



























IG Shopping Grid Post (Fauvism)

🔔 Ad Launch	@2024/08/01
🏷 Campaign Name	Fauvism for Designers Interested in Art — Shop Tagged Carousels
👤 Campaign Type	Shopping
👤 Platform(s)	Instagram
🎯 Primary KPI	Sales
🎯 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	0
👤 Impressions	119
✂ Frequency	1.11
👤 Reach	107
👤 Engagement %	0%

 Imp Engagement %	0%
 Objective (Likes, Engagement)	0
 ROI %	100%
 Cost per Result	0
 Value per Result	\$7.00
 Total Spend	\$5.94
 CPM (1k impr.)	\$49.92
 Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
 Copy Creative	[Print Name] — [Art Movement] for that OG history vibe.
 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.

It's definitely disappointing when a campaign doesn't perform as expected, especially with something as visually engaging as Fauvism. Here's what I'm

noticing and some thoughts on your next steps:

Analysis:

1. Demographics and Engagement:

- **Mixed Engagement:** The audience is more balanced between men (61%) and women (34%) compared to the other campaigns, but unfortunately, there's still no engagement or sales.
- **Target Audience:** The broader appeal in terms of gender might suggest that the artwork itself has a more universal appeal, but it might not be reaching the right segment of art enthusiasts or buyers who are ready to make a purchase.

2. Campaign Performance:

- **0% Engagement and -100% ROI:** With no engagement or sales, it's clear that the campaign didn't resonate enough to drive any action. This could be due to a mismatch between the audience and the content or possibly the way the artwork is presented or marketed.
- **Relatively Low Spend:** The total spend of \$5.94 suggests that while the campaign didn't yield results, the cost to test this particular artwork was relatively low. This gives you some flexibility to iterate without having invested heavily.

Potential Adjustments:

1. Targeting Strategy:

- **Art Enthusiasts:** Consider refining the targeting to focus more on art lovers, collectors, or those with a specific interest in Fauvism or related art movements. This might mean narrowing the audience to people with more specialized interests.
- **Interest-Based Targeting:** You could explore targeting people who have shown interest in bold, colorful art or even those who follow contemporary artists who draw inspiration from Fauvism.

2. Creative Messaging:

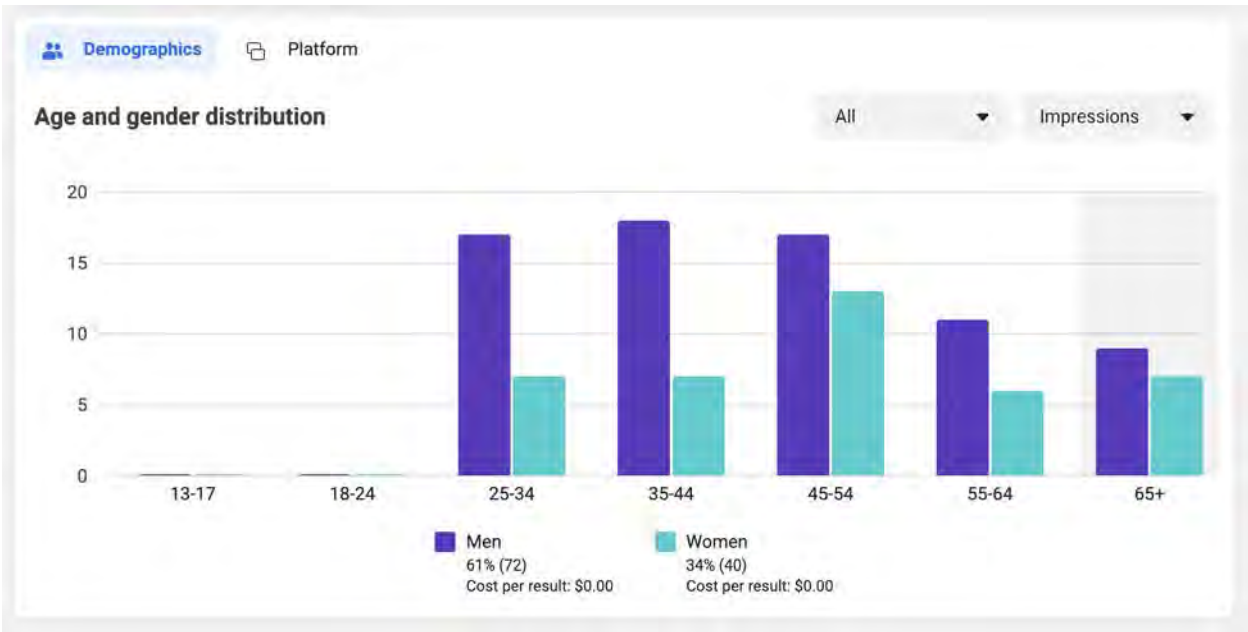
- **Highlight the Unique Appeal:** Emphasize what makes Fauvism unique—its bold colors, emotional expression, and historical significance. Educating the audience a bit about the movement might help create a deeper connection.
- **Call to Action:** Stronger CTAs that tie into the emotional or cultural significance of the artwork might encourage more interaction. For instance, “Bring the Vibrant Spirit of Fauvism into Your Home” could resonate more with art lovers.

3. Experimentation:


- **Run More Ads:** Given the low spend on this campaign, it makes sense to test additional variations. You might want to try different ad formats, messaging, or even promotional offers to see what clicks with your audience.
- **Sale or Limited-Time Offer:** Introducing a sale or a time-limited offer could create urgency and drive more engagement.

Summary:

While this campaign didn't hit the mark, the insights you're gaining are valuable. You're seeing which demographics are engaging (or not), and this can help you refine your approach. Running more ads with different targeting strategies, creative messaging, or offers could help you find the sweet spot that resonates with your audience.





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style_droid “Finding happiness, again.” — Fauvism, for
that OG history vibe.



IG Shopping Grid Post (Film Noir)

🔗 Ad Launch	@2024/08/01
🏷 Campaign Name	Film Noir for Designers Interested in Art — Shop Tagged Carousels
👤 Campaign Type	Shopping
👤 Platform(s)	Instagram
🎯 Primary KPI	Sales
🎯 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	0
👤 Impressions	157
✂ Frequency	1.11
👤 Reach	142

 Engagement %	0%
 Imp Engagement %	0%
 Objective (Likes, Engagement)	0
 ROI %	100%
 Cost per Result	0
 Value per Result	\$7.00
 Total Spend	\$7.39
 CPM (1k impr.)	\$47.07
 Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
 Copy Creative	[Print Name] — the [Art Movement] we all know you wanted.
 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.

It's interesting to see that the engagement from men on the Film Noir/Femme Fatale prints is slightly lower compared to the cheaper prints campaign.

Analysis:

1. Demographics Comparison:

- **Engagement Split:** The male engagement is still dominant (71%), but the female engagement has increased slightly (28%) compared to other campaigns.
- **Age Distribution:** The engagement is still strongest among men in the 25-34 and 35-44 age groups, but the content seems to appeal more to a wider age range compared to the cheaper prints campaign.

2. Campaign Performance:

- **0% Engagement and -100% ROI:** Unfortunately, despite the aesthetic appeal of the Film Noir theme, there's no engagement or sales generated, leading to a -100% ROI. This suggests that while the audience might find the imagery intriguing enough to view, it didn't compel them to interact or purchase.
- **Cost per Result and Value per Result:** With a \$7.39 spend and no results, it's clear the campaign didn't resonate in the way you'd hoped.

Potential Considerations:

1. Content-Product Match:

- The Film Noir/Femme Fatale aesthetic may not have connected with the audience as well as the more affordable prints. It might be that this particular theme doesn't align as strongly with the interests of the audience you're currently reaching.

2. Targeting Adjustments:

- You could consider adjusting the targeting to reach an audience more likely to appreciate and engage with the Film Noir aesthetic—perhaps focusing on art enthusiasts or film buffs who might have a stronger connection to this style.

3. Test Different Creative:

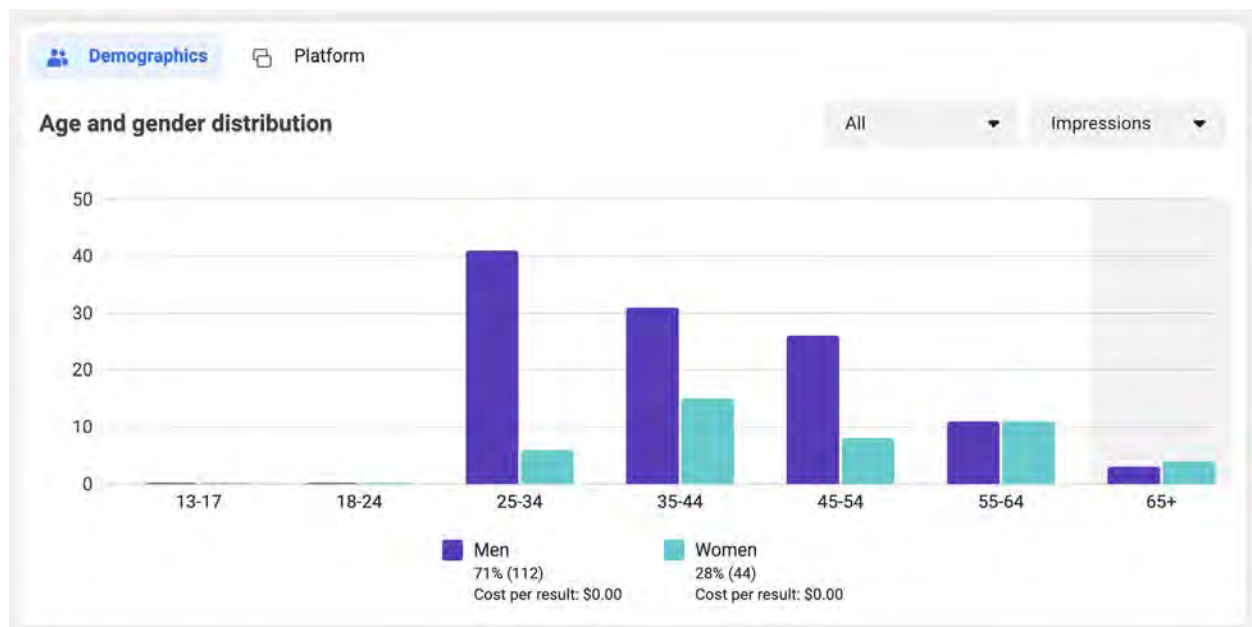
- While the visuals are strong, testing different messaging that ties the aesthetic to something more relatable (e.g., "Bring Classic Cinematic Elegance to Your Space") might help increase engagement.

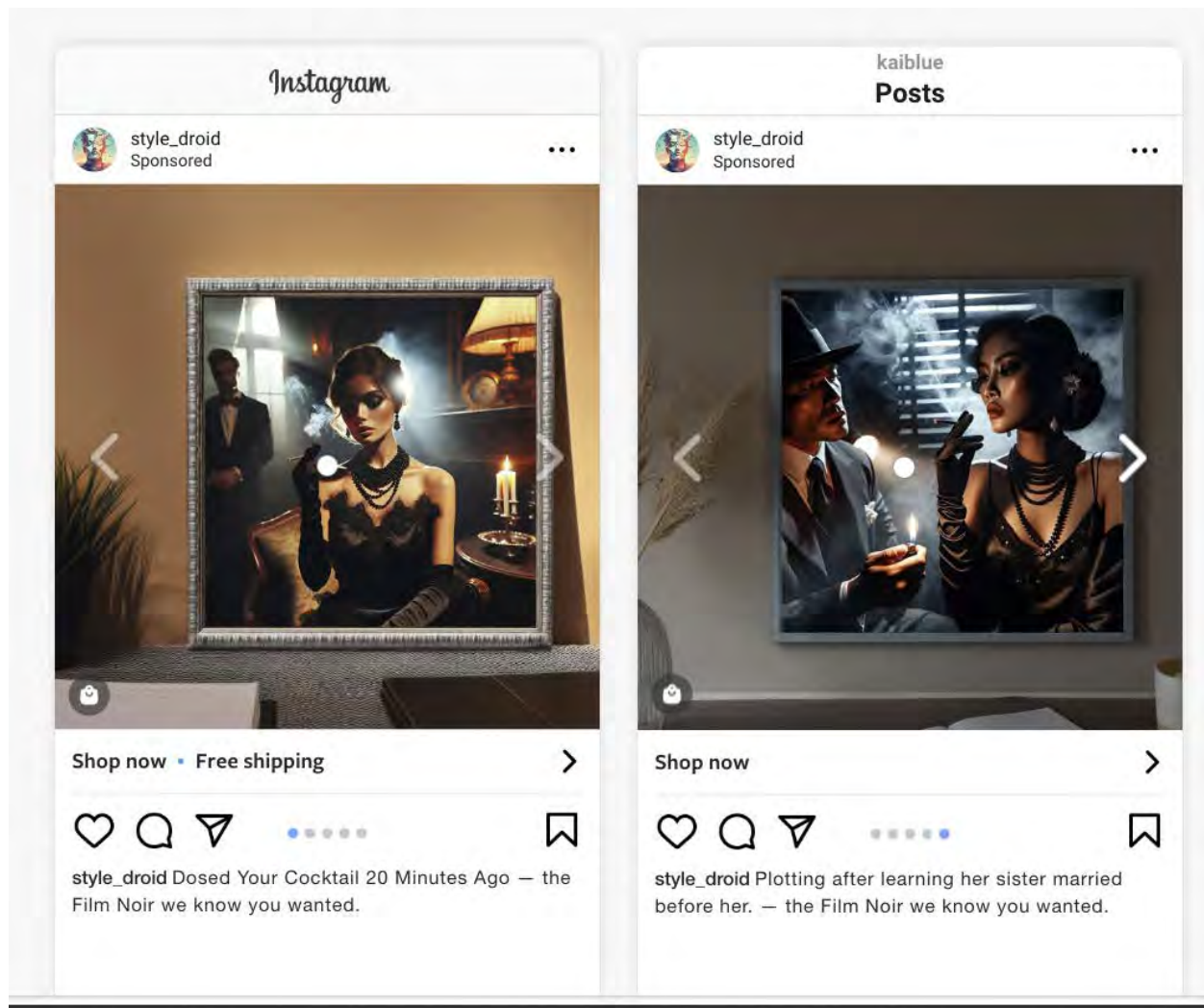
4. Reevaluating Price Point:

- If the prints are priced higher than the <\$30 campaign, that could also play a role in the lower engagement. You might experiment with different pricing strategies or offers to see if that changes the results.

Summary:

The slight shift in gender engagement towards women suggests that the theme has a broader appeal, but the lack of overall engagement and sales indicates that the campaign might need adjustments in targeting, messaging, or pricing. It might be worth running a smaller test with altered parameters to see if those changes can drive better results.
































IG Shopping Grid Post (Mid-Century Modern)

🔗 Ad Launch	@2024/08/01
🏷 Campaign Name	Mid-Century Modern for Designers Interested in Art — Shop Tagged Carousels
👤 Campaign Type	Shopping
👤 Platform(s)	Instagram
🎯 Primary KPI	Sales
🎯 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	0
👤 Impressions	51
✎ Frequency	1.09
👤 Reach	47

 Engagement %	0%
 Imp Engagement %	0%
 Objective (Likes, Engagement)	0
 ROI %	100%
 Cost per Result	0
 Value per Result	\$7.00
 Total Spend	\$2.24
 CPM (1k impr.)	\$43.92
 Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
 Copy Creative	[Print Name] — [Art Movement] prints; we know you're classy.
 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.

Mid-Century Modern Campaign Thoughts:

1. Demographics and Engagement:

- **Gender Distribution:** This campaign had a fairly balanced reach between men (55%) and women (43%), which is notable compared to some of your other campaigns. This suggests that the Mid-Century Modern aesthetic has broad appeal.
- **Age Range:** The strongest engagement came from the 45-54 age group, followed by the 25-34 age group. This might reflect the nostalgic appeal of Mid-Century Modern design, which resonates with an older audience, while also being trendy among younger design-savvy individuals.

2. Campaign Performance:

- **0% Engagement and -100% ROI:** Despite the balanced reach, there was no engagement or sales, which is disappointing. This could suggest that while the design is appealing, the messaging or call to action might not have been compelling enough to prompt interaction.
- **Low Spend:** With a total spend of just \$2.24, this was a low-risk test, which means there's room to experiment without significant financial implications.

Potential Adjustments:

1. Refine Targeting:

- **Design Enthusiasts:** You might consider refining your targeting to include those with a specific interest in Mid-Century Modern design, or people who follow related influencers or brands. This could help you reach a more engaged audience.
- **Older Demographics:** Given the strong showing from the 45-54 age group, focusing more on older demographics who may have a stronger nostalgic connection to this design era could improve engagement.

2. Enhance Messaging:

- **Nostalgic Appeal:** Emphasizing the timeless, nostalgic appeal of Mid-Century Modern could resonate more with the audience. Messaging that

connects the design to cultural or historical moments might create a stronger emotional connection.

- **Lifestyle Integration:** Showcasing how Mid-Century Modern pieces can be integrated into contemporary homes might help make the style feel more accessible and desirable.

3. Experiment with Formats:

- **Carousel Ads:** If you're not already using them, carousel ads could allow you to showcase a range of Mid-Century Modern pieces, increasing the chances of something catching the viewer's eye.
- **Promotions:** Running a sale or offering a discount on Mid-Century Modern prints could create a sense of urgency and drive more interaction.

The increase in female engagement in this campaign is definitely worth noting! With women making up 43% of the reach, this is a significant shift compared to your other campaigns, which were more heavily skewed towards male audiences.

What This Means:

1. Broader Appeal of Mid-Century Modern:

- The Mid-Century Modern aesthetic seems to resonate more with women than some of the other art styles you've tested. This could be due to its blend of nostalgic and timeless design elements, which are often popular in home decor trends.

2. Opportunity to Target Female Audiences:

- This campaign suggests that you might have an opportunity to target more female-dominated audiences with Mid-Century Modern content. You could explore creating campaigns specifically tailored to women interested in interior design, home decor, and retro aesthetics.

3. Refined Messaging for Women:

- Consider crafting messaging that speaks to the versatility and warmth of Mid-Century Modern design, emphasizing how these pieces can bring

both style and comfort into the home. This could enhance the appeal to a female audience.

Next Steps:

1. Targeted Campaigns:

- Try running a campaign that specifically targets women within the 25-54 age range, focusing on the elements of Mid-Century Modern that might appeal most to them.

2. Content Focus:

- You might want to create content that highlights how Mid-Century Modern designs can be used in different home spaces, offering inspiration and practical tips. This could further engage female audiences who are interested in home decor.

Summary:

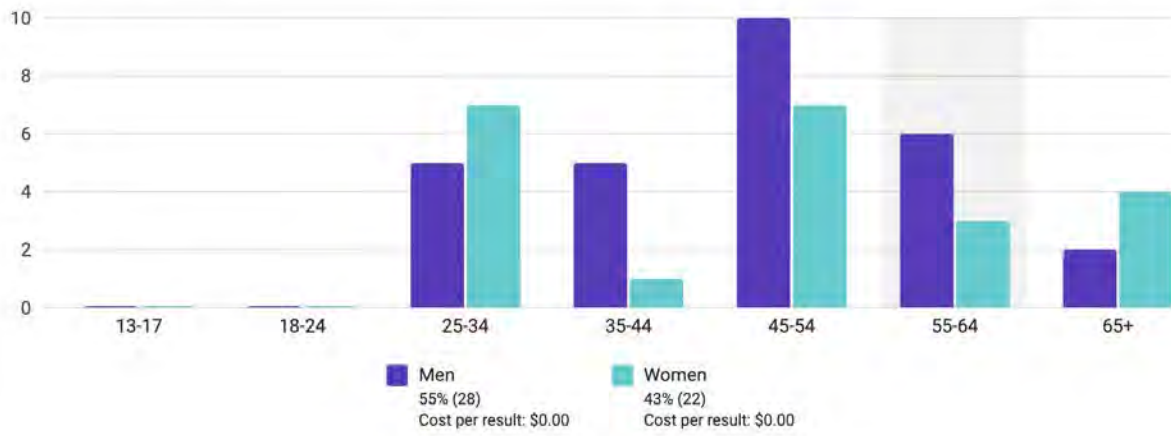
The stronger female engagement in this campaign is an exciting development and suggests that Mid-Century Modern could be a valuable niche for your brand. By focusing more on this demographic and refining your messaging, you could potentially see much better engagement in future campaigns.

Would you like to explore specific strategies or messaging ideas for targeting this demographic?

While this campaign didn't generate engagement, the balanced reach between men and women, as well as the strong interest from the 45-54 age group, suggests that there is potential here. Refining your targeting, enhancing your messaging, and experimenting with ad formats or promotions could help unlock that potential.

Age and gender distribution

All Impressions



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style_droid Walking through downtown at night. — Mid-Century Modern prints; we know you're classy.

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style_droid "Peering down from the 44th floor." — Mid-Century Modern prints; we know you're classy.



IG Shopping Grid Post (Neo-Expressionism)

🔗 Ad Launch	@2024/08/01
🏷 Campaign Name	Neo-Expressionism for Designers Interested in Art — Shop Tagged Carousels
👤 Campaign Type	Shopping
👤 Platform(s)	Instagram
🎯 Primary KPI	Sales
🎯 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	0
👤 Impressions	34
👤 Frequency	1.17
👤 Reach	29

 Engagement %	0%
 Imp Engagement %	0%
 Objective (Likes, Engagement)	0
 ROI %	100%
 Cost per Result	0
 Value per Result	\$7.00
 Total Spend	\$1.20
 CPM (1k impr.)	\$35.29
 Visual Creative	Auto-selected from the Art Movement's print collection based on the user.
 Copy Creative	[Print Name] — [Art Movement] for those who feel too much.
 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.

It's definitely a bit surprising that Neo-Expressionism didn't resonate more with the male audience, especially considering the strong visuals and typically bold, emotive style that characterizes this art movement. Here are a few thoughts:

Analysis:

1. Demographics and Engagement:

- **Strong Male Viewership:** The demographic data shows a significant male viewership, particularly in the 25-34 and 35-44 age ranges, but with no engagement or sales, it suggests that while they were intrigued enough to view the content, it didn't compel them to take further action.
- **Age Group Focus:** The lack of engagement might indicate that while these age groups are interested, the content or messaging didn't resonate deeply enough to prompt interaction.

2. Campaign Performance:

- **0% Engagement and -100% ROI:** The lack of interaction here is a clear sign that the campaign didn't connect with the audience in the way you intended. Given the powerful visuals of Neo-Expressionism, it might be more about the messaging or context in which the artwork is presented.
- **Low Total Spend:** With a spend of just \$1.20, the cost to test this artwork was very low, which is a silver lining—it gives you room to experiment without significant financial loss.

Potential Adjustments:

1. Targeting Refinements:

- **Niche Art Lovers:** Consider narrowing the targeting to include those who specifically follow Neo-Expressionist artists or are interested in similar art movements. This could help you reach people who are more likely to appreciate and engage with the content.
- **Art and Emotion:** Neo-Expressionism is known for its raw, emotional impact. Targeting individuals who are drawn to intense, emotionally charged content might yield better engagement.

2. Messaging Strategy:

- **Emphasize the Emotional Impact:** Craft messaging that speaks to the emotional and expressive nature of the artwork. Phrases like “Unleash Raw Emotion” or “Art that Speaks to the Soul” could help connect with viewers on a deeper level.
- **Contextualize the Art:** Providing some context or story behind the artwork might help viewers connect with it. Explaining what Neo-Expressionism represents or the emotions the artist intended to evoke could make the art more accessible and engaging.

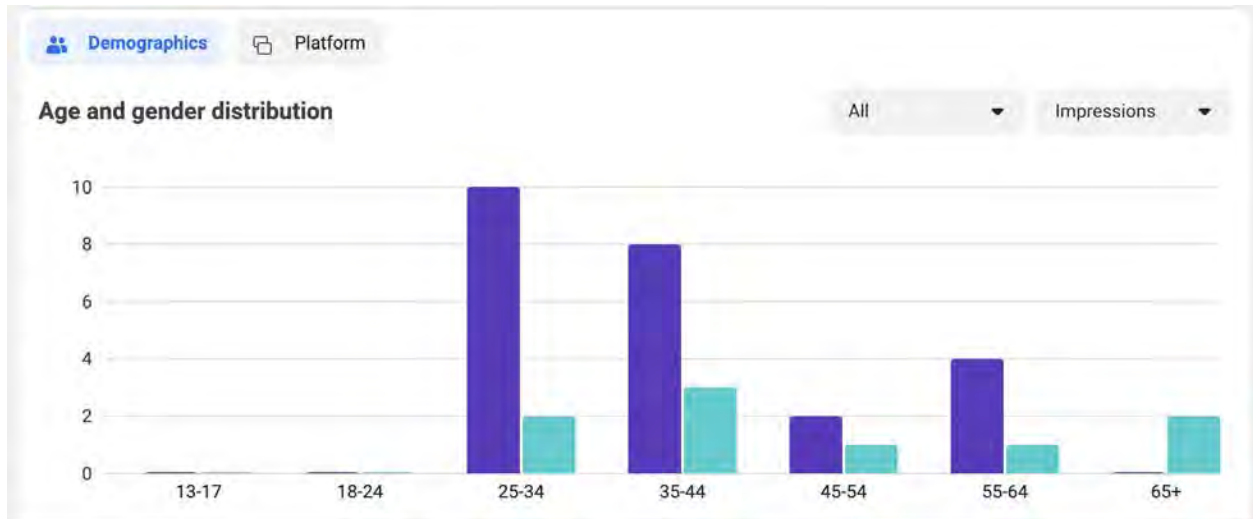
3. Test Different Formats or Offers:

- **Carousel Ads:** If you’re not already using them, carousel ads could allow you to show multiple pieces of Neo-Expressionist art in one ad, giving viewers more to engage with.
- **Special Offers:** Consider running a time-limited offer or highlighting the uniqueness of the pieces to create a sense of urgency or exclusivity.

Summary:

The lack of engagement from the male audience in this campaign suggests that while the art might be visually intriguing, it didn’t connect on an emotional or intellectual level. Refining the targeting, tweaking the messaging, and possibly experimenting with different ad formats or offers could help bridge that gap.

Would you like to explore more ideas for how to make Neo-Expressionism resonate with your target audience, or would you prefer to pivot to another strategy?



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style_droid "Lecture hall waiting for class to start." — Neo-Expressionism is for those who feel too much.

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style_droid "Father not lost, always watching." — Neo-Expressionism is for those who feel too much.