

SOPHOLA, Inc

# AdScale Enterprise/AdScale E-Commerce Case Studies-2020



vol.1, 10/2020



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## 1. AdScale Enterprise/AdScale E-Commerce



Solution:  
**AdScale Enterprise**

Simply speaking, what is it?:  
**Optimize Google/Facebook/Instagram Ads etc with AdScale's proprietary tech in bidding, budget-allocation, and keyword management**

Ad platforms to be optimized:  
**Google-Search/Google Display Network/YouTube/Shopping Ads**  
**Yahoo!-Search/Yahoo! Display Network**  
**Social-Facebook/Instagram**

Proprietary Tech/Service Offerings:  
**1)Free Account Audit (Only for Google Ads)**  
**2)Automated Bidding**  
**3)Automated Budget Allocation**  
**4)Automated Action Recommendation**



## 1. AdScale Enterprise/AdScale E-Commerce



Solution:  
**AdScale E-Commerce**

Simply speaking, what is it?:

**Automate to set up campaigns for shops on Shopify/Magento/Other E-Commerce platforms as well as optimizing them**

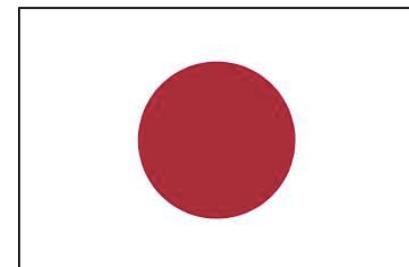
Ad platforms to be optimized:  
**Google-Search/Shopping Ads**  
**Social-Facebook/Instagram**

Proprietary Tech/Service Offerings :

- 1) Simple Campaign Setup for Google and Social Ads**
- 2) Automated Bidding/Budget Allocation**
- 3) Automated Product Data Sync with Ads/Keyword Management**



## 2. Performance Improvement After AdScale Implementation: Japan/Thailand/Indonesia



Japan



Thailand



Indonesia

(For Stats) <b># of Accounts</b>	7
(For Stats) <b>Time Period</b>	12/2018~4/2020
(For Stats) <b>Budget Change Before/After</b>	+505%
(For Stats) <b>CPA Change Before/After</b>	-59%



1
11/2019
-6%
-47%

1
10/2020
+6%
-48%

### 3. Case Studies: Japan/Thailand/Indonesia



#### Agencies



2020年トライアル予定



#### Brands



## Case 1 : NATURE'S WAY

Market: Japan

Industry: Natural Organic Cosmetics

Time Period for Optimization: 10 Days

Time Period of Reference: 10 Days Before AdScale Implementation



Conversions

+55%

CPA

-5%

Source:

[CV55% up with AdScale! “Nature's Way Co., Ltd. 10-Day Performance Report”](#)



## Case 2 : World Vision Japan

Market: Japan

Industry: Global NGO

Time Period for Optimization: 2.5 Months

Time Period of Reference: Same Period of the Previous Year



Conversions

CPA

+48%

-42%

Source:

[Non-profit organization World Vision Japan, "AdScale" increased CV by 48% and CPA by 42% compared to last year](#)



### Case 3 : WELEDA

Market: Japan

Industry: Natural Organic Cosmetics

Time Period for Optimization: 3.5 Months

Time Period of Reference: One Month Before AdScale  
Implementation



Conversions

CPA

+17%

-38%

Source:

[Weleda Japan Co., Ltd., "AdScale" improves CV 17.76%, CPA 38.48% improvement](#)



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## Case 4 : Morinaga Seika

Market: Japan

Industry: Snack Production

Time Period for Optimization: 4 Weeks

Time Period of Reference: A Week Before AdScale Implementation



Conversions

+14%

CPA

-22%

Source:

[Morinaga Seika Co., Ltd. "Delicious collagen drink", "AdScale" increased CV 14.03%, CPA 22.36% improved](#)



## Case 5 : Hotel & Restaurant

Market: Thailand

Industry: Hotel and Restaurant

Time Period for Optimization: 30 Days

Time Period of Reference: 30 Days Before AdScale Implementation

Conversions

CPA

+34%

-31%

Source:

[SOPHOLA, Inc Brings AdScale Enterprise Digital Ad Optimisation Platform to Thailand](#)



## Case 6 : Restaurant

Market: Thailand

Industry: Restaurant

Time Period for Optimization: 30 Days

Time Period of Reference: 30 Days Before AdScale Implementation

Conversions

CPA

+54%

-19%

Campaign	Ad Spend	Conversion	CPA
Total	24.40%	54.40%	-19.50%
Branded	42.50%	55.60%	-8.40%
Generic	7.10%	45.50%	-26.40%



#### 4. Details of Case Studies: Link

## Case 7 : Link—Used Clothes Seller: Bazzstore

Market: Japan

Industry: Fashion

Time Period for Optimization: 31 Days

Time Period of Reference: 31 Days Before AdScale Implementation

ROAS

+239%



## Case 8 : Mocil

Market: Indonesia

Industry: Fashion

Time Period for Optimization: 31 Days

Time Period of Reference: 31 Days Before AdScale Implementation

Conversions

+2,200%

CPA

-94%

