



Adaptly Drives Efficiencies for Freshpet Product Launch on Facebook: Beats CPC Goal and Cuts Daily Costs in Half

Freshpet makes fresh, all-natural food and treats for cats and dogs. The company, founded in 2006, made its debut on the Nasdaq in 2014. In 2015, Freshpet launched a dry food product, and used Facebook advertising to drive awareness and conversions.

Approach

Adaptly utilized Freshpet's CRM data coupled with third-party data to target the pet food brand's Lookalike Audience segments on Facebook. Adaptly also developed detailed audience personas based on consumer purchases, competitors, and locations of retail stores to enhance campaign targeting.

Adaptly measured campaign performance on a cost-per-click basis to ensure Facebook ads drove qualified clicks to Freshpet's website for the new dry food. To allow Freshpet to track in-store traffic, Adaptly placed pixels and Website Custom Audience tags on individual store locator pages.

Results

By the end of the Facebook campaign for Freshpet's dry food launch, Adaptly cut the client's daily CPC in half and beat the overall CPC goal by 16.5%. Plus, Freshpet gained more than 8.8 million impressions and 61,000 clicks.

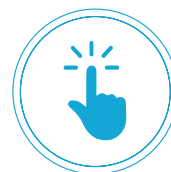
The month-long initiative consisted of three posts. Two of them featured overhead shots of products alongside fresh ingredients and performed better than the third post, which included a more traditional product images shot at mid-level. The top-performing pair drove around 2.5MM impressions and 25k clicks each, or 55% of total impressions and 83% of all clicks.



Outpaced overarching CPC goal by 16.5% and daily CPC by 50%



Garnered over 8.8MM impressions



Generated upwards of 61k website clicks

Testimonial

"With Adaptly's help, our Facebook ad campaign successfully drove traffic for the new dry food product while beating our CPC goal."

— Karina Estelle,
Social & Digital
Marketing Manager,
FRESHPET.