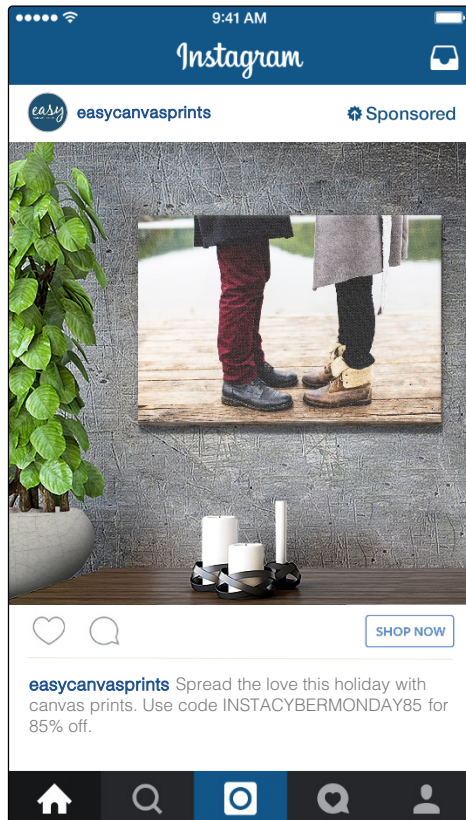


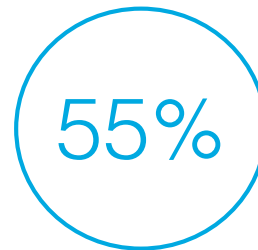


Cozy Prints for the Holidays

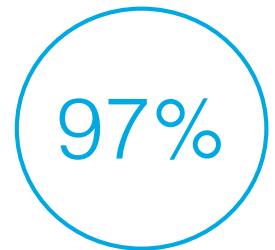
To promote their holiday special, Easy Canvas Prints used Instagram carousel and photo link ads with attention-grabbing captions to drive sales on their website. The Instagram campaign saw a decrease in cost per acquisition at a 3.19X return on ad spend.



return on ad spend
(Instagram only)



lower cost per
acquisition than projected
(Instagram only)



increase in conversion
rate (Facebook &
Instagram combined)

STORY

Turning memories into masterpieces

Easy Canvas Prints lets customers directly order personalized canvases, which are custom-printed and assembled by hand in the United States. The company is passionate about creating top quality canvas products and transforming ordinary photos into stunning works of art.

GOAL

From Instagram to storefront

Easy Canvas Prints wanted new and existing customers on Facebook to make purchases via Instagram, securing a new and efficient stream of revenue.

SOLUTION

Spreading the holiday promotion

Easy Canvas Prints used photo link ads to drive sales on Instagram, choosing high-quality imagery and strong promotional captions to communicate the quality and versatility of their products.

The company's holiday launch included a romantic canvas featuring a couple, hung against a textured backdrop in a cozy candlelit environment. The website conversions ad included a prominent "Shop Now" call-to-action button that directed customers to their ecommerce site.

By emphasizing the urgency of offers and including a link to site in their ads, Easy Canvas Prints reached their revenue goals. This campaign saw a 3.19X return on ad spend and a 55% decrease in cost per acquisition. Compared to similar display campaigns, their Instagram ads saw a 170% higher return on ad spend, proving that Instagram is a valuable resource that can help achieve results when it comes to promoting brand awareness and driving sales.

“Instagram allowed us to reach our audience like never before by allowing them to see beyond a promotional discount to an exciting and versatile custom product. With a return on ad spend of 3.19X, 77% higher than projected, and a 55% decrease in CPA, Instagram proved to be a valuable resource for Easy Canvas Prints. By reaching customers through both Facebook and Instagram ads, we saw a 97% increase in conversion rate and a 94% decrease in CPA, making Instagram an integral part of the brand's strategy.”

Alexis Kriticos
New Channel Marketing Associate
Easy Canvas Prints