



CALLA & IVY

# Advetisement Campaign



Goals – Results – Next Steps



# Campaign Summary



1. Objective and Goals
2. Campaign Settings
3. Creativity and Tactics



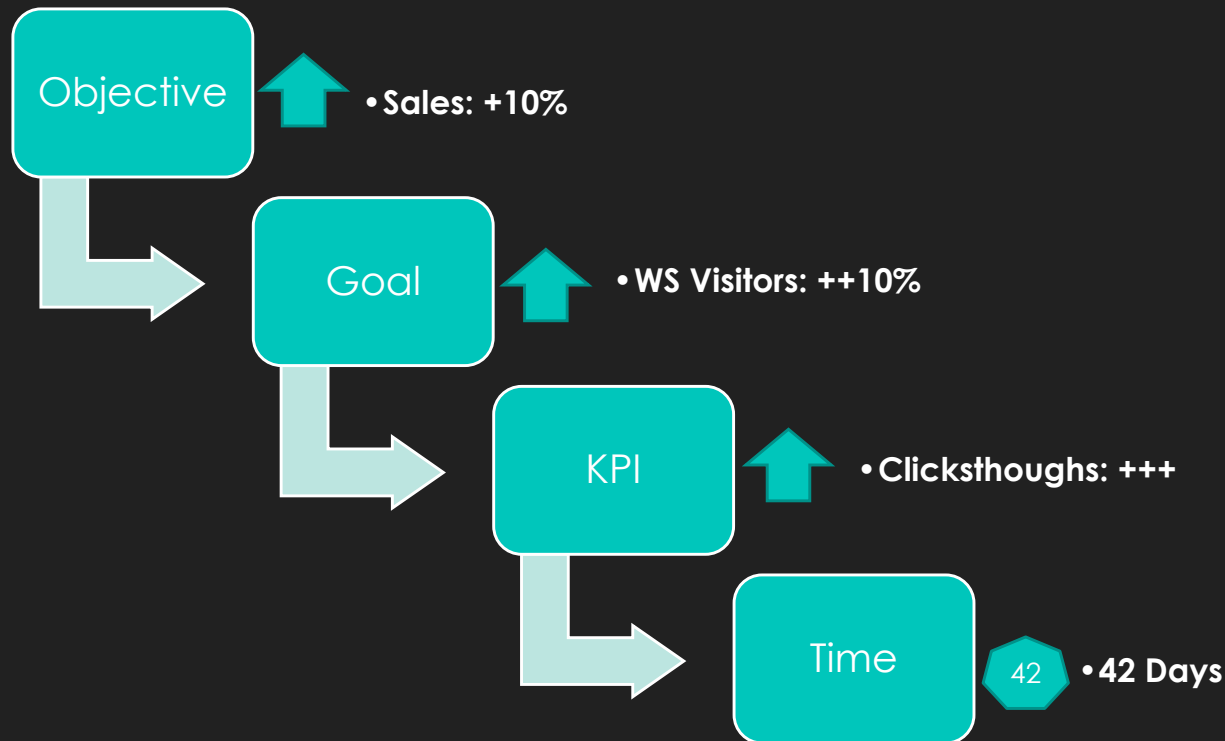


Objective and Goals

Campaign Settings

Creativity and Tactics

# Company and Campaign Goals



- Calla & Ivi wanted to **increase its sales by 10%** by the end of the first quarter of the year.
- The marketing team decided to launch a **traffic campaign** to their website to achieve this goal, in search of more customers.
- The measurement of this goal in traffic was carried out through the **clicks** of the advertisements to the website during **42 days**.



# Campaign Settings



Objective and Goals

Campaign Settings

Creativity and Tactics

- **Objective** : Traffic – Web Site Visitors
- **Audience** : Woman. Age: 24-55. Interest: Cut Flowers. Northern Holland región.
- **Placement**: Facebook, Instagram, Audience Network.
- **Duration**: 42 days. I asume USD 2070/USD 50 > 41. Based on Free Sheeping Promo.
- **Budget**: USD USD 50/Daily for each Promo.
- **Budget Optimization**: Lower Cost.



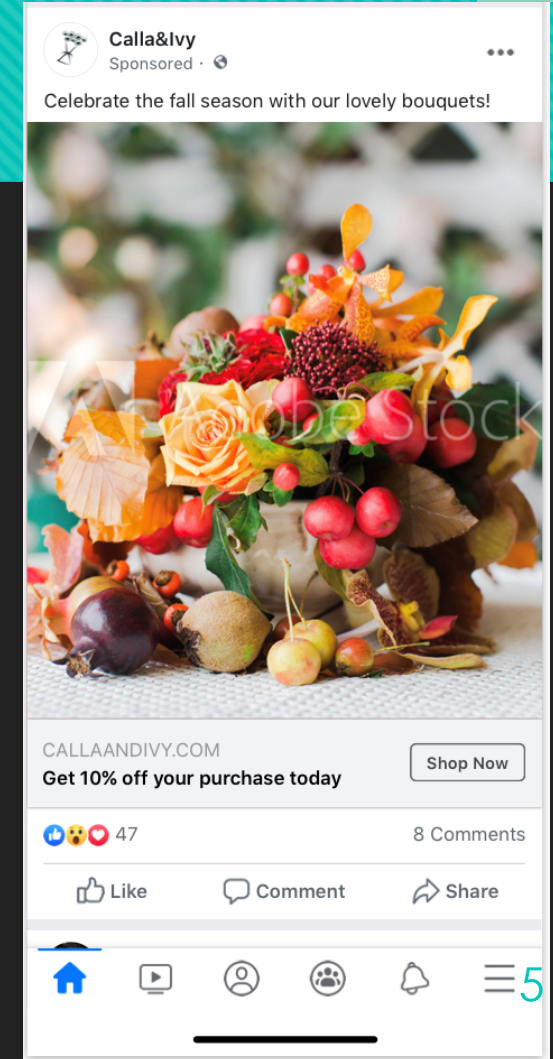
# Creativity and Tactics

- The team wanted to know what would produce more clicks between 10% discount and free shipping.
- They decided on 2 promotions:
  1. offering free shipping.
  2. offering 10% discount.
- Include an A / B test to evaluate which ad would best to help them achieve their campaign goal.
- They aimed preferably at people buying bouquets.

Objective and Goals

Campaign Settings

Creativity and Tactics





# Campaign Results



- 4. A/B Testing Analysis
- 5. Traffic Results
- 6. Return Analysis
- 7. Results Summary
- 8. Next Steps



# A/B Testing Analysis

## A/B Testing Analysis

### Traffic Results

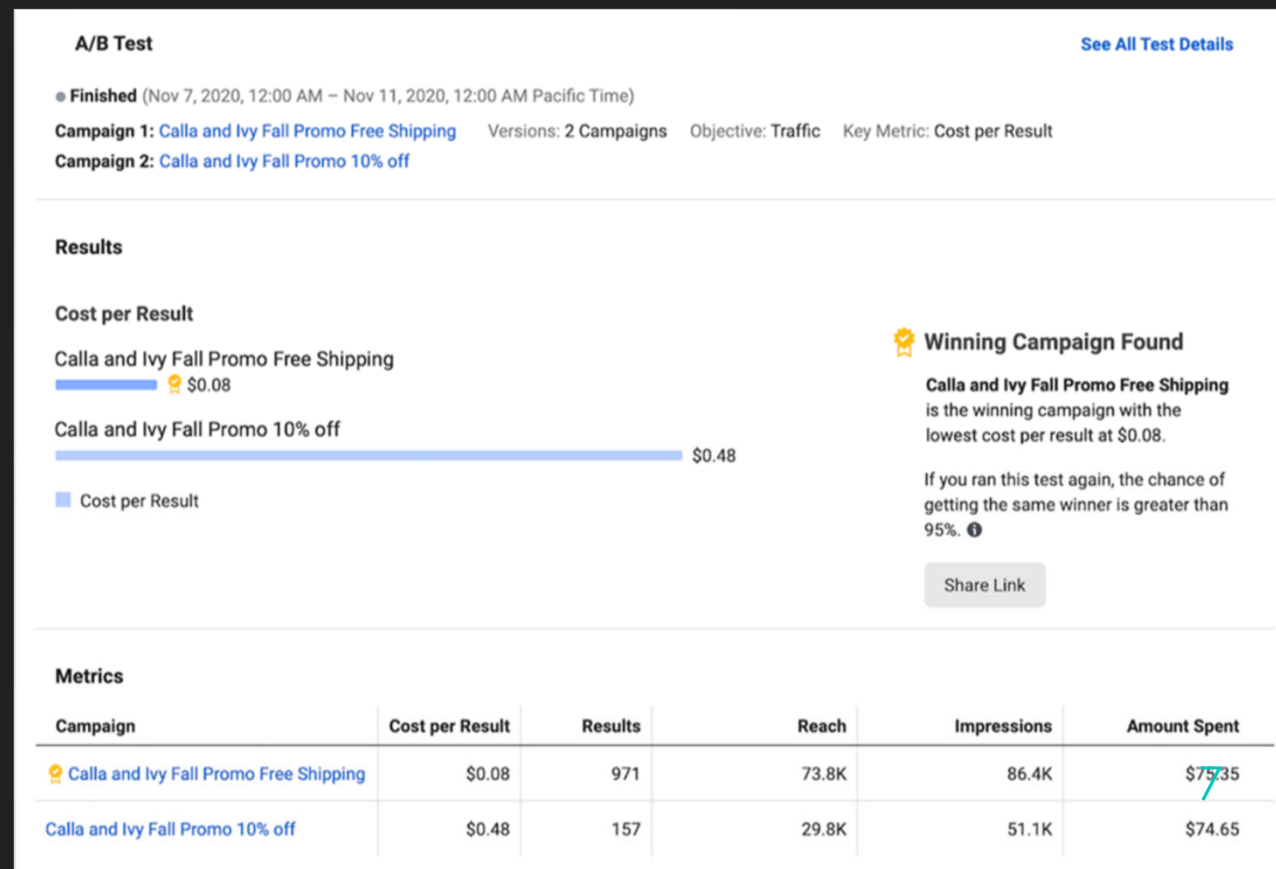
### Return Analysis

### Summary

### Next Steps



- The winner of A/B Testing is Free Shipping Promo
- This produces a notable improvement in costs for results of \$ 0.08 vs. \$ 0.48.
- Increase reach and impressions and with it visits to the site.
- Increase the probability of conversions, which is the goal of the campaign.
- It is a much more efficient option than the alternative.



# Traffic Results

A/B Testing Analysis

Traffic Results

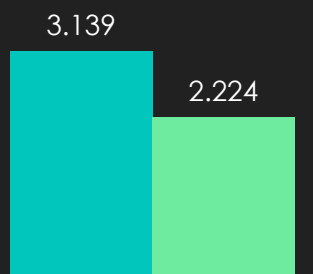
Return Analysis

Summary

Next Steps



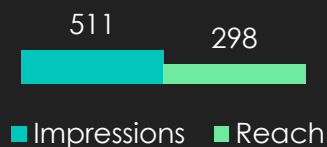
## Impressions and Reach



■ Impressions ■ Reach

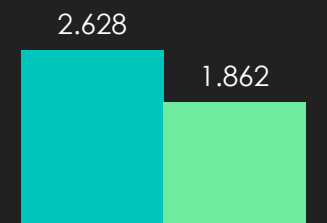
Reach / Impressions **71%**

## 10% Off



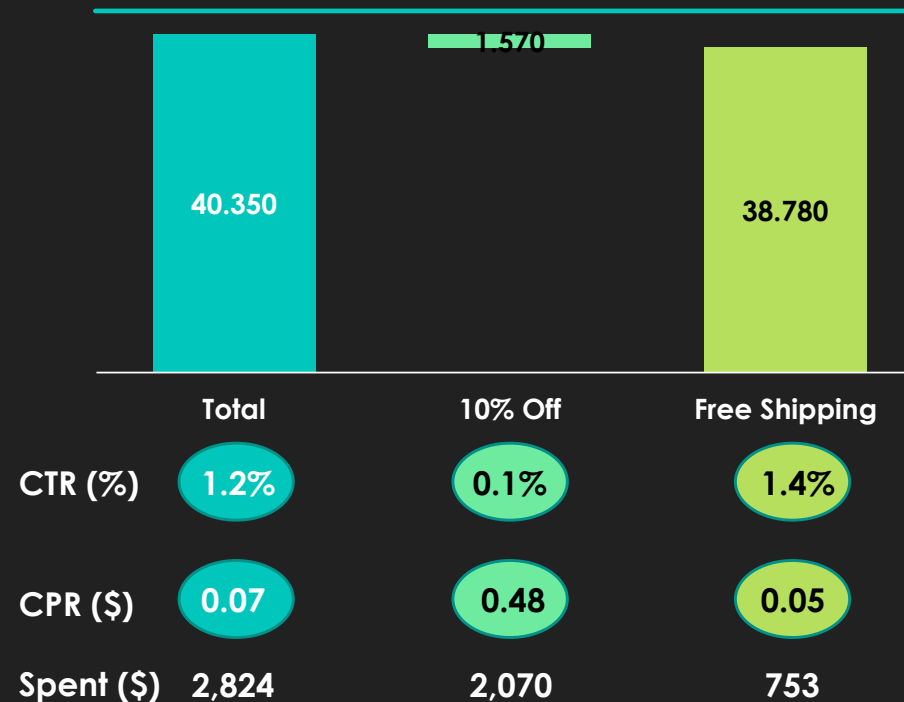
■ Impressions ■ Reach

## Free Shipping



■ Impressions ■ Reach

## Link Clicks



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(\*) In thousands of impressions and reach. **CTR**: Clicks Through. **CPR**: Cost Per Result. **Spent**: Amount Spent.

Daniel Cristello



# Return Analysis

- 4 A/B Testing Analysis
- 5 Traffic Results
- 6 Return Analysis
- 7 Summary
- 8 Next Steps

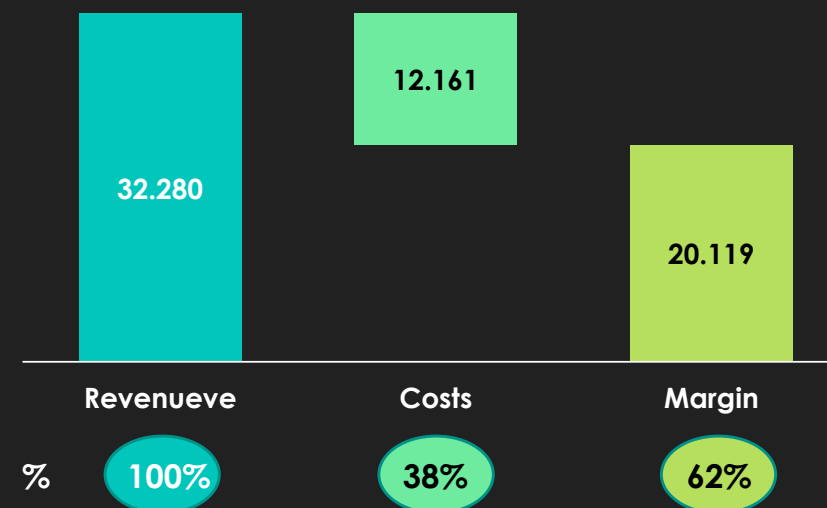


## Indicators

<div>Visits</div> <div>40.350</div>	x	<div>APV</div> <div>\$ 40</div>	=	<div>Revenue</div> <div>\$ 32.280</div>	<div>ROAS</div> <div>571</div>		
	x	<div>PURCHASES</div> <div>807</div>	x	<div>AAC</div> <div>\$ 0,07</div>	=	<div>Adv. Costs</div> <div>\$ 56</div>	<div>Inv. Costs</div> <div>\$ 12.161</div>
<div>% Convert</div> <div>2%</div>	x	<div>ACP</div> <div>\$ 15</div>	=	<div>Purchase Costs</div> <div>\$ 12.105</div>	<div>ROI</div> <div>1,65</div>		

- % Convert: Conversion Rate
- APV: Average Purchase Value.
- ACP: Average Cost per Purchase.
- Adv. Costs.: Advertisement Costs.
- Purchase Costs: Sales Costs
- ROAS: Return on Advertisement.
- Inv. Costs: Adv. Costs + Sales Costs.
- ROI: Return on Investment.

## Margin



# Results Summary

A/B Testing Analysis

Traffic Results

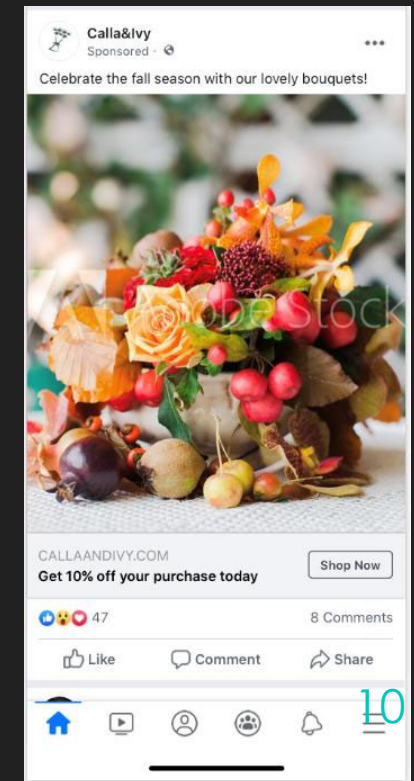
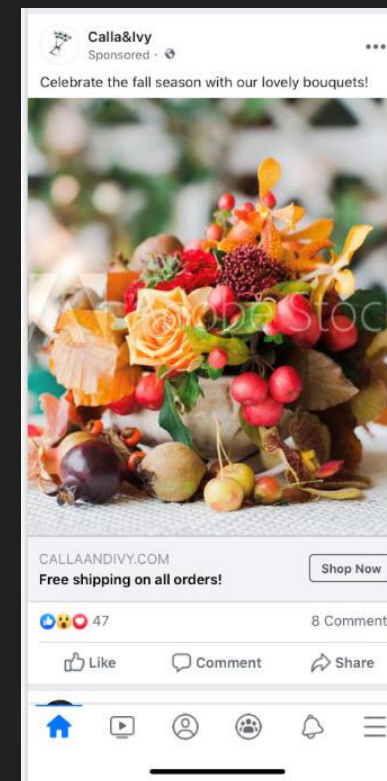
Return Analysis

Summary

Next Steps



- The campaign has been successful
  - It helps to increase sales by increasing visits to the site.
  - The Free Shipping promo is much more attractive than the 10% discount promo.
    - This gives an idea of comfort and ease of purchase.
- Efficient Costs
  - Almost 90% of the scope is given by the Free Shipping option
  - This produces a natural optimization of advertisement costs.
- Optimize Return on Investment
  - It has a high ROAS and ROI
  - The advertisement costs are very low compared to the selling costs
  - The gross margin is not significantly impacted by the campaign and is greater than 60%.





# Next Steps

A/B Testing Analysis

Traffic Results

Return Analysis

Summary

Next Steps



- Carry out a new campaign taking advantage of the learning of the one analyzed in this presentation.
  - Use creativity and tone of messages similar to the current ones although renewed.
  - Emphasize the concept of free shipping.
    - Dismiss the 10% discount promotion.
    - Find alternative promotions to analyze.
  - Maintain the same geographic target strategy
  - Search for similar geographic locations in terms of possible demand, remoteness, and delivery costs.
- Evaluate results in one month.





CALLA & IVY

**Thank You!**