



# IG Shopping Grid Post (< \$30 Prints)

📅 Ad Launch	@2024/08/01
⭐ Campaign Name	< \$30 Prints for Designers Interested in Art — Shop Tagged Carousels
✋ Campaign Type	Shopping
👤 Platform(s)	Instagram
⌚ Primary KPI	Sales
⌚ Secondary KPI	Engagement
✋ Page (Post incl.)	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.
 Copy Creative	[Print Name] — from our only under \$30 collection.
 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.

## 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.

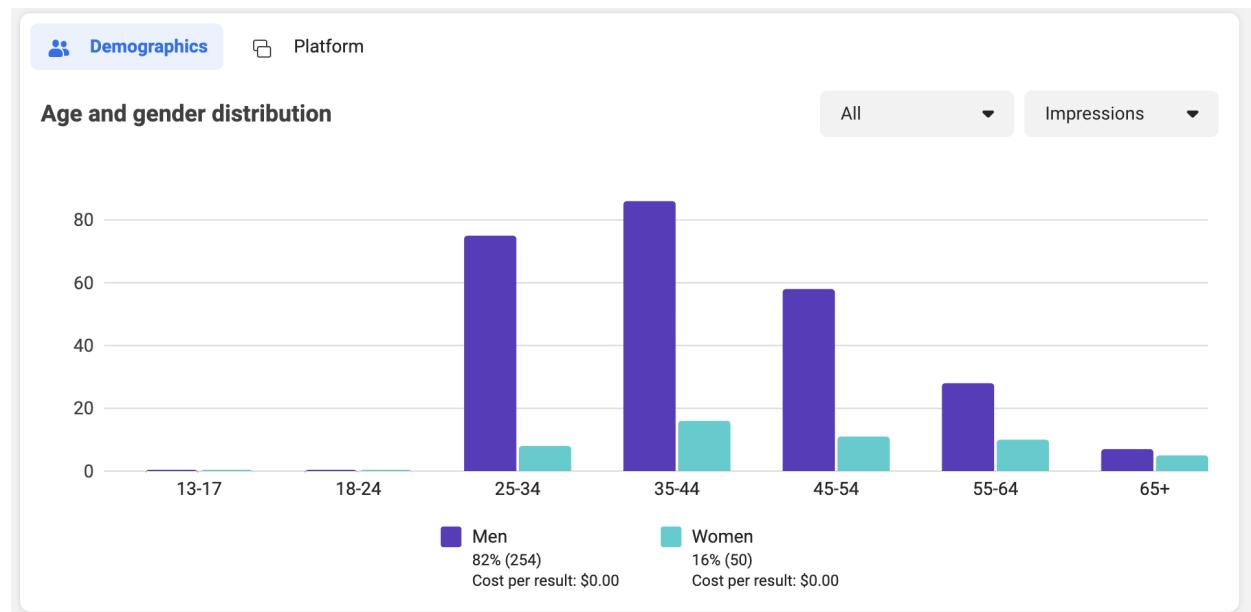
## 4. Overall Strategy:

- **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 AI 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 AI acceptance and higher male engagement could be a unique angle to explore in future campaigns.

