



Analytics Deck PART III: Test Synopsis with WIX Data

## Facebook & AdWords Test

Prepared for Blastom! By Sara Warwick

# Blastom – Company Overview

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

# Facebook & AdWords Test - Overview

- In late January 2018, Blastom! initiated a media test in order to find out how interested digital consumers are presently in customizing their devices.
- We also wanted to gain a Better understanding of our Demographic.
- This test was comprised of two mini tests using:
  - PART I - Facebook Ads
  - PART II - Google AdWords

- 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 analysis.

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

PART I  
FACEBOOK SYNOPSIS



# Facebook Test – Synopsis

- Of the 3 ads run, a simple brand message, as well as device customization, showed the best results.
- A “Shop Now” button was not as successful as the brand ad without a button.
- Blastom!’s target demographic is:
  - 18 – 34 y/o.
  - Male
  - American
- Preferred hours online for Blastom’s core user is between 5pm – 8pm.
- 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.

PART II  
GOOGLE ADWORDS SYNOPSIS

# AdWords Test - Synopsis

- A 'Keyword' test was run using Google AdWords feedback as the analytic data.
- Of the keywords studied, "ringtones" and "wallpaper" scored highest in clicks and impressions.
- Males are extraordinarily more apt to interact with a Blastom! message than females.
- The 18 – 24 y/o demographic is most active with our customization message. This gives way to further study of a younger demographic.
- Americans still interact more readily with a Blastom! Message, however, the CTR amongst North Americans is almost flush.

# AdWords Test - Synopsis

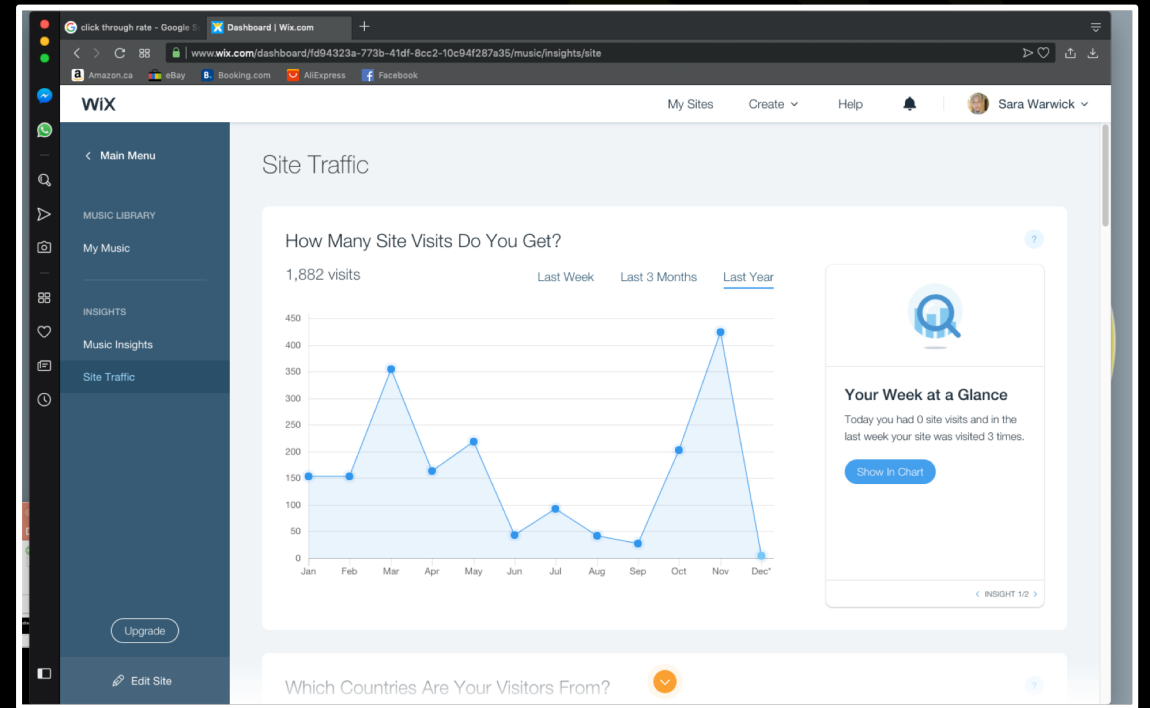
- Weekends and late-night users, are targeted efficiently according to their “student” age group in this test.
- Without a doubt, there seems to be a real interest in ringtones, more so than wallpapers, in the market.
- Ringtones, are being heavily requested from India.
  - Hollywood ringtones seem to be of the most interest to date.

PART III  
THE WIX DATA

# Wix Data - Site Traffic



**FEBRUARY 2018**

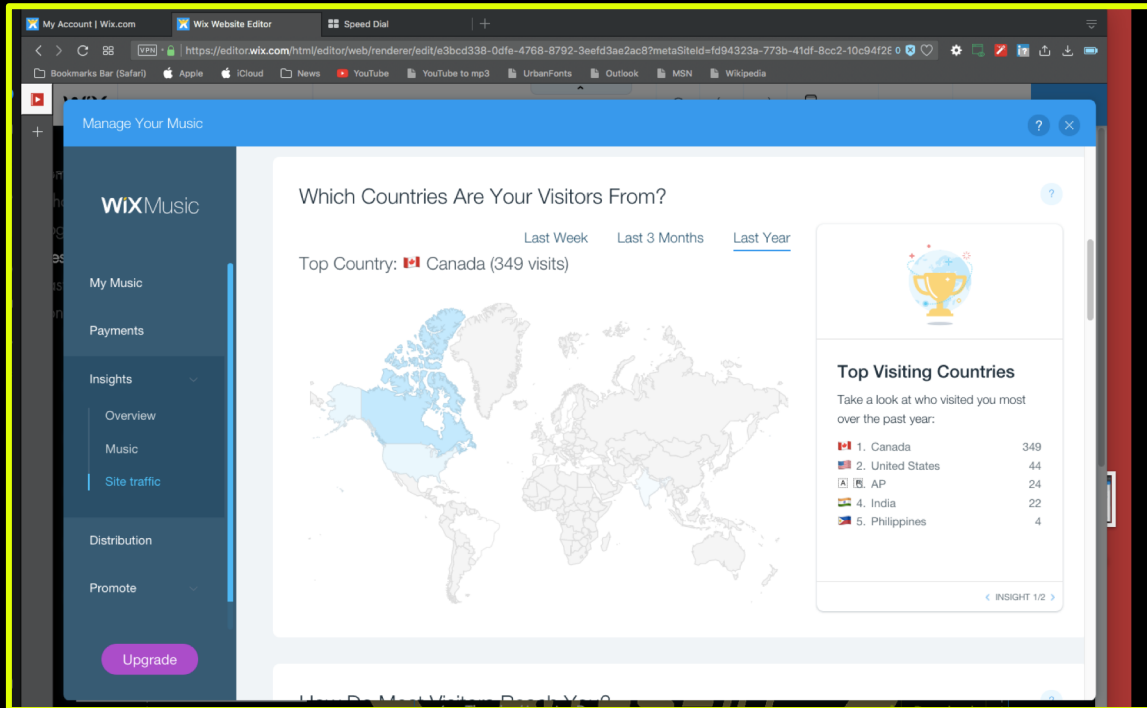


**DECEMBER 2018**

# Wix Data – Site Traffic

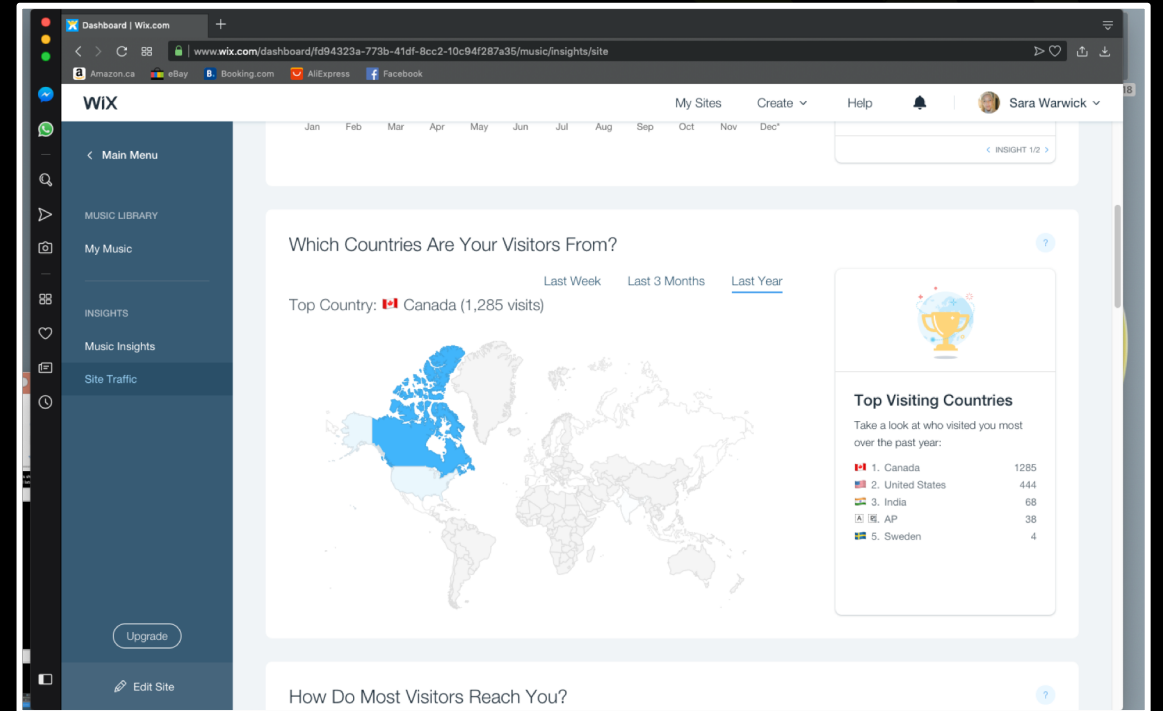
- Blastom.com was un-officially launched in August 2017.
- While there was some initial advertising, and constant social media messaging, its evident that interest in the site peaks during our Facebook Ads test period, and dropped afterwards.
- The second graph shows that February, was on-level with January's interest, peaking at approximately 150 viewers, which I attribute to the Google AdWords test.
- That data holds true with our graph of Countries, with approx. 50 views, which the site was already sustaining per month, prior to advertising.

# Wix Data - Countries



## FEBRUARY 2018

CANADA	349
USA	44
AP	24
INDIA	22



## DECEMBER 2018

CANADA	1285
USA	444
AP	68
INDIA	38

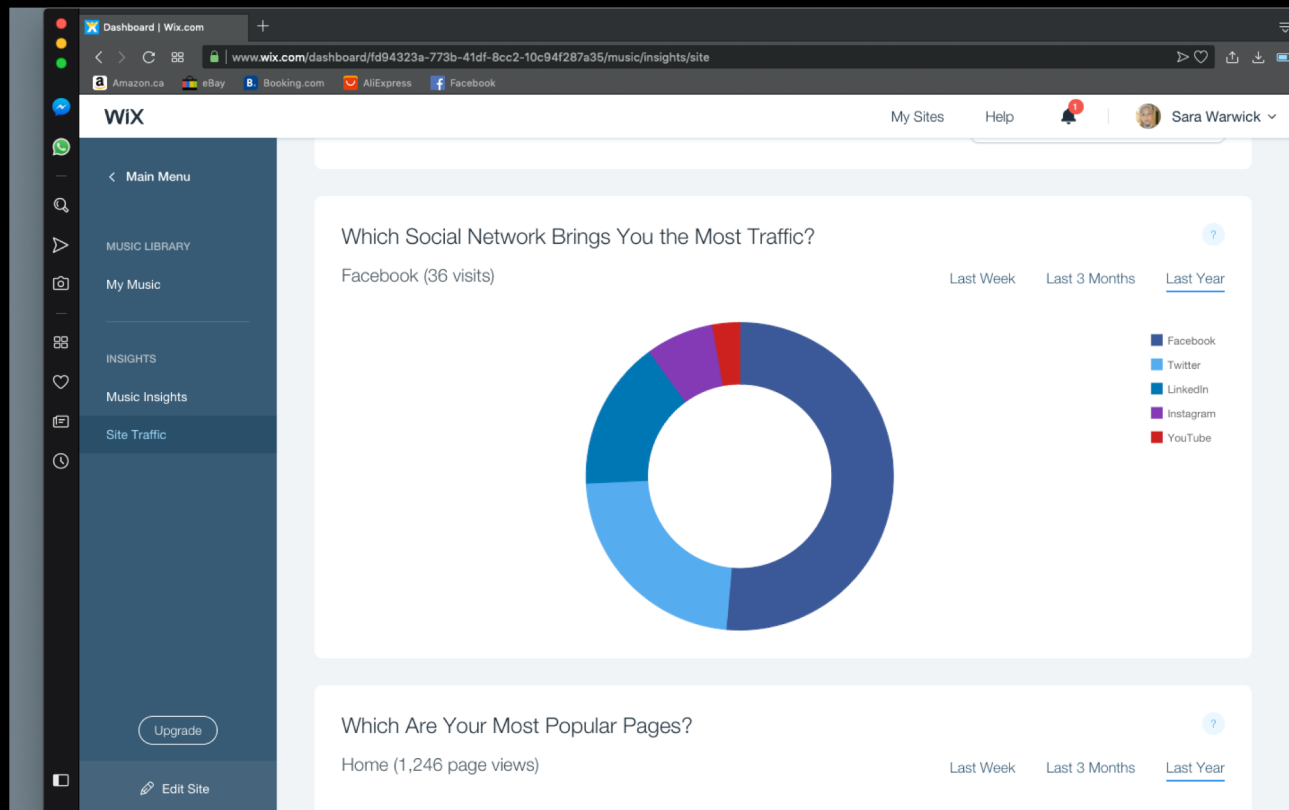


# Wix Data – Country

- Now and then, Canada is the primary country of origin for a Blastom visitor followed distantly by the USA.
- In early February 2018, Blastom had 443 total views.
- That averages approx. 68 visitors a month, considering that February was only half over when this data was collected.
- Today, in December 2018, Canada still leads in site visits (1,2850, with roughly 1/3 of the total mix coming from the USA.
- Over a period of 12 months of recording, the monthly average of visitors tripled to 153.25.
- Although, we did not continue AdWords or Facebook Ads after February, Google My Business ads were employed, and social media marketing continued to be pursued as before.
- Additional credit may be due to blogging, and occasional site promotions.

# Wix Data - Referring Sites

- Over the course of the year Facebook was the number one Blastom referrer.
- Here's how the competition fared:



FEBRUARY 2018

**FACEBOOK: 36 visits**

**TWITTER: 16 visits**

**LINKEDIN: 11 visits**

**INSTAGRAM: 5 visits**

**YOUTUBE: 2 visits**

# Test Synopsis

- Blastom considers the Facebook and AdWords tests extremely successful. They:
  - defined our demographic.
  - highlighted that Blastom's core users are early adopters.
  - showed what type of messaging resonates best with our demographic.
  - outlined that users were interested in device customization, justifying further exploration of:
    - Ringtones
    - Wallpapers
  - revealed two exciting potential new markets in China & India.
  - drew additional traffic to blastom.com that has maintained to present day.

# Contact Me

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