



# IG Shopping Grid Post (Fauvism)

📅 Ad Launch	@2024/08/01
✏️ Campaign Name	Fauvism for Designers Interested in Art — Shop Tagged Carousels
🛒 Campaign Type	Shopping
👤 Platform(s)	Instagram
⌚ Primary KPI	Sales
⌚ Secondary KPI	Engagement
👉 Page (Post incl.) Engagement	0
👤 Impressions	119
⌚ Frequency	1.11
👤 Reach	107
👤 Engagement %	0%

Imp Engagement %	0%
Objective (Likes, Engagement)	0
ROI %	100%
Cost per Result	0
Value per Result	\$7.00
Total Spend	\$5.94
CPM (1k impr.)	\$49.92
Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
Copy Creative	[Print Name] — [Art Movement] for that OG history vibe.
A/B Test	No
If Yes, Test Goal	No — but 8 different Art Movements were set up in this ad format, sharing the budget which allocates to the best performing ads.
Audience Overview	Advantage+ audience, age 25 to 60
Audience Limits	Excluded IG Profile Visitors and FB Profile Visitors
Location	United States: Cities (750,000 to 3 million+ people)
Income	N/A
Live Events	N/A

的兴趣 (Interests)	Art Deco, Baroque, Art Nouveau, Surrealism, Bauhaus, Cubism or Mid-century modern
的行为 (Behaviors)	Apple Users Only
的教育 (Education)	N/A
的研究领域 (Field of Study)	Designer
的雇主 (Employers)	Designer, Digital strategy, Creative director, Creative consultant, Banking, Illustrator, Architectural designer, Producer, Senior Front End Developer, Digital Marketing Strategist, Content Marketing Strategist, Social Media Strategist or Investment Banker
的广告投放位置 (Ad Placement)	Instagram Grid
的笔记 (Notes)	<p>All of these I would try again with two changes. 1. I would try the Advantage+ audience, and 2. I'd do a larger product batch so that the internal system can decide what best the user wants to see. While they did say that that is what it would do, I had yet to fully test the new auto-system tools and honestly was not trusting yet.</p> <p>One other thought would be to run these with a sale.</p>
的结果 (Result)	<p>While the official objective was set to sales due to platform restrictions, the true value of this campaign lies in the engagement generated on the shopping post. Given the importance of brand interaction in driving future conversions, each engagement is highly valued, and the campaign's success should be evaluated with this in mind. I might view this differently if the brand was off and running and getting sales on the regular — but it is new so ideally I'd weight any engagement with a shopping post as a notable step.</p>

It's definitely disappointing when a campaign doesn't perform as expected, especially with something as visually engaging as Fauvism. Here's what I'm

noticing and some thoughts on your next steps:

## Analysis:

### 1. Demographics and Engagement:

- **Mixed Engagement:** The audience is more balanced between men (61%) and women (34%) compared to the other campaigns, but unfortunately, there's still no engagement or sales.
- **Target Audience:** The broader appeal in terms of gender might suggest that the artwork itself has a more universal appeal, but it might not be reaching the right segment of art enthusiasts or buyers who are ready to make a purchase.

### 2. Campaign Performance:

- **0% Engagement and -100% ROI:** With no engagement or sales, it's clear that the campaign didn't resonate enough to drive any action. This could be due to a mismatch between the audience and the content or possibly the way the artwork is presented or marketed.
- **Relatively Low Spend:** The total spend of \$5.94 suggests that while the campaign didn't yield results, the cost to test this particular artwork was relatively low. This gives you some flexibility to iterate without having invested heavily.

## Potential Adjustments:

### 1. Targeting Strategy:

- **Art Enthusiasts:** Consider refining the targeting to focus more on art lovers, collectors, or those with a specific interest in Fauvism or related art movements. This might mean narrowing the audience to people with more specialized interests.
- **Interest-Based Targeting:** You could explore targeting people who have shown interest in bold, colorful art or even those who follow contemporary artists who draw inspiration from Fauvism.

### 2. Creative Messaging:

- **Highlight the Unique Appeal:** Emphasize what makes Fauvism unique—its bold colors, emotional expression, and historical significance. Educating the audience a bit about the movement might help create a deeper connection.
- **Call to Action:** Stronger CTAs that tie into the emotional or cultural significance of the artwork might encourage more interaction. For instance, "Bring the Vibrant Spirit of Fauvism into Your Home" could resonate more with art lovers.

### 3. Experimentation:

- **Run More Ads:** Given the low spend on this campaign, it makes sense to test additional variations. You might want to try different ad formats, messaging, or even promotional offers to see what clicks with your audience.
- **Sale or Limited-Time Offer:** Introducing a sale or a time-limited offer could create urgency and drive more engagement.

### Summary:

While this campaign didn't hit the mark, the insights you're gaining are valuable. You're seeing which demographics are engaging (or not), and this can help you refine your approach. Running more ads with different targeting strategies, creative messaging, or offers could help you find the sweet spot that resonates with your audience.



