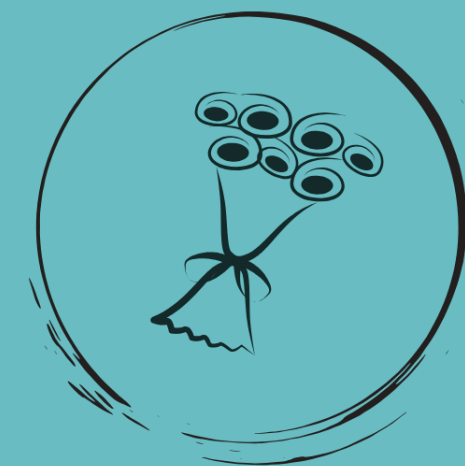


# Calla and Ivy's January 2024 Campaign Results



CALLA & IVY

# Goal

Calla and Ivy want to see an increase in 10% of sales from their website by Q1.

## Campaign Objective:

- Increase in website traffic
- Increase conversion rate

## KPI:

- Number of people visiting the website
- Number of purchases from the website



# Creative Assets





















# Campaign Settings

**Objective:**  
Traffic

**Audience:**

- Women in Northern Holland
- Between the ages of 24–55
- Interested in cut flowers

**Placement:**  
Feeds and Stories

**Duration:**  
3 months

**Budget:**  
\$3000





# Results

## Campaign Result

- Number of people reached = 40,350
- Conducted an A/B test to see which was more successful

ROAS: 11.43

## Revenue

- \$32,280

## Campaign Cost

- A/B test cost = \$2824.5

## Total Investment

- Advertising: \$2824.5
- Cost: \$12,105
- Total Investment: \$14,929.5

ROI: 1.16





Definition	Data	Notes
Conversion Rate	2%	2% of the visits to the website result in a purchase
Average Purchase Value	\$40	On average, people spend \$40 in every purchase on the Calla and Ivy website
Average cost per purchase	\$15	Calla and Ivy on average spends \$15 per purchase (on flowers, employees etc.) – this excludes advertising costs.





# A/B Test Result





free shipping

12:00



**Calla&Ivy**  
Sponsored · 



Celebrate the fall season with our lovely bouquets!



CALLAANDIVY.COM

Free shipping on all orders!

Shop Now

   47

8 Comments

 Like

 Comment

 Share













10% off

12:00



**Calla&Ivy**  
Sponsored · 



Celebrate the fall season with our lovely bouquets!



CALLAANDIVY.COM

Get 10% off your purchase today

Shop Now

   47

8 Comments

 Like

 Comment

 Share

















Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impression	Cost per Result	Amount Spent	Link Clicks	CTR (All)
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%
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

Metrics					
Campaign	Cost per Result	Results	Reach	Impressions	Amount Spent
👉 Calla and Ivy Fall Promo Free Shipping	\$0.08	971	73.8K	86.4K	\$75.35
Calla and Ivy Fall Promo 10% off	\$0.48	157	29.8K	51.1K	\$74.65

Confidence  
Rate for  
winner: 95%



# Conclusion & Next Steps

- Allocate \$300 more as budget and continue with the first post on free shipping.
- Explore with more testing to view what would the target audience prefer.
- Number of purchases totaled to 802. An ROAS of 11.43 and ROI of 11.43 .
- Reaching the required goal within the specified timeframe.
- Branching out the marketing into niche platforms catered towards cut flower designs like Pinterest







**Thank  
You!**

