

**brand**networks

# HiSmile

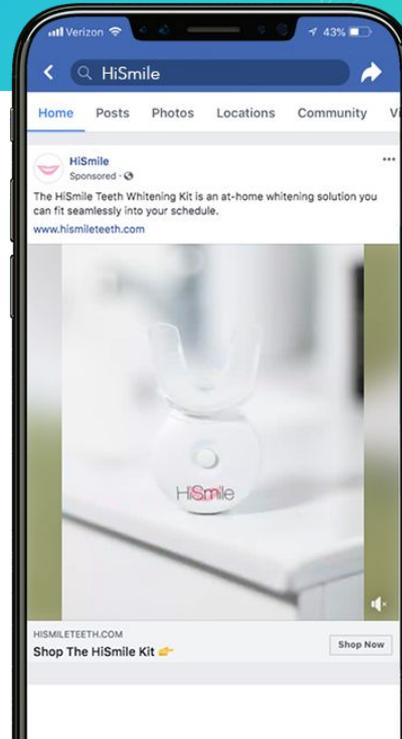
Case Study



# HiSmile Takes Innovative Approach to Facebook Advertising with *Iris by Brand Networks*

## Success Story

HiSmile lives and breathes Facebook advertising efficiency, so when its busiest time of year came around, the company wanted to make sure it was getting the most out of every ad dollar. To do that, HiSmile activated the automation technology inside *Iris by Brand Networks* across its Facebook campaigns. Compared to the previous year's campaigns without *Iris*, HiSmile increased its ROAS while decreasing costs. Plus, because *Iris* handles the mundane tasks of social advertising, HiSmile saved approx. 15 hours per week, which it re-invested in higher-return activities, like strategy and creative.



# 33%

Return on Ad Spend (ROAS)



# 29%

Cost Per Acquisition (CPA)



# 15+

Hours saved/week

## Meet HiSmile

Since 2014, Alex Tomic and Nik Mirkovic have been revolutionizing the oral hygiene industry and dominating the bathroom by brilliantly combining products, customer service, and community. HiSmile's rise has been driven by the power of social media and a loyal following including Kylie and Kendall Jenner, Conor McGregor, and soccer star, Zlatan Ibrahimovic. As HiSmile scales, its mission remains the same: Provide unique experiences to every customer.

## The Goal

Drive cost-efficient conversions and maximize ROAS to accelerate growth.



## Meet Brand Networks

Brand Networks solves the newest and toughest business challenges through purpose-built marketing technology. Since 2005, we've created marketing and advertising solutions that blend engineering and expertise to make media work across every digital touchpoint. More than 1,500 businesses trust us to develop winning media strategies and deliver holistic brand experiences across social, display, video, connected TV and Amazon. The company is headquartered in Boston with 10 global offices..

“ *When we started HiSmile, the only way to grow was to make our money go far. It was sink or swim. From the start, we've relied on Facebook to help us grow beyond Australia. At first, we were doing everything manually, but we quickly realized that we were leaving money on the table. To help us scale efficiently, our marketing team started using Iris by Brand Networks, which has worked wonders, especially during peak consumer moments.*

”

Alex Tomic  
Co-Founder  
HiSmile

## The Strategy

### Adjust Optimization Cycles Based on Objective

For HiSmile, it's all about cost-efficient conversions. To make sure its campaigns fulfill that objective, HiSmile adjusts the optimization cycles inside of *Iris*' optimization technology, setting them to between two and four hours, depending on the campaign. This ensures that *Iris* constantly monitors the campaigns and makes sure they're driving toward the primary objective.

### Automatically Shift Budgets Based on Performance

Although HiSmile is ultimately after conversions, it also runs tiered campaigns that deliver the right message to the right audience according to the shopping journey. No matter the campaign nor its objective, *Iris* takes campaign information into account and automatically allocates more budget to top-performing Facebook Ad Sets while shifting or eliminating ones that aren't performing. As the campaigns move forward, *Iris* will introduce new Ad Sets, introducing new experiments.



### Ultimate Control Over Campaign Bids

Bid strategy is the ultimate cost-control mechanism for HiSmile. Because *Iris* knows how much the company is willing to pay for conversions, the bid management technology constantly monitors HiSmile's campaigns and tests bids to isolate the right one to maximize performance and pacing.

## The Results: Iris in Action, Data-Driven Proof

HiSmile achieved the pinnacle of Facebook advertising in this test: meaningful improvement. The campaigns exceeded performance compared to benchmarks from the same time period in the previous year — when they ran without *Iris*.

By using *Iris*, HiSmile achieved a ROAS 33% greater than the previous campaigns. *Iris* decreased costs, reducing HiSmile's CPA by 29% compared to those manually run campaigns. Because of *Iris*, HiSmile saved an average of 15 hours per week, which were re-invested in higher-return activities like strategy, targeting, and creative.

Thanks to improvements in performance and efficiency, HiSmile increased its total Facebook ad spend by 63%, breaking through to the next level of Facebook advertising success.

“ *In the social advertising world, no one size fits all, which means that solutions need to be customized to fit the client's specific business goals. In this case, HiSmile cared about CPA, ROAS, and growth. To get there, HiSmile took a completely unique approach to social. It worked for them, and the results speak volumes.* ”

Zarah Fath  
Director of Media Services  
**Brand Networks**

