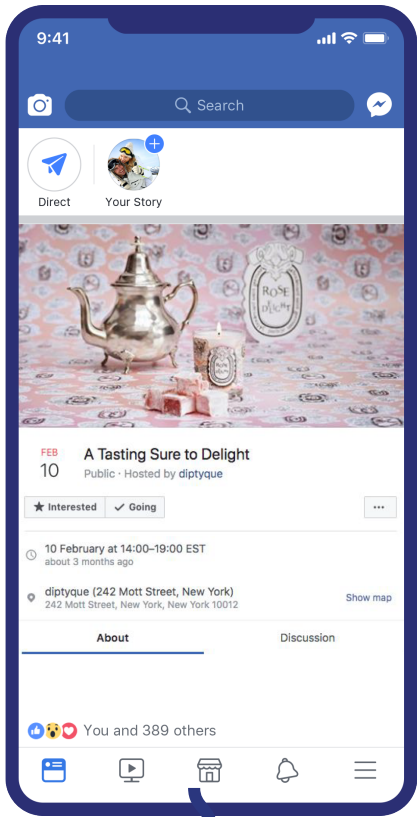# diptyque and Spöka 'life of the party' with Facebook ads

diptyque is a Paris-based luxury goods company that produces a high-end line of scented candles, perfumes, face and body care. In a series of Facebook ad campaigns managed by their marketing agency, **Spöka**, diptyque recently achieved **impressive results promoting a series of physical events in their stores across the United States.**

The events were set up to allow people to discover **diptyque's limited-edition Rose Delight Collection,** while indulging in a centuries-old delicacy - Turkish Delights. diptyque wanted to **extend the reach of these events outside of their current customer base**, while creating a sense of exclusivity to the gatherings where they were to launch their new collection.
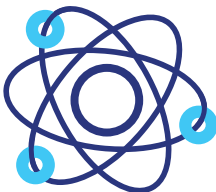
IMPRESSIVE RESULTS

Spöka set up a series of campaigns, one for each participating boutique, **using the MakeMeReach platform**. Compared to similar campaigns run previously through the native Facebook tool, these campaigns on MakeMeReach saw the average **cost-per-attendee reduce by 65%.** Each boutique had at least 200 attendees and **the new collection started off with a bang!**
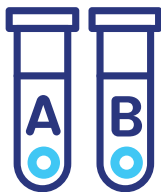
CPA
65%
LOWER THAN THE SET OBJECTIVE

BENEFITS

For Spöka, **the ease of managing campaigns** from inception through to reporting is something that sets the MakeMeReach platform apart. They have also enjoyed the **streamlined workflows** associated with **comparing and optimizing campaigns running simultaneously,** and **the visibility they have into budgets at all times.**

STREAMLINED WORKFLOWS

ABILITY TO COMPARE AND OPTIMIZE CAMPAIGNS RUNNING SIMULTANEOUSLY

VISIBILITY INTO BUDGETS AT ALL TIMES

Mauriac Tossou, Web Analyst & Traffic Manager, Spöka

"We were really happy with the results of this Facebook campaign for diptyque, and the MakeMeReach platform undoubtedly played a huge role in its success. The ability to track and optimize campaigns on the fly, down to a very granular level, is something we really value in MakeMeReach".