

CASE STUDY



Luna Display Exceeds ROAS Goal by 207% Through Social Media Advertising

Channel



Social Media Advertising

Industry



Consumer Electronics

Target/Goal



Brand Awareness & Website Traffic

The Situation

In August 2017, Astro HQ, the Minneapolis-based startup and developer of Astropad, emerged with a new product and brand, Luna Display. With the assistance of Astro HQ's pre-established niche following, Luna Display pre-launched on Kickstarter and garnered immediate interest, **raising nearly \$850K with roughly 8,000 backers**. Even though the brand was establishing itself as an initial niche segment, their work for a successful launch was far from over. In anticipation for the release of the Luna Display website, the brand was keen to further understand how to grow their brand through an upper funnel platform.

Consumer goods analysts estimate that roughly 85 percent of new products fail in the market. To overcome these odds, Luna Display engaged ROI Revolution with a simple mission: **to gain brand awareness and consumer traffic for Luna Display**. With a focus on Astro HQ's latest innovative technology – a small crystal-shaped dongle that turns any iPad into a true second display for Macs without wires – the ROI team began to collect vital audience information for targeted social ads.

Opportunity Identified

Interested in using Facebook as an upper-funnel platform to drive YoY company revenue, Luna Display reached out to ROI Revolution for an audit. Our team discovered three initial areas of focus: growing brand awareness, website traffic and overall sales. By creating a foundation for their strategy and securing a lasting partnership, **the team began advertising on social media just a week after LunaDisplay.com went public on September 27, 2018.**

Our Expertise in Action

To appeal to a broader audience than just early tech-adapters, the team leveraged educational product copy, lookalike audiences, and a mixture of campaigns.

Within the first month of account management, the team implemented Facebook campaigns that matched each goal. "It was about how we could continue fueling the funnel with new users. We knew once we had built up enough qualified audiences it should be easy to turn them into customers," said Social Media Analyst, Hallie Altman.

What is a Seed Audience?

Seed audiences can be:

1. **Existing Custom Audiences** - people with similar attributes, behaviors, and demographics
2. **Campaign or Ad Set Conversions**
3. **Page Fans** - lookalike audiences take several sets of "seeds", then Facebook builds an audience of similar people

Technology



Expertise



Facebook
Blueprint
Certified

Results



93%

Users from
Facebook were
first time visitors



roirevolution.com

(919) 954.5955

info@roirevolution.com

Our Expertise (Continued)

For brand awareness, the team utilized Video Views and Engagement campaign objectives, heavily relying on prospecting at their start in October. The team optimized video views for most completed plays, showing ads to consumers who subscribed to the brand's Kickstarter email list, and who viewed their ads. In the last three weeks of October, **97% of users reached by the Video Views campaign watched the videos 100% through.**

For Engagement, the team encouraged interactions with Facebook posts to gain social proof, trust, and give ads more recognition. **Post engagers could then be used for a retargeting or lookalike audience moving forward.**

For Traffic, the team started by targeting interest-based audiences before switching to lookalike audiences once website events grew. This campaign **drove visitors to the Luna Display's website and could be optimized for landing page views.**

Between the brand awareness, engagement, traffic and conversion campaigns, the team built so much web traffic and qualified potential buyers that they were **able to allocate more money to conversion-based campaigns by early November.** For Conversions, the team focused on sales growth. They launched a prospecting campaign as well as a small retargeting campaign.

Heading into the week of Black Friday/Cyber Monday 2018, the team split their efforts between retargeting and new customer acquisition, with **more than 66% of their budget going to conversions-focused campaigns.** For this, the team shifted their focus to ROAS and ramped up retargeting ads due to the increase of Facebook sessions and pixel events.

"As an emerging brand, gaining momentum isn't easy. But the team at ROI Revolution was there every step of the way – from establishing a strategy to reach a new audience, to navigating the complexities of paid ads. ROI Revolution has been a key player in positioning Luna Display as leaders in productivity software."

– Savannah Reising, Marketing Director at Astro HQ

Results Achieved

The team ended up fueling so much qualified traffic that the Luna Display account exceeded their initial ROAS target in Q4. **Within the first 30 days of launching Facebook ads,** Facebook became the number one driver of total sessions and new sessions to the Luna Display website, and the **prospecting conversions campaign exceeded Luna Display's ROAS goal by 207%.** In the first three months of Facebook advertising, **93.05% of users driven to the website by Facebook were first time visitors.**