

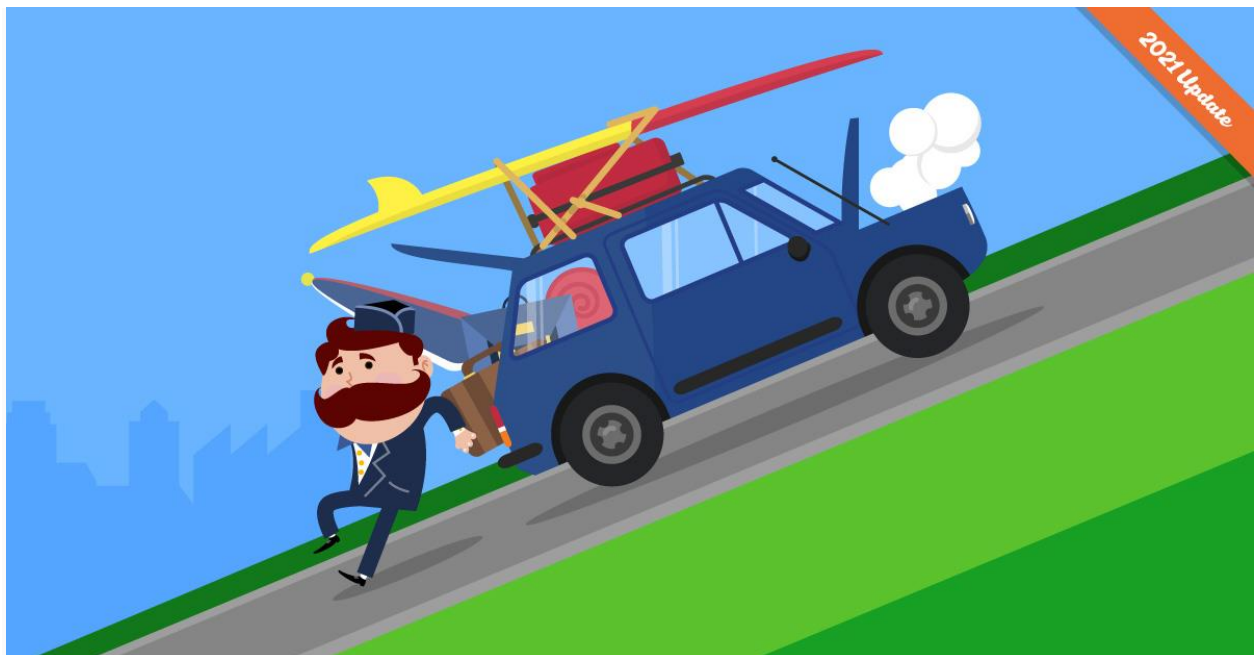
5 Ways to Improve Your Facebook Ad Conversion Rates

If you're running Facebook Ads, your goal should be a strong conversion rate on each campaign. That's true whether you're optimizing for lead form submissions, video views or purchases on your site.

Conversion rate, therefore, is a key metric for all the Facebook ad campaigns that you're running, especially when you're using the conversion objective to optimize for specific actions, e.g. sales, subscriptions or downloads.

Your Facebook ad conversion rate tells you how many conversions occurred compared to the number of impressions your ad received, and it helps you assess the following:

- How relevant your ad is to your target audience
- How effective your ad's creatives and CTA are in driving specific actions
- How profitable your ads are

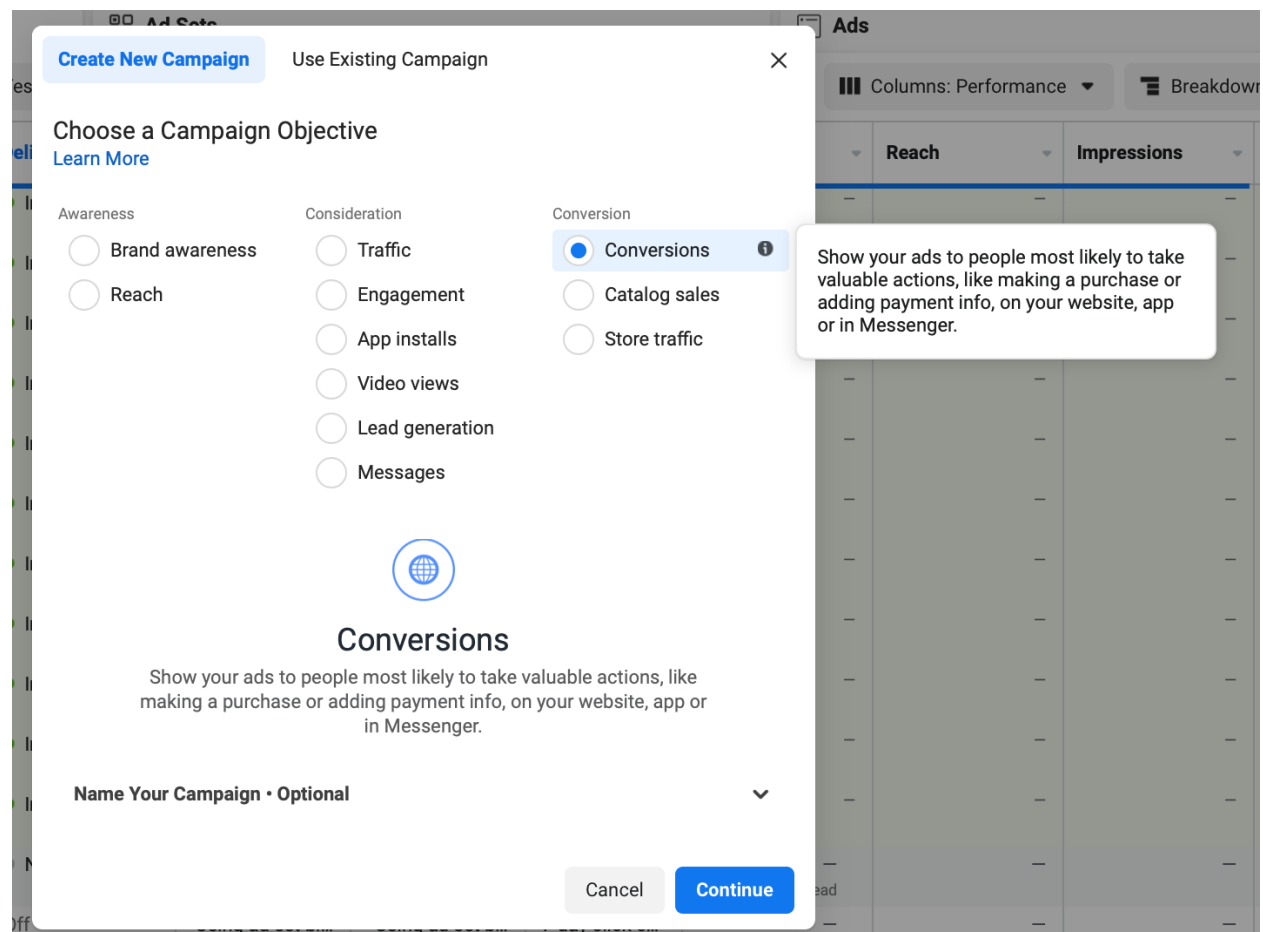


But boosting your Facebook Ads conversion rate can be easier said than done. In this post, we're going to dive into everything you need to know about Facebook Ads conversion rates, including best practices for improvement, tracking and more.

What are Facebook conversion ads?

“Conversion” can mean many different things on Facebook, not just sales. If you optimize your ads for users to sign up for your email list, it's considered a “conversion” when they take that action.

Facebook's conversion ads are a great fit when your goal is to drive sales or specific off-site actions like registering, subscribing to an email newsletter or downloading a piece of content.



The screenshot shows the Facebook Ads interface with a modal dialog box titled "Choose a Campaign Objective". The dialog has two tabs: "Create New Campaign" (active) and "Use Existing Campaign". Under "Choose a Campaign Objective", there are three categories: Awareness, Consideration, and Conversion. The "Conversion" category is selected, and within it, the "Conversions" option is chosen. A tooltip explains that conversion ads show ads to people most likely to take valuable actions like purchases or adding payment info. At the bottom, there is a section for "Name Your Campaign • Optional" and "Cancel" and "Continue" buttons.

Create New Campaign Use Existing Campaign

Choose a Campaign Objective
[Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☒ Conversions ⓘ
- ☐ Catalog sales
- ☐ Store traffic

Show your ads to people most likely to take valuable actions, like making a purchase or adding payment info, on your website, app or in Messenger.

Conversions

Show your ads to people most likely to take valuable actions, like making a purchase or adding payment info, on your website, app or in Messenger.

Name Your Campaign • Optional

Cancel Continue

Facebook conversion ads *aren't* meant to drive clicks to a site (which would be the traffic objective) or actions that have other dedicated objectives on Facebook (like engagement or lead generation).

Here's what actions conversion ads *do* drive:

- Purchases
- Add payment info a user account
- Signing up for a free trial
- Adding an item to the cart
- Other custom events

Custom event tracking for Facebook conversion ads

Facebook understands that business objectives can be complex and that sales aren't the only conversion worth tracking. As a result, the platform offers multiple custom conversion events that you can track. You can set these up through the Facebook tracking pixel in the Business Manager.

Different examples of conversion events you can choose from include:

- Adding payment info
- Adding items to a wishlist
- Contacting you
- Completing a registration
- Donating
- Adding items to cart
- Finding a location
- Initiating checkout
- Purchase
- Scheduling an appointment
- Submitting an application

- Search performed on your site
- Subscribing to a list
- Viewing content
- Other (which you can code yourself)

What's the average conversion rate for Facebook ads?

Based on our data and research, the average conversion rate for Facebook ads (or CVR) is between 9-10%. This is higher than Google Ads.

A standard conversion rate benchmark, however, is only that— a benchmark. Some campaigns and industries will see much higher conversion rates on their Facebook ads, while others will naturally run lower. High-value, high-cost specialized products (e.g. expensive software) are typically slower to convert than affordable everyday use products (e.g. a \$30 lipstick advertised heavily to Millennial women).

Another factor that can affect your conversion rates is how familiar your target audience is with your product. Retargeting campaigns targeted at warm audiences and existing customers often have higher CVR than campaigns targeted at prospects who are higher in the sales funnel. This doesn't mean that ads for prospects early in their customer journey aren't valuable; you need them to keep pushing users through the funnel so they can eventually convert into paying customers.

Previously, you could track unlimited events. Following the iOS ATT rollout, however, you can only track eight events at a time. So, it's important to choose wisely.

How to run a conversion ad on Facebook

Want to use the conversions objective on Facebook Ads to optimize for and track specific types of user actions?

Let's walk through the process.

Step 1: Decide what you want to optimize for

The most important part of the setup process is deciding what outcome you want to optimize your ads for. It's easy to get distracted considering all the campaign objectives and event tracking options.

What's the purpose of the campaign? What KPI do you want to track, and what will it tell you?

Technically, you're not doing anything else at this stage except getting your strategy in order.

Step 2: Choose the conversions objective

Alright, you're ready to start creating your ad. Head to your ads creation tool (Facebook Ads Manager or AdEspresso).

The first thing that you'll be asked to do is select your objective. Go ahead and choose **Conversions**. Then, name your campaign and continue to the next step.

Create New Campaign

Use Existing Campaign



Choose a Campaign Objective

[Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel

Continue

Step 3: Choose the events you want to track

Next, after you go through a screen where you can log special ad categories and choose budget optimization options, you'll set the groundwork for your conversions campaign. The first thing you'll do is select which conversions you want to track. You can choose from a conversion source, like your website, mobile app, Messenger or Whatsapp. Here, you can also choose the specific events to track (e.g. adding a product to cart and proceeding to checkout). Make sure that your pixel is set up to track these events. For more details on how to set this up, head to our guide to setting up and using the Facebook pixel.

Create a Custom Conversion

Name

Name your conversion

Description

Add a description (optional)

Data Source







● Default Offline Event Set For Ana Gotter LLC

Conversion Event

 AddPaymentInfo



Standard Events

- ☒  Add Payment Info
The addition of customer payment information during a checkout pro...
-  Add to Cart
The addition of an item to a shopping cart or basket (example: clicki...
-  Add to Wishlist
The addition of items to a wishlist (example: clicking an Add to Wishli...
-  Complete Registration
A submission of information by a customer in exchange for a service ...
-  Contact
A telephone/SMS, email, chat or other type of contact between a cus...
-  Customize Product

Cancel

Create

Step 4: Enable the Dynamic Creative feature

Next, enable the Dynamic Creative option, that will mix and match your images and copy to find the most effective combinations. Here, you can also add a special offer that will add value to your ad and potentially increase conversions.

Conversion See updates

Conversion Event Location

☒ Website

☐ App

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Dynamic Creative Off ☐
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer Off ☐
Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Step 5: Complete the ad creation process

After these steps, you can proceed with the ad creation process as you normally would. Set your budget and your bids and get your creatives ready.

Make sure that you're sending users directly to the right landing page where you want them to take an action — don't just send them to your site's homepage. If you want them to add specific products to their cart, direct them to the right product pages. And if you want them to start a free trial, show them a landing page with a demo of your software with a lead form next to it.

Primary Text

Tell people what your ad is about




product.name Aa



Description

Enter text or add a catalog field



 Add Another Option

1/3 Options

Website URL

www.chooseyourcorrectlandingpage.co
m

 Preview URL



How to track Facebook ad conversions

Ready to track your Facebook ads conversion rates? There are several ways to go about it. You can use Facebook's native dashboard or use third-party tools like AdEspresso for a more streamlined experience.

Tracking conversion rates with Facebook Ads Manager

Facebook's native tools can give you crucial information like your conversion rate for each campaign in real-time, the exact number of conversions received and how much you paid for them on average.

To check in on your active and past campaigns, use Facebook Ads Manager. You can customize your main reporting dashboard by adding additional columns with information relevant to a specific campaign. To do this, click on **Columns: Performance**, and then scroll all the way down to **Customize Columns...**