



NAUTILUS SEES 300% ROI ON THEIR FACEBOOK ADVERTISING BY USING FRESHADDRESS AUDIENCE CONNECTOR

SYNOPSIS:

Nautilus turned to FreshAddress for help finding more customers to advertise to with Facebook Custom Audiences. FreshAddress Audience Connector helped Nautilus grow their Custom Audiences by 29% and generate an ROI of 300% in the first week of implementation.

BACKGROUND:

In 2015, Nautilus started exploring how advertising to Facebook Custom Audiences could help boost sales. Campaign ROI - whether assisted by or directly driven by Facebook Custom Audiences - was strong. So strong in fact, that after some initial testing, Nautilus ramped up investment to widen the scope of their evaluation.

It's not a surprise that Nautilus' foray into Facebook Custom Audiences was successful.

The company:

- Had an email address on file for a large segment of their customer and prospect database.
- Could match a high percentage of those email addresses to Facebook accounts.
- Could consistently run ads through this channel that generated positive ROI.

The strong ROI they experienced would be a win of epic proportions for almost any client we've dealt with, but not Nautilus. They had worked too hard to stop here.

THE CHALLENGE:

The problem for Nautilus was that they could only reach customers and prospects on Facebook if they knew the email address for the target used within Facebook. Most people use multiple email addresses, so the one they used to register for the Nautilus program frequently wasn't their primary Facebook address. Without an exact email address match, Nautilus couldn't advertise to these targets through Facebook Custom Audiences.

Nautilus lacked the primary Facebook address for over 20% of their database. The impact was a significant missed opportunity and impediment to Facebook advertising ROI. In other words, Nautilus was leaving money on the table.

THE SOLUTION: **FRESHADDRESS AUDIENCE CONNECTOR**

FreshAddress Audience Connector put an end to that. The cornerstone of this system is our patented Email Change of Address (ECO) technology. FreshAddress has been capturing consumer email addresses since 1999. As a result, we're aware of all current and previous email addresses associated with an individual.

This was extremely helpful to Nautilus because typically they had just one email address on file for a particular customer or prospect. If it didn't match the contact's primary Facebook address, Nautilus was out of luck.

Audience Connector provided the missing link. In some cases, we were able to find up to eight additional email addresses for Nautilus customers and easily match to the one associated with their Facebook account.

SIDE NOTE: Some marketers are unable to unlock the value of advertising via Facebook Custom Audiences because they lack email addresses for their customers and prospects. FreshAddress Audience Connector can also connect brands to their customer's Facebook account with only a name and postal address.

THE RESULTS:

Bigger Facebook Custom Audiences

Audience Connector helped Nautilus grow their custom audiences by an additional 29%. As a result, Nautilus gained access to 79,000 customers they would have been otherwise unable to reach via Facebook Custom Audiences. Clients with a lower initial Facebook Custom Audience match rates would benefit even more from our Audience Connector service.

Greater ROI on Facebook Advertising

These new matches generated a 300% return in just the first week of the project. Nautilus expects an ROI exceeding 500% by the end of their 3-month program.

"FreshAddress Audience Connector is a major value-add for Nautilus. I believe that any company experiencing good results with Facebook Custom Audiences should explore this offering. If you're ready to take Facebook advertising to the next level, Audience Connector is a no-brainer."

"So far, we've used Audience Connector to drive conversions. I'm excited about the potential of this service to help Nautilus meet other goals. Driving leads, content downloads, and brand recognition to new levels are all possibilities."

-NLS SOCIAL TEAM MANAGER

ABOUT NAUTILUS:

Headquartered in Vancouver, Wash., Nautilus, Inc. (NYSE: NLS) is a global fitness solutions company that believes everyone deserves a fit and healthy life. With a brand portfolio including Bowflex®, Nautilus®, Schwinn® and Universal®, Nautilus, Inc. develops innovative products to support healthy living through Direct and Retail channels.

ABOUT FRESHADDRESS:

FreshAddress, Inc. helps companies including 25% of the Fortune 100 and many of America's leading nonprofits to build, clean, and update their email databases to maximize revenue and donations.

FreshAddress offers services including its SafeToSend® Deliverability Solution, patented Email Change of Address (ECO), and Postal and Email Appending. FreshAddress also provides customer lifecycle and optimization solutions.