



## **Running a Traffic Campaign**

### **About the Business:**

Contemporary Artworks is located in Cincinnati, Ohio. This business is focused on e-commerce with an online gallery that is geared toward first-time art buyers, private collectors, and corporate curators. They offer different products such as paintings, fine art originals, prints, and decor. They came on for paid Facebook advertisements in August 2021 with a traffic campaign to get users to the site to purchase. With a smaller budget, the traffic objective allowed them to get more traction at a lower cost per result than what is typical of a conversion campaign.

### **Understanding Demographics:**

The client had a general idea of what their customer demographics were. Through prior knowledge and research about Facebook's targeting options, we decided it would be most beneficial to advertise on this platform. As mentioned in an AARP article, "much of the changing trends of Facebook's user base may be due to the site's changing priorities in their algorithm, which tends to favor its older users, who mostly use the site to keep up with the lives of friends and family." The client's input along with our independent research led us to our decision to target an older audience with interests in interior design, artwork, and those with a higher income to match the price range of the products being promoted.

### **Initial Assessments:**

Their Facebook account had a small following with under 100 followers and likes, so we determined a traffic campaign would be most effective in directing users to their available products on the website. We implemented a carousel ad set for this campaign to highlight those products. For the graphics, the client provided product pictures and we made custom mock-ups for them in different settings, staging the artwork in multiple rooms. With e-commerce websites, carousel ads can be a fantastic way of showcasing different products that clients offer because of the visibility and the ease of clicking a call to action like "Shop Now," which brings you directly to the corresponding product page of the site. We can also integrate client product catalogs into Facebook's Business Manager, allowing us to offer a streamlined purchasing process without the customer having to leave Facebook.

## Ad Copy Below:

**Contemporary Artworks**  
Sponsored · 8

Welcome to Contemporary Artworks, an online art gallery for first-time art buyers, private collectors, and corporate curators looking to purchase modern paintings, fine art originals, prints and décor for sale.

- Minimalist Abstract Art**  
Perfect Home Design
- Colorful Italian Architecture Canvas**  
Santa Maria Art
- Coastal Wave**  
Cottage Decor
- Rothko Insp**  
Modern Art

**Contemporary Artworks**  
Sponsored · 8

Welcome to Contemporary Artworks, an online art gallery for first-time art buyers, private collectors, and corporate curators looking to purchase modern paintings, fine art originals, prints and décor for sale.

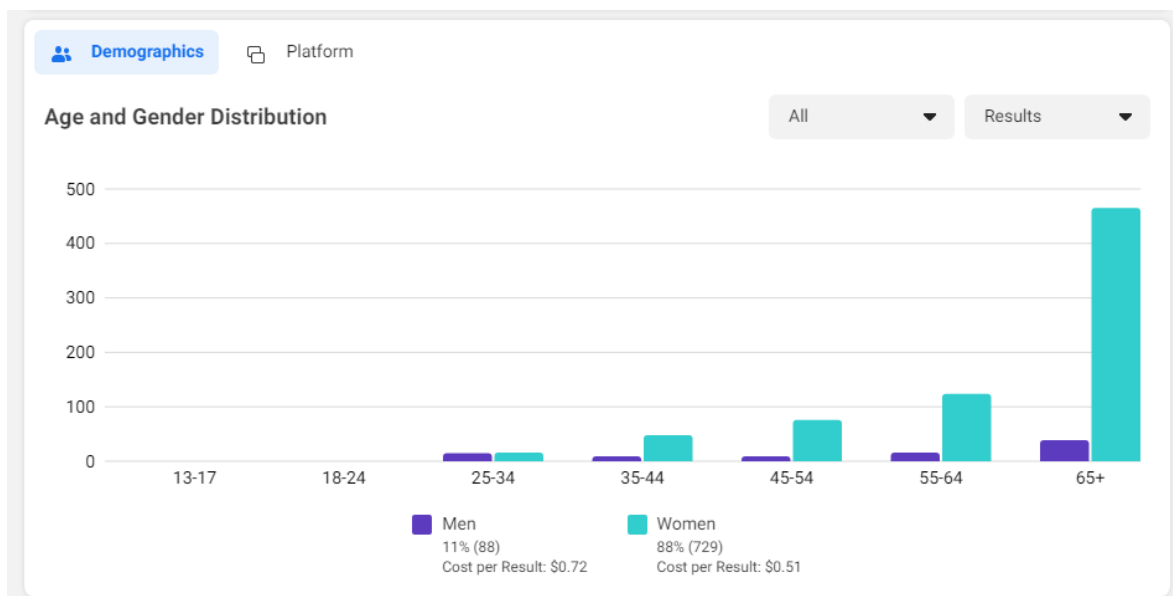
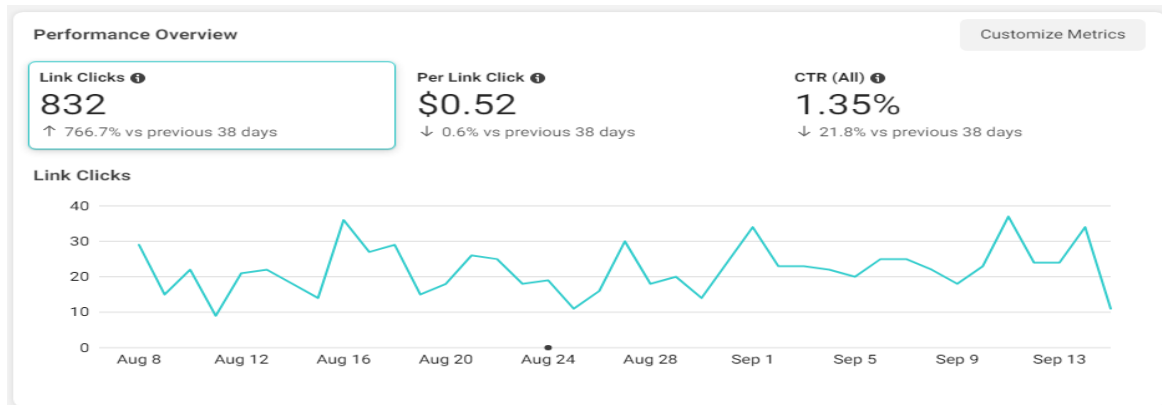
- Abstract Cool Tone**  
Bedroom Art
- Neutral Abs**  
Minimalist Ar
- Colorful Italian Architecture Canvas**  
Santa Maria Art
- Cloud Beact**  
Nursery Canv

## Audience Information:

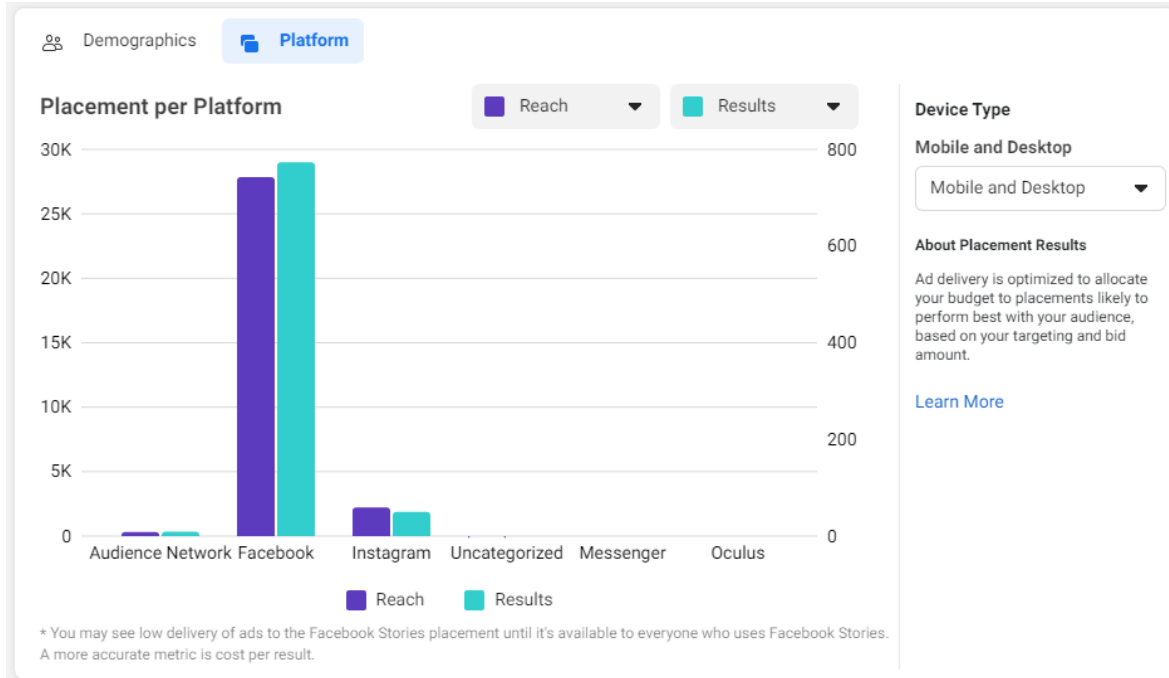
Within the first month, we were able to see that our clientele was 88% women and 11% men. We saw the largest amount of results from women between 45-65+ with the highest traffic coming from women 65+ (see data below).

## Results:

Our campaign resulted in huge growth in traffic to the site with 832 clicks in 38 days. This was a 766.7% increase in traffic compared to the previous 38 days. The average cost per result was 52 cents. Interested users were being directed to the site at a much lower cost per result. This is recommended for e-commerce clients who have an easy purchase system on their site (see data below).



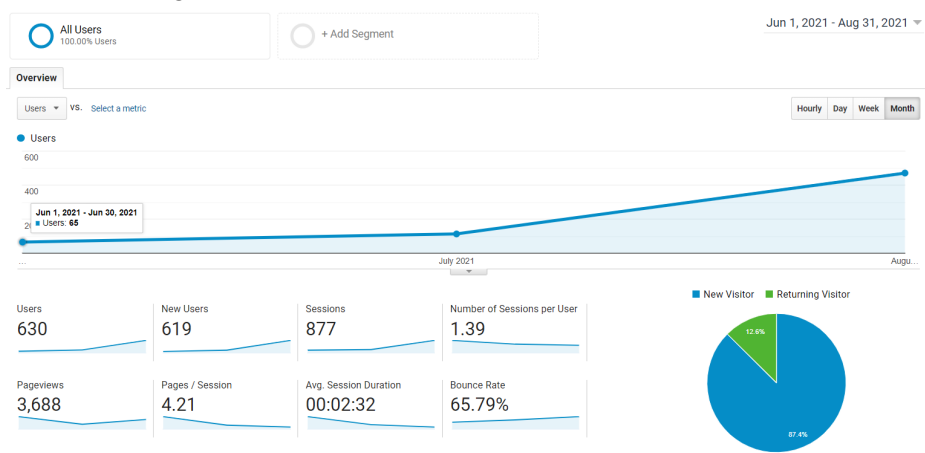
The data also showed that our placements on Facebook were by far the most successful with 27,855 people reached and 773 link clicks. Through Business Manager, we are able to place ads on both Facebook and Instagram. If a client prefers one or the other, we can make sure ads are set for that specific platform. Facebook will automatically choose what platform works best.

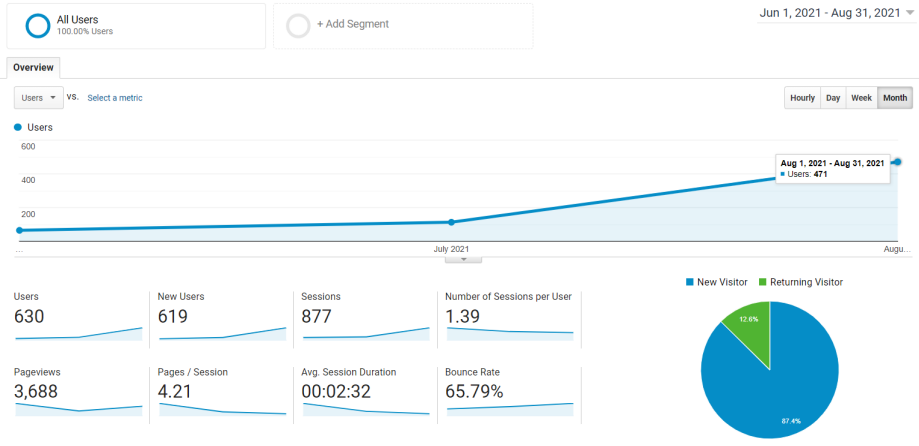


## Conclusion:

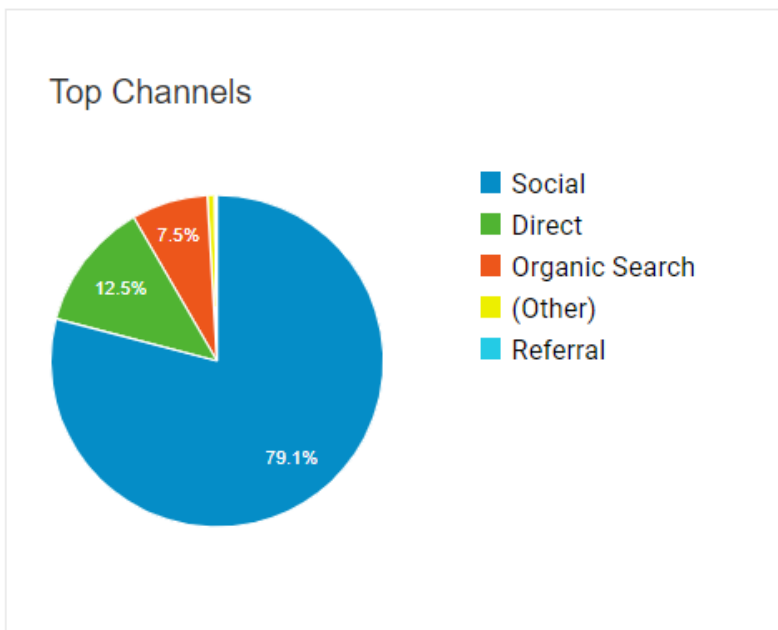
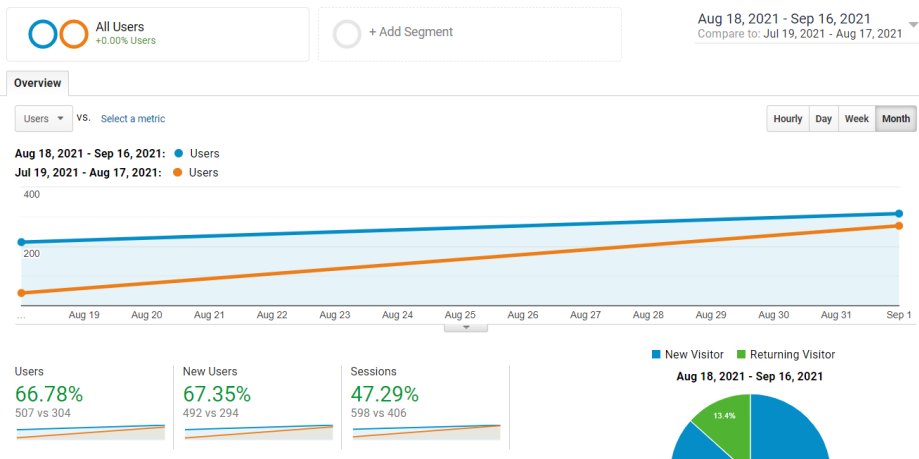
This client's campaign is still on for services and allows us to move further down the funnel by utilizing tactics like retargeting, conversion campaigns, etc. We had a major uptick in traffic throughout the campaign, which was our goal. The client was having difficulty with getting the brand in front of users, and this uptick in traffic was exceptional for their growth.

Prior to the campaign starting, the client was averaging 65 users visiting their site in a month. After the campaign began, the site is now averaging 471 users a month. The average user is spending at least 2 minutes and 32 seconds on the site, which is a great indicator that people are interacting with the products.





Similarly, we are able to see that traffic to the site is up 66%. Social media, specifically, now makes up 79% of the traffic to the site.



As part of the paid social service offering, we also set up conversion tracking through a Facebook pixel. We can see how many users visit the site, how many people added an item to their cart, and how many purchases were made. Custom event tracking can be set up based on the industry.

## 2 Add the events you'd like to track

Select the event categories that are meaningful to your business, and choose how you'd like to track them.

- Purchase [Show Instructions](#)
- Lead
- Complete Registration
- Add Payment Info
- Add to Cart
- Add to Wishlist [Show Instructions](#)
- Initiate Checkout
- Search
- View Content
- Contact
- Customize Product
- Donate
- Find Location [Show Instructions](#)

Our next step was to set up retargeting for those who visited the site. We are able to create this custom audience via the Facebook pixel. We are also able to create a lookalike audience of users in the United States who are most like those who interacted with the brand. This campaign is a fantastic example of how important it can be to understand a client's business and tailoring our services to the budget available. Similarly, we want to make sure to meet a business where they are in regard to visibility online. A traffic campaign allows more users to visit the site at a lower cost per result. Thanks to the success of the traffic campaign, we can move the campaign to a conversion campaign now that we have the data from a larger audience in our toolbelt.