

CASE STUDY

Better Lookalike Modeling for Media Targeting

**Amperity helps brand improve ROAS and CPC
for Facebook ads**

A Fortune 500 brand wanted to optimize ROAS (return on ad spend) for Facebook ads, while lowering their CPC (cost per conversion) for a key product. Historically they had used lookalike modeling fueled by Facebook pixel-based audiences for this purpose. With Amperity, they were able to test a new lookalike model type: one fueled by Amperity-sourced, high value customer data for that particular product.

The brand built the following two lookalike models and used them to target audiences in Facebook with their ads:

1. Lookalike model of past 30-day purchasers

(Facebook pixel-based data)

2. Lookalike model of all past year purchases

for the product (Amperity-sourced data)

Results

186% ↑ Higher ROAS

34% ↓ Lower CPC

These models ran concurrently and the brand found that the Amperity-fueled lookalike model drove a **186% higher ROAS** and a **34% lower CPC** than the Facebook pixel-based audience. The brand now plans to expand its use of Amperity-sourced, cross-channel segments to fuel better lookalike models on an ongoing basis.

About Amperity

Amperity is helping some of the world's most loved brands transform their marketing, analytics, and operations by unlocking their customer data. Using advanced machine learning and a large-scale, distributed data infrastructure, Amperity rapidly delivers complete and actionable customer data from all of a brand's disparate data sources. By accelerating, streamlining, and maximizing customer data unification and usability, Amperity powers improved marketing performance and new customer-centric initiatives to drive top line growth.