


YSM

Ad Review

03.1.22-03.30.22

(YOY) Overview of KPI Performance

March Cycle (2021 vs. 2022)



Cycle	Impressions	Link Clicks	Landing Page Views	CTR	CPC	Add to Cart
March 2021	207,470	2,418	1,667	1.37%	0.81	10
March 2022	284,196	13,220	7,859	5.38%	0.39	307
% Change	+36.98%	+446.7%	+371.4%	+292.701%	-51.85%	+2970%

In comparison to previous March Cycle (2021) YSM is performing much better

- 37% increase in impressions
- 446% increase in link clicks
- 371% increase in landing page views
- 292% increase in CTR
- 51% decrease in CPC
- 2970% increase in add to carts

Monthly Shopify Demographic (

Week of March 1st–March 30th (2022)

Online store sessions

[View report](#)

18,986

↑ 15%

Visitors

18,614

↑ 16%

SESSIONS OVER TIME



■ Feb 1–Feb 28, 2022 ■ Mar 1–Mar 30, 2022

List

Members



Abandon Checkout (Mar)

⚡ Segment

> [View definition](#)

215

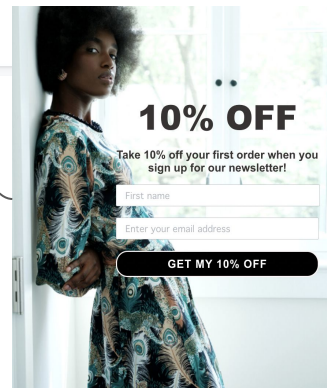
Total Viewed Form

9.99K

Welcome Email

Total Submitted Form

168



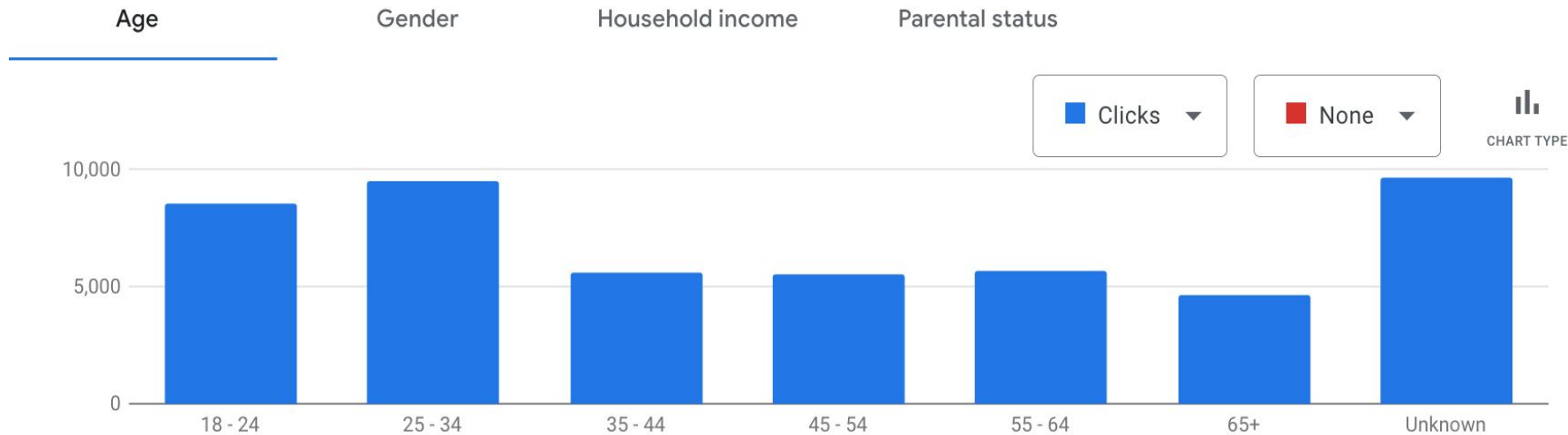
March 2022

- ◆ 18.9K store sessions
- ◆ 215 Abandon Checkout Emails
- ◆ 168 Welcome “popup” emails
 - From the online store sessions, abandon checkout emails, and welcome emails, I was able to gather the demographics.

YSM Demographics

Week of March 1st-March 30th (2022)

Demographics

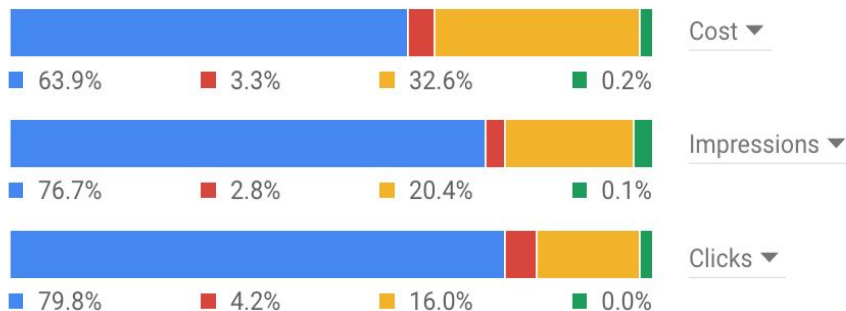


Demographics

Week of March 1st–March 30th (2022)

Devices

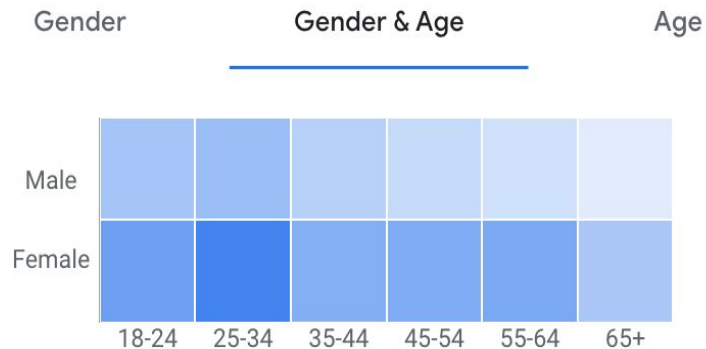
Mobile phones Tablets Computers TV screens



Devices

Demographics

Impressions








Based on the 58% of your impressions with known gender and age. ?

Gender & Age


Best Performing Campaign

Best Performing Campaign: Catalog Sales – Prospecting (a) (ek)

Campaign name	Reach	Impressi	Amount spent	Landing page views	Link clicks	CPC (All)	CTR (all)	Adds to cart
Catalog Sales - Prospecting (a) (ek) 	12,526	26,346	<div></div>	1,273 ^[2]	1,328	\$0.64	6.04%	151 ^[2]
Raizo Mar 1 EK 1int + new job Link2 Tra...	54,184	96,489	<div></div>	3,625 ^[2]	4,446	\$0.29	5.22%	108 ^[2]
 View charts  Edit  Duplicate  Pin								


 **Yes She May**
Sponsored · 

Your destination for luxury, women-owned brands from around the world.
Yesshemay.com - By Independent ...See more



Sauvignon Blanc Pajama Set
\$270

[SHOP NOW](#)



Croc Bu
\$195

 Like  Comment  Share

Audience

Define who you want to see your ads. [Learn more](#)

Create New Audience **Use Saved Audience** ▾

25 - 35 Raizo

Location:
United States

Age:
25 - 35

Gender:
Female

People who match:
Interests: Schutz, Stuart Weitzman or Saks Fifth Avenue

Lookalike

- Lookalike (1%) - 180D Content View
- Lookalike (1%) - Add to Cart 90 D
- Lookalike (1%) - Bag audiences
- Lookalike (1%) - Dress Audience 180D
- Lookalike (1%) - Instagram Engaged 365 days
- Lookalike (1%) - People who like Yes She May
- Lookalike (1%) - Purchase 180D
- Lookalike (1%) - Video Viewers

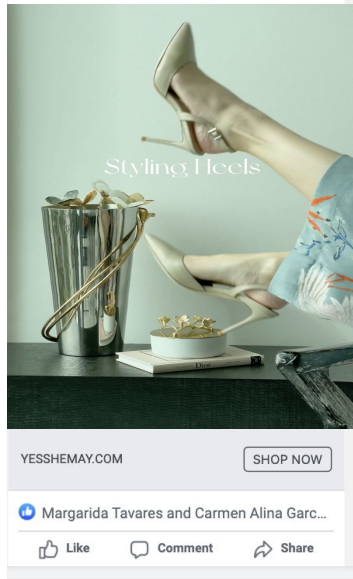
Overall Campaign Performance

Week of March 1st-March 30th (2022)

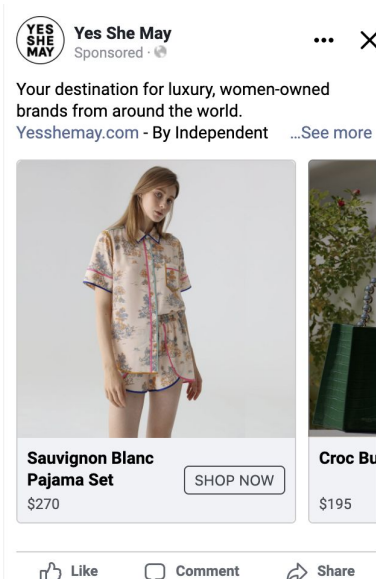
Campaign name	Reach	Impressi	Amount spent	Landing page views	Link clicks	CPC (All)	CTR (all)
Catalog Sales - Prospecting - (EK)	7,377	15,099	\$785.18	836 [2]	1,019	\$0.66	7.91%
Double X	17,238	21,616	\$160.13	—	855	\$0.16	4.64%
Raizo Mar 1 EK 1int + new job Link...	54,077	96,363	\$1,468.97	3,620 [2]	4,436	\$0.29	5.21%
Brand Ad Mar 1 Open Traffic	45,556	63,107	\$709.25	858 [2]	3,161	\$0.20	5.72%
Brand Ad Mar 1 1 Int Traffic	24,562	31,071	\$410.56	470 [2]	1,521	\$0.24	5.62%
Catalog Sales - Prospecting (a) (ek)	12,526	26,346	\$1,014.04	1,273 [2]	1,328	\$0.64	6.04%

Ad Creatives

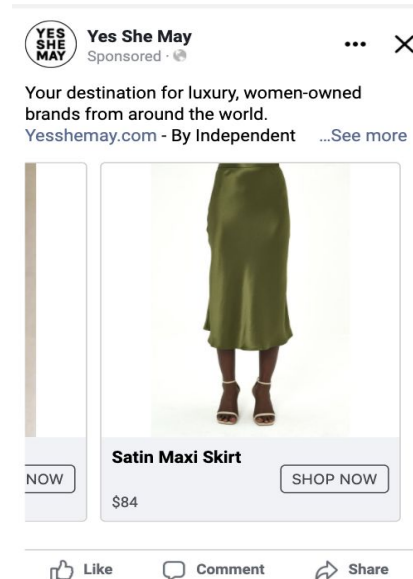
Week of March 1st-March 30th (2022)



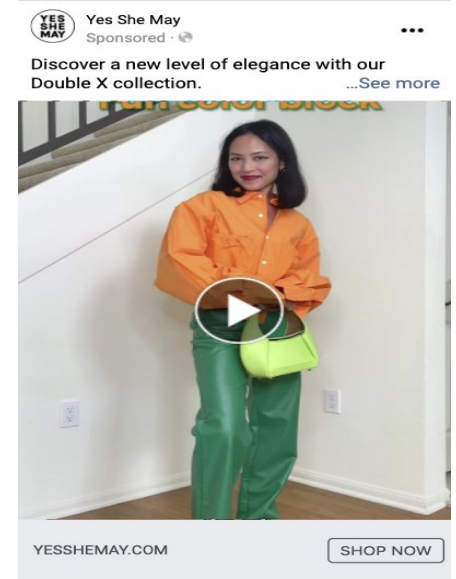
Raizo
Influencer Julie
Nude Slingback



Soie Jardin



Soul Juc



Double X
Influencer Livia
Small Bridge Bag

Google Ads: Raizo Campaign



RAIZO SKUS ☆ 📧 📁

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42:142 100% \$ % .0 .00 123 Default (Ari... 10 B I S A

	A	B	C	D	E	F	G	H	I	J	K
1	Handle	Title	Vendor	Option1 Name	Option1 Value	Option2 Name	Option2 Value	Variant SKU	Variant Price	Variant Image	
2	classic-leather-pump	Leather Classic Pump 80	RAIZO	Size	34 / US 4	Color	Caramel	M0207V0042-334-CA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
3	classic-leather-pump				40 / US 8		Caramel	M0207V0042-340-CA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
4	classic-leather-pump				40 / US 8		Nude	M0207V0042-340-NU	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
5	classic-leather-pump				40 / US 8		Slate Grey	M0207V0042-340-SG	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
6	classic-leather-pump				40 / US 8		White	M0207V0042-340-WH	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
7	classic-leather-pump				40 / US 8		Blush	M0207V0042-340-BLU	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
8	classic-leather-pump				40 / US 8		Black	M0207V0042-340-BLA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
9	classic-leather-kitten-heel	Leather Classic Kitten Heel 65	RAIZO	Size	34 / US 4	Color	Blush	M0207V0042-234-BLU	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
10	classic-leather-kitten-heel				40 / US 8		Blush	M0207V0042-240-BLU	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
11	classic-leather-kitten-heel				40 / US 8		Slate Grey	M0207V0042-240-SLG	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
12	classic-leather-kitten-heel				40 / US 8		Black	M0207V0042-240-BLA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
13	classic-leather-kitten-heel				40 / US 8		Nude	M0207V0042-240-NU	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
14	classic-leather-kitten-heel				40 / US 8		White	M0207V0042-240-WHI	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
15	classic-leather-kitten-heel				40 / US 8		Caramel	M0207V0042-240-CAR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
16	patent-leather-pump	Patent Leather Classic Pump 80	RAIZO	Size	34 / US 4	Color	Warm Nude	M0207V0042-1334-WN	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
17	patent-leather-pump				40 / US 8		Warm Nude	M0207V0042-1340-WN	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
18	patent-leather-pump				40 / US 8		Deep Teal	M0207V0042-1340-DT	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
19	patent-leather-pump				40 / US 8		Black	M0207V0042-1340-BLA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
20	patent-leather-pump				40 / US 8		White	M0207V0042-1340-WHI	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
21	patent-leather-pump				40 / US 8		Mocha Brown	M0207V0042-1340-MB	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
22	patent-leather-pump				40 / US 8		Cherry Red	M0207V0042-1340-CR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
23	patent-leather-pump				40 / US 8		Grey	M0207V0042-1340-GR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
24	patent-leather-pump				40 / US 8		Burgundy	M0207V0042-1340-BUR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
25	patent-leather-kitten-heel	Patent Leather Classic Kitten Heel 65	RAIZO	Size	34 / US 4	Color	Cherry Red	M0207V0042-1234-CR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
26	patent-leather-kitten-heel				40 / US 8		Cherry Red	M0207V0042-1240-CR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
27	patent-leather-kitten-heel				40 / US 8		Warm Nude	M0207V0042-1240-WN	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
28	patent-leather-kitten-heel				40 / US 8		Black	M0207V0042-1240-BLA	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
29	patent-leather-kitten-heel				40 / US 8		Mocha Brown	M0207V0042-1240-MB	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
30	patent-leather-kitten-heel				40 / US 8		Deep Teal	M0207V0042-1240-DT	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	
31	patent-leather-kitten-heel				40 / US 8		Grey	M0207V0042-1240-GR	295	https://cdn.shopify.com/s/files/1/0251/4921/0703/produ	

Leather Classic Pump 80

Raizo

M0207V0042-340-SG

\$295.00

or 4 interest-free payments of \$73.75 with [afterpay](#) [More info](#)

These RAIZO heels are made of sumptuous lambskin leather that is smoother and more elastic than standard sheepskin, giving them a luxurious matte look and plush feel. The classic pointed-toe design creates the illusion of longer legs and adds a touch of maturity, making these pumps perfect for a chic work look that takes you through the day and into the night.



Details >

Size Chart >

About The Brand >

Silk Classic Kitten Heel 65

Raizo

M0207V0042-1740-EMG

\$295.00

or 4 interest-free payments of \$73.75 with [afterpay](#) [More info](#)

The luxurious mulberry silk finish elevates these classic heels into event-ready pumps. The pointed toe, kitten heel & lightly padded sole allow you to dance the night away in style & comfort.

Details >

Size Chart >

About The Brand >



Patent Leather Slingback Pump 80

Raizo

☆☆☆☆☆ [Leave A Review](#)

\$295.00

or 4 interest-free payments of \$73.75 with [afterpay](#) [More info](#)

These slingback pumps perfectly marry style and function. The adjustable heel strap adds a chic element to the piece while keeping you from stepping out of your heels throughout the day. Perfectly designed for long wear, take these heels with you through your workday into your night out.

[Details](#) >

[Size Chart](#) >

[About The Brand](#) >



Patent Leather Square Toe Sandal 90

Raizo

M0207V0042-1640-WN

\$290.00

or 4 interest-free payments of \$72.50 with [afterpay](#) [More info](#)

These simple square toe heels from RAIZO are an instant modern classic. The square toe adds both comfort and style while the adjustable ankle strap and stiletto heel adds security and finesse. Strut comfortably in these all night long paired with a cascading slip dress for a simple, regal look.



Details >

Size Chart >

About The Brand >



Stiletto Ankle Boot 80

Raizo

M0207V0042-740-BC

\$295.00

or 4 interest-free payments of **\$73.75** with **afterpay** [More info](#)

Sassy and timeless, these stiletto booties are a year-round staple. Pair them with a flowing maxi skirt to show them off.

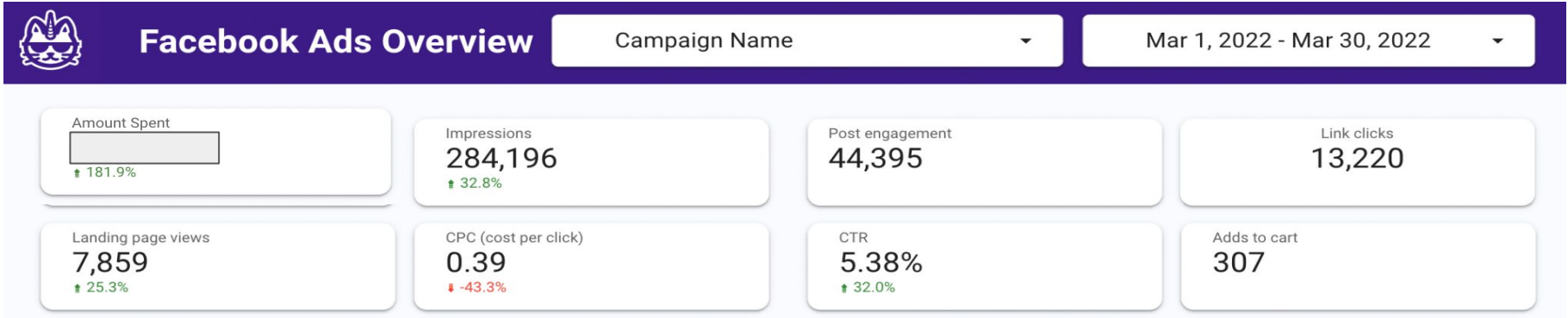
Details >

Size Chart >

About The Brand >

(YOY) Monthly Overview of KPI Performance

March Cycle (2021 vs. 2022)



March 2021 vs. March 2022

