



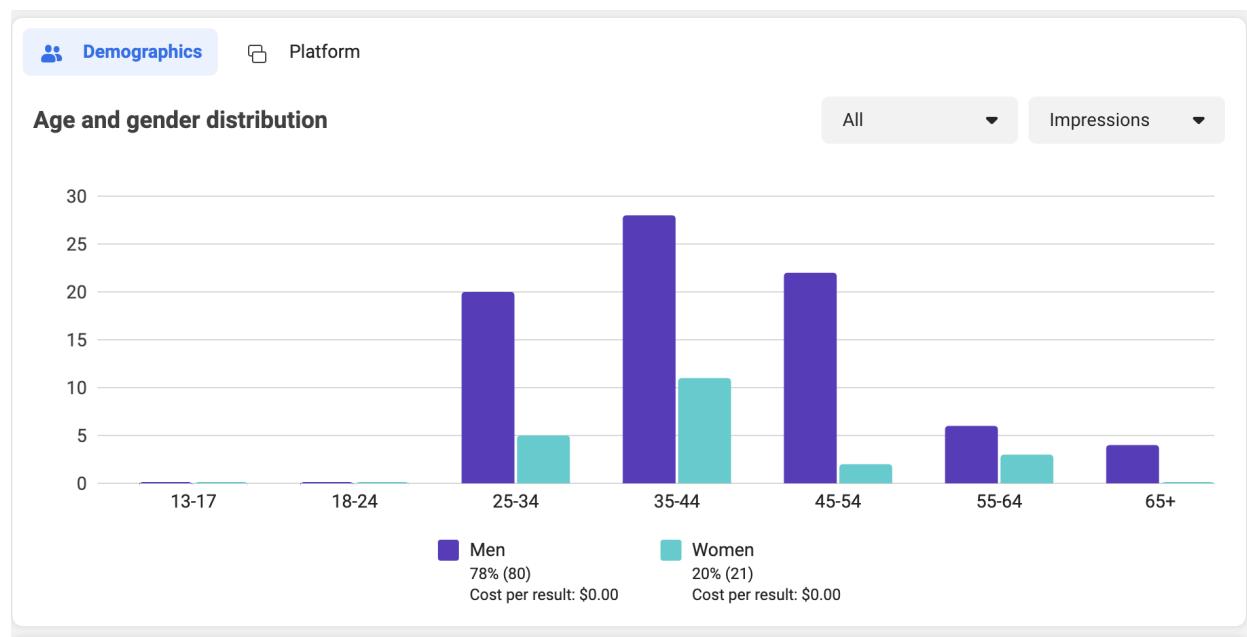
IG Shopping Grid Post (Futurism)

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|---------------------|------------------------|
| 📅 Ad Launch | @2024/08/01 |
| ✍ Campaign Name | IG Shopping Grid Posts |
| ✋ Campaign Type | Shopping |
| 👤 Platform(s) | Instagram |
| ⌚ Primary KPI | Sales |
| ⌚ Secondary KPI | Engagement |
| ✋ Page (Post incl.) | 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 |
|  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. |
|  Copy 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 |
|  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. |

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Instagram



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style_droid "Lost playground." — futurism, Cyberpunk,
& the galaxy.