



IG Shopping Grid Post (Neo-Expressionism)

📅 Ad Launch	@2024/08/01
⌚ Campaign Name	Neo-Expressionism 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	34
⌚ Frequency	1.17
👤 Reach	29

Engagement %	0%
Imp Engagement %	0%
Objective (Likes, Engagement)	0
ROI %	100%
Cost per Result	0
Value per Result	\$7.00
Total Spend	\$1.20
CPM (1k impr.)	\$35.29
Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
Copy Creative	[Print Name] — [Art Movement] for those who feel too much.
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.

It's definitely a bit surprising that Neo-Expressionism didn't resonate more with the male audience, especially considering the strong visuals and typically bold, emotive style that characterizes this art movement. Here are a few thoughts:

Analysis:

1. Demographics and Engagement:

- **Strong Male Viewership:** The demographic data shows a significant male viewership, particularly in the 25-34 and 35-44 age ranges, but with no engagement or sales, it suggests that while they were intrigued enough to view the content, it didn't compel them to take further action.
- **Age Group Focus:** The lack of engagement might indicate that while these age groups are interested, the content or messaging didn't resonate deeply enough to prompt interaction.

2. Campaign Performance:

- **0% Engagement and -100% ROI:** The lack of interaction here is a clear sign that the campaign didn't connect with the audience in the way you intended. Given the powerful visuals of Neo-Expressionism, it might be more about the messaging or context in which the artwork is presented.
- **Low Total Spend:** With a spend of just \$1.20, the cost to test this artwork was very low, which is a silver lining—it gives you room to experiment without significant financial loss.

Potential Adjustments:

1. Targeting Refinements:

- **Niche Art Lovers:** Consider narrowing the targeting to include those who specifically follow Neo-Expressionist artists or are interested in similar art movements. This could help you reach people who are more likely to appreciate and engage with the content.
- **Art and Emotion:** Neo-Expressionism is known for its raw, emotional impact. Targeting individuals who are drawn to intense, emotionally charged content might yield better engagement.

2. Messaging Strategy:

- **Emphasize the Emotional Impact:** Craft messaging that speaks to the emotional and expressive nature of the artwork. Phrases like "Unleash Raw Emotion" or "Art that Speaks to the Soul" could help connect with viewers on a deeper level.
- **Contextualize the Art:** Providing some context or story behind the artwork might help viewers connect with it. Explaining what Neo-Expressionism represents or the emotions the artist intended to evoke could make the art more accessible and engaging.

3. Test Different Formats or Offers:

- **Carousel Ads:** If you're not already using them, carousel ads could allow you to show multiple pieces of Neo-Expressionist art in one ad, giving viewers more to engage with.
- **Special Offers:** Consider running a time-limited offer or highlighting the uniqueness of the pieces to create a sense of urgency or exclusivity.

Summary:

The lack of engagement from the male audience in this campaign suggests that while the art might be visually intriguing, it didn't connect on an emotional or intellectual level. Refining the targeting, tweaking the messaging, and possibly experimenting with different ad formats or offers could help bridge that gap.

Would you like to explore more ideas for how to make Neo-Expressionism resonate with your target audience, or would you prefer to pivot to another strategy?

