

IG Shopping Grid Post (Bauhaus)

≇ Ad Launch	@2024/08/01
ф Campaign Name	Bauhaus for Designers Interested in Art — Shop Tagged Carousels
CampaignType	Shopping
• Platform(s)	Instagram
Primary KPI	Sales
Secondary KPI	Engagement
Page (Post incl.)Engagement	2
• Impressions	83
* Frequency	1.04
• Reach	80

IG Shopping Grid Post (Bauhaus)

£ Engagement %	5%
♠ Imp Engagement %	4.82%
Objective(Likes,Engagement)	2
ROI %	132.17%
♠ Cost per Result	3.015
c ₀ Value per Result	\$7.00
Total Spend	\$6.03
CPM (1k impr.)	\$72.65
▼ Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
Creative	[Print Name] — just one countless [Art Movement] print to explore.
♥ A/B Test	No
de 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)

IG Shopping Grid Post (Bauhaus) 2

■ Income	N/A
	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.

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Thoughts on the Graph (Impressions by Age Group):

1. Dominance of Male Audience:

- The graph shows that the majority of impressions are from men, particularly in the **25-34** and **55-64** age groups.
- This suggests that your ad resonates more with male audiences in these age ranges. It might be beneficial to explore why this is the case—whether it's the content, the targeting, or the product itself.

2. High Engagement from the 25-34 and 55-64 Age Groups:

- The 25-34 age group is often a key demographic for many campaigns, so seeing strong engagement here aligns well with typical marketing goals.
- The significant engagement from the 55-64 age group could indicate an opportunity to target this demographic more explicitly, especially if the product appeals to their interests.

3. Lower Engagement with Younger Audiences:

The 18-24 age group, and even younger, shows much lower engagement. This
might suggest that the ad content or product isn't as appealing to this
demographic, or that your targeting could be adjusted to better reach these
users.

Edits and Campaign Notes:

1. Advantage+ and Larger Product Batch:

 Testing with the Advantage+ audience and a larger product batch sounds like a solid approach, especially as it would allow Meta's algorithms to better optimize for the desired outcome. This could lead to better overall performance.

2. Running with a Sale:

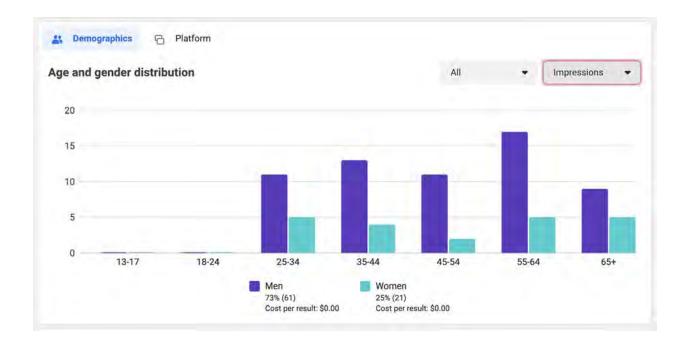
 Running the campaign with a sale could definitely increase engagement and conversion rates. Sales tend to create a sense of urgency and can make your ad more appealing, especially in a competitive market.

3. Focus on Engagement Over Sales:

- Your note about the true value of the campaign lying in engagement is insightful. For a new brand, building engagement can be just as crucial as driving sales, as it lays the groundwork for future conversions.
- Emphasizing this in your evaluation helps to capture the broader impact of your campaign, beyond just the immediate sales figures.

Summary:

- Graph Analysis: Focus on optimizing for the male 25-34 and 55-64 age groups while considering adjustments to reach and engage younger audiences more effectively.
- Campaign Strategy: Your notes reflect a clear and thoughtful strategy that balances the need for engagement with the ultimate goal of driving sales.
 Testing with different variables like Advantage+ and running with a sale could provide valuable insights and improve results.



It's definitely an interesting finding that men are engaging more with the current campaign, especially if the product or content was expected to appeal more to women. Running a future campaign specifically targeting women, particularly those interested in home decorating, is a great idea. This could help balance the audience and provide insights into how different demographics respond to your content.

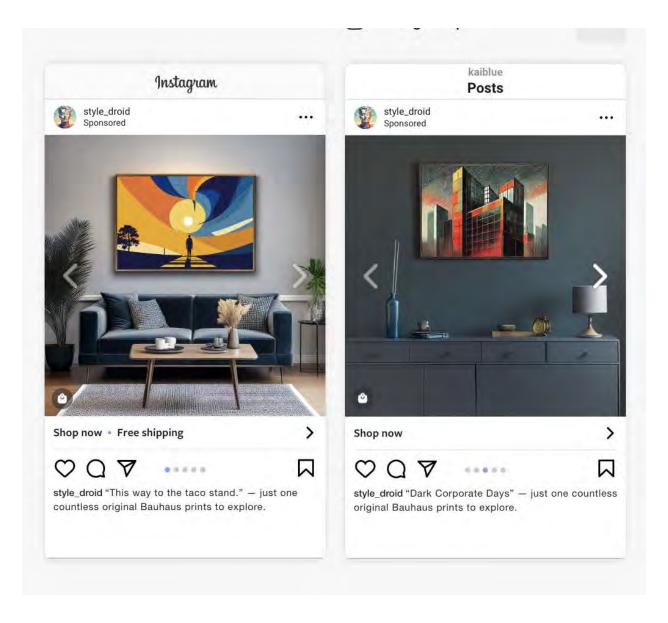
Targeting Suggestions:

- 1. **Home Decorators:** Women who are interested in home decor often engage with visual content, especially if it's inspirational or offers practical decorating ideas.
- 2. **Tailored Messaging:** You might want to create ad copy and visuals that emphasize elements that typically resonate more with female audiences, such as warmth, comfort, or family-oriented design.
- 3. **Platforms and Placements:** Consider using placements that are more commonly used by women interested in home decor, such as Pinterest or specific Instagram categories.

Campaign Concept:

- Theme: "Create Your Perfect Space" or "Elegance Meets Comfort."
- **Target Audience:** Women aged 25-54, with interests in home decoration, interior design, and DIY projects.
- **Visuals:** Focus on aesthetically pleasing room setups, cozy vibes, and versatile decor pieces.

This could give a better understanding of how different audiences interact with your products and help you refine your targeting strategies going forward.



4.82%



IG Shopping Grid Post (< \$30 Prints)

Ad Launch	@2024/08/01
ф Campaign Name	< \$30 Prints for Designers Interested in Art — Shop Tagged Carousels
CampaignType	Shopping
◆ Platform(s)	Instagram
Primary KPI	Sales
Secondary KPI	Engagement
Page (Post incl.)Engagement	2
• Impressions	310
★ Frequency	1.14
• Reach	272

₹ Engagement %	1.47%
♠ Imp Engagement %	1.29%
Objective(Likes,Engagement)	2
ROI %	7900%
♠ Cost per Result	6.945
⋄ Value per Result	\$7.00
Total Spend	\$13.89
CPM (1k impr.)	\$44.81
▼ Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
creative	[Print Name] — from our only under \$30 collection.
♦ A/B Test	No
de 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.
a 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
	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.

1. Demographics Insights:

- Male-Dominated Engagement: The engagement skewing heavily towards men (82%) in the 25-34 and 35-44 age groups is consistent with your earlier findings. This suggests that the content or the pricing of the prints is particularly appealing to men in these age ranges.
- Low Engagement from Women: Only 16% of impressions came from women, indicating that the current approach might not be resonating as well with female audiences. This could be an opportunity to explore different messaging or targeting strategies to better engage women, particularly those in similar age ranges.

2. Campaign Performance:

- ROI of 0.79%: The ROI is quite low, suggesting that while there was some engagement, it didn't translate effectively into sales. This might indicate that the appeal of the <\$30 prints wasn't strong enough to drive conversions, or that the audience reached wasn't ready to purchase.
- **Cost per Result:** At \$6.945, this is relatively high for a campaign with a lower ROI, which could indicate inefficiencies in targeting or ad placement.

3. Potential Adjustments:

- Focus on Engagement: Since the campaign's success was more in generating
 impressions and engagement rather than sales, you might want to consider
 shifting the campaign objective to engagement and optimizing for that in
 future iterations.
- **Adjust Targeting:** Consider creating a campaign specifically targeting women or expanding the targeting to include different age groups or interests that align with the prints you're offering.
- **Test Different Creative:** The auto-selected visuals seem appropriate, but testing different visuals or messages that might resonate more with women could help balance the engagement between genders.

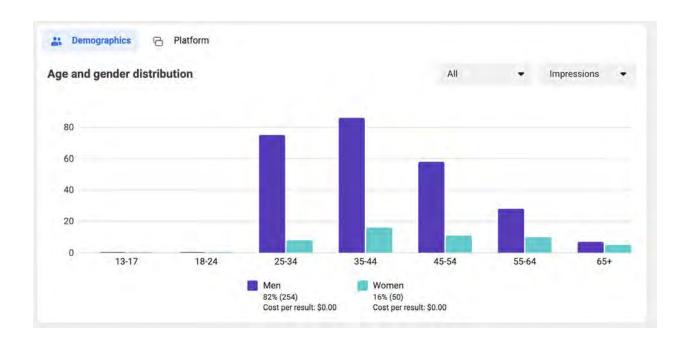
4. Overall Strategy:

- **Pricing Strategy:** The <\$30 price point is attractive, but the messaging around the value of these prints might need to be more compelling to convert impressions into sales.
- Next Steps: Running this campaign again with a focus on testing different demographics, potentially running a sale, or emphasizing the unique value of these prints could yield better results.

Summary:

The campaign provides valuable insights into who your current audience is and how they engage with your content. Adjusting the strategy to better target and engage with women, possibly through tailored visuals or messaging, could improve overall performance. Additionally, reconsidering the objective and pricing strategy might help in achieving better ROI in future campaigns.

Would you like to explore specific ideas for improving engagement or sales, or should we look into refining your targeting strategy further?



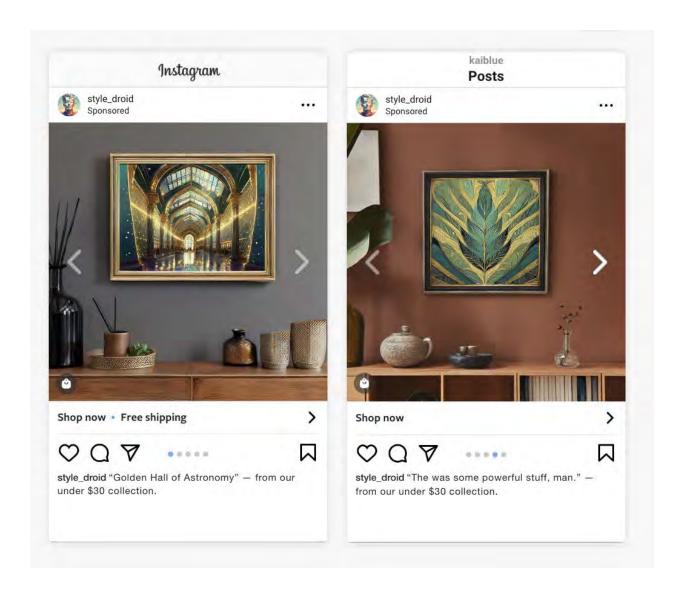
Men — More accepting of AI art?

The acceptance of AI, particularly in creative fields like art, could indeed be influencing this trend. Men, especially those in tech-savvy or design-related fields, might be more intrigued by AI-generated art, viewing it as innovative or cutting-edge.

Strategic Considerations:

- Highlight AI-Driven Creativity: You could experiment with emphasizing the AI
 aspect of the art in your messaging, possibly making it a central theme in
 campaigns targeting male audiences.
- **Tech-Savvy Demographic:** Focus on demographics that are not only interested in art but also in technology, innovation, or digital design. This could resonate well with men who are early adopters of Al technologies.
- **Content Strategy:** Create content that discusses the process of AI in art creation, which might further engage and attract this audience.

This connection between Al acceptance and higher male engagement could be a unique angle to explore in future campaigns.





IG Shopping Grid Post (Futurism)

Ad Launch	@2024/08/01
ф Campaign Name	IG Shopping Grid Posts
Campaign Type	Shopping
♠ Platform(s)	Instagram
Primary KPI	Sales
SecondaryKPI	Engagement
Page (Post incl.)Engagement	1
♠ Impressions	103
† Frequency	1.1
♠ Reach	94

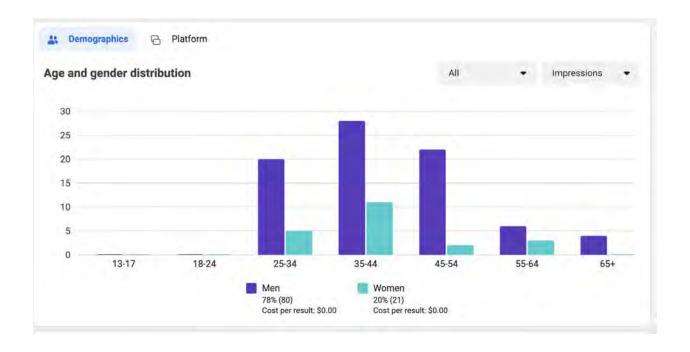
₽ Engagement %	2.13%
♠ Imp Engagement %	1.94%
Objective(Likes,Engagement)	1
ROI %	40.56%
♠ Cost per Result	4.98
c ₀ Value per Result	\$7.00
Total Spend	\$4.98
cPM (1k impr.)	\$48.35
▼ Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
creative	[Print Name] — futurism, [Art Movement] and the galaxy.
♥ 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
	Excluded IG Profile Visitors and FB Profile Visitors
Location	United States: Cities (750,000 to 3 million+ people)

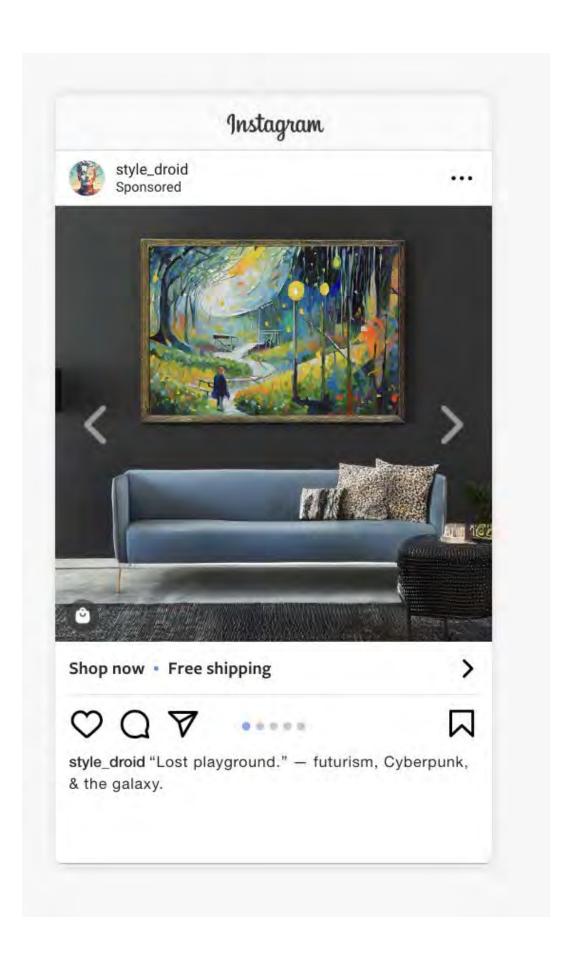
IG Shopping Grid Post (Futurism) 2

■ Income	N/A
	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.

IG Shopping Grid Post (Futurism)

3







IG Shopping Grid Post (Glitch Art)

≇ Ad Launch	@2024/08/01
ф Campaign Name	Glitch Art for Designers Interested in Art — Shop Tagged Carousels
CampaignType	Shopping
◆ Platform(s)	Instagram
Primary KPI	Sales
Secondary KPI	Engagement
Page (Post incl.)Engagement	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.
Creative	[Print Name] — can you feel the techno aesthetic that is our [Art Movement] collection.
♦ A/B Test	No
de 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)

2

IG Shopping Grid Post (Glitch Art)

■ Income	N/A
	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.

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:

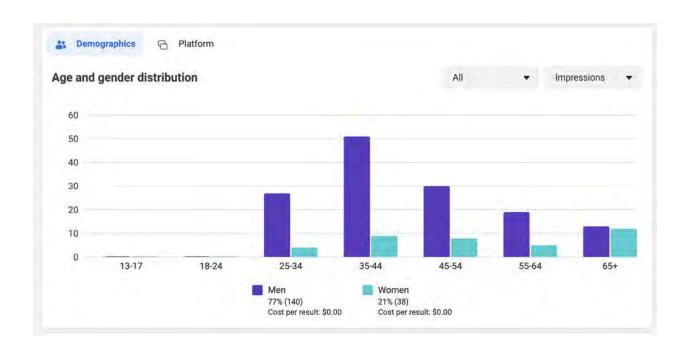
• Consider developing more variations of Glitch Art or related digital art styles to keep the content fresh and engaging. This could also help test what specific aspects of Glitch Art resonate the most.

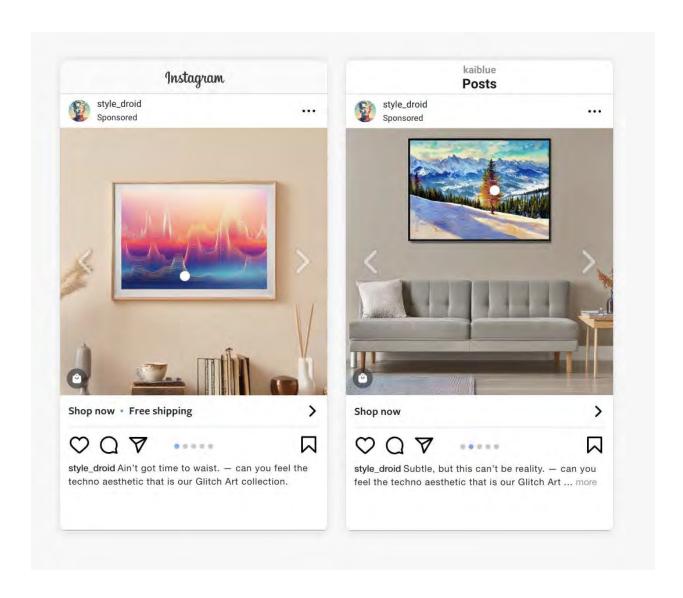
4. Test Different Formats:

 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.







Ad Launch	@2024/08/01
ជ្ 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
c ₀ 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.
creative	N/A
♥ A/B Test	Yes
69 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
<u>→</u> 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	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.
	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.
	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.
• Result	 Total Impressions: 1,968 Total Spent: \$17.78 CPM: \$9.03 Page Engagement: 10 CPC: \$4.45 Insight: Moderate performance in terms of CPM and
	engagement, likely focused on driving specific product sales.

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.



