



# IG Shopping Vaporwave Ad Set

📅 Ad Launch	@2024/08/01
✏️ Campaign Name	Vaperwave Series Ad Set
👉 Campaign Type	Shopping
👤 Platform(s)	Instagram
⌚ Primary KPI	Sale
⌚ Secondary KPI	Engagement
👉 Page (Post incl.) Engagement	10
👤 Impressions	1,968
⌚ Frequency	1.05
👤 Reach	1,872
👤 Engagement %	1.07%

Imp Engagement %	1.02%
Objective (Likes, Engagement)	10
ROI %	293.7%
Cost per Result	1.778
Value per Result	\$7.00
Total Spend	\$17.78
CPM (1k impr.)	\$9.03
Visual Creative	Simple image in frame post with a shopping tag.
Copy Creative	N/A
A/B Test	Yes
If Yes, Test Goal	There were two variables; one tested a different lookalike audience, the other tested using different placements.
Audience Overview	Advantage+
Audience Limits	Exclude those who have seen or interacted with the page.
Location	U.S. Cities > 750,000
Income	Advantage+ Set
Live Events	Advantage+ Set
Interests	Advantage+ Set

 Behaviors	Advantage+ Set
 Education	Advantage+ Set
 Field of Study	Advantage+ Set
 Employers	Advantage+ Set
 Ad Placement	Varied
 Notes	<p>This is technically three ads, but all were identical and the test was not finished. I'm actually not 100% sure what was going on — I can't get the Ad Center to show me the details, and when viewed from other workarounds they aren't even listed. I do know I really liked my "Vaporwave Bauhaus" batch so I'm not surprised to see them run but it is strange I can't get any deeper details other than the final metrics. Good news is they are not bad. There was no sale but the ads weren't run too long.</p> <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> <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</p>

	<p>sales on the regular — but it is new so ideally I'd weight any engagement with a shopping post as a notable step.</p>
⌚ Result	<ul style="list-style-type: none"> <li>- Total Impressions: 1,968</li> <li>- Total Spent: \$17.78</li> <li>- CPM: \$9.03</li> <li>- Page Engagement: 10</li> <li>- CPC: \$4.45</li> </ul> <p>Insight: Moderate performance in terms of CPM and engagement, likely focused on driving specific product sales.</p>

This is a fascinating outcome, especially with the increase in female engagement compared to the other campaigns. The fact that we used different combinations of Meta's Advantage+ tools and got these results with a similar or even lower spend is quite promising.

## Analysis:

### 1. Demographics and Gender Distribution:

- **Female Engagement:** For the first time, women (60%) significantly outnumber men (39%) in terms of spending and engagement. This is a striking shift and indicates that Vaporwave, or perhaps the specific way it was presented, resonated more with a female audience.
- **Age Range Focus:** The most significant engagement and spend came from women aged 25-34 and 18-24. This suggests that Vaporwave's nostalgic and digital aesthetic might appeal to younger women, possibly those with an interest in fashion, pop culture, or digital art.

### 2. Campaign Performance:

- **Strong ROI (293.7%):** This ROI is excellent, showing that the investment in this campaign paid off well, especially considering the relatively low cost per result (\$1.778).
- **Engagement Rates:** The reach and impression engagement rates are decent, showing that the content was engaging enough to capture the audience's

attention and drive interaction.

## What's Working:

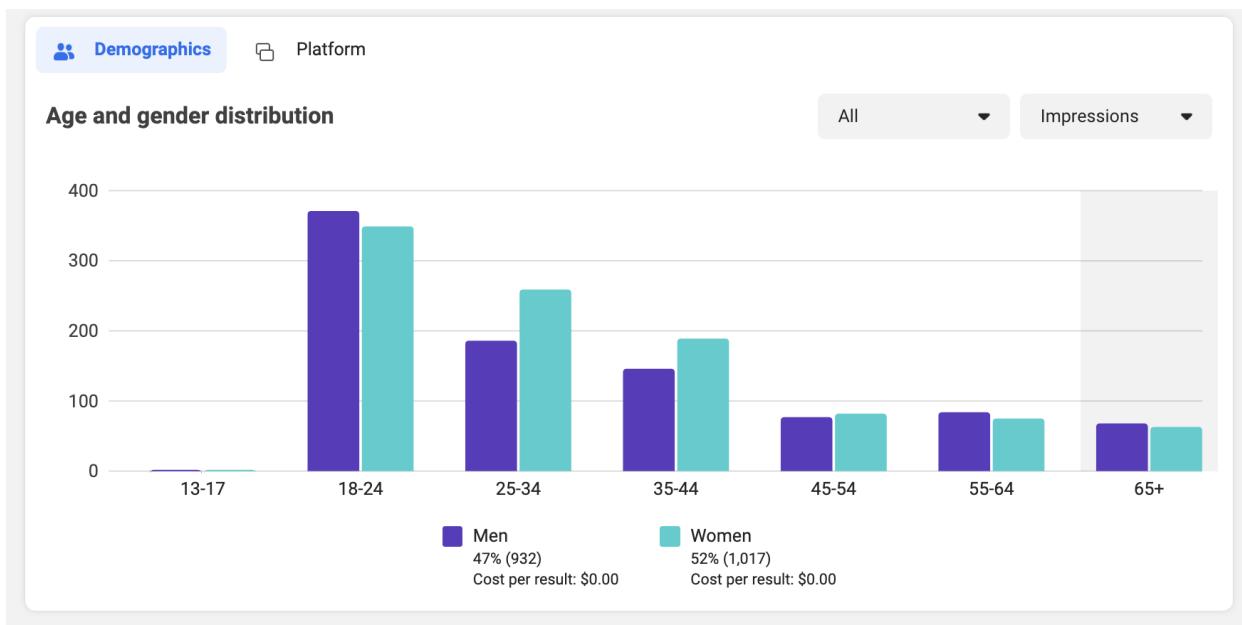
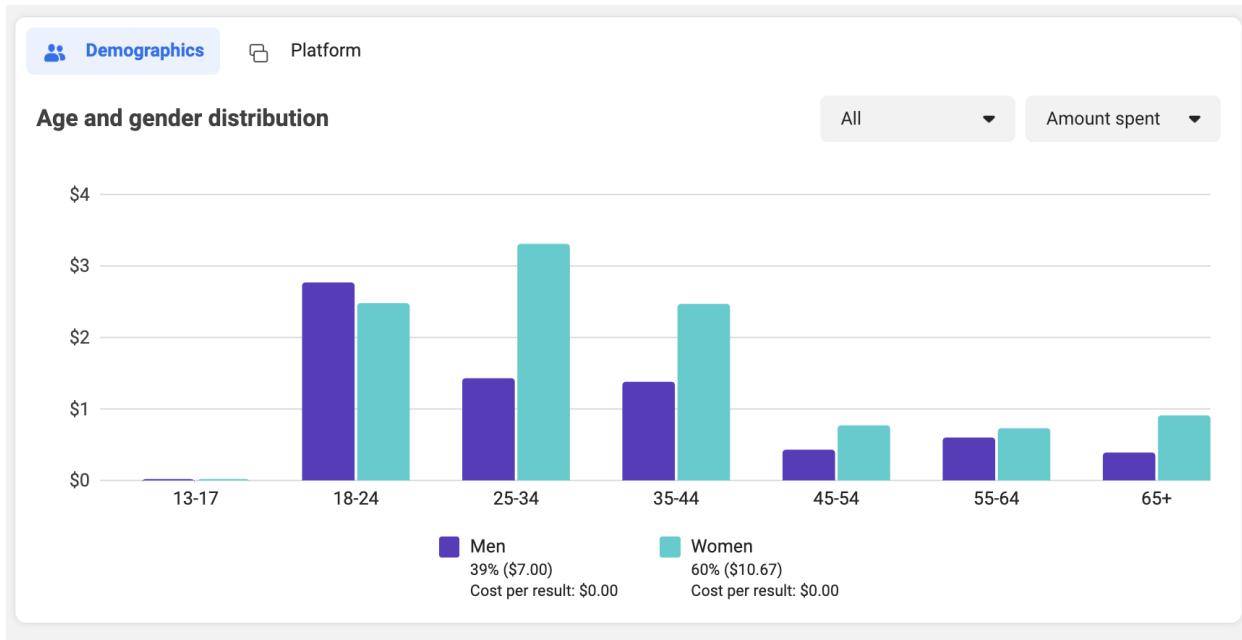
- 1. Meta's Advantage+ Tools:** It seems like the Advantage+ tools worked well for this campaign, even if you can't pull deeper data. They likely optimized the ad delivery in a way that connected with the right audience.
- 2. Aesthetic Appeal:** Vaporwave has a unique, visually appealing style that might be particularly attractive to a younger, more digitally-inclined audience, which could explain the higher female engagement.
- 3. Targeting and Optimization:** The tools probably helped refine the targeting and delivery, ensuring the ads reached those most likely to engage and convert.

## Potential Next Steps:

- 1. Investigate Advantage+ Performance:**
  - Even though you can't pull deeper data right now, it might be worth digging into what specific combinations or settings within Advantage+ led to this success. Replicating this in future campaigns could yield similar results.
- 2. Expand on the Success:**
  - Consider scaling up this campaign or running similar ones with Vaporwave and related aesthetics. You could also experiment with slightly different age groups or interests to see if you can further optimize engagement.
- 3. Refine Content for Female Audiences:**
  - Given the strong female engagement, you might want to create more content specifically tailored to this demographic, perhaps exploring other nostalgic or digital aesthetics that could appeal to younger women.

## Summary:

This campaign is a clear success, especially in terms of reaching and engaging a female audience. It's worth exploring why this particular combination of tools and content worked so well and seeing if you can replicate it in future campaigns.



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