

# Driving Conversions Through Creativity

## Fine Art Retailer Captures Enthusiasts Across Platforms

### OVERVIEW

A renowned fine art gallery partnered with Postmedia to raise awareness and attract qualified traffic with the goal of increasing artwork sales. To reach a niche but high-intent audience of art lovers, the brand needed a campaign that would balance both visual appeal and performance marketing tactics.

### APPROACH

Postmedia developed a full-funnel strategy across digital and print. Google Ads and Google Shopping Ads captured prospects actively searching for artwork, while Facebook ads drove brand awareness and engagement. Retargeting ads—including Dynamic Collection Carousel and Mobile Storefront formats—re-engaged past visitors with high precision. To round out the mix, creative print ads ran in Postmedia's Vancouver publications to build visibility in a key local market. The campaign delivered above-benchmark CTRs across all platforms. Retargeting was especially strong at 4.25% CTR, and Google Ads proved crucial in driving a 20x increase in website traffic. Print amplified the brand's presence, reaching 698K weekly readers in Vancouver alone.

### CONCLUSION

The integrated campaign led to a measurable 3x ROI, with search and retargeting driving the majority of high-value traffic and conversions. Social and print added reach and frequency, helping the gallery stand out to both new and returning art buyers.

# 3x

RETURN ON INVESTMENT

# 20x

INCREASE IN WEBSITE  
TRAFFIC

# 4.25%

CTR ON RETARGETING CAMPAIGNS

