

# Wedding Paper Divas

Wedding Paper Divas offers exclusive designs by well-known and up-and-coming artists who design wedding invitations, bridal shower invitations, thank you cards, and other stationery. They pride themselves on their excellent customer service guaranteeing the highest quality printing with extremely fast turnaround. Their goal is to share their love of beautiful, custom stationery with the world by making the process of selecting, customizing and receiving easy and hassle free.

## Objective

Wedding Paper Divas set out to reach people who were in the market for wedding stationery.

## Solution

Facebook Ads provided Wedding Paper Divas the ability to target their exact demographic which was 24 - 44 year old women whose relationship status on Facebook indicated that they were engaged.



*“We are encouraged by our Facebook campaign’s performance and look forward to running during peak wedding season when we anticipate seeing even better results!”*

— Jeff Reichelderfer,

Director of Marketing

## Results

**110% return on investment** ~ Wedding Paper Divas saw a nearly 1% conversion rate from Facebook Ads and about a 110% return on investment.

Despite the fact that their campaign ended, the return on their Facebook Ads is still increasing as conversions continue to occur as Facebook referrals return to complete their purchases.