



Advertisement Campaign

SMART Goal

- **Specific:** Increase high-quality website traffic through targeted digital advertising to drive potential flower sales.
- **Measurable:** Achieve at least 5,000 new website visits within the campaign period.
- **Achievable:** Based on historical traffic and ad spend performance, this target is within reach.
 - **Relevant:** Website visits are essential for driving awareness and potential purchases.
- **Time-Bound:** Complete within a 30-day campaign window.

KPIs

- Website Clicks / Visits **from ads**
- Click-Through Rate **on each creative**
- Cost Per Click
- Bounce Rate **of campaign traffic**
- Conversion Rate
- A/B Test Performance (**creative variations**)

Target Audience

Flower buyers

Women aged 25–45

People interested in lifestyle, decor, gifts, and
celebrations

Urban/suburban residents

Advertisement

Placements



 **Meta Ads**

Duration

One Month

Budget

\$500 – \$1000



RESULTS

Campaign Performance Summary

Metric	Value
Campaign Duration	30 days
Total Ad Spend	\$750
Total Impressions	120,000
Total Clicks (Website Visits)	6,500
Click-Through Rate (CTR)	5.42%
Average Cost Per Click (CPC)	\$0.12
Bounce Rate	48%
Session Duration (avg)	1 min 42 sec
Conversions (Purchases)	325
Estimated Revenue	\$6,500 (\$20 avg order)
Return on Ad Spend (ROAS)	\$5,750 profit / 8.7x
Return on Investment	767%

A/B Testing

A

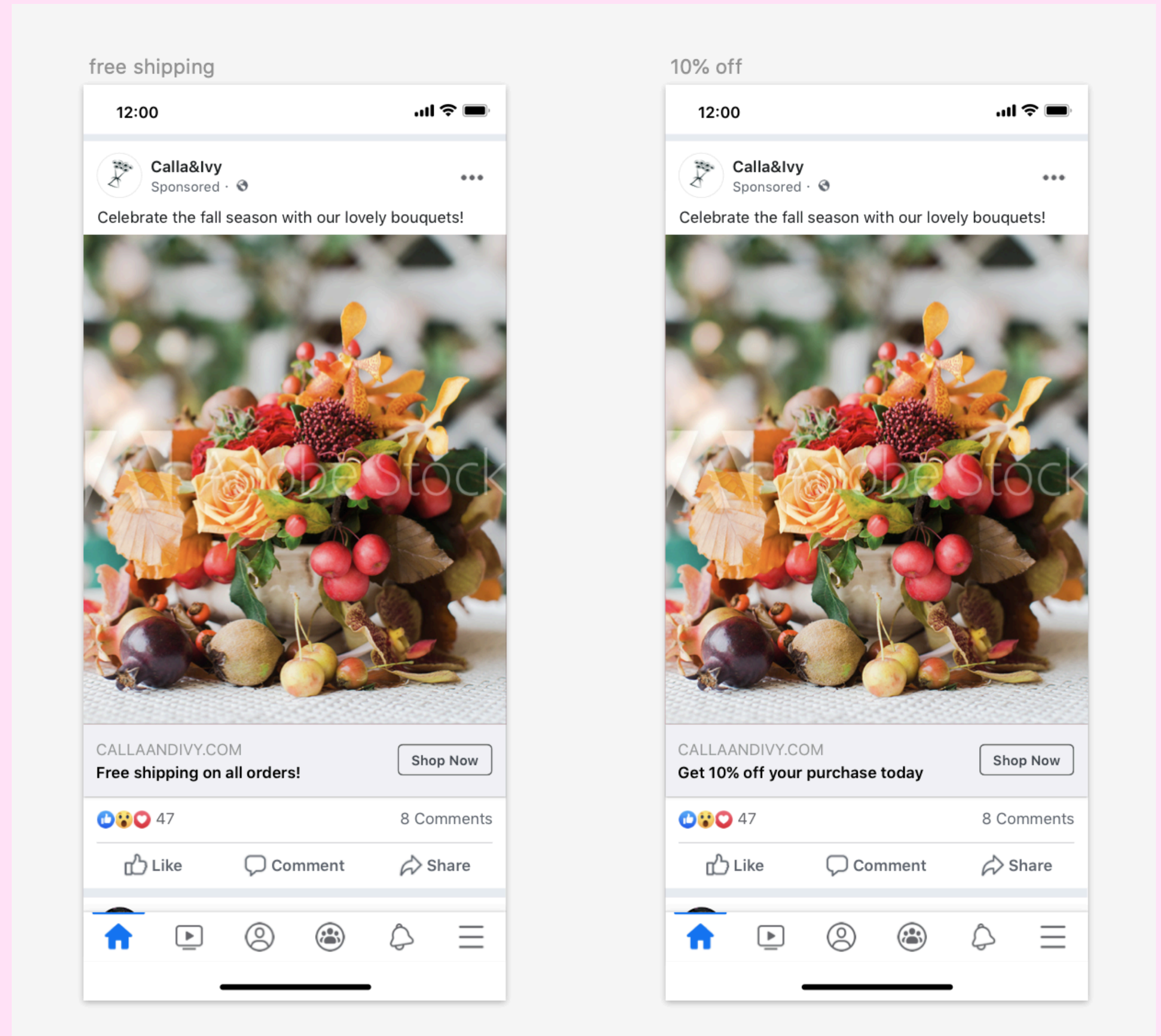
Version A had a CTR of 4.2%, a CPC of \$0.15, and a purchase rate of 3.9%

Version B had a CTR of 6.1%, a CPC of \$0.10, and a purchase rate of 5.8%

WINNER:

B

B



Audience Insights

Top Demographic: Women aged 25–44

Top Markets: New York, Los Angeles, Austin

Device Preference: 72% Mobile Users

Peak Engagement Time: 6–9 PM on weekdays

Conclusion

This campaign was a success. A lot of information was learnt that will be applied in the future. We exceeded our traffic goal by 1500 visits

Next Steps

Next ad campaign we will prioritize our mobile site experience and offer more deals similar to Test B



END