

Suncorp and Adobe evaluate the Facebook® effect on Suncorp ads

Suncorp ad performance on Facebook:

- **23%** ↑ conversion rate lift from customers exposed to Facebook ads
- **32%** ↑ conversion lift compared to customers not exposed to Facebook ads
- **51%** of Facebook ads that led to a conversion played an “influencer” role in the sales funnel

“The Facebook Conversion Lift test was a great demonstration of our test, learn, and refine way of working at Suncorp Life. Our objective was to demonstrate that Facebook advertising is a scalable and efficient digital channel. The tool provided statistically reliable insights about the true value of viewing an ad and how this contributes to eventual conversion. The result allows us to more accurately attribute post-view impressions and better inform our budgeting decisions across paid search, social, and display using Adobe Media Optimizer.”

Emily Sullivan, Digital Marketing Adviser, Suncorp Life

The Story

Creating Brighter Futures

Suncorp, a leading insurance and banking group in Australia and New Zealand, has over nine million customers. With core businesses in personal, commercial, and life insurance, as well as banking, their mission is to deliver simple, accessible products through their portfolio of respected brands to create brighter futures for their customers.

The Goal

Valuing an Impression

Suncorp Life, a core business within Suncorp, has been a longtime fan of digital ads because of their measurability. They know Facebook ads have a positive impact on sales, but the question is, how much? What is the value of a Facebook ad being seen in relation to sales?

The Solution

Conversion Lift

Suncorp Life looked to solve this question by leveraging Facebook’s unique people-based conversion lift tool, coupled with Facebook’s marketing partner, Adobe Media Optimizer.

With Adobe Media Optimizer, Suncorp Life marketers had the ability to buy, optimize, and measure their Facebook ads in coordination with other key digital channels across search and display. Adobe Media Optimizer also enabled advanced attribution and insights.

Then, with Facebook's conversion lift tool, marketers observed the behavior of treatment and control groups when exposed to Suncorp ads on Facebook. In this test, the treatment group is exposed to Suncorp Life ads, while the control group is not. Online sales were observed over one month for each group. The lift was then evaluated to determine if there was a statistically significant impact on online sales.

The Success

Facebook Makes a Big Impression

The treatment group on Facebook that was shown the Suncorp Life ads had a higher propensity to convert online when compared to the control, non-exposed group.

Those that were exposed to the ads saw a:

- **23%** lift in conversion rate compared to people who did not see Facebook ads
- **32%** lift in conversions compared to people who did not see Facebook ads

Different channels also play varying roles in the purchase funnel for Advertisers. Through Adobe Media Optimizer's advanced channel assists reports, Suncorp Life determined the roles of paid search, Facebook, and display in different phases of the funnel which comprise of introducer, influencer, and closer. 51% of all conversions that were exposed to Facebook ads played an "influencer" role in assisting people down the sales funnel, while in 26% of all conversions, Facebook ads were responsible for "closing" the conversion.

Another key indicator of success was: "What price was paid for that incremental gain?" The results showed that Facebook delivered a Cost per Acquisition (CPA) that was comparable to both search and display. But in order to boost prospecting further overall for digital, there are more opportunities to push Facebook even further in driving incremental scale while managing reasonable CPAs in context of other channels.

Suncorp Life can plan and optimize their digital media mix with more confidence now that they understand the true value of a view through conversion on Facebook and its role in the sales funnel alongside other channels.



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Facebook® is a registered trademark of Facebook Inc. All other trademarks are the property of their respective owners.

© 2015 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

11/15