

NOBULL

INCREASING MARKETING EFFICIENCIES USING ATHLETE CREATOR CONTENT IN FACEBOOK ADS

Spotlighting athlete creator content

The performance sportswear brand tested athlete marketing content in Facebook and Instagram ads and saw a 14% lower cost per purchase when the ads were sent from the athlete's handle compared to the brand's handle.

Source: <https://www.facebook.com/business/success/nobull>

META CASE STUDY



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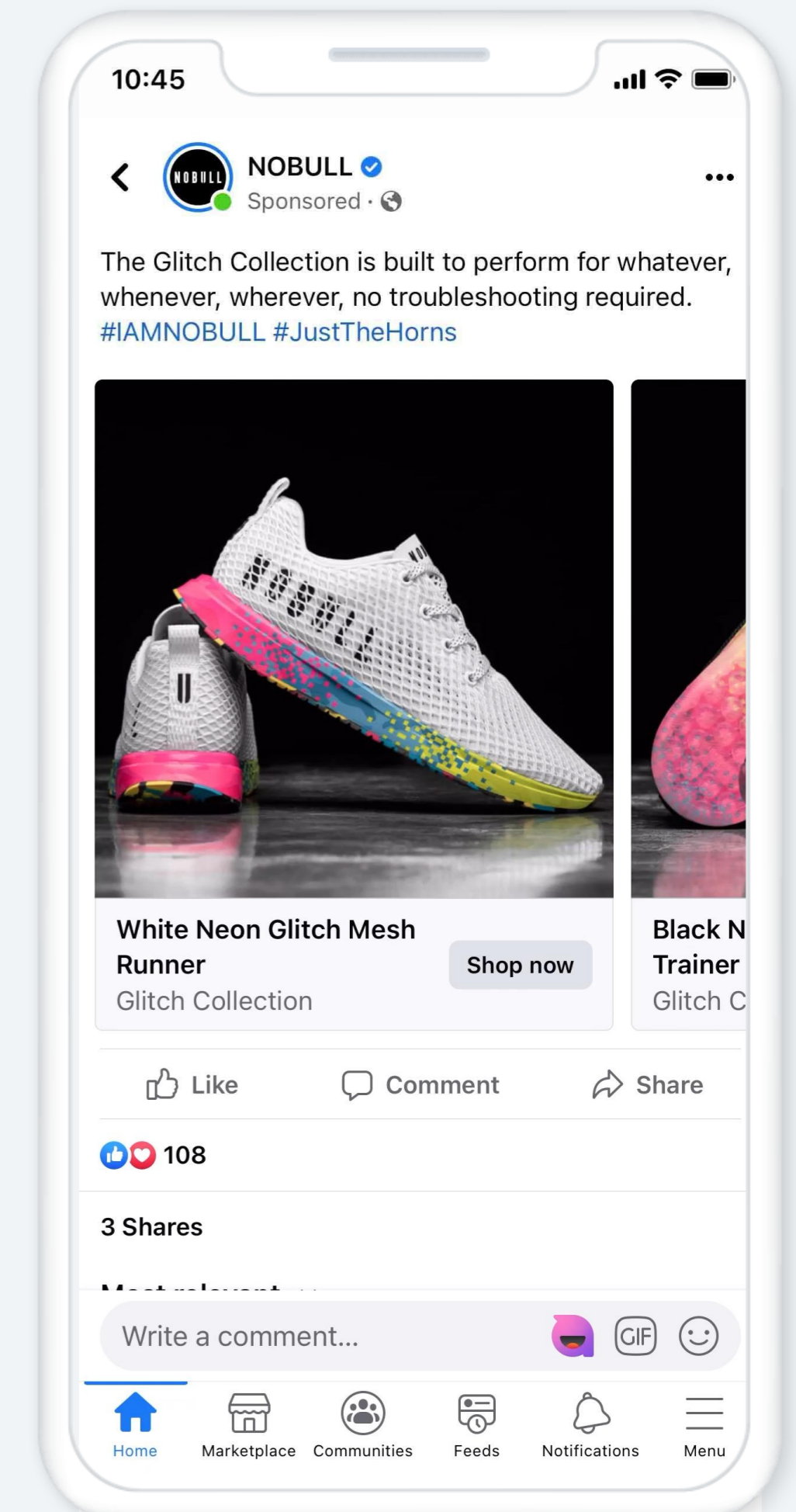
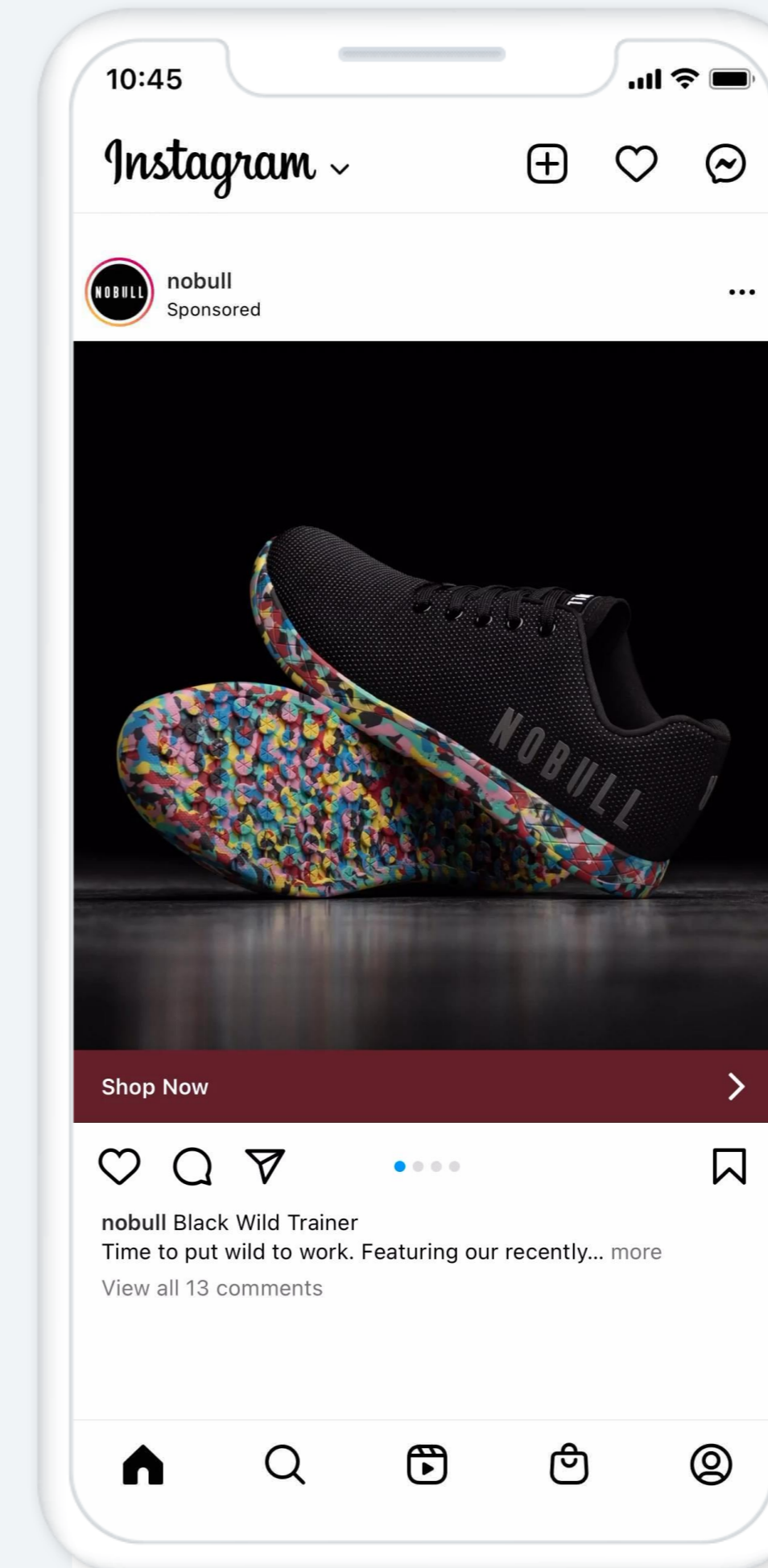
14%

Lower cost per purchase with ads coming from the athlete's handle compared to its business-as-usual ads from the brand's handle

24%

Increase in return on ad spend with ads coming from the athlete's handle compared to its business-as-usual ads from the brand's handle

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“Using athlete marketing content has enabled us to vary the type of creative we’re showing our audiences, while tapping into the social influence these athletes have. Utilizing these ads has made our overall advertising on Facebook and Instagram more efficient, and we’re looking forward to making this type of creative part of our evergreen ad strategy.”

JACKIE GEROW, PAID MEDIA MANAGER, NOBULL

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