Expanding e-commerce brands for social advertisers

Started in post-war Germany, Werner Otto’s mail-order catalog company quickly became an important player in German retail. Otto Group has found success by keeping up with the times, expanding internationally and growing business with a focus on e-commerce. Today, Otto Group is one of the world’s largest online retailers for fashion and lifestyle products and the second largest vendor overall behind Amazon.

The group’s flagship website in Germany, otto.de, offers a wide selection of fashion, beauty, and home products. To reach its key youth demographic, the Otto digital marketing team is actively engaged in social media advertising. Using the Adobe Media Optimizer solution, including Media Optimizer for Social, Otto can effectively manage and track performance of paid social advertising on Facebook.
As part of its paid social advertising strategy on Facebook in Germany, otto.de tested the Facebook logout experience, which can include a premium advertising product that an advertiser can purchase for a fixed price in 24-hour increments. While otto.de knew that an investment in this premium ad space would raise awareness within its target demographic, it wanted to measure how effective it was.

otto.de implemented Media Optimizer for Social to measure the performance of its paid social advertising on Facebook. With the Adobe solution, the company discovered that the ad presented to users during the Facebook logout experience was highly effective. Compared to a similar ad presented to users in the advertising space in the right-hand column of a Facebook page, the logout ad generated an impressive 6.7 million unique impressions in just one day, while increasing order size by 20% and the ratio of new clients by 30%. At the same time, using tracking and segmenting capabilities in Media Optimizer for Social, otto.de could see the average order size for males that clicked on the ad through to the otto.de website was 50% higher than average orders from females.

With measureable returns from the logout ad campaign, Otto marketers can now better plan for how to incorporate more social ads into future campaigns. "Adobe Media Optimizer for Social gives us a powerful platform for executing on and measuring the success of our Facebook ad campaigns," says Ilka Voss, Senior Project Manager Online Marketing at otto.de.

**Results**

- Reached 6.7 million Germans on Facebook in a single day
- Increased average order size by 20% and new client ratio by 30% compared to right-side column ads
- Gained new insights into trends in average order size within its target demographic for future targeting

**For more information**