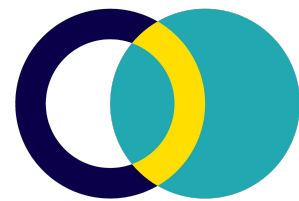


# Campaign Results



# Ads Created



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

# Ads Manager Reports





Campaigns

Calla&Ivy (12345678)

Updated just now



Discard Drafts

Review and Publish



Search and filter

Lifetime: Nov 6, 2020 – Dec 15, 2020



Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Custom

Breakdown

Reports

<input type="checkbox"/>		Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impression:	Cost per Result	Amount Spent	Link Clicks	CTR (All)	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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%	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	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	

# Internal Calla & Ivy Data

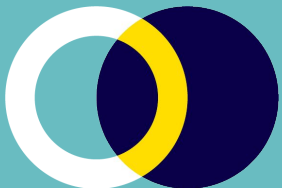




The campaign Calla & Ivy ran was focused on generating traffic to the website. Clicks on the ads result in website visits. While the focus of this campaign may not have been sales directly, as people visit the site, some people purchase flowers and that generates revenue that is directly associated with this campaign.

Calla & Ivy recorded the data below for the people that visit the site as a result of clicking on the ads in their campaign.

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 results





Experiments

Calla&Ivy

Tests

Results

< Calla and Ivy Fall Promo Free Shipping vs. Calla and Ivy Fall Promo 10% off

Export

Results

Test Details

A/B Test

See All Test Details

Finished (Nov 7, 2020, 12:00 AM – Nov 11, 2020, 12:00 AM Pacific Time)

Campaign 1: [Calla and Ivy Fall Promo Free Shipping](#) Versions: 2 Campaigns Objective: Traffic Key Metric: Cost per Result

Campaign 2: [Calla and Ivy Fall Promo 10% off](#)

Results

Cost per Result

Calla and Ivy Fall Promo Free Shipping

\$0.08

Calla and Ivy Fall Promo 10% off

\$0.48

Cost per Result

Winning Campaign Found

Calla and Ivy Fall Promo Free Shipping is the winning campaign with the lowest cost per result at \$0.08.

If you ran this test again, the chance of getting the same winner is greater than 95%.

Share Link

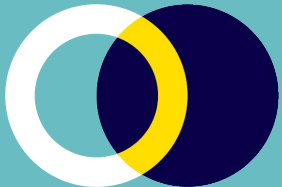
Metrics

Campaign	Cost per Result	Results	Reach	Impressions	Amount Spent
<div><div></div><a href="#">Calla and Ivy Fall Promo Free Shipping</a></div>	\$0.08	971	73.8K	86.4K	\$75.35
<a href="#">Calla and Ivy Fall Promo 10% off</a>	\$0.48	157	29.8K	51.1K	\$74.65

# Formula Reminders



	Formula	Notes
<b>Number of Purchases</b>	Number of website visits (clicks) * Conversion Rate	Conversion rate reflects how many visits result in a purchase.
<b>ROAS</b>	Revenue resulting from the ads/Cost of the ads	ROAS is the return on ad spend and only reflects costs from advertising
<b>ROI</b>	(Revenue - Total Investment)/Total Investment	Total Investment includes costs of goods + cost of advertising

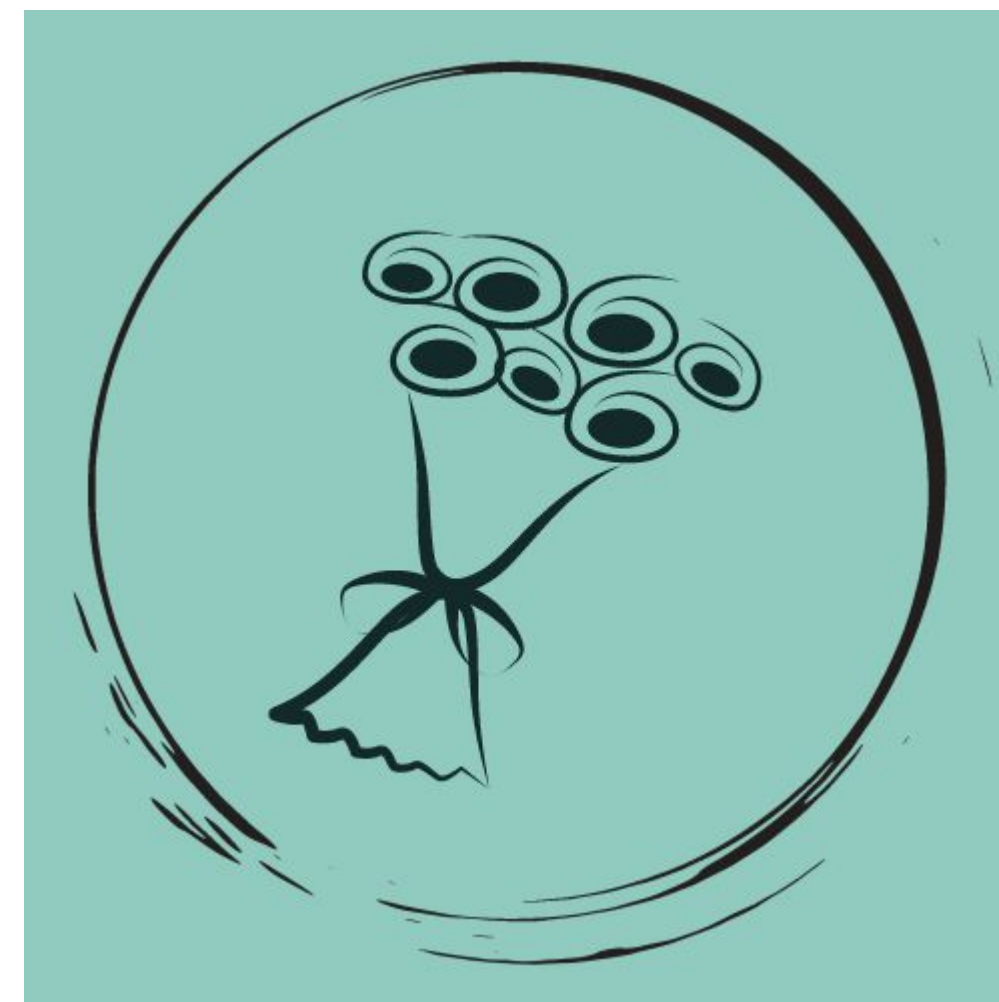


# Images and Logos





Logos







Images













