paragone
A Perion Company

How Paragone helped Comptoir des Cotonniers see digital growth.

with Franchise Feature
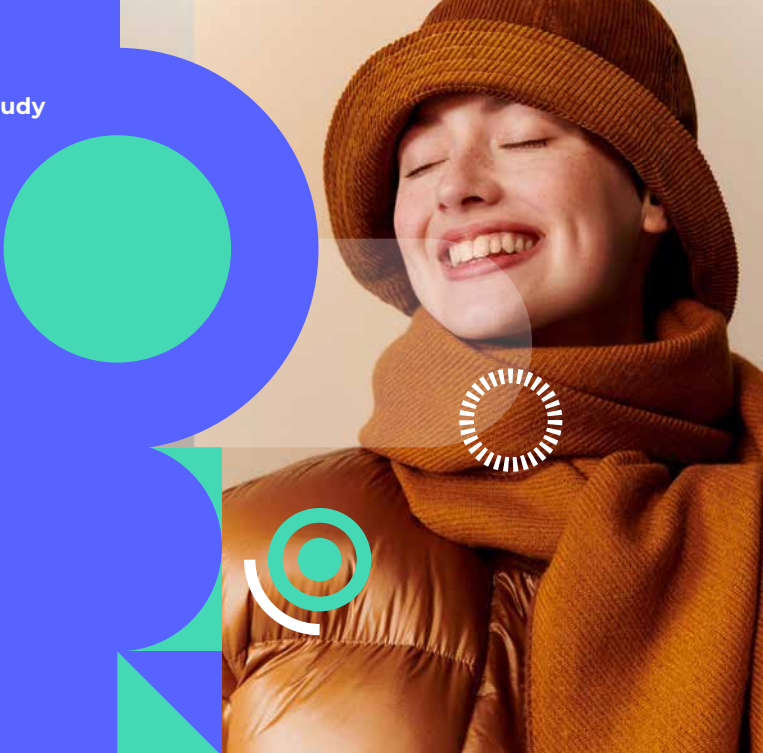
COMPANY NAME	INDUSTRY	LOCATION	COMPANY SIZE
Comptoir des Cotonniers	**Prêt-à-porter**	**Paris, France**	**669+**

Background

Retail industry and Ecommerce is an evolving environment, with Social native tools developing new features to make the **transition between real purchase and online purchase** just a small trouble.

COMPTOIR DES COTONNIERS

Founded in 1972, **Comptoir des Cotonniers** is a French contemporary **fashion brand** that has been working with Paragone since 2019.

Challenge

Comptoir des Cotonniers wanted to **drive traffic around their shops to increase foot traffic & ultimately purchases in their stores**. To do so, we needed a solution to effectively allocate our budget across their +100 stores, based on each location's importance, value and potential, located in whole France.

The **Facebook Store Visit Solution** was the best suited to meet Comptoir's needs, however the algorithm automatically optimizes delivery based on ad performance meaning that budget allocation per store is **difficult to control**. A manual set up of + 100 campaigns could have been a way to handle it, but the time required as well as the effort of trying to manage that number of campaigns at once, made it a non-viable option.

Solution

At Paragone we developed a solution for our advertisers to be able to advertise across all their stores, while being able to control budget.

This new feature called Franchise Feature Paragone allows optimizing, capping and controlling the individual budgets of each of their locations, within only one Facebook ad campaign.

Benefits

Thanks to this solution, we saw a +156% budget increase YoY and a +259% growth in offline purchase volume.

After this test, **Princesse tam.tam**, another brand from the Fast Retailing group has tried and adopted this solution.

+156%
BUDGET INCREASE YOY

+259%
GROWTH IN OFFLINE PURCHASE VOLUME

"Paragone's Franchise Feature has allowed us to optimize per store, allocating budget to the most performing ones and lowering/stopping the ones that don't convert."

Paragone's Media Trading Team

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Premier partner networks