



FACEBOOK ADS

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Digital Marketing - Data - Development



AGENDA

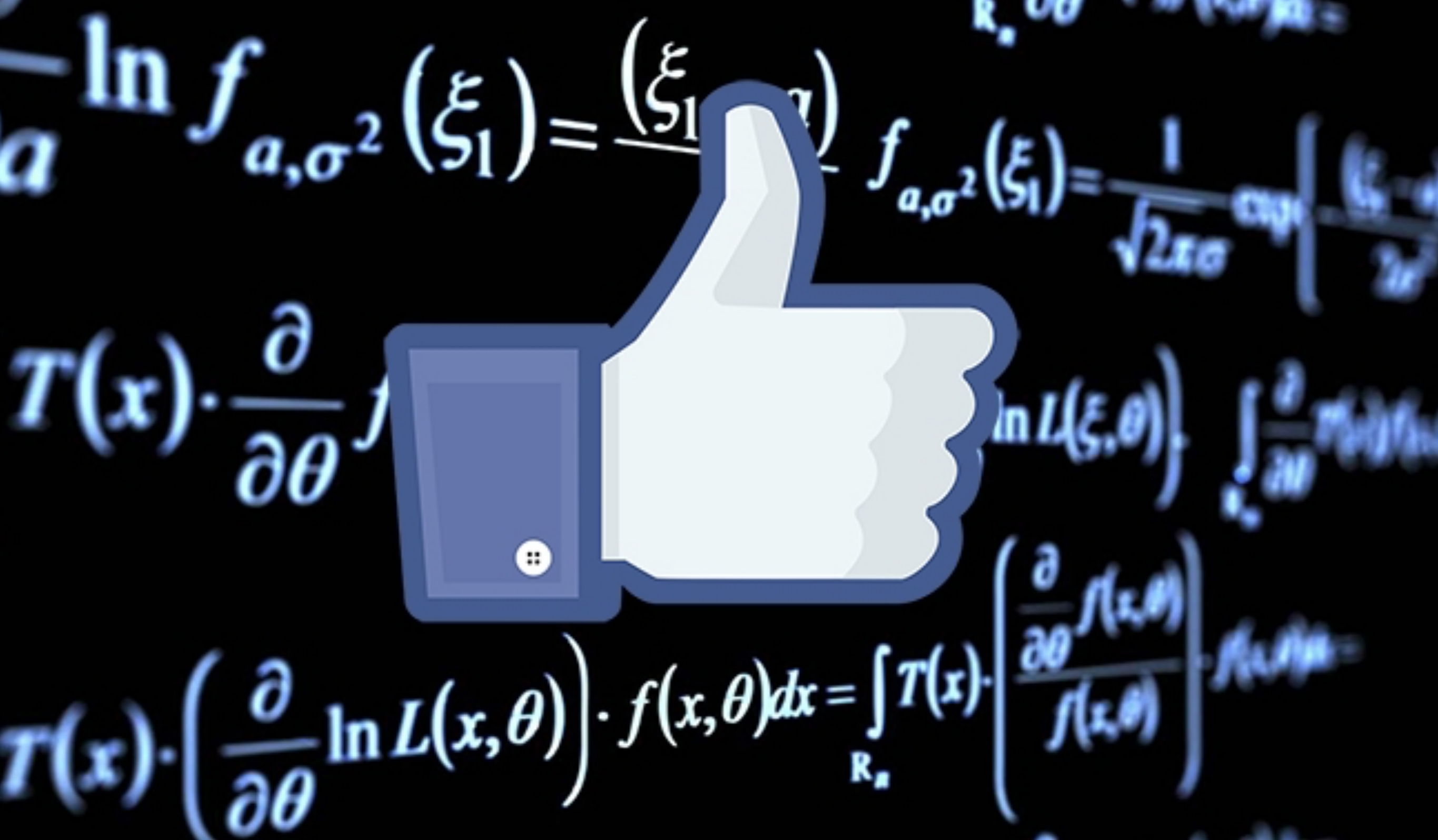


1. UNDERSTAND ORGANIC

2. UNDERSTAND ADS



3. UNDERSTAND METRICS



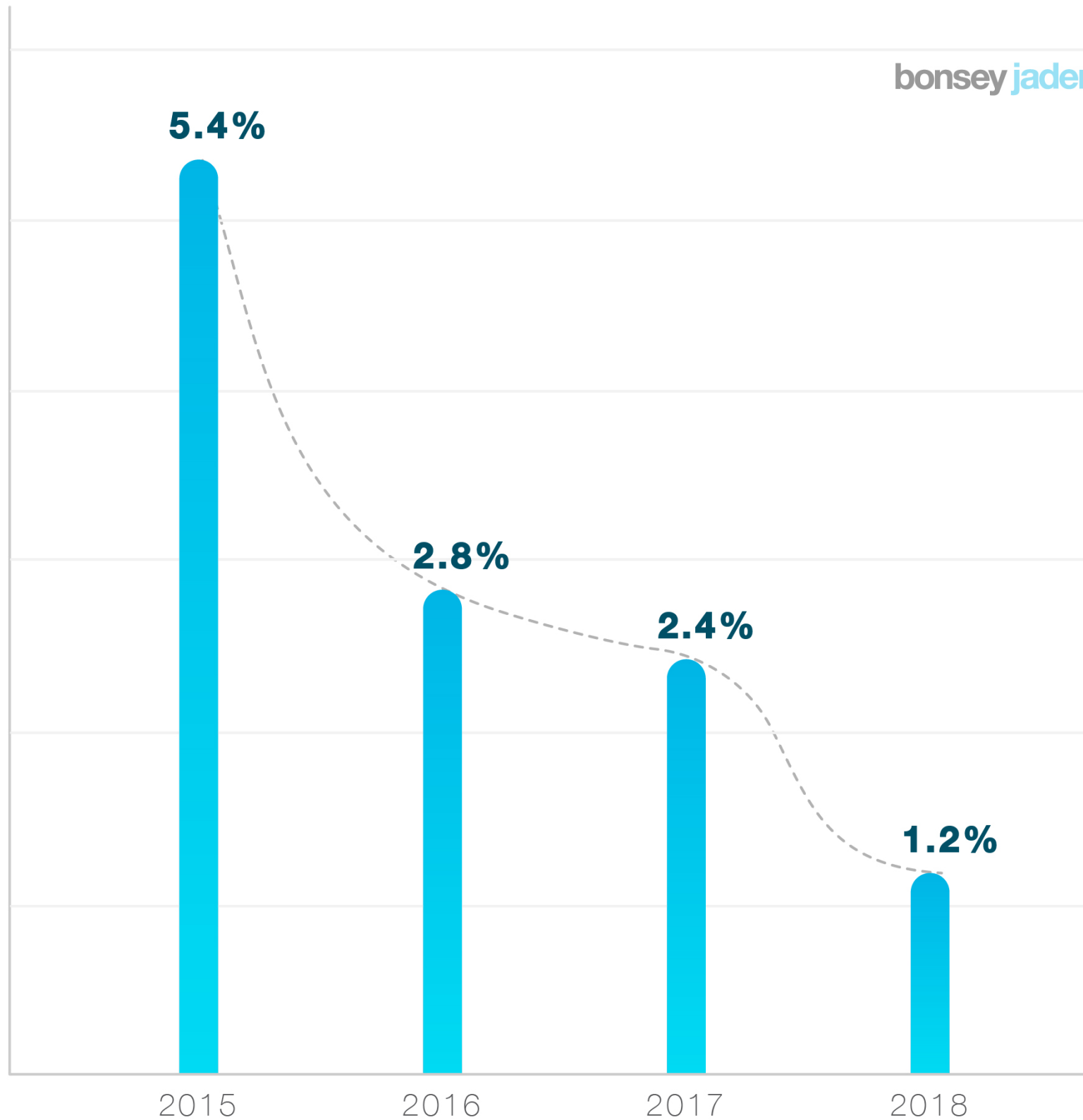
1.

THE ORGANICS

Facebook Organic Reach

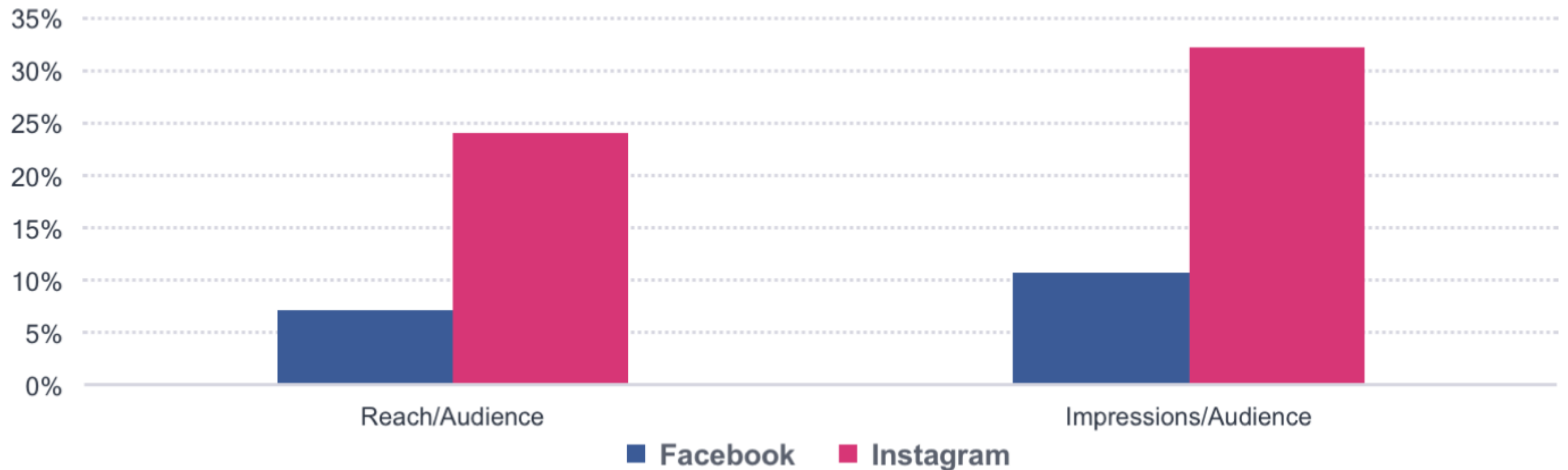
2015-2018

bonsey jaden



Organic Reach Is Higher on Instagram Compared to Facebook

Median Organic Reach and Impressions on Facebook and Instagram



How the Algorithm Works For Facebook?

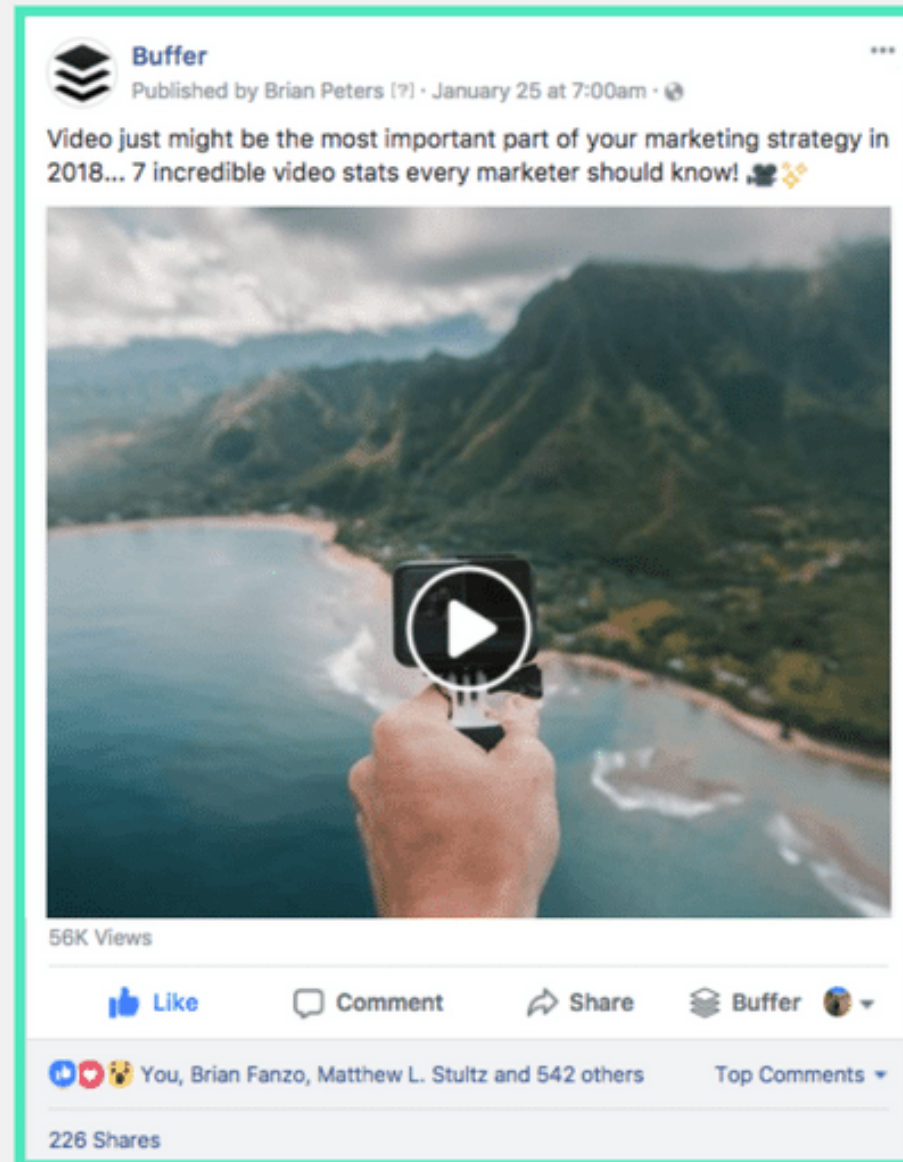
Signals That Affect News Feed Content Rankings (Important)

Average time spent
on content

Person sharing a link
over Messenger

Multiple replies to comments
on a video

Overall engagement



When it's posted

... Commenting on or liking a
person's photo or status update

Story type

..... Engagement with a
publisher/brand post
shared by a friend

How informative
the post is

How the Algorithm Works For IG?

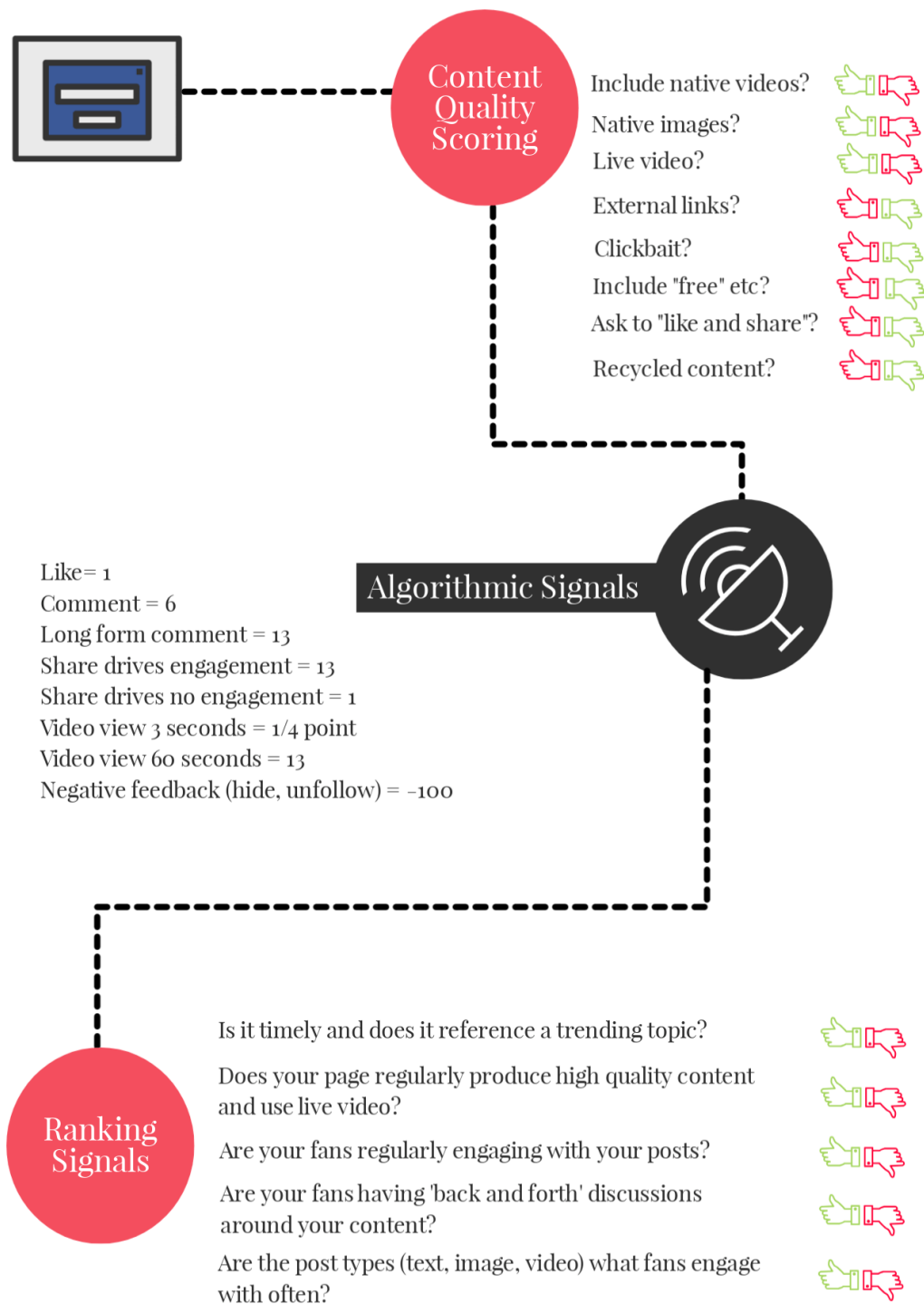
The Instagram Algorithm





Facebook Algorithm

Ste Davies



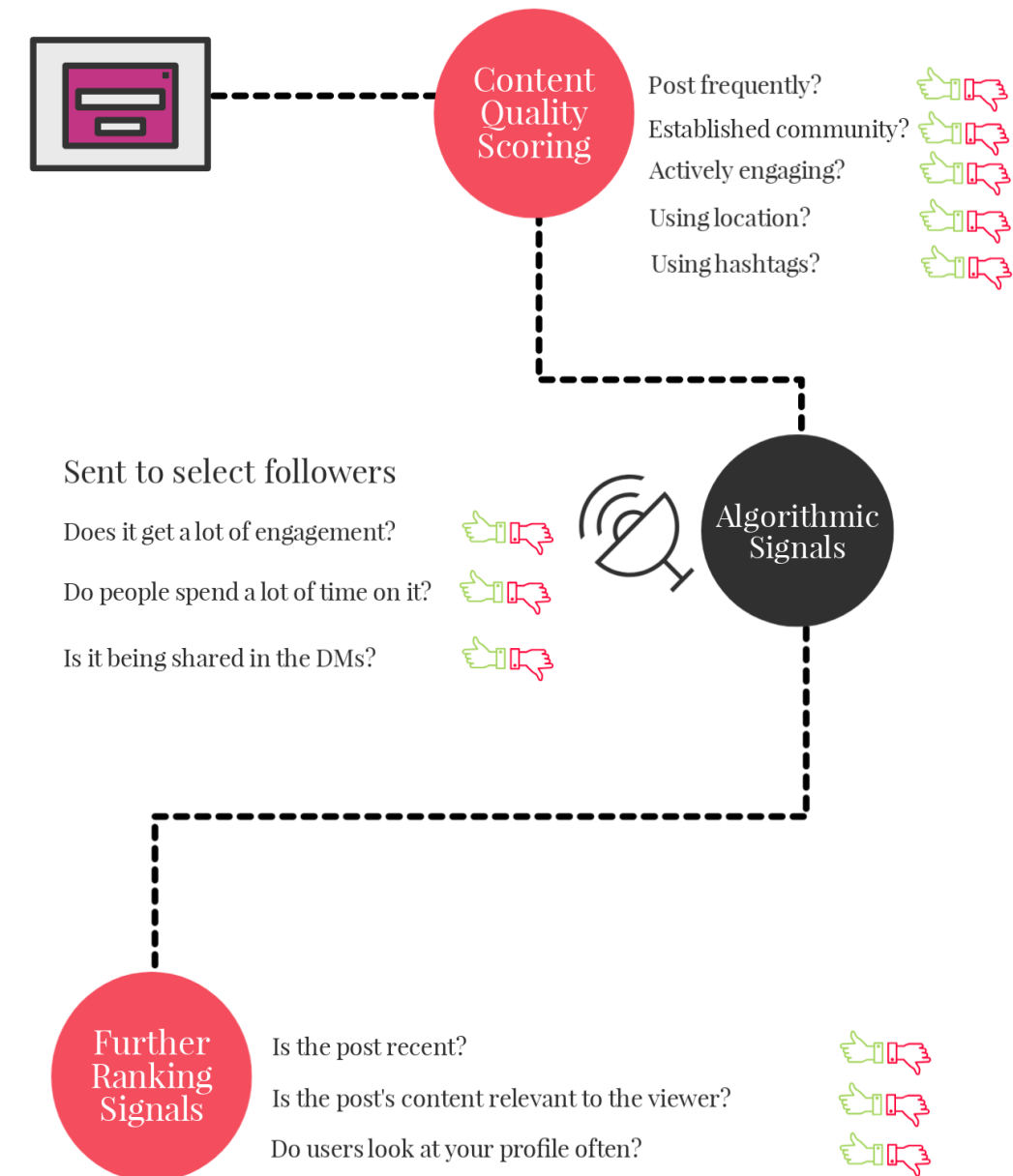
Ste Davies

For list of sources go to: <https://sted.es/algorithms>



Instagram Algorithm

Ste Davies



Ste Davies

For list of sources go to: <https://sted.es/algorithms>

How to make coexist Two so different platforms ?



2.

THE ADS

SO, WHY FACEBOOK ADS?

WHICH ARE THE GOALS?

WHY FACEBOOK ADS?

ORGANIC REACH DECLINE

USER BASE over 1B USERS (most on Mobile)

PERSONAL TARGETING

TIME SPENT ON FACEBOOK and IG

GOALS

GET KNOWN & CONVERT

THE ADS MANAGER

Ads Manager

Search business

DA Digital Solution

27

DAdigital (1199418076892728)

Updated just now

Discard Drafts

Review and Publish

Search

Filters

+

Add filters to narrow the data you are seeing.

Lifetime: Dec 29, 2018 – Apr 2

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

Rules

View Setup

Columns: Performance

Breakdown

Reports

		Campaign Name		Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	
<input type="checkbox"/>	<input type="checkbox"/>	Post: "Tom Clancy's The Division is an action..."		● Inactive	Using ad se...	— Post Engag...	—	—	— Per Post En...	฿0.00 of ฿30.00	Jan 15, 2019	
<input type="checkbox"/>	<input type="checkbox"/>	[12/29/2018] Promoting Code War Chest		● Inactive	Using ad se...	3 Page Likes	171	172	฿31.14 Per Page Like	฿93.42 of ฿93.42	Jan 1, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Dragon Quest XI: Echoes of an Elusive Age i...		● Completed	Using ad se...	— Post Engag...	—	—	— Per Post En...	฿0.00 of ฿30.00	Jan 24, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: ""		● Completed	Using ad se...	— Post Engag...	—	—	— Per Post En...	฿0.00 of ฿30.00	Jan 24, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Bahama Breeze is the restaurant that brings ...		● Completed	Using ad se...	— Post Engag...	—	—	— Per Post En...	฿0.00 of ฿30.00	Jan 24, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	[01/23/2019] Promoting Our Beauty Shop		● Completed	Using ad se...	— Page Like	—	—	— Per Page Like	฿0.00 of ฿0.00	Jan 28, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Rouge Expert Click Stick Hybrid Lipstick – # ...		● Completed	Using ad se...	3 Post Engag...	60	61	฿10.00 Per Post En...	฿30.00 of ฿30.00	Jan 22, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Bob's Red Mill Vanilla Protein Powder Nutriti...		● Completed	Using ad se...	5 Post Engag...	34	34	฿6.00 Per Post En...	฿30.00 of ฿30.00	Jan 22, 2019	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Post: "Civilization 6 offers new ways to interact wit		● Completed	Using ad se...	—	—	—	—	฿0.00 of ฿30.00	Jan 17, 2019	
		▶ Results from 81 campaigns				—	109,025 People	120,091 Total	—	฿3,351.30 Total Spent		

Account Overview

Overview

Creative Reporting

Campaigns

Ad Sets

Ads

Reach

109,025

Amount Spent

฿3,351.30

Impressions

120,091

Link Clicks

154

109,025 Reach

1.10 Frequency

40K

20K

0

1.1

1.05

1

Dec 16

Dec 30

Jan 13

Jan 27

Feb 10

Feb 24

Mar 10

Mar 24

Apr 7

Apr 21

May 5

Objective	Results	Cost per Result	Reach	Amount Spent
Page likes 5 Campaigns	3,191 Page Likes	฿0.51 Per Page Like	36,624	฿1,623.04
Messages 1 Campaign	1 Messaging Conversation Started	฿30.00 Per Messaging Conversation Started	2,806	฿30.00

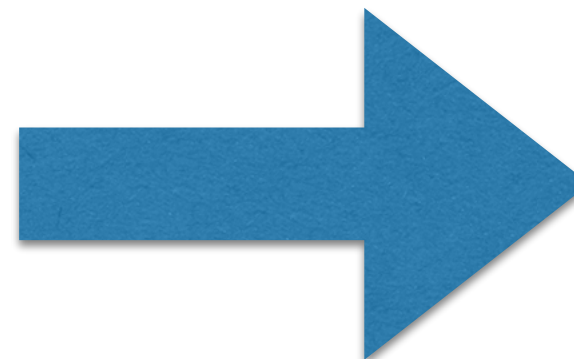
ADS HIERARCHY

> **Campaigns** – The very high-level campaign (e.g., “Get more clicks to our website. Woot!”)

>> **Ad Sets** – A collection of ads that support the main campaign (e.g., “Week 3 ads”)

>>> **Ads** – The specific ads that you’re running, with media and text and all that

In theory, you might have 1 campaign with 5 different ad sets and 10 different ads in each ad set. Numbers get bigger the more levels you go down.



✓ Campaign
└─ Objective

▣ Ad Set
├─ Audience
├─ Placements
└─ Budget & Schedule

▢ Ad
├─ Identity
└─ Creative

1 - THE CAMPAIGN: THE ADS TYPES











Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Creation

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	<input checked="" type="checkbox"/> Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	

2- TARGET, PLACE IT and BUDGET IT!

Ad Set Name ⓘ

TH - 18+



Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

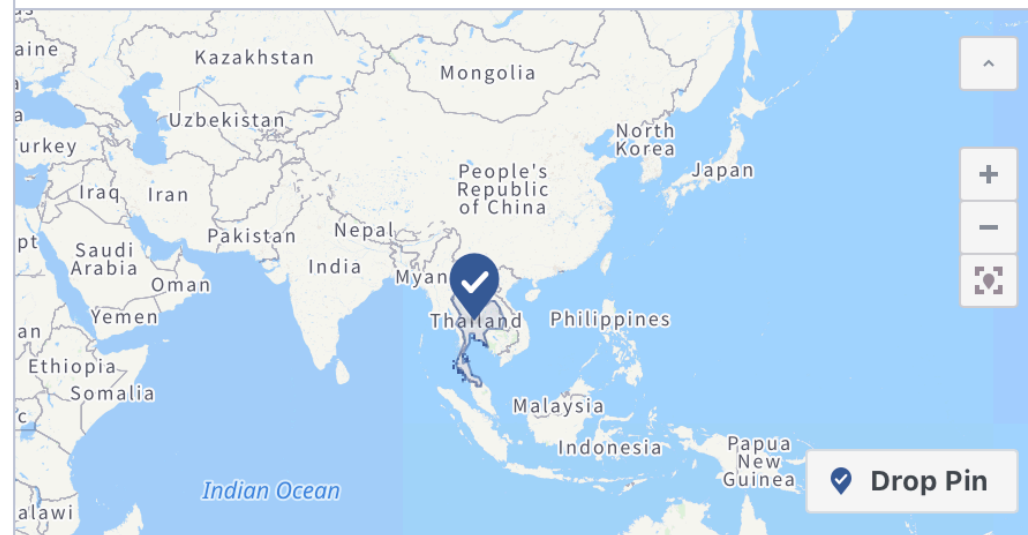
Thailand

📍 Thailand

📍 Include ▼

Type to add more locations

Browse



Add Locations in Bulk

Age ⓘ

18 ▼

-

65+ ▼



Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size



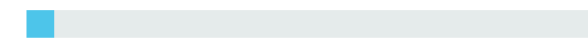
Your audience selection is fairly broad.

Potential Reach: 45,000,000 people ⓘ

Estimated Daily Results

Reach ⓘ

3.4K - 22K



The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee

3- CREATE!



✓ Add an Instant Experience

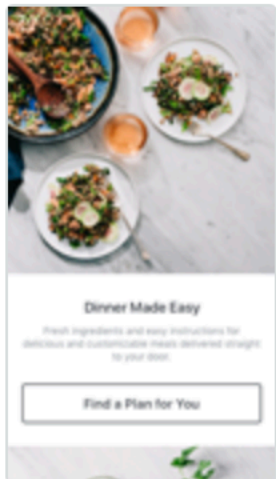
Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

Create New

Use Existing

⚡ Start with a Template ⓘ

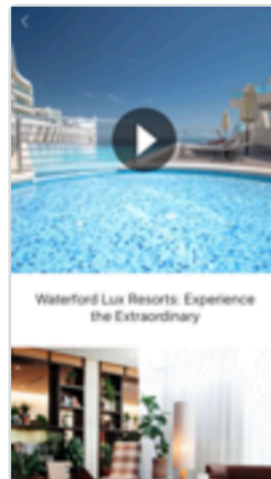
Templates are pre-built and ready to go. Just add your own content. [Learn more.](#)



Customer Acquisition

Encourage new customers to discover your brand and products with a mobile landing page that encourages action.

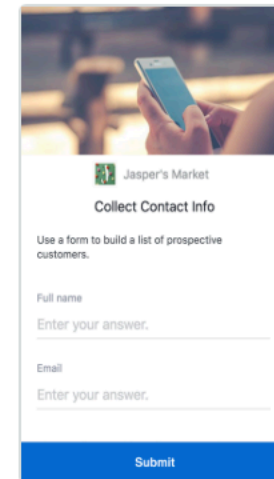
Use Template



Storytelling

Give people an engaging way to explore your brand, product or service.

Use Template



Form

Use a form to build a list of prospective customers.

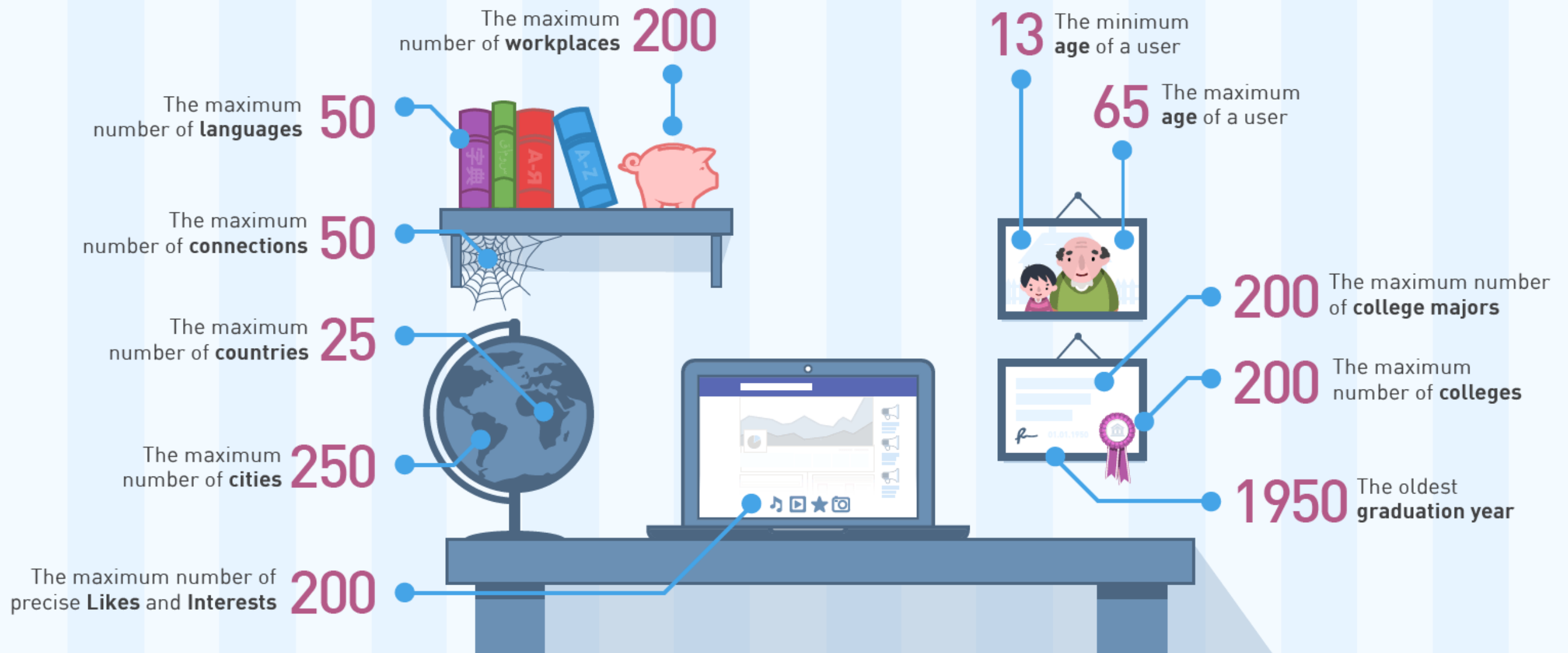
Use Template

AD FORMATS


TARGETING BASIC



How broad your Facebook Ads audience can be



NUMBERS INDICATED REPRESENT TARGETING LIMITS FOR A SINGLE AD.

PROUDLY BROUGHT TO YOU BY  AdStool

TARGETING ADVANCED

Use your sources

 Website traffic

 Customer file

 App activity

 Offline activity

Use Facebook sources

 Video

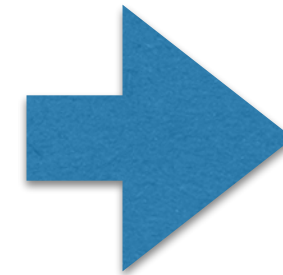
 Instagram business profile

 Lead form

 Events

 Instant Experience

 Facebook Page



Remarketing

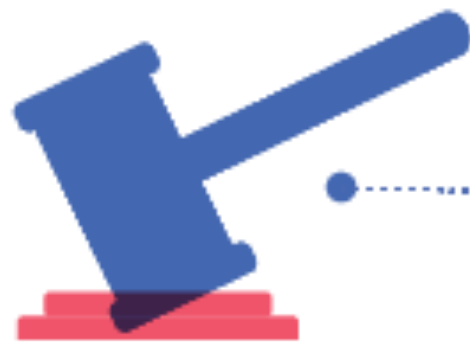


UNDERSTANDING FACEBOOK BIDDING

CPC

CPM / oCPM

CPA / CPL



A

FACEBOOK
ADS
AUCTION
(bidding war)



B

1. Ad Settings
2. max bid CPC/M/A
3. CONTENT QUALITY
4. PAGE QUALITY



C



3.

ANALYZE

THE NEW AD REPORTING DASHBOARD

All Reports > Untitled Report

None

Report last updated less than 1 minute ago

Nov 1, 2018 – Jan 31, 2019

Export

Save

Columns

Had Delivery

+

Add filters to narrow the data you are seeing.

Ungroup Breakdowns

Change Views

Search columns

Breakdowns

Metrics

Level

Campaign Name

Ad Set Name

Ad Name

Campaign ID

Ad Set ID

Ad ID

Time

Day

Week

2 Weeks

Month

Campaign Name	Ad Set Name	Delivery	Reach	Impressions	Frequency	Results
pearlfume	All	Completed Campaign	11,992	13,937	1.16	Page 1
	18+	Completed Ad Set	11,992	13,937	1.16	Page 1
codewarchest	All	Completed Campaign	16,668	17,434	1.05	Page 1
	15-36	Completed Ad Set	16,668	17,434	1.05	Page 1
playpulsar	All	Completed Campaign	5,048	5,318	1.05	Page 1
	14-40	Completed Ad Set	5,048	5,318	1.05	Page 1
Voucher	All	Completed Campaign	3,733	3,810	1.02	Page 1
	22-52	Completed Ad Set	3,733	3,810	1.02	Page 1
[12/29/2018] Promoting Code War Ches	All	Inactive Campaign	171	172	1.01	Page 1
	[12/29/2018] Promoting Cc	Not Delivering Ad Set	171	172	1.01	Page 1
Post: "Agents of Mayhem is now available	All	Completed Campaign	1,352	1,357	1.00	Post Engager
	Post: "Agents of Mayhem is	Completed Ad Set	1,352	1,357	1.00	Post Engager
Total Results		Completed	109,025	120,091	1.10	
	134 / 134 rows displayed		People	Total	Per Person	

Awareness Campaign

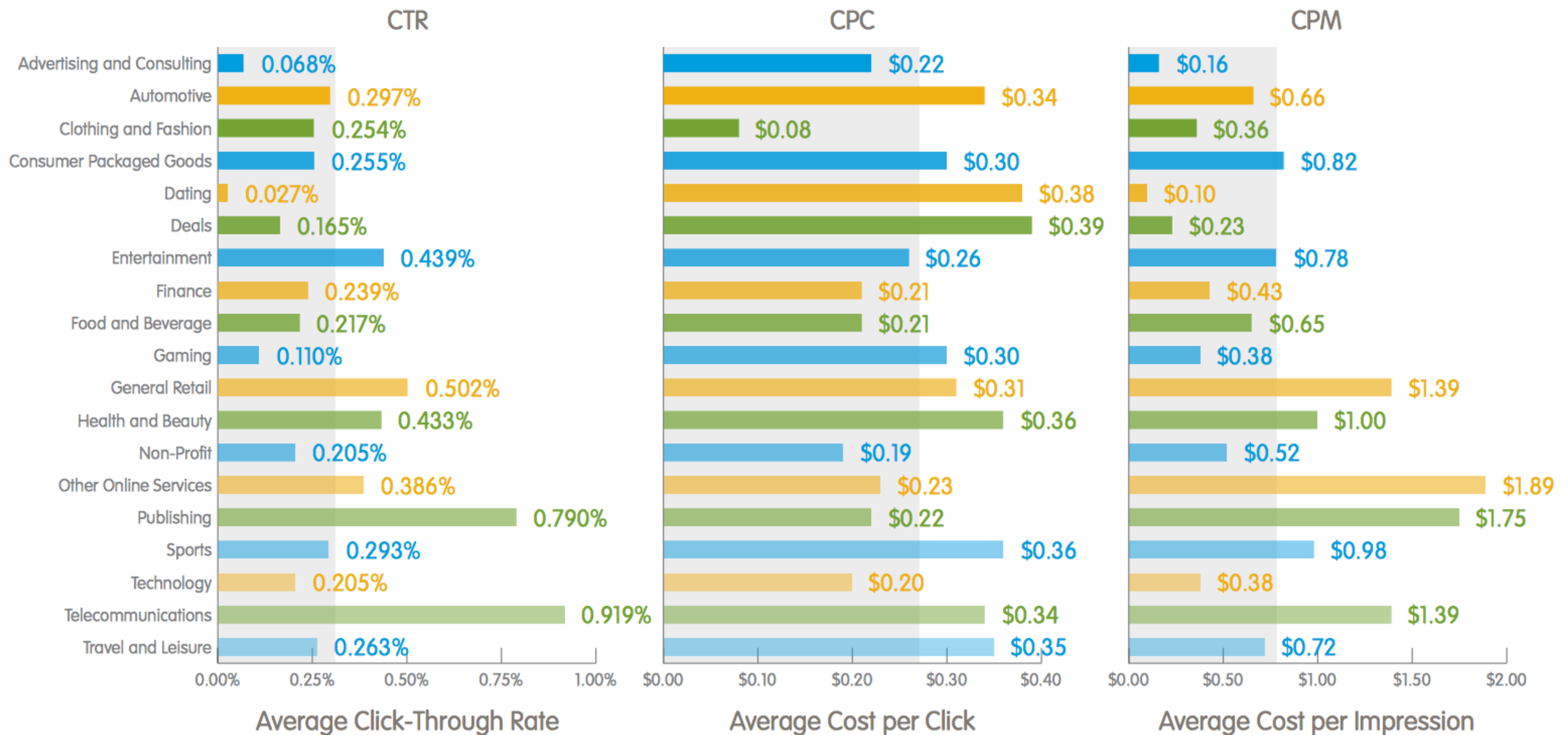
1. **Impressions:** the total number of times your ad was shown.
2. **Cost Per 1,000 Impressions (CPM):** the average cost to show your ad 1,000 times.
3. **Frequency:** the average number of times each individual has seen your ad.
4. **Amount Spent:** how much you've spent running your ad so far.
5. **Click-through Rate (CTR) Links**, a.k.a. Website CTR: the percent of people who saw your ad and clicked over to your sales page.
6. **Link Clicks:** the number of people who clicked on your ad and were directed to your sales page.
7. **CPC (Link):** the average cost of each click from your ad over to your website.
8. **Leads:** the number of people who opted in for some free content on your site after clicking on your ad and landing on your blog post. (If you set up your conversion tracking pixel with the category Registrations instead of Leads, than you should be looking at Registrations, not Leads.)
9. **Cost Related Metrics**

Video Campaign

1. **Frequency:** the average number of times each individual has seen your ad.
2. **Amount Spent:** how much you've spent running your ads so far.
3. **Video Views:** the number of times your video has been viewed for 3 seconds or more. Yes, I know I included this in my list of the metrics that DON'T matter, but you should include it here so you can get context for the rest of the numbers.
4. **Average % of Video Viewed:** what percent of your video was actually seen by all the people who "viewed" it.
5. **Video Views to 75%:** what percent of people who "viewed" your video actually watched it until the 75% mark. (That's almost as good as watching it to the end, don't you think?)
6. **Link Clicks:** the number of people who saw your video ad and clicked through to your site. They might have clicked on the link that you can add at the very end of the video, or the one you included somewhere in the post.
7. **CPC (Link):** The average cost of each of those clicks over to your site.
8. **Leads:** the number of people who opted in for some free content on your site after clicking from your video ad over to your site. (If you set up your conversion tracking pixel with the category Registrations instead of Leads, than you should be looking at Registrations, not Leads.)
9. **Cost per Lead:** how much each sign-up has cost you so far.

2018 INDUSTRY AVG BENCHMARKS

FACEBOOK AD PERFORMANCE AND COSTS BY INDUSTRY



Benchmarks Q1 2019



FACEBOOK ADS GLOSSARY

<https://www.facebook.com/business/help/447834205249495>

FACEBOOK POLICIES

<https://www.facebook.com/policies/ads/>

WRAP UP & TAKE AWAY

- Stay Ahead, **Plan** your Strategy at least a month in Advance
- **Pivot**, Pivot, Pivot
- Be **Up to Date**
- Be a **Scientist** and don't fear to experiment new ways of communicate, report and create
- On the same time as a scientist think like a **mathematician** as everything you are doing is judged by an algorithm
- **Repost** High Engaging Contents and **Remarket**
- Don't think only about Targets but also about **Individuals**
- **Monitor** your ads at least daily, don't over monitor
- Focus on **valuable KPIs and Benchmarks** not volatile
- Ads is similar to Chemistry, you have to find the right **balance** for achieve great results, if numbers are not slightly growing over time try to re check settings.
- **Beware** of Facebook's tight Policies

**CREATE YOUR OWN
TARGETED CAMPAIGN**