

Enterprise brand boosts social ad performance 29x with Pear Connect

GOAL

*Brand wanted to leverage retail ecommerce to make their spend and budgets more efficient.

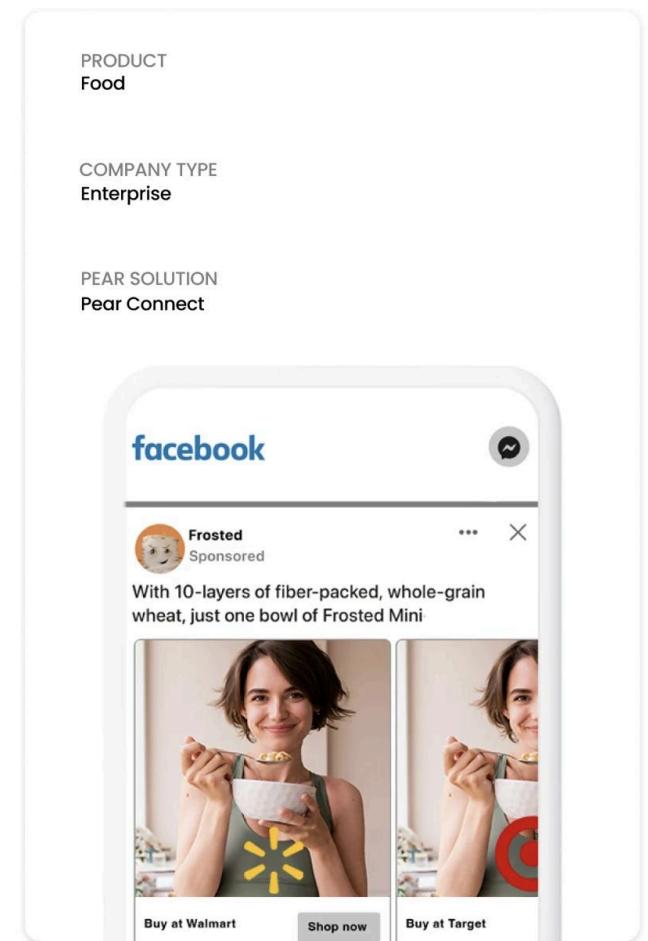
SOLUTION

They partnered with Pear and launched a Pear Connect test campaign for one of the brand's most popular products on Meta, with a goal of \$11 Cost-Per-Retailer Visit.

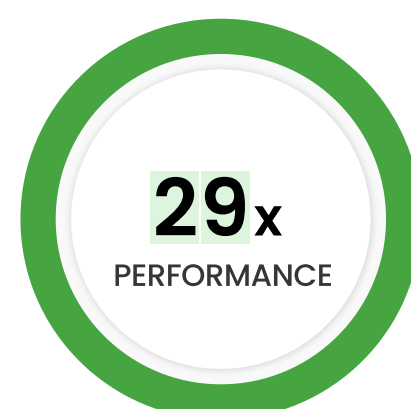
RESULT

Using this dataset as part of their advertising strategy led to a Retailer Visit rate **20x higher** than the category benchmark and a purchase rate **15x** the category benchmark.

**Brand name redacted for confidentiality.*



\$.38 Cost-Per-Retailer-Visit
compared to \$11 goal



29x performance
using Pear Connect

**Reach more consumers.
Grow your brand.**

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