



Leonard Group 2021 LLD creative audit

Creative wins of the last 12 months and what they mean

lisa leonard designs.®

booyah
ADVERTISING

Agenda

- 01** Summary
- 02** Top creative of 2021
- 03** Media mix diversification
- 04** High level competitor analysis
- 05** Lead generation
- 06** Top landing pages of 2021
- 07** Media recommendations

Why?

**With client communication structures shifting in 2022
Booyah has a duty to come to the table with insightful ideas informed by data.**

The Lisa Leonard Designs Facebook Ad account contains answers to a multitude of questions asked on a regular basis and it must be utilized in order to have a more meaningful discussion surrounding the client's needs in an agency.

The client has answers to a lot of questions; however, we aren't always sure what those questions are until it's too late. Here we can identify granular promo trends to inform creative needs

With Booyah looking to diversify LLD's media mix in 2022, creative learnings will be paramount in driving conversations as they relate to what's working *today*

Spot high level trends to receive more consistently successful creative

Top performing promos of 2021 by revenue

01

Black Friday + Cyber Monday

- Baby's First Ornament
- Stanley
- Lisa Unboxing Video

\$4.40 ROAS

02

Mother's Day

- Jumble of Love
- Birthflower Necklace
- Cross of Faith

03

Bigger than Black Friday

- Angel with Presents
- Baby's First Ornament
- Stacking Ring

04

12 Days of Christmas

- Intro Card
- Baby's First Ornament
- Calendar

\$4.64 ROAS

Lisa Leonard Designs  Sponsored · ❄️

Save on 1 {or 12} wonderfully jolly designs for yourself this holiday season... It's the final days of my 12 Days of Christmas sale!



LISALEONARD.COM
Don't miss it!

SHOP NOW

Lisa Leonard Designs  Sponsored · ❄️

Uh oh!! Last chance to get these beautiful designs on SALE...



LISALEONARD.COM
Last chance to save big!

SHOP NOW

Lisa Leonard Designs  Sponsored · ❄️

My Ready to Ship gifts will be under the tree faster than Santa's Sleigh {& they're 25% OFF with FREE shipping}!!



LISALEONARD.COM
My whole site's on SALE

SHOP NOW

Bold & clear messaging

Bold and clear messaging is especially effective in retargeting audiences. From ad copy, to creative, to digital copy, being upfront and informative has proven to convert more efficiently in 2021.

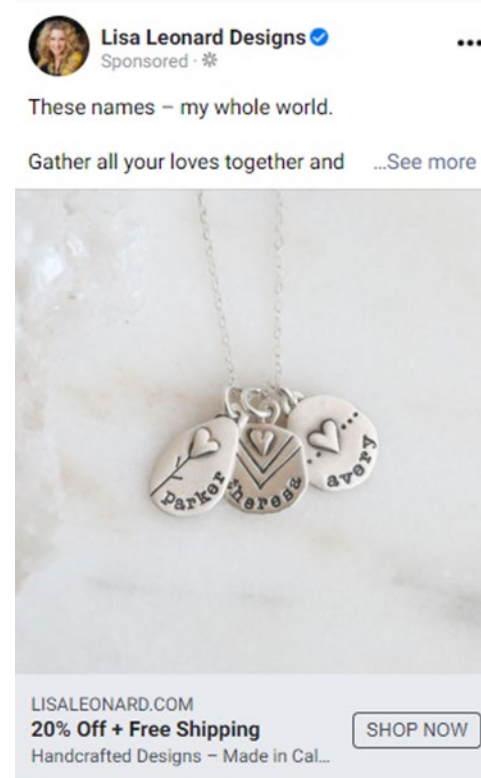
NeilsonIQ has reported that now more than ever, pricing is more important than brand loyalty. Furthermore, our very own Facebook account rep, who now oversees an entire retail subvertical, highlighted on 11/4 that promo pricing is going to be a brand's best friend in today's climate, and Q4 2021 validated these assertions.

Product focused creative

Facebook best practices say:

“Traditional static image assets need to have a clear message and focal point on the product or service being advertised to inspire action.”

“Product-focused creative drives business results more efficiently, with 71% more content views versus creatives without a clear product focus.”



DPA creative

In 2021, strikethrough DPAs vastly outperformed other styles. The price badge and strikethrough color are customizable to maintain a consistent looking ad.

While we currently use slideshow style DPAs, retargeting audiences have proven to perform better with straightforward pricing and messaging.



Simplistic messaging



55% Higher CTR

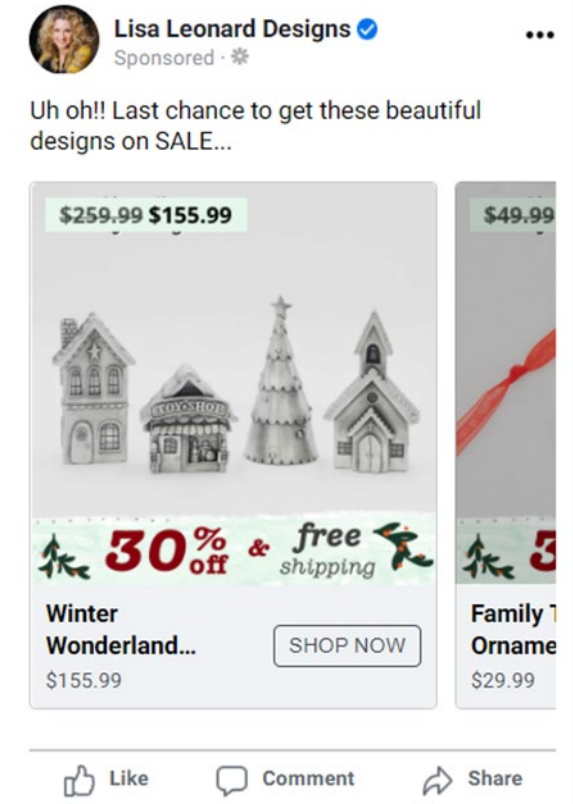


27% Lower CPM



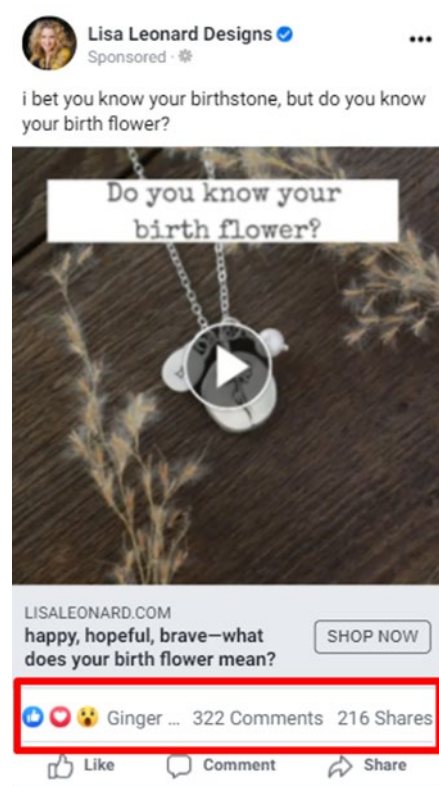
78% Lower CPC

Example of added strikethrough pricing:



Birth flower creative

"Do you know your birth flower?" creative



- This specific creative drove a high CPM and cost per purchase, and very low cost per click (note it is an existing post).
- This ad was optimized towards purchases, however it is clearly more successful from an engagement perspective
- This ad speaks to the way consumers engaged with media in 2021. Fun and interactive experiences are bubbling to the top of the tech industry.

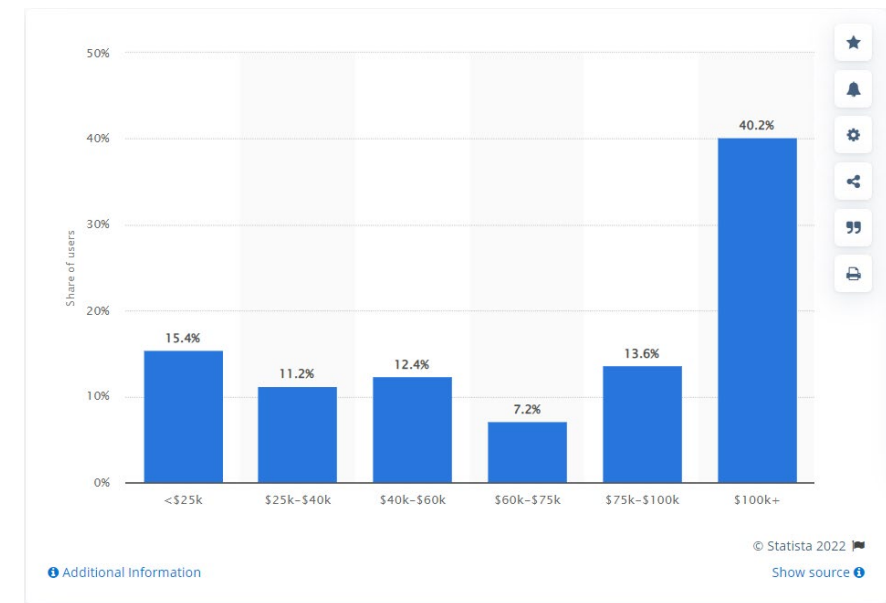
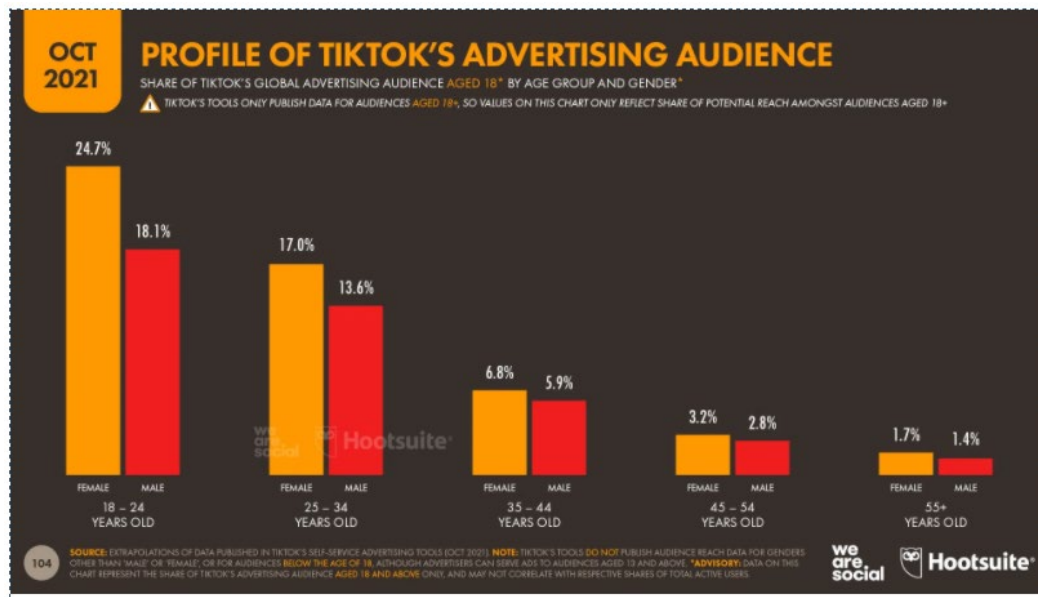
Off / On	Ad Name	Impressions	Clicks (All)	CTR (All) ↓	CPC (All)	Results	Cost per Result	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	Video - Birthflower Necklace - Text Overlay							42.54
<input type="checkbox"/>	Birthflower Necklace							41.57
<input type="checkbox"/>	Video - Birthflower Necklace - Text Overlay							32.98
<input type="checkbox"/>	Video - Birthflower Necklace - Text Overlay							28.52

What does it mean: MEDIA MIX DIVERSIFICATION

Brands like Pandora, Kendra Scott and Tiffany maintain relevance by appealing to younger audiences. LLD is missing out on younger people getting to know their brand by pigeonholing themselves on a dated platform and solely appealing to older audiences.

Since 2017, CTR is down 27%, CPC is up 111%, and CPM is up 92%. Pew Research says that Youtube and Reddit are the only social media platforms that have demonstrated any significant growth since 2019, with Facebook growth leveling out in the last 5 years.

<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/#:~:text=In%20fact%2C%20a%20majority%20of,say%20the%20same%20for%20TikTok.>



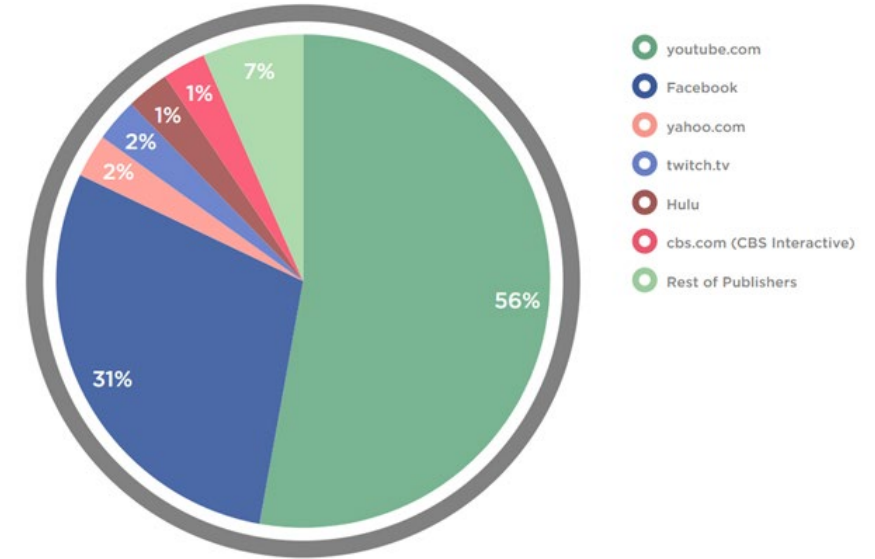
Pandora Jewelry digital media spend

- Youtube
- Facebook
- Twitch

Publisher Spend Share for *Pandora Jewelry, LLC*

Spend Share

Impression Share



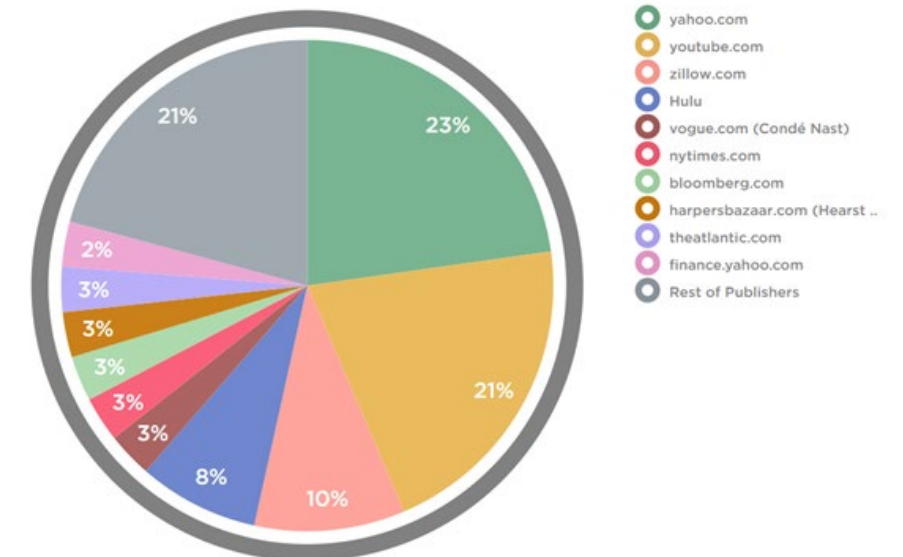
Tiffany & Co. digital media spend

- Youtube
- Zillow
- Vogue

Publisher Spend Share for *Tiffany & Co. Jewelry*

Spend Share

Impression Share



Kendra Scott Top Performing Creative of 2021



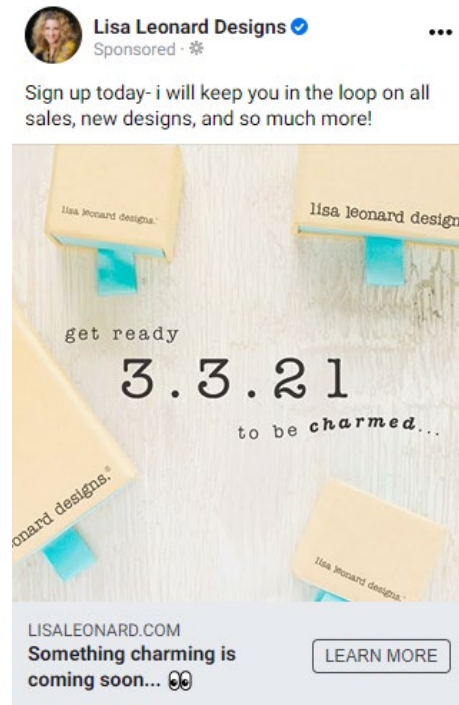
(Press Play)

Teaser creative

Christmas design teaser



Spring design teaser



- LLD outlined in their promo calendar that they will be using this same type of messaging starting as early as late February for Spring product releases.

- These promo's messaging includes: "Watch your email to see the new designs."

- While we are aiming to drive conversions through social right now, revenue is revenue. How could we use social to drive to more

reliable conversion sources such as **SMS or email?**

<input type="checkbox"/>	Off / On	Ad Name	Impressions	Clicks (All)	CTR (All) ↓	CPC (All)	Results	Cost per Result	CPM (Cost per 1,000 Impressions)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Static - Lisa Leonard Gingerbread - Static Ging...							
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Static - Lisa Leonard Gingerbread - Static Ging...							

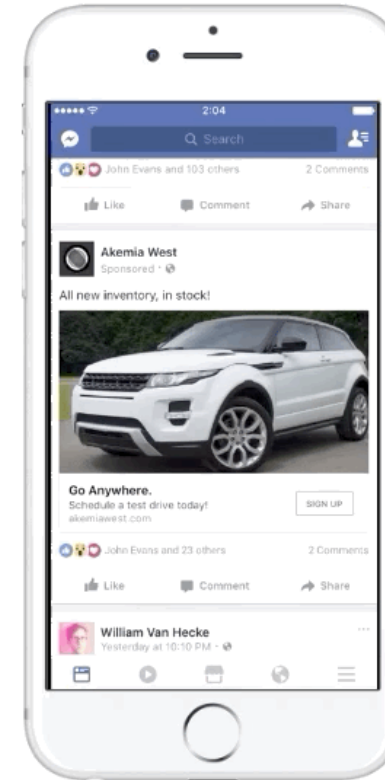
<input type="checkbox"/>	Off / On	Ad name	Impressions	Clicks (all)	CTR (all)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	GIF - Teaser - 01			

What does it mean: LEAD GENERATION

Capitalize on the success of these teaser creatives by using them as a vehicle for potential customers to enter the sales funnel

Lead Ads would be a great way to get as many people on the LLD email list as possible prior to blasting the list about new products. We can do this by selecting “Lead Generation” as our campaign objective and adding an Instant Form.

Couple image copy with a “sign up now” CTA



2021 landing page insights



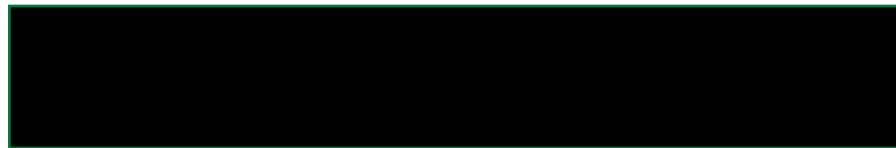
This landing page earned the second most paid social sessions this year behind the LLD homepage. It also earned an 11% lower bounce rate than the platform average. With that being said, it only resulted in [redacted] total transactions, which speaks to the fact it is a great creative that was used the wrong way.



Performed similarly to the necklace landing page, but converted less people, had them spend less time on the site, and still brought in about the same amount of revenue.



The necklace landing page, which hasn't been used by Booyah much recently, had almost a 1:30 longer average session duration than the platform average and landed in the top 5 most transactions from a landing page.



Two different gold Cross of Faith landing pages showed up as top revenue performers for the year with both pages landing in the top 10. This is the only product with landing page revenue this high, but it is worth keeping in mind that some product landing pages are going to outperform genialized landing pages.

Solutions and action items

01

Creative needs

If we are going to be held to high performance standards, we need to make sure we have the best tools at our disposal. Communicate with client high level trends to inform future creative

02

Consider media mix diversification

Note other successful jewelry brands in the space and what keeps them timeless. Continue to pursue video content and other more expansive forms of media

03

Teaser creative to inform lead generation

Use the previously successful teaser creative format to boost email/SMS lists for more reliable conversions

04

Landing page optimization

Approach landing pages from a more granular level to create a better customer experience. Ring creatives should lead to successful ring pages with promo-specific banners on those pages