



Burrow

BOOSTING AD CAMPAIGN PERFORMANCE ON FACEBOOK
USING PERFORMANCE 5 PILLARS



Implementing Performance 5 pillars

By implementing a variety of strategic Performance 5 pillars, the furniture retailer successfully boosted its ad campaign performance across Meta technologies and increased online sales.



BURROW SUCCESS STORY

“The changes we made to targeting and account consolidation after implementing Performance 5 strategic pillars helped lower our costs while driving incremental sales volume. This takes some pressure off our lower-funnel campaigns, while also helping to build a stronger funnel for key moments. Facebook continues to be a large part of our marketing investment for now and in the future.”

WES FOSSILE
DIRECTOR OF GROWTH, BURROW

