

IMPROVING ROI FOR SOCIAL MEDIA CAMPAIGNS FOR SHOO SOCIAL MEDIA



ABOUT SHOO

Shoo Social Media is an award winning agency that works with clients to optimise their use of Facebook and Instagram for advertising, using their hard-earned experience of media buying and digital marketing to get a good Return on Investment for their clients.

THE CHALLENGE

Shoo wanted a social PPC tool that would give them more in depth analytics, and something that the whole team could use no matter what their technical ability.

RESULTS

Shoo uses Veracity Trust Network to track the analytics on their client social media campaigns and are saving hours on their end of month reporting, which is freeing up time to add more value to client campaign planning and measurement.

“Veracity Trust Network gives us the data we need to plan future campaigns and improve audience targeting on our Facebook ad campaigns.”

“Veracity Trust Network has saved us heaps of time each month on client reporting.”

Mollie Phillips, Project Coordinator

Veracity Trust Network is easy to use and has great features which help us track social media campaign performance. It gives us the best analytic feedback for future campaigns.

Chris Morris, Founder & Chief Vision Officer at Shoo

 **Veracity
Trust Network**

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