

Auto-Boosting Posts and Tracking Performance

In Advertise, you can set up auto-boosting of your posts based on a desired performance metric goal, such as engagement rate, reach, impressions, etc. You can then set up rule labels to track the performance of your auto-boosted posts in a Measure. In this article, learn how to set up auto-boosting in Advertise and how to track these posts in a Measure widget.

Note:

At this time, the auto-boost feature is only available for Facebook posts.

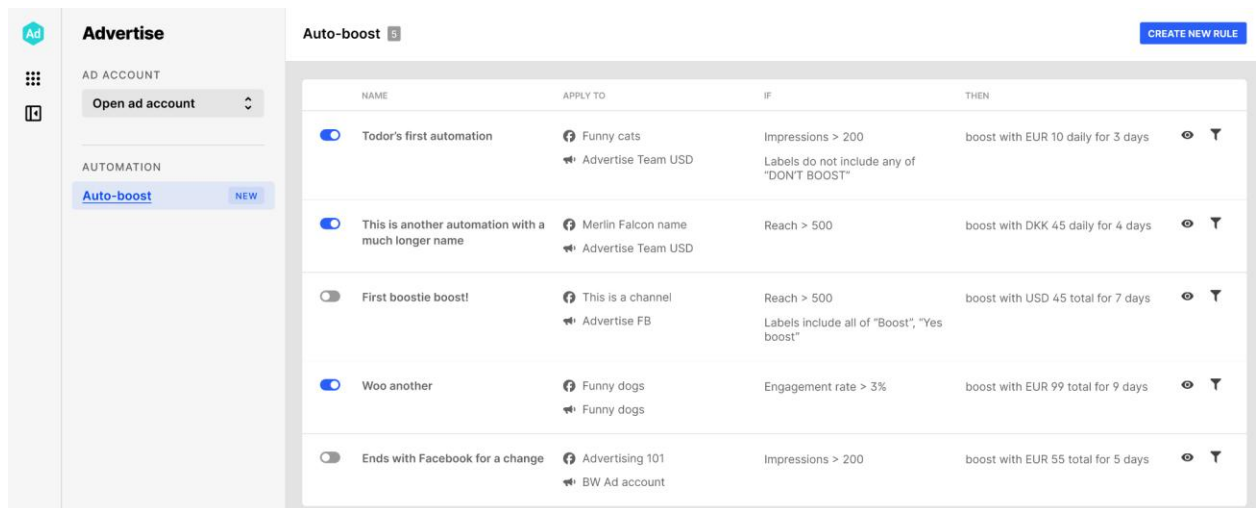
Setting up auto-boosting in Advertise

When you set up a rule to auto-boost your posts in Advertise, you'll have the option create a rule label that will automatically be applied to those posts when they're boosted. You can then use the rule label to track the performance of your boosted posts in Measure.

Note:

After you set up a rule, posts will be auto-boosted according to your rule parameters once the data for the rule is available in Measure and matches the conditions you have set for the rule.

1. In Advertise, select **Auto-boost** in the left-hand navigation sidebar, then click **Create New Rule** in the top-right corner of the Auto-boost menu.



2. In step 1 of the Auto-boost setup, name your rule. Select the channel that the rule should apply to and select the ad account to boost your posts from. As an optional step, you can apply a rule label to track your boosted posts for the purpose of reporting on them in Measure. The chosen label will be automatically applied to

every post boosted by the rule.

< Create new rule

Set up your auto-boost rule. Need help? Learn more in the [Help Center](#).

1 Auto-boost setup

Rule name

BW - Boost rule

🔗 Use rule labels to track and report on auto-boost performance. The labels will be applied to any posts boosted by the rule and the associated campaign, ad sets and ads. [Learn more](#)

Rule labels optional

🔗 Auto-boosted X

BW - Boost rule X

Add labels for this rule

Where should the rule apply?

Channel

🌐 MERLIN FALCON NAME


Ad account

👤 OUR VERY OWN AD ACCOUNT

CONTINUE

Auto-boost rule

BW - Boost rule

Channel  Merlin Falcon name

Ad account **Our very own ad account**

Rule labels

Auto-boosted + 1 more

Note:

You can apply an existing label as a rule label, though we recommend creating a new and unique label for every rule. If you would like to track the total performance of all rules, we recommend that you also add a second, "total" tracking label that is the same for all rules

you would like to track.


The screenshot shows the 'Create new rule' interface. At the top, there's a header with 'Ad' and '< Create new rule'. Below this is a sub-header: 'Set up your auto-boost rule. Need help? Learn more in the [Help Center](#).' The main content area is divided into two columns. The left column contains a vertical list of steps: 1. Auto-boost setup (active), 2. Conditions, 3. Budget, schedule and targeting, and 4. Notifications. The right column is titled 'Auto-boost rule'. The 'Auto-boost setup' step includes a 'Rule name' field with the placeholder 'Auto boost rule 1 name'. Below this is a tip: 'Use rule labels to track and report on auto-boost performance. The labels will be applied to any posts boosted by the rule and the associated campaign, ad sets and ads. [Learn more](#)'. Then, there's a 'Rule labels optional' section with a search bar containing 'auto-boosted-total' and 'auto-boost-rule-1'. Below this is a section titled 'Where should the rule apply?' with two dropdown menus: 'Channel' (set to 'CHOOSE CHANNEL') and 'Ad account' (set to 'CHOOSE AD ACCOUNT'). At the bottom of this section is a blue 'CONTINUE' button.

3. In step 2, choose a metric condition for your rule to auto-boost posts. You can select from **Engagement rate, Engagements, Reactions, Impressions,** or **Comments** and add a goal for the metric. Check the **Filter matching posts by labels** checkbox to further filter the matching posts based on what labels are/aren't applied to them (these labels are separate from your rule label). You can search for labels to add and customize your filter with either the **Labels include any of, Labels**

include all of, or **Labels do not include any of** options.

< Create new rule

Set up your auto-boost rule. Need help? Learn more in the [Help Center](#).

**Auto-boost setup**
BW - Boost rule, Labels: Auto-boosted, BW - Boost rule

2 Conditions

Auto-boost posts based on:

Metric

ENGAGEMENT RATE ▾ > 3 %

☒ Filter matching posts by labels

Only auto-boost posts if...


LABELS INCLUDE ANY OF ▾

This is a label × Another label ×

ⓘ Future posts and posts published less than 7 days before the rule is created or reactivated will be auto-boosted, if they match the conditions.

CONTINUE

Auto-boost rule

BW - Boost rule
Channel  Merlin Falcon name
Ad account **Our very own ad account**
Rule labels

Auto-boosted + 1 more

Conditions
Engagement rate > 3%
Post labels include any of

This is a label Another label

- In step 3, select an ad objective and specify your ad budget and duration (this will apply per single boosted post). For audience targeting, you can choose a **Saved**

Audience to view your ads, or **Target Manually**.

< Create new rule

Set up your auto-boost rule. Need help? Learn more in the [Help Center](#).

✓

Auto-boost setup

BW - Boost rule, Labels: Auto-boosted, BW - Boost rule

✓

Conditions

Engagement rate + Labels

3

Budget, schedule and targeting

You want to get more:

AWARENESS

 on your Facebook channel Merlin

ⓘ

 Some post types will not be boosted with this objective, but we don't know which.

How much do you want to spend?

USD

50

LIFETIME

 per ad

How long should posts be auto-boosted for?

Ad duration

3 DAYS

Who should see your ads?

USE SAVED AUDIENCE

TARGET MANUALLY

Q Search saved audiences...

☐ Test audience

☐ Saved audience 2

Auto-boost rule

BW - Boost rule

Channel

Merlin Falcon name

Ad account

Our very own ad account

Rule labels

Auto-boosted

 + 1 more

Conditions

Engagement rate > 3%

Labels include any of

This is a label

Another label

Budget, schedule and targeting

Objective

Awareness

Budget

USD 50 lifetime

Ad duration

3 days

Placements

Advantage+

- In step 4, select an approver for the auto-boosted post and/or enter the email addresses of any users who should be notified about auto-boost activity from the rule.

4

Approvals and notifications

Who can approve auto-boosts?

☐

Require approval before auto-boosting any post

Whenever a post satisfies the above conditions, an email will be sent to a chosen approver. The approver can review that post and decide to let it be auto-boosted or not.

Who should know about any auto-boost activity?

Send email notifications about successful and unsuccessful auto-boosts to:

Alanna Marwyn

Add people...

CREATE RULE

When you check the **Require approval before auto-boosting any post** checkbox, you will have the option to select an approver. Select an approver from the drop-down list or search for one. Only users that have access to the ad account and the channel will qualify to be approvers.

4

Approvals and notifications

Who can approve auto-boosts?

☒

Require approval before auto-boosting any post

Whenever a post satisfies the above conditions, an email will be sent to a chosen approver. The approver can review that post and decide to let it be auto-boosted or not.

ALANNA MARWYN

alanna

Alanna Marwyn

Alanna Marwyn

Vasil Karpachev

Add people...

Under **Who should know about any auto-boost activity?**, users you enter to receive notifications will receive email and in-app alerts about every successful and

every failed auto boost.

Who should know about any auto-boost activity?


Send email notifications about successful and unsuccessful auto-boosts to:

Alanna Marwyn × Add people...

Tip:


Approvers will receive an email notification to approve the post in Publish.

Approval request for auto-boost for Stamat's cat cafe Вх. поща x

 **Brandwatch** <noreply@brandwatch.com> Отписване

пн, 31.03, 13:17 (преди 23 часа) ☆ ☹ ↶ ⋮

Превод на български ×

 Brandwatch

You have an auto-boost to approve.

For Organisation: **Internal / Mingler.**

Hello **Atanas Kirchev**,

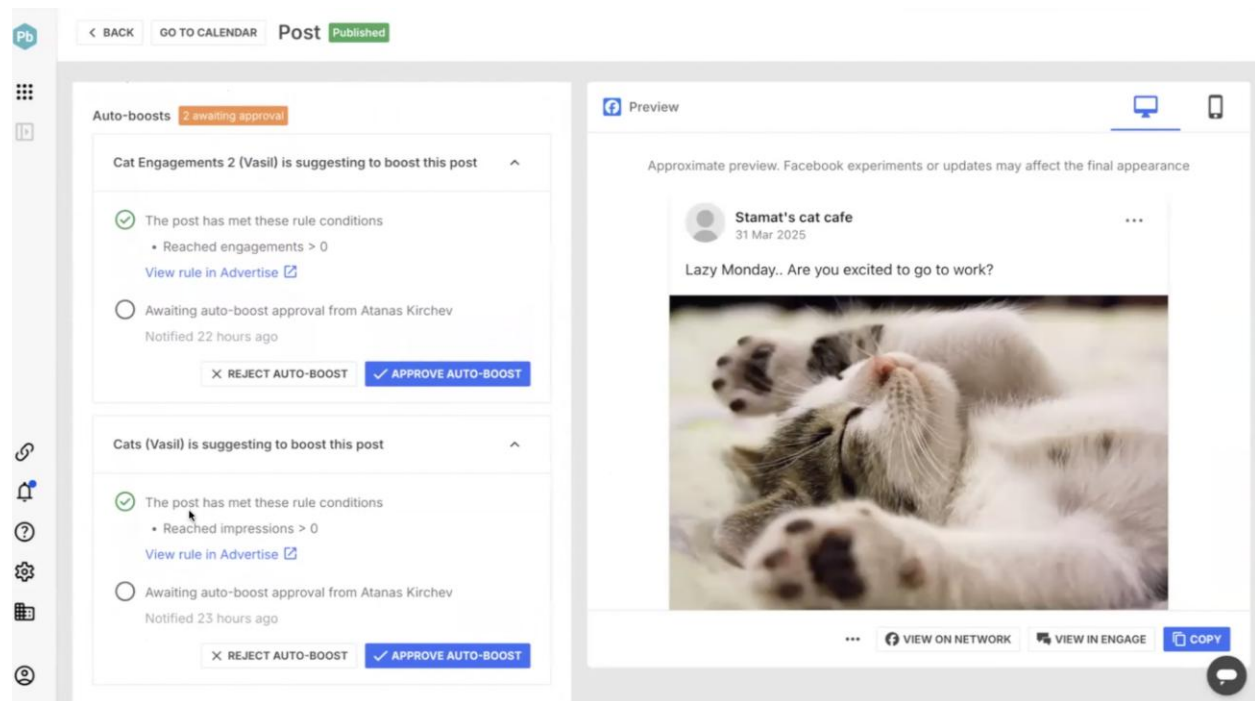
The Auto-boost rule **Cats (Vasil)** found a post that matches its conditions on the Facebook channel **Stamat's cat cafe**.

Approve the Auto-boost to create a promotion for the post or reject it if you believe it shouldn't be auto-boosted.

GO TO POST

In Publish, the user can approve the promotion of the post, or reject the promotion on the

post and leave an optional note about the reason for rejection.



- When you are satisfied with your auto-boost rule setup, click **Create Rule**. After saving, you will be returned to the Auto-boost menu and see a notification in the top-right corner of Advertise that your auto-boost rule was created successfully.

Warning:

You will not be able to edit your rule once saved, so please ensure that your setup is correct to your preferences before saving.

Tracking auto-boosted post activity in Advertise

From the Auto-boost menu in Advertise, select the **Filter** icon to see the statistics of all ads boosted by the rule.

Ads

EXPORT DATACREATE NEW AD

FILTERS (1)

Search by name...

LAST 2 MONTHS

AUTO-BOOST RULE

BW - Boost rule

CLEAR

Statistics

Open statistics graph

Reach Processing...	Processing...	CTR (%) Processing...	Spent Processing...
------------------------	---------------	--------------------------	------------------------

	STATUS	NAME	REACH	CTR (%)	SPENT	END DATE	ACTIONS
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	BW - Auto-boosted 1 BW - Auto campaign / Todor's ad set	-	-	-	Ongoing	...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	BW - Auto-boosted 2 BW - Auto campaign / Todor's ad set	-	-	-	Ongoing	...
<input type="checkbox"/>	<input checked="" type="checkbox"/> Active	BW - Auto-boosted 3 BW - Auto campaign / Todor's ad set	-	-	-	Ongoing	...

No more ads

On an individual auto-boost rule, click the **three dots icon** next a rule, then **View rule** to see and activity log of the rule.







boost with USD 1 daily for 1 day

View Rule

Filter By This

Delete Rule

boost with USD 2 da

DATE	POST	EVENT
4 Oct 2024 10:24	 It's been a busy day for our bees, they'll have so...	Post auto-boost successful
4 Oct 2024 8:54	 To bee, or not to bee	Post auto-boost successful
4 Oct 2024 3:09	 Did you stock your home with honey for the...	Post auto-boost successful
4 Oct 2024 3:09	 The bees did a good job this summer.	Post auto-boost successful
3 Oct 2024 8:05	 Today is a big day!	Post auto-boost successful
3 Oct 2024 5:57	 Bzzzz, buy some honey from the closest...	Post auto-boost successful

Auto-boost rule

Velina's engagements > 3

Channel **Medets**

Ad account **Advertise team USD**

Rule labels **engagements > 3 + 1 more**

Created by **Velina Zhivkova**

Conditions

Engagements > 3

Post labels do not include any of

do not boost

Budget, schedule and targeting

Objective **Awareness**

Budget **USD 1 daily**

Ad duration **1 day**

Placements **Advantage+**

Notifications **Velina Zhivkova**


Deleting auto-boost rules

At any time, you can click **Delete rule** within the three dots icon menu next to a rule to delete it entirely.

When you click to delete a rule, you will see a warning pop-up message.

Delete New shadow Rule :3?

×



Deleting a rule does not pause or delete ads created by it, and any associated labels will remain on posts.

This action cannot be undone, are you sure you want to delete this rule?

CANCEL

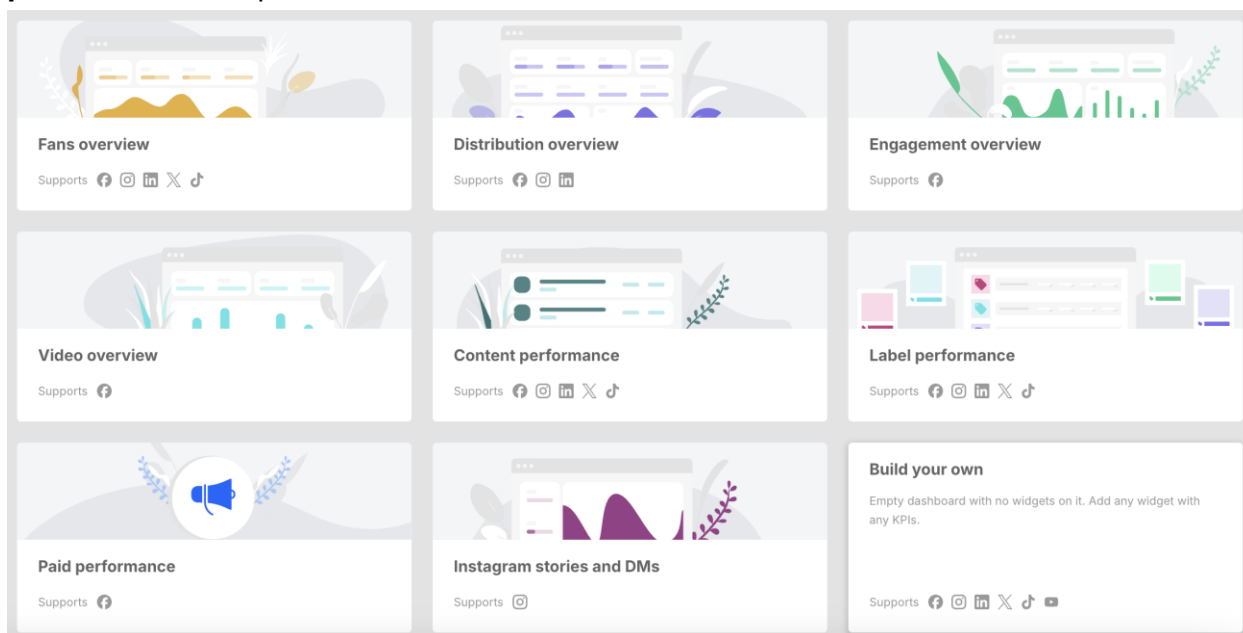
YES, DELETE RULE

Please be aware that deleting a rule does not pause or delete the ads associated with it, and any associated labels will remain on posts. Deleting a rule also does not delete or stop the campaign associated with it.

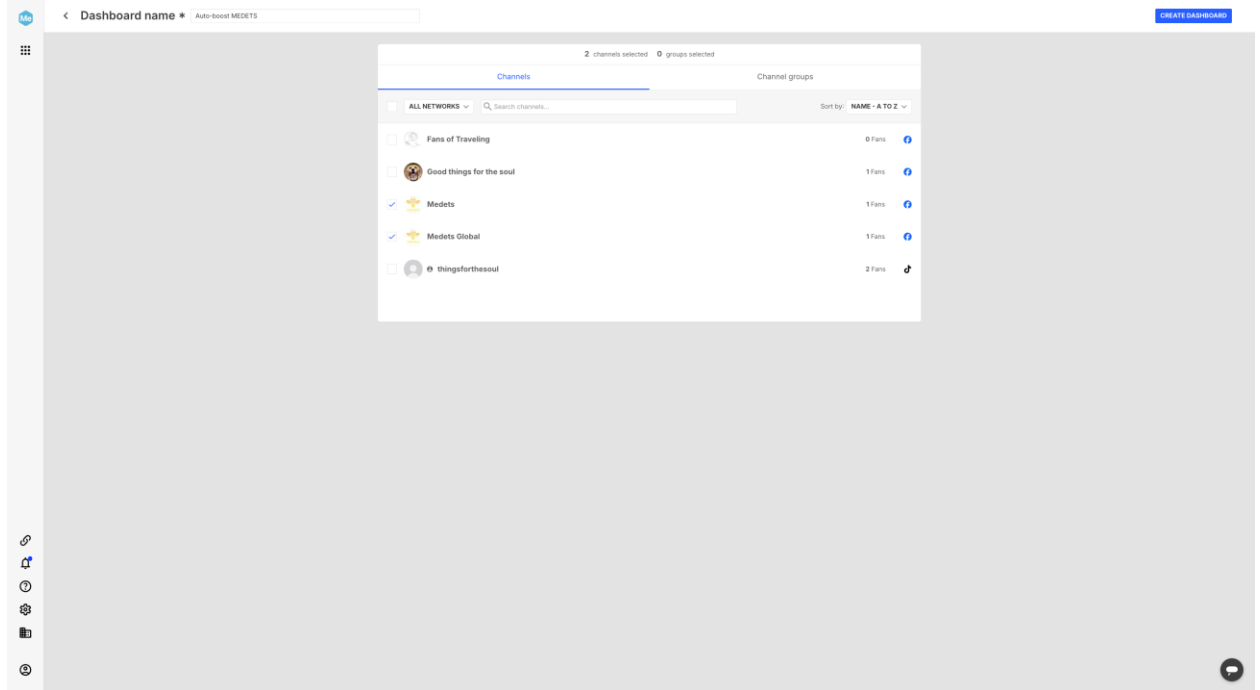
Tracking auto-boosted post performance in Measure

In Measure, you can track the performance of your auto-boosted posts in either a Content Performance or Label Performance dashboard. We recommend using the Label Performance dashboard template for a more straightforward experience in tracking multiple auto-boost labels.

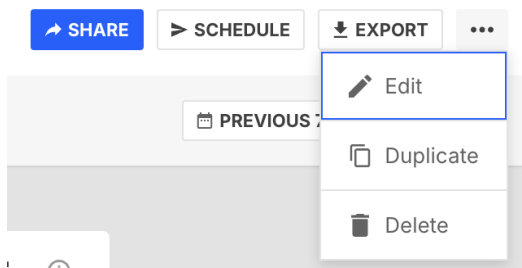
1. In Measure, click **Create Dashboard** in the top-right corner, then select the **Label performance** template.



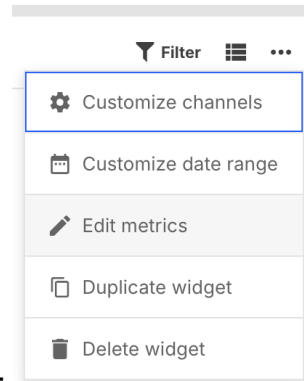
2. Name your dashboard and select your Facebook channels to include in the dashboard.



3. In the top-right corner of your dashboard, you can click the **Actions (three dots) icon > Edit** to edit your dashboard widgets if needed.



4. After clicking to edit your dashboard, click **Actions (three dots) > Edit metrics** in the top-right corner of a widget to customize your metrics. Select your desired metrics to include in the widget. Enter the name of your auto-boost rule when



naming your widget, and then click **Create widget**.

Select widget metrics < X

f in TOTAL AVERAGE PAID NON PAID

Likes x Comments x Shares x Reactions x Search for metrics

Engagements	ENGAGEMENTS
Distribution	<input checked="" type="checkbox"/> Likes f i X d
Video views	<input checked="" type="checkbox"/> Reactions f i in X d
Paid conversions	<input type="checkbox"/> Paid reactions f X
Cost	<input checked="" type="checkbox"/> Comments f i in X d
	<input type="checkbox"/> Paid comments f X
	<input checked="" type="checkbox"/> Shares f i in X d
	<input type="checkbox"/> Paid shares f X

Widget Name * CREATE WIDGET

Tip:

Use the **Label performance** widget to track the totals for each rule and all rules combined, if you've applied a total label to your rules.

Use the **Content performance** widget to track different auto-boosted posts' performance in a rule, multiple rules, or all rules.

5. In edit mode on your dashboard, click the **Filter** icon on your widget and select **Labels**. Enter the name of your auto-boost rule label in the label search box.

You can choose to contain or exclude specific labels using the dropdown options. Click **Save changes**, and your widget will update with your desired performance metrics for your labeled auto-boosted posts. Please take care to save your Measure dashboard as well.

Tip:

For a Label performance widget, we recommend filtering by **Label > Containing any of > Select all** of the unique labels applied to auto-boost rules, plus the one label applied to all rules (for a total), if applicable. We recommend updating the filter after adding new rules or removing unnecessary ones.

For a Content performance widget, we recommend **filtering a single rule by its unique label**. For multiple rules, **filter by their unique labels**. For all rules, we recommend **filtering by the "total" label** you applied to all rules to track total auto-boost performance.

Auto-boost rule name here

Filter

Labels

Type

Promotion

Visibility

Ad Account

Ad Meta Platform

Placement






No data available for the specified period and channels selected

Update your filters



Get more relevant insights using these filters to narrow down your data.

Content label

Show or hide posts containing certain labels.     

CONTAINING ANY OF

Auto-boost rule label

EXCLUDING ANY OF

Search label's name

+ ADD NEW FILTER

CANCEL

SAVE CHANGES

Auto-boost MEDETS

SHARE SCHEDULE EXPORT

CHANNELS

Performance for all rules + total

4 Filters

# LABELS ON POSTS	POSTS WITH LABEL	IMPRESSIONS	REACH AVG.	ENGAGEMENTS	ENGAGEMENT RATE (REACH)
Posts without label	3 (75%)	334	108.33	2	0.62%
Auto-boosted total	17	4115	712.21	112	0.81%
Auto-boost rule-1	3	338	82.00	11	3.25%
Auto-boost rule-2	11	567	300.11	50	0.30%
Auto-boost rule-3	4	2314	330.10	51	0.26%

Performance for "auto-boost-rule-1"

1 Filter

DATE	POSTS	REACTIONS	IMPRESSIONS	REACH AVG.	ENGAGEMENTS	ENGAGEMENT RATE (REACH)	VIDEO VIEWS
10 Sep 10:02	<div>Give us honey, honey!</div>	2	4	3	9	3.25%	-
10 Sep 10:02	<div>test old approval flow - ask for changes</div>	0	226	224	0	0%	-
9 Sep 17:32	<div>Runny and yummy honey for your tea. C...</div>	0	107	100	2	0%	-

FAQs and troubleshooting

I have a user who would like to create a rule but does not have access to the respective ad account.

If, during rule creation, a user selects a channel and no ad accounts appear in the drop-down menu, they might not have sufficient access to at least one ad account linked to that channel.

To resolve this issue, we recommend:

- Ensuring that the user has Advertiser access to the required ad account in Social Media Management. (In your Social Media Management **Settings > Ad accounts**, click on the ad account and make sure the user is assigned an **Advertiser** role).
- Ensure that the necessary ad account is connected/reconnected to Social Media Management by a user who has the appropriate native access to both the channel and the ad account. (In your Social Media Management **Settings > Ad accounts**, click **Connect Ad Accounts**). It is important that the person connecting/reconnecting the ad account in Social Media Management also has native access to the corresponding channel.

The above troubleshooting also applies if the user sees some ad accounts in the dropdown but not the one they need. Once the above two conditions are met, the ad account should appear in the dropdown.