

Children's Art Studio Case Study

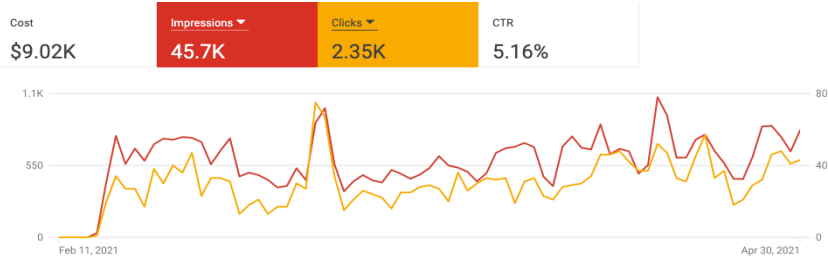


Client: Non-Profit Children's Art Studio
Flights: November 1st - April 30th
Budget: \$14,100
Goal: The main goal was to get bookings for online art classes and parties with a strong secondary need of brand awareness and website traffic as they switched to a virtual business model.

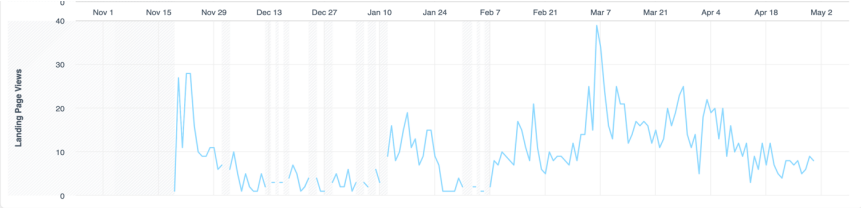
Approach: We started with dynamic Facebook/Instagram ads to target potential customers for online art classes, online art camps, and online art parties. Since they were a certified non-profit, we were able to qualify for a google grant with free advertising dollars that we used for the last three months of the campaign. Combined, both platforms generated strong awareness of the new formats, qualified traffic to the websites, and increased

Campaign Performance/Data

Google Ads



Facebook Ads



Outcome: Combined, the campaigns impacted potential customers 271,333 times, drove 3,884 qualified website visits, and generated 173 enrollments. This resulted in total revenue of \$20,760 and a ROAS of 407% when excluding the free Google Grant ad spend.