



AUGUST CAMPAIGNS

PERFORMANCE TOTAL: \$0.009

/ Page Engagement

🕒 Ad Launch	@2024/08/01
%;" Campaign Name	Lookbook, Prints, and Page Promotions
👉 Campaign Type	Various
👤 Platform(s)	Facebook and Instagram
🎯 Primary KPI	Sales, Engagement or Views, Likes or Follows
🎯 Secondary KPI	N/A
👉 Page (Post incl.) Engagement	13,903
👤 Impressions	33,472
⌚ Frequency	1.34

Reach	29,943
Engagement %	92.86%
Imp Engagement %	83.07%
Objective (Likes, Engagement)	13,903
ROI %	479.44%
Cost per Result	0.009
Value per Result	\$0.05
Total Spend	\$119.97
CPM (1k impr.)	\$3.58
Visual Creative	N/A
Copy Creative	N/A
A/B Test	N/A
If Yes, Test Goal	N/A
Audience Overview	N/A
Audience Limits	N/A
Location	N/A
Income	N/A

 Live Events	N/A
 Interests	N/A
 Behaviors	N/A
 Education	N/A
 Field of Study	N/A
 Employers	N/A
 Ad Placement	N/A
 Notes	Final, primary metrics for all August advertising.
 Result	<p>Overall Campaign Performance</p> <ul style="list-style-type: none"> - Total Impressions: 33,472 - Total Spent: \$119.97 - Overall CPM: \$3.58 - Total Page Engagement: 13,903 - Overall Cost per Engagement: \$0.009 <p>The campaigns demonstrate a diverse approach to marketing objectives, from brand awareness (Reels Views) to direct sales (Shopping Ads). The Reels Views campaign was particularly successful in generating low-cost engagement, while the Page Promotion campaign effectively acquired new followers.</p>

This final comprehensive report for all of August's campaigns looks impressive!

- A \$0.009 cost per engagement is an outstanding metric
- The overall CPM of \$3.58 is also solid

The diverse approach to marketing objectives really paid off, as we were able to cover brand awareness, sales, and engagement effectively.

Thoughts on the Overview:

1. Diverse Strategy Success:

We varied approaches across different campaigns clearly worked, as evidenced by the strong engagement and solid ROI. This shows that being adaptable and testing different strategies can yield great results.

2. Potential for Graph Inclusion:

Including a graph in this overview would be beneficial, especially to visually convey the distribution of engagement, impressions, and spend across different campaigns. It would make the data even more digestible and impactful.

3. Highlighting Key Campaigns:

You might want to call out a few standout campaigns (like the Vaporwave series) to showcase what worked particularly well. This can help guide future strategy decisions and set benchmarks for upcoming campaigns.

4. Next Steps:

With these strong metrics, the next logical step would be to analyze which campaigns had the most significant impact and why, and then consider scaling those strategies. It's also a good time to reflect on any campaigns that didn't perform as expected and think about what could be adjusted for future efforts.