

O<sub>2</sub>

O2 sees 102% increase in incremental reach by using Reach Generator, which automatically distributes a brand's Page posts to more of their fans.

## Goals

O2 wanted to reach more of its Facebook fans to:

- Increase customer engagement.
- Increase awareness of its key products and promotions.

## Approach

O2 used Reach Generator which enables advertisers to better connect with fans and increases engagement fans have with a brand.

O2 has 352k+ fans and was only reaching approximately 16% of them a week. Reach Generator automatically distributed Page posts, guaranteeing that O2 reached 50% of their fans each week and 75% each month.

To get started, O2 created a publishing calendar. This enabled them to plan their messages around their key marketing activities:

- O2 posted to their fan base several times a week to take advantage of the expanded reach.
- Fans of O2's Page saw messages as a Sponsored Story on the right-hand side of their homePage.
- Sponsored stories included the names of peoples' friends who had liked the brand and offered the ability to like, comment and share.
- O2 continually evaluated the effectiveness of its posts using Page Insights to determine which messages achieved the highest engagement. They then used this feedback to improve future messages.

## Results

- 102% increase in incremental reach.
- Reached 78% of its fan base over a 28-day period.
- 2X increase in people talking about O2's page during the 28-day campaign.
- +3x increase in post engagement.

*"Reach Generator helped us to reach a far greater proportion of our fans. One of the pleasant surprises for us was that increased reach also meant increased engagement – the additional fans we activated wanted to be involved!"*

Alex Pearmain, Head of Social Media, O2 in the UK

### Sponsored Story

### Sponsored Story

### O2 Facebook Page

O2 is an international telecommunications company with approximately 21 million customers in the UK. It provides mobile and fixed telephone services, as well as mobile broadband and related services.

[Facebook.com/O2UK](https://www.facebook.com/O2UK)