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Algorithmic Influence
Social Advertising Automation Helps Domain Rule the Roost

SUCCESS STORY:

By leveraging the powerful automation technology in the Brand Networks Platform, the Media Operations team at Brand Networks has efficiently driven engagement, clicks and influence for one of Australia's biggest real estate brands.

30X	46X	70%+
more engagement	more link clicks	lower cost on both

MEET DOMAIN:

Domain Group, a Fairfax Media business, is one of Australia's leading multi-platform real-estate destinations.

Supported by a content marketing strategy that includes information and expert advice for buyers, investors, sellers, renters and agents, Domain provides residential, commercial and rural property marketing solutions and search tools. The company also provides CRM technology to real estate agents and property data and research services to individuals and organizations across the real estate market.

Domain ✓
May 2 ·
How to live large in a small space.

9 tips for decorating a small apartment
NEWS.DOMAIN.COM.AU

👍 Like Page

"With the help of Brand Networks and its programmatic social advertising capabilities, Facebook advertising has become a critical piece of our marketing funnel."

Domain

-Melina Cruickshank
Group Director, Content and Audience
DOMAIN GROUP

ABOUT BRAND NETWORKS

Brand Networks delivers relevance-driven social marketing and advertising to 650 enterprise customers, including half of the Fortune 100 and 17 of AdAge's 25 Most Advertised Brands. For more information, contact us at: **newbusiness@bn.co**

THE GOAL:

Domain's content marketing strategy had proven effective at driving traffic to the site to generate and nurture relationships. Historically, the company's social advertising efforts were focused on the middle of the funnel, generating leads from the company's engaged readers. Domain was ready to extend its paid social efforts, driving business from further up the funnel and scaling its new readership. The company engaged Brand Networks to find a cost-efficient new way to drive site traffic.

Domain

THE STRATEGY:

In preliminary tests, Domain and Brand Networks set benchmarks, demonstrating that a data-driven approach to post promotion could help scale the reach and impact of the content without inflating the associated costs. To improve, Brand Networks created an automation-based strategy that would enable the team to: predict post popularity sooner, promote posts into ads faster and update the bids and budgets for top performing content on shorter cycles than a human could alone.

To do this, Brand Networks deployed its award-winning Open Signals technology, which is capable of monitoring all the posts on a Facebook Page and programmatically turning those with above average engagement into ads—with zero human intervention. At the same time, Brand Networks leveraged the company's algorithmic ad management software, Optimize Now, which monitors the cost and performance of ads in real time, turning poor performers off and boosting the budgets for top performers. New entrants that are auto-promoted can enter the mix at any time without disrupting the system.

THE RESULTS:

The results exceeded Domain's expectations. Brand Networks delivered **30X more post engagement** at a **CPE that was 70% lower** than previous performance and **46X more link clicks** at a **CPLC that was 80% lower**. With help from the advertising automation available in the Brand Networks Platform, Domain successfully scaled its content marketing reach, and Facebook advertising earned its place at the top of the funnel. Domain's website conversions have also increased in stride. Average cost per conversion (CPA) attributed to Domain's Facebook ads using a 28-day click model continues to drop month-over-month.

> "The Brand Networks Platform lets us put powerful automation tools, like Optimize Now and Open Signals to work for Domain. This means our Media Operations team can be less involved in the repetitive processes of ad management and spend more time on high-impact activities. We can be more thoughtful about how to improve the automation strategy, and provide the kind of support that ensures a strong partnership."

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-Steven D'Souza
Senior Director, Media Operations
BRAND NETWORKS

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