CAMPAIGN TOTAL: Promoting FB Page

🚦 Ad Launch	@2024/08/01
⊡ Campaign Name	Style Spectrums Page Promotion
✋ Campaign Type	Page Growth
♟ Platform(s)	Facebook
◎ Primary KPI	Likes, Follows
◎ Secondary KPI	Engagement
✋ Page (Post incl.) Engagement	66
♟ Impressions	644
🕴 Frequency	1.18

👤 Reach	546
👤 Engagement %	24.18%
👤 Imp Engagement %	20.5%
📈 Objective (Likes, Engagement)	42
👤 ROI %	226.34%
👤 Cost per Result	0.306
🪙 Value per Result	$1.00
💸 Total Spend	$12.87
👥 CPM (1k impr.)	$19.98
🖼 Visual Creative	Auto-selected most effective and was the same for both — a simple Bauhaus image.
⌨ Copy Creative	Auto-selected for most effective and it was the same for both — Original single-edition prints crafted to illustrate art movement's iconic characteristics. Hang some history on your wall with ArtMovementMuseum.
⑂ A/B Test	Yes
⚖ If Yes, Test Goal	It was to see what audience would perform better. Results were too close to call.
@ Audience Overview	N/A (multiple posts with different audiences)
⊘ Audience Limits	Eliminate anyone who has seen or engaged with the page.

🌐 Location	U.S. cities > 750,000 population
💵 Income	N/A (multiple posts with different audiences)
🛫 Live Events	N/A (multiple posts with different audiences)
🪑 Interests	N/A (multiple posts with different audiences)
🐕 Behaviors	N/A (multiple posts with different audiences)
🎓 Education	N/A (multiple posts with different audiences)
📖 Field of Study	N/A (multiple posts with different audiences)
💼 Employers	N/A (multiple posts with different audiences)
≔ Ad Placement	Facebook Feed Facebook Marketplace Facebook Reels Facebook Search Results Facebook Video Feed
≡ Notes	This was a very effective campaign. Simple and effective. Should be running almost all the time.
🏆 Result	Style Spectrums (Page Promotion) - Total Impressions: 644 - Total Spent: $12.87 - CPM (Cost per 1,000 Impressions): $19.98 - Page Engagement: 66 - Cost per Page Engagement: $0.19 - New Follows/Likes: 42 - Cost per Follow/Like: $0.31 Insight: This campaign was effective in generating new page likes at a reasonable cost, with a good engagement rate.

Here we have a breakdown of cost for age groupings and by sex.

Campaign name	Age	Gender	Ad Delivery	Reach	Impressions	Clicks (all)	CPC (all)	Amount sp...
		Uncategorized		2	2			$0.03
[08/01/2024] ...	All	All		343	382	35	$0.19	$6.53
	35−44	All		90	105	10	$0.21	$2.11
		Male		58	67	6	$0.20	$1.22
		Female		30	36	4	$0.18	$0.72
		Uncategorized ❶		2	2	—	—	$0.17
	45−54	All		96	103	16	$0.10	$1.58
		Female		31	32	6	$0.12	$0.69
		Male		60	66	9	$0.08	$0.69
		Uncategorized ❶		5	5	1	$0.20	$0.20
	55−64	All		84	92	5	$0.26	$1.29
		Male		56	62	5	$0.16	$0.79
		Female		27	29	—	—	$0.45
		Uncategorized ❶		1	1	—	—	$0.05
	65+	All		51	54	2	$0.40	$0.80
		Male		27	28	—	—	$0.48
		Female		23	25	2	$0.16	$0.31
		Uncategorized ❶		1	1	—	—	$0.01
	25−34	All		22	28	2	$0.38	$0.75
		Male		17	19	1	$0.44	$0.44
		Female		3	5	—	—	$0.18
		Uncategorized ❶		2	4	1	$0.13	$0.13

Campaign name	Age	Gender	Reach	Impressions	Clicks (all)	CPC (all)	Amount sp...
	65+	All	55	58	6	$0.36	$2.14
		Male	33	35	4	$0.34	$1.34
		Female	22	23	2	$0.40	$0.80
	55–64	All	52	66	8	$0.18	$1.41
		Male	35	44	7	$0.13	$0.89
		Female	17	22	1	$0.52	$0.52
	45–54	All	58	64	6	$0.21	$1.24
		Female	32	36	5	$0.13	$0.64
		Male	26	28	1	$0.60	$0.60
	35–44	All	47	59	2	$0.42	$0.84
		Male	30	38	1	$0.48	$0.48
		Female	17	21	1	$0.36	$0.36
	25–34	All	15	15	—	—	$0.71
		Male	12	12	—	—	$0.42
		Female	3	3	—	—	$0.29

Looking at the age and gender breakdown in these two images, here are some insights:

1. Age and Gender Performance:

- **Best-Performing Age Group:**
  - **45-54 All:** Across both images, the 45-54 age group generally performs well, especially with females. In both cases, this age group has relatively high reach and impressions with a low CPC (e.g., $0.10 to $0.21).
- **Lowest-Performing Age Group:**
  - **25-34 All:** This group has significantly lower reach and engagement, with very few clicks and a relatively high CPC. It seems this demographic is less responsive to the current campaign.

2. Gender Breakdown:

- **Males vs. Females:**

  - **Males** consistently show higher engagement rates in the 45-54 and 55-64 age ranges. Their CPC tends to be lower, indicating more cost-effective engagement.

  - **Females** also perform well, especially in the 45-54 age group, though with slightly higher CPCs in some cases. However, they are less engaged in the 25-34 age group, where the cost per click can be higher (e.g., $0.42, $0.36).

3. Cost Per Engagement:

- **Efficiency:** The campaign has been more cost-effective with the 45-54 and 55-64 age groups, particularly among males. The CPC for these demographics is relatively low, indicating that your targeting is resonating well with them.

4. Budget Allocation Recommendations:

- **Optimize for High-Performing Demographics:** Consider allocating more of your budget towards the 45-54 and 55-64 age groups, focusing on both genders but perhaps with a slight skew towards males, given their higher engagement and lower CPC.

- **Reevaluate Low-Performing Groups:** The 25-34 age group, particularly males, might need a different creative approach or targeting adjustments if you want to improve performance here.

5. General Campaign Effectiveness:

- **Overall:** The campaign seems effective in terms of generating new followers and likes at a reasonable cost. However, fine-tuning your targeting by age and gender could further enhance efficiency, maximizing your ad spend.