

INDUSTRY

Paper Goods, Gifts & Home Decor

December 2019:

Landing Page View



1,741

Purchases



356

Revenue



\$13,003

January 2020:

Landing Page View



4,343

Landing Page View



651

Landing Page View



\$33,292

This client has been on with SocialSEO since October 2016, Social Media Management Services. In December of 2019, we ran a two-week trial of a basic website Traffic & Purchase Campaign. We paused the campaign and began the final two-week trial of the same campaigns with refreshed artwork & ad copy after Christmas (January 2020). We had a budget of \$1,000 & our main objective was to drive traffic to the website & generate more conversions & revenue. **Our advertisements contributed to a total of 1,007 purchases, valuing \$46,295.** The total amount of our budget that was spent was \$993.