

Facebook Ads

Watch AD -Ad Spend: \$60K → Revenue: \$241K,**ROAS improvement:** 63% → 401%,Over **+1,800% sales growth**.

This brand sells watch 450–\$500.

Goal: Improve ROAS (went from 63% to 401%) and scale revenue

Issue –when the product advertising equally for all product which makes best selling product product top-seller was underfunded.

Focused Game plan

- Identified that 70% of sales came from just one product
- Concentrated on best selling product
- Created a limited-time offer with a free gift
- Improved product detail pages (added ratings, publication logos for credibility, sticky add-to-cart button)

Streamlined Account Structure

- Just two campaigns: testing + scaling
- Kept it simple for Facebook's algorithm to work effectively

Testing –Instead of making adds before we have to research what customers actually liked

Eg read custmer review inoder to find the selling point like "**best gift**","**Water resistance**"

Scaling–Once they found ads that worked well, they slowly increased their reach and spending to avoid wasting money

Eg if add worked in one country then it can be used the exact same ad in new countries

Used broad targeting (showing ads to everyone rather than limiting to watch collectors

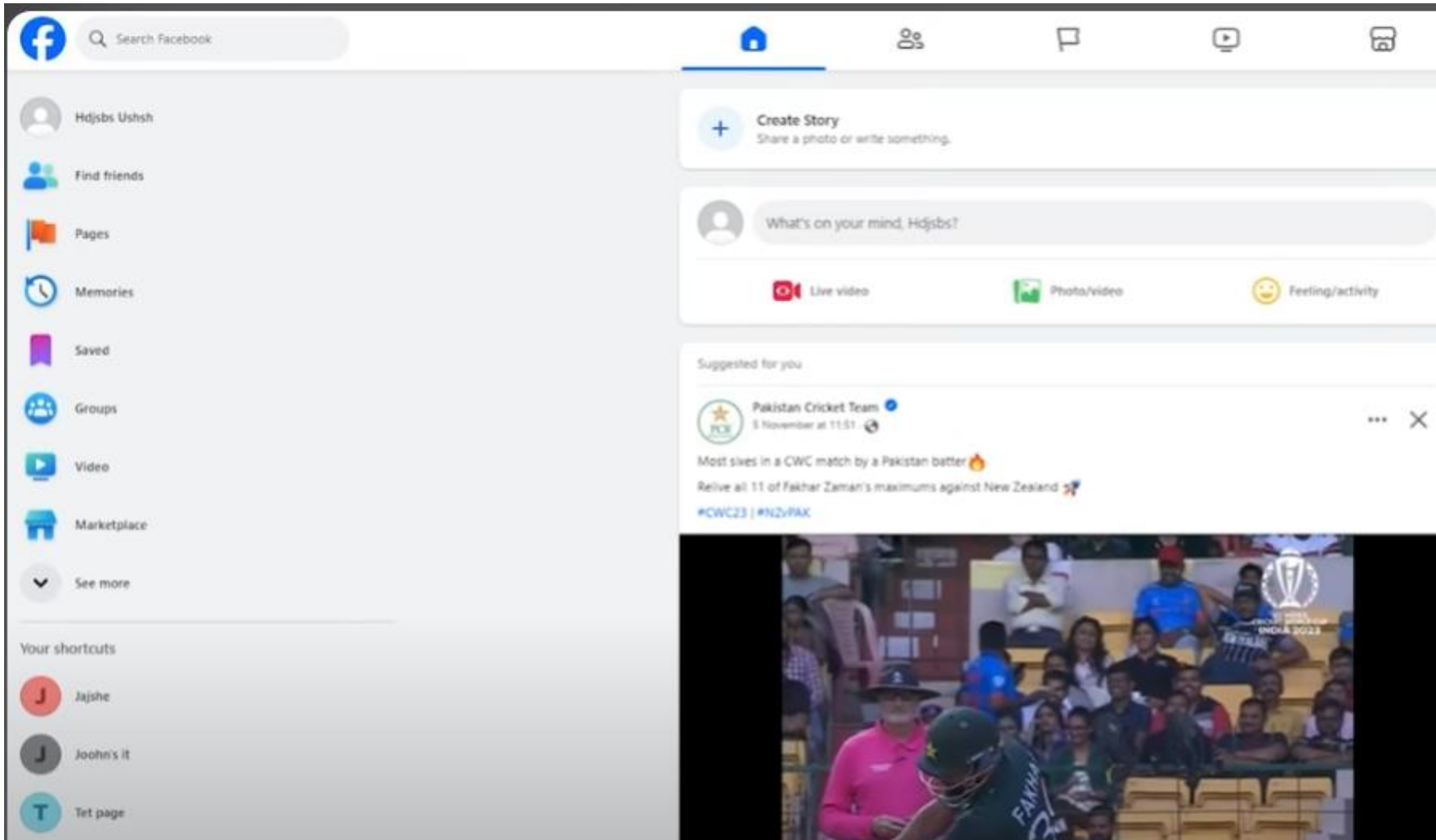
Practical First Steps:

- **Identify your potential "best seller"** - Which product has the most unique appeal or highest margin?
- **Research thoroughly** - Look at competitor reviews and social media comments about similar products
- **Create 2-3 focused ads** - Highlight different features based on your research
- **Set reasonable expectations** - Your initial ROAS may not be profitable while you're learning
- **Track everything** - Use a simple spreadsheet to monitor which ads perform better and why

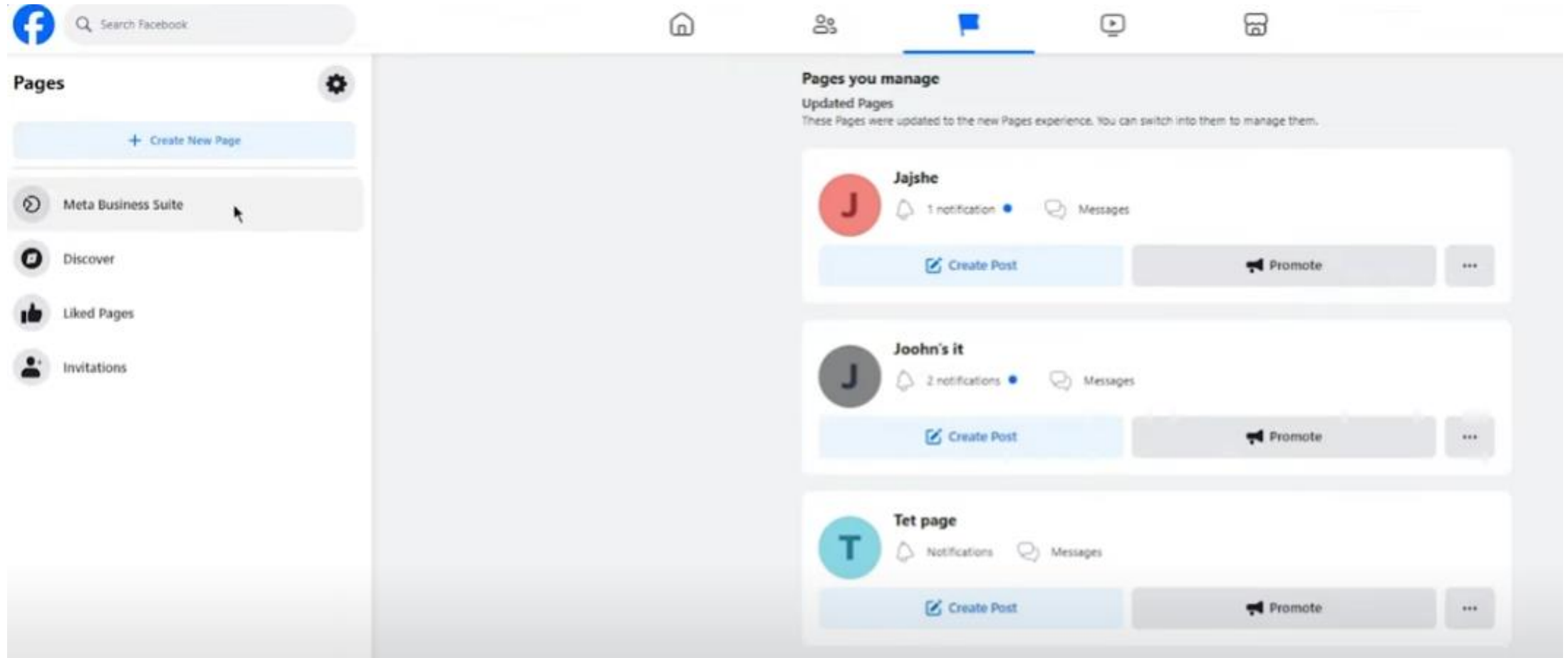
Store must not be in complete

Step 1- set up professional account in Facebook

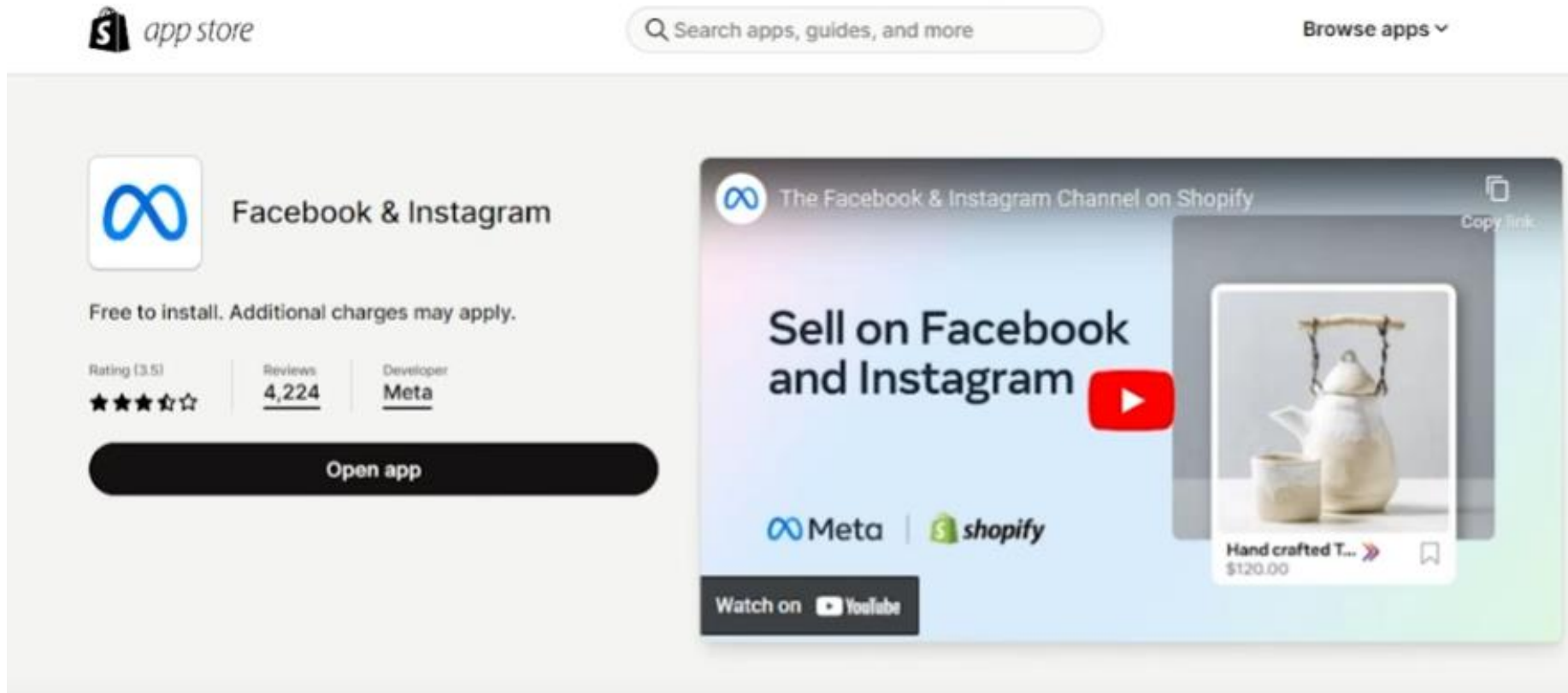
- Click page in the sidbar



Step 2: Create a new page and select to set Meta Business Suite



Go App store in shopify and type facebook
Download Facebook and instagram app



Once downloaded
redirected into sales
channel
Connect your facebook
account in facebook
instagram app

open overview
click –Get Started


Facebook & Instagram

Overview Settings

Drive more sales with Advantage+ catalogue ads


We can help scale creative from your product catalogue and personalise ads for every potential customer.

[Get started](#)




Increase your sales with personalised ads

Formerly known as dynamic ads, Meta Advantage+ catalogue ads use machine learning to scale your ads when you have a broad range or large volume of products.




PERSONALISE YOUR ADS

Show people across Meta apps, such as Facebook and Instagram, the items that they're most interested in.



DRIVE MORE SALES

Increase conversions on your website by showing people products that they want to buy.



RETARGET VISITORS

Bring back recent website visitors who viewed an item without purchasing.

Connect account and set up in business account

Facebook & Instagram

Set up ads on Facebook and Instagram

Create personalised ad campaigns based on your product catalogue.

Facebook account

Shopify uses your personal Facebook account to access your business accounts.

Connect your Facebook account to get started.

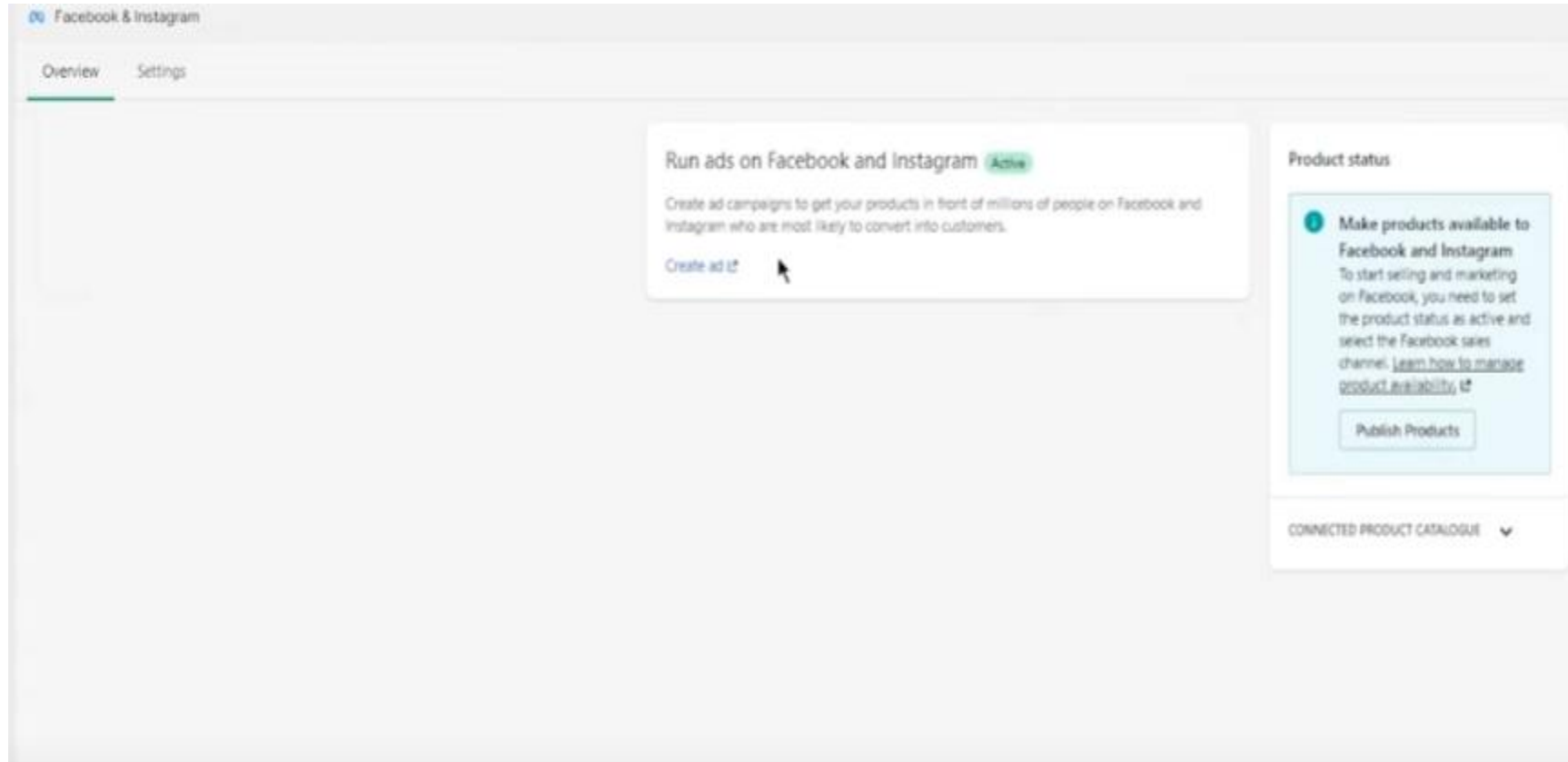
Connect Account

Business account

Terms and Conditions

Submit for Review

Click Create Ad



Click create

Campaigns

Updated just now

Discard Drafts

Rev

Search and filter

This month: 1 Nov

Campaigns

Ad sets

Ads

+ Create

Edit

A/B test

Rules

Off/On	Campaign	Delivery ↑	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	New Traffic Campaign with recommended settings	In draft	Using ad set bi...	Using ad set bu...	—	—	—	—	—
<input checked="" type="checkbox"/>	New Awareness campaign	In draft	Using ad set bi...	Using ad set bu...	—	—	—	—	—
<input checked="" type="checkbox"/>	New Traffic campaign	In draft	Using ad set bi...	Using ad set bu...	—	—	—	—	—
Results from 3 campaigns ⓘ					—		Accounts Centre acco...	Total	

Click New Add set or ad

Create new campaign

New ad set or ad

⚠

Account info needed

We need to confirm a few details about your account before you can publish an ad. You can either go to account overview to confirm this info before you start creating, or do this later.

Go to account overview

☆

Introducing reservation buying type

Reservation, formerly called reach and frequency, allows you to plan and buy your campaigns with a set cost and forecast your campaign's lifetime results for reach and ad frequency.

Learn more

Buying type

Auction

Choose a campaign objective

☐ Awareness

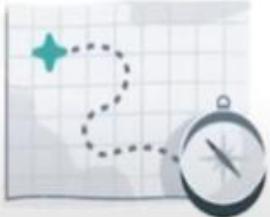
☐ Traffic

☐ Engagement

☐ Leads

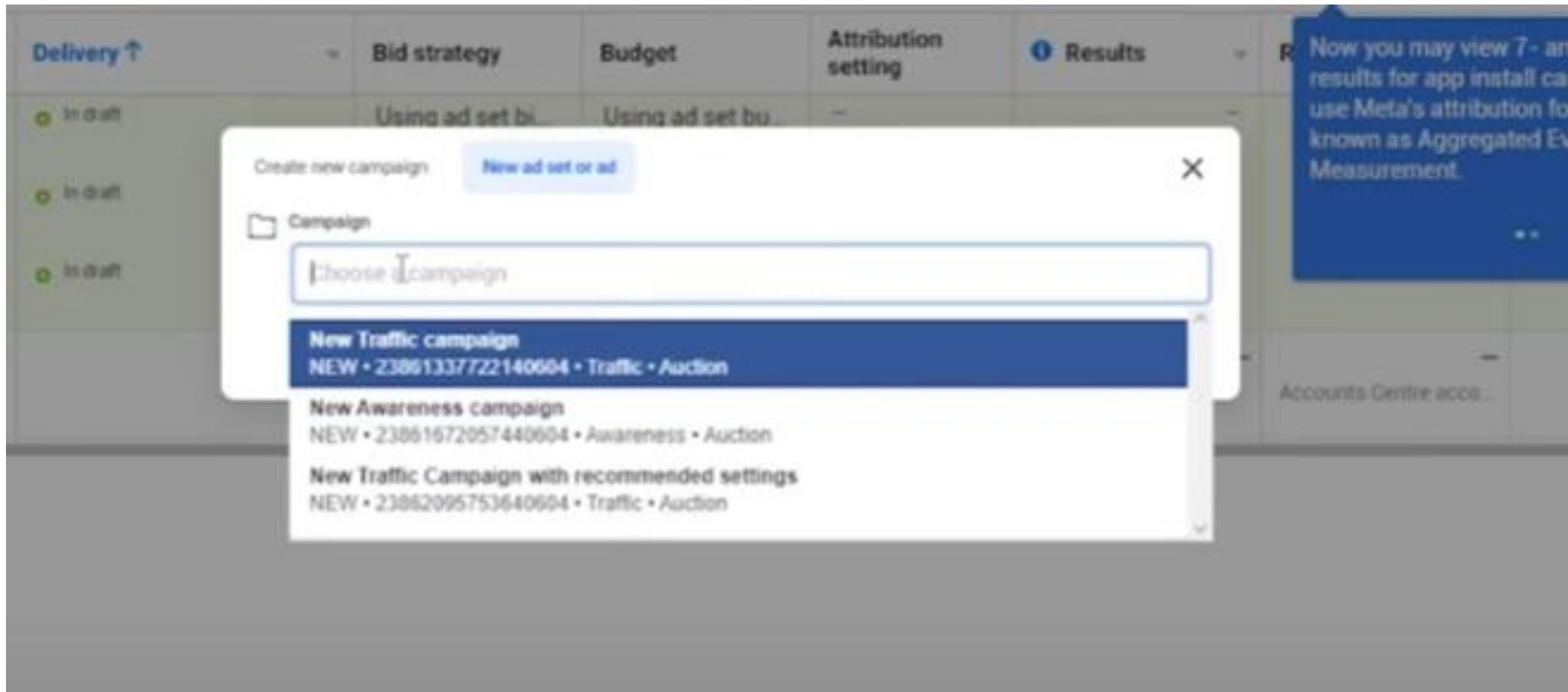
☐ App promotion

☐ Sales

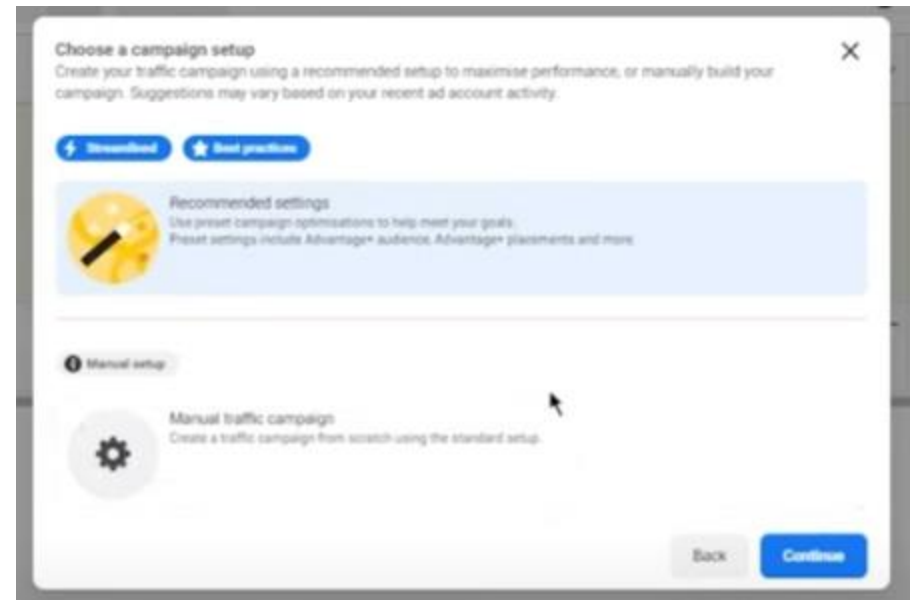
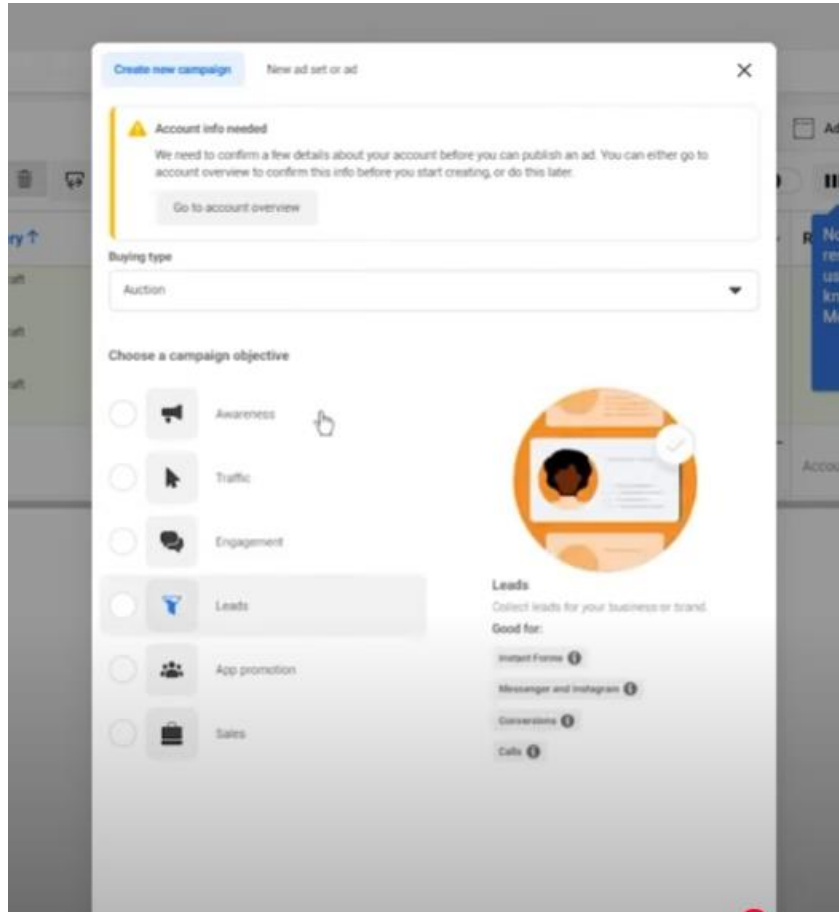


Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

Create a new campaign

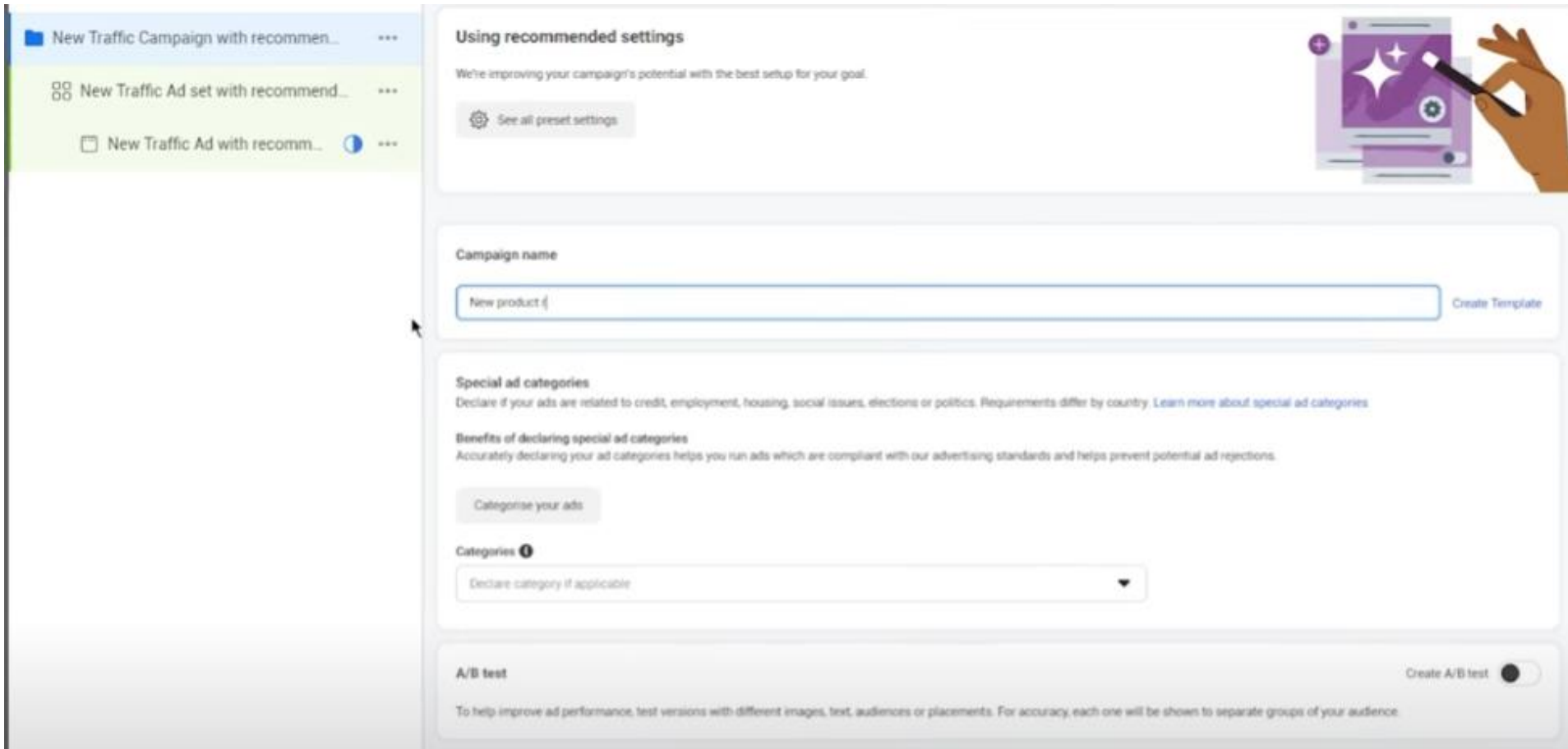


Choose any one of the option and click continue for both



Change your campaign name

Then click categorise ads



The screenshot shows the Facebook Ads campaign creation interface. On the left is a sidebar with three items: 'New Traffic Campaign with recommen...' (blue folder icon), 'New Traffic Ad set with recommend...' (grid icon), and 'New Traffic Ad with recomm...' (checkbox icon). The main area is titled 'Using recommended settings' with a subtext 'We're improving your campaign's potential with the best setup for your goal.' and a 'See all preset settings' button. Below this is the 'Campaign name' section with a text input field containing 'New product {' and a 'Create Template' button. The next section is 'Special ad categories', which includes a declaration statement, a link to 'Learn more about special ad categories', and a 'Benefits of declaring special ad categories' section. A 'Categorise your ads' button is present. Below this is a 'Categories' dropdown menu with the text 'Declare category if applicable'. The final section is 'A/B test', which includes a 'Create A/B test' toggle switch and a description: 'To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.'

New Traffic Campaign with recommen... ---

New Traffic Ad set with recommend... ---

New Traffic Ad with recomm... ---

Using recommended settings

We're improving your campaign's potential with the best setup for your goal.

See all preset settings

Campaign name

New product { Create Template

Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories ⓘ

Declare category if applicable

A/B test

Create A/B test

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

Select any one

Categorise your ads


Credit

Employment

Housing


STEP


Review




Are your ads about credit?

See if any part of your ads promote a product or service related to credit.

 Ad landing page

 Ad images and videos

 Ad headlines and text

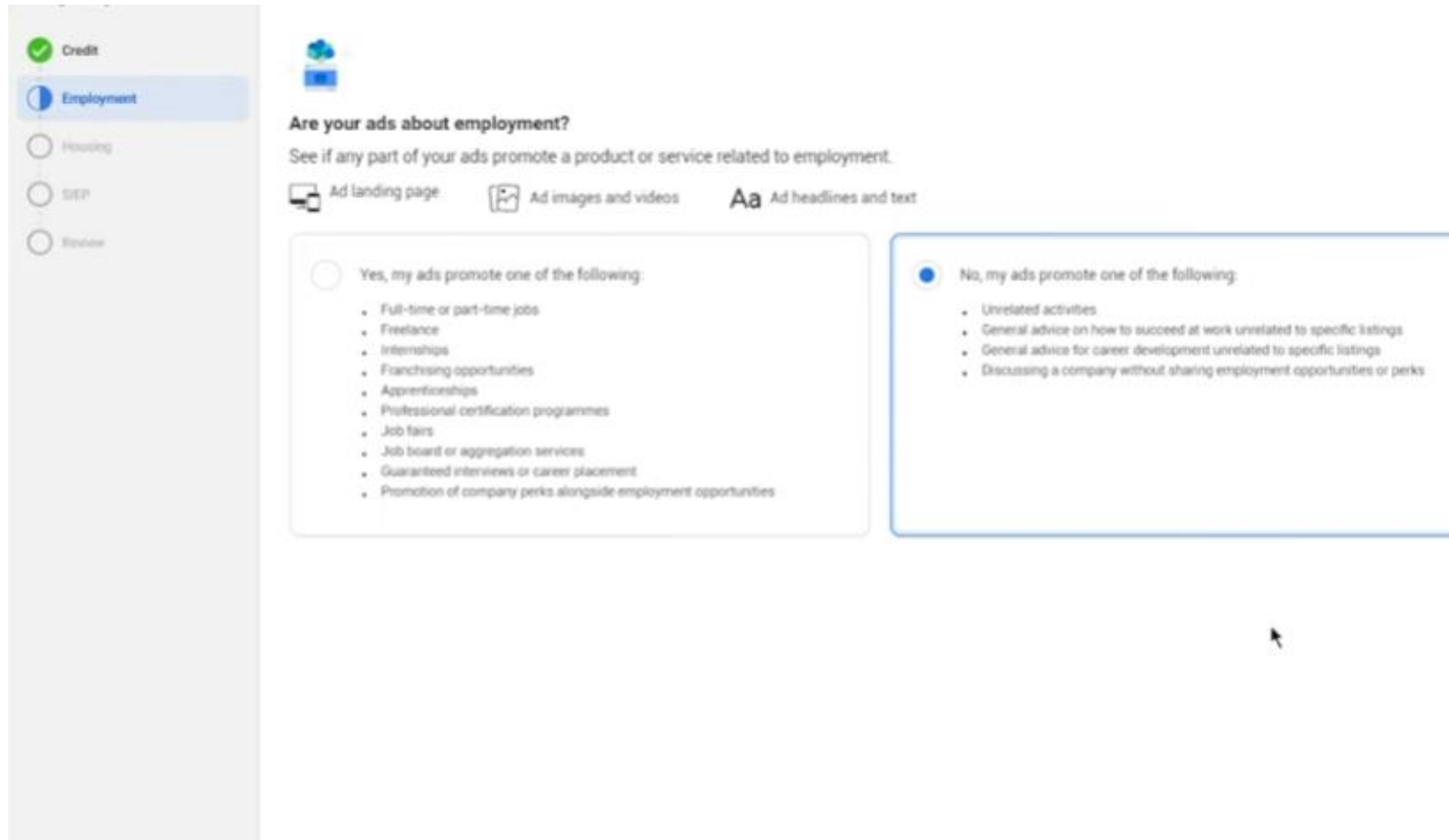
☐ Yes, my ads promote one of the following:

- Credit cards
- Brand ads for credit cards, regardless of offer
- Car loans
- Personal or business loans
- Mortgages
- Long-term financing
- Debt recovery

☒ No, my ads promote one of the following:

- Unrelated activities
- Gift cards
- Shop rewards
- Debit accounts or services
- Current accounts or services
- Savings accounts or services

Click no





Credit

Employment

Are your ads about employment?

See if any part of your ads promote a product or service related to employment.

 Ad landing page  Ad images and videos **Aa** Ad headlines and text

☐ Yes, my ads promote one of the following:

- Full-time or part-time jobs
- Freelance
- Internships
- Franchising opportunities
- Apprenticeships
- Professional certification programmes
- Job fairs
- Job board or aggregation services
- Guaranteed interviews or career placement
- Promotion of company perks alongside employment opportunities

☒ No, my ads promote one of the following:

- Unrelated activities
- General advice on how to succeed at work unrelated to specific listings
- General advice for career development unrelated to specific listings
- Discussing a company without sharing employment opportunities or perks

Click no


☒ Credit

☒ Employment


☒ Housing


☐ STEP


☐ Review



Are your ads about housing?
See if any part of your ads promote a product or service related to housing.

 Ad landing page

 Ad images and videos

 Ad headlines and text

☐ Yes, my ads promote one of the following:

- Listings of property for sale or rent, or temporary property listings
- Home insurance offers, including insurance bundles
- Tenants' insurance offers, including insurance bundles
- Mortgage insurance offers, including insurance bundles
- Financing options offers, including mortgage loans
- Home equity or appraisal services
- Property and house hunting services
- Aggregator services

☒ No, my ads promote one of the following:

- Unrelated activities
- Hotels
- Resorts
- Retreats
- Tips related to homeownership or home buying
- Education for consumers or housing providers about their rights and responsibilities under fair housing laws

Click NO



Using recommended settings

Categorise your ads

- ☒ Credit
- ☒ Employment
- ☒ Housing
- ☒ **SIEP**
- ☐ Welfare

Are your ads about social issues, elections or politics (SIEP)?

See if any part of your ads offer details about social issues, elections or political opportunities. Check to see if your ads fall under social issues based on the [country where you are running your ads](#).

 Ad landing page  Ad images and videos **Aa** Ad headlines and text

☐ Yes, my ads are:

- Made by, on behalf of or about a candidate for public office, a political figure, a political party, a political action committee or advocates for the outcome of an election to public office.
- About any election, referendum or ballot initiative, including "go out and vote" or election campaigns
- Regulated as political advertising
- Social issues

☒ No, my ads offer:

- Unrelated activities

Switch on in create A /B test

[Create Template](#)

Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

Categories ⓘ

Credit

▼

Countries

Select where you want to run this campaign. If there are additional requirements to run your ads in those locations, your advertising options will be adjusted.

Pakistan

▼

About this category

There are no additional requirements based on your selections. Bear in mind that all [Advertising Policies](#) still apply to your campaigns.

A/B test

Create A/B test ☒

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

After you publish this campaign, we'll take you to the A/B test setup, where you can finish creating your test.

Click next and choose the options that s needed

Ad set with recommend... ***

ffic Ad with recomm... ⓘ ***

Hide options ▾

Budget scheduling ⓘ

★ Budget scheduling

You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

Try budget scheduling

☐ Increase your budget during specific time periods

View ▾

Ad scheduling ⓘ

Run ads all the time

Audience

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

Create new audience

Use saved audience ▾

Custom Audiences

Q Search existing audiences

Exclude

* Locations

Location:

• Pakistan

Credit

[See category requirements](#)

Audience definition

Your audience selection is fairly broad.

Specific

Broad

Estimated audience size: 46,600,000 - 54,800,000 ⓘ

Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Reach ⓘ

8.4K-24K

Link clicks ⓘ

206-596

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

Once you finished and click publish

Add payment information

Business and tax info

Optional – Add a tax ID or address

Edit

Add payment method

Debit or credit card

VISA

MasterCard

Discover

Amex

☐

I have an ad credit to claim.

Your payment methods are saved and stored securely.

Terms apply

Next