

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

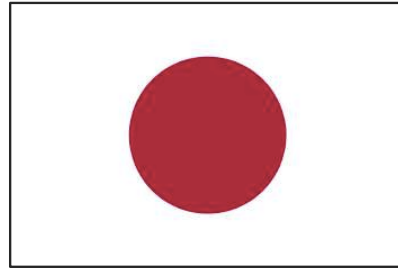
Simply speaking, what is it?:
Automate to set up campaigns for shops on Shopify/Magento/Other E-Commerce platforms as well as optimizing them

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)
of Accounts

7

1

1

(For Stats)
Time Period

12/2018~4/2020

11/2019

10/2020

(For Stats)
**Budget Change
Before/After**

+505%

-6%

+6%

(For Stats)
**CPA Change
Before/After**

-59%

-47%

-48%



3. Case Studies: Japan/Thailand/Indonesia



Agencies



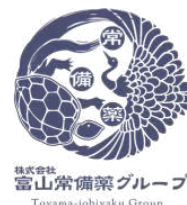
2020年トライアル予定



Brands



三井住友銀行



今日を愛する。
LION



4. Details of Case Studies: NATURE'S WAY

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



NATURE'S WAY

Conversions

CPA

+55%

-5%

Source:

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



4.Details of Case Studies: World Vision Japan

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](#)



4.Details of Case Studies: WELEDA

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](#)



4.Details of Case Studies: Morinaga Seika

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](#)



4.Details of Case Studies: Hotel and Restaurant

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%



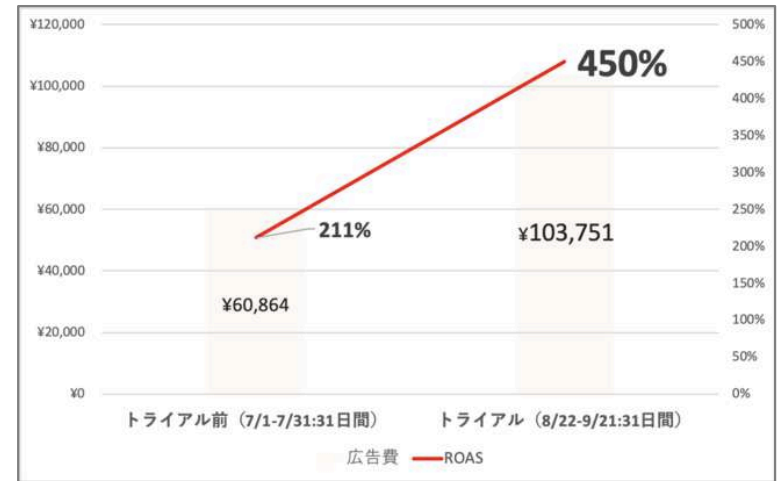
4.Details of Case Studies: Link

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%



4.Details of Case Studies: Mocil

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%

