IG Shopping Grid Post (Film Noir)

⌗ Ad Launch	@2024/08/01
⬦ Campaign Name	Film Noir 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	157
⚐ Frequency	1.11
♟ Reach	142

👤 Engagement %	0%
👤 Imp Engagement %	0%
📈 Objective (Likes, Engagement)	0
👤 ROI %	100%
👤 Cost per Result	0
💰 Value per Result	$7.00
💰 Total Spend	$7.39
📊 CPM (1k impr.)	$47.07
🖼 Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
⌨ Copy Creative	[Print Name] — the [Art Movement] we all know you wanted.
⤴ 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	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. One other thought would be to run these with a sale.
🏆 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.

It's interesting to see that the engagement from men on the Film Noir/Femme Fatale prints is slightly lower compared to the cheaper prints campaign.

Analysis:

1. Demographics Comparison:

- **Engagement Split**: The male engagement is still dominant (71%), but the female engagement has increased slightly (28%) compared to other campaigns.

- **Age Distribution**: The engagement is still strongest among men in the 25-34 and 35-44 age groups, but the content seems to appeal more to a wider age range compared to the cheaper prints campaign.

2. Campaign Performance:

- **0% Engagement and -100% ROI**: Unfortunately, despite the aesthetic appeal of the Film Noir theme, there's no engagement or sales generated, leading to a -100% ROI. This suggests that while the audience might find the imagery intriguing enough to view, it didn't compel them to interact or purchase.

- **Cost per Result and Value per Result**: With a $7.39 spend and no results, it's clear the campaign didn't resonate in the way you'd hoped.

Potential Considerations:

1. **Content-Product Match:**

   - The Film Noir/Femme Fatale aesthetic may not have connected with the audience as well as the more affordable prints. It might be that this particular theme doesn't align as strongly with the interests of the audience you're currently reaching.

2. **Targeting Adjustments:**

   - You could consider adjusting the targeting to reach an audience more likely to appreciate and engage with the Film Noir aesthetic—perhaps focusing on art enthusiasts or film buffs who might have a stronger connection to this style.

3. **Test Different Creative:**

   - While the visuals are strong, testing different messaging that ties the aesthetic to something more relatable (e.g., "Bring Classic Cinematic Elegance to Your Space") might help increase engagement.

4. **Reevaluating Price Point:**

   - If the prints are priced higher than the <$30 campaign, that could also play a role in the lower engagement. You might experiment with different pricing strategies or offers to see if that changes the results.

Summary:

The slight shift in gender engagement towards women suggests that the theme has a broader appeal, but the lack of overall engagement and sales indicates that the campaign might need adjustments in targeting, messaging, or pricing. It might be worth running a smaller test with altered parameters to see if those changes can drive better results.
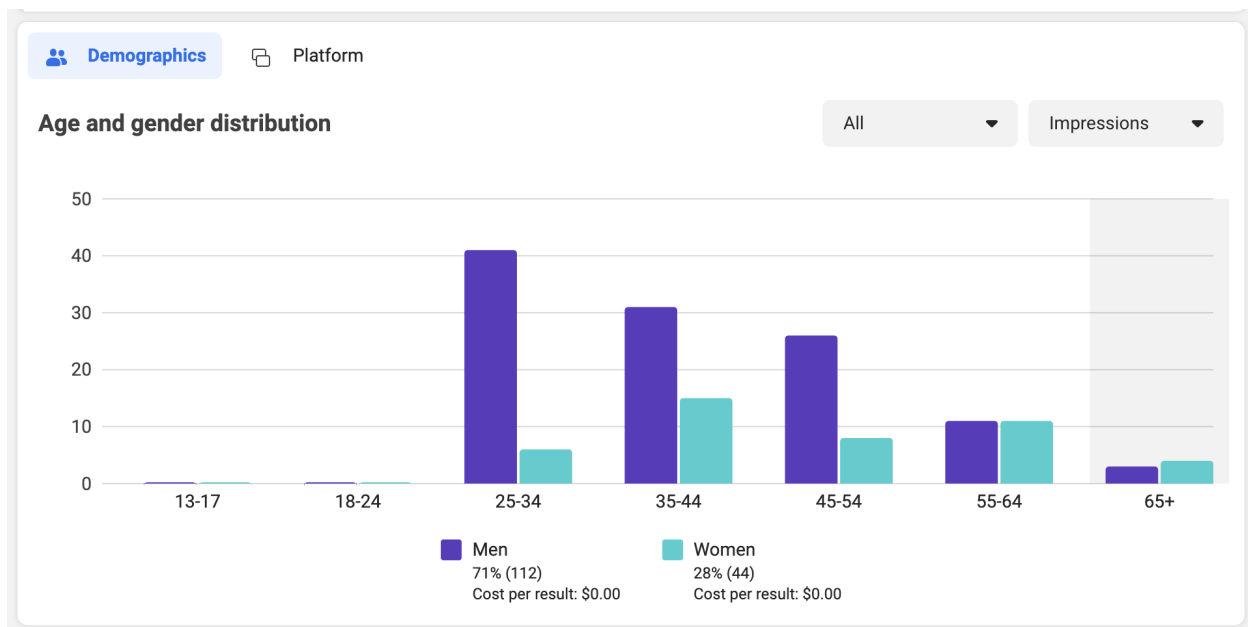
Instagram

style_droid
Sponsored
···

Shop now • Free shipping >

style_droid Dosed Your Cocktail 20 Minutes Ago — the Film Noir we know you wanted.

kaiblue
Posts

style_droid
Sponsored
···

Shop now >

style_droid Plotting after learning her sister married before her. — the Film Noir we know you wanted.