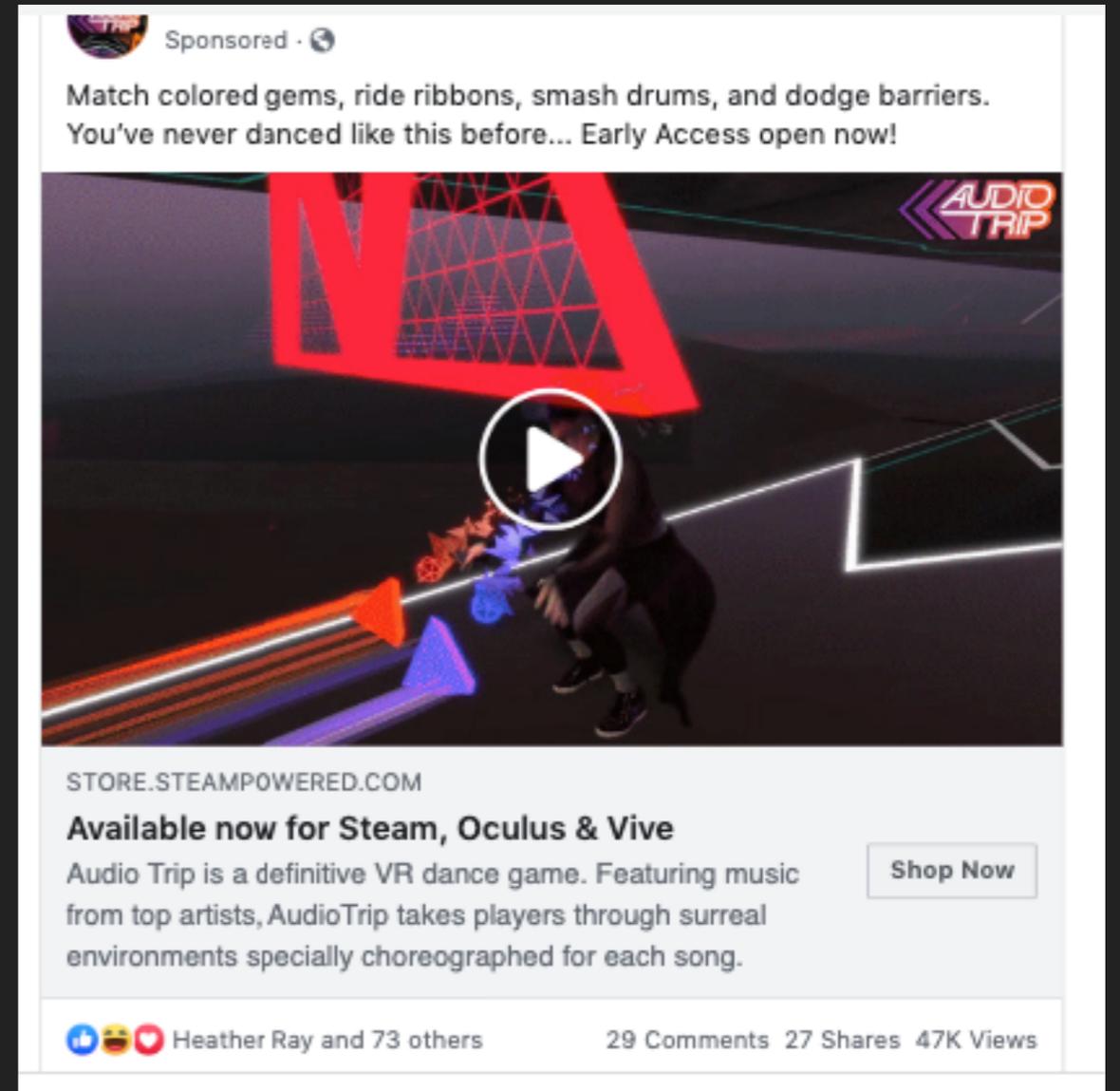# AUDIOTRIP EARLY ACCESS LAUNCH ADS
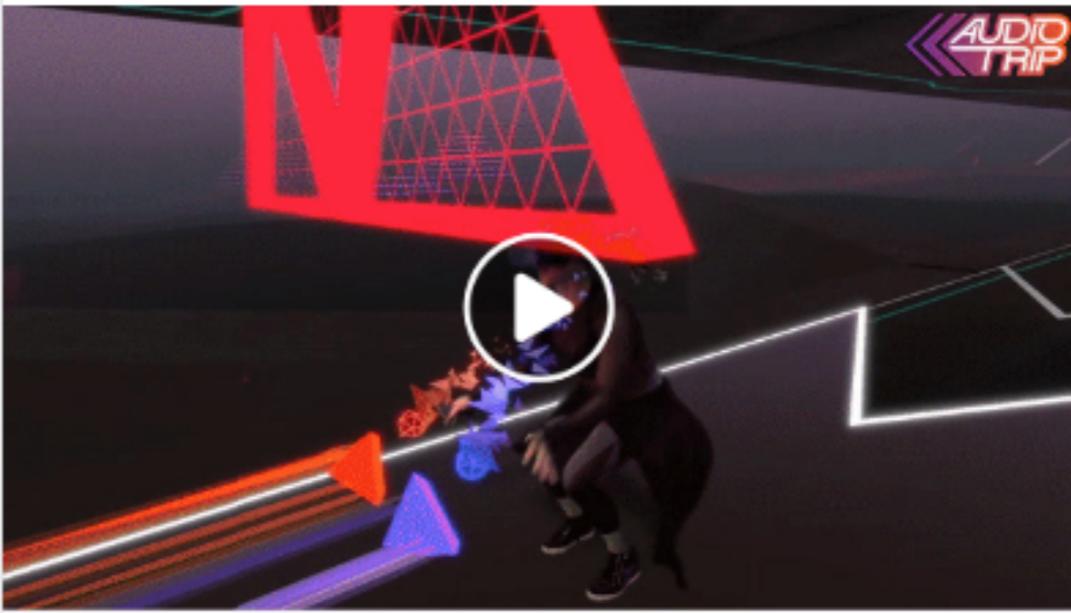
## TRAFFIC | AD RESULTS

# WHAT WE DID

▸ A/B testing retargeting audience & sending traffic to Steam page

▸ Objective: traffic (link clicks to Steam page)

▸ Goal: Send traffic to Steam page, drive sales

▸ Targeting: (A/B test) Humans in Japan & USA who are most likely to own VR headset & buy games vs. retargeting audience w/ expanded lookalike audience

▸ Platforms: Facebook & Instagram, stories & feed for both

# CREATIVE: TEASER GIF + A/B TESTING TARGETING

**Audience A | size 26 million**

| | |
|---|---|
| **Audience Name**<br>**Saved Audience**<br>**Details** | VR gamers \| Japan & USA<br>Location: Japan, United States<br>Age: 18 - 55<br>People Who Match: Interests: Music video game, Oculus, Virtual reality, Mixed reality, Augmented reality, Immersion (virtual reality), Oculus Rift, Oculus VR or PlayStation VR, Behaviors: Technology early adopters<br>Detailed Targeting Expansion: Off |

VS

**Audience B | size 16,000 retargets + 2.4 million lookalikes**

Made up of the 16,000+ people from the audience above who watched 15+ seconds of teaser video in ad #1 plus lookalike of 2.4 million

| | |
|---|---|
| **Audience Name**<br>**Rules** | Lookalike (JP, US, 1%) - Watched 15secs or more of AudioTrip Trailer<br>**Source: Watched 15secs or more of AudioTrip Trailer**<br>Custom Audience<br><br>Rule: 1% of the population in United States, Japan |

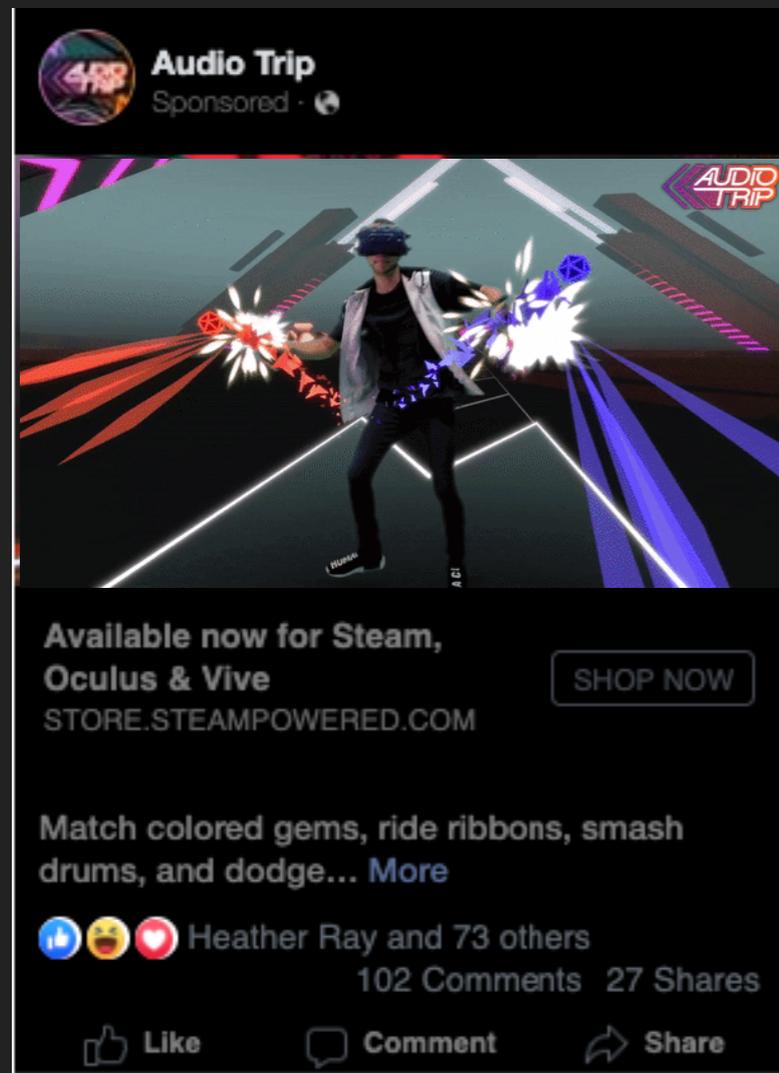Primary Text: Match colored gems, ride ribbons, smash drums, and dodge barriers. You've never danced like this before... Early Access launches this Thursday!

**Audio Trip**
Sponsored · 🌐

Available now for Steam, Oculus & Vive
SHOP NOW
STORE.STEAMPOWERED.COM

Match colored gems, ride ribbons, smash drums, and dodge... More

👍😂❤️ Heather Ray and 73 others
102 Comments   27 Shares

👍 Like      💬 Comment      ↪ Share
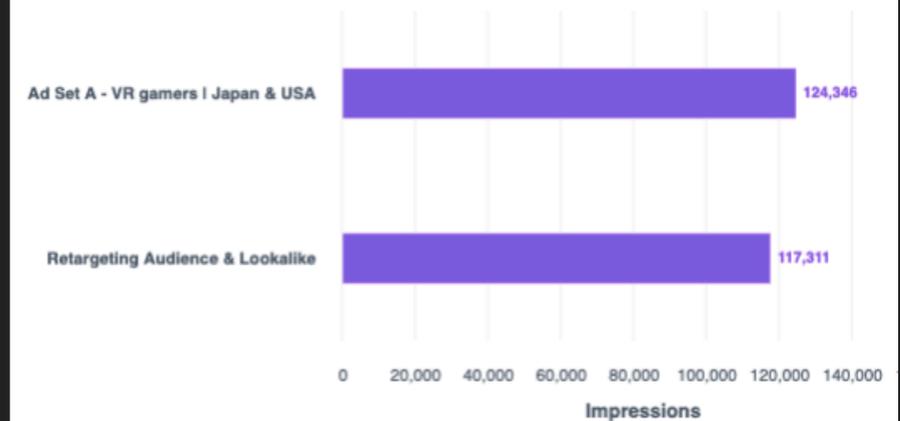
# A/B TEST RESULTS



**Winning Ad Set Found**

Ad Set A - VR gamers | Japan & USA is the winning ad set with the lowest cost per result at **$0.53**.

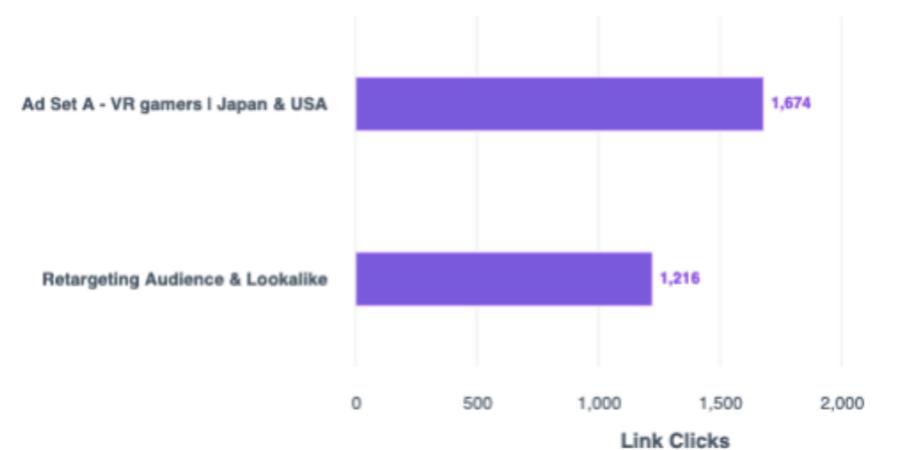If you ran this test again, the chance of getting the same winner is greater than 95%.

View By **Impressions**

Ad Set A - VR gamers | Japan & USA — 124,346
Retargeting Audience & Lookalike — 117,311

View By **Cost per Result**

Ad Set A - VR gamers | Japan & USA (winner) — $0.53
Retargeting Audience & Lookalike — $0.68

View By **Link Clicks**

Ad Set A - VR gamers | Japan & USA — 1,674
Retargeting Audience & Lookalike — 1,216

▸ The winning ad (open VR gamers targeting used in campaign #1) had a lower cost per result, however due to delays in ad approval it also started far earlier so I would not claim conclusive results from this A/B test.

   ▸ Ad "A" was approved and began delivering at 2:47AM on 10/24, Ad "B" was not approved until 2:31pm on 10/24. It's unclear why there was a delay, this approval process is on Facebooks end. They were both submitted before EOD on 10/23.

▸ The discrepancy in audience size may have contributed to the difference. Again, no clear winner this time, however I would not rule out using the retargeting audience again for future campaigns since the results were close.

# OVERALL RESULTS
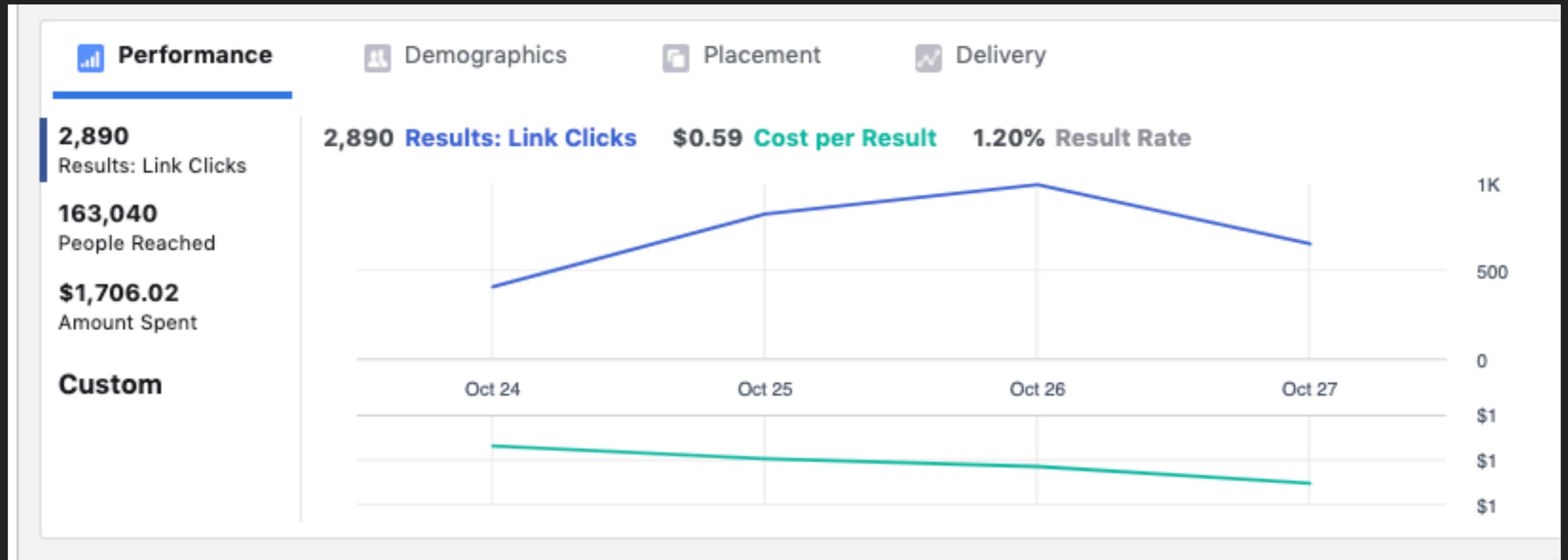


▸ 2,890 people were sent to the Steam page from this ad. This is about 30% of total traffic to the Steam page logged so far. This metric is muddy because of timing of code's addition, could be 18% of traffic depending on how it's allocated/calculated.

▸ The CPC was strong at $0.59 per click.

   ▸ The average for FB ads (all industries) is $1.72. For ads in the tech world (closest match) the average is $1.27, again, a win.

▸ The ad appears to have been gaining momentum and may have continued to get a lower CPC. If you look at the green line the cost was going down as the results (blue line) were growing steadily (until the ad ended and it drops off). This suggests this ad campaign could be repeated with similar results, or run for a longer period of time with great success.

# OVERALL RESULTS



- ▸ Men were far more likely to be shown the ad & click. I can't explain this. Audience insights for VR gamers audience shows a 53% female, 47% male split in the same targeting.  My only guess is men were more likely to respond (or comment) so the algorithm showed it to more men.

- ▸ The females reported did get a moderately lower cost per result, and it may be worth testing female specific targeting in future campaigns.

# OVERALL RESULTS
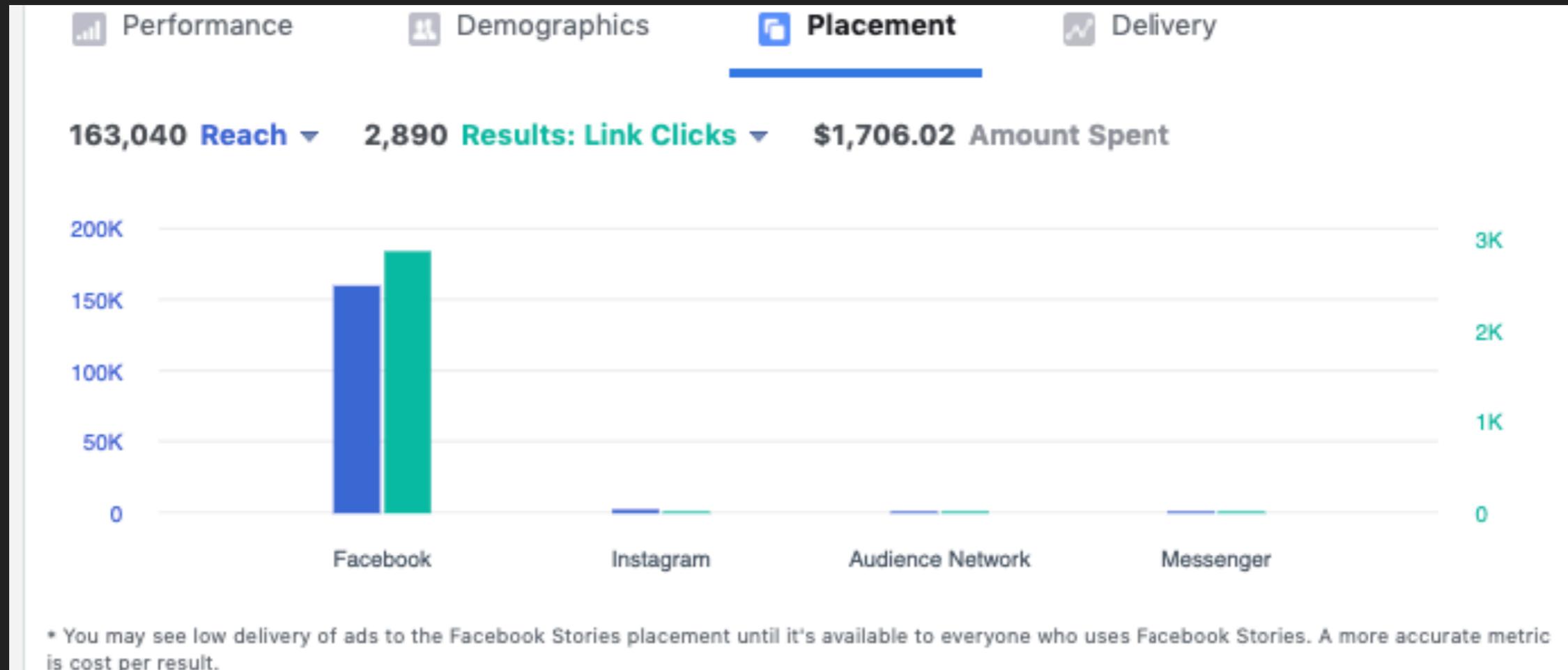


▸ Another perplexing metric. Only $12 was spent on Instagram w/ 14 clicks.

▸ Ad delivery is optimized to allocate budget to placements most likely to perform best with audience based on targeting & bid amt, Instagram is not a platform known for clicks (or they are more expensive) so that may be why it was outperformed so strongly.

▸ No ads were placed in messenger or audience network, the ad was deliberately set up this way. You can get low cost views on those platforms but they rarely convert, I did not place ads to run there.

# OVERALL RESULTS

| Ad Set Name ▲ | Results | Reach | Impressions | Frequen | Cost per Result | Amount Spent | Unique Link Clicks | Post Comments | Post Reactions | Post Saves | Post Shares | Post Engagement |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ⚗️🏆 Ad Set A - VR gamers \| Japan & USA | 1,674 Link Clicks | 82,032 | 124,346 | 1.52 | $0.53 Per Link … | $878.96 of $878.96 | 1,590 | 21 | 110 | 21 | 31 | 24,309 |
| ⚗️ Retargeting Audience & Lookalike | 1,216 Link Clicks | 84,176 | 117,311 | 1.39 | $0.68 Per Link … | $827.06 of $827.06 | 1,166 | 29 | 74 | 11 | 29 | 26,133 |
| › Results from 2 ad sets ⓘ | 2,890 Link Clicks | 163,040 People | 241,657 Total | 1.48 Per Pers… | $0.59 Per Link C… | $1,706.02 Total Spent | 2,756 Total | 50 Total | 184 Total | 32 Total | 60 Total | 50,442 Total |

- ▸ Great performance & cost per result.  Almost 250,000 people were shown the ad in their feed, so many eyeballs!

- ▸ Better frequency (times a person saw the ad) than first campaign, suggests a better match between audience size & budget, and could safely increase budget (or continue marketing to this audience) without exhausting it.

  - ▸ Follow up ads with smaller budgets should be mindful to narrow the targeting some to maintain these results. A frequency of 2, and up to 3 is a strong indicator of well matched budget to audience size.

- ▸ Interesting metric of unique vs total link clicks, over 100 people went back to the ad/steam link.

- ▸ SO many shares & saves, great metric for social proof, and a good amount of comments.

  - ▸ A LOT of repetitive comments comparing game to Beat Saber. Suggests an opportunity to play off this or use the founder story more to grow awareness of the differences.

# OVERALL RESULTS | TRAFFIC ANALYSIS

| Default Channel Grouping | Acquisition | | | Behavior | |
|---|---|---|---|---|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? |
| | 8,952<br>% of Total:<br>100.00% (8,952) | 8,867<br>% of Total:<br>100.01% (8,866) | 9,101<br>% of Total:<br>100.00% (9,101) | 95.01%<br>Avg for View:<br>95.01%<br>(0.00%) | 1.06<br>Avg for<br>View:<br>1.06<br>(0.00%) |
| 1. Direct | 7,235 (80.88%) | 7,173 (80.90%) | 7,319 (80.42%) | 95.00% | 1.06 |
| 2. (Other) | 1,311 (14.66%) | 1,311 (14.79%) | 1,340 (14.72%) | 96.64% | 1.04 |
| 3. Social | 203 (2.27%) | 203 (2.29%) | 214 (2.35%) | 94.39% | 1.06 |
| 4. Organic Search | 104 (1.16%) | 102 (1.15%) | 118 (1.30%) | 90.68% | 1.14 |
| 5. Referral | 92 (1.03%) | 78 (0.88%) | 110 (1.21%) | 81.82% | 1.24 |

| Source ? | Acquisition | | | Behavior | |
|---|---|---|---|---|---|
| | Users ? ↓ | New Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? |
| | 1,311<br>% of Total:<br>14.64%<br>(8,952) | 1,311<br>% of Total:<br>14.79%<br>(8,866) | 1,340<br>% of Total:<br>14.72%<br>(9,101) | 96.64%<br>Avg for View:<br>95.01%<br>(1.72%) | 1.04<br>Avg for<br>View:<br>1.06<br>(-2.35%) |
| ☐ 1. VRgamers=23843730218290435 | 762 (58.12%) | 762 (58.12%) | 780 (58.21%) | 96.67% | 1.04 |
| ☐ 2. retargeting=23843730218300435 | 549 (41.88%) | 549 (41.88%) | 560 (41.79%) | 96.61% | 1.04 |

▸ Google Analytics tracking was added by 1pm PST on 10/25. Anywhere from 700-800+ link clicks occurred prior to installing tracking on the Steam page. Unfortunately, can't track ad results hourly on FB, just by day, making it harder to attribute traffic and allocate early performance.

▸ "VRgamers" & "retargeting" tracking codes are falling under the "other" category and this suggests previous ad traffic will be categorized as direct for the time span prior to GA install since that traffic wasn't logging under social.

▸ "Social" link are likely from the page itself, additional tracking has been added to those links to better understand future social traffic

▸ Company effort to include tracking metrics in all future links is suggested to better untangle future direct traffic. (I suggest using https://ga-dev-tools.appspot.com/campaign-url-builder/)

   ▸ I updated FB with tagged links in button & about section. (currently to steam, can update when website is solid)

# OVERALL RESULTS | SUGGESTIONS & ANALYSIS

▸ Great results given the industry, this campaign outperformed industry benchmarks for FB & Instagram advertising.

▸ The gif as ad creative worked great for this campaign, the length pushed traffic (bc of so many full views of the video) and it highlighted the gameplay. Would suggest using these over still photos in future campaigns because of dynamic nature of the game.

▸ Would suggest all future links include granular tracking information to better understand future traffic sources (https://ga-dev-tools.appspot.com/campaign-url-builder/)

▸ Lack of Instagram performance on this ad (when it was strong on phase 1) may be due to a higher cost per result for that platform. For future ads w/ this ad objective I suggest splitting the budget at the campaign level between the two platforms to test this theory. Insta may be more $$, but it *could* also convert better.

▸ Nearly all comments were comparing AudioTrip to Beat Saber, or asking about Quest compatibility. Suggests an opportunity for educational campaigns around these 2 points.