

Paid Social Campaign

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

Ads

Conversion Campaign

The conversion campaign will focus on the ovulation, which is the phase of the cycle where the product comes into play to fulfil its function. Here are two idea variations for an A/B test.

