

# Medals of America Sees **40% Lift in Click-Through Rate** by Adding Reviews to Facebook Ads



## Channel:



Product Feeds &  
Social Media Advertising

## Industry:



Accessories &  
Collectibles

## Focus:



Facebook  
Ads

## Goal:



Use Reviews to  
Increase Clicks

## The Situation

Currently run by a ninth-generation veteran, Medals of America strives to maintain a community on social media where servicemen and women can communicate and share their experiences. The brand wanted to take their social reach a step further to increase engagement and click-through rate (CTR) to drive purchases on their website.

## Opportunity Identified

In the height of COVID-19 uncertainty, Medals of America needed to maximize their paid social media profitability. Remarketing through Facebook Dynamic Product Ads (DPAs) was a consistent source of revenue for the brand that could continue scaling while maintaining a strong ROAS, so the ROI team started by making creative improvements to the brand's DPAs. Meanwhile, the Product Feeds team had started implementing Product Ratings, a five-star rating system on Product Listing Ads in Google Shopping. Retailers usually see around a 5% increase in click-through rate from this feature, but nothing similar was available for Facebook.

## ROI in Action

ROI's Social Media and Product Feeds teams collaborated on a strategy to incorporate these reviews into Facebook ads to drive more site traffic. Prospective customers could read portions of reviews on high-performing products, and average star ratings would also be included where applicable. Using ROI's proprietary technology, the RevolutionSuite, the ROI team was able to create new attributes for social media ads. After adding the product reviews to the feed, the team integrated the attributes into dynamic carousel ad formats, creating three different variations for a proper test to see what ad performed best.

## Results Achieved

Including the review in the ad description resulted in a 40% lift in click-through rate over the headline variation. Based on the results, adding the review to the description of dynamic ads was rolled out across the account, leading to an overall CTR increase of 13% across all social media advertising.

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