

Campaign Details

- **Time Period:** 3 months (BTW Dec-Feb)
- **Platform:** Facebook, Instagram
- **Ad Format:** Carousell and video ads
- **Audience:** Men / women 17- 45

Interests: Self-care, Healthy habits, Physical fitness, Yoga, Mental health awareness, Family, Dating, Relationships, Newlywed, Health Public, Health Education, Wellness, Nutrition, Health & wellness, Active Daters

- **Industry:** IT, Creative Arts, Marketing, Legal, Active Daters, Dating apps, Social clubs, Events/Festivals, Wellness, Boutique fitness, Self-care.
- **Geographic Targeting:** West Hollywood (WeHo), Silver Lake, Echo Park, Koreatown (K-Town), Downtown Los Angeles (DTLA), Los Feliz, Venice, Santa Monica, Culver City, North Hollywood (NoHo)
- **CO-operate:** Century City, Playa Vista, (Silicon Beach), Beverly Hills, Burbank, Pasadena, Sherman Oaks, Westwood.
- **Budget:** \$600 Dollars for the whole project.

	Campaign Name	Budget	Results
<input checked="" type="checkbox"/>	[9C] JUL 2021 Email Sign Up - \$125	\$125.00 Lifetime	81 On-Facebook Leads
<input checked="" type="checkbox"/>	[9C] JUL 2021 TOFU - \$175	\$175.00 Lifetime	209 Landing Page Views
<input checked="" type="checkbox"/>	[9C] JUL 2021 Sex / Couples Therapy - \$200	\$200.00 Lifetime	280 Landing Page Views



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