

Fall Bouquets Campaign

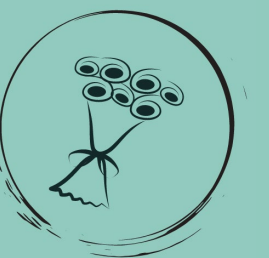


Goal

Increase in sales of 10% by the end of Q1

Campaign Objective:
Traffic / Sales

KPI:
number of reach /
number of purchases



Creative Assets



Campaign Settings

Objective:

Traffic

Audience:

- Age 24 – 55
- Women
- Northern Holland Region

Placement:

Facebook, Instagram, Audience Network

Duration:

Nov 6 – Dec 15

Budget:

\$2,000

Results

Campaign Result

- 807 purchases
- \$40/purchase
- Revenue = \$32,280

Campaign Cost

- \$2,824.50

ROAS: 11.4

Revenue

- \$32,280

Total Investment

- Advertising: \$2,824.50
- Cost: \$12,105
- Total Investment: \$14,929.50

ROI: 1.2

Results



- Winning ad
- 95% confidence



Conclusion & Next Steps

- Focus on driving traffic & sales
- Decrease cost / Increase budget for higher ROI
- Concentrate ads around holidays
- Use creative with free shipping promo
- Keep optimizing to maximize conversion rate



Thank
You!

