

Halving Returns on Paid-Social Orders

Optimizing on delivery — not the checkout click — turned paid clicks into cash-collected orders.

CASH-ON-DELIVERY RETAILER • META PAID-SOCIAL TRAFFIC • FIGURES ANONYMIZED

THE CHALLENGE

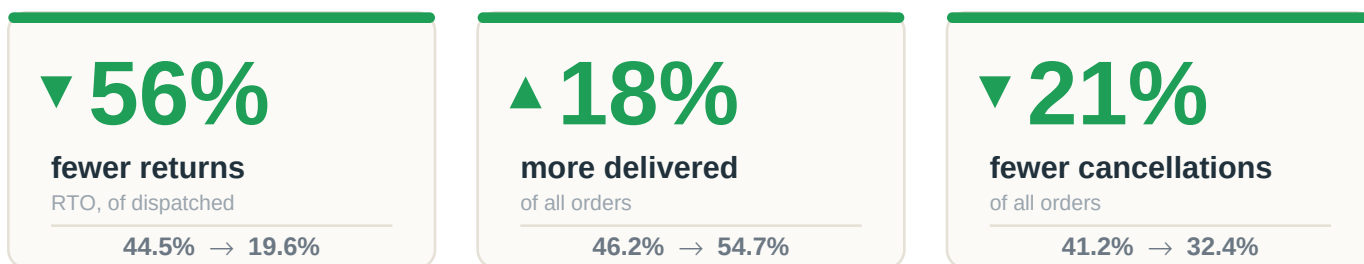
Optimizing on checkout clicks filled the funnel with impulse buyers. Nearly half of every shipped order came back as a return (RTO) — and fewer than half of all orders ever delivered and collected cash.

THE APPROACH

- **Optimize on fulfillment**
Server-side CAPI fires on delivery — not at checkout — so Meta learns who actually pays.
- **Lift match quality**
Enriched, hashed signals + postcode backfill push event match quality to 8+/10.

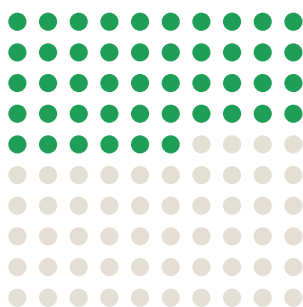
THE RESULTS

Meta paid traffic · pre-enhancement baseline vs matured post period



DELIVERED, PER 100 PAID ORDERS

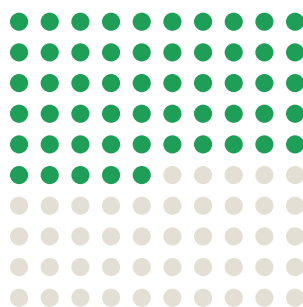
BEFORE



46 delivered

each dot = 1 order · filled = delivered & cash-collected

AFTER



55 delivered



+9
per 100

Returns more than halved — most paid-social orders now reach the customer, and failures are caught before dispatch rather than bouncing back as costly returns.