

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:

\$2k

Creative Assets

free shipping



10% off



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



Campaigns

Calla&Ivy (12345678) ▾

Updated just now



Discard Drafts

Review and Publish



Search and filter

Lifetime: Nov 6, 2020 – Dec 15, 2020 ▾



Campaigns

Ad Sets

Ads

+ Create

Duplicate ▾

Edit ▾

A/B Test



Rules ▾

View Setup

Columns: Custom ▾

Breakdown ▾

Reports ▾

<input type="checkbox"/>	<input type="checkbox"/>	Campaign Name	Delivery ↑	Bid Strategy	Budget	Results	Reach	Impression	Cost per Result	Amount Spent	Link Clicks	CTR (All)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calla and Ivy Fall Promo 10% off	Off	Lowest cost	\$50.00 Daily	1,570 Link Clicks	297,680	510,641	\$0.48 Per Link Click	\$753.60	1,570	0.31%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Calla and Ivy Fall Promo Free Shipping	Off	Lowest cost	\$50.00 Daily	38,780 Link Clicks	1,862,410	2,628,932	\$0.05 Per Link Click	\$2,070.90	38,780	1.4%
> Results from 2 campaigns						40,350 Link Clicks	2,224,012 People	3,139,573 Total	\$0.07 Per Link Click	\$2,824.50 Total Spent	40,350 Total	1.2% Per Impressions



**THANKS
FOR
WATCHING**