

Facebook/Instagram Carousel - Valentine's Day

Campaign Objectives:

- Highlight multiple products so customers see more options
- Increase brand awareness
- Drive potential customers to website & Boost Sales online/in-store

Dates	Impressions	Reach	Clicks	Click Through Rate	Cost Per Click
Feb. 4 - 14, 2022	65,557	27,062	958	1.46%	\$1.56



Google Display - Vahan Holiday

Campaign Objectives:

- Drive potential customers to website
- Increase brand awareness
- Boost sales (online and in store)

Dates	Impressions	Clicks	Click Through Rate	Cost Per Click
Nov. 23 - Dec. 23, 2021	482,415	2,744	0.57%	\$0.55

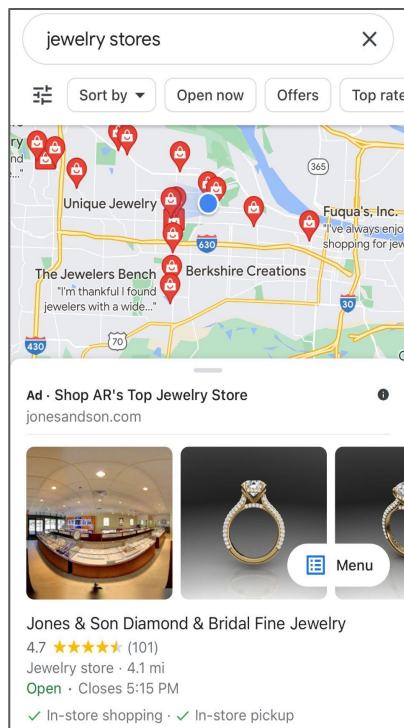


Google Local

Campaign Objectives:

- Drive in-store foot traffic
- Maximize Conversions: “Click for Directions” and Calls
- Boost in-store sales

Dates	Impressions	Clicks	Click Through Rate	Conversions	Engagements
June 1 - 30, 2022	466,473	1,071	0.23%	162	17,751



Facebook/Instagram Video - Diamonds Campaign

Campaign Objectives:

- Drive home messaging that Jones & Son offers the best prices
- Increase brand awareness and reach new customers
- Boost sales (online and in store)

Dates	Impressions	Video Plays	Clicks	Click Through Rate	Cost Per Click
Dec. 2 - 18, 2021	36,783	28,751	995	2.71%	\$2.01

