

# Data Analytics in Business

## Week 11 – Marketing Analytics

### Frederic Bien

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### L3.1: Conversion Rate Optimization A/B Testing and Funnel Analysis



## Learning Objectives

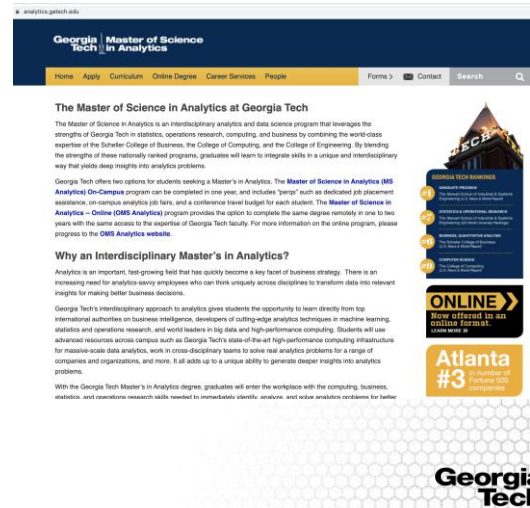
**At the end of this lesson, you should be able to:**

- Explain Website and App Optimization
- Explain Conversion Rate Optimization
- Explain Funnel Analysis
- Explain A/B Testing in Web Design



# Websites and Applications

- Website = hub for online presence
  - Product/service sales
  - Lead generation
  - Sustain brand awareness
- Apps on mobile devices
  - Increased functionality
  - Focused engagement



# Conversion Rate Optimization (CRO)

- What are some optimization goals?
  - Increase traffic
  - Enhance engagement
  - Increase new leads
  - Grow sales
  - Improve conversion
    - To Leads
    - To Sales



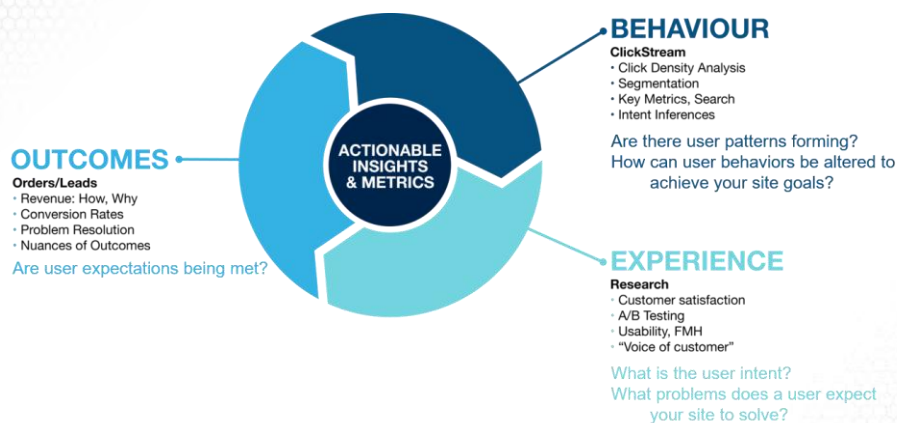
# Common Site Analytics Considerations

1. Traffic source
2. Audience characteristics
3. Audience behaviors / user path
4. Conversion analysis
5. Mobile metrics



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## Web Analytics



Kaushik, A. (2006, August 10). Trinity: A Mindset & Strategic Approach. Retrieved September 24, 2018, from <https://www.kaushik.net/avinash/trinity-a-mindset-strategic-approach/>

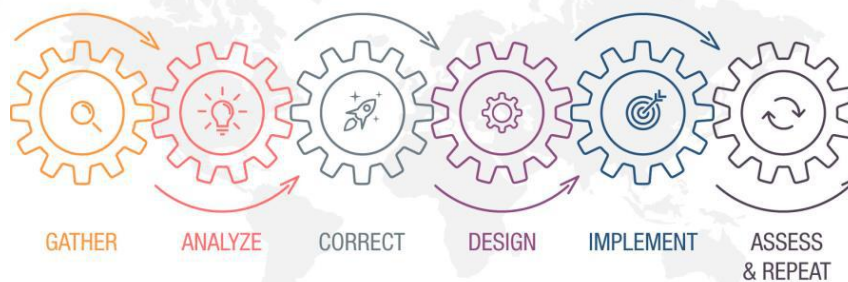
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# Data Visualization

1. Graphs
2. Charts
3. Heat Maps
4. Word clouds

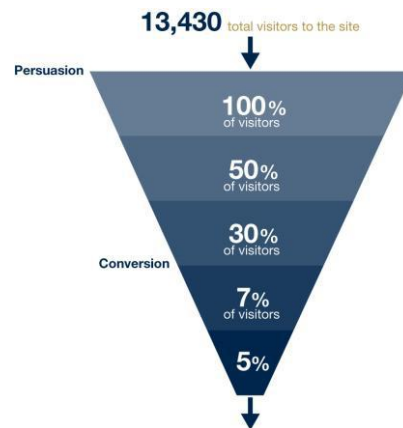


# CRO Process Steps



## Example: Sales Funnel Analysis

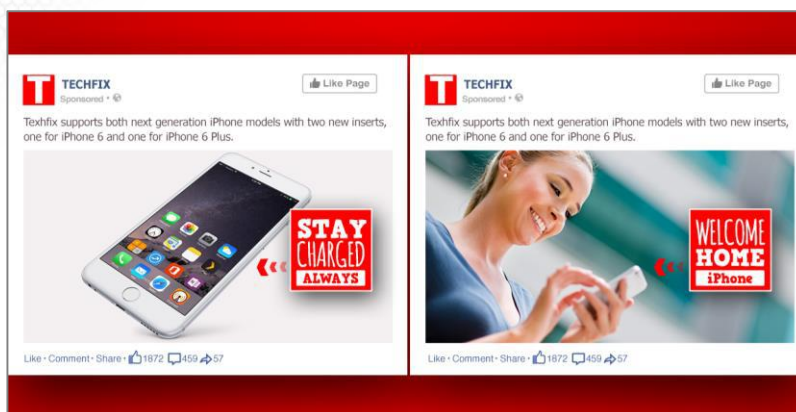
- Step 1: Perform a search for available dates for hotels in the area
- Step 2: Check prices and amenities for available hotels
- Step 3: Select a hotel and begin checkout process
- Step 4: Enter personal and payment details; confirm booking (convert)



Stokes, R. (2018). *E:Marketing: The Essential Guide to Marketing in the Digital World*(6th ed.). Retrieved September 15, 2018, from <https://www.redandyellow.co.za/textbook/> (pg. 563)



## Display Ads

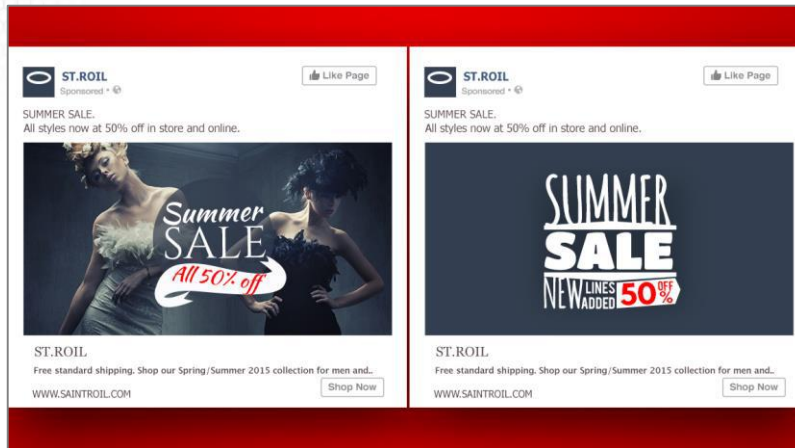


Parsons, J. (2016, June 26). Should You Optimize for Clicks or Conversions on Facebook? Retrieved September 24, 2018, from <https://boostlikes.com/blog/2016/06/optimize-clicks-conversions-facebook>





# Display Ads



St-Roil-example-of-Facebook-ad-design-Image-1A. (n.d.). Retrieved September 24, 2018, from <https://straightfiremarketing.com/blog/getting-facebook-ads-work/st-roil-example-of-facebook-ad-design-image-1a/>



# Search Ads

- For paid search ads, you can test one or more of the following four things:
  - The headline
  - The body text
  - The link
  - Ad extensions

[Kohls Black Friday Sale](#)  
[Kohls.com/BlackFriday](#)

Don't Miss out on top Black Friday Deals. Plus Get an Extra 15%

[Kohls Cyber Monday Sale](#)  
[Kohls.com/CyberMonday](#)

Don't Miss out on top Cyber Monday Deals. Plus Get an Extra 15%

[Kohls® Official Sale](#)  
[Kohls.com/BlackFriday](#)

Get an Extra 15% with Your Black Friday purchase.

[Kohls® Cyber Monday Sale](#)  
[Kohls.com/CyberMonday](#)

Shop our Cyber Monday Sales Special Deals on 11/28!



# Organic Social Media



C. (n.d.). Ikea ab testing social media. Retrieved September 24, 2018, from <https://blog.bannersnack.com/social-media-posts/ikea-ab-testing-social-media/>  
 C. (n.d.). Ikea social media ab testing. Retrieved September 24, 2018, from <https://blog.bannersnack.com/social-media-posts/ikea-social-media-ab-testing/>



# Landing Pages

- **Heading:** Different headings can make your visitors behave differently.
- **Copy:** Style, tone, layout and length of copy can all be tested, as well as things like the font size.
- **Call to Action:** Different Calls to Action could increase actions.
- **Color:** Test the colors of buttons – green and orange are two common choices to try.
- **Images:** Different images can have an impact on conversions.
- **Offer:** Don't forget, you can also test different types of offers on a landing page or word the same offer differently.



# Landing Pages

Version A



Version B



Gardner, J. (2017, March 24). 12 Surprising A/B Test Results to Stop You Making Assumptions. Retrieved September 24, 2018, from <https://unbounce.com/a-b-testing/shocking-results/>



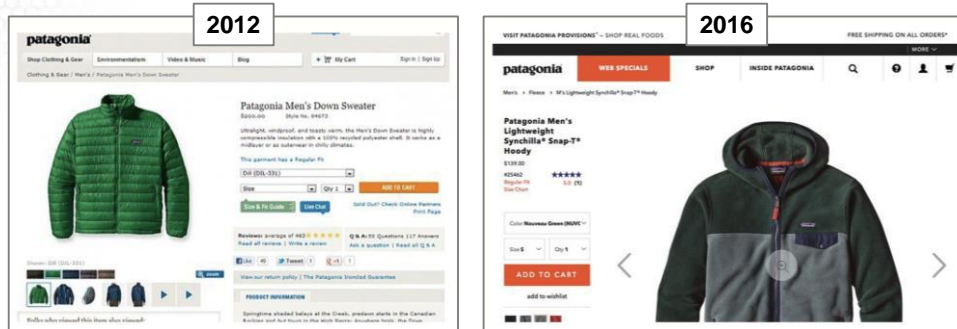
## E-Commerce

- **Images:** Images of different sizes, or entirely different image content, could make a big difference.
- **Call to Action:** “Add to cart” or “Buy now” may affect shopper behavior.
- **Shipping information:** Test to see whether displaying shipping costs before actual checkout affects the volume of customers starting the checkout process, as well as its effect on completing the purchase.
- **Credibility information:** Do ‘secure shopping’ badges affect conversion rate?





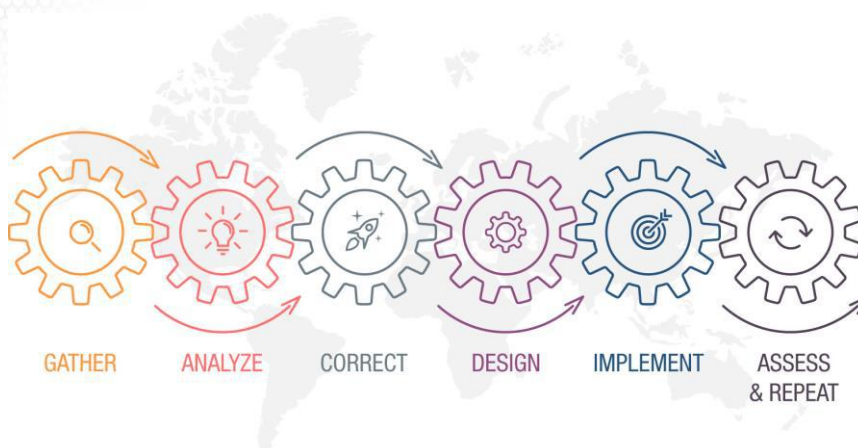
# E-Commerce



Labay, B. (2017, August 22). 16 Ecommerce A/B Test Ideas Backed by UX Research. Retrieved September 24, 2018, from <https://conversionxl.com/blog/16-e-commerce-ab-test-ideas/>



# CRO Process Steps

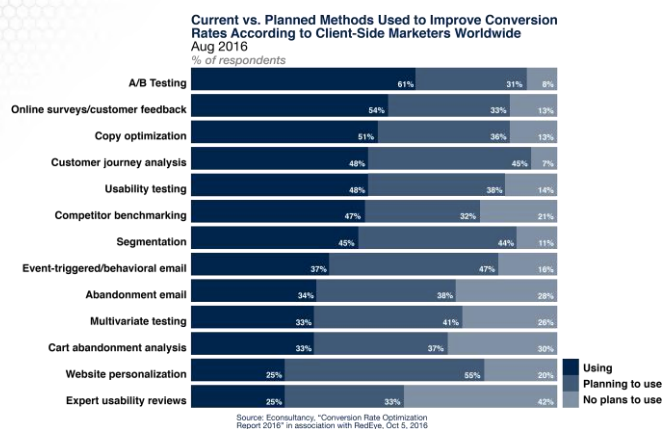


# Data Analysis Considerations

1. Gather data
2. Mine your data
3. Come up with hypotheses
4. Validate hypotheses
5. Take decisions and Act!
6. Monitor and watch the time
7. Universal analytics (Track users)

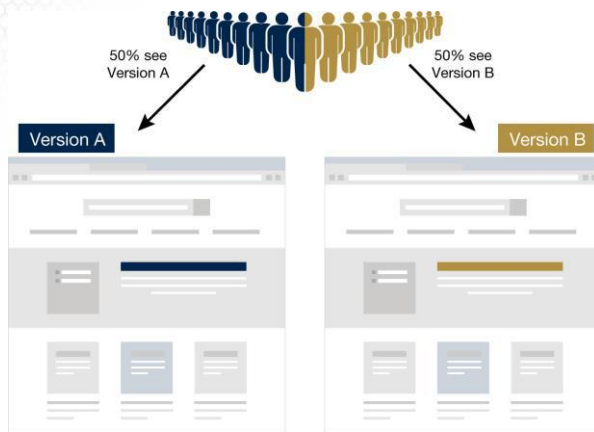


# Marketers' Methods for Improving Conversion



Current vs. Planned Methods Used to Improve Conversion Rates According to Client-Side Marketers Worldwide, Aug 2016 (% of respondents). (2016, October 19). Retrieved September 24, 2018, from <https://www.emarketer.com/Chart/Current-vs-Planned-Methods-Used-Improve-Conversion-Rates-According-Client-Side-Marketers-Worldwide-Aug-2016-of-respondents/199002>

## A/B (aka Split Test)



## Multivariate Testing



# CRO Platform



Optimizely: The World's Leading Experimentation Platform. (n.d.). Retrieved September 24, 2018, from <https://www.optimizely.com/>

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# A/B Testing Platform



All-in-One A/B Testing and Conversion Optimization Platform™ | VWO. (n.d.). Retrieved September 24, 2018, from <https://vwo.com/>

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# Summary

1. Website and App Optimization
2. Conversion Rate Optimization
3. Funnel Analysis
4. A/B Testing in Web Design



# Data Analytics in Business

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L3.2: Introduction to Google Analytics





# Learning Objectives

**At the end of this lesson, you should be able to:**

- Have a brief overview of Google Analytics
- Understand the reasons for using Google Analytics
- Understand the basic structure of Google Analytics
- Create a customized report on Google Analytics

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# What is Google Analytics

**Google Analytics is a web analytics tool that:**

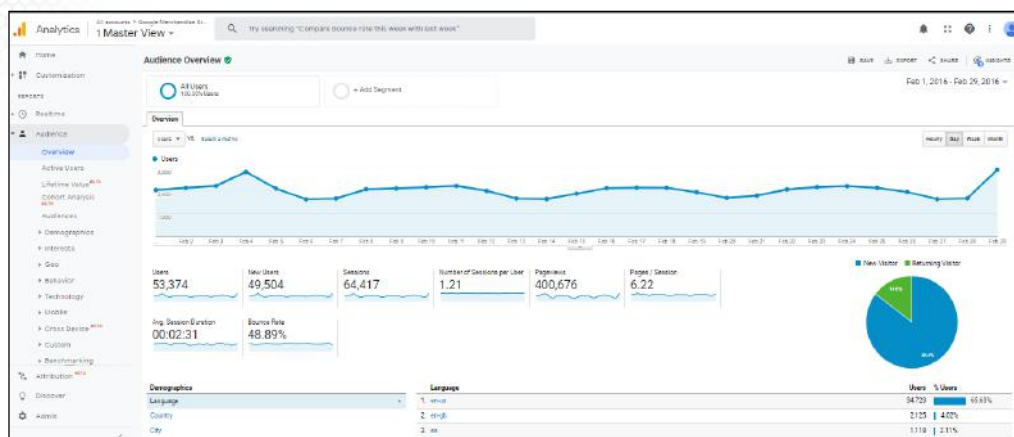
- Allows us to track a vast range of data concerning your site performance, traffic, and even user behavior
- It is a free tool for small businesses (or \$150k/year)
- The manner in which Google Analytics provides these metrics is mostly automated



Google Analytics

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# Google Analytics Dashboard



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# Register for Google Analytics

## Steps to set up a Google Account:

- Go to <https://analytics.google.com> and register using your Google account

Start analyzing your site's traffic in 3 steps

- 1 Sign up for Google Analytics**  
All we need is some basic info about what site you'd like to monitor.
- 2 Add tracking code**  
You'll get a tracking code to paste onto your pages so Google knows when your site is visited.
- 3 Learn about your audience**  
In a few hours you'll be able to start seeing data about your site.

Start using Google Analytics

**Sign up**

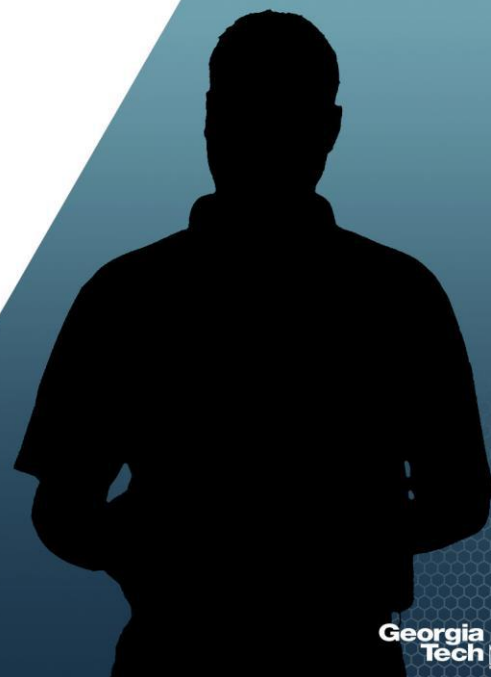
Sign up now, it's easy and free!  
Still have questions? [Help Center](#)

- After registering, click on the button labelled 'Get Tracking ID'. This will give you the simple JavaScript code that you must then install on each page of your site that you intend to track.

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# Why Use Google Analytics

- **Automated Collection of Data** – Once we put the tracking code in our website, the collection of data takes place without any manual intervention.
- **Easy Integration with Other Tools and Platforms** – Google Analytics can be easily linked with other tools such as Google Ads and Google Tag Manager.



# Why Use Google Analytics

- **Customized Reports** – We can pick the dimensions and metrics and decide how the reports should be displayed.
- **Ability to Measure Internal Site Search** - Reveals what potential customers are looking for after arriving on your website. Can highlight bottlenecks/ Growth Opportunities.
- **To Understand**, for instance, why huge web traffic may not result in many sales conversions.



# Why Use Google Analytics

- **To Understand Characteristics of our Audience** – We can learn important information about our users that can help target our customers better
- **It is Free!!!** The needs of small and medium enterprises can be met by standard Google Analytics.
- **Google Analytics 360** is the paid version for large companies, (see next slides).



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# Why Use Google Analytics

- **Easy Integration with Other Tools and Platforms**
- Google Analytics can be easily linked with other tools such as Google Ads (or Adwords and Adsense) and Google Tag Manager.



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## Why Use Google Analytics

- **It is Free!!!** The needs of small and medium enterprises can be met by standard Google Analytics.
- **Google Analytics 360** is the paid version of Google Analytics. GA 360 is meant for large companies that need dedicated support.
- **Compare features:**  
<https://www.blastam.com/google-analytics-360-standard-comparison>



## Standard GA vs Google Analytics 360

- GA 360 guarantees data freshness of up to 4 hours whereas Standard GA has no such guarantee (data freshness can be as long as 24 hours).
- Unlike GA 360, we cannot rely on Standard GA for large amount of data processing.
- We get more unsampled data in GA 360 than the Standard GA.
- Access to raw data is possible only in GA 360.
- GA standard allows up to 10 million hits per month. GA 360 goes up to 500 million hits per month for first tier pricing, and in general up to 20 billion hits per month.



# Standard GA vs Google Analytics 360

Data Processing & Limits	Google Analytics Standard	Google Analytics 360
Query Time Processing	✖	✓
Data Volume Capacity	Up to 10 million hits** per month	Up to 20 billion hits** per month (0.5 billion for first pricing tier)
Data Export and Tracking API	✓	✓
Max Data Rows	50,000 rows	3,000,000 rows per export
Google Drive Integration	✖	✓
Unsampled Reporting	✖	✓
BigQuery Integration for Clickstream Data	✖	✓
Custom Dimensions and Metrics	20 of each	200 of each
Views per Web Property	Max 200 per property	Max 400 per property
Maximum Rows in Data Exports	50,000	3,000,000
Cross Property Rollup Reporting	Not available	✓
Contract & Service Guarantees	✖	✓
Real-Time Data	✓	✓
Data Freshness	24+ hours	Less than an hour – Max 4 hours
Data Ownership	You own your data (but limited)	You own your data
Service Level Agreements	Google Analytics Standard	Google Analytics 360
Freshness S.L.A.	✖	99.0% (4 hours or less)
Collection S.L.A.	✖	99.9%

Compare features:

<https://www.blastam.com/google-analytics-360-standard-comparison>



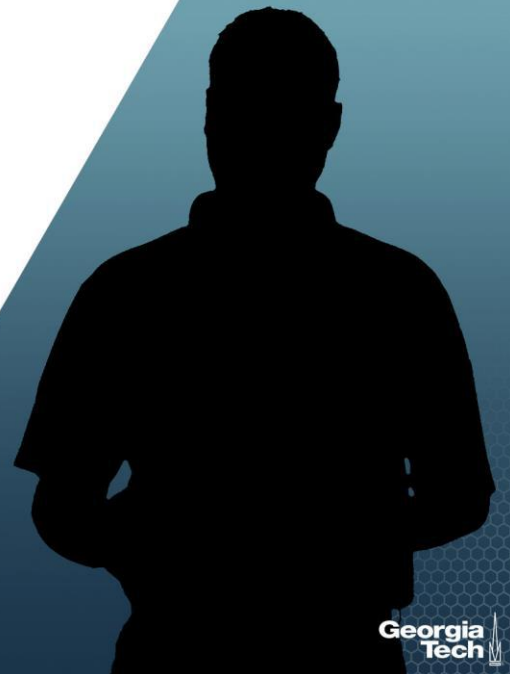
## Inserting the Tracking Code

The Tracking Code looks something like this:

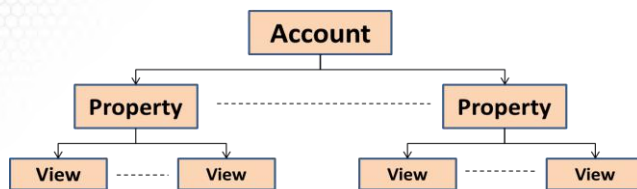
```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-148720864-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'UA-148720864-1');
</script>
```

- For websites built in HTML, add the code before the page content on every page you want to track
- You only need to add the tag to every page template



# Hierarchy in Google Analytics

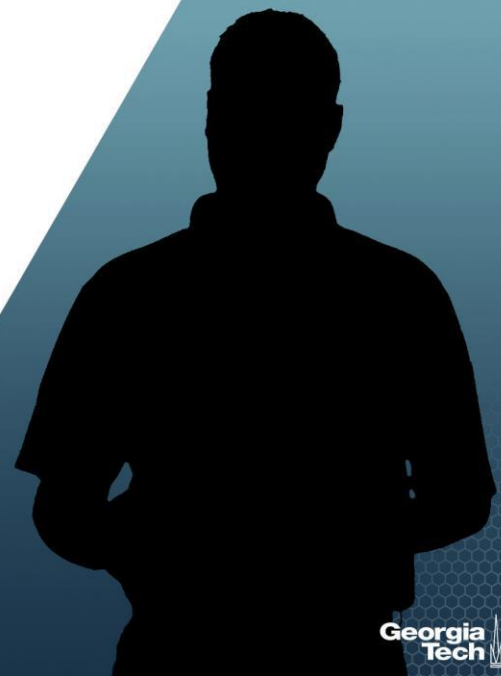
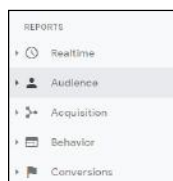


- **Accounts** –allows to manage and organize how data is gathered from various websites.
- **Properties** – Every property uses a unique tracking ID that can be found inside the piece of JavaScript website tracking code. You can have multiple properties on one account.
- **Views** –determine how the data is represented. In a View, we can customize using specific and capture information on performance.



## Types of Reports in GA

- **Real-Time Reports** – lets us look at live user behavior on our website including information like where the users are coming from and if they are converting.
- **Audience Reports** – Show us the characteristic of our users like age and gender, where they are from, whether they are new or returning etc.



# Types of Reports in GA

- **Acquisition Reports** – Shows us which channels such as marketing campaign or ad campaign brought users to our website
- **Behavior Reports** – Shows us how people engaged with our website, including which pages they viewed, their landing and exit pages
- **Conversion Reports** – Allows us to track website goals based on our business objectives



## Dimensions and Metrics

Landing Page	Sessions	Avg. Session Duration	Bounce Rate	Users	Pages / Session
Dimension	Metric				
1. /home	9,914 (55.86%)	00:02:59	44.91%	8,755 (54.42%)	4.36
2. /google+redesign/shop+by+brand/youtube	1,140 (6.43%)	00:01:21	59.74%	1,691 (6.78%)	2.53
3. /google+redesign/apparel/mens/mens++shirts	1,048 (5.90%)	00:03:05	39.98%	1,602 (6.21%)	4.89
4. /store.html	632 (3.56%)	00:02:47	40.19%	572 (3.56%)	4.38
5. /google+redesign/apparel	529 (2.98%)	00:03:50	35.35%	480 (2.98%)	4.75
6. /google+redesign/accessories/stickers+and+deals/home	267 (1.50%)	00:02:01	47.19%	240 (1.53%)	3.70
7. /google+redesign/bags	264 (1.49%)	00:02:34	50.75%	249 (1.55%)	3.93
8. /basket.html	241 (1.36%)	00:04:32	34.85%	226 (1.40%)	6.28
9. /signin.html	192 (1.08%)	00:04:52	31.25%	174 (1.08%)	5.70

- Dimension is a descriptive attribute/characteristic of visitors to our website.
- Metric is a used to measure one of the characteristics of a dimension.



## Common Dimensions

1. **Browser** – Which browser was used to access the website.
2. **Landing Page** – The first page in user's session.
3. **Campaign** – The campaign via which the user was directed to the website.
4. **Exit page** - Last page visited by the user before the session ends.



## Common Metrics

1. **Users** – Total number of unique visitors to the website
2. **Bounce Rate** - It is the number of single-page sessions (bounces) divided by the total number of sessions. It shows the proportion of visitors who did not interact with the website.
3. **Sessions** - Google Analytics records a session every single time someone visits the website. A session starts right away when someone loads a page and ends after 30 minutes of inactivity.



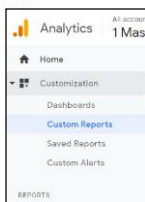
## Common Metrics (cont.)

4. **Average Session Duration** - tells you how long, on average, visitors are staying on your website. It's the total duration of all sessions (in seconds) divided by your total number of sessions.
5. **Percentage of New Sessions** - simply the total percentage of first-time sessions on your website in a given time period.
6. **Pages per sessions** - dividing the total number of pageviews by the total number of sessions. It is good indicator of overall user engagement.
7. **Pageviews** - any view of a page that is being tracked by Google Analytics.

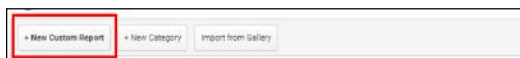


## Creating a Custom Report

**Step 1** : Select 'Customization' on the left panel and then select 'Reports' from the dropdown menu.



**Step 2** : Click on '+New Custom Report'





## Creating a Custom Report (cont.)

**Step 3 :** Enter the fields as required for the report.

**Step 4 :** Select in which views the report should appear.

**Step 5 :** Click 'Save'.

## Learning Google Analytics

- Google Analytics can be learnt from 'Google Analytics Academy' at the following link: <https://analytics.google.com/analytics/academy/>

- Highly recommended to complete 'Google Analytics for Beginners'.

## Summary

1. Google Analytics is a web analytics tool that allows us to track a vast range of data concerning your site performance, traffic, and even user behavior,
2. Google Analytics helps us in automated collection of data, create customized reports and understand the audience characteristics.
3. Dimensions and metrics are used to find the characteristics of the visitors.
4. Please complete the module 'Google Analytics for Beginners' at the following link:

<https://analytics.google.com/analytics/academy/>



## Data Analytics in Business

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L3.3: Social Media  
Insights & Ads



# Learning Objectives

**At the end of this lesson, you should be able to:**

- Understand the different types of pages in Facebook
- Read an Insights Report for Facebook Pages



# Facebook Pages & Ads

Users can organize their content in different types of pages.

## **Types of Pages in Facebook:**

- Personal profiles (private, for friends or public)
- Group pages (secret, closed or public)
- "Pages" for brands or causes or fans (public)



# Facebook Pages & Ads

Users see content in different formats in Facebook.

**Content Posts are displayed:**

- Newsfeeds of users (organic)
- Pages of brands, causes or FB groups
- Sponsored posts
- Side ads



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## Facebook Pages and their Insights

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# Most Popular Pages on Facebook



As of July 2019...

Rank	Account name	Followers (millions)	Profession	Country
1	Facebook	214	Social media	USA
2	Samsung	160	Products and services	KOR
3	Cristiano Ronaldo	122	Footballer	POR
4	Real Madrid C.F.	110	Football club	ESP
5	Coca-Cola	107	Product and services	USA
6	FC Barcelona	103	Football club	ESP
7	Shakira	101	Musician	COL
8	Vin Diesel	97	Actor	USA
9	Tasty	97	Internet media	USA
10	Lionel Messi (Leo Messi)	90	Footballer	ARG
11	Eminem	87	Musician	USA
12	Mr. Bean	83	Public figure	UK
13	YouTube	83	Product and services	USA
14	McDonald's	79	Product and services	USA
15	Rihanna	79	Musician	BAR
16	Will Smith	77	Actor	USA
17	Justin Bieber	76	Musician	CAN
18	China Daily	75	Newspaper	CHN
19	Manchester United	73	Football club	UK
20	Harry Potter	72	Fictional Character	UK
21	Michael Jackson	72	Musician	USA
22	Taylor Swift	71	Musician	USA
23	Bob Marley	70	Musician	JAM
24	Katy Perry	67	Musician	USA
25	Beyoncé	61	Musician	USA

As of July 1, 2019

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# Most Popular Pages of Brands

Facebook Pages Stats			Total Fans
1	 Samsung Global		49 511 799
2	 Red Bull Global		48 772 349
3	 Wish Global		37 903 842
4	 Starbucks Global		36 876 062
5	 Walmart UNITED STATES		34 334 192
6	 Nike Global		33 158 672
7	 Amazon.com Global		29 281 467
8	 Monster Energy Global		26 051 988
9	 Subway UNITED STATES		24 548 260
10	 Sony Mobile Global		24 470 283

Numbers from  
[www.SocialBakers.com](http://www.SocialBakers.com)

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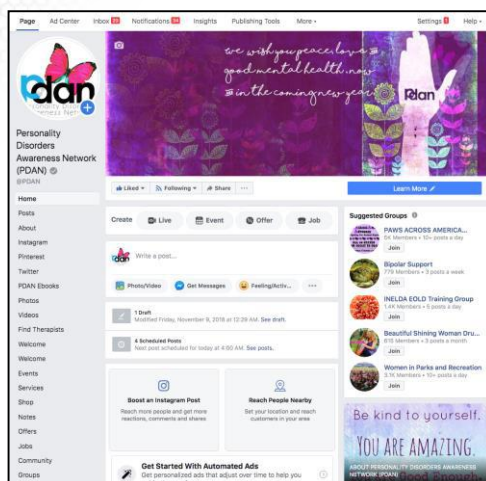
# Most Popular Pages about Society

Facebook Pages Stats

		Total Fans
1	Barack Obama UNITED STATES	54 751 413
2	Narendra Modi INDIA	44 387 424
3	Donald J. Trump UNITED STATES	24 457 588
4	NASA - National Aeronautics and Space Administration UNITED STATES	21 794 432
5	Queen Rania JORDAN	17 028 173
6	I Support Narendra Modi INDIA	16 091 570
7	Bharatiya Janata Party (BJP) INDIA	15 943 414
8	Amit Shah INDIA	14 598 364
9	PMO India INDIA	13 768 550
10	TED GLOBAL	13 460 726

US numbers from  
[www.SocialBakers.com](http://www.SocialBakers.com)

# Example of a Popular Facebook Page



# Insights Report: Posts

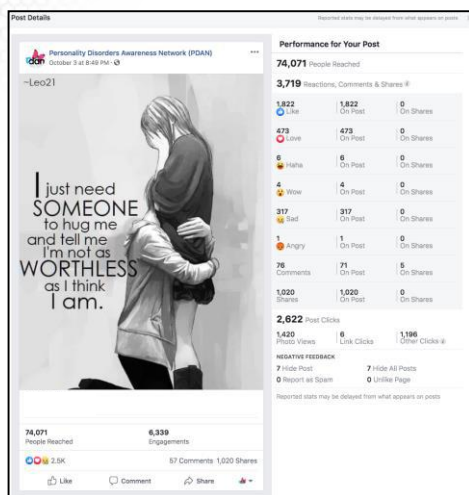
Page Ad Center Inbox Notifications Insights Publishing Tools More Settings Help

Manage All Your Posts in Creator Studio  
Creator Studio lets you manage content from all your Pages in one place.

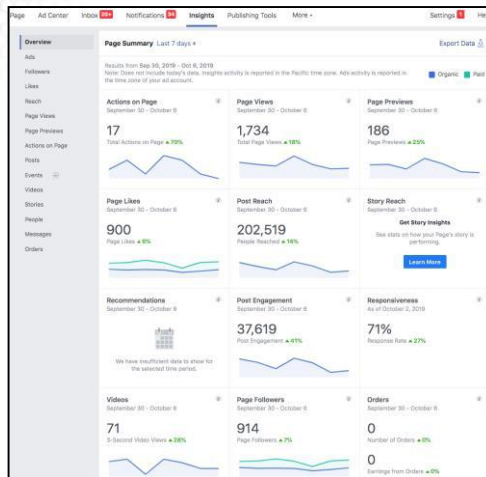
Published Posts

Posts	Reach	Clicks/Actions	Published
Please fill in the blank: A strong person that I am inspired by is _____ because...	4.6K	103	Oct 1, 2019 at 8:31 PM Fox Johnson
From a follower: Does anyone put their partner down constantly, always...	13.9K	603	Oct 1, 2019 at 4:03 PM Laila Subramani
From a follower: Does anyone put their partner down constantly, always...	9.6K	609	Oct 1, 2019 at 9:00 PM Laila Subramani
Obsessive Compulsive Personality Disorder Treatment	5.7K	111	Oct 6, 2019 at 5:38 PM Tasha Taylor
Have you been bullied at work? An abusive boss, a manipulative coworker...	16.6K	668	Oct 6, 2019 at 1:59 PM Tasha Taylor
How often does someone say or do something that hurts your feelings?	10.1K	344	Oct 6, 2019 at 11:00 AM Janice Webb
From a follower: No, just wondering if anyone can give me some guidance...	6.9K	131	Oct 6, 2019 at 11:53 AM Janice Webb
From a follower: No, just wondering if anyone can give me some guidance...	9.6K	476	Oct 6, 2019 at 8:00 AM Laila Subramani
New insights into Borderline personality disorder, leading to new...	21.2K	1.9K	Oct 6, 2019 at 2:29 AM Daphne Louise Davidson
Personality Disorders Awareness Network (PDAN) shared a post...	74.9K	6.7K	Oct 3, 2019 at 9:49 PM Ramon Thompson
Complete this sentence: When I see someone that I care about in distress...	16.6K	763	Oct 3, 2019 at 5:58 PM Fox Johnson
From a follower: So I get home & text my partner "having not spoken but ent...	21.7K	2K	Oct 3, 2019 at 2:00 PM Laila Subramani
Personality Disorders Awareness Network (PDAN) shared a photo...	24.3K	822	Oct 3, 2019 at 10:28 AM Tasha Taylor
From a follower: No I have had post whatever people want to call it these...	8.7K	618	Oct 3, 2019 at 8:00 AM Laila Subramani

# Insight Reports: Post Details

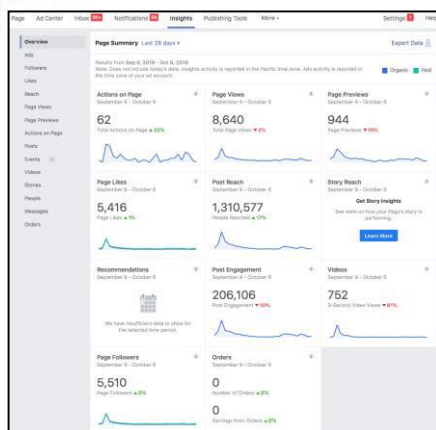


# Insight Reports: Page Summary - Past Week



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# Insight Reports: Page Summary – Past 4 Weeks



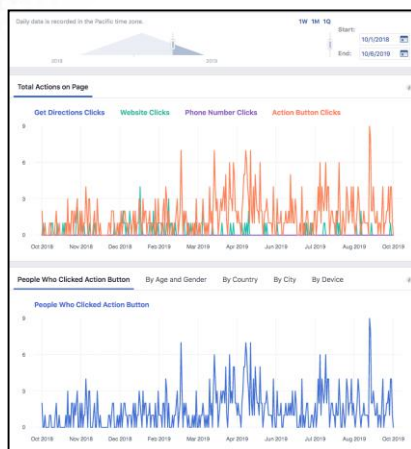
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# Insight Reports: Post Reach – Over Time Period



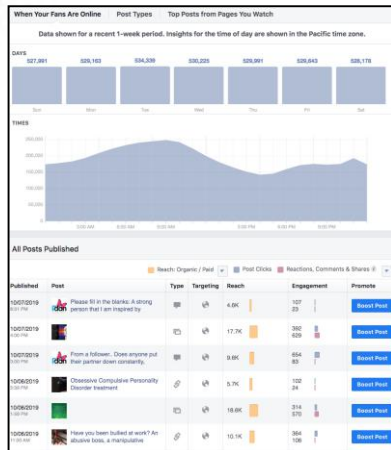
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# Insight Reports: Social Actions – Over Time Period

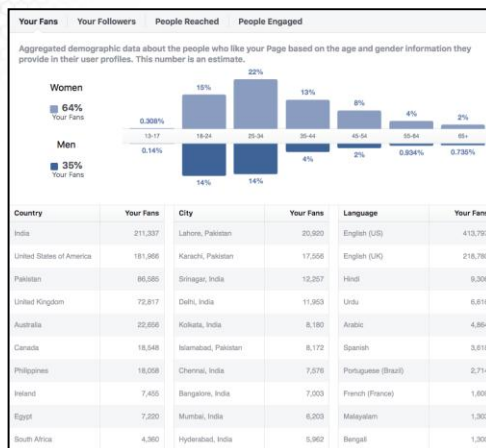


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# Insight Reports: Posts Activity – Daily & Hourly



# Insight Reports: Fans of a Page

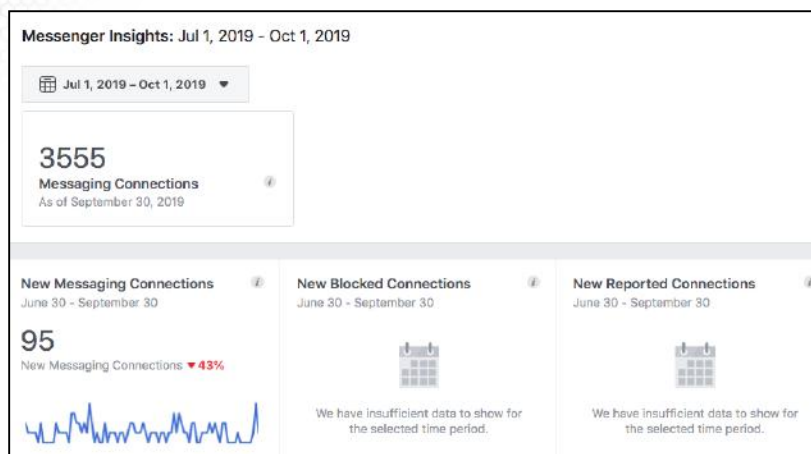


# Insight Reports: People Engaged with Content



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# Insight Reports: Messages to a Page



(This is a new FB report)

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# Insight Reports: Downloading Data

**Export Insights Data**

Select a data type, file format and date range. You can export up to 500 posts at a time.

**Data Type**

- ☒ **Page data**  
Key Page metrics for engagement, like sources and audience details.
- ☐ **Post data**  
Key post metrics for reach, impressions and feedback.
- ☐ **Video data**  
Key video metrics including views, unique views, paid views and organic views.

**File Format**

Excel (.xls) ▾

**Date Range**

September 11, 2019 - October 8, 2019 ▾

**Layout**

All Page Data ▾

[Facebook Page Terms](#)

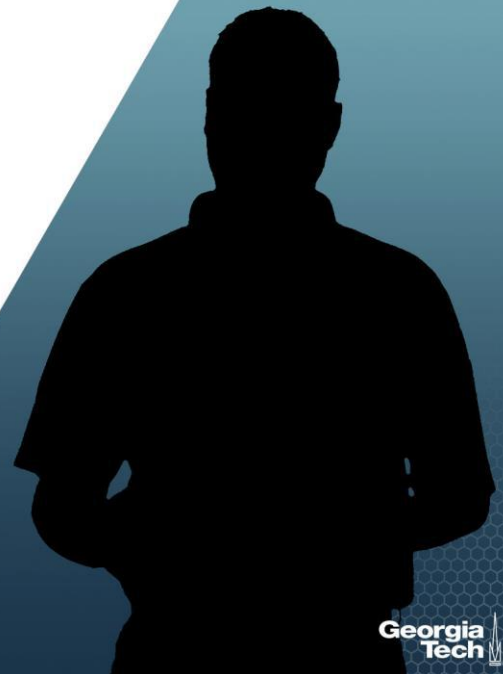
Cancel Export Data



## Summary

- We discussed the different types of pages in Facebook
- We read an Insights Report for Facebook Page

Next, we'll discuss Advertising in Facebook



# Data Analytics in Business

## Week 11 - Marketing Analytics

**Frederic Bien**

*Lecturer, Data Analytics*

Scheller College of Business, GeorgiaTech

### L3.4: Advertisers in Social Media



## Learning Objectives

**At the end of this lesson, you should be able to:**

- Recognize various types of ads in social media
- Change your settings for advertisers targeting you in social media



# Facebook Newsfeed and Advertisers in Your Feed

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## Facebook Pages & Ads

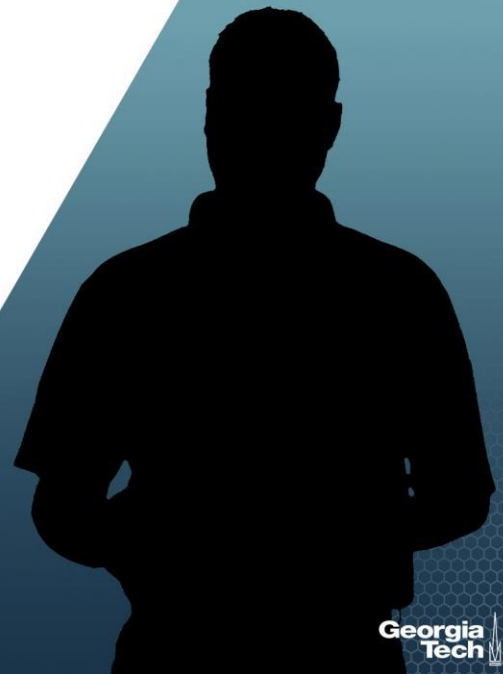
Content in social media flows in different types of pages

### **Types of Pages in Facebook:**

- Personal profiles (private, for friends or public)
- Group pages (secret, closed or public)
- “Pages” for brands or causes or fans (public)

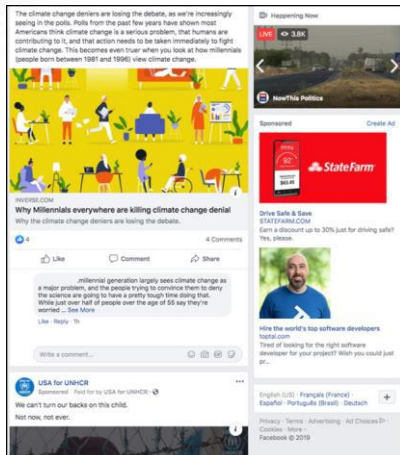
### **Content Posts are displayed in:**

- Newsfeeds of users (organic)
- Distinct pages (as above)
- Sponsored posts in feed
- Side ads



# Advertising Format: in Facebook Newsfeed

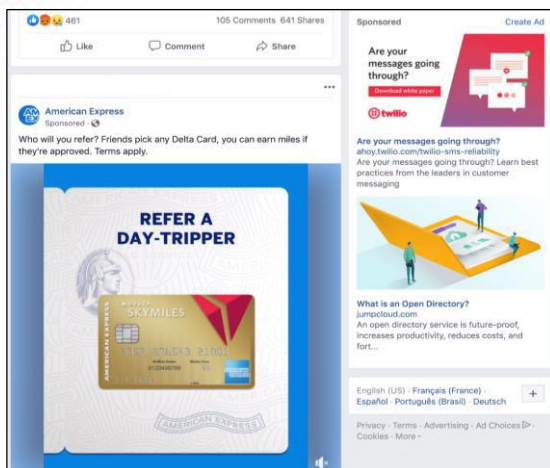
Sponsored posts vs Sponsored right side ads



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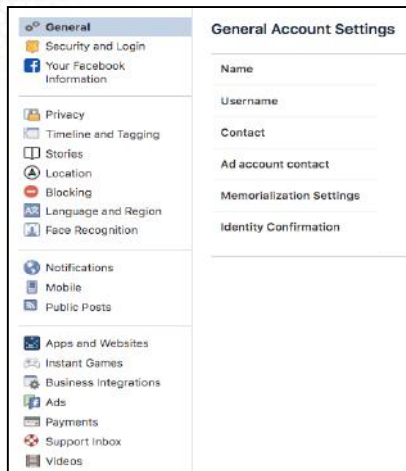
# Advertising Format: in Facebook Newsfeed

Sponsored posts vs Sponsored right side ads

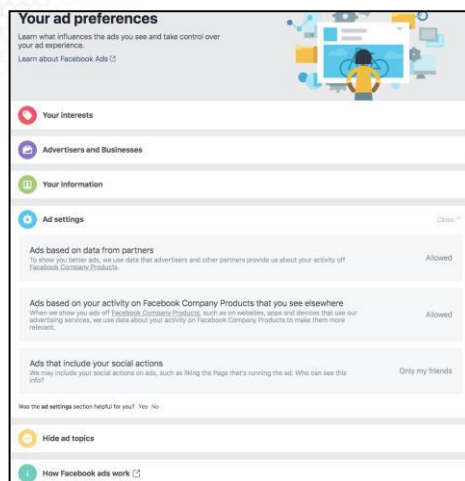


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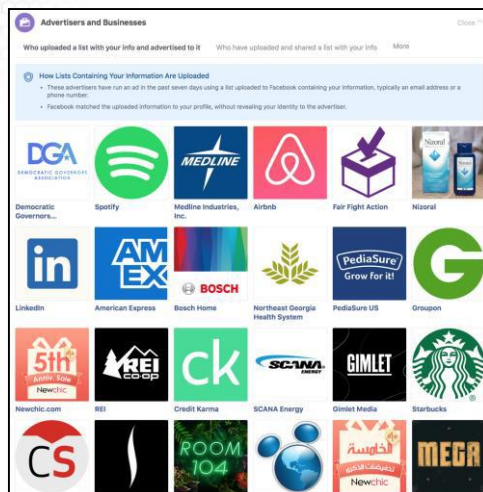
# Ads in Facebook: Personal Account Settings



# Ads in Facebook: Personal Account Settings

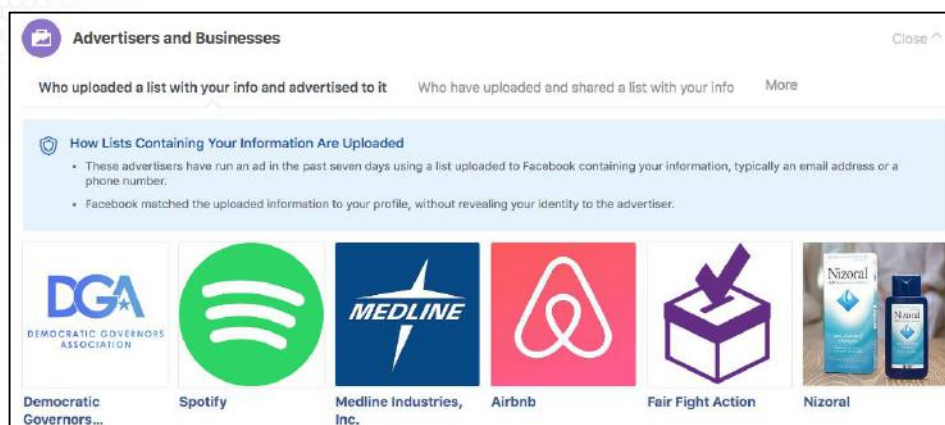


# Ads in Facebook: Ads That Targeted Me



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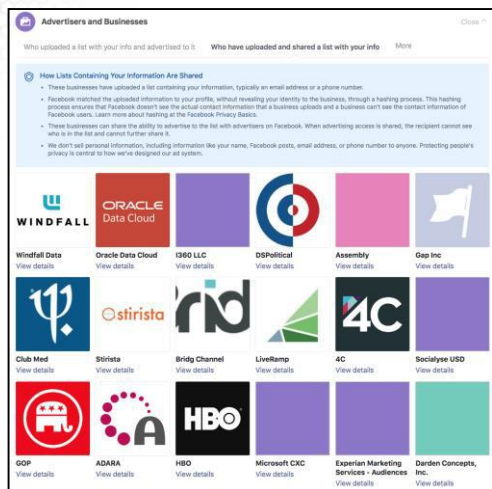
# Ads in Facebook: Ads That Targeted Me



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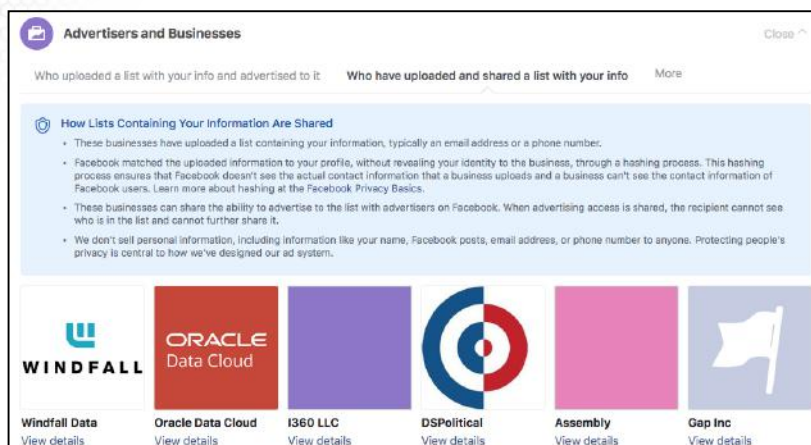


# Ads in Facebook: Ads That Could Target Me



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# Ads in Facebook: Ads That Could Target Me



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## Summary

- Recognize various types of ads in social media
- Change your settings for advertisers targeting you in social media

Next we'll discuss how to place ads in social media



## Data Analytics in Business

### Week 11 - Marketing Analytics

**Frederic Bien**

*Lecturer, Data Analytics*

Scheller College of Business, GeorgiaTech

L3.5: Ad Campaigns in  
Social Media



# Learning Objectives

**At the end of this lesson, you should be able to:**

- Place ads in Facebook on your own
- Target your ads onto various demos
- Organize your ads in campaigns



## Facebook Advertising

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# Business Interface of Facebook for Advertisers

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Page Likes
PDAM Main - Like Sept 2015	Active	Using ad set b...	485 Page Likes	9,114	12,336	\$0.07 Per Page Like	\$34.14	Ongoing	485
www.pdam.org/hot - Website Clicks	Not Delivering	Using ad set b...	— Link Click	—	—	— Per Link Click	\$0.00	Mar 20, 2016	—
Website Clicks FB800	Not Delivering	Using ad set b...	— Link Click	—	—	— Per Link Click	\$0.00	Sep 23, 2016	—
Bullying Awareness Advertising Campaign Oct. 2013	Not Delivering	Using ad set b...	— Ad Set inactive	—	—	—	\$0.00	Nov 9, 2013	—
PDAM Brand awareness campaign, Summer 2013	Not Delivering	Using ad set b...	— Ad Set inactive	—	—	—	\$0.00	Ongoing	—
PDAM Book Promotion: "Hey, That Kid Got Issues"	Not Delivering	Using ad set b...	— Ad Set inactive	—	—	—	\$0.00	Jun 9, 2013	—
Initial Brand Awareness Campaign	Not Delivering	Using ad set b...	— Ad Set inactive	—	—	—	\$0.00	Ongoing	—
www.pdam.org/hot - Website Clicks	Inactive	Using ad set b...	— Link Click	—	—	— Per Link Click	\$0.00	Ongoing	—
www.pdam.org/hot/hot - Website Clicks	Inactive	Using ad set b...	— Link Click	—	—	— Per Link Click	\$0.00	Jan 9, 2016	—
www.pdam.org/webinars - Website Clicks	Inactive	Using ad set b...	— Link Click	—	—	— Per Link Click	\$0.00	Ongoing	—
PDAM MAIN 9/15 - Page Likes	Inactive	Using ad set b...	— Page Like	—	—	— Per Page Like	\$0.00	Sep 8, 2016	—
Holidays Campaign 2013	Inactive	Using ad set b...	—	—	—	—	\$0.00	Ongoing	—
Post: "Please help participate in an online study that..."	Completed	Using ad set b...	— Post Engagement	—	—	— Per Post Engagem...	\$0.00	Jun 3, 2017	—
Post: "Where are you from?"	Completed	Using ad set b...	— Post Engagement	—	—	— Per Post Engagem...	\$0.00	Mar 3, 2017	—
Post: "People affected by Narcissistic Personality..."	Completed	Using ad set b...	— Post Engagement	—	—	— Per Post Engagem...	\$0.00	Jan 23, 2017	—
Post: "We would like to take this opportunity, midday..."	Completed	Using ad set b...	— Post Engagement	—	—	— Per Post Engagem...	\$0.00	Jan 2, 2017	—
> Results from 40 campaigns			—	9,114 People	12,336 Total	—	\$34.14 Total Spent		485 Total

## From Ad Campaigns to Ad Sets

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
India, China, Japan, Korea, Vietnam - 18+	Active Initial learning complete	Lowest cost Page Likes	\$1.67 Daily		391 Page Likes	5,396	7,361	\$0.03 Per Page L...	\$12.40	Ongoing	Sep 14, 20
Page Likes US, UK, AU, CA, IR, NZ - 18+	Active Initial learning complete	Lowest cost Page Likes	\$3.00 Daily		94 Page Likes	3,718	4,975	\$0.23 Per Page L...	\$21.74	Ongoing	Sep 12, 20
> Results from 2 ad sets				—	485 Page Likes	9,129 People	12,356 Total	\$0.07 Per Page Like	\$34.17 Total Spent		

# From Ad Sets to Individual Ads

Search  Filters  Add filters to narrow the data you are seeing. This month: Oct 1, 2010 - Oct 31, 2010

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

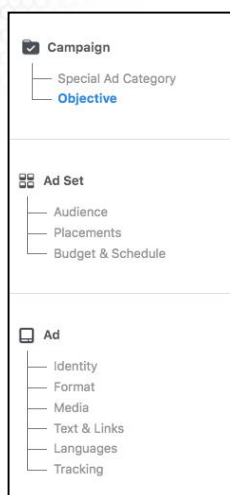
Create Duplicate Edit Preview Rules

You can now use quality ranking, engagement rate ranking and conversion rate ranking together to understand how relevant your ads were to audiences reached. These ad relevance diagnostics will replace relevance score.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Reach	Impressions	Cost per Result	Quality Ranking
Personality Disorders Awareness Network (PDA...	Active Initial learning complete	Page Likes US, UK, AU, CA...	Lowest cost Page Likes	\$3.00 Daily	3,718	4,975	\$0.23 Per Page Like	Above average
Personality Disorders Awareness Network (PDA...	Active Initial learning complete	India, China, Japan, Korea, ...	Lowest cost Page Likes	\$1.67 Daily	391	5,396	\$0.03 Per Page Like	Above average
Results from 2 ads					465 Page Likes	9,129 People	12,356 Total	\$0.07 Per Page Like

Columns: Performance Breakdown Report

# Steps for Advertising: Campaigns, Sets, Ads



**Ad = Audience + Creative**

- 0) Decide on an Objective
- 1) Select a Target Audience
- 2) Upload the Creative (of the ad)

# Creating a New Ad Campaign: Select an Objective

The screenshot shows the 'Create New Campaign' interface. On the left is a sidebar with navigation links: Campaign, Special Ad Category, Ad Set, Audience, Placement, Budget & Schedule, Ad, Format, Mobile, and Advertiser Creative. The main area is titled 'Campaign: Choose your objective.' and includes a 'Switch to Quick Creation' button. A warning message states: 'New! Category Required for U.S. Credit, Employment and Housing Ads. If you're based in or targeting the U.S. and are creating a campaign that includes ads for credit, employment or housing offers, you must choose the category that best describes your ads. Any new or edited ads that aren't correctly categorized won't run until they're edited to comply. Learn More'. Below this is a 'Special Ad Category' section with a dropdown menu and a 'Help: Choosing a Special Ad Category' link. The 'What's your marketing objective?' section features a table of objectives categorized into Awareness, Consideration, and Conversion.

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store traffic
	Video views	
	Lead generation	
	Messages	

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## Campaign Objective: Traffic Building

The screenshot shows the 'What's your marketing objective?' screen. The 'Consideration' column is selected, and 'Traffic' is highlighted. Below the table, a circular arrow icon is shown above the word 'Traffic'. A description reads: 'Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. Learn More'. Below this is a 'Campaign name' field with 'Traffic' entered. There are two toggle switches: 'Create Split Test' (OFF) and 'Campaign Budget Optimization' (OFF). A 'Continue' button is at the bottom.

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# Defining a Target Audience for Your Ad

Ad Set Name @ US - 18+

Switch to Quick Creation

**Traffic**  
Choose where you want to drive traffic. You'll enter more details about the destination later.

- Website
- App
- Messenger
- WhatsApp

**Dynamic Creative**  
Choose multiple images, ads, images and headlines, and automatically generate optimized creative combinations for your audience. [Learn More](#)

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

**Audience**  
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience

Custom Audiences

Exclude Create New

Now you can quickly create a Lookalike Audience to use during ad set creation. Choose Lookalike Audience from the items to get started. [Learn More](#)

Locations

Everyone in this location

United States

United States

Include Type to add more locations Browse

Add Locations in Bulk

Age

18-55

Gender

Men Women

Language

Enter a language

**Audience Size**  
Your audience selection is fairly broad.

Potential Reach: 235,000,000 people

**Estimated Daily Results**  
Results are unavailable.

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# Detailed Targeting of Your Audience

**Detailed Targeting** Include people who match

Add demographics, interests or behaviors Suggestions Browse

Exclude People

Expand detailed targeting criteria when it may increase link clicks at a lower cost per link click.

Connections Add a connection type

Save This Audience

**Placements**  
Show your ads to the right people in the right places.

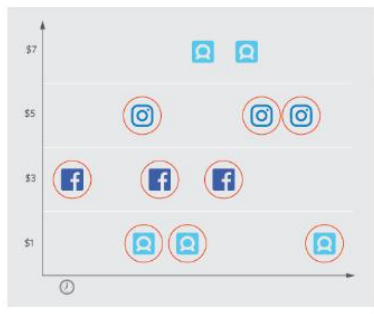
Automatic Placements (Recommended)  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

Edit Placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

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# Different Broad Types of Ad Placement

If you selected all 3 of these placements, your report would show that Facebook placements have an average cost per optimization event of \$3, Instagram placements have an average cost per optimization event of \$5 and Audience Network placements have an average cost per optimization event of \$1. You'd get 9 optimization events for \$27 at an average cost of \$3 each.



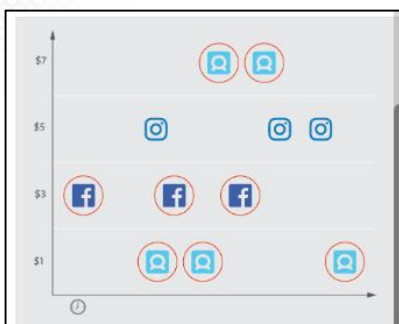
Broad Choices for Your Ads:

- 1) Facebook
- 2) Instagram
- 3) Audience Network

How can you optimize?

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# Different Broad Types of Ad Placement (cont.)



Facebook placements would have an average cost per optimization event of \$3, there'd be no Instagram placements and Audience Network placements would have an average cost per optimization events of \$3.40. You'd only get 8 optimization events for \$26 at \$3.25 each overall. This is a less efficient spend of your budget.

Broad Choices for Your Ads:

- 1) Facebook
- 2) Instagram
- 3) Audience Network

Letting Facebook optimize or doing it yourself?

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# Budgeting and Scheduling Your Ads

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ **Link Clicks** ▼

Cost Control (optional) ⓘ  average cost per link click.  
Facebook will aim to spend your entire budget and get the most link clicks using the lowest cost bid strategy. If you want to set a cost control, enter an amount.  
[Show Additional Bid Strategies](#) ▼

Budget and Schedule ⓘ **Daily Budget** ▼   
\$20.00 USD  
Actual amount spent daily may vary. ⓘ  
☒ Run my ad set continuously starting today  
☐ Set a start and end date  
 You'll spend no more than \$140.00 per week.

When You Get Charged ⓘ **Impression**  
[More Options](#)

Ad Scheduling ⓘ ☒ Run ads all the time  
☐ Run ads on a schedule

Delivery Type ⓘ **Standard (Recommended)**  
Get results throughout your selected schedule  
[More Options](#)  
[Hide Advanced Options](#) ▼



# Uploading the Creative for Your Social Media Ads

Ad Name ⓘ  ⓘ [Switch to Quick Creation](#)

**Identity**  
Choose how you want your business to be represented in your ad.

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#).  
☒ Friends of Herbert Taylor Park, ...

Instagram Account ⓘ  
The selected page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. [Add an Instagram Account](#).  
☒ Use selected Page

**Create Ad** [Use Existing Post](#)

**Format**  
Choose how you'd like to structure your ad.

☐ **Carousel**  
2 or more scrollable images or videos

☒ **Single Image or Video**  
One image or video, or a slideshow with multiple images

☐ **Collection**  
Group of items that opens into a full-screen mobile experience

☒ **Add an Instant Experience**  
Capture people's interest instantly with a fast-loading, mobile-optimized experience that opens when they interact with your ad. [Learn More](#)



# Text and Links for Your Social Media Ads

**Starting Aug 19, Mobile News Feed Ads Will Display Differently**

We're updating the way ads appear on Mobile News Feed to match the new Facebook design patterns. By mid-September, ads on Mobile News Feed will:

- Show only 3 lines of primary text before the link to view more
- Mask media that's taller than 4:5

[Learn More](#)

---

**Text & Links**  
Set up the text and links for your ad. [Learn More](#)

**Primary Text Will Show 3 Lines**

Now 3 lines of primary text will show on Facebook Mobile News Feed before the link to view more. Preview your ad to understand how it will appear in Mobile News Feed.

[Learn More](#)

**Primary Text** ⓘ  
Tell people what your ad is about.

**Headline (optional)** ⓘ  
Write a short headline

**Description (optional)** ⓘ  
Include additional details

**Destination**  
☒ Website  
☐ Facebook Event

**Website URL** ⓘ Preview URL  
<http://www.example.com/page>



# Details of Tracking Landing and Actions

**Build a URL Parameter**

**Display Link (optional)** ⓘ  
Enter the link you want to show on your ad

**Call to Action** ⓘ  
[Learn More](#)

**Stories Customizations**  
☐ Edit Stories background colors ⓘ

---

**Languages**  
Create your ad in different languages and we'll show people the version that's best for them. [Learn More](#)  
[Add Languages](#)

---

**Tracking**

**Conversion Tracking** ⓘ  
☒ Facebook Pixel ⓘ [Set Up](#)  
☒ App Events ⓘ [Set Up](#)  
☒ Offline Events ⓘ [Set Up](#)

**URL Parameters (optional)** ⓘ  
 key1=value1&key2=value2

**Build a URL Parameter**

---

**We found 1 error:**  
 Required Field is Missing: The link field is required. Please complete the field to continue.  
[Fix Error](#)



# Letting Facebook Track Actions & Provide URLs

**Build a URL Parameter**

**Website URL**  
Enter the website URL you want to promote.

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as `id=({ad.id})`. [Learn more.](#)

**Campaign Source** Select a dynamic parameter or enter a value  
To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

**Campaign Medium** Select a dynamic parameter or enter a value  
To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.

**Campaign Name** Select a dynamic parameter or enter a value  
To identify a specific promotion or strategic campaign. For example: summer\_sale.

**Campaign Content** Select a dynamic parameter or enter a value  
To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

**Add Parameter**

**URL Preview**



# Letting Facebook Track Actions & Provide URLs

[https://www.americanexpress.com/en-us/referral?id=201285&extlink=US-MGM-DeltaSocialV1&fbclid=IwAR10QxQmljfuTAtnziPNeopV4X3de-hQtPxD\\_KnaAsyCgfBS5WUIPses3Ec](https://www.americanexpress.com/en-us/referral?id=201285&extlink=US-MGM-DeltaSocialV1&fbclid=IwAR10QxQmljfuTAtnziPNeopV4X3de-hQtPxD_KnaAsyCgfBS5WUIPses3Ec)

americanexpress.com/en-us/referral?id=201285&extlink=US-MGM-DeltaSocialV1&fbclid=IwAR10QxQmljfuTAtnziPNeopV4X3de-hQtPxD\_KnaAsyCgfBS5WUIPses3Ec

My Account Cards Travel Rewards Business

Log In

Enter your User ID and Password

Or enter your Card information

REFER A FRIEND

Refer a Friend, Reward Yourself.

Log in to get started. The more people you refer, the more you can earn. For eligible Card Members only. Terms apply.

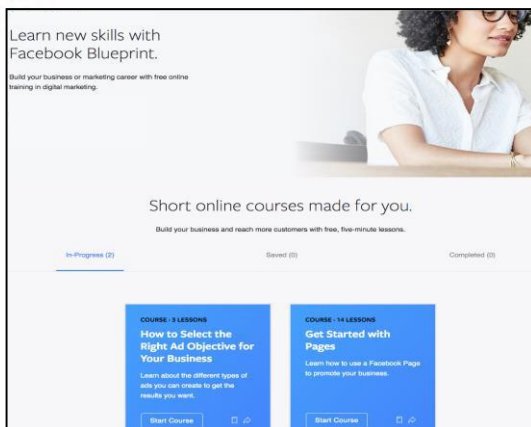
Log In



# Facebook Blueprint



## Facebook Blueprint (= Social Media Academy)





# Facebook Insights & Blueprint

## Where to learn about marketing in Facebook:

- Pages Insights  
<https://www.facebook.com/business/insights>
- Facebook Blueprint (Learning Academy)  
<https://www.facebook.com/business/learn>
- Facebook Measurement of Ads  
<https://www.facebook.com/business/measurement/measure-ads>
- Facebook Certification  
<https://www.facebook.com/business/learn/certification>



## Summary

In this lesson we saw how to:

- Place ads in Facebook on your own
- Target your ads onto various demos
- Organize your ads in campaigns

