

# Campaign Phase 2 / Consideration

## GOAL

Achieve 40,000 total views on all video content with an average engagement rate of 5%.

## KPIs

Total view count

Watch time

CPM

CTR

## MONITORING STRATEGY

### Instagram and google Analytics

Analyse profile visits, reach, and video views and duration.

### Content Performance

identify high-performing content

# Campaign Phase 3 / Conversion

## GOAL

Gain 40 new newsletter subscribers and achieve 120 webshop visits from the paid ads.

## KPIs

Number of new newsletter subscribers  
Number of webshop visits.

## MONITORING STRATEGY

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

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

**Content Performance:** identify high-performing content.  
Optimize content to improve conversion rates.

**Customer Feedback:** Monitor comments and direct messages for user feedback. Observe newsletter sign-up.