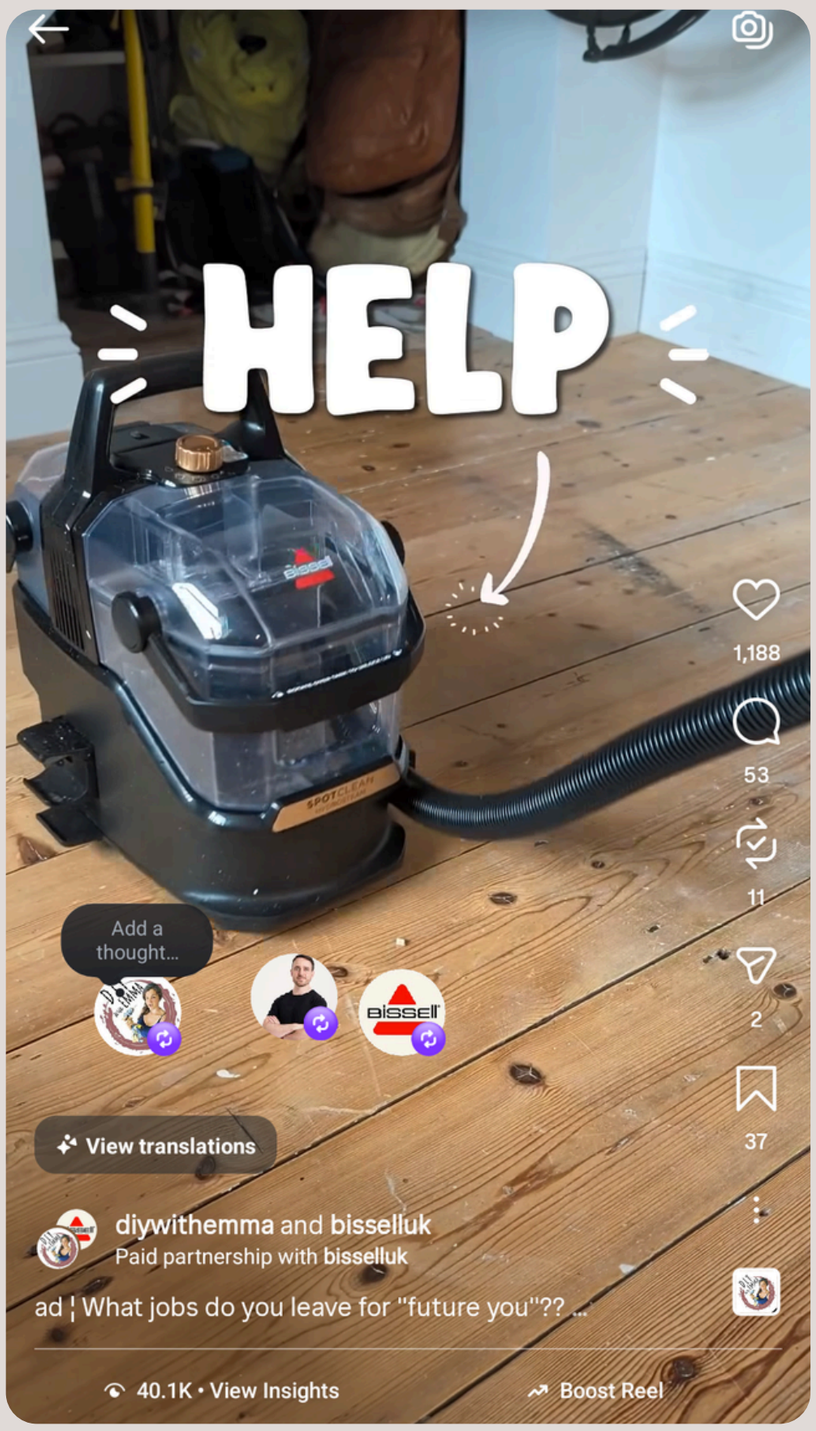
BISSELL

CONTENT PERFORMANCE

MOST ENGAGING PIECE OF CONTENT:

@bisselluk



❤ *492,802K VIEWS*

274

60.58% of clicks came from Facebook

Platforms Last 30 Days

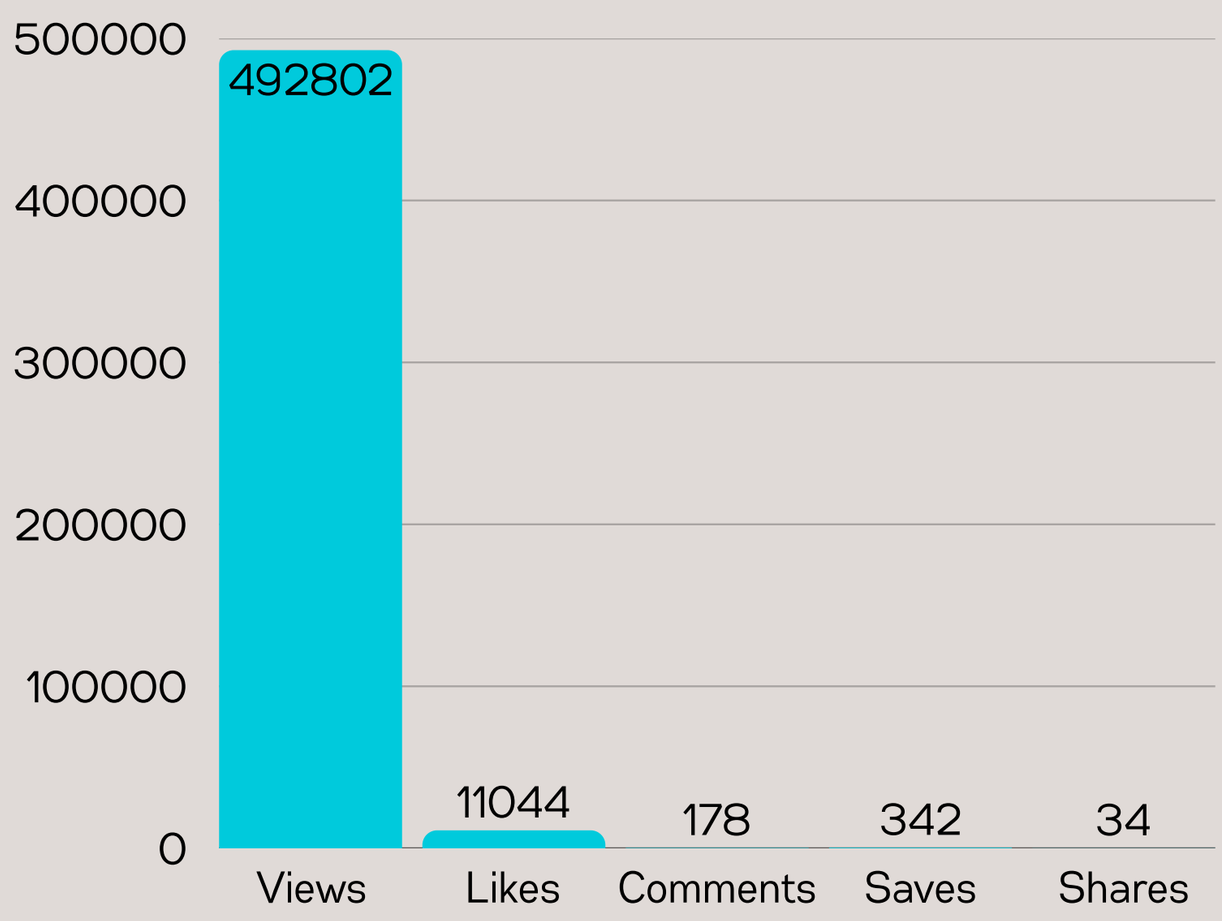
1 Facebook	60.58%
2 Instagram	35.77%
3 Browser	3.65%

The purpose of this campaign was to showcase the SpotClean HydroSteam in a real home setting, demonstrating its ease of use, convenience, and cleaning performance.

As a sales-focused trial partnership, the content aimed to highlight the product's practical benefits through authentic everyday use to gain click through on product links and encourage sales.

Campaign KPI priorities were:

- Views of content
- Click throughs
- Focus on Instagram and Youtube audiences totalling 194K

Target Audience:

Homeowners or home renters, anyone looking for a an easy and convinient way to clean immoveable furnishings.