



# GIRLZ, FTW General Ad Campaign

Results & Next Steps

Eunice Kim

# Objective & Test


- Objective: **increase Facebook likes**
- Dates: March 11-17, 2018
- Total Amount Spent: **\$250.54**
- Creative & Copy:



Suggested Page

**GIR LZ, FTW.** Girlzftw  
Sponsored

We are a mentorship program matching high school and college girls with badass women leaders.



**GIR LZ, FTW.**

**Girlzftw**  
Organization  
66449 people like this

Like Page

# Performance

- **Total 'Likes' Increase: 7,201**
- Total Reach: 24,927 people
  - Result rate: 21.33%
  - **Cost per result: \$0.03**
  - Demographics
    - Women
    - Most likes from ages 13-17 then 18-24 then 25-34
  - Placement
    - Reach
      - Desktop: 83 people (spent \$0.40)
      - **Mobile: 24,854 people** (spent \$250.14)



# Learnings

- Our audience is **on mobile**
  - Mobile received 300% more reach/likes than desktop
- Harder to get 'likes' on desktop
  - Cost per like on mobile: \$0.03
  - On desktop: \$0.06
- Demographic
  - Our audience is mainly 13-17 years old
  - Reach is comparable for 18-24 year olds
  - Return on 25-34 year olds is low
- Days
  - Best perform: Sunday, Monday, Tuesday



# Appendix

## Suggested Page



We are a mentorship program matching high school and college girls with badass women leaders.



**Girlzftw**  
Organization  
66449 people like this



## Suggested Page



We are a mentorship program matching high school and college girls with badass women leaders.



**Girlzftw**  
Organization  
66449 people like this



## Charts for Campaign: Girlz, FTW March

This month: Mar 1, 2018 – Mar 21, 2018

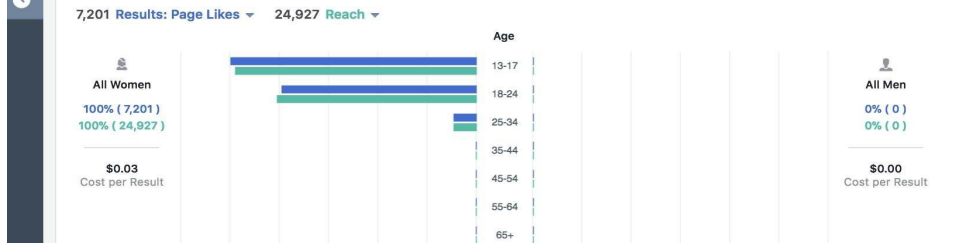
Performance Demographics Placement



## Charts for Campaign: Girlz, FTW March

This month: Mar 1, 2018 – Mar 21, 2018

Performance Demographics Placement



This month: Mar 1, 2018 – Mar 21, 2018

Performance Demographics Placement

83 Reach 6 Results: Page Likes \$0.40 Amount Spent



### Device Type

Desktop Only

### About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn More

This month: Mar 1, 2018 – Mar 21, 2018

Performance Demographics Placement

24,854 Reach 7,195 Results: Page Likes \$250.14 Amount Spent



### Device Type

Mobile Only

### About Placement Results

Ad delivery is optimized to allocate your budget to placements likely to perform best with your audience, based on your targeting and bid amount.

Learn More