

# SEM Coaching 62

# Facebook Ad Optimization



# Introduction

- It is important that you know how to optimize your Facebook Ads
- Simply because when it comes to paid advertising, you will not always be able to create winning ad campaigns all the time
- The key is in knowing when to quit and when to scale in a timely manner
- Fortunately, there are traditional paid advertising strategies that can be applied to Facebook marketing
- We discuss specific Facebook ad optimization strategies during this lesson



# Getting Started



# Getting Started

- For FB ad optimization, ALWAYS optimize at the AD SET level, and NOT at the CAMPAIGN level
- There are typically TWO scenarios in FB ad optimization that you need to deal with:
  - Scenario #1: No Conversion
  - Scenario #2: At Least ONE Conversion
- You should develop your own set of criteria for each of the above scenarios and optimize your ads based on the same set of criteria ALL THE TIME



# Scenario #1 – No Conversion

- Accrue at least 100 clicks in TOTAL for the Ad Set
- If you do not generate a CONVERSION after 100 clicks, PAUSE your Ad Set
- The truth is that even if you converted one lead per 100 clicks (total per Ad Set), the COST PER LEAD may be too costly to continue running the Ad Set profitably




# Scenario #2 – At Least ONE Conversion

- Note: You can execute the following steps when the Ad Set has accrued at least ONE conversion, but the MORE conversions you generate for the Ad Set, the more effective the optimization
- Configure the RESPONDER DEMOGRAPHIC Report:
  - Level: Ad Set
  - Breakdown: Age and Gender
  - Customize Columns
  - Customize Date Range
  - SAVE REPORT







# Facebook Ads Manager > Reports



**Ads Manager**

Account

ClickEvents.com.sg Pte...


 Create an Ad


 Campaigns


 **Reports**


Old Reports


Old Scheduled Reports


 Audience Insights


 Settings

 Billing

 Conversion Tracking

 Power Editor

 Account History

 Audiences

## Facebook Ads Reporting

CURRENT REPORT

Responder Demographics (edited)

Save Report

Schedule

Share

Export

REPORT SETTINGS

Level: Ad Set

Customize Columns

Breakdown: Age and Gender

Add Filters

Start Date	End Date	Account	Ad Set Name	Age	
<div> Change Your Filters or Date Range to View Results </div> <div> There isn't any data that matches your search or filters. Update your filters or selected date range to find the data you need for your report. </div>					



# Customize Columns

Customize Columns

All

Performance

Engagement

Videos

**Website Conversions**

Apps

Events

Clicks

Settings

Select All Columns

WEBSITE CONVERSIONS: ACTIONS

☒ **Website Conversion**  
The number of conversions that happened on your website as a result of your ad.

☐ **Checkouts (Conversion)**  
The number of times a checkout was completed on your website as a result of your ad.

☐ **Registrations (Conversion)**  
The number of times a registration was completed on your website as a result of your ad.

☐ **Leads (Conversion)**  
The number of new leads you acquired on your website as a result of your ad.

☐ **Key Web Page Views (Conversion)**  
The number of times a key page was viewed on your website as a result of your ad.

☐ **Adds To Cart (Conversion)**  
The number of times something was added to a shopping cart on your website as a result of your ad.

19 COLUMNS SELECTED

Account

Age

Gender

Website Conversion

Cost per Website Conver...

Amount Spent

Reach

Frequency

Impressions

Clicks

Unique Clicks

THE ATTRIBUTION WINDOW IS SET TO:

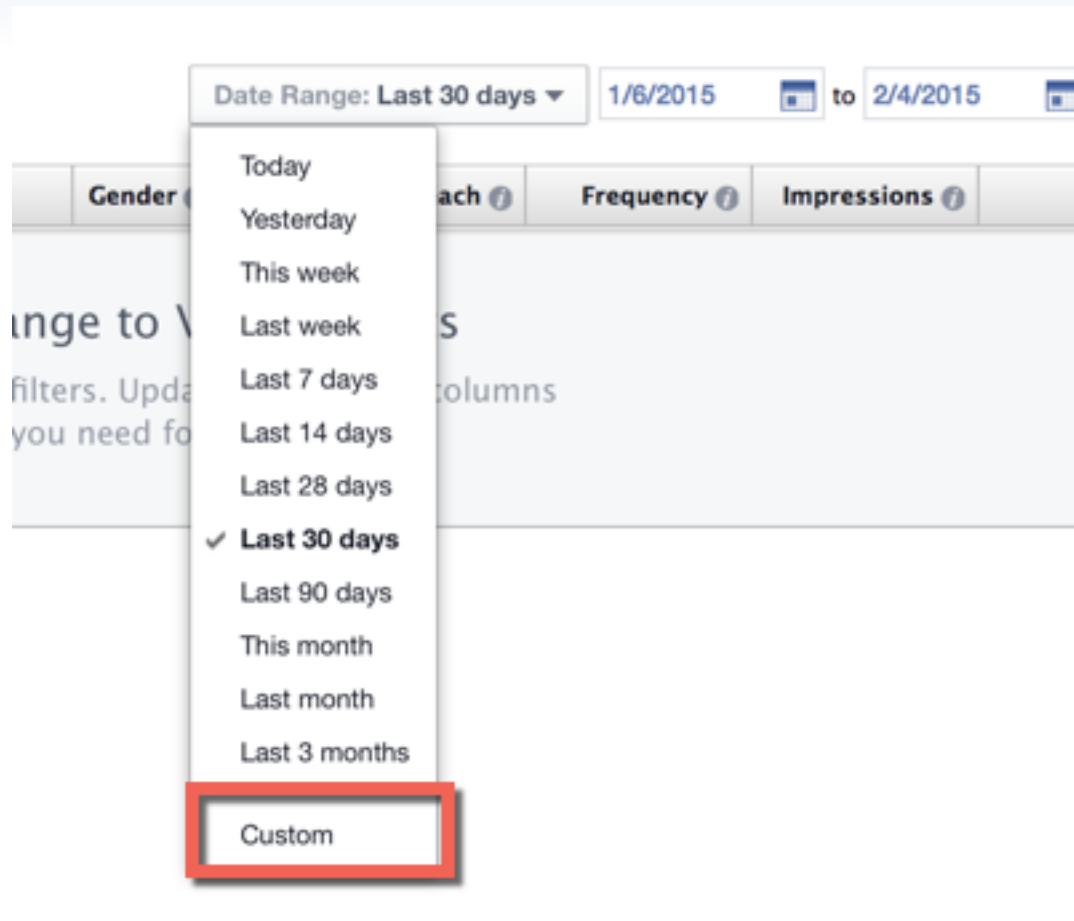
- 1 day after viewing ad
- 28 days after clicking on ad

Change Attribution Window

Cancel

Apply

## Customize Date Range



# Scenario #2 – At Least ONE Conversion

- Select: Add Filter > Ad Set Name Contains > 'Your Ad Set Name'

**Facebook Ads Reporting**

CURRENT REPORT

Responder Demographics (CUSTOM) (edited) ▼ Save Report Schedule Share Export

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REPORT SETTINGS

Level: Ad Set ▼ Customize Columns Breakdown: Age and Gender ▼ **Add Filters**

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Actions ▼ **Ad Set name** ▼ contains ▼ **Penang-PerDev** x + Add Filter

	End Date	Account	Ad Set Name	Age	Gender	Clicks
01-2	2015-04-2	--	--	--	--	31,4

# Scenario #2 – At Least ONE Conversion

- Identify the Age Group & Gender responsible for the conversions
- Revise The Age Group & Gender of the Ad Set accordingly  
e.g. NEW Age Group: 35-54 and NEW Gender: Male

Ad Set Name ⓘ	Age ⓘ	Gender ⓘ	Clicks ⓘ	Website Actions ⓘ
--	--	--	<b>250</b> Total	<b>5</b> Total
Penang-PerDev	35-44	male	48	2
Penang-PerDev	45-54	male	26	2
Penang-PerDev	25-34	female	62	1
Penang-PerDev	35-44	female	40	0

# Scenario #2 – At Least ONE Conversion

- Once you have optimized based on Age & Gender, the next step is to monitor the Cost Per Conversion over a LIFETIME PERIOD
- Compare ACTUAL Cost Per Conversion for EACH Ad Set with TARGET Cost Per Conversion
- PAUSE ALL Ad Sets where:
  - ZERO Conversions for the LAST 3 DAYS AND
  - ACTUAL > TARGET CPC



## Scenario #2 – At Least ONE Conversion

- NEXT, monitor the Cost Per Conversion over a 7 DAY PERIOD
- Compare ACTUAL Cost Per Conversion for EACH Ad Set with TARGET Cost Per Conversion
- PAUSE ALL Ad Sets where:
  - ZERO Conversions for the LAST 3 DAYS AND
  - ACTUAL > TARGET CPC
- Monitor LIFETIME & 7 DAY Cost Per Conversion for EACH Ad Set on a WEEKLY BASIS!



# Facebook Ad Optimization





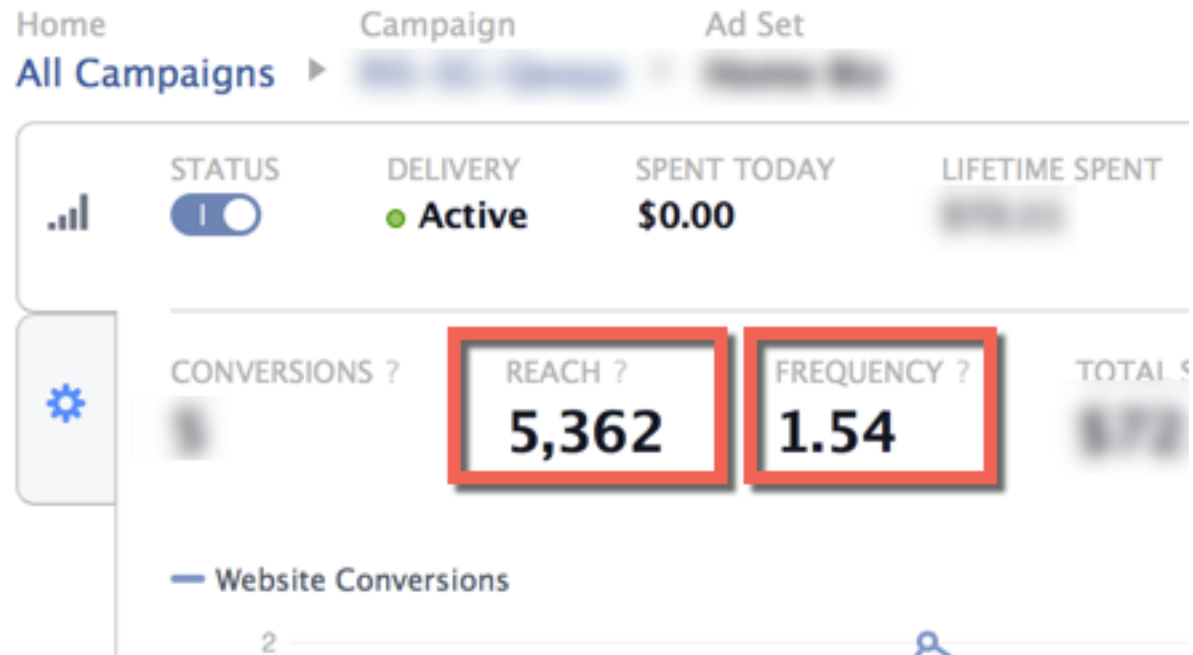
# Introduction

- All ads will suffer from ad fatigue at some point in time – depending largely on the audience reach
- The smaller the reach, the quicker ad fatigue sets in
- If you wish to target the same audience with the same offer, you need to create completely NEW ad creatives:
  - New THEME for the ad
  - New Headline & Description
  - New Image
- However, the offer can remain the same.
- Alternatively, you can explore using past winning ads with new target audiences



# Reach & Frequency

- Ad fatigue will set in once FREQUENCY is above 1.0
- The smaller the REACH the quicker the FREQUENCY will be above 1.0



# Ad Click-Through Rate

- Monitor the CTR (click-through rate) of the ad
- A falling CTR is a potential sign of ad fatigue



## Performance

Actions Clicks **CTR** Impressions Relevance Score



# Multiple Ads

- If you are running multiple ads in an Ad Set, consider pausing the ad that is performing relatively poorer
- Note: Facebook will automatically send traffic to the more effective ad(s), but you can also manually pause the weaker ad(s)

Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Relevance Score ?
	2015-04-18 10	● Active	4 Conversions	\$12.52 Per Conversion	4,720	1.26	261	4.401%	8/10
	2015-04-18 9	● Active	1 Conversion	\$22.04 Per Conversion	2,061	1.12	90	3.898%	8/10

# Summary

- When optimizing ads, focus on ensuring the ad delivers **CONVERSIONS** at or below your target cost
- If the ad is still delivering **CONVERSIONS** at or below your target cost, continue to run the ad. **DO NOT** pause the ad as long as the ad is generating conversions
- If running multiple ads, consider pausing the weaker ad(s).  
Factors to consider:
  - Total Conversion
  - Conversion Cost
  - Click-Through Rate
  - Relevance Score



# Questions?

