

+51% ROI Hawkers Co. did not believe its eyes!

CASE STUDY



Hawkers Co. is a Spanish brand that **sells sunglasses using the Internet as its distribution channel**. This startup was formed by four programmers and designers who made the most of their acquired knowledge to launch their own brand via Facebook.

Facebook: Hawkerc's #1 investment

Axel Ramirez, advertiser at Hawkerc Co. explains why Facebook remains its #1 marketing investment:

“On Facebook, not only can the brand communicate with its potential customers, but also **customers can interact, share and communicate together in real time**. It creates an even **stronger brand**. The audiences that we can target on Facebook are so wide, and their quality is unbeatable. **People are spending so much time on Facebook**, and their mindset while they are navigating on the network is super positive: they are exploring content as a hobby. When a **brand is communicating a qualitative and well targeted message to users**, it does not appear as spamming, but as interesting suggestions. To finish, and especially when we started the company, the market penetration for our product was very low, so it let us **reach a huge number of people for a very competitive cost**. Since then, we never stopped exploring the possibilities of Facebook ads and we are continuously positively surprised.”



On top of ads innovation

Hawkerc Co. is always trying new types of ads, campaigns and tools, and participates in every Beta it can.

In March 2017, thanks to MakeMeReach's early integration of collection, they were one of the first to test this ad format on Facebook.

Collection drives mobile shopping in a visual, engaging and seamless way. The ad format pairs a hero video or image with a row of four products below it to drive a user from **inspiration to action** within a single experience. Particularly useful for featuring a new product release with complementary products to **encourage cross-selling**, Hawkerc Co. decided to use the new ad format to promote its new glasses collection made in collaboration with El Ganso.



Achieve amazing performance

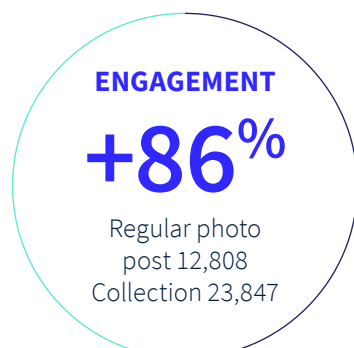
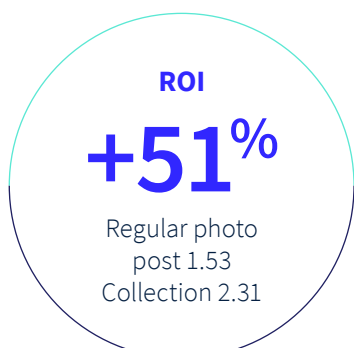
To run this test on collection, Hawkerc launched two campaigns on the MakeMeReach platform:

Regular photo post.

Collection that paired a hero image with a row of four products below.



The texts were the same, the pictures used were the same, but the results were clearly different!



Axel Ramirez, advertiser at Hawkerc Co.

“Until now, the photo ads were the best performing ad type for Hawkerc's products. Having such better results with collection is very, very impressive for us! We can't wait to launch more campaigns with this new ad format on Facebook.”