

# Paid Social Campaign

**Target:** Woman, 28 - 43 years old

**Budget:** 200 euros

**Timeline:** 1 week



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## GOALS

The campaign's goal is securing a 15% boost in Instagram user traffic.

5% uptick in product conversion rates within a one-month timeframe.

## KPIs

User Traffic Increase

Conversion Rate Enhancement

CPM

CTR

Watch time

## MONITORING STRATEGIES

**A/B Testing:** experiment with different content types

**Instagram Analytics:** monitor impressions, reach, profile visits

**Conversion Tracking:** landing page, pixel, UTM

**Content Performance:** identify high-performing content

**Customer Feedback:** Monitor comments and direct messages for user feedback