



# How Fixed Cards Combined with Dynamic Ads boosted DIA's Conversions

DIA is a Spanish multinational company specialising in the distribution of food, household, and personal care products. With over 40,000 direct employees, and an additional 22,000 positions in franchises, DIA is currently the leading Spanish retailer by number of stores, and one of the main retail groups in Europe.

With the help of their digital media performance agency Contversion, combined with **MakeMeReach's advanced social ad platform**, DIA was able to **create persuasive ad campaigns to boost their online sales.**

## WHAT WAS THEIR GOAL?

From analysing their objectives, **MakeMeReach and Contversion decided to create campaigns using Dynamic Ads**, a format that has proved to be repeatedly successful in terms of **generating conversions**. DIA wanted to emphasise their online discounts and promotional offers in their ads so we decided to take the Dynamic Ads format a little further by **integrating a Fixed Card into their campaigns**. The Fixed Card would highlight their current promotion and be accompanied by images of applicable products on offer, **individually targeted to the user.**



## WHAT ARE THE BENEFITS OF DYNAMIC ADS WITH A FIXED CARD?

The **Dynamic ad format allowed Contversion to retarget those who had entered into DIA's conversion funnel**. These consisted of people who:

1. Viewed products on their website but didn't purchase them
2. Added products to their basket but didn't go through with the purchase
3. Had purchased products on their website before.



DIA could then **retarget these people with ads specific to their needs**, based on the behavioural information they shared with Facebook. Adding a Fixed Card with a specific discount to their Dynamic Ad, **pushed DIA's potential customers to make an online purchase.**

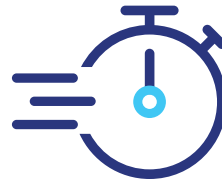
## HOW DID MAKEMEREAACH HELP TO REACH DIA'S OBJECTIVES?



WITH OUR ABILITY TO INTEGRATE FIXED CARDS INTO THE DYNAMIC ADS FORMAT THE CLICK-THROUGH-RATE INCREASED BY ALMOST 100%



WITH OUR SPECIALIST REPORTING TOOLS AVAILABLE ON THE PLATFORM (E.G THE TREE VIEW)



WITH THE HOURLY VIEW AVAILABLE ON OUR PLATFORM TO IDENTIFY THE BEST PERFORMING HOURS FOR DIA'S CAMPAIGNS



WITH CUSTOMIZABLE MESSAGES AND THE PLATFORM'S ABILITY TO OPTIMIZE THE CAMPAIGN ON DIFFERENT DEVICES ACCORDING TO SPECIFIC REGIONS

## Thanks to MakeMeReach's advanced tool DIA managed to achieve some outstanding results:

CPA DECREASED BY

**66%**

CTR INCREASED BY

**96%**

CONVERSION RATE INCREASED BY

**89%**



**Hermán Velayos, Social Ads Director, Conversion**

"The MakeMeReach tool allowed us to design a very complex but highly profitable campaign for DIA. With the tool's ease in creating multiple ad sets with different retargeting audiences, DIA could retarget clients who were not yet frequent buyers and actually convert them into loyal customers. We employed the statistics per hour, devices and regions available on the MakeMeReach platform to showcase our campaigns in the most beneficial way."

