns on Google searches, fifty-five deployed a high quality tracking protocol. Two months after launching the protocol, the results are obvious.

Goal: improve customer acquisition at minimal costs.

As a niche player in the field of Internet service providers, it is essential for Tooway to expand their client base. In doing so, taking advantage of the many options offered by online advertising targeting capacities is a must as to reduce the cost per acquisition.

As Tooway's media agency in charge of their SEA and Facebook campaigns, fifty-five offered to study the precise impact of Facebook advertising campaigns on Google searches. The goal was to prove the synergies between Facebook and Google AdWords campaigns.



“We knew Facebook had a positive impact on our SEA campaigns, but this protocol allowed us to precisely measure this impact. Combining Facebook and SEA campaigns helps us reach very advantageous costs.”

Yann Bienvenu
Marketing and E-commerce
Director, Eutelsat Broadband

Solution: a custom made tracking protocol.

fifty-five started by implementing an AdWords remarketing tag on every page of Tooway's Italy's website. With this tag, 2 remarketing lists were created, each one lasting for 30 days:

List 1: visitors who clicked on a Facebook Ad

List 2: other visitors (who did not click on a Facebook Ad)

After two months of test, fifty-five analysed AdWords KPIs for these 2 mutually exclusive lists.

Success: Facebook undoubtedly increments SEA performance.

Tooway's use of Facebook Ads resulted in an 80% increase in click-through rate (CTR), and much lower cost per click (CPC) and cost per acquisition (CPA): -47% and -15% respectively.



Part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York and Shanghai, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.