

Copenhagen, 29th of August 2022

## **Danish startup cracks the code to Facebook advertising - “it is much more efficient”**

- Custimy.io, a customer data platform succeeded in simplifying CAPI for e-commerce
- Conversions API (CAPI) is Meta’s offer for a solution to data problems with advertising
- Custimy’s data platform gives CAPI completely new opportunities for better advertising
- The function can prove to be the solution for many e-commerce stores

Since the introduction of Apple's iOS14.5 update and the subsequent chaos among online advertisers, companies have tried to crack the code to be able to do effective marketing again. Since 2020, companies have had to find customers blindfolded, or at least that's how it feels when access to customer data was suddenly taken away from under them.

As a response to the problem, Facebook's parent company Meta has developed CAPI (conversions API), which they hope will be the answer to the challenges all online advertisers have struggled with.

### **The Danish tech company Custimy believes they have cracked the code for Facebook advertising for online stores.**

The Danish tech company Custimy, in collaboration with Meta, has now succeeded in integrating the function into their platform and at the same time providing data that makes the function work as if it were on doping.

The short explanation for the success is that customer data from the online stores themselves can be used to enrich Facebook's algorithms with more precise insights and data. And this essentially means that Facebook will be much better at finding the right customers and presenting the products they are most interested in buying.

### **Turbulent years on the advertising platforms**

In recent years, the advertising situation on social media has been through the most turbulent time ever. It all started when Corona shut down the global society. Customers flocked to online media to buy goods and, according to McKinsey, e-commerce made huge strides. They call it "the quickening" and the period meant that e-commerce advanced 10 years in just 3 months.

This led to a whole new wave of companies, higher prices for advertising, and generally increased competition for acquiring customers.

With the introduction of iOS14.5, a large part of the market has been in a panic to solve the challenges. CAPI is Meta's great hope is to once again make online advertising the most attractive weapon in the battle for customers.

### **Taking e-commerce marketing to a whole new level**

Last autumn, Custimy participated in an accelerator program at Meta as the only Danish company. That collaboration has now led to a concrete proposal to take e-commerce marketing to completely new heights.

The Danish startup has developed a solution that makes it easy for e-commerce companies to get a complete overview of a customer's journey from interested to purchasing customer.

And with Custimy, the online store can now send the right data back to Facebook and Instagram's algorithms so that they can find more of exactly the type of customer the store is looking for.

CEO and founder of Custimy, Martin Navne explains the importance of this new step:

*"With CAPI & [Custimy.io](https://custimy.io) e-commerce businesses has the ability to outperform & optimize look-a-like audiences and custom audiences while maintaining privacy resulting in higher average order values, customer retention, and profits."*

This means that online stores no longer have to shoot blindly and can instead create far more effective marketing. It all becomes more relevant for the customers, and at the same time, you can focus on the customers who increase the bottom line in the business via data from Custimy.

### **Meta explains why this is possible:**

*"If you have unified data, that you can feed into our algorithms, it is possible to greatly improve campaign performance for your marketing.*

*This is because of the high-quality first-party data a CDP can provide to Meta that gives us a better, holistic view of a customer's conversion journey, that we can then use to optimize campaigns to achieve the best results possible."*

Custimy hopes that the function will give even the smallest stores the opportunity to once again compete with the largest through this initiative.

### **About Custimy**

In May 2021, Custimy raised DKK 10 million in one of Denmark's largest pre-seed financing rounds in history. In September 2021, Custimy was the only Danish company included in a Facebook accelerator program. And in June 2022 they won bronze in the category “Startup of the Year” at the Danish Digital Awards.