

PIZZERIA SHOP



Step #1: Conversion Campaign

Overall Campaign Objective: *Increase local foot traffic & brand awareness to conference center attendees*

Overall Campaign Strategy: *Exchange coupon for email & customer name*

Results/Tactics:

- *Increase Engagement*
- *Build Social Proof*
- *Create Similar Audiences*
- *Increase Page Likes and Follows*
- *Branding*
- *Increase Sales*



Bella Roma Pizza and Pasta SBB

Sponsored (demo) · 🌐



Trying to figure out what you're going to have for dinner tonight and don't feel like cooking?

I'm Ross from Bella Roma Pizza and right now we are doing a crazy special to promote our new store that is guaranteed to wipe out the most serious bout of hunger and 'i-dont-know-what-to-eat-tonight-itis'.

For this week only with the purchase of a each large gourmet homemade pizza we are giving away a free gourmet garlic bread!

We are only doing 20 vouchers for this special offer.

These aren't your typical cardboard pizzas from the regular franchises. They're hand made and seriously loaded up with your favorite toppings. Just like Nonna makes it!

Only 20 vouchers available. To get yours and put through your order click this link => <http://bit.ly/2jqRPPH>



HUNGRY? Free Gourmet Garlic Bread With A Large Homemade Pizza

Trying to figure out what you're going to have for dinner tonight and don't feel like cooking? I'm Ross from Bella Roma Pizza and right now we are doing a...

[HTTP://BIT.LY/2JQRPPH](http://bit.ly/2jqRPPH)

Download

Step #2: Retargeting Campaign

Overall Campaign Objective: *Retarget customers who interacted with page & didn't download or redeem voucher*



Bella Roma Pizza and Pasta SBB

Sponsored (demo) · 🌐



Hey South Bound Brook and Local Friends! It's me Ross. Who else wants to get FREE garlic knots and a 2 liter Soda?

All you have to do is go to this link and download my special coupon that I created just for you: <http://bit.ly/2mtQVnr>

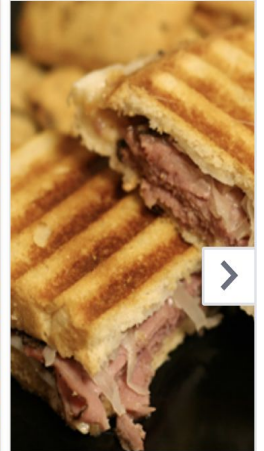
Hurry though because I'm only giving away 10 of these. If you're seeing this then we still have one available.



Fresh Garlic Bread

Call now! (732) 469-6022

Download



Delicious Panini Sandwiches

Call now: (732) 469-6022

Insights/Analytics: Total Ads Created

Search Filters: Campaign Delivery: Any x Impressions (Campaign): > 0 x Campaigns: (2) x Save Filter Clear Lifetime: Feb 1, 2005 – Jan 2, 2018

Results, Link Clicks, CPC (Cost per Link Click), Frequency, Unique Link Clicks, Cost per Result and Result Rate are available as of Nov 15, 2012. CTR (Link Click-Through Rate) are available as of Jun 12, 2015.

Account Overview Campaigns (2 selected) Ad Sets for 2 Campaigns Ads for 2 Campaigns

+ Create Campaign Duplicate Edit Create Rule Columns: Custom Breakdown Export

	Campaign Name	Results	Impressions	Link Clicks	Amount Spent	CPM (Cost per 1,000 Impressions)	CPC (All)	CTR (Link Click-Through...)	Clicks (All)	CPC (Cost per Link Click)	CTR (All)
<input checked="" type="checkbox"/>	Garlic B...	78 Link Clicks	7,352	78	\$100.00 of \$100.00	\$13.60	\$0.28	1.06%	355	\$1.28	4.83%
<input checked="" type="checkbox"/>	Garlic K...	75 Link Clicks	4,415	75	\$52.56 of \$100.00	\$11.90	\$0.24	1.70%	220	\$0.70	4.98%
▶ Results		153 Link Clicks	11,767 Total	153 Total	\$152.56 Total Spent	\$12.97 Per 1,000 Im...	\$0.27 Per Click	1.30% Per Impres...	575 Total	\$1.00 Per Action	4.89% Per Impres...

Impressions: 11,767
Leads: 153
Cost Per Lead: \$0.27

Analytics Cont'd: Total Ad Spend

Rossano Scotto Di Frego

Search Rick Review Draft Items Help

Discard Changes Review Draft Items

Search Filters Campaigns: (2) x

Clear Lifetime: Feb 1, 2005 - Jan 2, 2018

Results, Link Clicks, CPC (Cost per Link Click), Website Purchases, Cost per Result and Result Rate are available as of Nov 15, 2012. CTR (Link Click-Through Rate) are available as of Jun 12, 2015.

Account Overview Campaigns (2 selected) Ad Sets for 2 Campaigns Ads for 2 Campaigns

Create Campaign Duplicate Edit Create Rule Columns: Custom Breakdown Export

✓		Campaign Name	Results	Impressions	Link Clicks	Amount Spent	CPM (Cost per 1,000 Impressions)	CPC (All)	CTR (Link Click-Through...)	Clicks (All)	CPC (Cost per Link Click)	CTR (All)	We Purch
✓	☐	Conv...	28 DL Vouch...	3,258	64	\$36.31	\$11.14	\$0.19	1.96%	191	\$0.57	5.86%	
✓	☐	Conv...	9 DL Vouch...	2,439	21	\$26.63 of \$26.63	\$10.92	\$0.22	0.86%	122	\$1.27	5.00%	
	▶	Result	37 DL Vo...	5,697 Total	85 Total	\$62.94 Total Spent	\$11.05 Per 1,000 Im...	\$0.20 Per Click	1.49% Per Impres...	313 Total	\$0.74 Per Action	5.49% Per Impres...	

Vouchers Claimed: 37
Total Campaign Spend: \$215
Income Generated: \$628.63
Avg Order: \$16.99