



official Facebook Success Story

38%

increase in attributed sales

9X

ROAS

2.1X

more sales attribued to influencer marketing

66

Facebook Attribution allowed us to see an increase in value derived from mobile devices across our user journeys—something that is not transparent when using traditional measurement tools that often rely on last-click analysis and cookies. The analysis has provided us with insights ultimately allowing us to spend a higher budget and achieve more conversions.

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