



Advertisement Campaign

Background

Calla & Ivy is a flower
business looking to gain
more website traffic &
conversions through
social media
advertisements of their
Instagram page

S.M.A.R.T Goal

Increase high-quality website traffic through targeted social media advertisements, achieving **at least 5,000 new visits within 30 days**. This target is achievable based on previous campaign performance and is relevant to driving awareness and potential flower sales.

S.M.A.R.T stands for **Specific, Measurable, Achievable, Relevant, and Time-Bound**

KPIs

- Website Clicks / Visits **from social media 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

<i>Metric</i>	<i>Value</i>
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%



B

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



Version A & B share the same image, but had **different audience targeting settings** within Meta Ads Manager

WINNER:

B

Audience Insights

Top Demographic: Women aged 25–44

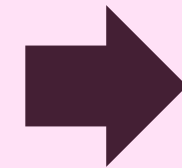
Top Markets: New York, Los Angeles, Austin

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 our future social media adverts. We exceeded our traffic goal by 1500 visits



Next Steps

Next ad campaign we will improve our mobile site experience and use our our same advert targeting settings from Test B to see if our results will improve further



END