



IG Shopping Grid Post (Bauhaus)

📅 Ad Launch	@2024/08/01
⌚ Campaign Name	Bauhaus 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	83
⌚ Frequency	1.04
👤 Reach	80

 Engagement %	5%
 Imp Engagement %	4.82%
 Objective (Likes, Engagement)	2
 ROI %	132.17%
 Cost per Result	3.015
 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.
 Copy Creative	[Print Name] — just one countless [Art Movement] print to explore.
 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.

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:

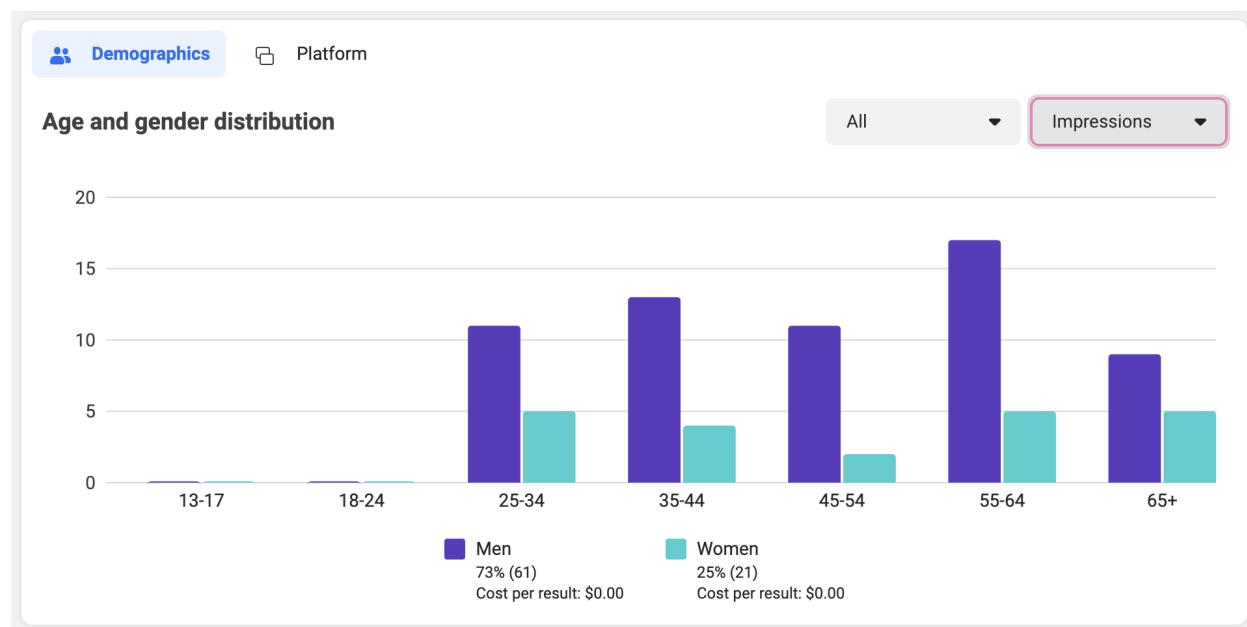
- Running the campaign with a sale could definitely increase engagement and conversion rates. Sales tend to create a sense of urgency and can make your ad more appealing, especially in a competitive market.

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.

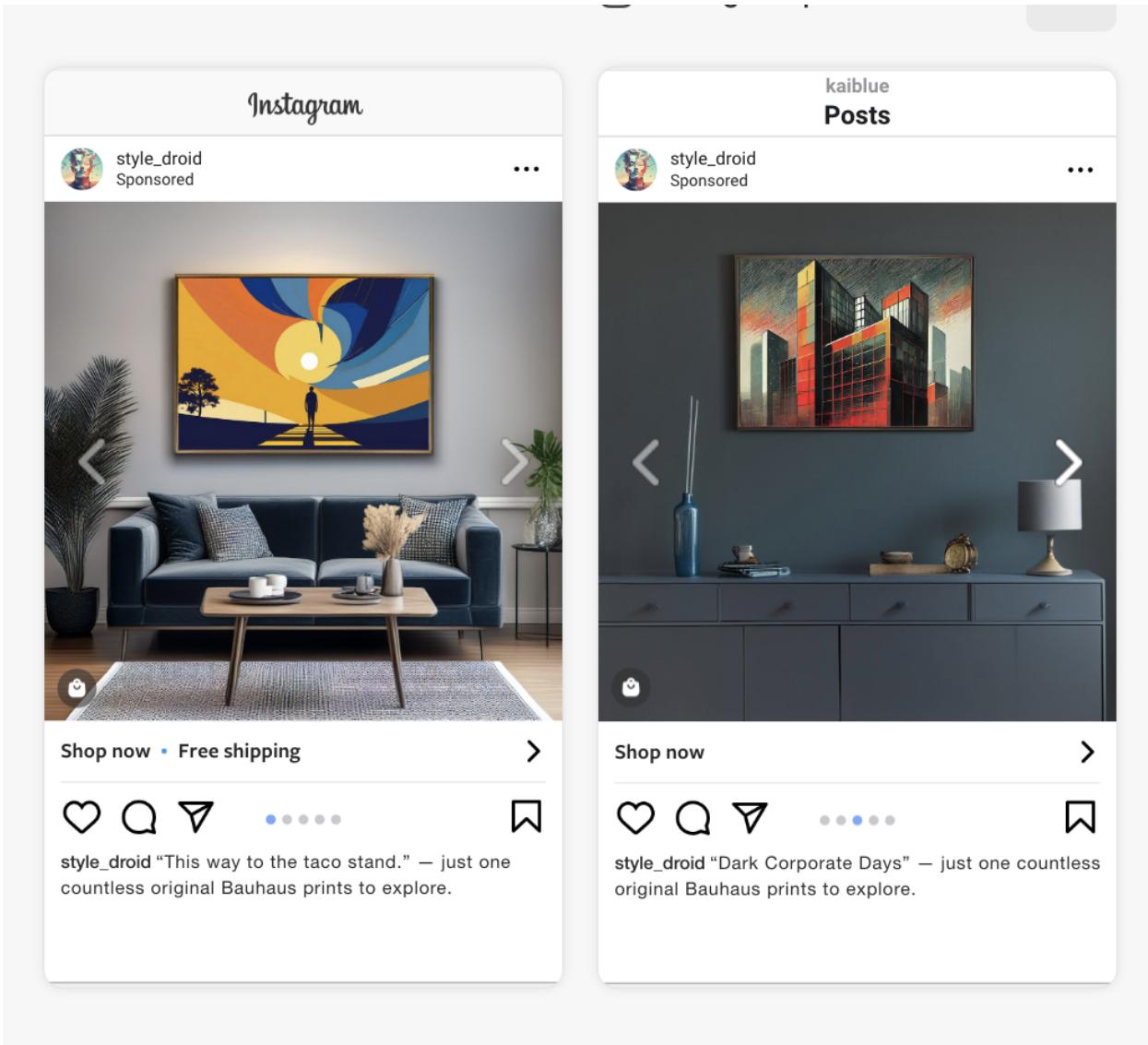
Targeting Suggestions:

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%