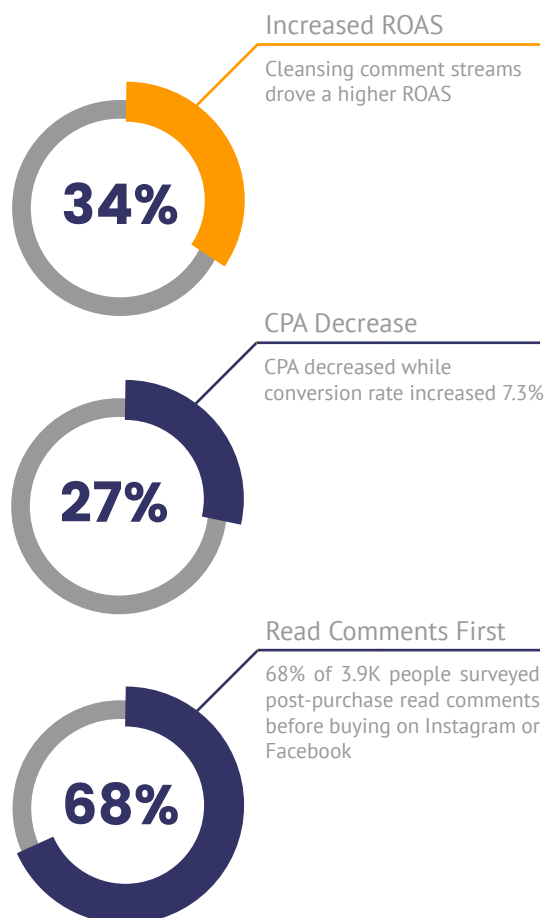


How an E-Commerce Company Increased their ROAS by 34% with Comment Moderation

The Ad Moderation Test

Global e-commerce company BlendJet™ wanted to find out the impact of moderating comments on their social ads. What happens to online sales when removing all the toxic and spam junk comments? So they ran an A/B test on Facebook, using Respondology's comment moderation tool **The Ad Mod** to remove brand damaging comments and spam in parallel to the same advertisements without moderation. The results were tremendous.

RESULTS



The Ad Mod.

Removes all the toxic and sales killing junk comments in moments ~ hidden from everyone except the troll and his followers to be discreet.

Keyword filtering + over 1K U.S. Moderators 24/7 across Instagram and Facebook.

"Any brand selling online is crazy not to moderate comments, which are generally full of spam and distractions from the ultimate goal of converting people into customers. I've been dreaming of a tool like The Ad Mod, and now it finally exists!"

Ryan Pamplin
CEO
@blendjet