dialzero

Meta
Authorized
Sales Partner

Jomo

OPTIMIZING AN E-RETAILER'S LOWER FUNNEL CAMPAIGNS WITH CONVERSIONS API

The new e-retailer in Pakistan partnered with Dial Zero to enhance lower funnel campaigns by pairing Conversions API with the Meta Pixel, resulting in a 2.6X increase in return on ad spend.



THEIR STORY

Revolutionizing retail

Jomo Technologies started their operations in Pakistan with the mindset of evolving the landscape of ecommerce in the country. The company set out to become the largest and most premium multi-brand fashion ecommerce store, offering an exclusive selection of footwear brands. The e-retailer offers a variety of products made by exclusive brands that are only available on their website, along with an express delivery option for some cities where customers can try on products before buying them.

2.6X

increase in return on ad spend

60%

decrease in cost per conversion

2.5X

increase in conversion rate



“Since we are an online-only business, most of our spending is directed towards online platforms. Hence, Facebook has been our primary advertising platform. We were able to pair the Conversions API with the Facebook Pixel to further improve the accuracy of targeting, measurement, and optimisation. This resulted in a marked improvement, leading to a 2.5X increase in our conversion rate.”

UMAR SAHI,
HEAD OF E-COMMERCE & MARKETING,
JOMO



THEIR GOAL

Increasing conversions

Since Jomo is a new brand, their overarching goal was to increase awareness, but primarily the company was focused on increasing conversions at low costs and making the consumer purchase journey seamless. In doing so, Jomo wanted to know if they could improve the effectiveness of their targeting, measurement, and optimisation by implementing the Conversions API in addition to Meta Pixel.

THEIR SOLUTION

Optimizing campaigns

Jomo collaborated with Authorized Sales Partner, Dial Zero, to optimize their campaigns on Meta technologies like Facebook. Since their inception, Jomo had relied heavily on using the Meta Pixel across their conversion campaigns to target, measure, and optimize their Facebook ads. They wanted to test whether using the Conversions API in addition to the pixel would improve their campaign performance.

The team at Jomo has been geared to work towards constantly improving and evolving their creative. For this campaign, they used a mix of Single Image, Carousel, and Collection ads with the Product Catalog Sales objective. These ads allowed Meta to automatically show relevant items from Jomo's product catalog to people who had shown an interest in them online. These ads included a "Shop Now" button which directed to Jomo's website.

Ads from the campaign were delivered to a broad target audience across Pakistan, serving all genders ages 18-50.

THEIR SUCCESS

Seamless experiences

As a result of the campaign, which ran from October–November 21st 2020, Jomo saw a:

- 2.6X increase in ROAS with conversions API (Results based on reporting data from Meta Ads Manager)
- 60% decrease in cost per conversion (Results based on reporting data from Meta Ads Manager)
- 2.5X increase in conversion rate (According to the client)

