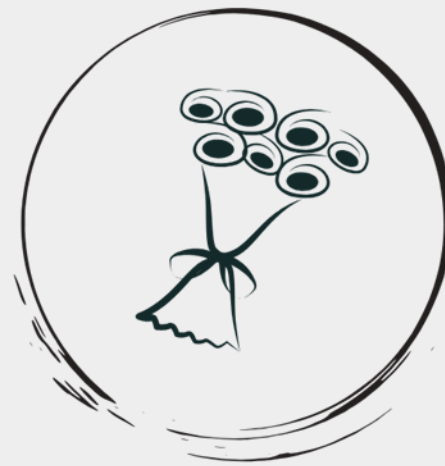


Calla & Ivy Flower Campaign



CALLA & IVY



Goal

Campaign Objective:

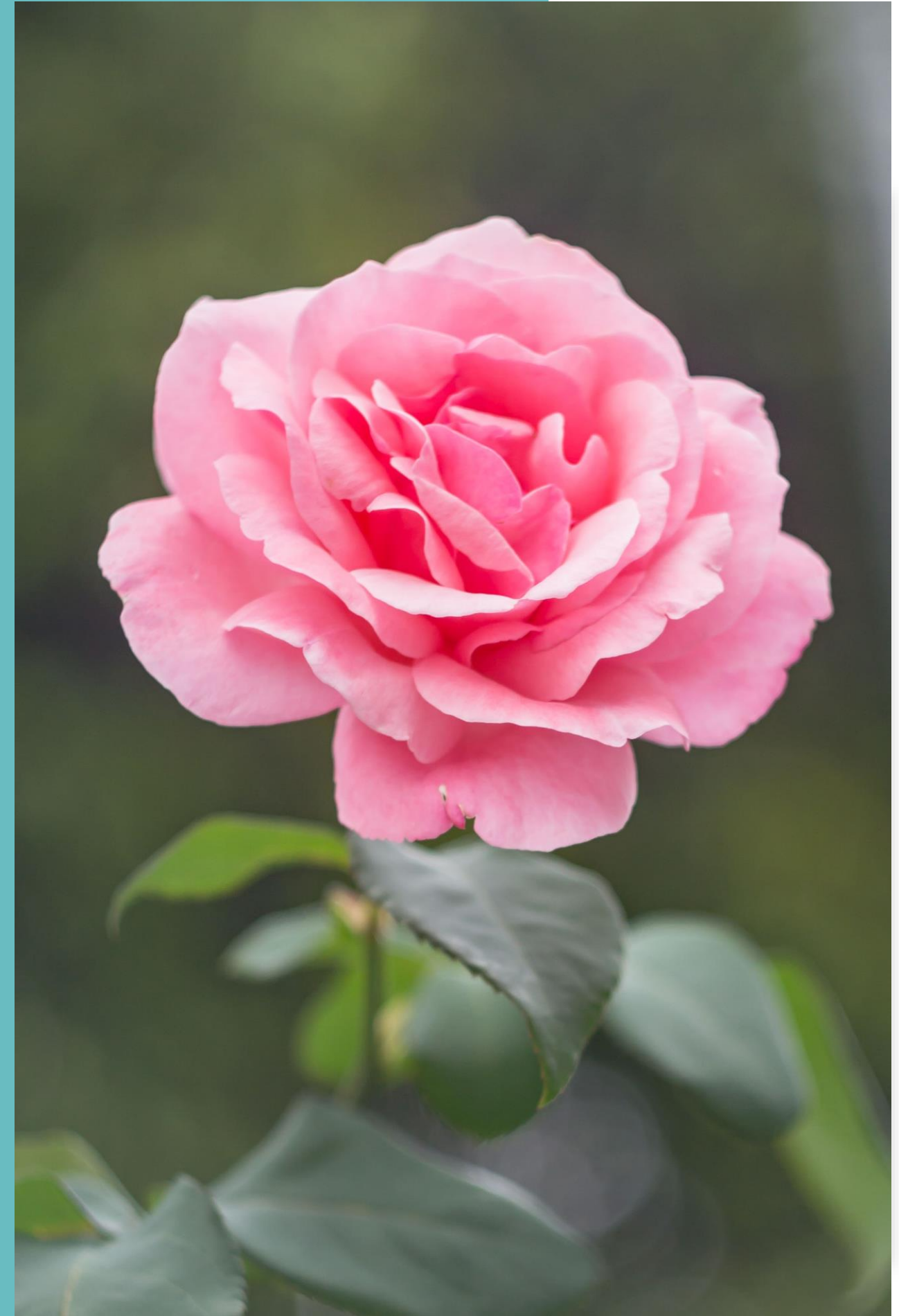
10% sales increase by end of Q1

KPI:

Conversion Rate



Creative Assets



Campaign Settings

Objective:

To offer fall bouquets

Audience:

- Women
- Ages between 24 and 55 years old
- Love cut flowers

Placement:

Facebook, Instagram and the Audience Network

Duration:

6 Nov 2020 – 15 Dec 2020

Budget:

\$4000



Results

Campaign Result

- Free Shipping more popular
- 2.75 times more spending
- 6.25 times more reach

Campaign Cost

- \$2824.50

ROAS:

Revenue

- \$32,280
- ROAS = 11.43

Total Investment


- Advertising: \$2824.50
- Cost: \$12,105.00
- Total Investment: \$14,929.50

ROI:

ROI = 1.16



A/B Test Results

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

- A/B Testing of 2 offers during campaign
- Free Shipping has higher reach and impressions



Conclusion & Next Steps

- Calla & Ivy can clearly conclude that 'Free Shipping' is a better strategy to go with than '10% Off'
- Integrate WhatsApp and Messenger as new outreach
- Work on Bid Strategy, Ad Placement and Optimization strategies to improve their cost per results





Thank
You!

