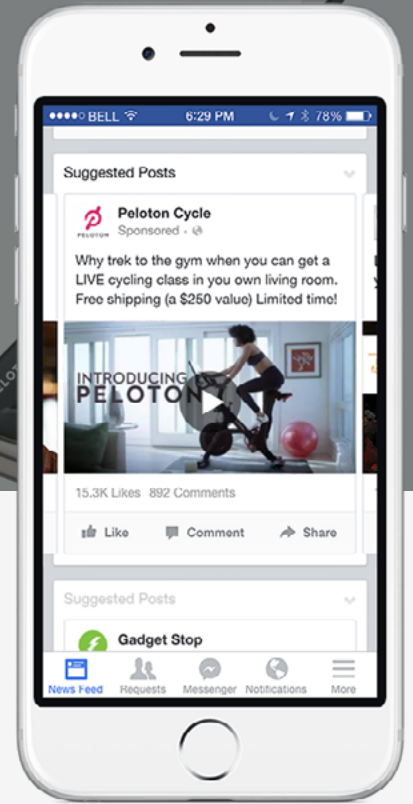


Peloton Cycle

50% boost in checkouts with Facebook video ads



Their Story:

Peloton Cycle is a cutting edge fitness technology company that recently launched a high-tech spin bike equipped with a cloud-based console for instructional video streaming.

Goal:

To **generate online sales** of their flagship product, The Peloton Bike.

Execution:

Facebook **video ads** along with **custom audiences** and **lookalike audiences** targeting were used to retarget people who had visited Peloton Cycle’s website, as well as people who did not but shared similar characteristics.

Results:

Peloton Cycle **lowered their cost per checkout and cost per add to cart.**

Facebook® is a registered trademark of Facebook, Inc.

Highlights

**50%+
checkouts**
driven by video ads

**45%
lower CPS**
than benchmark

**50%
decrease**
in cost per checkout,
resulting in 1.5X ROAS

“Peloton was an extremely interesting campaign and probably one of the first to sell a \$2000 bike successfully on Facebook. Website custom audiences and video ads played a huge role in our success. Video offers an interactive alternative allowing the user to see the product in action.”

Mackenzie Millar, Media Analyst
Ampush