

**RIDDLE'S  
JEWELRY**

---

**2024**

---



# **THE YEAR-END RECAP**

# 2024 OVERALL

2024 BY THE NUMBERS

55.8M

IMPRESSIONS



0.8M

CLICKS/ENGAGEMENTS



81.4K

CONVERSIONS



1.51%

CLICK-THROUGH RATE



Compared to 2023

- Spend up 7.15%
- Down 2m in impressions
- Up 184k clicks/engagements
- Up 27k in conversions
- Up 0.38% in CTR

# 2024 GOOGLE ADS

10.6M

IMPRESSIONS



416.3K

CLICKS/ENGAGEMENTS



79.9K

CONVERSIONS



4.04%

CLICK-THROUGH RATE



Compared to 2023

- Spend down 4.33%
- Up 4.5 million in impressions
- Up 90k clicks/engagements
- Up 27,000 in conversions
- Down 1.71% in CTR

# 2024 META ADS

  
**45.2M**

IMPRESSIONS

  
**428K**

CLICKS/ENGAGEMENTS

  
**1,487**

CONVERSIONS

  
**0.94%**

CLICK-THROUGH RATE

Compared to 2023

- Spend Up 12.74%
- Down 6.5m in impressions
- Up 100k clicks/engagements
- Up 1k in conversions
- Up 0.31% in CTR

# 2024 SEO

43M

IMPRESSIONS



366K

CLICKS/ENGAGEMENTS



1.3K

CONVERSIONS



0.85%

CLICK-THROUGH RATE



Compared to 2023

- Up 15m in impressions
- Up 76k clicks/engagements
- Up 187 in conversions
- Down 0.21% in Click Rate

# OVERALL 2024

## WHAT WORKED

- Updated Facebook ad designs to be more in line with the new placements - helped increase year-over-year CTR.
- Adding in DDK targeting
- Running giveaways to help build stronger retargeting audience - giveaway campaign had our highest CTR (14%)
- Lead generation ads (11% CTR) - \$1 per lead to funnel into email campaigns
- Unique collections like Star Wars and NFL, 10% CTR for traffic ad for Star Wars campaign and 6% CTR for view content campaign for NFL ad.
- Prime Day ads

## WHAT DIDN'T

- Lost out on some impression/market share - We didn't take advantage of channels for brand awareness and extra impressions such as Digital Billboards, OTT (TV ads), and Spotify
- Lead generation for Proposal Perks (lead generation worked well for other campaigns though)

# Q4 OVERALL ALL CHANNELS

31M

IMPRESSIONS



314K

CLICKS/ENGAGEMENTS



29.7K

CONVERSIONS



1.01%

CLICK-THROUGH RATE



Compared to 2023

- Spend up 22.34%
- Up 14m in impressions
- Down 24k in clicks/engagement
- Up 7.8k in conversions

# Q4 GOOGLE ADS

6.7M 

IMPRESSIONS

152K 

CLICKS/ENGAGEMENTS

29K 

CONVERSIONS

2.25% 

CLICK-THROUGH RATE

Compared to 2023

- Down 4.19%
- Up 4.9m in impressions
- Up 36k clicks/engagements
- Up 7.5k in conversions
- 4.28% decrease in CTR



# Q4 META ADS

24.1M 


IMPRESSIONS

157K 

CLICKS/ENGAGEMENTS

634 

CONVERSIONS

0.65% 

CLICK-THROUGH RATE

Compared to 2023

- Spend up 29.35%
- Up 9.5m in impressions
- Down 57k in clicks/engagements
- 63% increase in conversions
- 0.81% decrease in CTR

# Q4 SEO

12.3M 

IMPRESSIONS

110K 

CLICKS/ENGAGEMENTS

916 

CONVERSIONS

0.9% 

CLICK-THROUGH RATE

Compared to 2023

- Up 3.2m in impressions
- Up 12k in clicks/engagements
- Up 94 in conversions
- 0.19% decrease in click rate

# Q4 2024

## WHAT WORKED

- NDC - audience building, brand awareness
- Event response ads and and Store location/traffic ads - connected to Riddle's locations event pages - these for Q4 had the highest amount of post reactions and engagement outside of NDC
- Pre-Black Friday Campaign 465k Meta impressions and 3% CTR

## WHAT DIDN'T

- NDC - aggressiveness of budget diluted other campaigns
- Holiday Sale Video ad - we split up to test video vertical placements against image - image ad had 75 add to carts and video had 1 - not a lot of action (clicks, engagements) taken when viewing video in vertical placements

# Q4 2024 ECOMM ONLY - A BLAST FROM THE PAST

With website tracking firing on cylinders. We revisited some strategies from the past, but with modern capabilities.

Performance Max Shopping - Spent 2,786.10, Conversions 96.33 , Purchase Value 25,537.66

Learning Bucket - Smart Shopping - Spent \$19,058, Conversions 207.30 , Purchase Value 68,345.99

Shopping Campaign - ROAS 400%+ - Smart Shopping - Spent \$907.60, Conversions 35.14 , Purchase Value 2,898.15

Shopping Campaign - ROAS 800% - Smart Shopping - Spent \$404.02, Conversions 22.06 , Purchase Value 2,123.20

Shopping Campaign - ROAS 1200%+ - Smart Shopping - Spent \$1,058.40, Conversions 78.17, Purchase Value 7,383.06

Microbids Shopping - Spent \$16.62 Conversions 6.94 , Purchase Value 332

**2025 ROAD MAP  
BHG/SECURITY/FOREVER MADE  
STRATEGIES AND BUDGETS?**

# 2025 ROAD MAP RIDDLES

- Retargeting NDC campaign
- Lead Generation Campaign
- Strategy for new store opening
- Abandon cart remarketing promo code campaign
- Catalogs/product sets for each sale
- In-stock/out of stock in-store information on site
- Revamping Gem Club / Loyalty club
- Increasing SEO efforts (blogs and other internal pages)
- More videos/UGC
- Leveraging Influencers
- GovX/Verify Pass Military/1st Responder Discounts