

Their Story

In November 2011, Three Bird Nest started out as a one-woman Etsy shop where Alicia Shaffer shared her handmade bohemian-inspired headbands and accessories. Now the online store delivers flowing, ruffly and flared "Boho" apparel, jewelry and accessories to customers worldwide.

Three Bird Nest wanted to learn what type of ad creative would be the most effective for attracting customers and encouraging higher-value purchases on its website.

Products Used



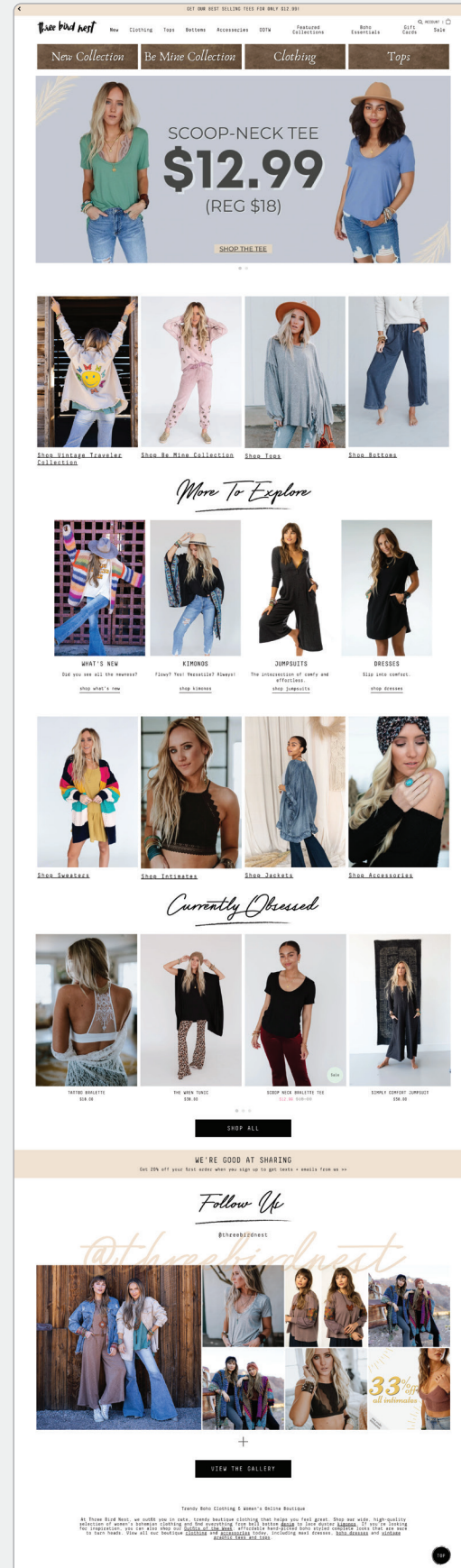
Photo Ads

Inspire your audience with photo ads.



Measurements

Make better marketing decisions based on insights.



The Solution

Because different types of ad creative may perform differently for different companies, Three Bird Nest wanted to develop a campaign strategy that was based on what was most specifically effective for its customers. To discover the best ratio for photo ads, the online retailer worked with the agency Disruptive Advertising to develop compelling photo ads in different proportions: 1:1 square and 16:9 horizontal.

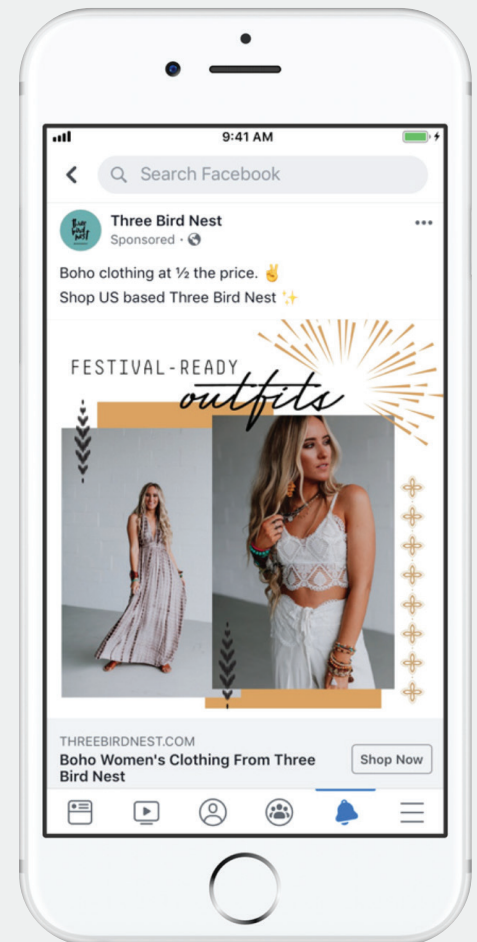
Setting up the campaign

The team consolidated the number of ad sets (reducing to 2 ad sets per campaign) and showed bold photo ads in both shapes to the same broad Custom Audience made up of women aged 35 and older who were interested in dresses and bohemian style or similar fashion brands. The team also used auto advanced matching, which uses information input by customers on the business website to better attribute sales to ads (personal information is "hashed" or anonymized, so no personally identifiable information is collected or matched).

"We have continually seen the successes that Facebook drives from a conversion standpoint for Three Bird Nest. This lift study drove additional insights on the impact that conversion-focused ads are having in each step of the funnel."

Rachel Ricks

Social Technical Lead, Disruptive Advertising



Return on ad spend
for square ad creative
increased to

2.1x

increase in purchases
for square ad creative

52%

Brand and conversion lift study

To discover the best-performing creative, the team ran a 2-cell combined lift study to see if a 1:1 ad creative ratio or a 16:9 ratio would be better for lifting brand and conversion results. Combined lift studies work by showing ads to a group of people, then surveying them about the ads and measuring their purchases. The study then compares their answers and purchases to those a control group of similar people who did not see the ads.

Questions for the survey included:

"How likely are you to consider Three Bird Nest the next time you want to shop for Boho Clothing?"

"How familiar are you with Three Bird Nest?"

While the horizontal ads did bring positive results, the study found square image ads worked best for Three Bird Nest in this instance. The study also proved that even while the advertiser was optimizing the ad campaign for purchases, the photo ads also lifted brand awareness at the same time.

6.9-point

lift in purchase intent for square ad creative

7.5-point

lift in brand awareness for square ad creative

Their Success

Three Bird Nest's test of different ratios for photo ads ran from April 24–May 22, 2019.

The experiment proved the value of testing to find out what works best for an individual business, and the conversion and brand lift studies revealed the following results:

6.9-point lift in purchase intent for square ad creative

7.5-point lift in brand awareness for square ad creative

2.1X return on ad spend for square ad creative

52% increase in purchases for square ad creative

1.2X return on ad spend for horizontal creative