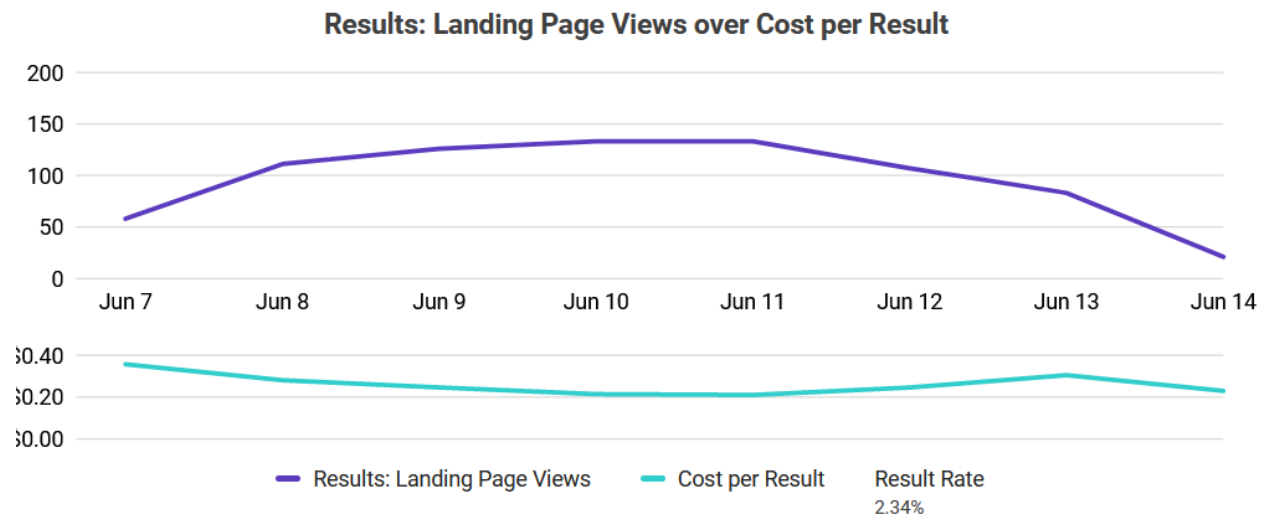




Cool Cat Landing Page Views Campaign Report

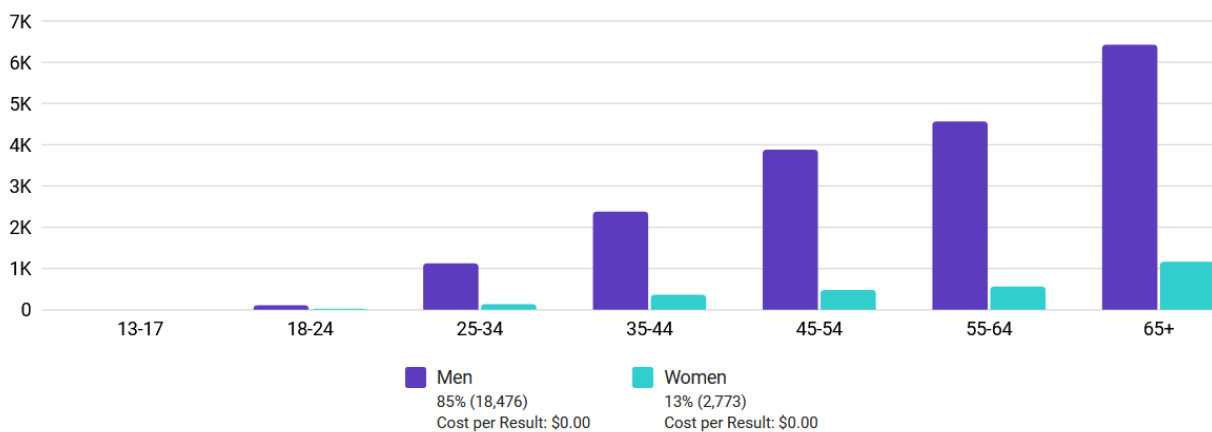
Figure 1: Performance



For last week's traffic test, we reached a total of 27,880 people, had 1,652 clicks with a 5.66% result rate with an average CPR of \$0.13.

This week we reached 21,457 people, with 772 land page views and 961 link clicks. Meaning of the 961 people who clicked on the ad, 772 of them stuck around to actually view the shop page on the Cool Cat site. This week we used the "Shop Now" call to action and drive people to the citrus, mint, and general shop pages. For this initial test, the Mint page was the most popular.

Figure 2: Demographics



For some reason, we were not able to view the demographics of the people who want to the shopping page. But from the people we reached, we were able to see that the demographic shifted to favoring men between the ages of 55-65+. I would like to have access to the Google



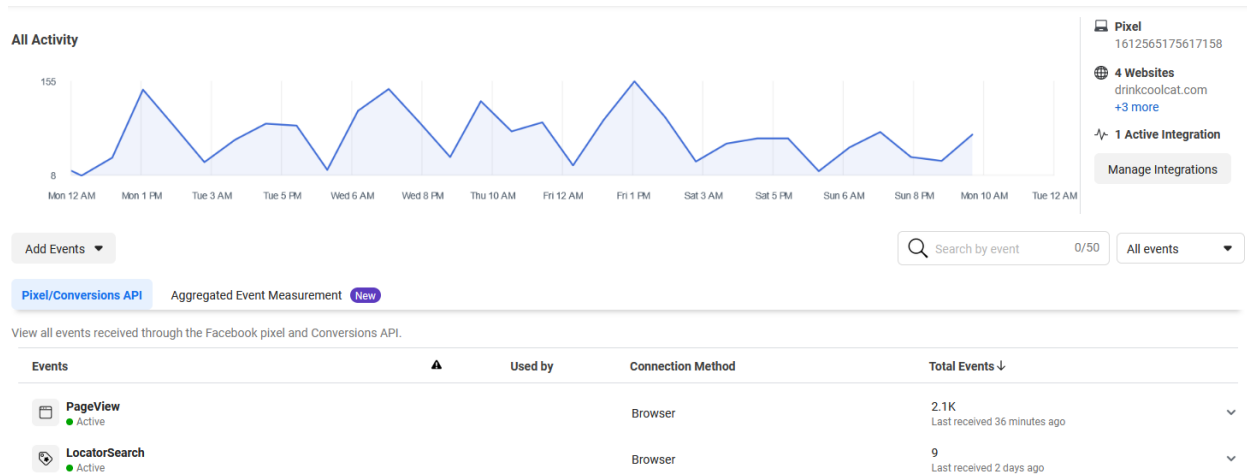
Analytics to better understand how people are behaving once they leave the ad on Facebook or Instagram and they land on the Shopping page on the website. Please grant that access to alexandra@bigmachinemedia.com

Figure 3: General Targeting + Pride Targeting

Ad Name	Results	Reach	Impressions	Cost per Result	Amount Spent	Link Clicks
Shop	292 Landing Page Vie...	9,002	10,688	\$0.24 Per Landing Pag...	\$72.40	361
Mint	473 Landing Page Vie...	12,031	22,412	\$0.26 Per Landing Pag...	\$122.60	593
Citrus	7 Landing Page Vie...	417	469	\$0.55 Per Landing Pag...	\$3.83	7
> Results from 3 ads	784 Landing Page Views	21,865 People	33,569 Total	\$0.25 Per Landing Page View	\$198.83 Total Spent	961 Total

The photo of the woman in a bikini enjoying a mint Cool Cat performed the best with the DJ Booth close behind. The mint ad got 473 landing page views and a \$0.25 CPR, which is not too shabby for a campaign designed to engage with people who will actually spend time on your site and are viewed as “more authentic users” as Facebook likes to put it. As we continue to drive down the CPR, I would like to see this go from performing on average to performing above average.

Figure 4: Pixel Activations



This week the pixel saw a steady stream of 2.1k new visitors to the site.

Conclusions

Overall, the campaign went well. This week we will be running two campaigns in tandem: a traffic link click campaign alongside our first conversations campaign. The goal is to drive the people seeing the traffic campaign to convert. We will also be running a retargeting campaign to try to get anyone who has interacted with the pixel for the past 30 days to convert to someone



who goes through the checkout process. This campaign will be launched on Wednesday as it will require a bit of set up.

Campaign Highlights

- Ad converted at an average of \$0.25 per Landing Page view
- Demographics shifted to men between the ages of 55-65+
- Pixel activations remain steady at 2.1k per week
- Seeking access to the Cool Cat Google and Shopify Analytics