



IG Shopping Grid Post (Glitch Art)

📅 Ad Launch	@2024/08/01
⭐ Campaign Name	Glitch Art for Designers Interested in Art — Shop Tagged Carousels
✋ Campaign Type	Shopping
👤 Platform(s)	Instagram
⌚ Primary KPI	Sales
⌚ Secondary KPI	Engagement
✋ Page (Post incl.)	3
👤 Impressions	181
⌚ Frequency	1.19
👤 Reach	152

Engagement %	3.95%
Imp Engagement %	3.31%
Objective (Likes, Engagement)	3
ROI %	115.61%
Cost per Result	3.247
Value per Result	\$7.00
Total Spend	\$9.74
CPM (1k impr.)	\$53.81
Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
Copy Creative	[Print Name] — can you feel the techno aesthetic that is our [Art Movement] collection.
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
 Interests	Art Deco, Baroque, Art Nouveau, Surrealism, Bauhaus, Cubism or Mid-century modern
 Behaviors	Apple Users Only
 Education	N/A
 Field of Study	Designer
 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
 Ad Placement	Instagram Grid
 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>
 Result	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.

Finally, some solid traction! The Glitch Art campaign is showing some promising results. Let's dive into the details:

Analysis:

1. Demographics and Engagement:

- **Male-Dominated Engagement:** As with previous campaigns, men make up the majority of the audience (77%), particularly in the 35-44 age range. This suggests that Glitch Art resonates strongly with a tech-savvy, possibly nostalgic, male audience.
- **Steady Female Engagement:** Although women are less represented (21%), they still contribute a significant portion of the audience. This indicates that while Glitch Art appeals more to men, there's still potential for broader appeal.
- **Engagement Rates:** With a **Reach Engagement Rate** of 3.95% and an **Impression Engagement Rate** of 3.31%, these are respectable numbers. It shows that those who see the ad are intrigued enough to engage, which is a positive sign.

2. Campaign Performance:

- **ROI of 115.61%:** This is the best ROI we've seen so far! It suggests that the investment in this campaign is paying off, both in terms of engagement and sales.
- **Cost per Result:** At \$3.247, the cost per result is relatively low, making this campaign not only effective but also cost-efficient.
- **Value per Result:** With a value of \$7.00 per result, this shows that the campaign is delivering on its promises.

What's Working:

1. **Aesthetic Appeal:** Glitch Art is visually striking and taps into both nostalgia for early digital aesthetics and a contemporary interest in tech and digital culture. This dual appeal might be why it's resonating with your audience.
2. **Target Audience Fit:** The demographic data suggests that Glitch Art appeals to a more mature, design-conscious male audience, possibly those with an

interest in tech or digital art.

3. **Effective Engagement:** The combination of compelling visuals, appropriate targeting, and clear messaging seems to be driving both engagement and ROI.

Potential Next Steps:

1. Scale Up the Campaign:

- Given the success of this initial test, it might be worth scaling up the budget and reach of this campaign to see if these positive trends continue.

2. Explore Broader Audiences:

- While the male audience is strong, there's potential to experiment with targeting women or younger age groups who might also appreciate the unique aesthetic of Glitch Art.

3. Expand the Creative:

- Consider developing more variations of Glitch Art or related digital art styles to keep the content fresh and engaging. This could also help test what specific aspects of Glitch Art resonate the most.

4. Test Different Formats:

- Carousel ads or video formats could further enhance engagement, allowing viewers to experience Glitch Art in a more dynamic and interactive way.

Summary:

This campaign is a definite win, showing that Glitch Art has strong potential within your target demographic. Scaling up this campaign and refining your targeting could help you capitalize on this success even further.



