

Enterprise brand boosts social ad performance 29x with Pear Connect

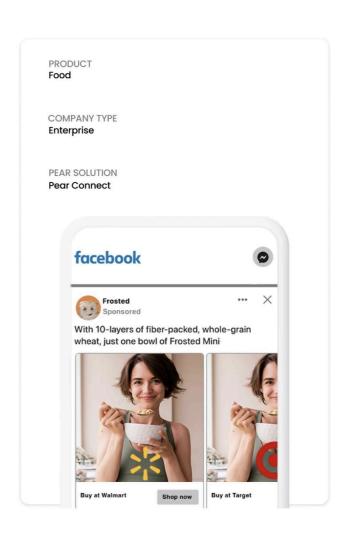
GOAL

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

SOLUTION

They partnered with Pear and launched a <u>Pear</u>

<u>Connect</u> 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.



\$0.38 Cost-Per-Retailer-Visit compared to \$11 goal



29x performance using Pear Connect