

**Objective:** *Attract attention, and then get sales.*

**Budget:** \$7.67 AUD daily per ad set (**\$5.04 USD**)

**Target Audience:** *Pet owners aged 20-65+ who prioritise health and natural ingredients for their pets*

**Campaign Duration:** *2-4 weeks, with potential to scale based on performance*

**Campaign 1 - Awareness Campaign (First 3 days)**

**Campaign Name:** PetWell Awareness Campaign

**Campaign Objective:** Awareness

**Ad Sets (10 Ad sets)**

**Performance goal:** Maximise reach of ads

**Daily Budget:** \$7.67 AUD/ad set (**5.04 USD/adset**)

**Scheduled Date:** The following day @ 12am

**Audience:**

- **Location:** Australia
- **Minimum Age:** 18
- **Language:** All languages
- **Placements:** Advantage+ placements

**Creatives (3 ads/ad set)**

**Video Ad:** A 15-second video showcasing ingredients, your production process, and happy pets enjoying the treats.

**Image Ad:** Do a side-by-side comparison comparing your products to other product(s) with testimonials and the benefits of your product(s).

**Image Ad 2:** Show testimonials. Use visuals and short quotes from happy pet owners sharing the benefits they've experienced with your products.

**Campaign 2 - Conversion Campaign**

**Campaign Name:** PetWell Sales Campaign

**Campaign Goal:** Sales

**Ad Sets (10 Ad sets)**

**Conversion Location:** Website

**Performance goal:** Maximise number of conversions

**Pixel:** PetWell Pixel

**Conversion event:** Purchase

**Daily Budget:** \$7.67 AUD/ad set

**Scheduled Date:** The following day @ 12 am

**Audience:**

- **Location:** Australia
- **Age:** 18-65+
- **Gender:** All genders
- **Target Interest:** 1 different pet-related interest per ad set

**Ads (2 ads)**

**Video Ad:** A 15-second video with a strong hook that showcases a problem, and offers a solution right after that with benefits and testimonials and a strong CTA after.

**Image Ad:** Image of a cute animal enjoying PetWell treats, with a text above saying “Natural Ingredients, Real Nutrition! Save x% Today!” with an effective CTA.

**Ad Copies:**

**1.**

Keep your PetWell with our professionally crafted supplements and tasty treats!

- ✓ All-natural, vet-formulated supplements by a pet nutritionist
- ✓ Suitable for both dogs and cats
- ✓ Made with all-natural ingredients for optimal health
- ✓ Proudly Australian-made and owned

**2.**

Attention all Pet Owners!

Say hello to healthy, beneficial treats your pets will love.

- ✓ Made with all-natural, pet-loving ingredients
- ✓ Carefully formulated for both dogs and cats
- ✓ Proudly crafted in Australia
- ✓ 5-star reviews from pet lovers across Australia

Give your pets the best nutrition with treats that keep them happy and healthy—or your money back!

Save 25% OFF for a limited time only!

Shop Now → [www.petwell.com.au](http://www.petwell.com.au)

**3.**

Give your pet the best with PetWell's all-natural treats!

- ✓ Crafted with human-grade, natural ingredients
- ✓ Vet-approved and perfect for both dogs and cats
- ✓ Proudly Australian-made
- ★ Rated 5 stars by pet parents

Enjoy 25% OFF for a limited time only! Shop now and keep your PetWell with the nutrition they deserve!