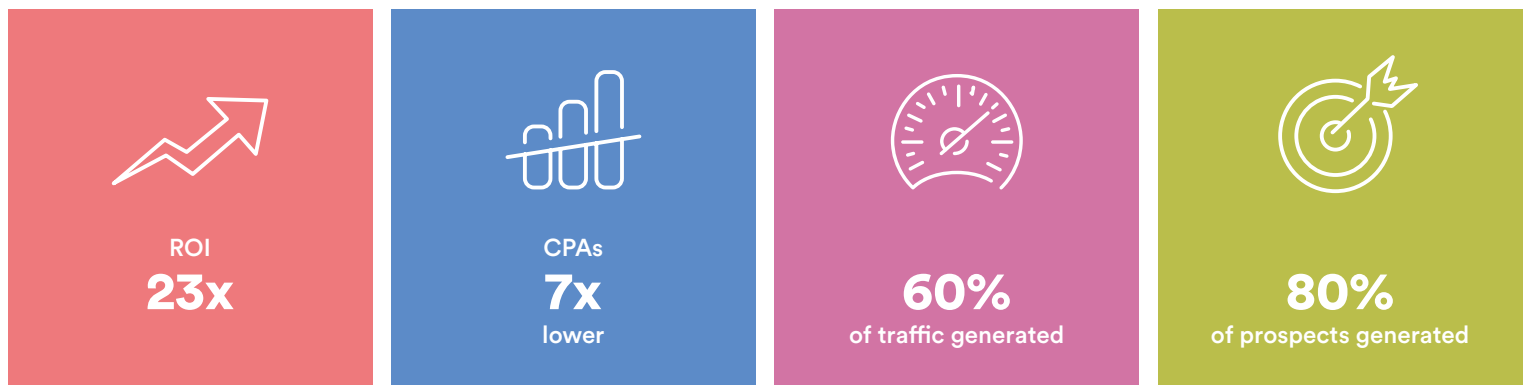


**CHEERZ**

**Facebook has become their primary customer acquisition channel today**

Cheerz is an online photo printing service startup created in 2012 that allows its users to print their best pictures from Facebook, Instagram or Google+. Thus it made sense for them to advertise on Facebook.



## Challenge

- Increase brand awareness.
- Generate qualified traffic to their website.
- Generate more sales while keeping costs in check.

## Solution

- Using Cheerz’s client base, we generated a Lookalike audience.
- This enabled Cheerz to access the most profitable customers.
- Tracking customer conversions thanks to the visualisation features.
- Use of sponsored posts to reach prospective customers in a cost-efficient way.



### Interview with Marine Sorato, Marketing Director

*“The AdsOptim platform makes for a quick and easy handling with a clear overview of the ad campaign’s main KPIs. From ad campaign creation to reporting, everything is made easy by the ergonomic features of the website and a dedicated support team for in-house advertising.”*