

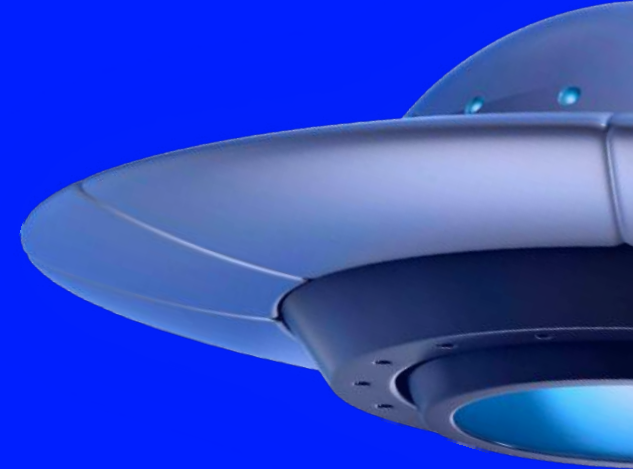
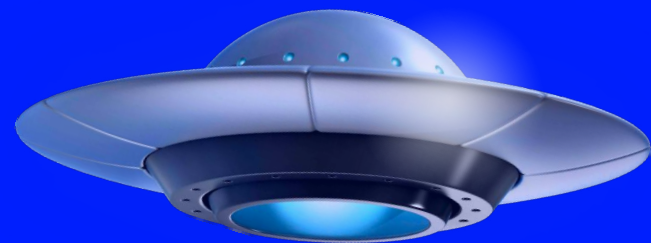


adsteroid



200+
clients
trust us





Our Story

Between 2017 and 2019 we were e-merchants.

At that time we had more than 450 websites in 58 countries.

Our business was to take the best selling products of TV shows like « As seen on TV » and sell them exclusively through social ads.



1 589 344

Product sold

463

Websites

58

Countries

2400

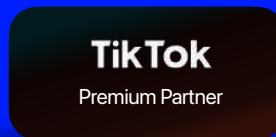
Avg. sales per day

€24M

Turnover 2017-2019

FACEBOOKTop Spender 2019 

We became Facebook Europe Top Spender in 2019, meaning that we were part of the companies spending the most on Facebook Ads Europe. At that time, we had a daily spend of €40k-€45k.



We also are certified Partners at Snapchat and Tik Tok and Google. Our very privileged relationships with those platforms allow us to activate various special features/operations for our clients.

€1.2M

Avg Daily media spend

€103 255

Facebook Ads Europe Record of Daily media spend.

2600+

Ads monitored everyday

Social ads at no cost.

Forget about agency fees, ad spend or setup fees. We generate sales on your website and you only pay a commission for each one of them.

How does it work?

Our past in eCommerce allowed us to build super strong audiences on 100+ thematic. We leverage these ultra-targeted audiences to generate sales on your website. Don't worry about creating ad campaigns, we do it ourselves on our own ad accounts. This is part of our magic too.

- ✓ CPA-based
- ✓ Pixel setup included
- ✓ Dashboard
- ✓ No third-party tracking
- ✓ Get access to our private audiences
- ✓ No ad spend
- ✓ Setup in 24h
- ✓ Dedicated Account Manager

Available on

FACEBOOK

Instagram

Snapchat

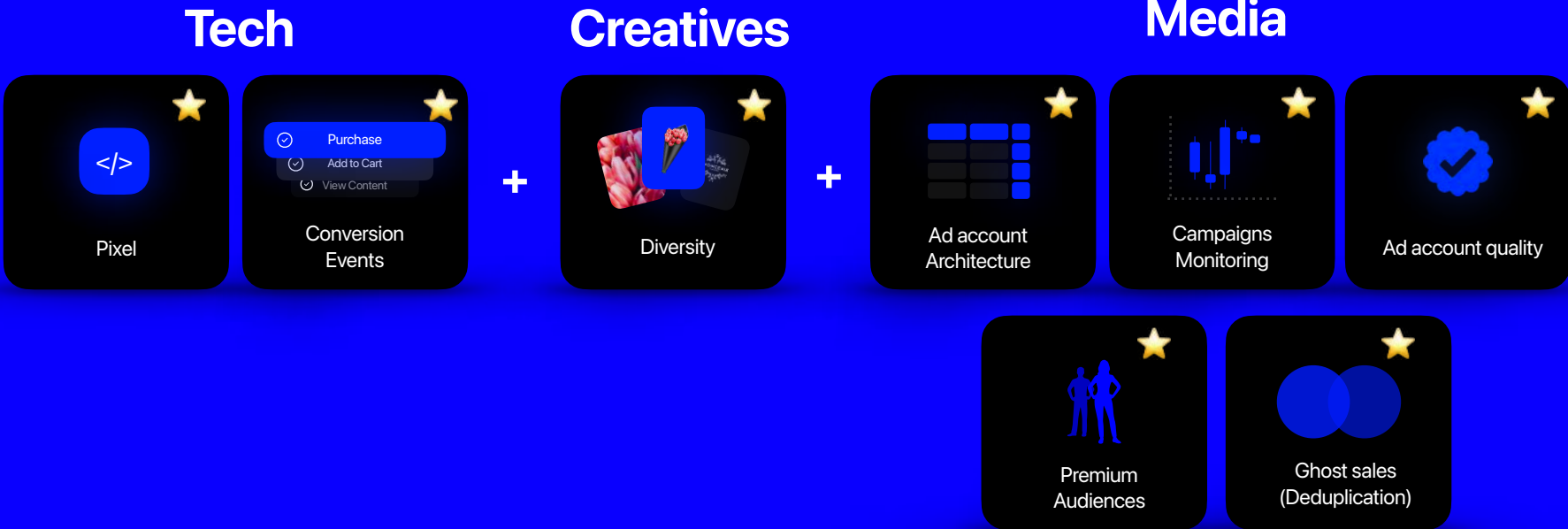
TikTok

Pinterest



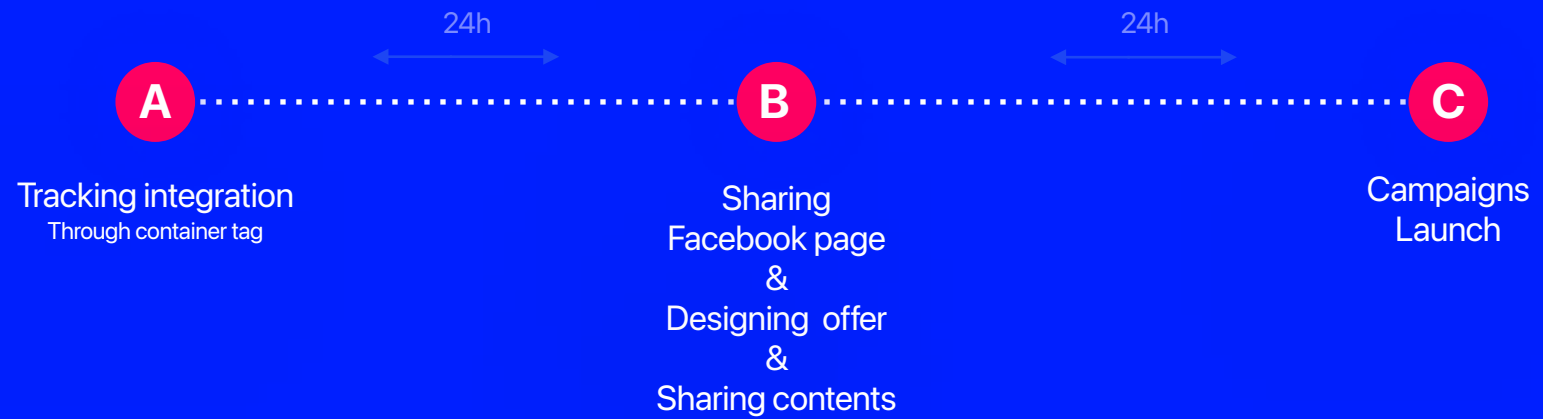
**We only do acquisition,
no retargeting.**

Trust the process



Setup

Just easy as A, B, C.

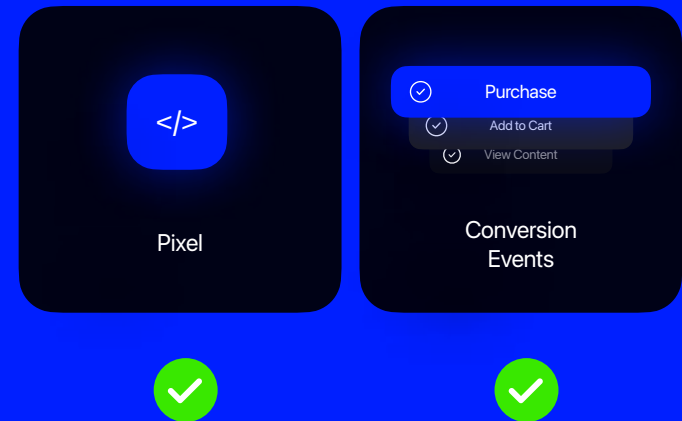


Step 1

Tech

Integration of our Facebook tags in your Google Tag Manager or any tool you are using.

This starts after the kickoff call. We send you everything you need and our team is available to assist you.

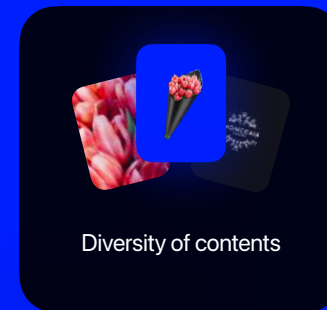


Step 2

Creatives

We share with you all the best and latest practices for performing social ads + we recommend you exactly what you need to do according to your business.

This starts after the kickoff call. We will create a Google Drive so you can share your wordings, utmost and marketing/commercial plans.

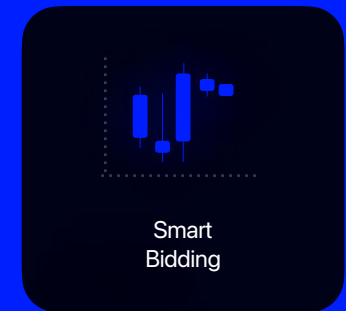
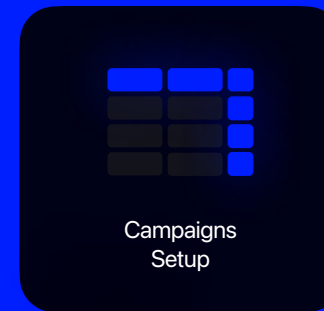


Step 3

Media

We integrate your contents + wordings to create and launch your campaigns on our ad account.

This starts after the kickoff call. You will receive a screenshot of your ads before the campaigns start. You must always validate vous recevrez des BATs avant chaque lancement de campagne.



Step 3

Follow-up

Our Customer Success Team follows closely your performances and give you advices on contents to increase your sales. You and us are sharing the exact same goal : generating as many transactions as possible through social ads.



Premium Audiences

You will never see this somewhere else. As a Top Spender, we give you access to the best audiences you could find on social ads platforms.

• Engaged Shoppers - Auto

• Engaged Shoppers - Betting

• Engaged Shoppers - Dogs

• Engaged Shoppers - Moto

• Engaged Shoppers - Art

• Engaged Shoppers - Cats

• Engaged Shoppers - Bio

• Engaged Shoppers - Magazines

• Engaged Shoppers - Pet care

• Engaged Shoppers - Cosmetics

• Engaged Shoppers - Beauty

• Engaged Shoppers - Travel

• Engaged Shoppers - Gaming

• Engaged Shoppers - Meditation

• Engaged Shoppers - Aircraft

Smart Bidding

Our media buying methods, the quality of our advertising accounts, the relevance of our audiences and our technology allow us to have unparalleled performance in the market. These optimizations drastically lower your acquisition costs.

Our customers reduce their acquisition costs by an average of 37%.

-37%

Average drop of Cost per Purchase seen on our clients.

Exclusive to

Ghost sales*

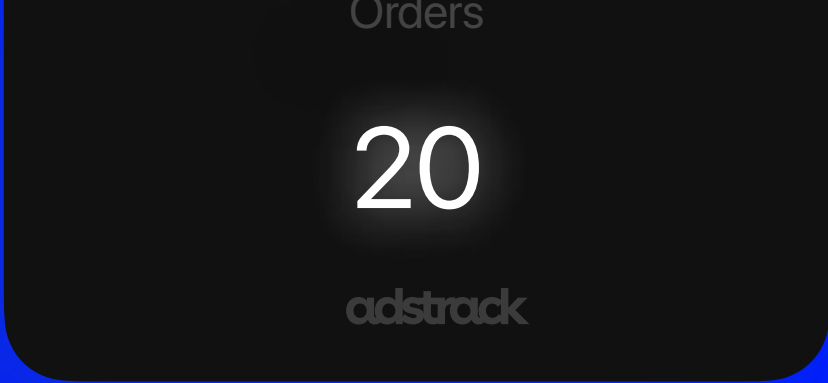
Facebook doesn't deduplicate orders and this a real problem because the ROASs you see on the platform are distorted. From the 200+ clients we work with, a brand usually has a margin error of 32% . Meaning that when you see 100 orders it is, in reality, 68 orders.

This phenomenon is due to several factors but the main one is because « Thank you » pages are also the « Track your order » pages. And if you have triggered the « Purchase » event when this url charges, every customers that connects to this page will trigger again the Purchase event.

Our technology Adstrack + our dashboard prevents you from this and gives you a very clear and precise overview of the real business generated by your social ads.



* option available for brands with more than 100 sales/dday

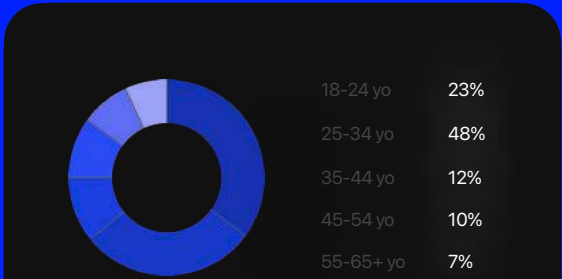


Reporting 24/7

Get access to our own dashboard with every metrics your need.

Order_IDs

| | |
|----------|-----------|
| 15h30-35 | 002617829 |
| 15h40-45 | 002617830 |
| 16h00-05 | 002617843 |
| 16h20-25 | 002617902 |
| 16h50-55 | 002617997 |



Galeries Lafayette

Performance

| Clothing

| Conversion

FACEBOOK

Instagram

Without Adsteroid :

- ✗ Unstable ROAS
- ✗ Blurry attribution
- ✗ Incomplete pixel implementation

With Adsteroid :

- ✓ Stable ROAS
- ✓ Order_IDs listing
- ✓ Pixel perfectly implemented

Average monthly turnover increase

+13,36%

Orders generated by Adsteroid

1200+



Performance

| Energy

| Lead

FACEBOOK

Instagram

Without Adsteroid :

- ✗ Unstable cost per lead
- ✗ Poorly implemented pixel
- ✗ Wrong placements for ads

With Adsteroid :

- ✓ Fixed CPL
- ✓ Pixel perfectly implemented
- ✓ Best placements et premium audiences

Leads provided per month

1100+

Appointment rate

21,6%

CONTACT

Alexandra Ivacheff

Head of Business

+33 6 61 66 19 14

alexandra@adsteroid.com

