

Assembly

2021 Holiday B2B Campaign Recap



The Goal:

Sell as many holiday experiences as possible.



The Channels

Email

Engaged Customer List
Inactive Customer List

Digital

GoogleAds

Landing Page

Unbounce

Social

LinkedIn

Facebook

Instagram



The Creative



Assembly

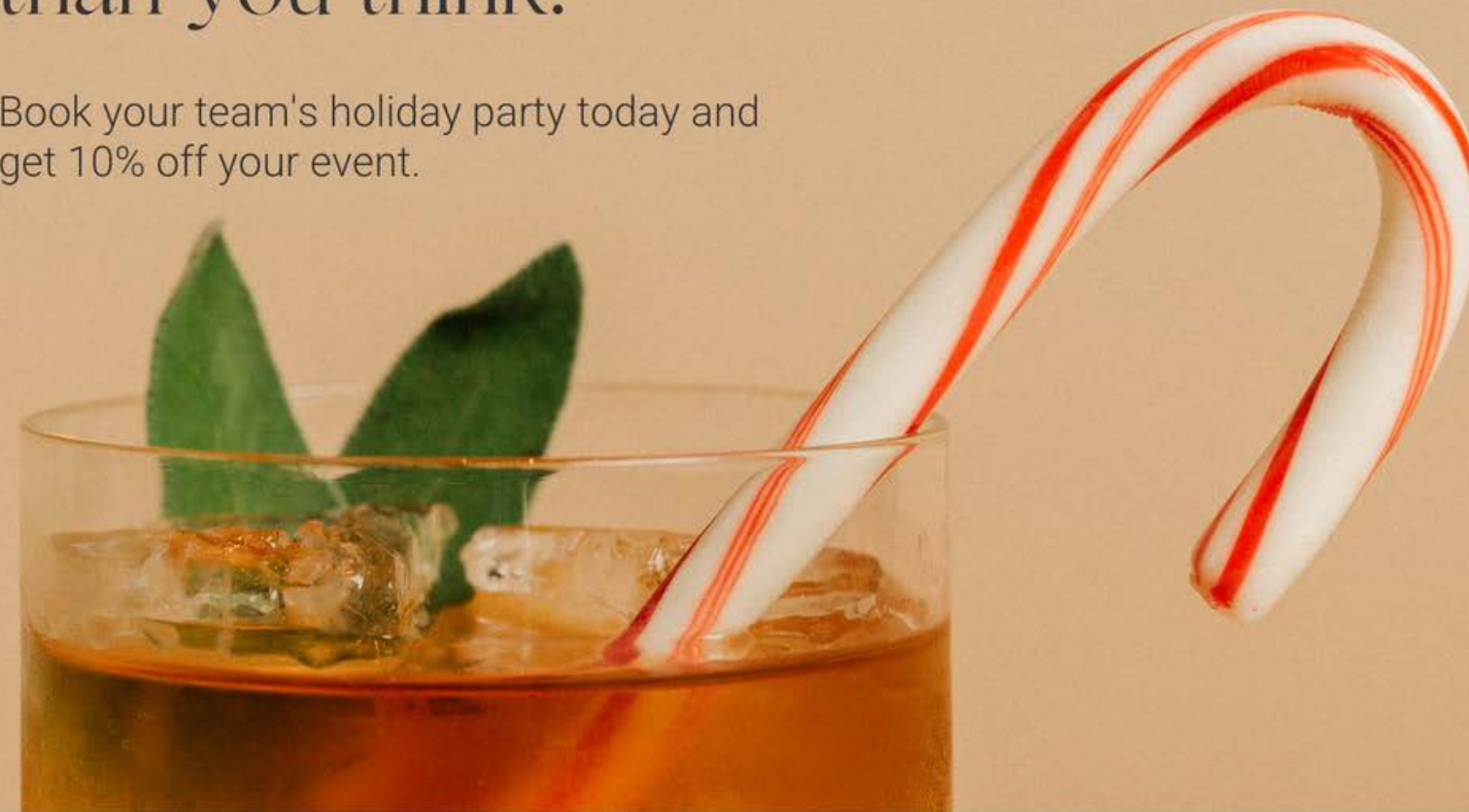
No one will know you wore pajama pants to the holiday party.



Assembly

The Holidays are closer than you think.

Book your team's holiday party today and get 10% off your event.



Assembly

This year, join the office party from your couch.



Everything you need for your team's holiday feast.

Assembly

Let Assembly bring the holidays home for your whole team.

These special meal and cocktail kits are designed to create meaningful shared moments even if you're timezones apart.

Our Holiday Offerings

Four-Course Holiday Feast

Enjoy a seasonally inspired family style meal designed to be shared with your team. Experiences are 60-90 minutes and can be led virtually by one of our award-winning chefs or made at your own pace. All ingredients are thoughtfully sourced from over ten local Austin farms.

End of Year Cocktail Celebrations

Our curated cocktail kit combines holiday flavors to create unique and exciting drinks. Experiences are 60-90 minutes and can be virtually led by one of our award-winning mixologists or made at your own pace. Ingredients are thoughtfully and locally sourced to elevate these craft cocktails.



Assembly

Sign up today for 10% off of your holiday event.



The Results



\$15.3K
Budget

76
Leads

8
Closed*

\$62.7K
Revenue

309.67% ROI



*4 lost for \$33,900

Creative Performance

FB/IG automatically optimized budget to top performing creative over time.

IG Stories naturally have lower CTRs but this performed right at the platform benchmark (0.54%).

Feed creative mostly overperformed the platform benchmark (0.81%).



1.0% CTR



1.22% CTR



0.54% CTR

Topline Paid Performance & Takeaways

Total Campaign Performance to Date								
	Reach	Clicks	CTR%	Cost	CPC	Leads	Conversion Rate (Using data 9/20 on)	CPL (Using data 9/20 on)
FB/IG	300K	3.0K	1.0%	\$6.0K	\$1.94	15	0.70%	\$312
LinkedIn	160K	852	0.53%	\$2.8K	\$3.28	2	0.32%	\$1.4K
Google Ads	20.8K	719	3.4%	\$6.5K	\$9.01	14	2.2%	\$405
Email	-	-	-	-	-	6	-	
Direct <small>(via shared URL)</small>						10		
Unattributable <small>(GA & pixel limitations)</small>						29		
TOTAL	481K	4.5K	0.95%	\$15.3K	\$3.40	76	1.2%	\$201

Email Results



Holiday Campaign performed above industry averages with high open and click-through rates.

19.2K Emails
Delivered

2.3K Unique
Opens

382 Unique
Clicks

Audience	Avg. Click %	Avg. Eng %*
ENGAGED HOLIDAY ENGAGED ALL	3%	9%
EVENTS	4%	10%
UN-ENGAGED	2%	21%
INDUSTRY AVERAGE	1.7%	11%

NOTE: September 15 iOS update negatively impacted open rates

*Engagement Rate = Unique Opens / Unique Clicks

Assembly

Cheers

