

Fine Art Retailer

CASE STUDY

A well-known art gallery wanted to raise awareness and attract qualified website traffic to increase artwork sales. The goal was to effectively reach art enthusiasts and drive conversions through a multi-faceted digital and print campaign.



STRATEGY

Postmedia developed an integrated campaign designed to maximize visibility and drive sales for the client. The strategy included a blend of search, social, retargeting, and print advertising to reach the right audience at every stage of the buying journey.

Key Solutions

- **Google Ads & Google Shopping Ads** – Targeted search ads were used to capture prospects actively searching for artwork.
- **Social advertising (Facebook)** - Optimized Facebook ads were used to engage with the target audience to drive brand awareness.
- **Retargeting Campaign** - Dynamic Collection Carousel ads and Mobile Storefront formats re-engaged past website visitors.
- **Print advertising** – Creative print ads complemented the strategy, reaching a broad audience through Postmedia's extensive network.

RESULTS

The campaign successfully leveraged Google Ads to drive targeted traffic and engagement, contributing significantly to a 3x ROI and a 20x increase in website visits. Google Ads' search and retargeting efforts outperformed expectations, with high engagement from both new and returning visitors. The combination of Google's search ads and retargeting drove a noticeable boost in conversions, while social and print ads complemented the strategy, enhancing overall visibility and audience interaction.

2.27%

SOCIAL CTR

1.37%

SEARCH CTR

4.25%

RETARGETING
CAMPAIGN CTR

3x

ROI

20x

WEBSITE TRAFFIC
from past performance

698K

*NET VANCOUVER
WEEKLY PRINT
READERSHIP

*Source: Vividata