

SUCCESS STORY

Labyes

Increasing Brand Visibility through Facebook Page Like Ads

CLIENT

Labyes is a Latin American company in the veterinary sector, specializing in pet medicines. For more than 30 years, Labyes has developed solutions to preserve health and improve the quality of life of animals, based on constant innovation, passion for quality, and commitment to environmental care.



15%
FANS COMMUNITY
INCREASE

+100K
FACEBOOK
USERS REACHED

15%
CPM
REDUCTION

OBJECTIVE

Increase brand visibility through growing the fans community.

The client had 45 days left to get 50,000 fans to its Facebook pages before closing the fiscal year.

STRATEGY

Seeking to increase Labyes' brands visibility on Facebook, Blinker (Labyes' marketing agency) partnered with Adglow to increase the fan base of two of its brands: Labyes and Protech.

Adglows' plan involved using their proprietary social ad management tool, ADAM, and its advanced functions to create multiple ad sets according to the target audience. This allowed us to work separately with men and women in different regions of Argentina with different ad sets, showing different and relevant ads to each of the groups.

At the same time, while the campaign progressed, we created different lookalike audiences based on the users that engaged with the Labyes or Protech Facebook pages or that liked the pages in the last 30 days.



"Our agency, Blinker, recommended working with Adglow due to their specialized knowledge of the social advertising channel. We're so glad that they did! In less than 1 month they helped us to achieve our advertising objectives. We have complete trust and confidence in Adglow"

Georgina Boido Marketing Manager at Labyes