



## CLIENT CASE STUDY

### Improving UltraTune's Facebook Ad ROI by using MavSocial

#### **The Problem**

Frontier Advertising agency and their client UltraTune, one of Australia's largest automotive franchises with 210 locations, needed a solution for their franchise ad management. They needed the ability to create a post, publish it to 210 different Facebook pages, and then boost it for each page. Each location has to have a unique ad set with its specific targeting options in mind.

While simultaneous publishing of content to multiple pages is relatively easy and something most enterprise social media management tools can do, creating the differing ad sets is entirely different.

Instead, they had to create each ad set manually for each location, which involved more than 12 hours of work each time they wanted to boost a post, once or twice a week.

Frontier Advertising spoke with numerous powerful social media management and digital ad solution providers, and no one could provide this functionality.

#### **The Solution**

They contacted MavSocial to see if we could help. While MavSocial could publish posts simultaneously and boost individual posts, the platform could not create bulk ad sets.

MavSocial quickly realized, however, that the problem UltraTune was experiencing was a problem faced by many large franchises, dealerships, or companies with lots of locations, and agreed to develop the additional functionality into the system for UltraTune.

Fast forward a couple of months, and MavSocial released the ability to create differing ad sets at scale into the system.

#### **The Result**

Now instead of 12 hours or more to create all these ad sets, it takes the Frontier Advertising team just 30 mins every time they want to boost a post while eliminating any human errors in creating these ad sets.

Senior Account Manager Tom Pinnegar says, "working with the team at MavSocial has been great, they delivered exactly the functionality that we required in a relatively short timeframe, and it works seamlessly. It's significantly reduced implementation time and saved the agency and client money.."



MavSocial is now developing its bulk ad functionality further to include Store Traffic Objectives (dynamic fields), Special Category (employment), and Dynamic Creative ads.

Chris Hodgeman, CEO and Co-Founder, commented that "this is exactly the type of custom development that we like to do. We developed additional functionality that enhances our existing solution to a problem that thousands of brands globally face. UltraTune and Frontier Advertising are now saving thousands of hours a year when creating Facebook ads. And they now have the flexibility to test different ad set parameters to maximize their customer's ROI."

MavSocial is an award-winning social media and review management solution for brands, franchises, and agencies.

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