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	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. One other thought would be to run these with a sale.
🏆 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.
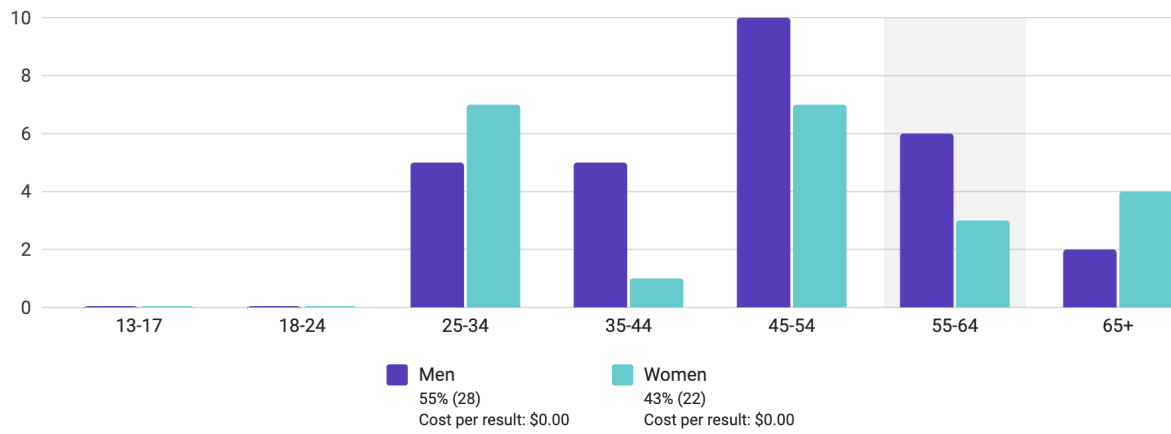
Age and gender distribution

All ▼   Impressions ▼

■ Men
55% (28)
Cost per result: $0.00

■ Women
43% (22)
Cost per result: $0.00

Instagram

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