



Analytics Deck PART I: Facebook Ads Test

Facebook & AdWords Tests

Prepared for Blastom! By Sara Warwick

Blastom! – Corporation Overview

- Blastom! was founded as start-up corporation in March 2016.
- Blastom! is a web based business at: blastom.com
- Our objective is to build, support and promote a new to market product called, “Bites,” (a ringtone/notification hybrid) and an app that supplies/provides the Bite.
- To fund the development of Bites, Blastom! sells bites and wallpapers.
- Blastom! Is promoted online on most social media outlets as: @blast0m
- Our social media presence allows Blastom! to stay close to marketplace trends, reach consumers, and build a client base for Blastom! products.
- Blastom!’s overall online presence currently is focused on making early adopters comfortable with the Bites concept, prior to its launch.

PART I
FACEBOOK ADS TEST



Facebook & AdWords Tests - Overview

- In late January 2018, Blastom! initiated a media test to find out how interested digital consumers are in customizing their devices.
- We also wanted to gain a stronger understanding of who our core user is.
- The test was comprised of:

- **3 x Ads on Facebook**

- 2 x Wallpapers messaging
- 1 x Website launch w/ brand messaging

- 1 x **Google AdWords** Campaign

Analytics from both tests were used, as well as data from WIX (our website host) for post-analysis.

Brand and topical messaging appeared on social media throughout the campaign.

Facebook Test – Overview

- 3 ads were run over the same time frame.
- 2 ads featured a device customization message, and 1 was a brand ad, with a website launch theme.
- The difference between messaging was done purposely, to test what a brand ad would do vs. a targeted call to action to buy wallpapers.
- Creative was changed slightly, in the middle of the wallpaper campaign, to simplify it, to obtain the best possible results for the message.
- All three ads had targeted 'clickable' links, although, only the wallpaper ad had a clickable button.

Facebook Test – Overview

- The audience for all tests remained the same.
- The audience was broad purposely, to capture a true snapshot of the Blastom! user, a device customizer.

- Criteria included:

- In General:

- English Language
 - Males and Females
 - Ages 13 – 44
 - Credit Card owners
 - Top spenders

- Countries:

- Canada
 - United States
 - China

- Interests:

- Technology
 - Technology early adopters
 - Online shopping
 - Entrepreneur
 - Unique gifts
 - Personalization
 - Android devices

Facebook Test - Ad #1 - Wallpaper Creative

Creative aimed at customizers

The screenshot shows the Facebook Ads Manager interface. The 'Creative Reporting' section is active, displaying a table with the following data:

Ad Creative	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
	delivering	6 Messaging ...	1,631	1,631	\$0.50 Per Message...	\$3.02
	delivering	5 Link Clicks	1,402	1,457	\$0.43 Per Link Click	\$2.15
	delivering	30 Estimated A...	447	447	\$0.07 Per Estimate...	\$1.98
	delivering	4 Link Clicks	680	686	\$0.23 Per Link Click	\$0.92

The ad creative preview shows a purple background with a yellow banner at the top containing the text: "Being a trailblazing independent thinker can be lonely. But look around you, you're never really alone; And, remember, sometimes it might be better if you were. Maybe, it's just a case of: 'The glass is always cleaner on the other side.'" Below the banner is the text "THINK OUTSIDE THE JAR" in a stylized font. The main image is a glass jar filled with glowing fireflies against a dark, starry background. A yellow diagonal banner in the top right corner says "WALLPAPERS". At the bottom right, there is a circular logo with a stylized exclamation mark.

This is a detailed view of the ad creative. It features a purple background with a yellow banner at the top containing the text: "Being a trailblazing independent thinker can be lonely. But look around you, you're never really alone; And, remember, sometimes it might be better if you were. Maybe, it's just a case of: 'The glass is always cleaner on the other side.'" Below the banner is the text "THINK OUTSIDE THE JAR" in a stylized font. The main image is a glass jar filled with glowing fireflies against a dark, starry background. A yellow diagonal banner in the top right corner says "WALLPAPERS". At the bottom right, there is a circular logo with a stylized exclamation mark.

BLASTOM.com

Wallpaper Messaging

Actual Ad

Facebook Test - Ad #2 – (Simplified) Wallpaper Creative

Creative aimed at customizers

Ad Creative	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
BLASTOM Enterprises Ltd. Sponsored	delivering	Messaging ... 6	1,631	1,631	\$0.50	
BLASTOM! now sells Wallpapers. Click "SHOP NOW" to see the latest.	delivering	Link Clicks 1,402	1,402	1,497	\$0.43	
WALLPAPERS	delivering	Estimated A... 30	447	447	\$0.07	
BLASTOM.com	delivering	Link Clicks 4	680	686	\$0.23	

Actual Ad

WALLPAPERS

BLASTOM.com

THINK OUTSIDE THE JAR

(Simplified) Wallpaper Messaging

Facebook Test - Ad #3 - Website Creative

Brand creative aimed at general audience

The screenshot shows the Facebook Ads Manager interface. A table displays the performance of various ad creatives. The third row is highlighted in yellow, corresponding to the ad creative shown in the preview window below it.

Ad Creative	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent
BLASTOM ENTERPRISES LTD. NAME CONTEST FOR FULL CONT...	Not Delivering	Messaging ... 6	1,631	1,631	\$0.50 Per Messagi...	\$3.02
BLASTOM Enterprises Ltd. shared a link.	Delivering	Link Clicks 5	1,402	1,457	\$0.43 Per Link Click	\$2.15
3 2 1 BLASTOM! LAUNCH IS A GO WWW BLASTOM.COM	Delivering	Estimated A... 30	447	447	\$0.07 Per Estimate...	\$1.98
BLASTOM.com We sell Ringtones (Bites) & Wallpapers BLASTOM! - Dialling up today's digital wave.	Delivering	Link Clicks 4	680	686	\$0.23 Per Link Click	\$0.92

Actual Ad



Website Launch Brand Messaging

Facebook Test – Messaging Around the Creative

BLASTOM Enterprises Ltd. Sponsored ·

BLASTOM! now sells Wallpapers. Click "SHOP NOW" to see the latest.

BLASTOM.com

blastom.com **BLASTOM Enterprises Ltd.** [SHOP NOW](#)

Đạt Đặng and Mapung Kareng

Like Comment Share

BLASTOM Enterprises Ltd. shared a link. Sponsored ·

BLASTOM.com

We sell Ringtones (Bites) & Wallpapers
BLASTOM! - Dialling up today's digital wave.

Like Comment Share

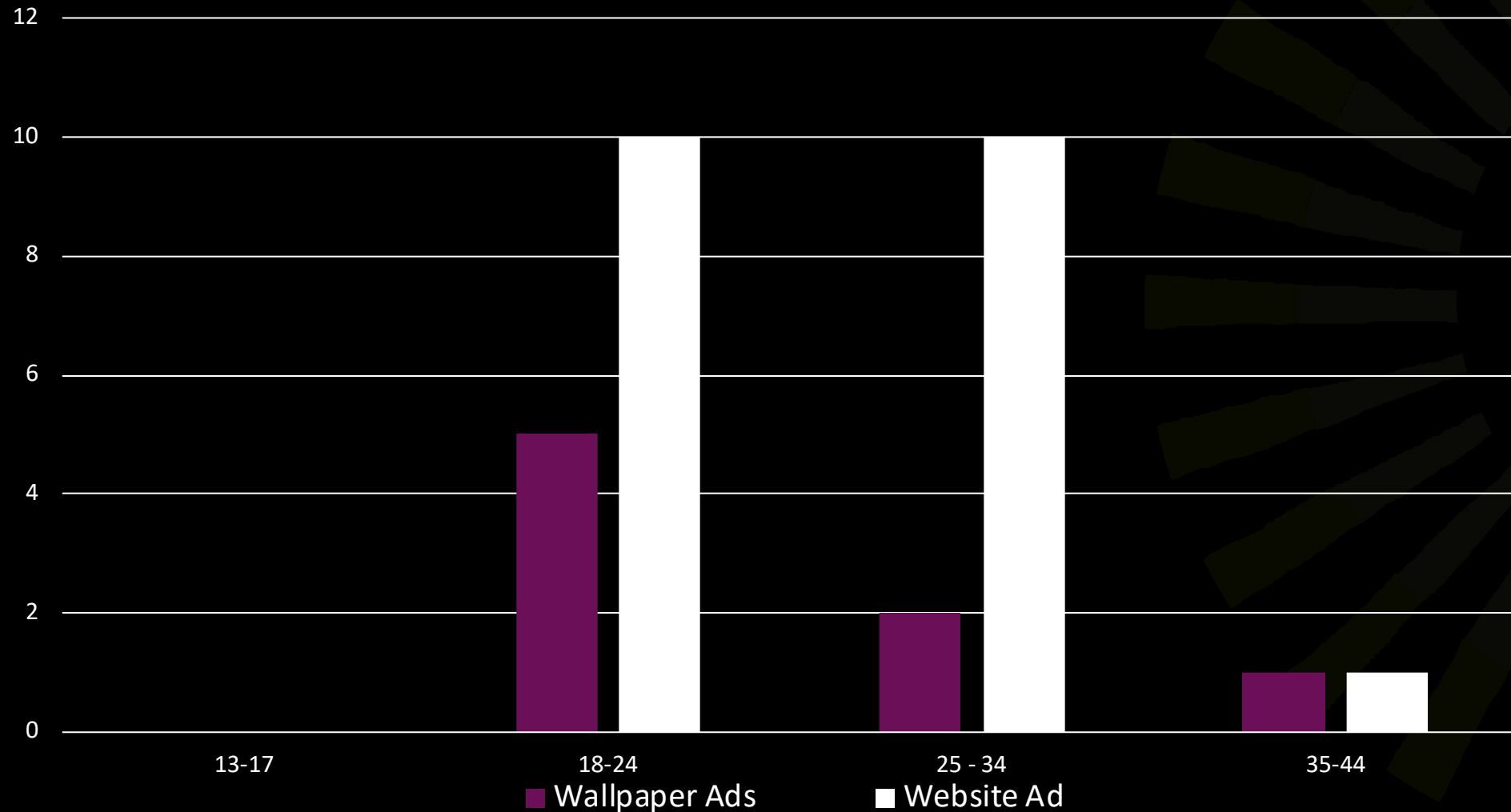
- Both ads featured 'clickable' links.
- Both ads spoke to customizers, with a message about wallpapers, only one spoke about Bites.

Facebook Test - Overview - All Ads

Ad	Results	Reach	Impressions	Cost Per Result	Amount Spent	Duration	No. of Hours
Ad #1 - Wallpaper	4	680	686	\$0.23	\$0.92	January 30, 2018	12am – 12pm 12 hrs
Ad #2 – (simplified) Wallpaper	5	1,402	1,457	\$0.43	\$2.15	January 31, 2018	12pm – 12am 12 hrs
Ad #3 – Website Launch	30	447	447	\$0.07	\$1.98	March 19, 2018	10am – 10pm 12 hrs

- Of the three tests, the (simplified) wallpaper had more impressions and reached a larger audience than the others over the same amount of time.
- However a the website message, that also speaks to device customization, showed better results.

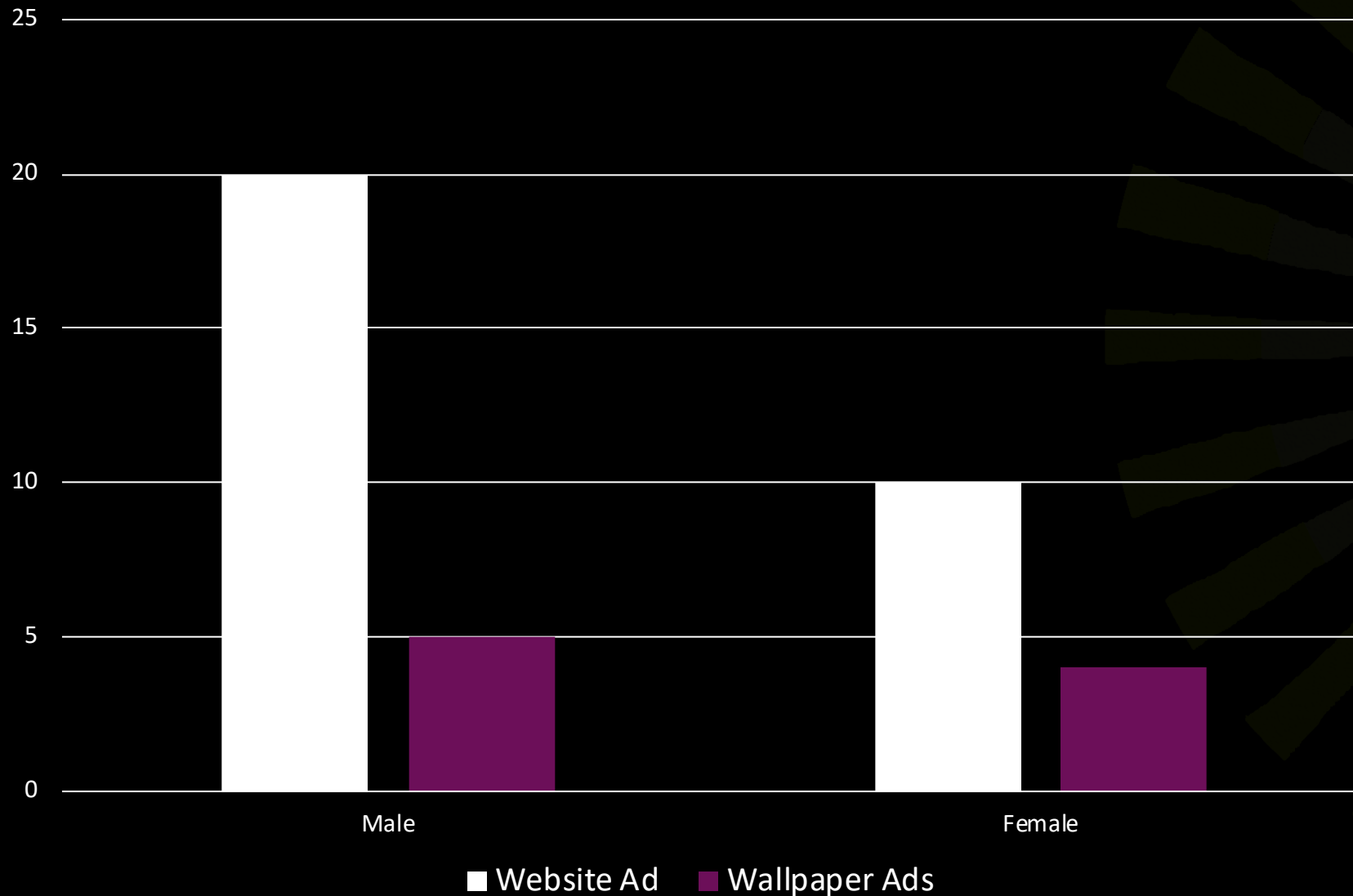
Facebook Test – Clicks By Age



Facebook Test – Clicks By Age

- Comparing the wallpaper ads to the website ad regarding age, Blastom!'s target age is between 18 – 34 y/o.
- As far as 'clickability,' the website ad outperforms the wallpaper ad by 21 clicks.
- This difference may be due to:
 - simplicity of creative in the website ad.
 - excitement - new news of the website launch.
 - customization curiosity - both included messaging geared towards customization.
 - the early adopter criteria – curiosity about the launch may have been key in deciding to click on the ad.

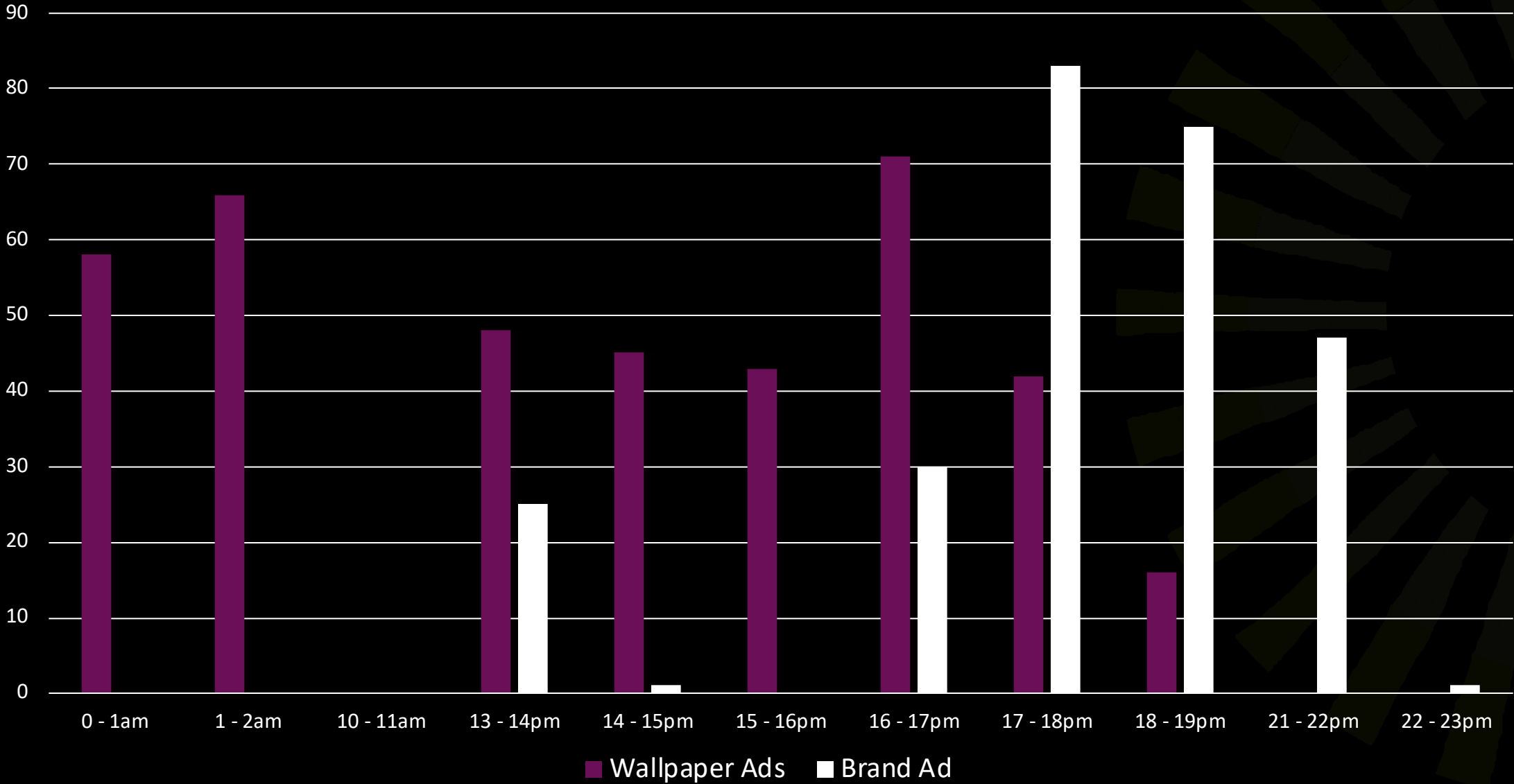
Facebook Test – Clicks by Gender



Facebook Test – Clicks by Gender

- Males were more interested in the website ad than females.
- Both genders were interested in the wallpaper messaging roughly the same amount.
- This counters an assumption that Blastom! had, regarding who would be more interested in customizing their devices.
- The Blastom! Boutique is geared towards females, as a high-end shopping experience.
- Based on these results, a gender natural shopping experience is definitely a consideration moving forward.
- It also seems that Males are the more adventurous as early adopters, significantly outnumbering females to click on the website launch creative.

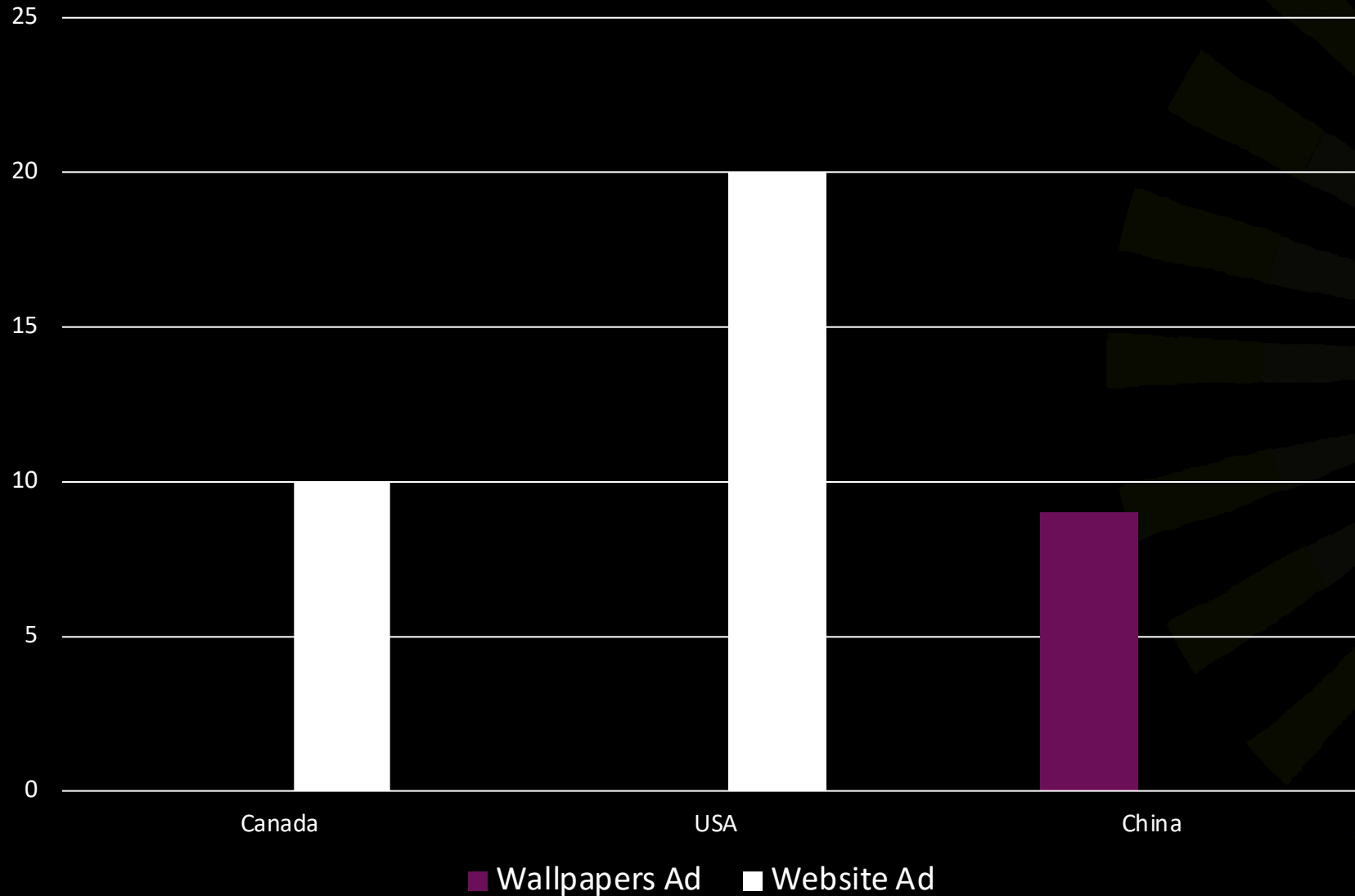
Facebook Test - Daypart Activity by Impression



Facebook Test - Daypart Activity by Impression

- The wallpaper ads, whose preferred audience skewed 18 – 24, saw its busiest hour between 4pm - 5pm.
- The website ad fans, were between the ages of 18 – 34.
- Their preferred time online was between 5pm - 6pm with the 7pm – 8pm hour a noticeable second.
 - The broader audience and later time online may be explained by users who surf:
 - after children are asleep.
 - after household chores are done.
 - It's good to note that our older/broader demographic are also the ones with potentially more disposable income.
 - Remember, the website ad also featured a customization message.

Facebook Test – Clicks by Country



Facebook Test – Clicks by Country

- Adding China for consideration in the Facebook Test, was a test in itself.
- China was the only country whose participants clicked on the wallpapers ads.
- There were no clicks from the Chinese on the website ad despite large interest from Canadians and Americans.
- This gives us pause for serious consideration:
 - China seems to be ahead of the curve when it comes to device customization.
 - China may be inundated with new website launch ads/promotions.
 - English language ads may be rare, but they gain attention.

Facebook Test – Clicks by Country

- The USA was more receptive to the website ad than in Canada.
- Further study examining the differences between tech. cultures in the North vs. the South are necessary to explain this disparity.
- An assumption easily made is that, the two cultures are similar, so there'd be little difference in numbers.
 - Americans clicked on the website launch ad twice as many times as Canadians.

Facebook Test – Synopsis

- A simple message, that speaks to brand as well as device customization, showed the best results.
- The wallpaper ad with the “Shop Now” button was not as successful as the website ad without the button.
- Blastom!’s target demographic age is between 18 – 34 y/o.
- Males are more responsive to Blastom! messaging.
- Preferred hours online for Blastom!’s core user is between 5pm – 8pm.
- American’s respond better to Blastom!’s new tech. offerings than Canadians or the Chinese.
- There seems to be an un-tapped market for customization, specifically, wallpapers in China.
- Early adopters do, and will, play a key role in Blastom!’s future success.

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