

ETHAN'S ADS PORTFOLIO

Demonstrating previous ad performance

Summary

This portfolio showcases a selection of ad campaigns, highlighting the goals, target audiences, and achieved results. Image proofs are included to provide visual evidence of ad performance. Each campaign demonstrates effective strategies and outcomes achieved during the course of the ads period.

Ad Campaign 1: Mega Christmas Activation

Goal:

Increase event Awareness in Abuja about the Christmas night out for families and concert to attendance.

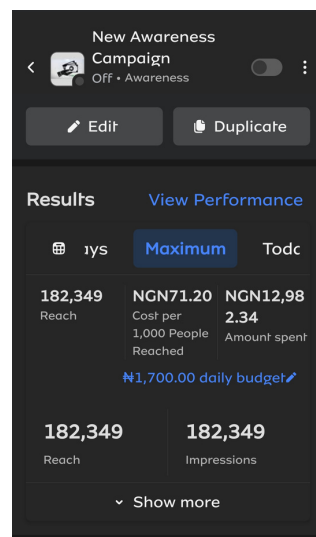
Target Audience:

Families in Abuja (Parents majorly)

Results:

- **Attendance increase:** 600%
- **Audience size reached:** 182,349
- **Conversion to event sales Rate:** Sales were increased to over 300%
- **Cost Per Acquisition:** N60,000 for the entire ad round. **NB:** Rates may have changed since then
- **Status:** ended

Image Proof:



Ad Campaign 2: Web App Conversions “Gaming Campaign”

Goal:

Increase the number of sign-ups and active users.

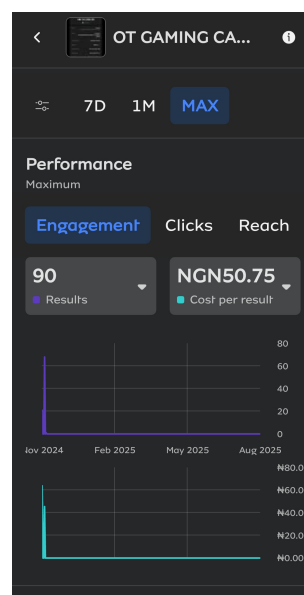
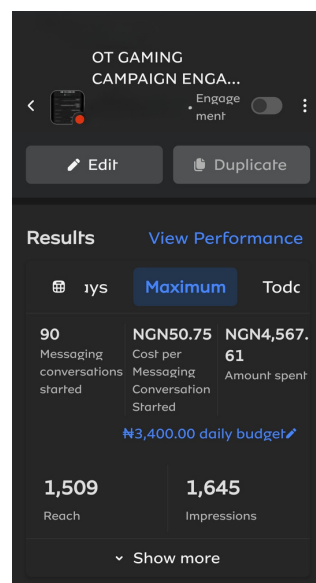
Target Audience:

Smartphone users above the age of 18 interested in online tasks.

Results:

- **Click-Through Rate:** 8.01%
- **Conversion Rate:** 6.8%
- **Cost Per Acquisition:** N40,000 for this round
- **Status:** Concluded

Image Proof:



Ad Campaign 3: WebDev Hub Website class

Goal:

Generate new student sign-ups.

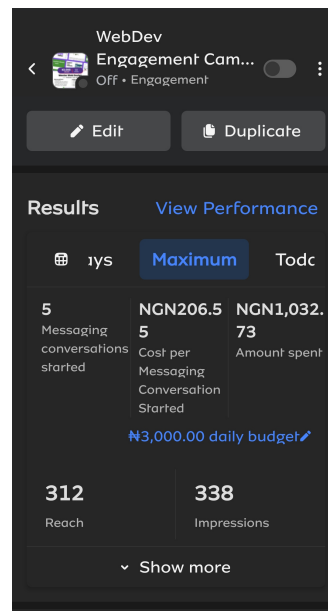
Target Audience:

Users interested in learning website development.

Results:

- Click-Through Rate: 3.5%
- Conversion Rate: 1.06%
- Cost Per Acquisition: Personal brand
- Status: Paused (to continue in a few days)

Image Proof:



Side Note

In case of any unclarity kindly refer to the contact details below to teach me.

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