

INTERNAL USE ONLY

ZALSTER home room

## Penetrating Nordic Markets Utilizing Facebook Best Practices in Campaign Creation

The Nordic home decoration company, Homeroom, was able to maintain ROAS while increasing ad spend by practicing Facebook full-funnel campaign set up in combination with Zalster's Bid and Budget automation tool and Auto Boost Post.

### Their goal

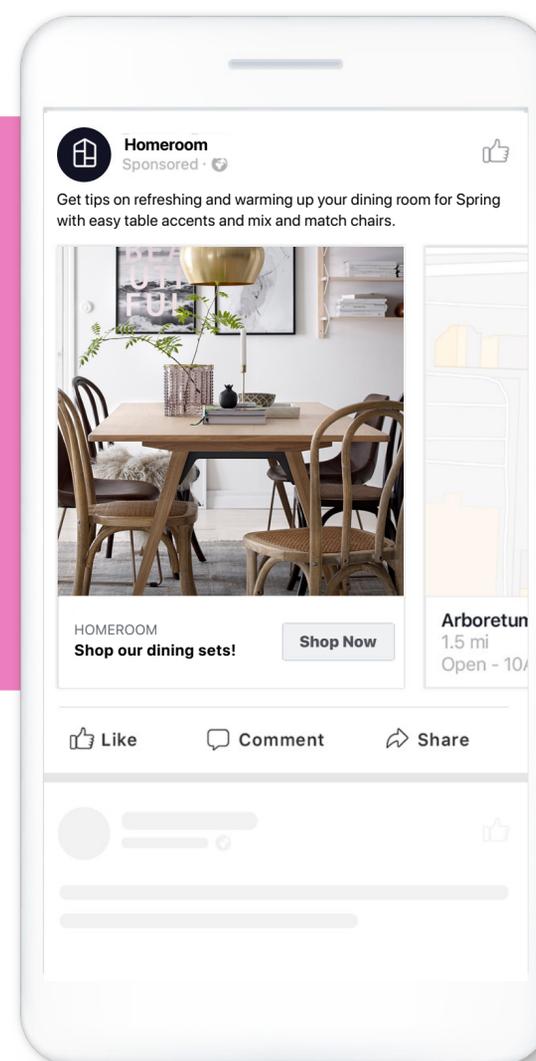
#### Building brand recognition and sales in the Nordic markets

Homeroom wanted to penetrate the Nordic markets by increasing brand recognition and ad recall to get potential customers to consider them. They wanted to reach a broad audience to allow scaled growth. To reap the benefits of the upper-funnel, they had a long-term goal of boosting sales and ROAS.

### Their story

#### A one-stop-shop for decorating Nordic households

Homeroom is an online store for furniture and home decoration. Homeroom launched in the spring of 2018 in Sweden, rapidly expanded into the other Nordic countries in December the same year and has a strong growth focus. With more than 20,000 products on the site, Homeroom offers a wide assortment of home interior from a large selection of brands.



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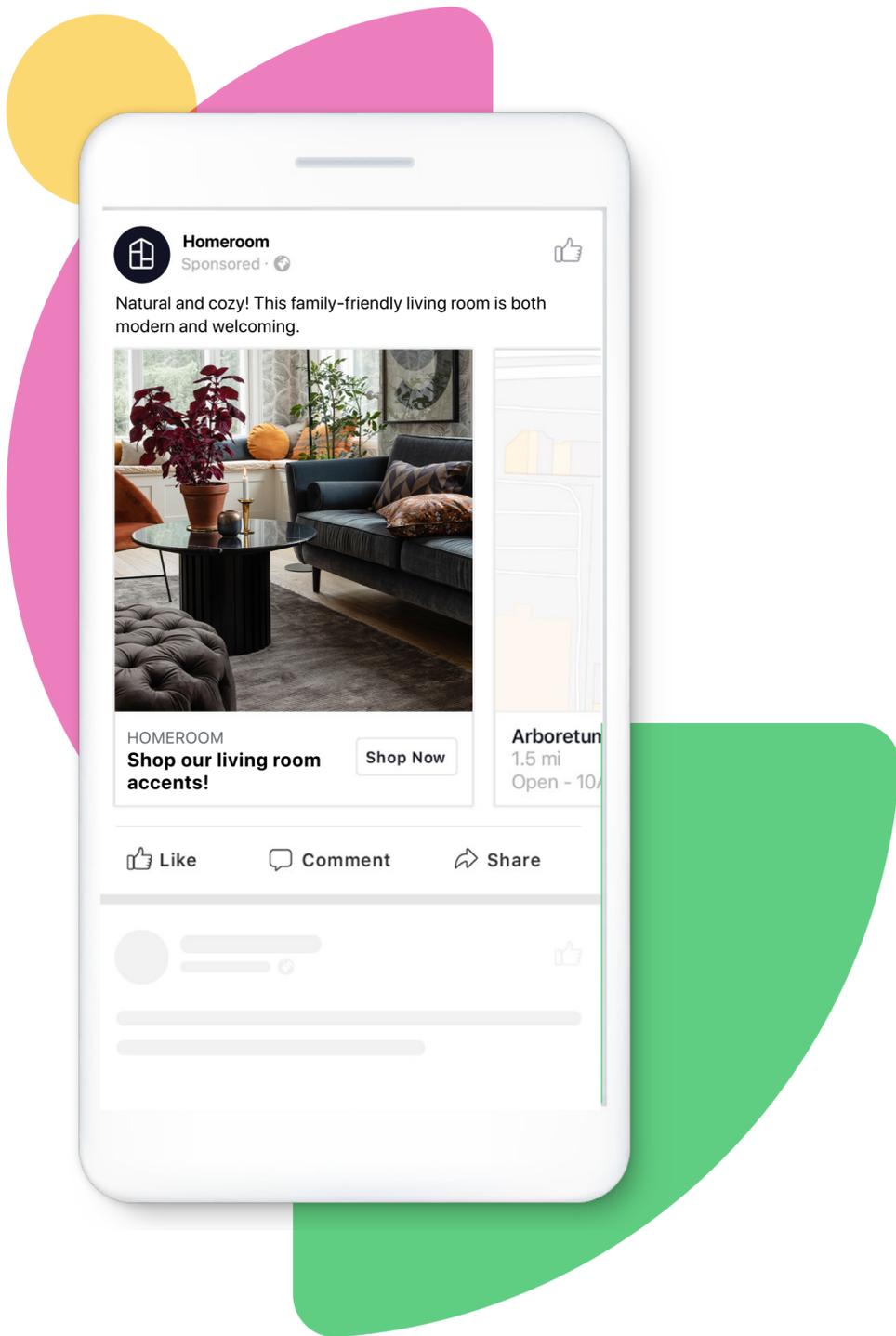
### Their solution

#### Creative A/B testing and automation tools

With Homeroom's ambition to launch their new online home decor concept in the Nordic markets and reach fast-paced exponential growth at scale, they partnered up with the Facebook Marketing Partner and Instagram Partner, Zalster, to carry out the campaign structure and automate the optimization to save time and increase performance.

**Test, verify, scale:** The team helped Homeroom to implement an optimal campaign structure covering strategic, technical and creative aspects in all parts of the funnel (awareness, consideration, conversion) for each market. With smart audience testing and creative A/B testing, Homeroom was able to verify results and start scaling their ad spend.

**Automation tools:** Homeroom utilized Zalster's intelligent Bid and Budget automation tool. The tool enables all markets to automate the budget allocation between campaigns and ad sets concurrently as the bid strategy and bidding are automated. The utilization of the tool resulted in saved time and automatic scaling.



In addition to the Bid and Budget tool, Homeroom also utilized Zalster's Auto Boost Post feature to automate the boosting process of organic content on Facebook and Instagram. The effects were increased brand awareness and reach, which strengthened trust across all Nordic markets.

## Their success

### A Homeroom Homerun

Homeroom was able to maintain ROAS while continuously increasing the budget (9/26/2018 – 9/26/2019) by implementing a full-funnel campaign structure, utilizing several Facebook features in synergy with automation tools from Zalster. They achieved:

**2X**

increase  
conversion rate

**6X**

return on  
ad spend

**70%**

saved time  
with automation

**5%**

ad recall lift

**10,000%**

brand awareness lift

“ Together with Zalster, we set up a scale program for Homeroom, utilizing the different products from Facebook, and optimizing spend between campaigns with Zalster's optimization features. This way, we have driven both branding and ROAS-driven sales through the Facebook platform in a very efficient way with great results on sales. ”

CEO, Annika Mårtensson

## Products used

Facebook Marketing API

Dynamic Product Ads, Video Ads and Canvas Ads

Custom, Lookalike and Interest Based Audiences

Facebook Audience Network and Automatic Placements

## Vertical and region

eCommerce, EMEA

Retail, EMEA

