

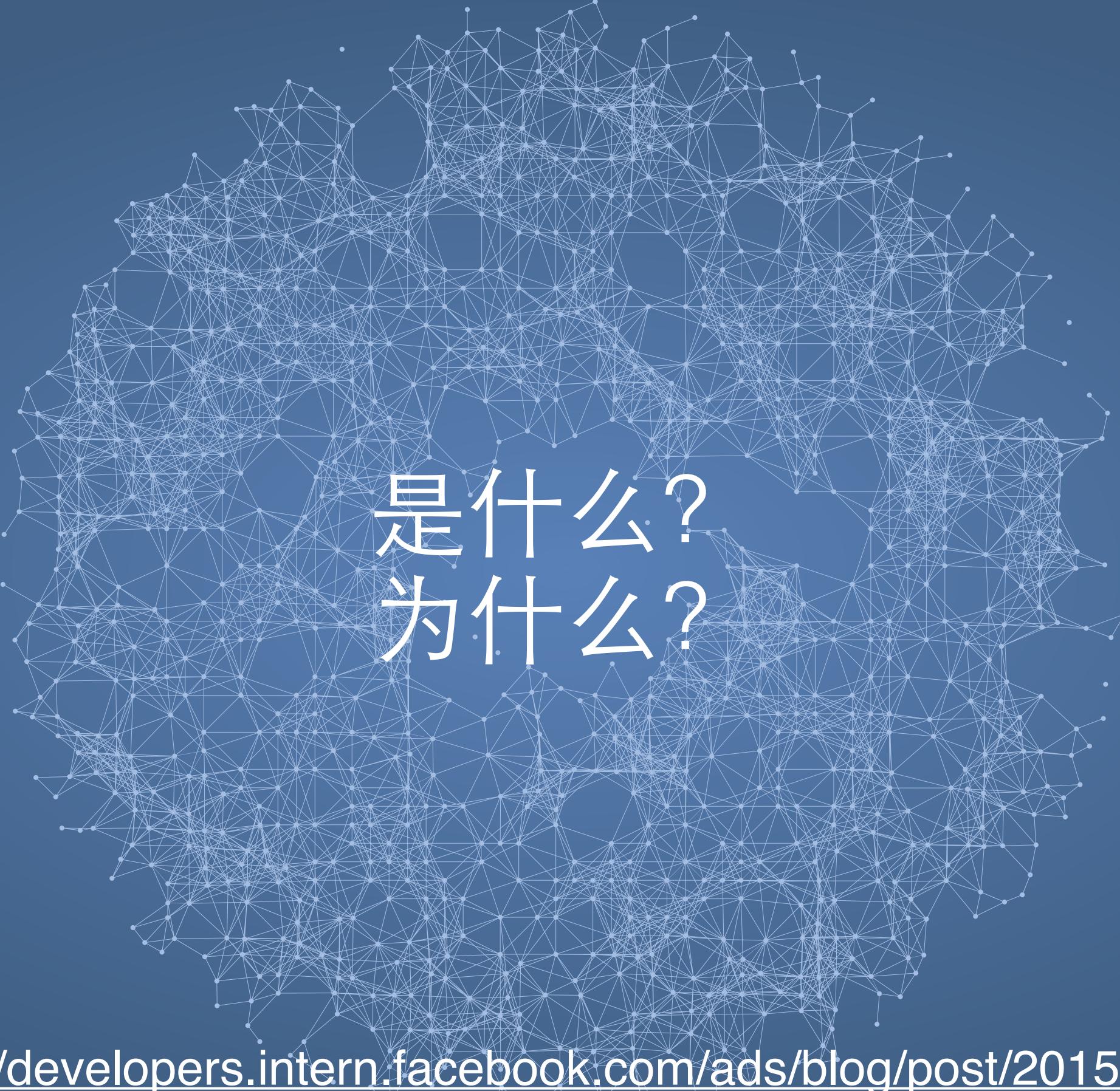
facebook

动态产品广告 Dynamic Product Ads

Marvin Kwok & Yu LI
Solutions Engineer
APAC

大纲

- 是什么？为什么？
- 实现指南
- 查看广告表现
- 故障排除
- 参考资料



是什么?
为什么?

[https://developers.intern.facebook.com/ads/blog/post/2015/02/17/
introducing-dynamic-product-ads](https://developers.intern.facebook.com/ads/blog/post/2015/02/17/introducing-dynamic-product-ads)

问题怎样来?

- 您的公司
 - 经营电子商务
 - 拥有自己的网站（桌面／移动）
 - 数量庞大的产品库
- 访问您网站的用户
 - 一些仅是浏览
 - 一些会加入购物车
 - 一些甚至购买
- 现在问题来了？
 - 怎样针对网站用户行为来进行广告再营销？

The background image shows a large, dense crowd of people, likely spectators at a tennis match. Many individuals are wearing hats and holding white programs or towels. The scene is outdoors under a clear sky.

动态产品广告

Dynamic Product Ads

显示正确的產品給正確的受眾

Display the right products to the right audience

我要买包包!

我要去马尔代夫!

我要买鞋!

动态产品广告 (DPA)

- DPA是Facebook的再营销解决方案
- 形式：信息流广告（News Feed）与右侧边栏广告（RHS）
- 跨设备的追踪能力
- 创建方式

• 通过Power Editor

或者通过Marketing API，拥有更多高级功能，以及自动化可能性



介绍视频

[https://www.facebook.com/business/a/
online-sales/dynamic-product-ads](https://www.facebook.com/business/a/online-sales/dynamic-product-ads)

DPA 单件产品模版

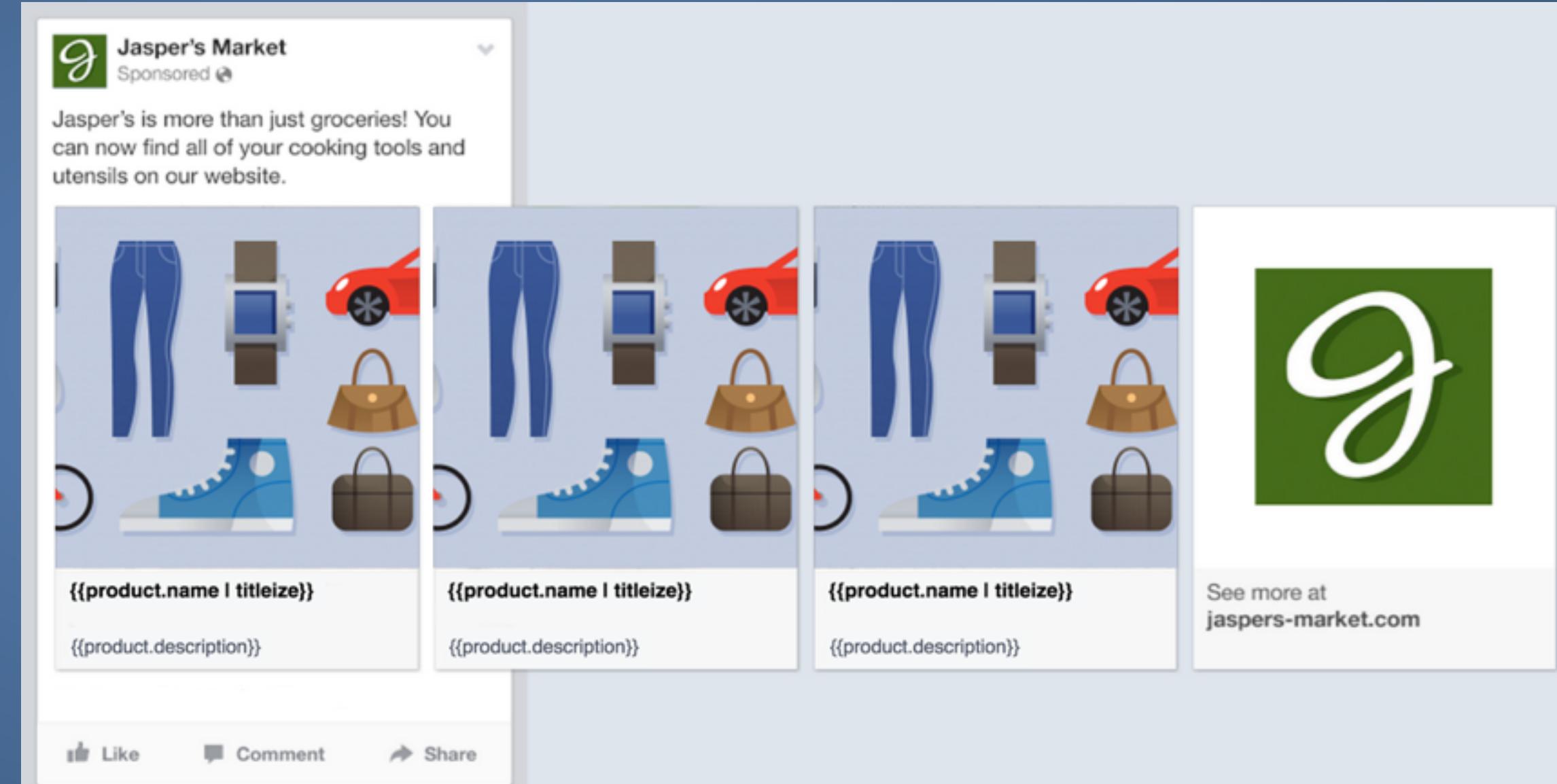
 Jasper's Boutique
Sponsored · 



Product.Name
product.description
JASPERSBOUTIQUE.COM

Like · Comment · Share

DPA 多件产品模版



DPA 广告样例 (单件产品)

 Jasper's Boutique
Sponsored · 

Be ready for those days to walk, skip, or jump in the rain!



Rainbow colored umbrella
jaspersboutique.com
A high quality, material constructed for durability,
supported with a rubber coated handle.

Buy Now

Like · Comment · Share  320  27  12

DPA 广告样例 (多件产品)

Jasper's Market
Sponsored

Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.

The image shows a Facebook post from 'Jasper's Market' which is a sponsored post. The post features a central text message followed by three product images and a call-to-action link. The products shown are a set of ceramic bowls, a mortar and pestle, and a set of wooden serving utensils. Each product has a caption and a link to 'jaspers-market.com'. The overall layout is clean and professional, typical of a social media advertisement.

Set of 5 White Ceramic White Bowls
jaspers-market.com

White Ceramic Mortar and Pestle
jaspers-market.com

Set of 2 Wooden Serving Utensils
jaspers-market.com

See more at jaspers-market.com

72 Likes · 13 Comments · 7 Shares

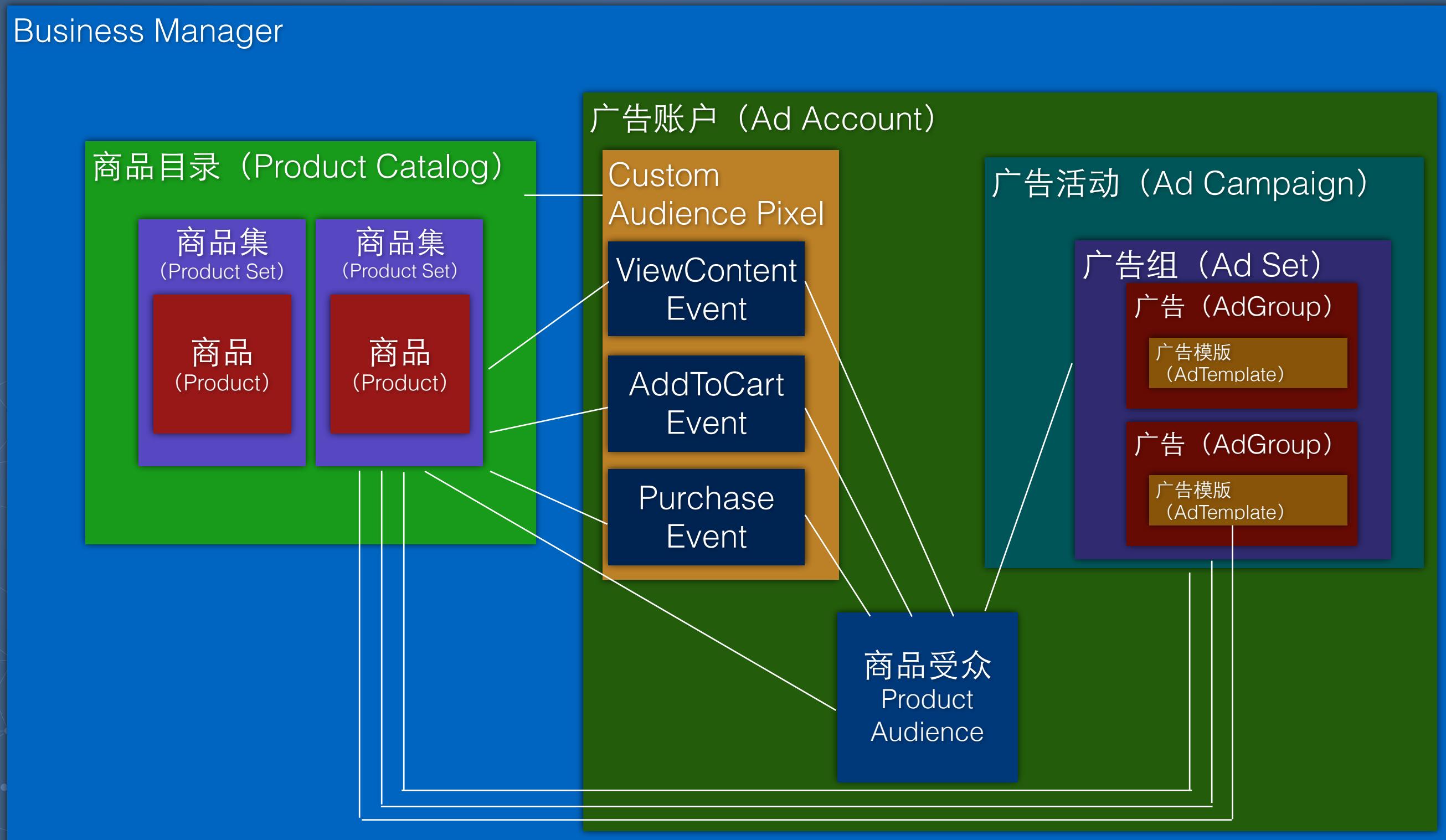
Like Comment Share



DPA系统架构

<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads>

DPA系统架构



怎样填充商品目录 (product catalog)

- 通过商品Feed (product feed)
- <https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-catalog#createfeed>
- 文件为TSV (Tab Separated File) 或者 XML 格式
 - <https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-catalog>
 - 格式信息

商品Feed

- 可以放置于FTP服务器或者Web服务器上
- 可以设置为定时更新，最短周期为每日
- 样例Feed文件（TSV格式）
 - http://dpatest.herokuapp.com/dpa_feed_for_demo_mobile.tsv
- Feed中的图片通过URL指定，Facebook将缓存它们
 - 格式与MPA广告的格式要求一致(1:1比例，最小458x458 px)
 - <https://developers.facebook.com/docs/marketing-api/guides/multi-product-ads#spec>

```

<?xml version="1.0"?>
<feed xmlns="http://www.w3.org/2005/Atom" xmlns:g="http://base.google.com/ns/1.0">
    <title>Test Store</title>
    <link rel="self" href="http://www.example.com"/>

    <entry>
        <g:id>DB_1</g:id>
        <g:title>Dog Bowl In Blue</g:title>
        <g:description>Solid plastic Dog Bowl in marine blue color</g:description>
        <g:link>http://www.example.com/bowls/db-1.html</g:link>
        <g:image_link>http://images.example.com/DB_1.png</g:image_link>
        <g:brand>Example</g:brand>
        <g:condition>new</g:condition>
        <g:availability>in stock</g:availability>
        <g:price>9.99 GBP</g:price>
        <g:shipping>
            <g:country>UK</g:country>
            <g:service>Standard</g:service>
            <g:price>4.95 GBP</g:price>
        </g:shipping>
        <g:google_product_category>Animals &gt; Pet Supplies</g:google_product_category>
        <applink property="ios_url" content="example-ios://electronic" />
        <applink property="ios_app_store_id" content="42" />
        <applink property="ios_app_name" content="Electronic Example iOS" />
        <applink property="iphone_url" content="example-iphone://electronic" />
        <applink property="iphone_app_store_id" content="43" />
        <applink property="iphone_app_name" content="Electronic Example iPhone" />
        <applink property="ipad_url" content="example-ipad://electronic" />
        <applink property="ipad_app_store_id" content="44" />
        <applink property="ipad_app_name" content="Electronic Example iPad" />
        <applink property="android_url" content="example-android://electronic" />
        <applink property="android_package" content="com.electronic" />
        <applink property="android_class" content="com.electronic.Example" />
        <applink property="android_app_name" content="Electronic Example Android" />
        <applink property="windows_phone_url" content="example-windows://electronic" />
        <applink property="windows_phone_app_id" content="64ec0d1b-5b3b-4c77-a86b-5e12d465edc0" />
        <applink property="windows_phone_app_name" content="Electronic Example Windows" />
    </entry>
</feed>

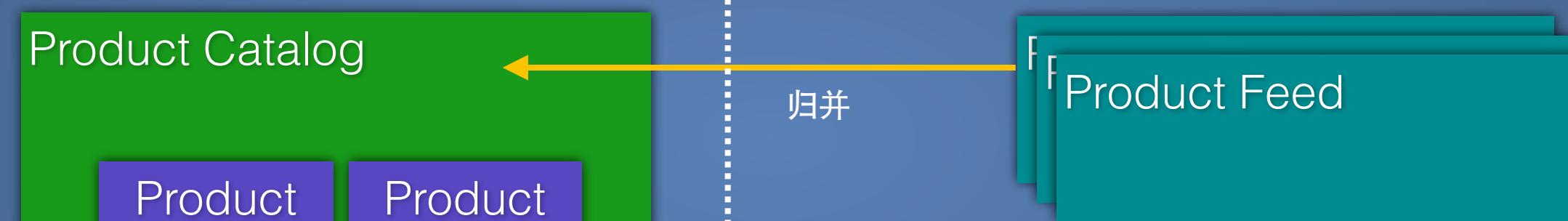
```

样例Feed文件（Google格式）

商品目录 (Product Catalog) , 商品集 (Product Set) 与商品Feed (Product Feed) 的关系

影响广告投放

不影响广告投放





实现指南

[https://developers.intern.facebook.com/ads/blog/post/2015/02/17/
introducing-dynamic-product-ads](https://developers.intern.facebook.com/ads/blog/post/2015/02/17/introducing-dynamic-product-ads)

必要条件

- 电子商务网站
- Facebook Business Manager Account
- Facebook Ad Account
 - 属于Facebook Business Manager Account

• 您业务的Facebook Page

• 如果需要使用API创建DPA广告，还需要Facebook App

案例 1

- 用户访问了我的电商网站，他们查看了商品，或者放入了购物车，但是他们没有结账支付。
- 我们怎样对这些客户再营销？
 - 例如，针对过去10天内查看了商品但是未购买的用户再营销？

步骤

1. 准备Facebook pixel

向Facebook发送DPA用户行为事件

1. 在用户浏览商品时发送"ViewContent"事件

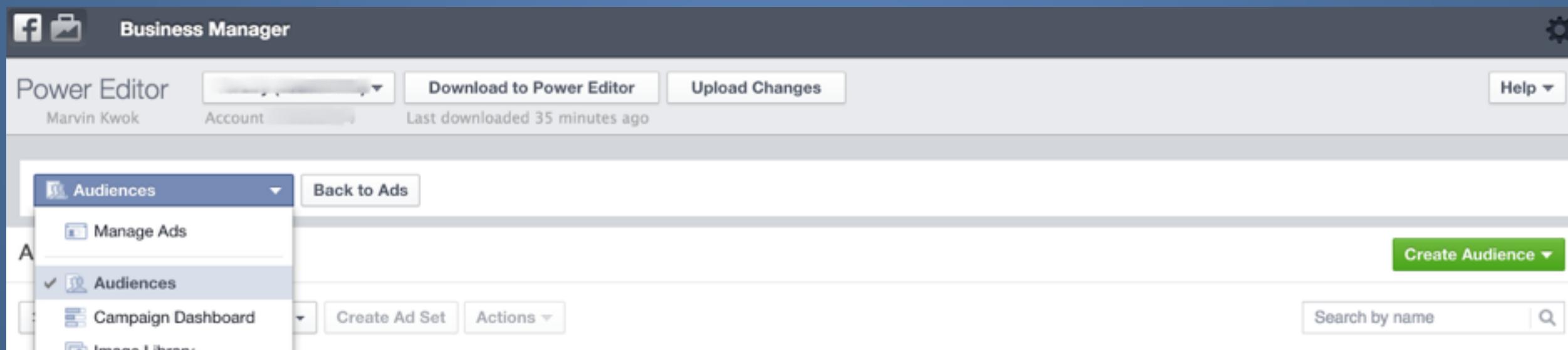
2. 在用户添加至购物车时发送"AddToCart"事件

3. 在用户结账时发送"Purchase"事件

2. 创建商品目录，上传商品Feed

3. 创建DPA广告

准备Facebook pixel



参考链接：<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-audiences/>

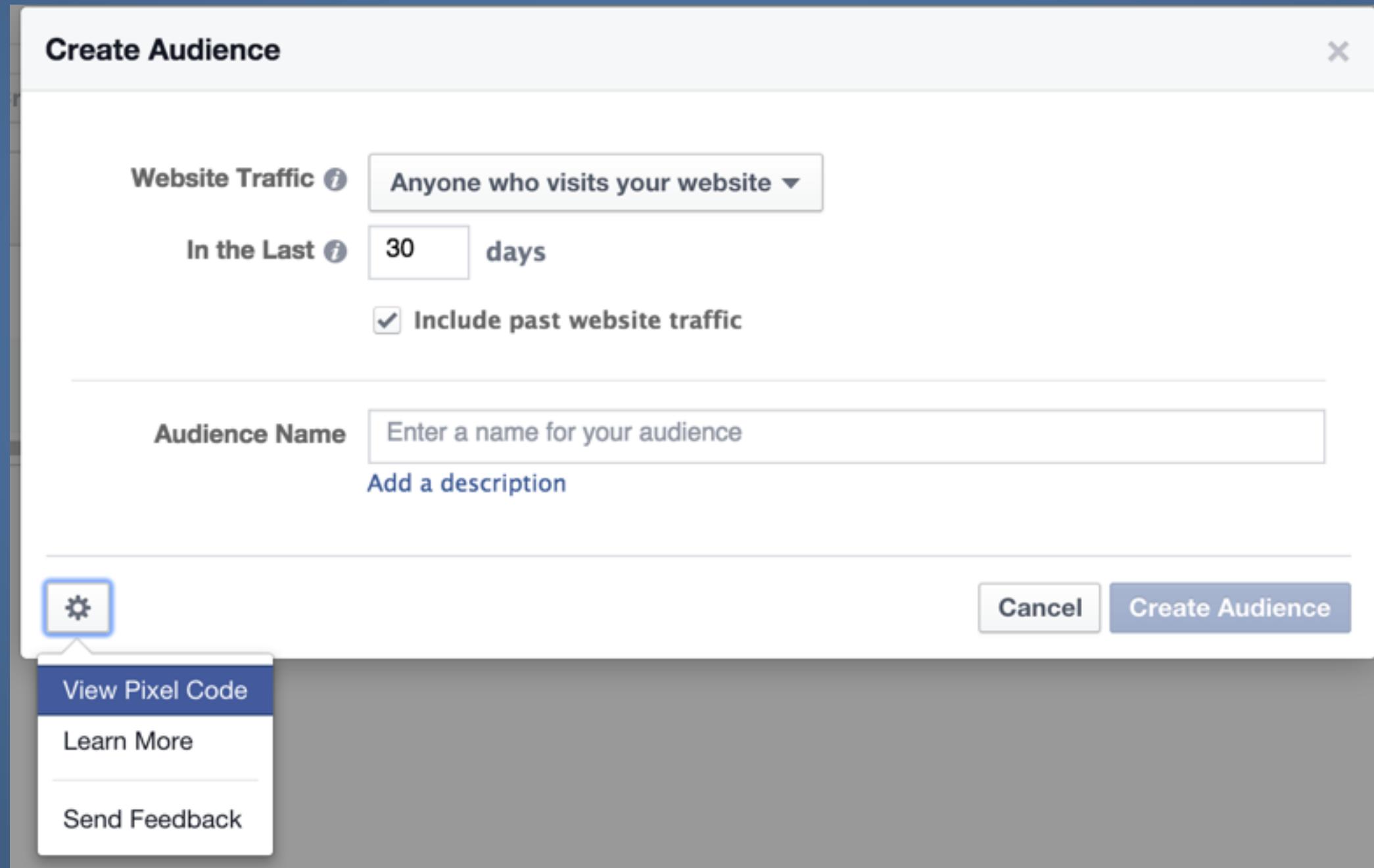
准备Facebook pixel cont.

The screenshot shows the Facebook Business Manager Audience Home interface. At the top, there's a navigation bar with the Facebook logo, 'Business Manager', and a gear icon. Below it, a sub-navigation bar includes 'Power Editor', a dropdown for 'Account' (set to Marvin Kwok), 'Download to Power Editor', 'Upload Changes', and 'Help'. The main area is titled 'Audience Home' and features a 'Create Audience' button with a dropdown menu open. The dropdown menu contains four options: 'Custom Audience' (which is selected and highlighted in blue), 'Lookalike Audience', 'Saved Target Group', and 'Saved Audience'. Other visible buttons include 'Audiences' (with a dropdown arrow), 'Back to Ads', 'Filters', 'Customize Columns', 'Create Ad Set', 'Actions', and 'Search by'.

准备Facebook pixel cont.

The screenshot shows the Facebook Business Manager interface. In the center, a modal window titled "Create a Custom Audience" is displayed. The modal contains the instruction "Choose the type of audience you want to create on Facebook." Below this, a note states "This process is secure and the details about your customers will be kept private." Three options are listed: "Customer List" (Match emails, phone numbers, Facebook user IDs or mobile advertiser IDs to people on Facebook), "Website Traffic" (Create a list of people who visit your website or view specific web pages), and "App Activity" (Create a list of people who have taken a specific action in your app or game). The "Website Traffic" option is highlighted with a red rectangular box. The background shows the "Audience Home" section of the Business Manager, which includes a table of existing audiences and a "Create Audience" button.

准备Facebook pixel cont.



准备Facebook pixel cont.

View Custom Audience Pixel X

Copy the code below and paste it between the <head> and </head> in your website code. Then you can set up rules to track specific actions people take across your website.

Send the code to your website developer

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', 'XXXXXXXXXX']);
}());
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
</script>
```

Learn more about how to verify your pixel installation in the [Help Center](#).

Cancel Create Audience

定制 Facebook pixel

- 目的：上报DPA需要的事件
- 事件"**ViewContent**"
 - 用户访问特定商品页面时上报
- 事件"**AddToCart**"
 - 用户点击加入购物车按钮时上报
- 事件"**Purchase**"
 - 用户点击／完成结账时上报

概览

```
<!-- Custom Audience Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Custom Audience Pixel ID below.
fbq('init', '<FB_PIXEL_ID>');

fbq('track', 'ViewContent', {
  content_name: 'Really Fast Running Shoes',
  content_category: 'Apparel & Accessories > Shoes',
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>',
  value: 0.50,
  currency: 'USD'
});

</script>
<!-- End Custom Audience Pixel Code -->
```

```
fbq('track', 'AddToCart', {
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>'
});
```

```
fbq('track', 'Purchase', {
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>'
});
```

- 事件"ViewContent"

```
<!-- Custom Audience Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq) return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[ ];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Custom Audience Pixel ID below.
fbq('init', '<FB_PIXEL_ID>');

fbq('track', 'ViewContent', {
  content_name: 'Really Fast Running Shoes',
  content_category: 'Apparel & Accessories > Shoes',
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>',
  value: 0.50,
  currency: 'USD'
});

</script>
<!-- End Custom Audience Pixel Code -->
```

- 事件"AddToCart"

```
<!-- Custom Audience Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq) return; n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Custom Audience Pixel ID below.
fbq('init', '<FB_PIXEL_ID>');

fbq('track', 'AddToCart', {
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>'
});

</script>
<!-- End Custom Audience Pixel Code -->
```

- 事件"Purchase"

```
<!-- Custom Audience Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq) return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Custom Audience Pixel ID below.
fbq('init', '<FB_PIXEL_ID>');

fbq('track', 'Purchase', {
  content_ids: ['1234'],
  content_type: 'product',
  product_catalog_id: '<catalog_id>'
});

</script>
<!-- End Custom Audience Pixel Code -->
```

验证Pixel能够正确触发

- https://business.facebook.com/ads/retargeting_pixel/debug/?pixel_id=<your_pixel_id>

Overall Pixel Data for one week		
Offsite_Event	Pixel_Event	Hits
AddToCart	dpr_pixel_hit_cp	83498
AddToCart	dpr_fbid_conversion_cp	78690
AddToCart	dpr_populate_event_cp	78690
Purchase	dpr_pixel_hit_cp	23156
Purchase	dpr_fbid_conversion_cp	14764
Purchase	dpr_populate_event_cp	14764
ViewContent	dpr_pixel_hit_cp	2403142
ViewContent	dpr_populate_event_cp	2296346
ViewContent	dpr_fbid_conversion_cp	2296345

创建商品目录，上传商品Feed

The screenshot shows the Facebook Business Manager interface under the 'Settings' tab. On the left, a sidebar lists various business management options: People, Pages, Ad Accounts, Apps, System Users, Product Catalogs (which is currently selected and highlighted in blue), Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The main content area displays a message: "Marvin Business doesn't have any product catalogs yet." Below this message is a prominent button labeled "Add New Product Catalog", which is outlined with a red box. Further down, there is a section titled "Manage Your Product Catalogs" with a descriptive text: "All the product catalogs for your business will be listed here. Click on any product catalog to see and manage the people who need access, or to adjust their roles."

参考链接：<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-catalog/>

创建商品目录

The screenshot shows the Marvin Business dashboard in the Facebook Business Manager. The left sidebar lists various business management options: People, Pages, Ad Accounts, Apps, System Users, **Product Catalogs**, Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The 'Settings' tab is selected. A modal window titled 'Add New Product Catalog' is open, prompting the user to 'Create a new product catalog' (which is selected) or 'Request access to another business's product catalog'. It explains that requesting access is for businesses that work for clients. Below the modal, the main page displays a message about managing catalogs and lists a single catalog entry: 'My Business Catalog'.

Marvin Business

Home | Settings | Help | Use Power Editor |

People
Pages
Ad Accounts
Apps
System Users
Product Catalogs
Payment Methods
Projects
Agencies
Shared Logins
Requests
Info

Add New Product Catalog

Create a new product catalog

Request access to another business's product catalog

Do this if your business will use the product catalog on another business's behalf. For example, you work for an agency and the product catalog belongs to a client.

Step 1 of 2

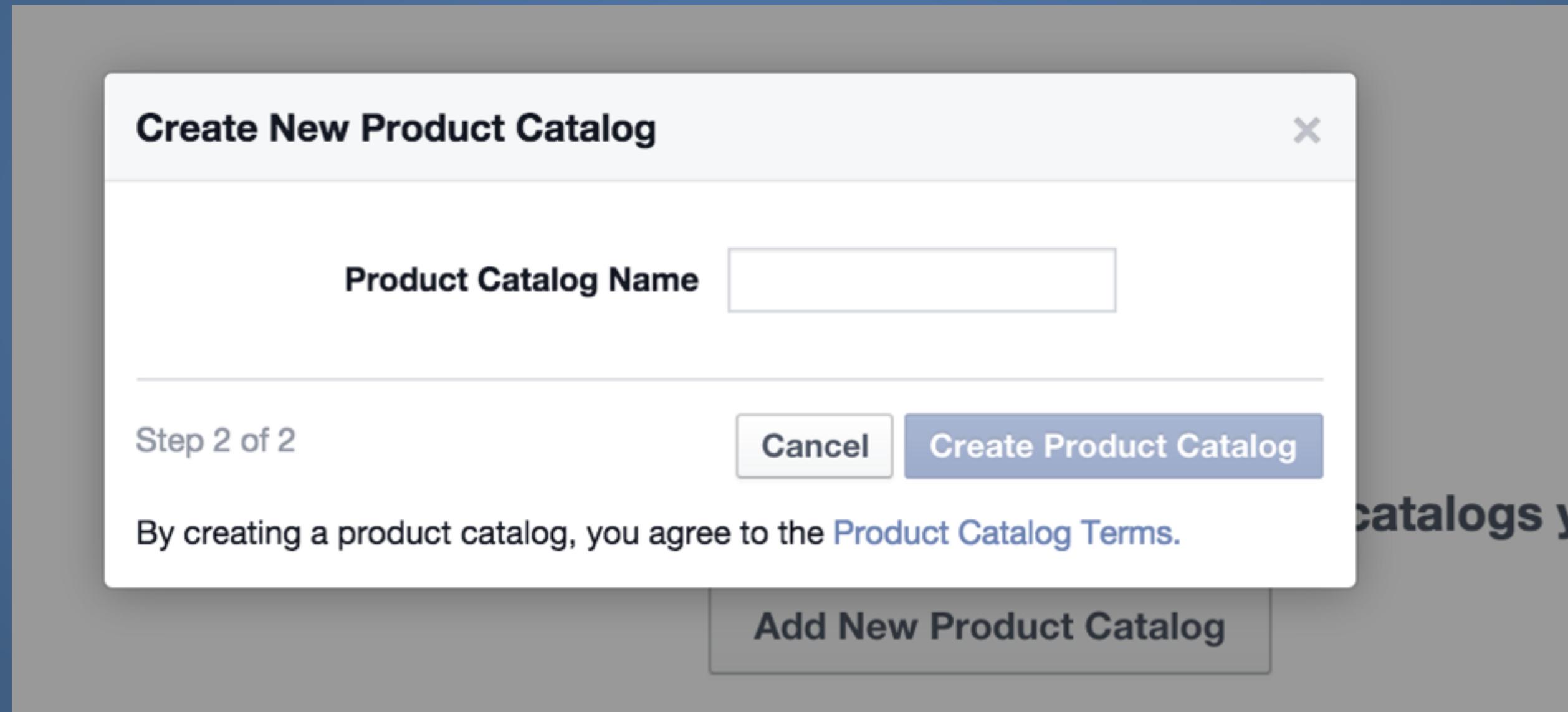
Cancel | Next

My Business Catalog

Manage Your Product Catalogs

All the product catalogs for your business will be listed here. Click on any product catalog to see and manage the people who need access, or to adjust their roles.

创建商品目录



创建商品目录

The screenshot shows the Facebook Business Manager interface under the 'Marvin Business' account. The left sidebar includes options like Home, Settings, People, Pages, Ad Accounts, Apps, System Users, Product Catalogs (which is selected), Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The main area displays 'Product Catalogs' with 1 item, and a button to 'Add New Product Catalog'. A modal window titled 'Associate Pixels' is open over the catalog list, prompting the user to associate the catalog with tracking pixels. It lists two options: 'Default Pixel for Account' (unchecked) and 'Default Pixel for Account' (checked). Below the list, it states: 'When an associated tracking pixel fires, it will use this catalog to match any referenced products.' At the bottom of the modal are 'Cancel' and 'Save changes' buttons.

创建商品目录，绑定WCA pixel

The screenshot shows the Facebook Business Manager interface under the 'Settings' tab. On the left sidebar, 'Product Catalogs' is selected. In the main area, a 'Demo Catalog' is listed, owned by 'Marvin Business'. A red box highlights the 'Associate pixels' button in the catalog's action bar. Below the catalog, a section titled 'Assigned People (1)' shows 'Marvin Kwok (Me)' as the Product Catalog Admin.

Marvin Business

Home Settings Help ▾ Use Power Editor

Add New Product Catalog

People Pages Ad Accounts Apps System Users Product Catalogs Payment Methods Projects Agencies Shared Logins Requests Info

Product Catalogs 1

See all of your Facebook product catalogs and control who can work on them.

Demo Catalog

Owned by: Marvin Business
Product Catalog ID: [REDACTED]

Add People Assign Agency Add Product Feed Associate pixels Delete

Assigned People (1)

Marvin Kwok (Me) Product Catalog Admin

✓ Marvin Kwok (Me) is now Product Catalog Admin.

创建商品Feed

The screenshot shows the Facebook Business Manager interface under the 'Marvin Business' account. The left sidebar is titled 'Settings' and includes options like People, Pages, Ad Accounts, Apps, System Users, Product Catalogs (which is selected), Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The main area is titled 'Product Catalogs' and shows one catalog named 'Demo Catalog'. Below it, there's a section for 'Assigned People' where 'Marvin Kwok (Me)' is listed as a 'Product Catalog Admin'. A red box highlights the 'Add Product Feed' button in the action bar below the catalog details.

Marvin Business

Home Settings Help ▾ Use Power Editor

People Pages Ad Accounts Apps System Users Product Catalogs Payment Methods Projects Agencies Shared Logins Requests Info

Product Catalogs 1 Add New Product Catalog

See all of your Facebook product catalogs and control who can work on them.

Demo Catalog

Owned by: Marvin Business
Product Catalog ID: [REDACTED]

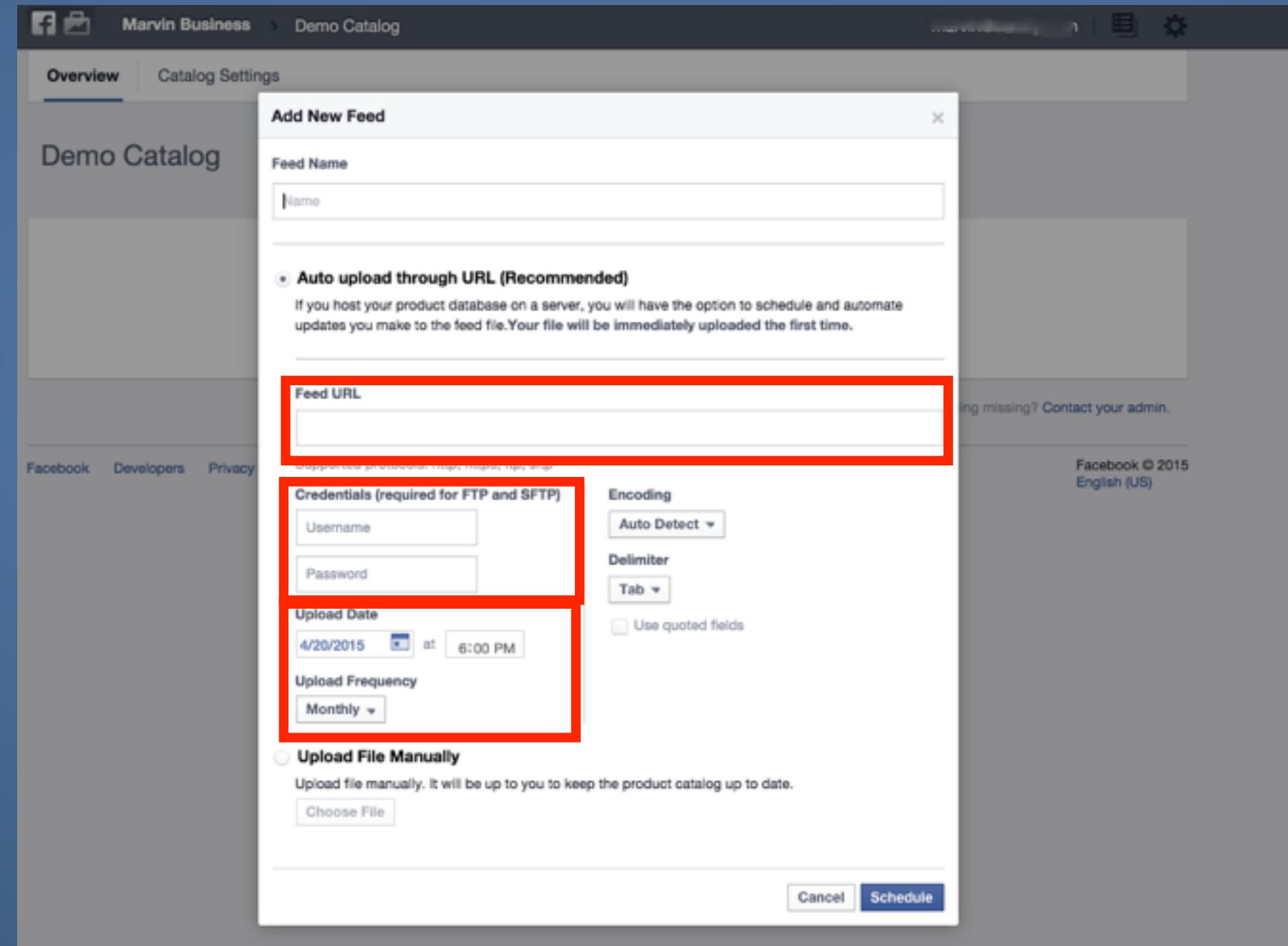
Add People Assign Agency **Add Product Feed** Associate pixels Delete

Assigned People (1)

Marvin Kwok (Me) Product Catalog Admin

✓ Marvin Kwok (Me) is now Product Catalog Admin.

指定商品Feed URL，以及定时更新设置



创建商品目录，上传商品Feed，完成

The screenshot shows the Marvin Business Demo Catalog interface. At the top, there are navigation icons for Facebook and Marvin Business, followed by the path 'Marvin Business > Demo Catalog'. On the right side of the header are search, filter, and settings icons.

The main area is titled 'Demo Catalog' and displays '0 PRODUCTS IN CATALOG'. Below this, there's a section titled 'Product Feeds' with a search bar and a '+ Add Feed' button. A table lists one feed entry:

Feed Name	Last Updated	Total Uploaded	Errors
Demo Single Feed <small>View details Remove</small>	April 19, 2015 12:04 pm Uploaded Manually	0 products	No errors

At the bottom, a message says 'Anything missing? Contact your admin.' and links to Facebook, Developers, Privacy, Terms, Cookies, Help, Report a Problem, and a copyright notice: 'Facebook © 2015 English (US)'.

查看Feed处理产生的错误

The screenshot shows the Marvin Business interface for managing feeds. The top navigation bar includes icons for Facebook and Google+, followed by the text "Marvin Business > Demo Catalog > Demo Feed Multiple". On the right side of the header are icons for search, refresh, and settings.

The main content area has tabs for "Overview", "Products", and "Feed Settings", with "Overview" currently selected. The title "Demo Feed Multiple" is displayed prominently.

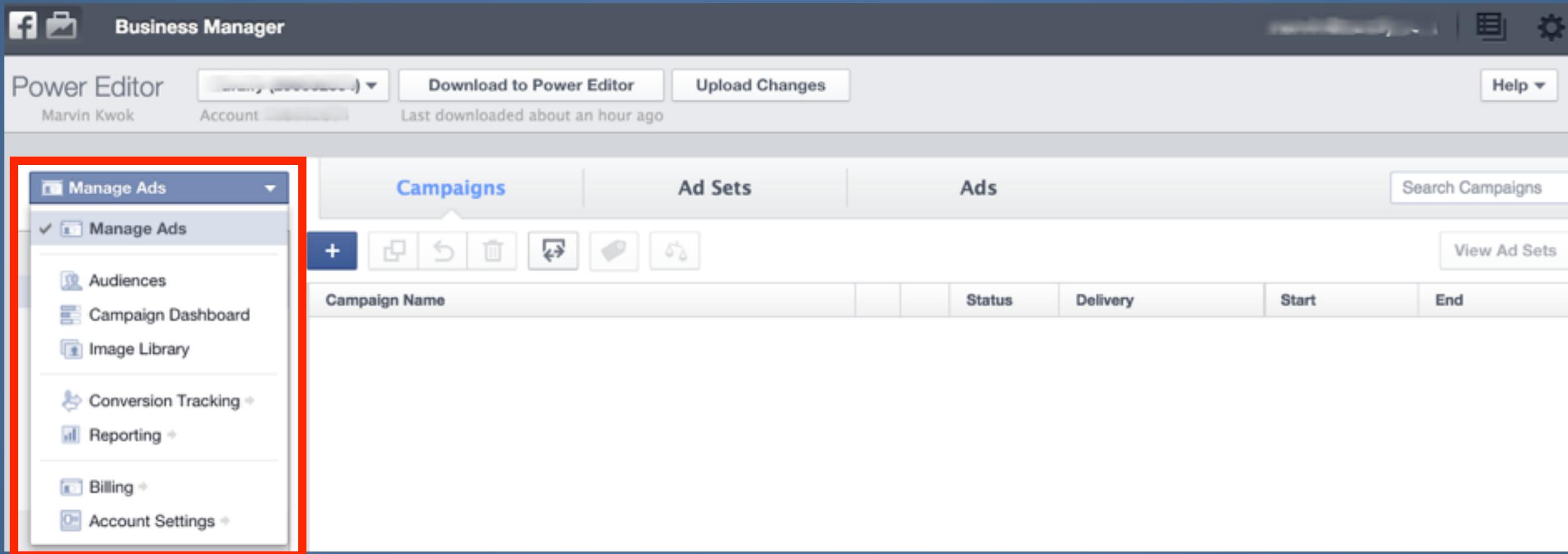
Below the title, there are two status indicators: "PRODUCTS uploaded" (3 products) and "LAST UPDATED" (April 21, 2015 4:04 pm).

A red warning icon with the text "Errors - The following items were excluded from your latest upload." is present. This section lists two types of errors:

- Missing Property (1 item affected)**: Property description is missing.
- Non-Unique Value (2 items affected)**: Property id must have entirely unique values for all items in this feed. A table below shows the affected lines and their IDs:

Line	ID
25	RETAILER_ID-m1
8	RETAILER_ID-m1

创建DPA广告



The screenshot shows the Facebook Business Manager interface. The left sidebar is highlighted with a red box and contains the following navigation options under the 'Manage Ads' section:

- Audiences
- Campaign Dashboard
- Image Library
- Conversion Tracking
- Reporting
- Billing
- Account Settings

The main content area displays tabs for Campaigns, Ad Sets, and Ads. The 'Campaigns' tab is selected, showing a table with columns: Campaign Name, Status, Delivery, Start, and End. There are also buttons for creating a new campaign (+) and managing ad sets.

参考链接：<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/ads-management/>

创建广告活动

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', account information for Marvin Kwok, and various buttons like 'Download to Power Editor' and 'Upload Changes'. The main area has tabs for 'Campaigns', 'Ad Sets', and 'Ads', with 'Campaigns' currently selected. A prominent 'Create Campaign' button is visible above a table listing existing campaigns. The left sidebar contains filters for 'Recently Changed (1)', 'Not Uploaded (1)', 'Active (0)', 'Scheduled (0)', 'Paused (1)', 'Completed (1)', and 'All (2)'. The table lists one campaign: 'Demo Ad Campaign'.

Campaign Name	+	Status	Delivery	Start	End	Objective
Demo Ad Campaign	+	A	New Not Uploaded	04/18/2015	Ongoing	Product Catalog

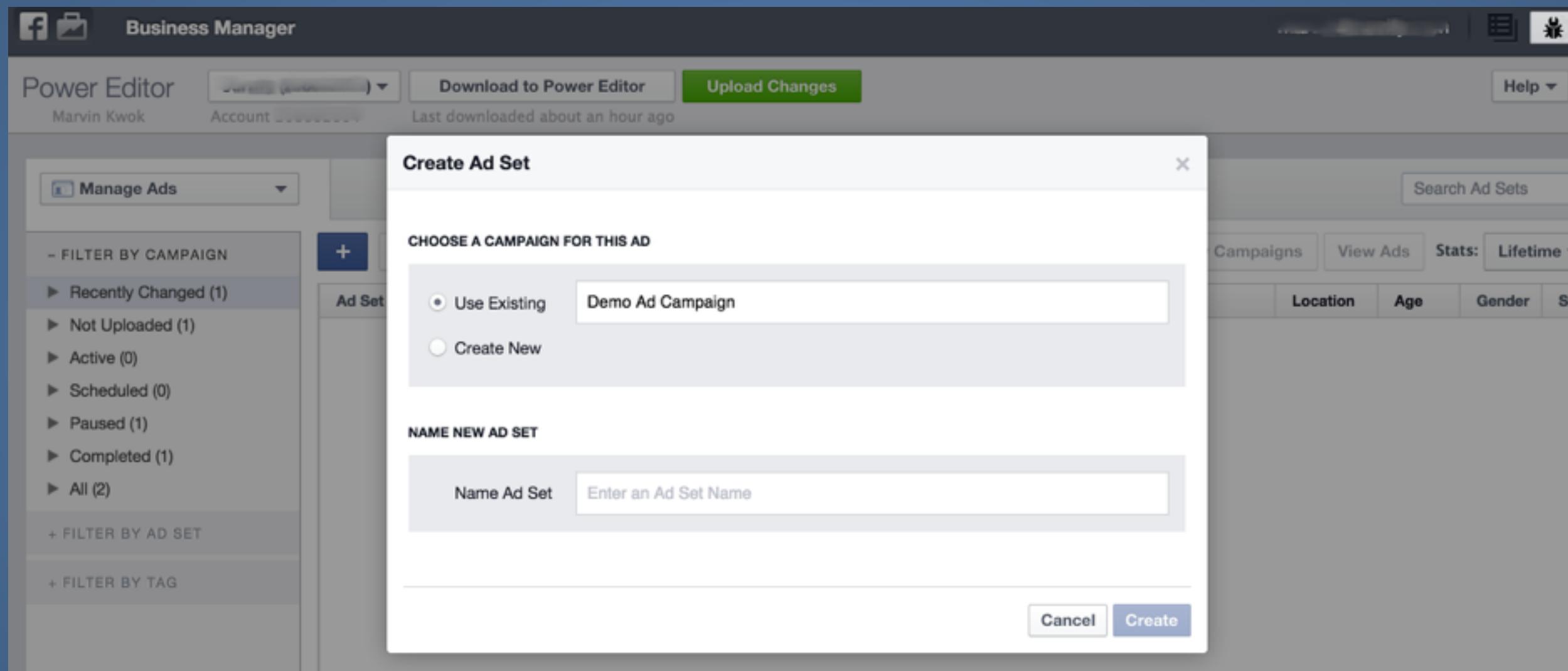
创建广告活动：指定Objective

The screenshot shows the Facebook Business Manager Power Editor interface. A modal window titled "Create Campaign" is open in the center. Inside the modal, there are fields for "Name" (with placeholder "Enter a Campaign Name") and "Buying Type" (set to "Auction"). The "Objective" dropdown is expanded, showing several options: "Clicks to Website" (selected), "Product Catalog Sales" (highlighted in blue), "Website Conversions", "Page Post Engagement", "Page Likes", "Mobile App Installs", "Mobile App Engagement", "Desktop App Installs", "Desktop App Engagement", "Offer Claims", "Event Responses", and "Video Views". A tooltip for "Product Catalog Sales" explains: "Create dynamic product ads to remarket products from your website to people who have looked for them before." At the bottom right of the modal are "Cancel" and "Create" buttons.

创建广告组

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', and various account and help options. The main header features tabs for 'Power Editor', 'Download to Power Editor', 'Upload Changes' (which is highlighted in green), and 'Help'. Below the header, the user's name 'Marvin Kwok' and account status 'Last downloaded about an hour ago' are displayed. The main content area has three tabs: 'Campaigns', 'Ad Sets' (which is currently selected and highlighted in blue), and 'Ads'. A 'Create Ad Set' button is prominently displayed above the 'Ad Sets' tab. To the left, a sidebar titled 'Manage Ads' shows a filter section for 'Recently Changed (1)' and other campaign status filters like 'Not Uploaded (1)', 'Active (0)', and 'Scheduled (0)'. The central area displays a table for managing Ad Sets, with columns for 'Ad Set Name', 'Status', 'Delivery', 'Campaign Name', 'Location', 'Age', 'Gender', and 'Start Date'. Buttons for 'View Campaigns', 'View Ads', and 'Stats' are also present.

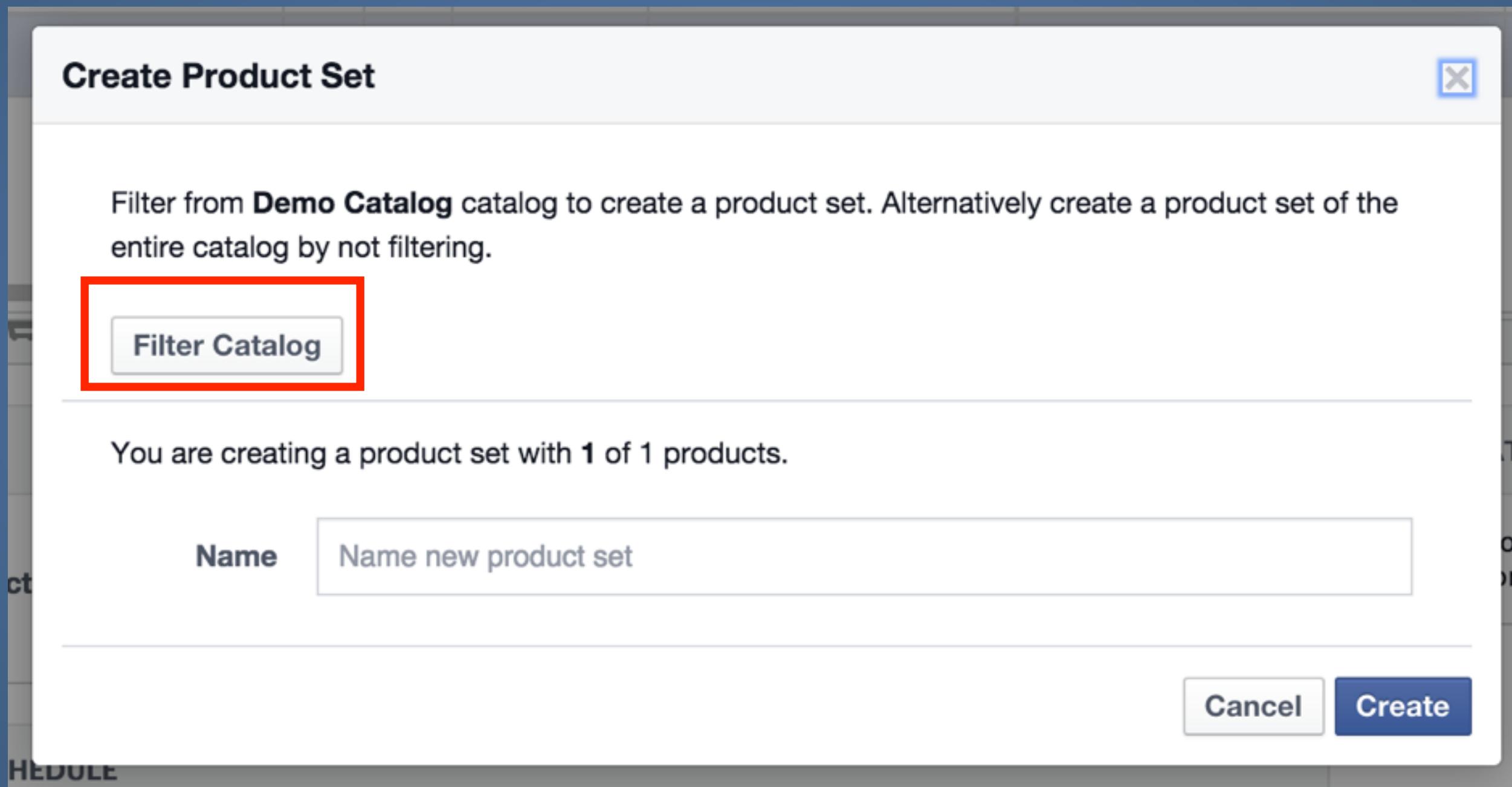
创建广告组



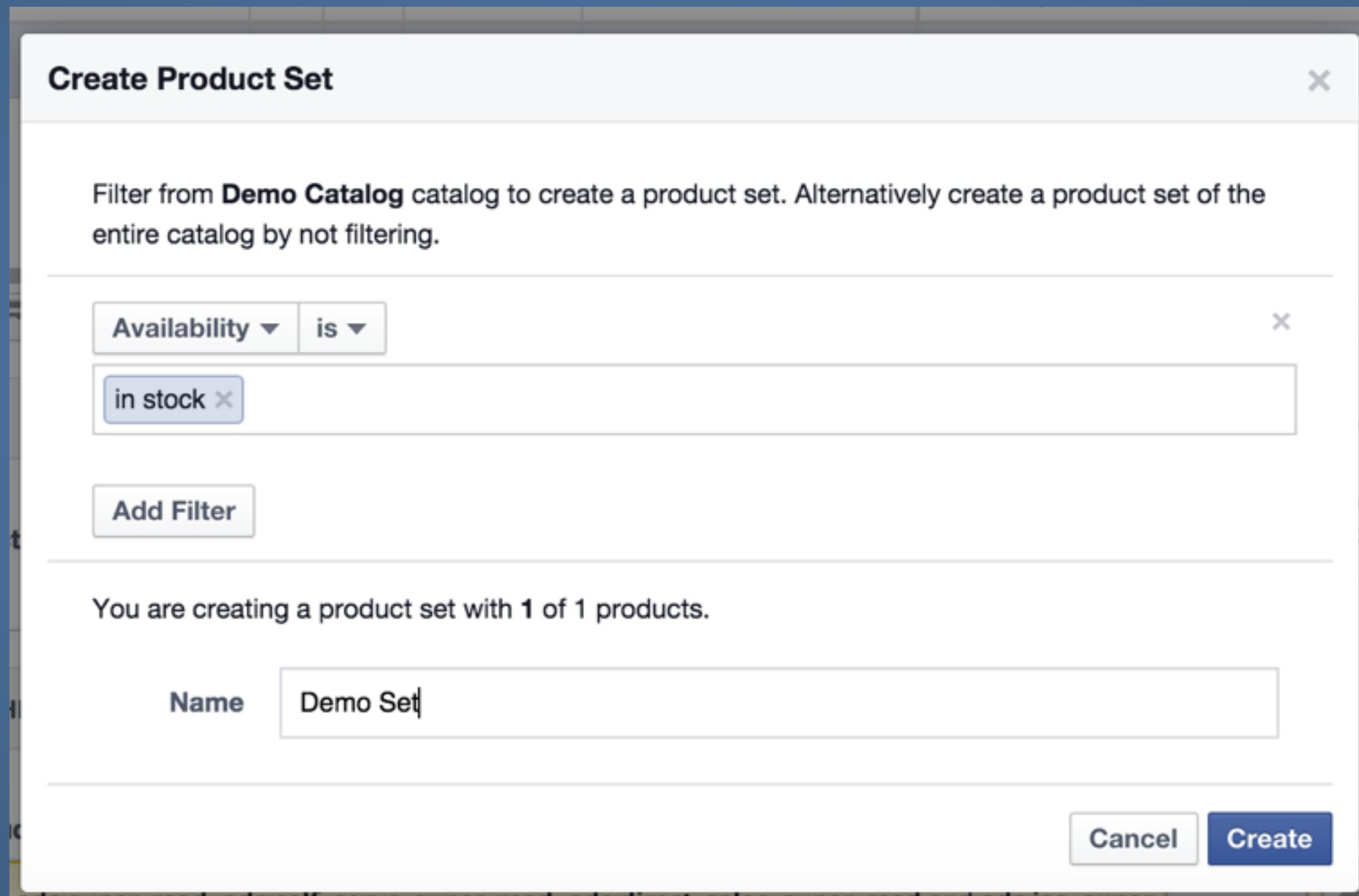
创建广告组：指定商品集

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', 'Power Editor', 'Download to Power Editor', 'Upload Changes', and 'Help'. The left sidebar has a 'Manage Ads' dropdown, followed by three filter sections: '- FILTER BY CAMPAIGN' (Recently Changed (1), Not Uploaded (1), Active (0), Scheduled (0), Paused (1), Completed (1), All (2)), '+ FILTER BY AD SET', and '+ FILTER BY TAG'. The main content area has tabs for 'Campaigns', 'Ad Sets' (which is selected), and 'Ads'. Below the tabs is a toolbar with icons for creating (+), deleting (-), updating (square), cloning (copy), sharing (person), and deleting multiple (-). A search bar 'Search Ad Sets' is also present. The central table lists an 'Ad Set Name' row for 'Demo Ad Set' with status 'New' and delivery 'Not Uploaded', associated with 'Demo Ad Campaign', location 'HK', age 'Any', gender 'All', and start date '04/18/2015'. Below this, a modal window titled 'Creating Ad Set Demo Ad Set' shows an 'OBJECTIVE' section with 'Product Catalog Sales' selected, and 'STATUS' and 'DELIVERY' sections. The 'PRODUCTS' section contains a message 'Product Set No existing product sets' with a red box highlighting the '+' button. The 'ESTIMATED DAILY REACH' section contains a note: 'Set the optimization and pricing to see the estimated daily reach for this ad set.'

创建广告组： 创建商品集



创建广告组： 创建商品集



创建广告组：选择创建的商品集

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', and various account and help links. The main header has tabs for 'Campaigns', 'Ad Sets' (which is selected), and 'Ads'. Below the tabs is a toolbar with icons for creating, deleting, and managing ads. A search bar for 'Search Ad Sets' is also present.

The left sidebar contains a 'Manage Ads' dropdown and several filter sections:

- FILTER BY CAMPAIGN:
 - > Recently Changed (1)
 - > Not Uploaded (1)
 - > Active (0)
 - > Scheduled (1)
 - > Paused (1)
 - > Completed (1)
 - > All (2)
- + FILTER BY AD SET
- + FILTER BY TAG

The main content area displays an 'Ad Sets' table with one row:

Ad Set Name	Status	Delivery	Campaign Name	Location	Age	Gender	Start
Demo Ad Set	+ ! (switch)	New Not Uploaded	Demo Ad Campaign	HK	Any	All	04/18/2015

Below the table, there are sections for 'PRODUCTS' and 'ESTIMATED DAILY REACH'. The 'PRODUCTS' section shows a 'Product Set' dropdown with 'Choose one...' and a '+' button, currently displaying 'Demo Set 1' with ID 'ID 100211420...'. The 'ESTIMATED DAILY REACH' section contains a note: 'Set the optimization and pricing to see the estimated daily reach for this ad set.'

At the bottom, there is a 'BUDGET & SCHEDULE' section with a 'Budget' field set to '\$10.00 HKD'.

创建广告组：选择受众用户行为

The screenshot shows the Facebook Business Manager interface for creating an ad set. The top navigation bar includes 'Business Manager' with a gear icon, 'Power Editor' (selected), 'Download to Power Editor', 'Upload Changes' (green button), 'Help', and a user account section for Marvin Kwok.

The main area has tabs for 'Campaigns', 'Ad Sets' (selected), and 'Ads'. Below these are buttons for '+', filters, and actions like 'View Campaigns', 'View Ads', and 'Stats: Lifetime'. A search bar for 'Search Ad Sets' is also present.

A sidebar on the left contains filter sections: '- FILTER BY CAMPAIGN' (Recently Changed (1), Not Uploaded (0), Active (0), Scheduled (0), Paused (1), Completed (1), All (2)), '+ FILTER BY AD SET', and '+ FILTER BY TAG'.

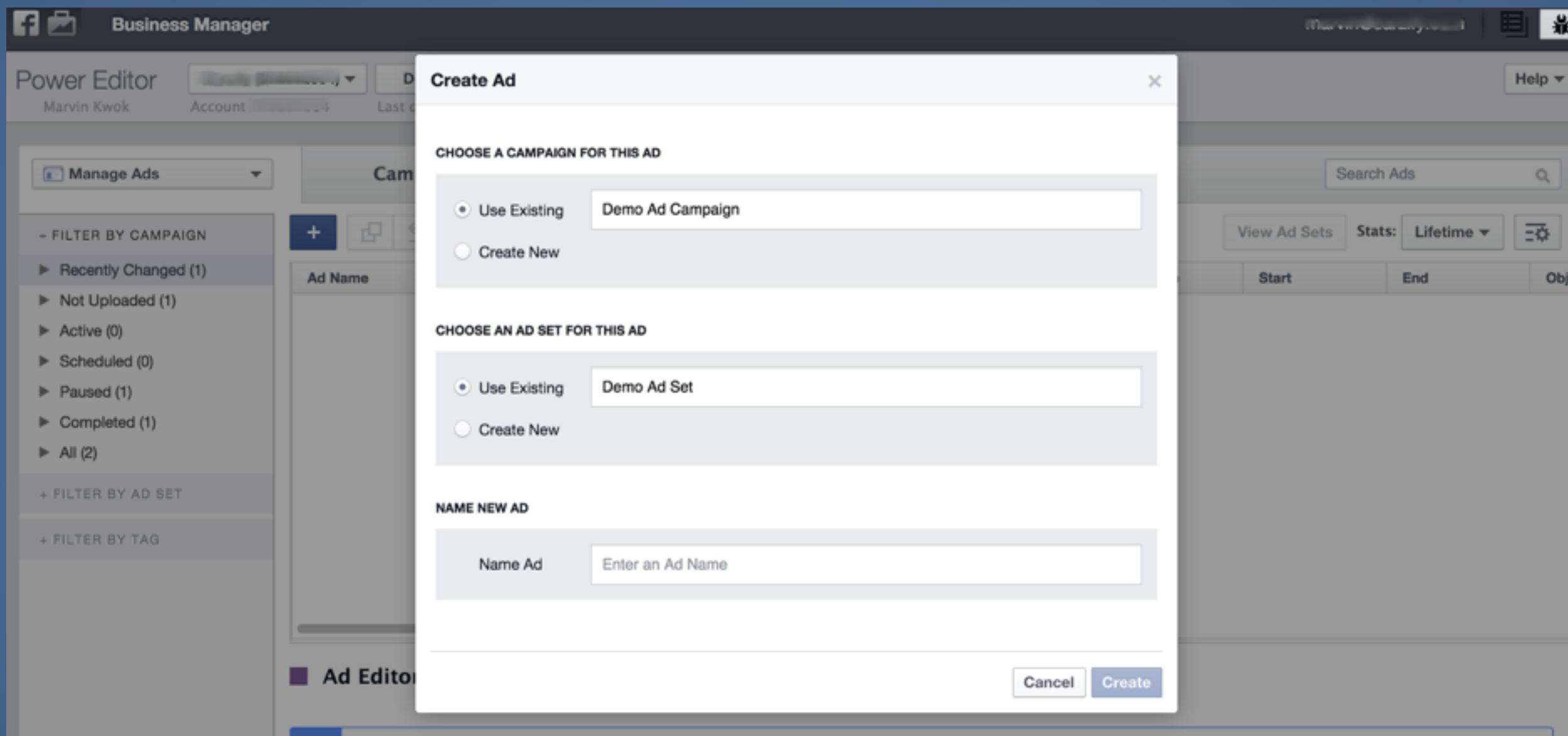
The central 'AUDIENCE' section shows an 'Behavior' dropdown set to 'Viewed or added to cart, but n...' with a dropdown menu open, showing options: 'Viewed, but not bought', 'Added to cart, but not bought', and 'Viewed or added to cart, but not bought' (which is selected). It also shows 'In the last 10 days' and a 'Location - Living in' field. An 'Edit Audience' button is at the bottom.

A table below the audience section lists one ad set: 'Demo Ad Set' (Status: Inactive, Delivery: Ad Set is Off), associated with 'Demo Ad Campaign' (Location: HK, Age: 18 - 65, Gender: All, Start: 04/18/2015).

创建广告

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', and account information for Marvin Kwok. Below the navigation is a toolbar with 'Power Editor', 'Download to Power Editor', 'Upload Changes' (in green), and 'Help'. On the left, a sidebar titled 'Manage Ads' contains filters for 'Recently Changed (1)', 'Not Uploaded (1)', 'Active (0)', 'Scheduled (0)', 'Paused (1)', 'Completed (1)', and 'All (2)'. The main content area has tabs for 'Campaigns', 'Ad Sets', and 'Ads', with 'Ads' currently selected. A sub-header 'Create Ad' is visible above a row of action icons: a blue '+' button, a square, a circular arrow, a trash can, a document with a checkmark, and a refresh symbol. To the right of these icons are buttons for 'View Ad Sets', 'Stats: Lifetime', and a gear icon. A search bar labeled 'Search Ads' is also present. The main table area has columns for 'Ad Name', 'Status', 'Delivery', 'Ad Set Name', 'Campaign Name', 'Start', 'End', and 'Obj'. The table is currently empty.

创建广告



创建广告：指定广告模版

from your Facebook page.

Only show Pages connected to Marvin Business [?](#)

 f ·

CREATIVE

i Editing this ad's creative will reset its likes, comments, and shares

 Single image and link

 Multiple images and links **New**
Show up to 5 images in one ad at no extra cost.
People will scroll to see all your images. [Learn more](#).

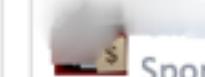
Website URL [?](#) 1024

Text
 +

Headline [?](#)
 +

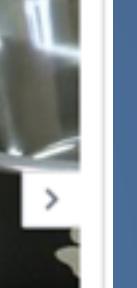
News Feed Link Description [?](#)
 +

1 of 7 sample product previews

 Sponsored · [?](#)
Come to shop


Dog Bowl In Grey
Dog Bowl in grey c...


Dog Bowl In Orange
Dog Bowl in orang...

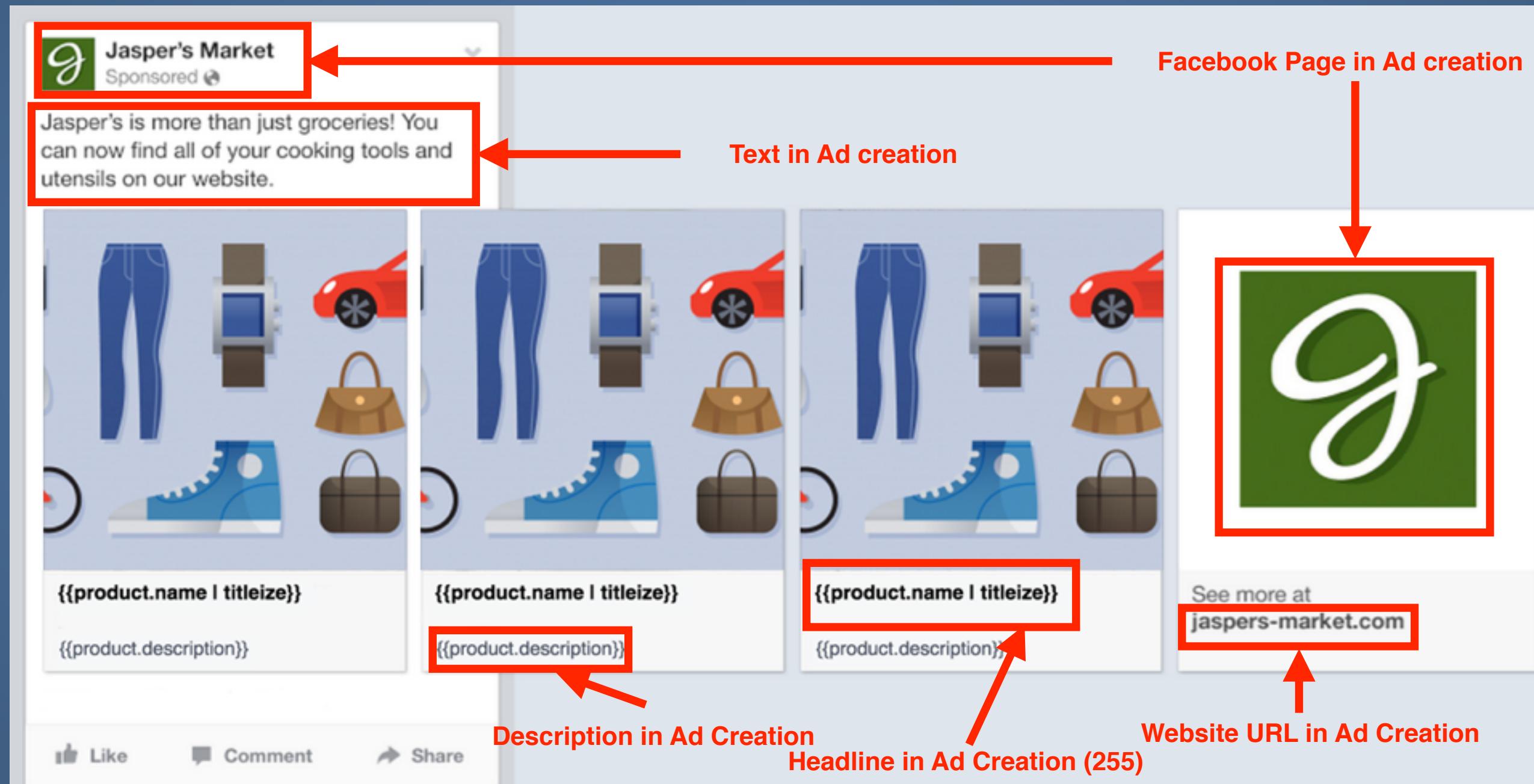

Dog Bowl In Black
Dog Bo...

Like · Comment · Share

AD LINKS Ad ID 6023794026766

[Open in Ads Console \(FB only\)](#)
[Open in Ads Manager](#)
[Open in Ads Reporting](#)
[View in News Feed \(desktop\)](#)
[View on Right Hand Side](#)
[Open Power Editor with this ad selected](#)
[View in Product Catalog Tool](#)

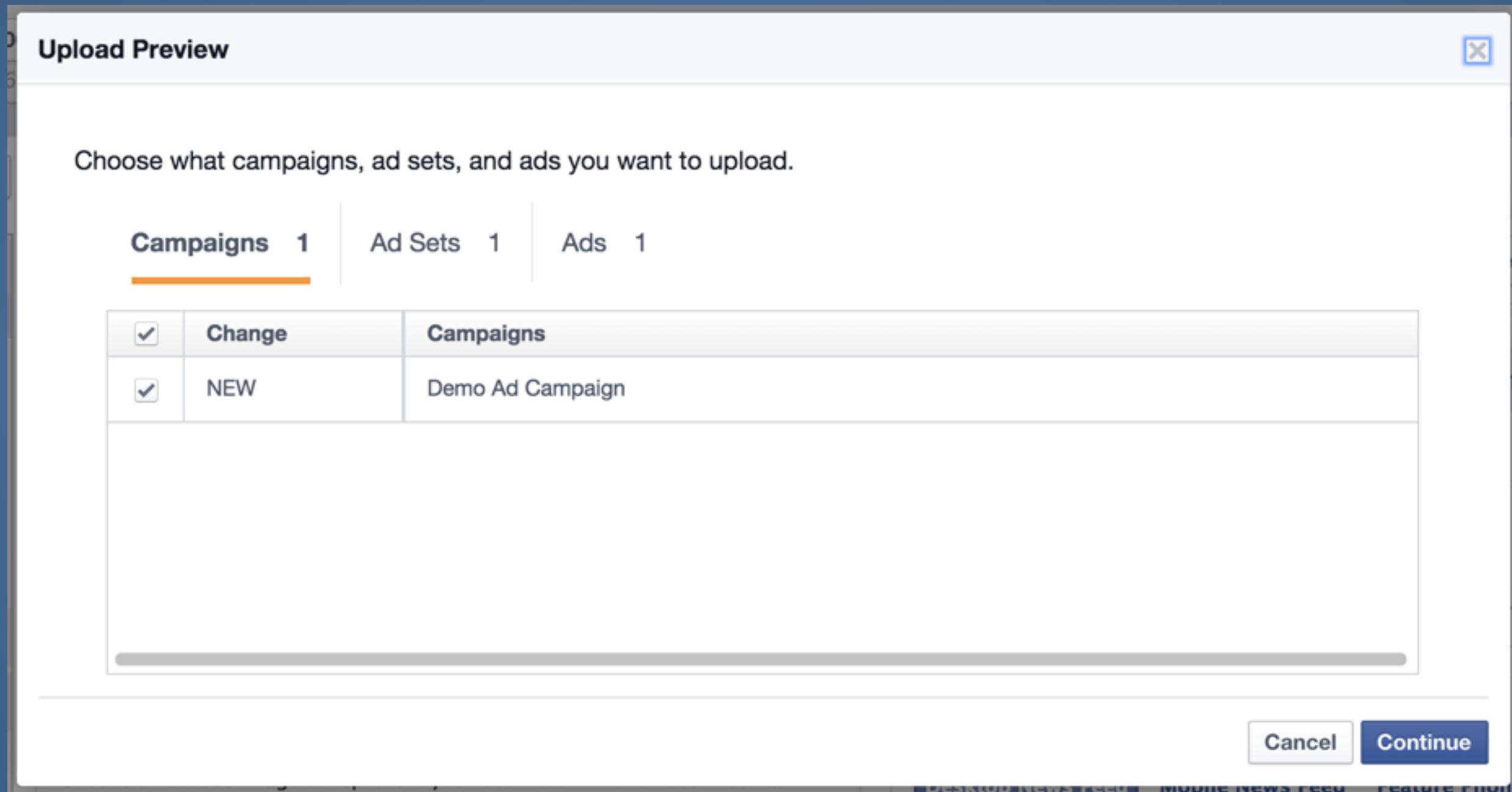
广告模版各项目的显示位置



上传创建的广告

The screenshot shows the Facebook Business Manager Power Editor interface. At the top, there's a navigation bar with the Facebook logo, 'Business Manager', and various account details. A prominent green button labeled 'Upload Changes' is highlighted with a red box. Below the navigation, there are three tabs: 'Campaigns', 'Ad Sets', and 'Ads', with 'Ads' currently selected. On the left, a sidebar provides filtering options like 'Recently Changed (1)', 'Not Uploaded (1)', and 'Active (0)'. The main area displays a table of ads, showing one entry: 'Demo Ad' under 'Ad Name', 'Demo Ad Set' under 'Ad Set Name', and 'Demo Ad Campaign' under 'Campaign Name'. The 'Status' column indicates it's 'New' and 'Not Uploaded'. At the bottom, a section titled 'Creating Ad Demo Ad' shows the ad's objective as 'Product Catalog Sales', its status as 'New', and delivery settings. It also includes fields for 'FACEBOOK PAGE' and 'PREVIEW'.

上传创建的广告



案例 2

- 是否可以对客户进行再营销同时显示其它相关品类的商品？

实现要点

- 为不同的商品品类创建不同的商品集
 - 例如，商品集A是时装品类，商品集B是小配件品类，商品集C是鞋包品类
- 针对不同的商品集创建广告组，然后将这些广告组设置为针对不同的受众（通过Custom Audience, CA）
 - 例如
 - 创建广告组1，针对20岁以上的女性，使用商品集A与C
 - 创建广告组2，针对20岁以下的女性，使用商品集A与B
 - 根据受众的不同，不同品类的商品将动态展示
 - 20岁以上的女性客户将看到她喜欢的时装和推荐的鞋包
 - 20岁以下的女性客户将看到她喜欢的时装和推荐的小配件

案例 3

- 应该如何优化广告出价？

区分受众行为，进行差异竞价

- 假设有如下两类查看但是未购买的用户
 - A：过去30日内曾经查看但是未购买
 - B：过去7日内曾经查看但是未购买
- 按照如下要点创建DPA广告
 - 创建两个广告组，一个针对A类客户，一个针对B类客户
 - 针对B类客户的广告采用更高的竞价
- 效果
 - A, B两类客户都将看到广告，B类将看到竞价更高的广告
 - B类客户长期未转化时，将自动转入低竞价优化ROI

案例 4

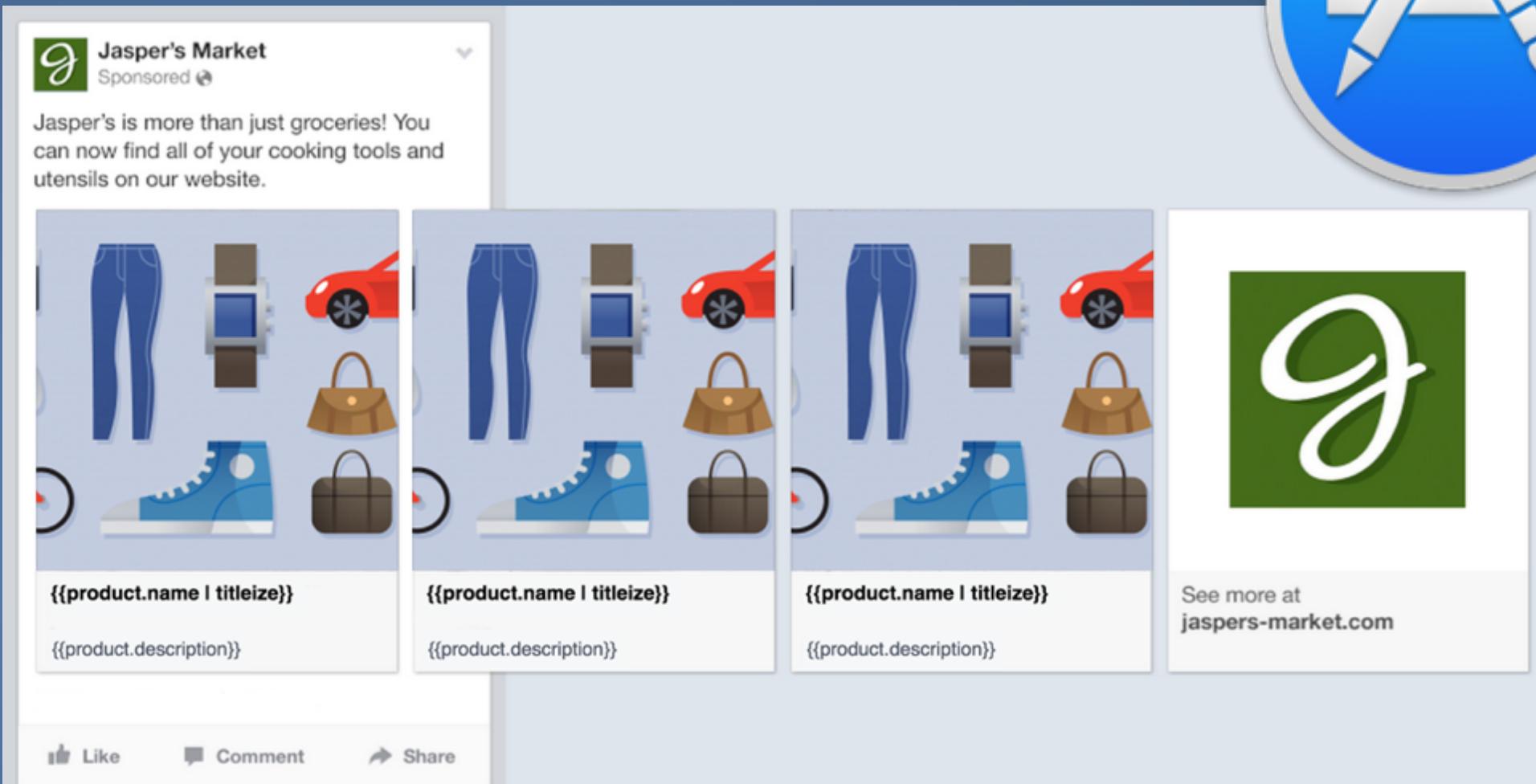
- 我们的业务是mobile only，可否使用DPA？

可以使用
DPA for mobile

<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-audiences/#setupappevents>

DPA for mobile

- DPA
 - 匹配WCA事件
 - 自动生成广告
 - 转化至网站
- DPA for mobile
 - 匹配App Events
 - 自动生成广告
 - 转化至app(通过deep link)



实现要点

App Events方面

- 在app中发送app events
 - 集成Facebook SDK
 - 事件格式类似网站DPA
 - ViewContent
 - AddToCart
 - Purchase

广告创建方面

- 配置正确Deep Link
- 在产品feed中增加如下的字段:
 - applink_ios_app_name
 - applink_ios_url
 - applink_iphone_app_name
 - applink_iphone_url
 - applink_ipad_app_name
 - applink_ipad_url
 - applink_android_app_name
 - applink_android_url
 - applink_android_package
- 创建广告时，增加 "applink_treatment"参数来创建ad creative
- 通过UI创建广告时"applink_treatment"已经默认为“deeplink_with_web_fallback”

DPA for mobile App Events示例： iOS – AddToCart

```
[FBSDKAppEvents logEvent:FBSDKAppEventNameAddedToCart  
valueToSum:54.23  
parameters:@{  
    FBSDKAppEventParameterNameCurrency : @“USD”,  
    FBSDKAppEventParameterNameContentType : @“product”,  
    FBSDKAppEventParameterNameContentID : @“123456789”  
}  
];
```

DPA for mobile App Events示例： Android – Purchased

```
Bundle parameters = new Bundle();
parameters.putString(AppEventsConstants.EVENT_PARAM_CURRENCY, "USD");
parameters.putString(AppEventsConstants.EVENT_PARAM_CONTENT_TYPE, "product");
parameters.putString(AppEventsConstants.EVENT_PARAM_CONTENT_ID, "[" + "1234",
"5678" + "]");
logger.logEvent(
    AppEventsConstants.EVENT_NAME_PURCHASED,
    54.23,
    parameters
);
```

通过API创建广告示例（Python SDK）

```
adcreative = AdCreative(parent_id='act_<AD_ACCOUNT_ID>')
adcreative[AdCreative.Field.object_story_spec] = {
    'page_id': <PAGE_ID>,
    'template_data': {
        'message': 'Come to shop',
        'link': <LINK>,
        'name': '{{product.name}}',
        'description': '{{product.description}}',
        'max_product_count': 3
    }
}
adcreative[AdCreative.Field.product_set_id] = <PRODUCT_SET_ID>
adcreative['applink_treatment'] = 'deeplink_with_web_fallback' ###!!! for deep linking to work
adcreative.remote_create()

ad = AdGroup(parent_id=my_ad_account_id)
ad[AdGroup.Field.name] = 'Mobile Ad'
ad[AdGroup.Field.campaign_id] = <AD_SET_ID>
ad[AdGroup.Field.creative] = {
    'creative_id': adcreative[AdCreative.Field.id]
}
ad[AdGroup.Field.status] = AdGroup.Status.paused
ad.remote_create()
```



观察广告表现

使用表现数据报表

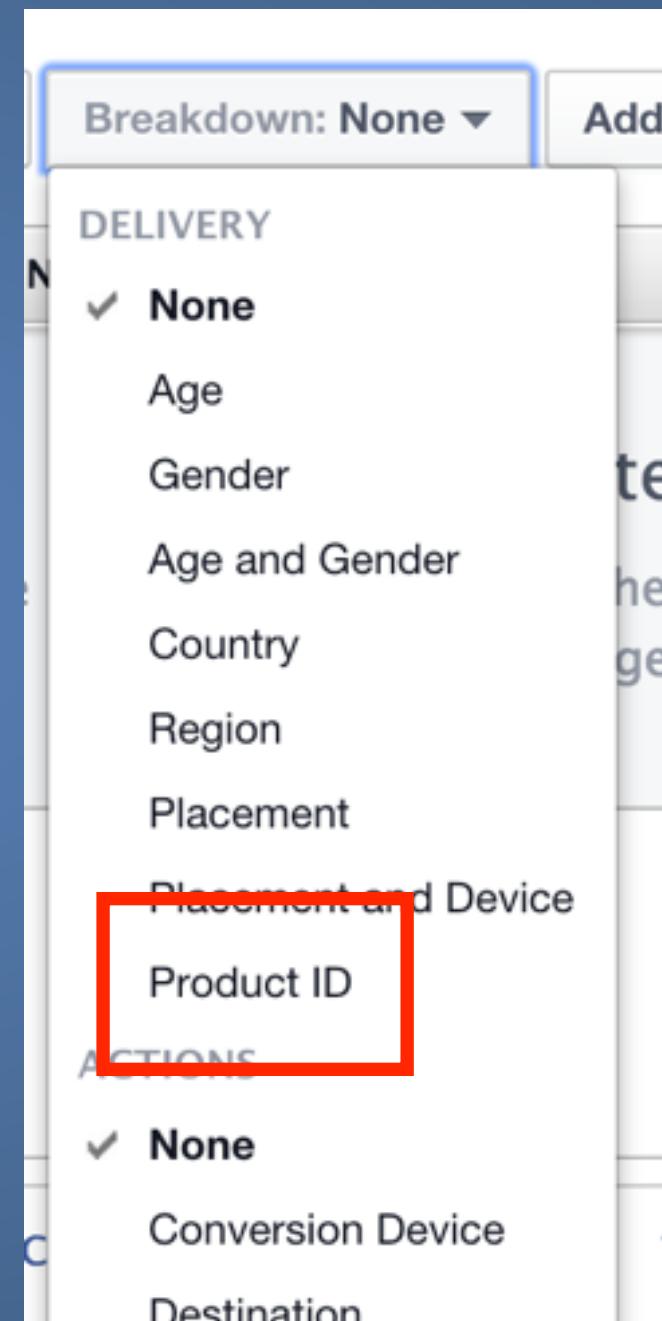
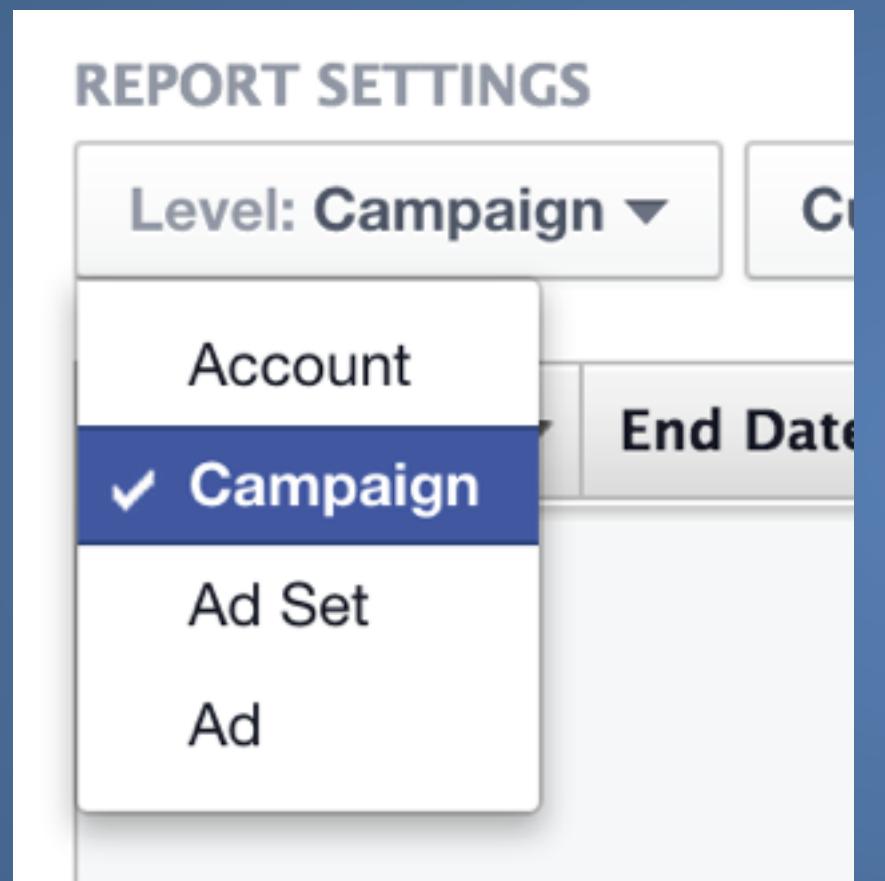
The screenshot shows the Facebook Ads Manager interface under the 'Marvin Business' account. The left sidebar has a red box highlighting the 'Reports' section, which includes options like 'Campaigns', 'Reports' (selected), 'Old Reports', 'Old Scheduled Reports', and 'Audience Insights'. The main area is titled 'Facebook Ads Reporting' and displays 'CURRENT REPORT' settings for 'General Metrics'. It also shows 'REPORT SETTINGS' with 'Level: Campaign', 'Customize Columns', 'Breakdown: None', 'Add Filters', and a 'Date Range: Last 30 days'. Below these are filter fields for 'Start Date', 'End Date', 'Campaign Name', 'Reach', 'Frequency', 'Impressions', 'Clicks', 'Unique Clicks', and 'Click-Through Rate (CTR)'. A message at the bottom states: 'Change Your Filters or Date Range to View Reports' and 'There isn't any data that matches your search or filters. Update your filters, columns or selected date range to find the data you need for your report.'

使用表现数据报表：调整观察时间段

The screenshot shows the Facebook Ads Reporting interface. On the left, there's a sidebar with options like 'Ads Manager', 'Account', 'Campaigns', and 'Reports' (which is selected). The main area is titled 'Facebook Ads Reporting' and shows 'CURRENT REPORT' for 'General Metrics'. It includes buttons for 'Save Report', 'Schedule', 'Share', and 'Export'. Below that are 'REPORT SETTINGS' with 'Level: Campaign', 'Customize Columns', 'Breakdown: None', and 'Add Filters'. A date range selector is set to 'Date Range: Last 30 days'. At the bottom, there's a message: 'Change Your Filters or Date Range to View Reports' followed by the text: 'There isn't any data that matches your search or filters. Update your filters, columns or selected date range to find the data you need for your report.'

使用表现数据报表：调整粒度与细分指标

The screenshot shows the Facebook Ads Reporting interface. On the left, there's a sidebar with options like 'Ads Manager', 'Account', 'Campaigns', and 'Reports' (which is selected). The main area is titled 'Facebook Ads Reporting' and shows 'CURRENT REPORT' for 'General Metrics'. It includes buttons for 'Save Report', 'Schedule', 'Share', and 'Export'. Below that are 'REPORT SETTINGS' with dropdowns for 'Level: Campaign', 'Customize Columns', 'Breakdown: None', and 'Add Filters', all of which are highlighted with red boxes. There are also filters for 'Date Range: Last 30 days', 'Start Date', and 'End Date'. A row of metrics follows: 'Campaign Name', 'Reach', 'Frequency', 'Impressions', 'Clicks', 'Unique Clicks', and 'Click-Through Rate (CTR)'. At the bottom, a message reads: 'Change Your Filters or Date Range to View Reports' and 'There isn't any data that matches your search or filters. Update your filters, columns or selected date range to find the data you need for your report.'



DPA广告可以按照商品的ID进行细分

使用表现数据报表：自定义报表列

The screenshot shows the Facebook Ads Reporting interface. On the left, there's a sidebar with options like 'Ads Manager', 'Account', 'Campaigns', and 'Reports'. The 'Reports' option is selected and highlighted with a blue background. In the main area, the title 'Facebook Ads Reporting' is displayed above a 'CURRENT REPORT' section. This section includes a dropdown for 'General Metrics', buttons for 'Save Report', 'Schedule', 'Share', and 'Export', and a 'Reports Help' link. Below this is a 'REPORT SETTINGS' section with buttons for 'Level: Campaign', 'Customize Columns' (which is highlighted with a red box), 'Breakdown: None', and 'Add Filters'. To the right of these buttons is a 'Date Range: Last 30 days' dropdown. At the bottom of the report area, there's a message: 'Change Your Filters or Date Range to View Reports' followed by the text 'There isn't any data that matches your search or filters. Update your filters, columns or selected date range to find the data you need for your report.'

使用表现数据报表：调整归因窗口长度

Customize Columns

Performance

Engagement

Videos

Websites

Apps

Events

Clicks

Settings

Search Clear Search

PERFORMANCE

Reach
 Frequency
 Impressions
 Social Reach
 Social Impressions
 Actions
 People Taking Action
 Total Conversion Value

RELEVANCE SCORE (ADS ONLY, DELIVERY BREAKDOWN
UNSUPPORTED)

Relevance Score
 Positive Feedback
 Negative Feedback

COST

Cost Per 1,000 People Reached
 Cost Per 1,000 Impressions (CPM)
 Cost Per All Actions

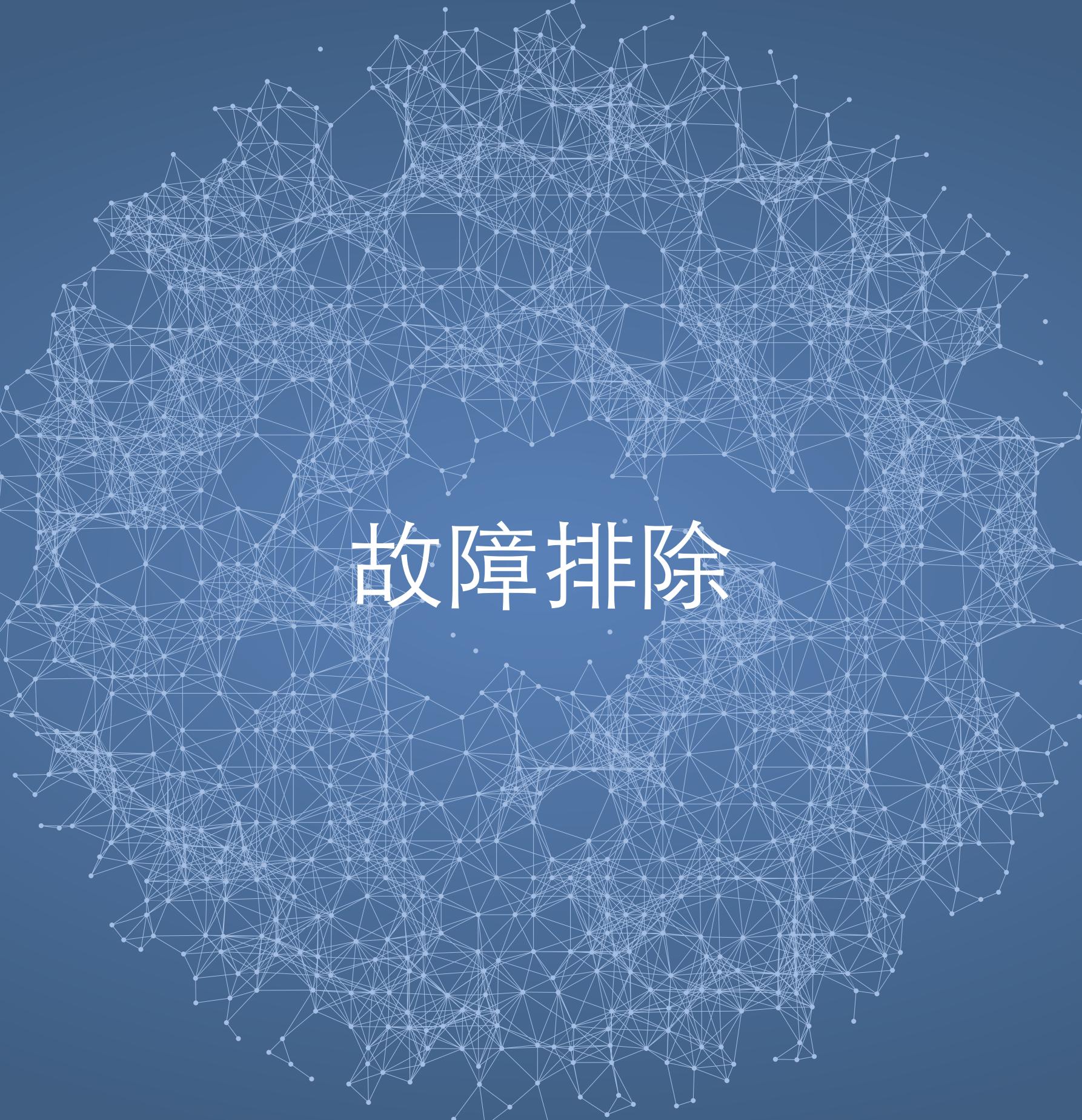
15 COLUMNS SELECTED

Campaign Name
 Reach
 Frequency
 Impressions
 Clicks
 Unique Clicks
 Click-Through Rate (CTR)
 Unique Click-Through Rat...
 Amount Spent
 Cost Per 1,000 Impressio...
 Cost Per 1,000 People Re...

THE ATTRIBUTION WINDOW IS SET TO:

• 1 day after viewing ad and 28 days after clicking on ad

[Change Attribution Window](#)



故障排除

Validation and TroubleShooting

- 商品目录调试工具 (Product Catalog Debug tool for Ads Debug)
 - https://business.facebook.com/ads/product_catalog/debug/
- Pixel调试工具 (Pixel Helper Plugin for Chrome)
 - <https://developers.facebook.com/docs/ads-for-websites/pixel-troubleshooting>
- 查看Pixel是否触发的工具
 - https://business.facebook.com/ads/retargeting_pixel/debug/

其它参考资料

- Dynamic Product Ads:
 - https://our.intern.facebook.com/intern/wiki/Solutions_Engineering/Dynamic_Product_Ads
- Business Manager:
 - <https://business.facebook.com>
- Power Editor:
 - <https://business.facebook.com/ads/manage/powereditor>
- Obtain access token (for API):
 - https://developers.facebook.com/docs/marketing-api/overview#access_token

旧版

Website Custom Audience Pixel

概览

```
<script>(function() {
  var _fbq = window._fbq || [];
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '<PIXEL_ID>']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'PixelInitialized', {}]);
</script>
<noscript></noscript>
```

```
window._fbq.push(["track", "Purchase", {
  content_ids: ['<product_id1>', '<product_id2>'],
  content_type: 'product'
}]);
```

- 事件"ViewContent"

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '<PIXEL_ID>']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'viewContent', {
  content_ids: ['<product_id>'],
  content_type: 'product'
}]);
</script>
<noscript></noscript>
```

- 事件"AddToCart"

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '<PIXEL_ID>']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'AddToCart', {
  content_ids: ['<product_id>'],
  content_type: 'product'
}]);
</script>
<noscript></noscript>
```

- 事件"Purchase"

```
<script>(function() {
  var _fbq = window._fbq || (window._fbq = []);
  if (!_fbq.loaded) {
    var fbds = document.createElement('script');
    fbds.async = true;
    fbds.src = '//connect.facebook.net/en_US/fbds.js';
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(fbds, s);
    _fbq.loaded = true;
  }
  _fbq.push(['addPixelId', '<PIXEL_ID>']);
})();
window._fbq = window._fbq || [];
window._fbq.push(['track', 'Purchase', {
  content_ids: ['<product_id1>', '<product_id2>'],
  content_type: 'product'
}]);
</script>
<noscript></noscript>
```

SOLUTIONS+ENGINEERING

<https://developers.facebook.com/docs/marketing-api>