

VeryChic: Generating leads

CASE STUDY

VERYCHIC

VeryChic offers, via **private sales**, a **selection of hotels** approved by travel experts with discounts of up to 70% on prices.

Context

VeryChic is riding the wave of its success and wishes to intensify the growth of its user base.

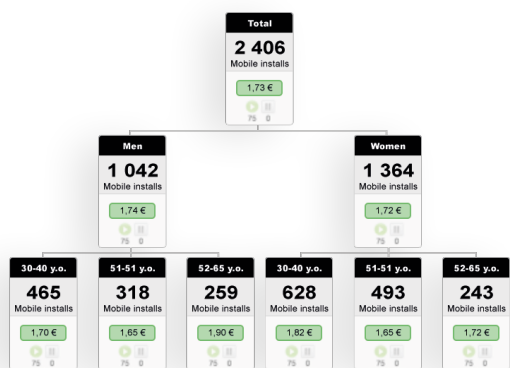
Goals

- Generating a maximum number of subscriptions, all the while controlling the cost of web and cell phone acquisition.
- Setting up multiple Facebook tools in order to gain the maximum profit of all features and novelties.



Solution

- Setting up segmented Facebook campaigns, integrating the latest types of bidding (Optimized CPM, CPA).
- A/B testing on all posts, made easier by the quick creation of multiple campaigns on MakeMeReach platform.
- Identifying simply the most efficient (tri-dimensional tree, customizable and dynamic graphs ...) in order to maximize the optimization.
- Setting up a tracking pixel to follow all conversions, in order to confirm the lifetime value of the users and thus justify the investments on Facebook.



The results

COSTS OF LEADS
2,5x
LOWER THAN THE GOAL SET

INCREASE IN THE AMOUNTS SPENT ON FACEBOOK, WHICH HAS BECOME ONE OF THE MOST PROFITABLE CANALS (AMOUNTS MULTIPLIED BY 15 WITHIN 5 MONTHS)

RECRUITMENT OF QUALIFIED SUBSCRIBERS, MEASURED VIA THE LIFETIME VALUE



Charles Decaux, Marketing Director of VeryChic.

“Thanks to MakeMeReach, we were able to develop a qualified subscribers base, and most of all buyers we can precisely track. The performances of the software have allowed us to significantly develop our presence and spendings on Facebook.”