

# Website Traffic Campaign Results



# Goal

Get 10,000 unique website traffic in November and December, 2020

● **Campaign Objective:**  
Traffic

● **KPI:**  
Link clicks



# Creative Assets

free shipping



10% off



# Campaign Settings

## Objective:

Traffic

## Audience:

- Lookalike audience
- Gender: Women
- Age: 24 – 55
- Interest: Cut flowers
- Location: Northern Holland

## Placement:

Facebook, Instagram and the Audience Network.

## Duration:

November and December, 2020

## Budget:

\$3,000

# Results

## Campaign Result

- 40,350 Link clicks
- \$0.07 per Link click

## Campaign Cost

- \$3,000

ROAS: 10.8

## Revenue

- \$32,280

## Total Investment

- Advertising: \$3,000
- Cost: \$12,105
- Total Investment: \$15,105

ROI: 1.1



# Results

## A/B Test Result



- Winning ad
- 95% confidence

# Conclusions & Next Steps

## Conclusions

Based on the A/B test conducted which focused on generating effective website traffic, a winning ad was observed. The winning ad outperformed the variant and successfully generated clicks that resulted in website visits. This indicates that the winning ad resonated well with the target audience and effectively drove traffic to the website.

A robust conversion tracking mechanism was also implemented, which measured the impact of the campaign on actual conversion (purchases). This helped in determining the Return On Ad Spend (ROAS) and Return On Investment (ROI), to provide insights into the ad's overall effectiveness.

# Conclusions & Next Steps

## Next Steps

- **Scaling the Winning Ad:** Allocate a higher budget to the winning ad, and consider expanding its targeting parameters to scale its reach.
- **Ad Optimization:** Optimize effectiveness of the winning ad by experimenting with different ad formats, copy variations, and call-to-action buttons to identify additional improvements that can further increase click-through rates and website visits.
- **Landing Page Optimization:** While the winning ad successfully drove traffic to the website, it is essential to ensure a seamless user experience on the landing page. Analyze user behavior on the website, such as bounce rates and conversion rates, and make necessary adjustments to the landing page to enhance engagement, encourage conversions, and improve overall campaign performance.
- **Continuous Testing:** Continuously experiment with new ad variants, targeting options, and creative elements to identify potential improvements and uncover new winning combinations.





# Thank You!

