Goal

SMART Goal: Increase traffic to the website by 10% before month's end

Campaign Objective:

Increase traffic to the website by 10% before month's end

KPI:

Number of Website traffic that leads to a sale

Campaign Settings

Objective:

increase traffic to the website by 10% before month's end

Audience:

- Location: Amsterdam, the Northern Holland region
- Demographic: Age 24–55 Women
- Interest: Loves cut flowers

Placement:

Instagram, Facebook

Duration:

1 month

Budget:

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Creative Assets





Results

Campaign Result

- Conversion rate: 2%
- Average Purchase value: \$40
- Average cost per purchase: \$15

Campaign Cost

• \$2824.50

ROAS:

Revenue

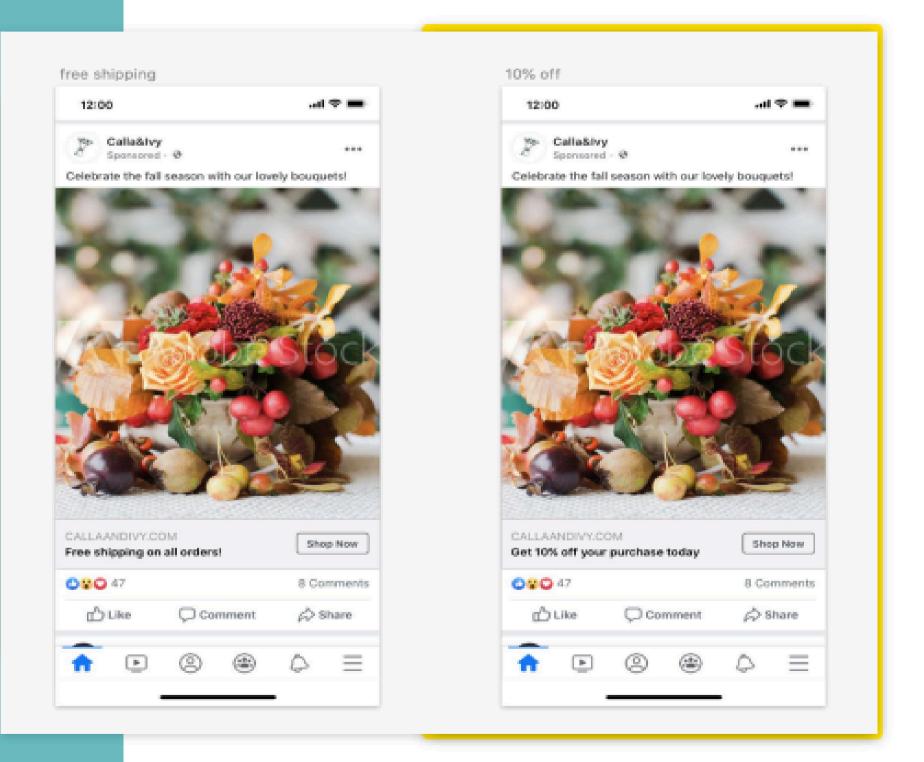
\$32,280 in total

Total Investment

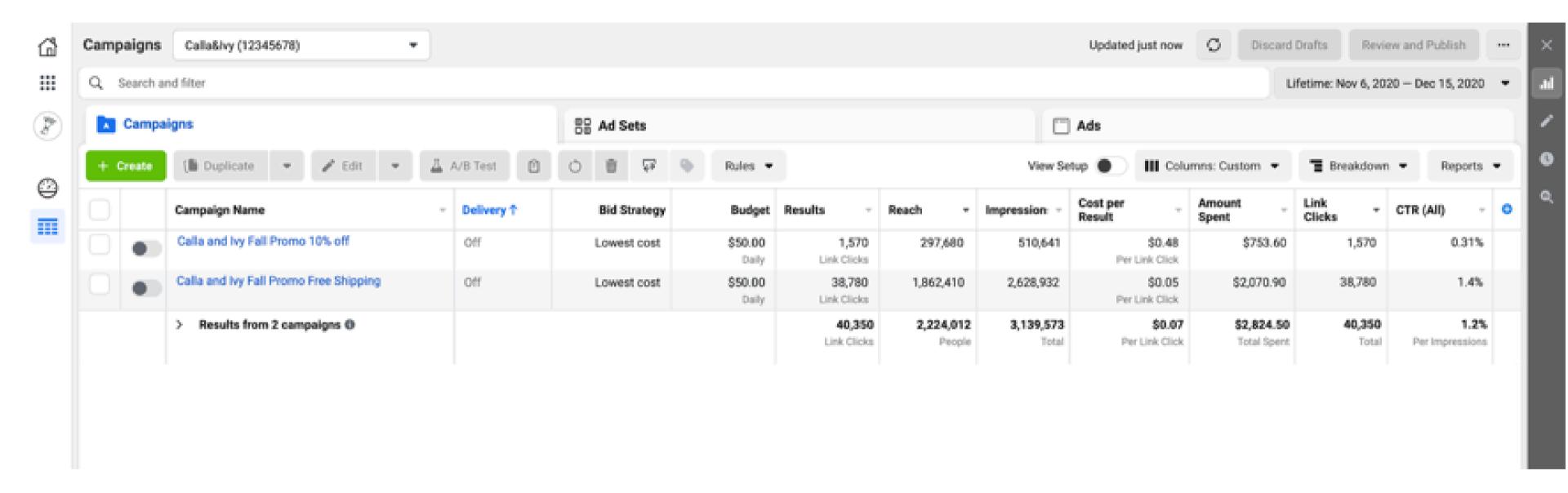
- Advertising: \$2,824.50
- Cost: \$15
- Total Investment: \$2674.50

ROI: 10.4

Results



 Ad A Calla & Ivy fall promo with free shipping performed better with the lowest cost at \$0.08. Free shipping is a better headline



THANKS FOR WATCHING