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

FREE GARLIC BREAD With your large

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

Download

Step #2: Retargeting Campaign

Overall Campaign Objective: *Retarget customers who interacted with page & didn't download or redeem voucher*
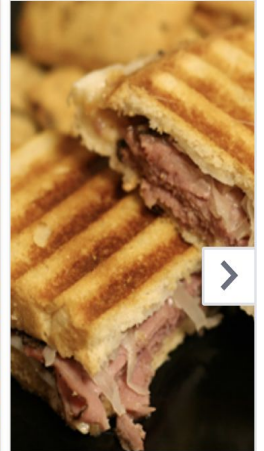
Insights/Analytics: Total Ads Created

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

Analytics Cont'd: Total Ad Spend

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-Throu…)	Clicks (All)	CPC (Cost per Link Click)	CTR (All)	We Purch
Conv... DL Vouch…	28	3,258	64	$36.31	$11.14	$0.19	1.96%	191	$0.57	5.86%	
Conv... DL Vouch…	9	2,439	21	$26.63 of $26.63	$10.92	$0.22	0.86%	122	$1.27	5.00%	
Resul...	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