

The NK Bot Campaign Report

Executive Summary:

The purpose of this report is to evaluate how creative promotional content alone influenced site traffic and audience engagement. By analyzing traffic sources and visitor behavior following a soft relaunch, the goal was to identify whether the ads themselves were strong enough to organically attract an interested, niche audience—without consistency or paid retargeting. The findings reveal initial audience behavior trends and highlight key opportunities for future, more structured campaigns.

Introduction:

- **The objective** is to determine who would organically engage with my digital portfolio based solely on the appeal of promotional content.
- **The scope** is focused on traffic from November 2023 to November 2024.
- **The strategy** involved no consistent schedule and relied only on creative visuals to draw visitors.

Methodology:

- **Tools used:** Wix analytics and social media platform insights
- **Timeframe:** November 2023 – November 2024
- **Traffic Sources Tracked:** Direct, Organic Social/Search, Referral
- **Key Metrics:** Total sessions, unique visitors, traffic source breakdown

Data Analysis 1:

The chart below illustrates the amount of visitors coming from various traffic sources.

conversion_table_api_2023-11-01-2024-11-02

Traffic category	Traffic source	Site sessions	Page views	Unique visitors
Direct	Direct	155	293	134
Organic social	Instagram	116	255	64
Organic social	Facebook	19	33	17
Organic social	Youtube	16	25	15
Organic search	Bing	3	14	3
Organic social	Linkedin	3	9	3
Organic search	Google	5	5	5
Referral	threads.net	1	1	1

Summary-

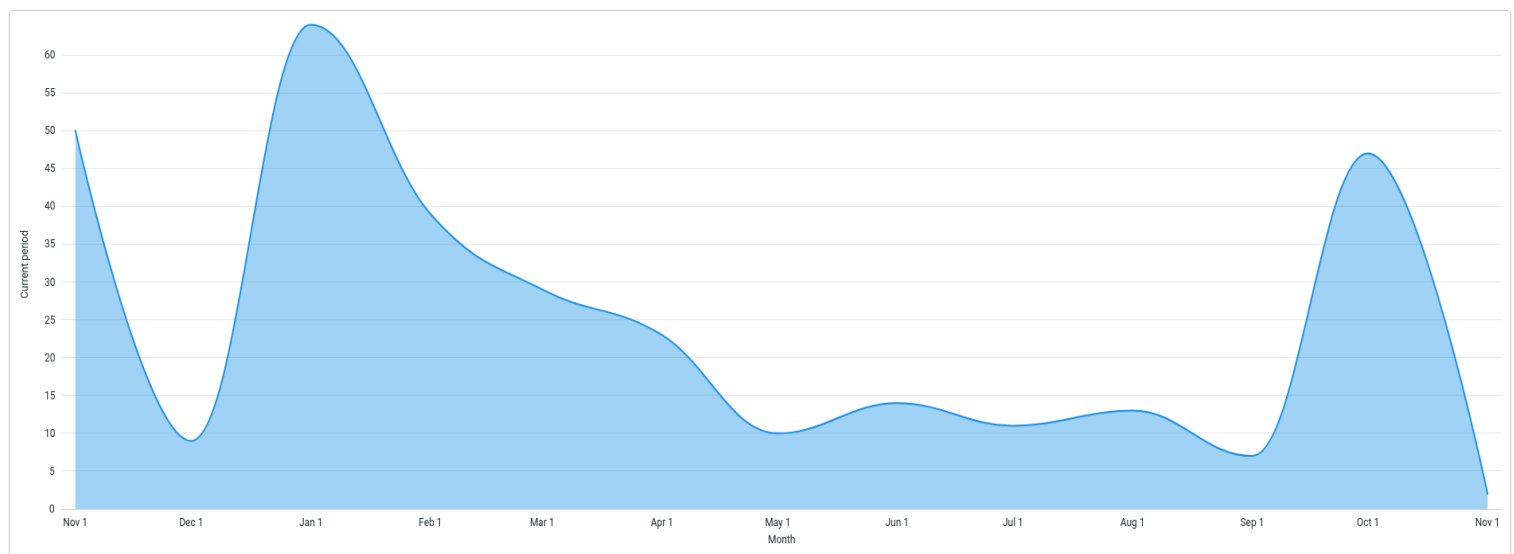
- 318 total site sessions and 245 total unique visitors ($\approx 76\%$)
- Direct visits made up nearly half of total sessions, signaling strong interest likely driven by ad content or brand recognition.
- Instagram was the top-performing social platform, showing high engagement and a solid amount of new visitors.
- Youtube & Facebook brought smaller traffic volumes, but almost all visitors were unique — suggesting targeted, quality engagement.

Data Analysis 2:

The chart below illustrates traffic spikes occurring after each creative drop.

Traffic Over Time

Select a time period is from 2023/11/01 until 2024/11/02 Compare to is None Group by is Month Select a measure is Site sessions Exclude bots is Yes



Summary-

- Soft launched my new website as a digital portfolio November 9, 2023 via Instagram.
- Dropped *The NK Bot* campaign promotional video January 3, 2024 via Instagram & Youtube.
- There was a decrease in momentum and engagement on my social media pages after January due to inactivity up until May 5, 2024.
- On May 6, 2024 I posted another creative video to celebrate graduation in reference to my creativity & *The NK Bot* to bring consistent traffic to my website over the summer.
- Mentioned my website passively in personal posts and short-form content (I posted a video on October 26, 2024 where I mentioned my website, resulting in over 26k views on Youtube Shorts & Over 3k views on Instagram Reels)

Findings

- Creative-led ads generated **318 total sessions** and **242 unique visitors**, without the support of a structured campaign — proving that content alone drew attention.
- Approximately **76% of site traffic was unique**, indicating that the content reached a largely **new, organic audience**.
- **Direct traffic was the top-performing source**, accounting for nearly **49% of all sessions**, suggesting strong curiosity and intentional visits likely influenced by the creative messaging.
- **Instagram emerged as the strongest social platform**, with high engagement and a solid conversion rate of unique visitors, validating its potential for visual storytelling and niche audience growth.
- **Other platforms like YouTube and Facebook, though smaller in volume, showed strong conversion efficiency**, pointing to quality engagement from targeted content drops.
- Despite solid performance in some areas, **inconsistency in rollout timing made it difficult to track user retention or build on momentum**.
- The data suggests that **a niche, curious audience is forming organically**, but long-term success will require **consistent strategy and light ad investment**.

Recommendations:

- **Develop a consistent publishing strategy** to reinforce brand presence and build retention.
- **Invest in an ad budget** to amplify high-performing creatives to similar audiences.
- **Monitor return visitor rates** as a metric for future audience loyalty.

Conclusion

This test phase proves that creatively-led advertising can attract a naturally curious and potentially loyal audience. While initial traction is promising, sustainable growth will require consistency, content depth, and light investment to build momentum.