Facebook Campaign

Business identity:

Company: Kettle & Brine
Website: https://www.kettleandbrine.com/

Kettle & Brine is a local kitchen supply store providing a curated selection of goods with aesthetics and utility in mind. They have a brick and mortar location in downtown Austin along with an online store carrying anything from the ordinary cutting board and table linens to homemade gin kits and spicy maple syrup. With the use of their locally made and sourced kitchen products, customers can bridge the gap between creativity and a nourishing meal for years to come. (Source: https://www.kettleandbrine.com/pages/about-us)

Hypothesized Audience:

Owner, Tarica Navarro, when asked about her thoughts said, "our target audience is mid 20s to mid 50s with the core being 30s. However, we are trying to build up our bridal registry so some of it may skew younger while build up that market." Her desired goal was to increase the traffic to Kettle & Brine's newly launched e-commerce site. Tarica explained her objective saying, "Likes on FB don't necessarily increase our conversation rate as far as I can tell. Perhaps when it starts to generate more of a following down the line it will. I'd love for the ads to drive as much high quality traffic to the online store as possible."

Taking into account her perspective, our group felt that any ads we created would generate more interest in women and a younger audience, 25-35 years of age.

Ad campaign:

Our campaign was scheduled over 1 week with the first few days focused on A/B testing the best image to use and determining which demographic segments were responding most to our ads. During the second half of the week we fine tuned our demographic targeting to gain the most exposure and manipulated our pricing structure to see how Facebook itself responded.

Ad Design:

We began by developing two ad designs. We wanted to test out whether a busier image that displayed multiple products or a simple picture with only two products earned more responses from our audience. To do this, we set up an A/B testing model where every feature of the ad except the main image was kept the same, and then we released both ads at the same time and monitored their performance. For the visuals of the two ads we choose two images already present on Kettle & Brine's website (The two images can be seen under the first day's screenshots). Our message was chosen to be "Visit our new online shop and find all your handmade kitchen essentials." We felt that this made it clear our intended purpose of our ad to the viewers and was presented in a pleasant, inviting tone. We chose our headline to be "Goods for Feasts & Gatherings," which is the tagline that Kettle & Brine uses on their website. Lastly, we chose the call to action on the button link to say "Shop Now," because we wanted those interested to be in the mindset of shopping when they clicked the ad. After letting both ads run for a few days we evaluated their performance and deactivated the lower performing ad (the

simple image ad). The winning ad continued with the campaign and no changes were made to the design. The rest of the campaign was focused on maximizing the ad's reach to gain more clicks.

Ad Targeting:

Our initial targeting was based on the comments by the owner, Tarica, and we set target demographics for men and women in the austin area between the ages of 25-55. We then brainstormed a list using Tarica's suggestions and our own intuition to target individuals in our demographic that had interests in cooking, buying local, handmade items, and entertaining guests. We monitored which segments were responding the most to our ads and found that our initial target group was too narrowly defined. By increasing our age limit to 65+ we generated a significant increase in clicks from an age group we initially had ignored.

Tarica was most interested in getting traffic to the e-commerce website, so we chose to pay-per-click for our payment structure. We scheduled our ad to run from 6am on March 28th (Tuesday morning) to Midnight on April 2nd (Saturday night) and set our primary daily budget for $5 a day because we did not want to overspend on the first few days. We chose to manually set our cost per click because we wanted to see how our own manipulation of our willingness to pay changed Facebook's actions. We initially set our cost per click to be $0.50 per click which was a very conservative bid well under the recommended $0.63 per click. After our initial run through with our ads (and later our final ad), we proceeded to increase our daily budget when we were seeing positive results (more clicks), and raised our cost per click as we noticed that Facebook was more likely to show our ad to more people (increased impressions) when we were willing to pay more per click. Our group incrementally raised our budget and cost per click throughout the week and ended with a daily budget set at $12.50 and a cost per click of $0.90.

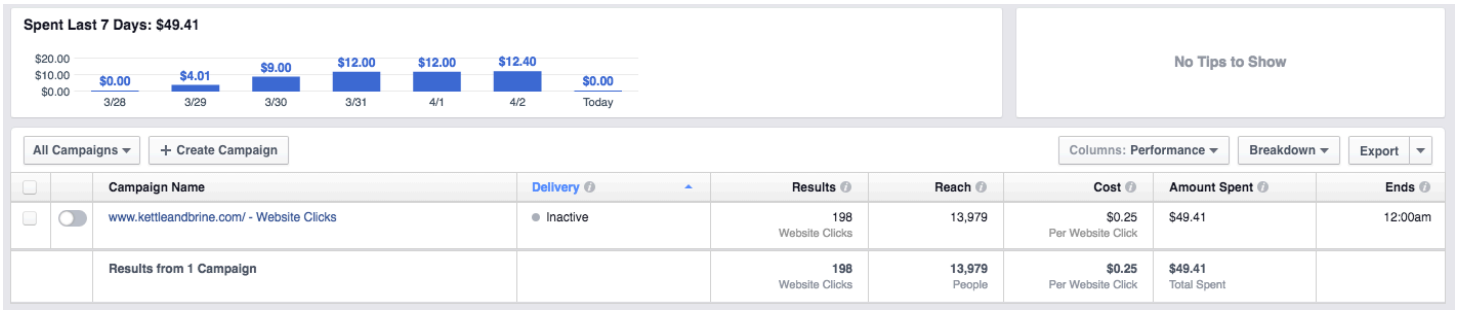
Insights:

Advertising on Facebook was fairly intuitive although an error was made early on. Our complex ad was duplicated and running different CPC amounts. The underperformer of the duplicated ads was deactivated upon realization of the mistake. Facebook's ability to find our desired customer allowed us to have a multifaceted customer segment from the beginning. In order to improve their service, Facebook could provide more customized views of advertising statistics. In general, Facebook's advertising performance improved as we allocated more money. We were able to generate more clicks by incrementally raising our daily budget and PPC amount as Facebook would become more active in distributing our ad. The number of impressions increased from 387 to 2,505 when we adjusted our overall budget from $5 to $7 daily and our CPC amount from $0.50 to $0.75. Generally, the PPC was much lower than our set willingness to pay. On average our campaign PPC amount was $0.25 which allowed us to generate more clicks for the website. As we increased our budget for PPC, we incentivized Facebook to display our ad as they had the potential to make more. Overall our advertising efforts generated 198 clicks and reached 13,797 people.

Our hypothesized target segment demographics deviated from reality. Our predicted age range of 25 to 35 was incorrect. The 65 and older age group had high interest in the Kettle & Brine ads and accounted for 10% of their total clicks. There was a surprising balance in gender with clicks that aligned with the owner's expectations more than our own; 106 clicks were generated by women while the remaining 90 clicks were men, a 54%/46% split respectively.

Screenshots of Daily Activity:

Final Performance:



First Day- 3/28:

Budget Daily Budget $5.00

$5.00 USD

Schedule

- Run my ad set continuously
- Set a start and end date

Start Tuesday, Mar 29, 2016 8:00am

End 4/3/2016 12:00 AM

(Central Time)

Optimization for Ad Delivery Link Clicks to Your Website

Bid Amount

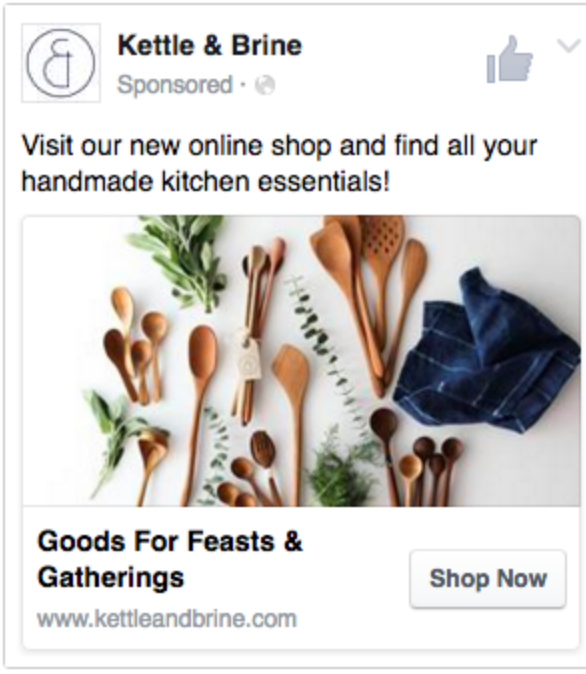
- **Automatic** - Let Facebook set the bid that helps you get the most link clicks at the best price.
- **Manual** - Enter a bid based on what link clicks are worth to you.

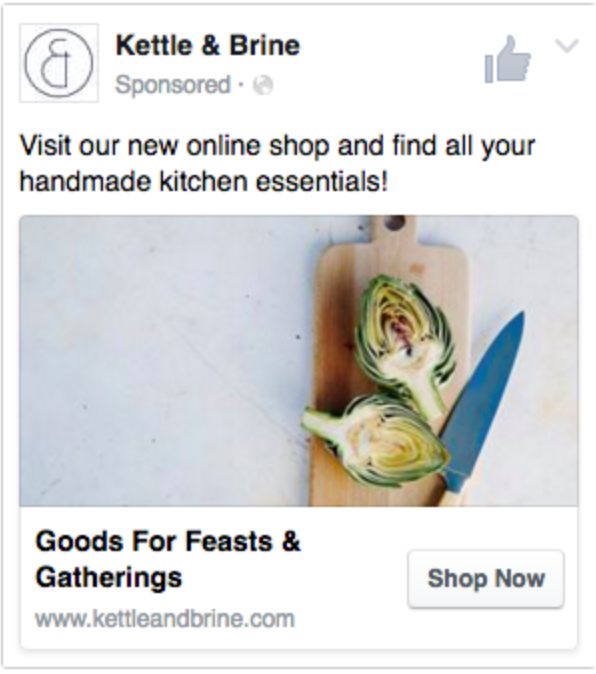
$0.50 per link click

Suggested bid: $0.66 USD ($0.37–$0.89)

When You Get Charged Link Click (CPC)

More Options



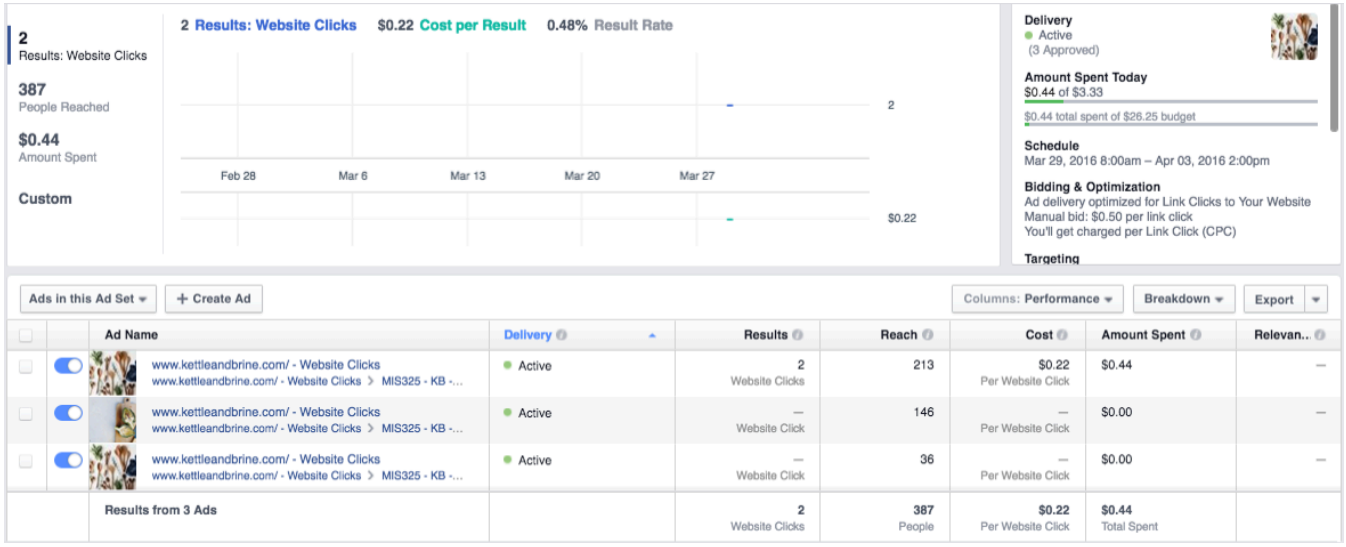


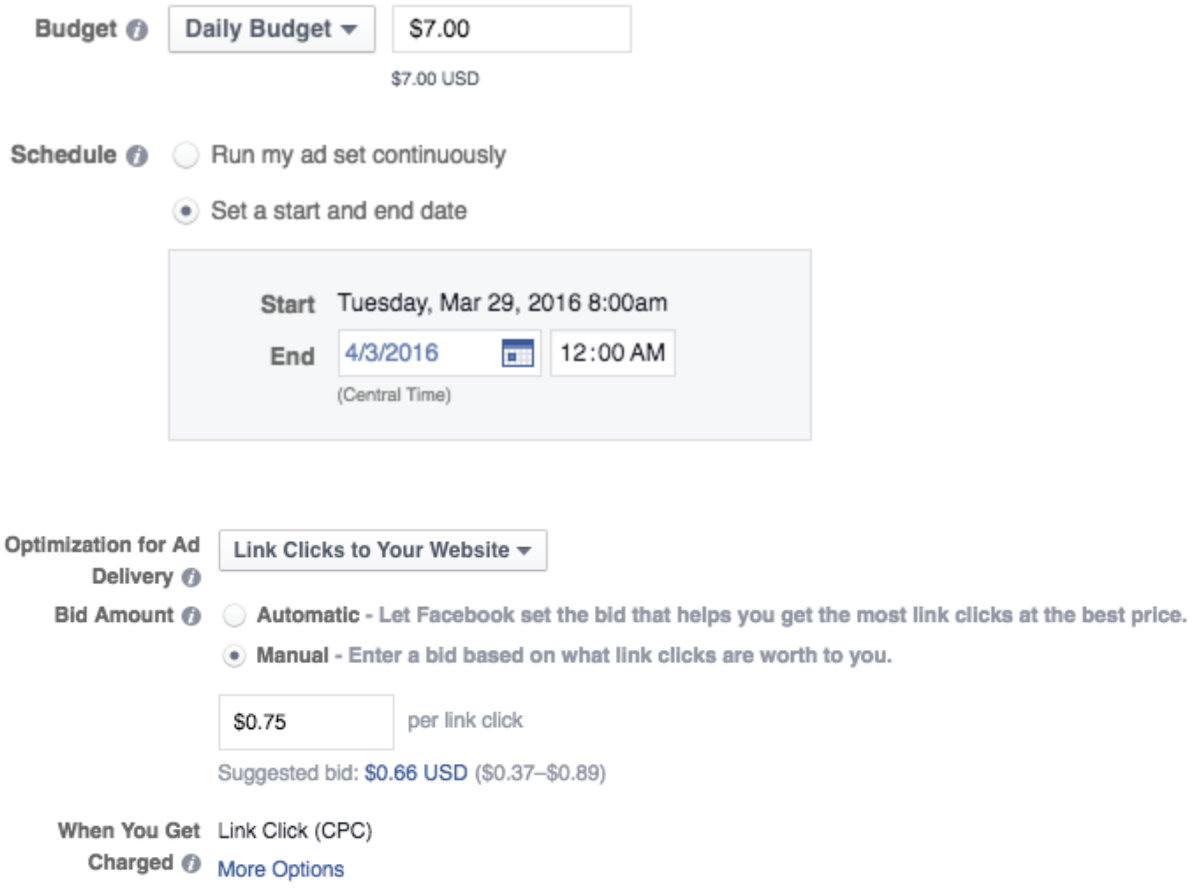
Audience Details:

- Location:
  - United States: Austin (+25 mi) Texas
- Age:
  - 25 - 55
- Language:
  - English (UK) or English (US)
- Placements:
  - on pages: News Feed on desktop computers, Instagram Feed, Third-party Apps and Websites on mobile devices, News Feed on mobile devices or Right column on desktop computers
- People Who Match:
  - Interests: Kitchen, Organic, Think. Shop. Buy. Local!, Eating, Cuisine, Baking, Food, Home Appliances, Hand Crafts, Chef, Artisan, Gastronomy, Handmade, Culinary art, Foodie, Gourmet, Patina, Cooking or Household hardware
  - Behaviors: Entertaining

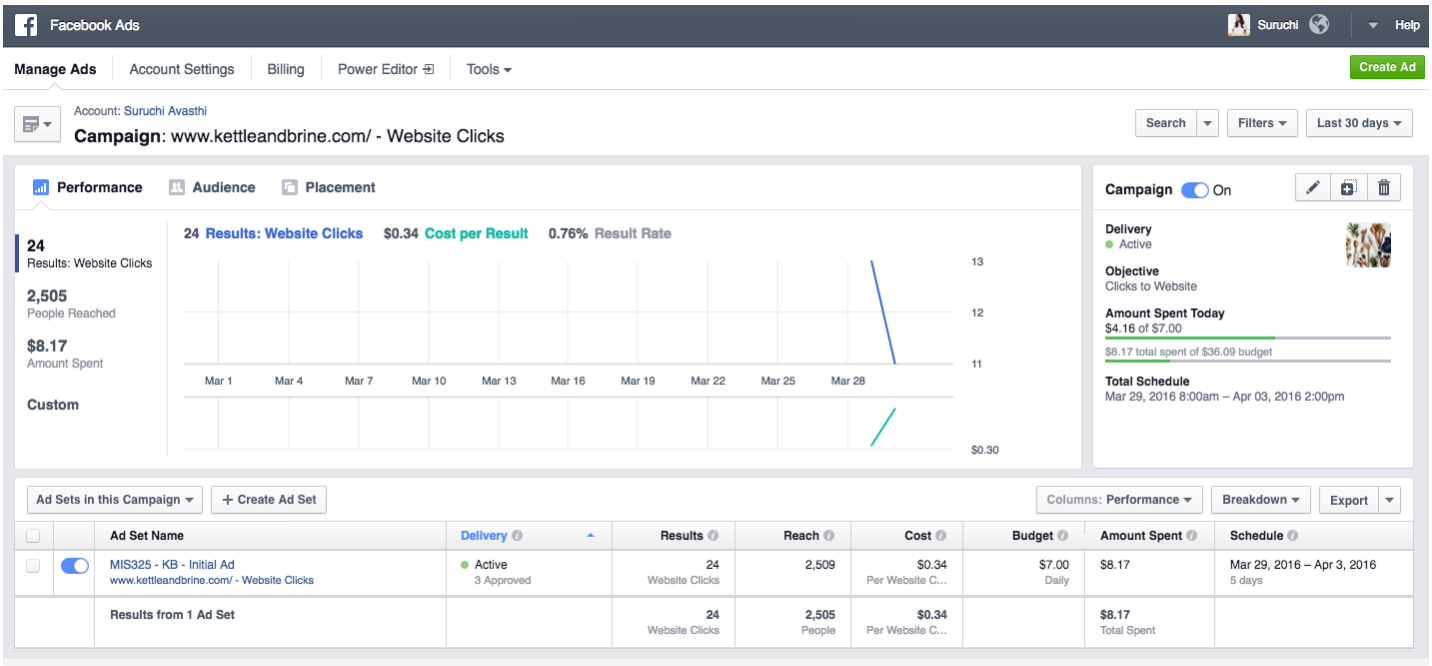
Potential Reach: 510,000 people

Second Day - 3/29:





Third Day - 3/30

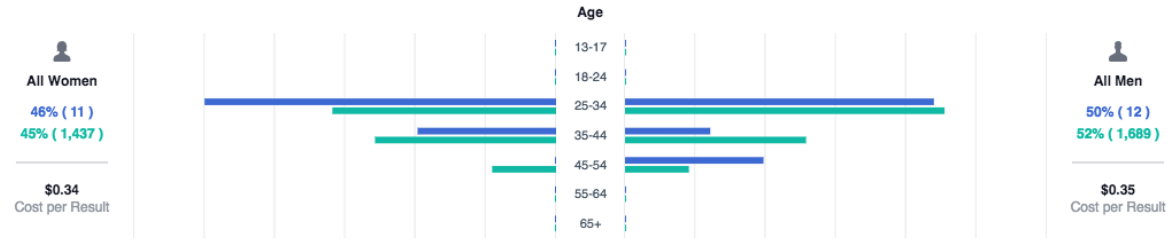


Ads in this Ad Set | + Create Ad | Columns: Performance | Breakdown | Export

	Ad Name	Delivery	Results	Reach	Cost	Amount Spent	Relevanc...
	www.kettleandbrine.com/ - Website Clicks www.kettleandbrine.com/ - Website Clicks > MIS325 - KB - Initial...	Active	12 Website Clicks	1,026	$0.32 Per Website Click	$3.78	5
	www.kettleandbrine.com/ - Website Clicks www.kettleandbrine.com/ - Website Clicks > MIS325 - KB - Initial...	Active	9 Website Clicks	1,058	$0.40 Per Website Click	$3.57	5
	www.kettleandbrine.com/ - Website Clicks www.kettleandbrine.com/ - Website Clicks > MIS325 - KB - Initi...	Active	3 Website Clicks	607	$0.27 Per Website Click	$0.82	6
	Results from 3 Ads		24 Website Clicks	2,505 People	$0.34 Per Website Click	$8.17 Total Spent	

Performance | Audience | Placement

24 Results: Website Clicks | 3,218 Impressions



Performance | Audience | Placement

All Placements | 24 Results: Website Clicks | 3,218 Impressions

			Amount Spent	Cost per Result
Desktop News Feed	0% 2%	0 59	$0.00	–
Desktop Right Column	0% 2%	0 49	$0.00	–
Mobile News Feed	50% 45%	12 1,450	$5.97	$0.50
Audience Network	50% 50%	12 1,607	$2.20	$0.18
Instagram	0% < 1%	0 12	$0.00	–

Status

Budget | Daily Budget | $10.00

$10.00 USD

Schedule

Run my ad set continuously

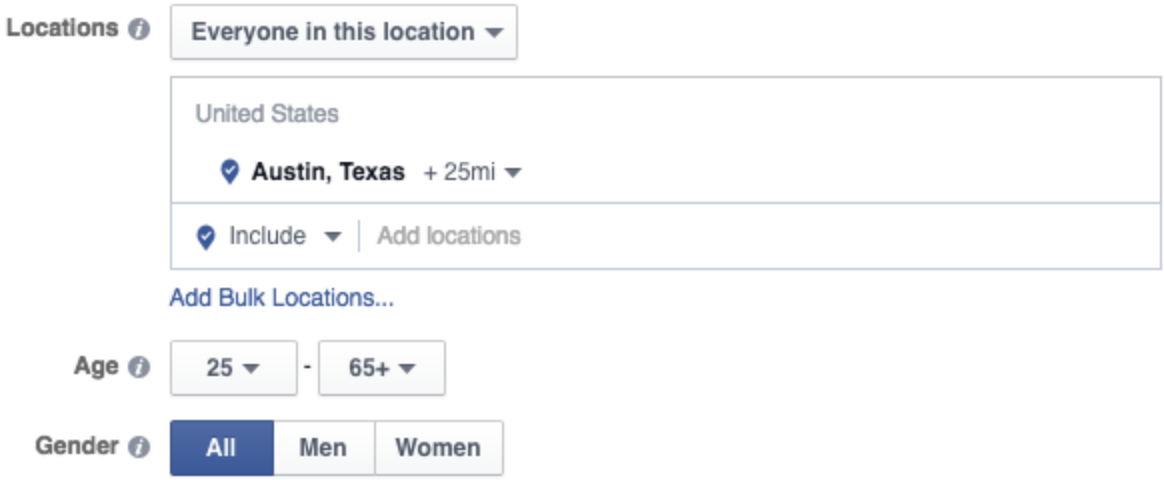
Set a start and end date

Start Tuesday, Mar 29, 2016 8:00am

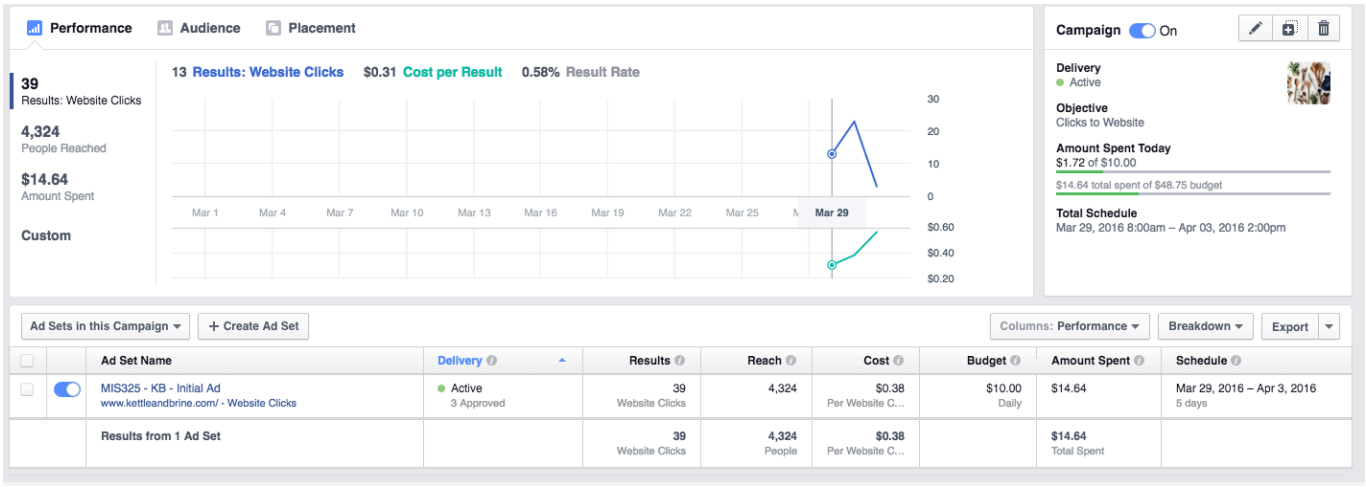
End 4/3/2016 12:00 AM

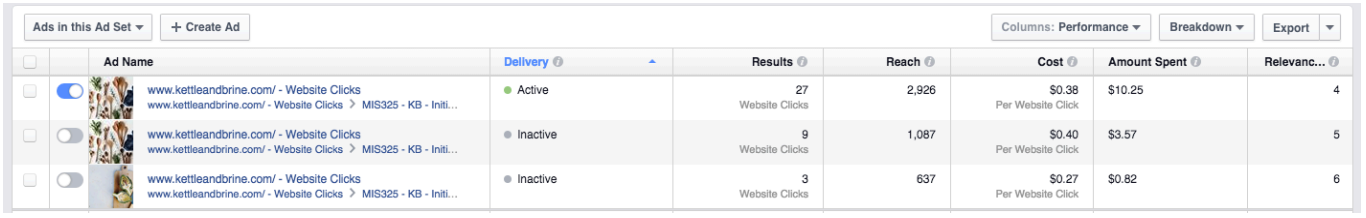
(Central Time)

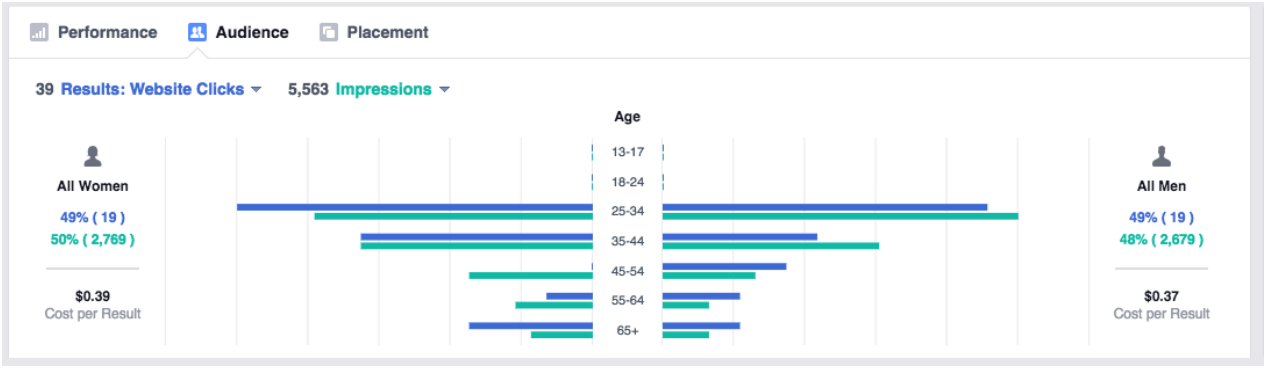
For the remaining 0 days in your ad set, the most you'll spend is **$0.00**

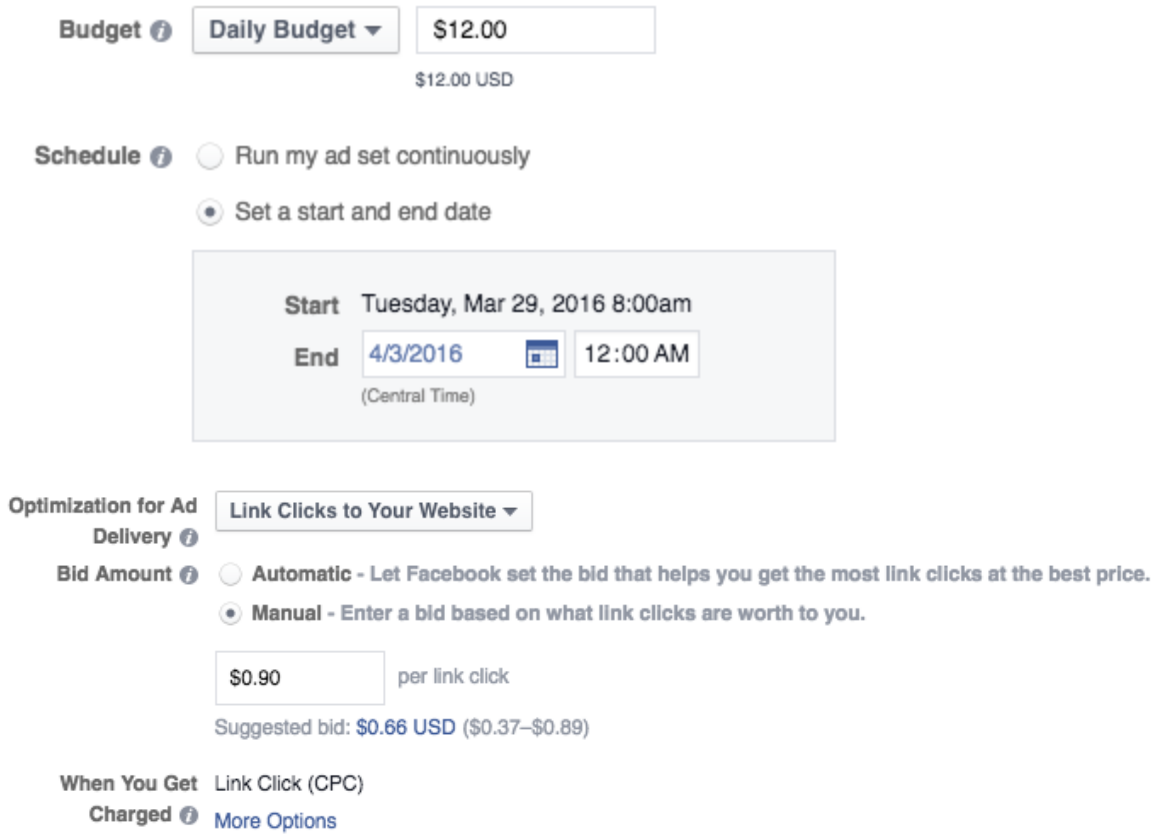


Fourth Day - 3/31:

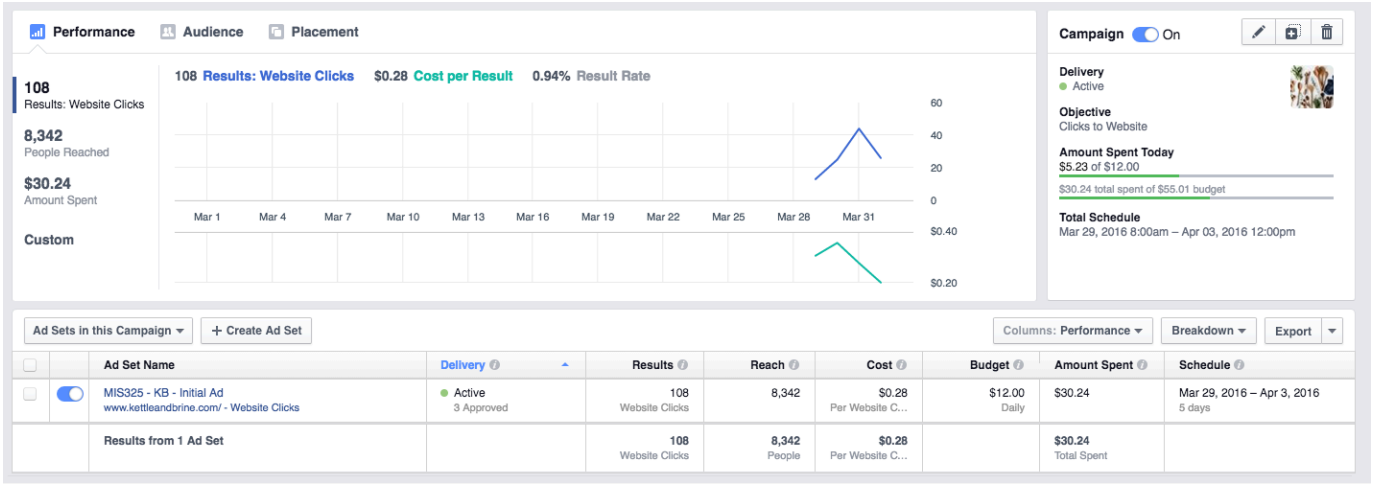


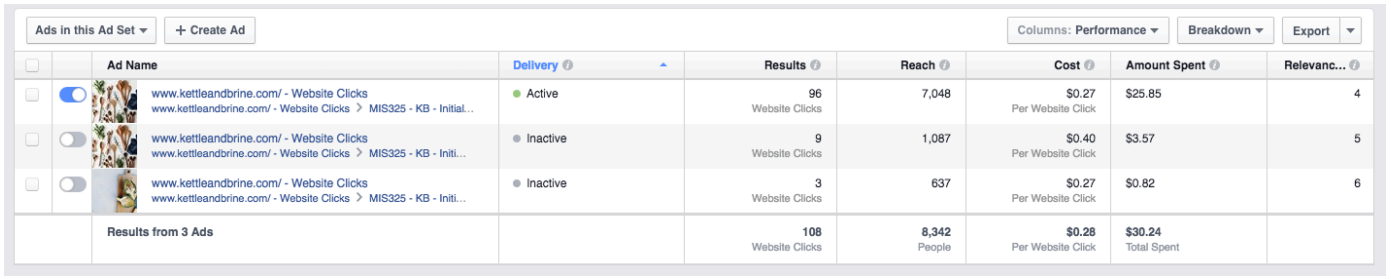


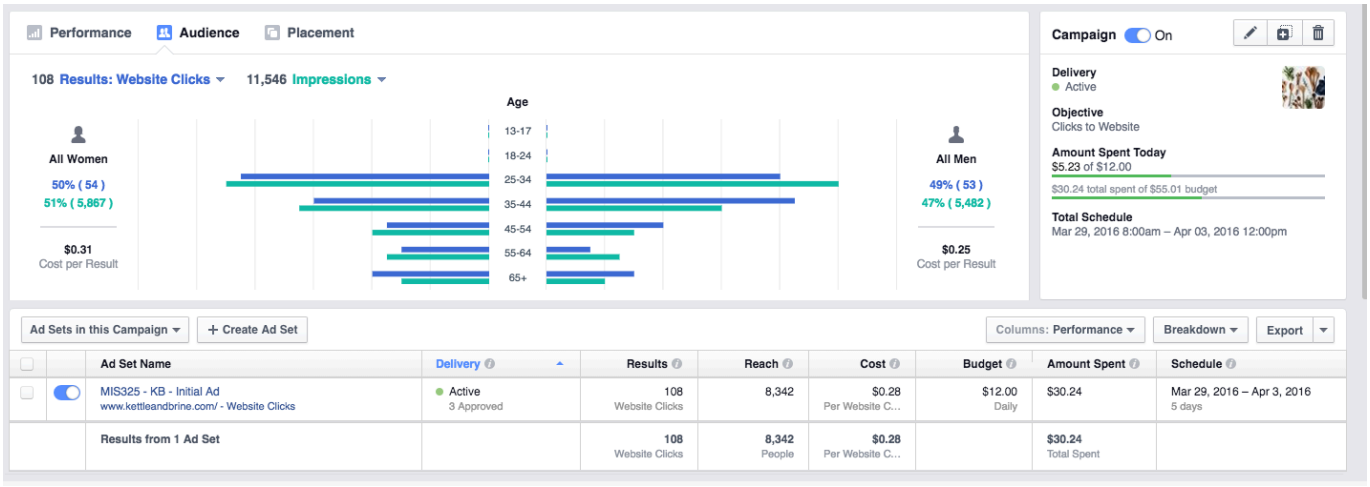



Budget
Daily Budget
$12.00
$12.00 USD
Schedule
Run my ad set continuously
Set a start and end date
Start
Tuesday, Mar 29, 2016 8:00am
End
4/3/2016
12:00 AM
(Central Time)
Optimization for Ad Delivery
Link Clicks to Your Website
Bid Amount
Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.
Manual - Enter a bid based on what link clicks are worth to you.
$0.90
per link click
Suggested bid: $0.66 USD ($0.37–$0.89)
When You Get Charged
Link Click (CPC)
More Options

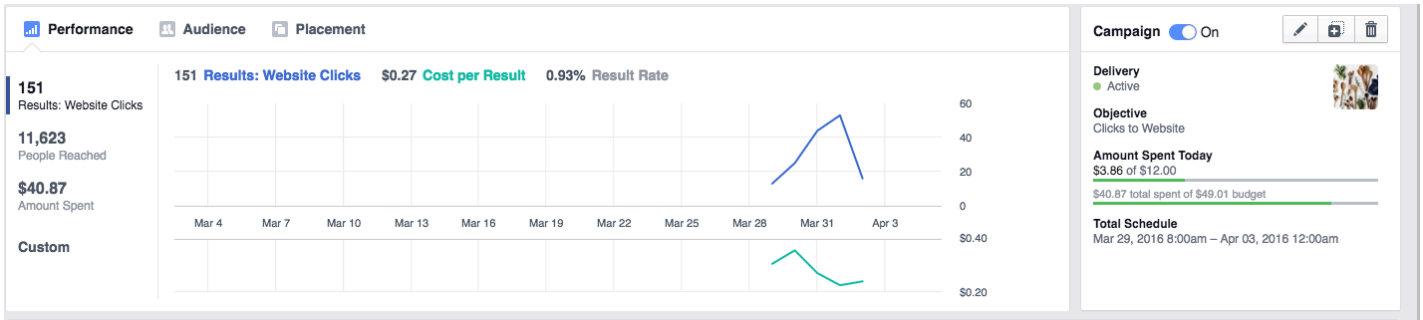
Fifth Day - 4/1:

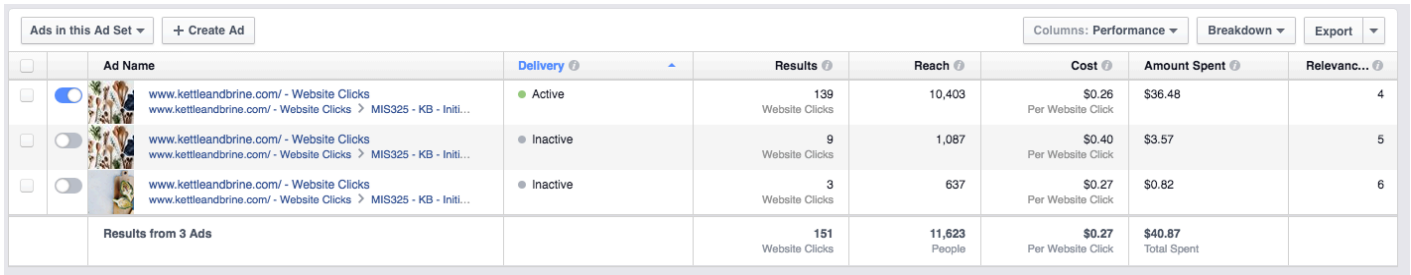

Performance
Audience
Placement
108
Results: Website Clicks
8,342
People Reached
$30.24
Amount Spent
Custom
108 Results: Website Clicks
$0.28 Cost per Result
0.94% Result Rate
60
40
20
0
$0.40
$0.20
Mar 1
Mar 4
Mar 7
Mar 10
Mar 13
Mar 16
Mar 19
Mar 22
Mar 25
Mar 28
Mar 31
Campaign
On
Delivery
Active
Objective
Clicks to Website
Amount Spent Today
$5.23 of $12.00
$30.24 total spent of $55.01 budget
Total Schedule
Mar 29, 2016 8:00am – Apr 03, 2016 12:00pm
Ad Sets in this Campaign
+ Create Ad Set
Columns: Performance
Breakdown
Export
Ad Set Name
Delivery
Results
Reach
Cost
Budget
Amount Spent
Schedule
MIS325 - KB - Initial Ad
www.kettleandbrine.com/ - Website Clicks
Active
3 Approved
108
Website Clicks
8,342
$0.28
Per Website C...
$12.00
Daily
$30.24
Mar 29, 2016 – Apr 3, 2016
5 days
Results from 1 Ad Set
108
Website Clicks
8,342
People
$0.28
Per Website C...
$30.24
Total Spent

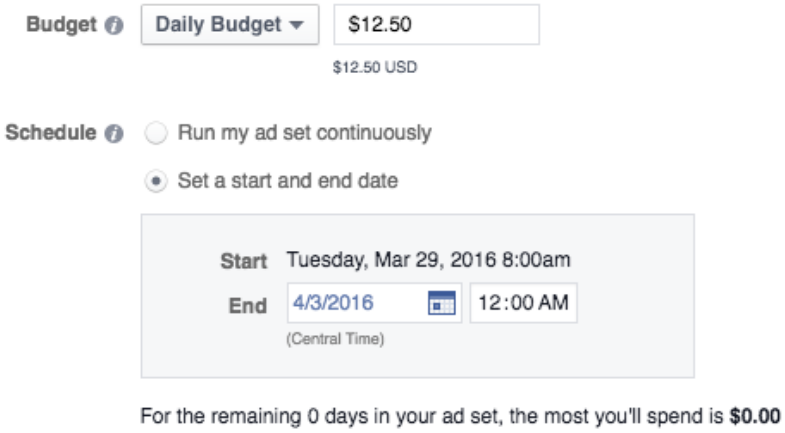




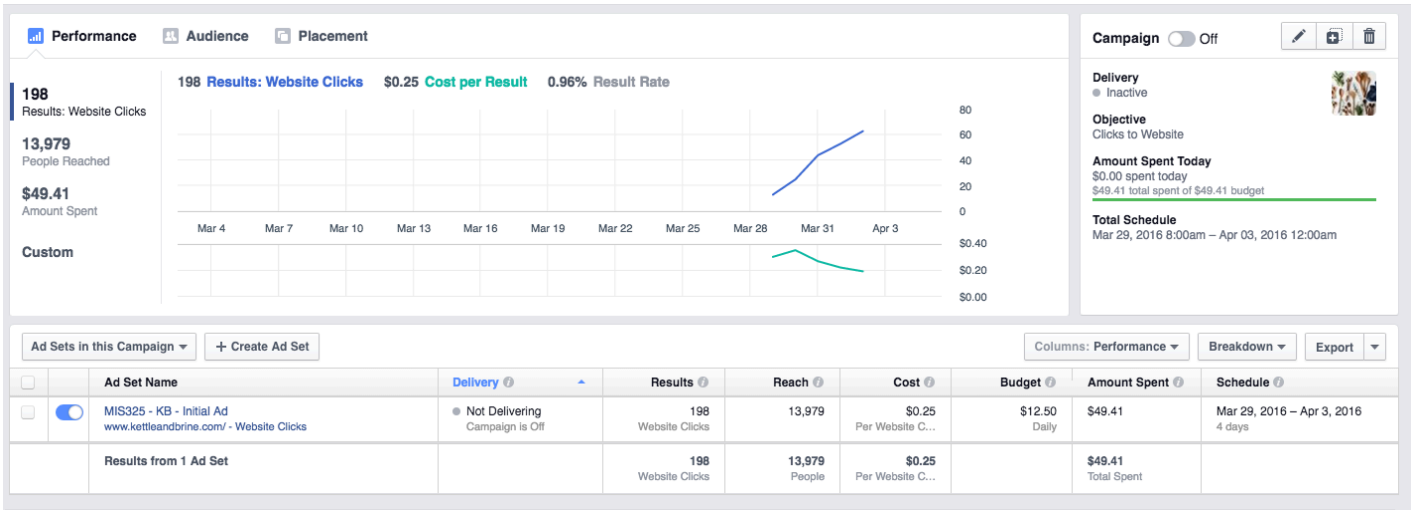
Last Day (Mid-Day) - 4/2:

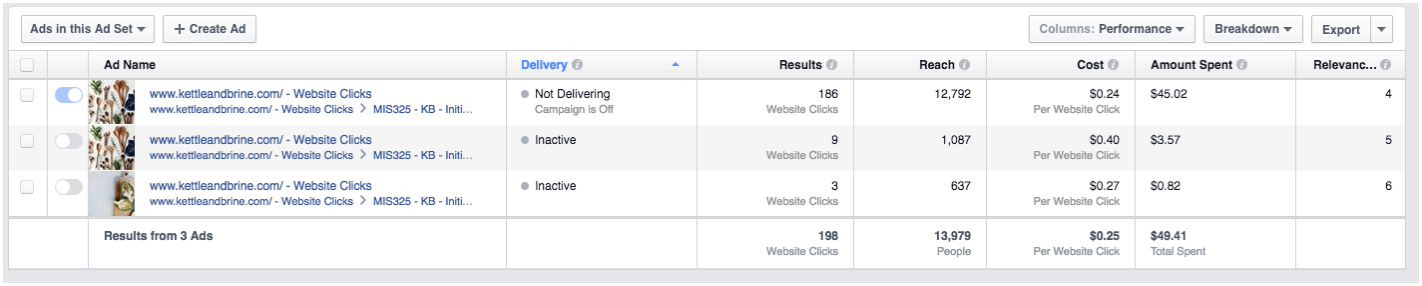


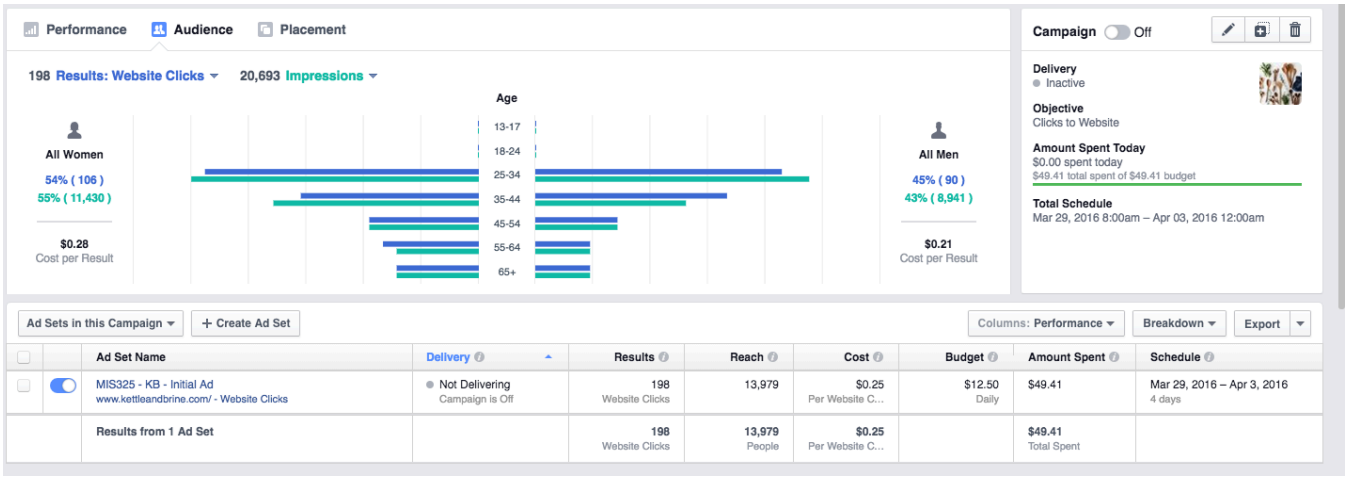


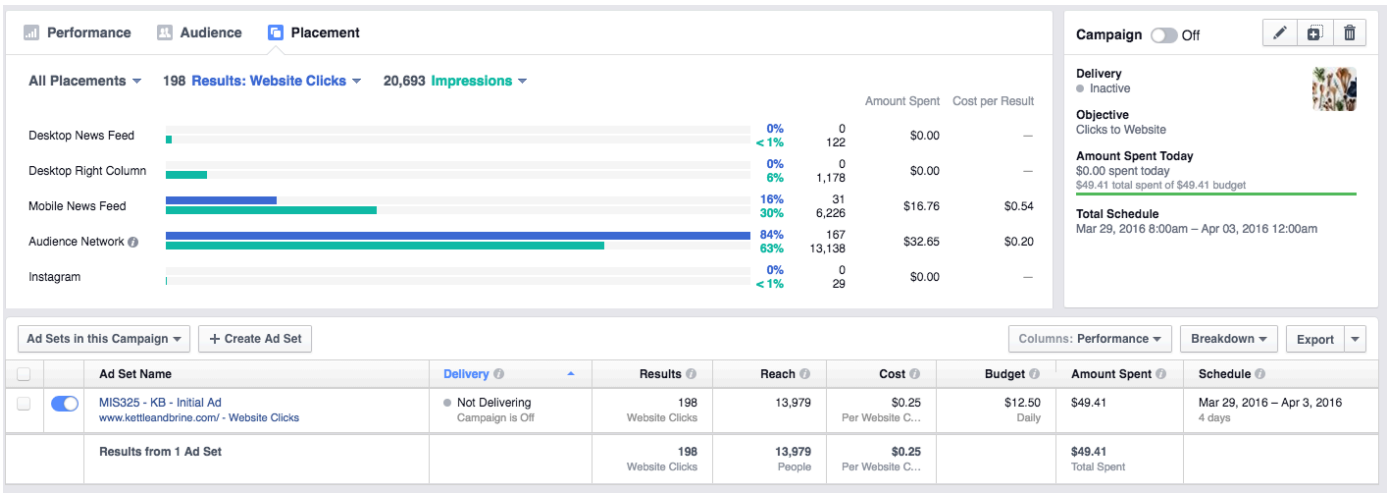


Last Day (Midnight) - 4/2:









Notes

3/28 - 2 ads (differed only in picture- busy and one simple) Daily budget of $5 and cost per click (manual) $0.50 Targeting 25-50 year olds, austin, pay per click

3/29 - Upped daily budget to $7 and cost per click to $0.75 - 2 clicks total and only reached 200 people

Note: Noticed on 3/29 that there were 2 identical ads running for busy image, but paying different amount per click - possible that Facebook recorded different CPC amounts and kept track of them separately.

3/30 - deactivated simple ad (3 clicks) and lower performing busy ad (9 clicks). Upped daily budget to $10, increased age limit to 65+ - 24 clicks total and 2,600 reached

3/31 - 39 clicks and 4,324 people reached Upped daily budget to $12 and increased cost per click to $0.90 - Will check back to see if Facebook becomes more proactive with sending out ad

4/1 - 108 clicks! 8,376 reached - No change to ad will check back next day (Keeping eye on budget currently have spend about $30)

4/2 - 198 clicks, 13,989 impressions Cost per click - $0.25