

實戰Facebook Marketing API

facebook

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APAC



technology to help



Automate

自動化



Integrate

集成化



Scale

規模化



Marketing API 實戰

立即嘗試行銷API?

The screenshot shows the Facebook Graph API Explorer interface. At the top, the URL is https://developers.facebook.com/tools/explorer/1092670627425607/?method=GET&path=act_10206805680... . The navigation bar includes links for Developers, My Apps, Products, Docs, Tools & Support, and News. A search bar for 'Search in Docs' is also present. A user profile picture is visible in the top right corner.

In the main area, the 'Graph API Explorer' title is displayed. The 'Application' dropdown is set to 'PhpSDKTest' (highlighted with a red box). The 'API Version' is set to 'v2.4'. Below this, the 'Access Token' field contains a long string of characters, and there are 'Debug' and 'Get Token' buttons (also highlighted with a red box).

The query section shows a 'GET' request to the endpoint '/v2.4/act_10206805680808922/insights'. There are 'Profiling' and 'Debug Enabled' buttons, along with a 'Submit' button.

A note below the query says 'Learn more about the Graph API syntax'. On the left, there's a sidebar with an 'Edge: act_10206805680808922/insights' section and a '+ Search for a field' link.

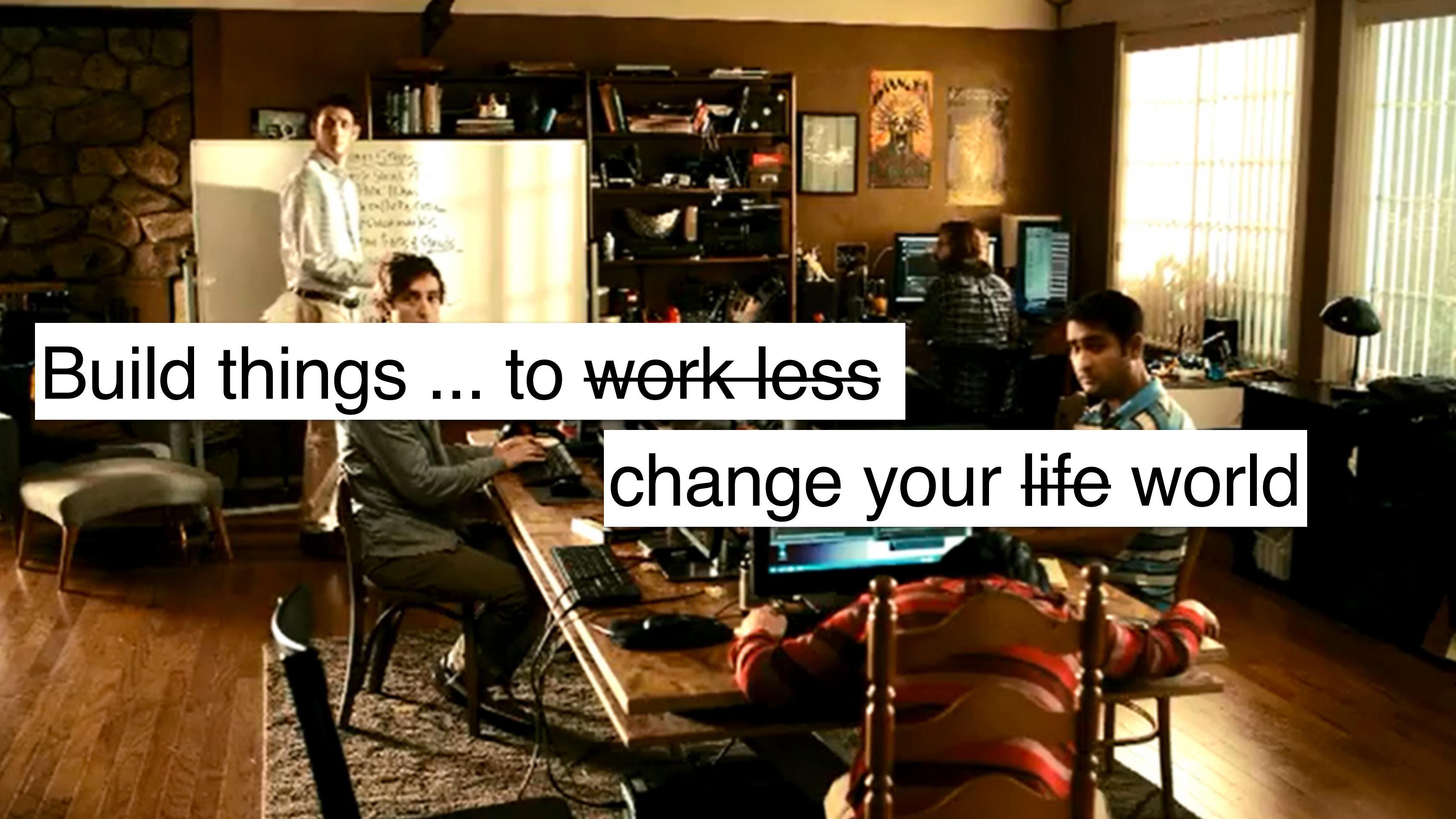
The main content area displays the JSON response for the insights query. The data structure is as follows:

```
{  
  "data": [  
    {  
      "account_id": "10206805680808922",  
      "actions": [  
        {  
          "action_type": "like",  
          "value": 514  
        },  
        {  
          "action_type": "link_click",  
          "value": 68  
        },  
        {  
          "action_type": "mention",  
          "value": 1  
        },  
        {  
          "action_type": "photo_view",  
          "value": 174  
        },  
        {  
          "action_type": "post",  
          "value": 16  
        },  
        {  
          "action_type": "post_like",  
          "value": 189  
        },  
        {  
          "action_type": "page_engagement",  
          "value": 962  
        },  
        {  
          "action_type": "post_engagement",  
          "value": 447  
        }  
      ]  
    }  
  ]  
}
```

<https://developers.facebook.com/tools/explorer/>

竅門

metadata=1



Build things ... to ~~work less~~

change your ~~life~~ world

A large, abstract network graph is centered on the page, composed of numerous small white dots (nodes) connected by thin white lines (edges). The graph is highly interconnected, forming a complex web-like structure.

Case 1

更新動態產品廣告的迷思

商品目錄

| Products in Category (7) | | | | | | | |
|-------------------------------------|------------|---|-------------|-------|---------|--------------|--|
| Item ID | Name | Image | Destination | Brand | Price | Availability | |
| 34256 | [REDACTED] |  | [REDACTED] | | \$30.99 | in stock | |
| 32603 | [REDACTED] |  | [REDACTED] | | \$19.39 | in stock | |
| 27541 | [REDACTED] |  | [REDACTED] | | \$35.39 | in stock | |
| 9035 | [REDACTED] |  | [REDACTED] | | \$16.39 | in stock | |
| 36844 | [REDACTED] |  | [REDACTED] | | \$22.39 | in stock | |
| 23033 | [REDACTED] |  | [REDACTED] | | \$35.39 | in stock | |
| 20603 | [REDACTED] |  | [REDACTED] | | \$43.99 | in stock | |

怎樣更新商品目錄？

1. 找其他同事獲得商品目錄的Feed檔案
2. 登入Facebook Business Manager
3. 人工上傳Feed檔案或者上傳至伺服器
4. 等待Facebook處理檔案完成
5. 檢視處理過程中有可能的錯誤
6. 如有錯誤回到第1步

Facebook提供的UI工具

- 自動上傳僅支持定時週期
 - 最小間隔為24小時
 - 或手動上傳
- 不能
 - 更新間隔<24小時
 - 更新个别商品



Add New Feed ×

Feed Name

Auto-Upload With URL (Recommended)
Use a URL to link to the product database on your server. This will let you schedule regular, automatic updates to your product feed. Your feed will be immediately updated the first time.

Feed URL

Supported protocols: http, https, ftp, sftp

Credentials (required for FTP and SFTP)

Encoding

Delimiter

Use quoted fields

Upload Date
 at

Upload Frequency

Upload File Manually
Upload your products and update your product feed manually.

Facebook 提供的 API

Product Feed
Creating

```
curl \
-F "url=http://www.example.com/sample_feed.tsv" \
-F "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API_VERSION>/<PRODUCT_FEED_ID>/uploads
```

You can make a POST request to `uploads` edge from the following paths:

- `/{{product_feed_id}}/uploads`

When posting to this edge, no Graph object will be created.

Update Individual Products

You can update an individual product's data in real time. To update a product, include the updated fields in an HTTP POST:

```
https://graph.facebook.com/catalog:<PRODUCT_CATALOG_ID>:<base64urlencode(ret
```

Where `retailer_id` is the Product ID field from your Product Feed. It must be base64url-encoded.

The mutable product fields are defined in the Product Catalog Products documentation.

Product Feed

- Feed Format
- XML Example RSS
- XML Example ATOM
- Required Fields
- Optional Fields
- Product Deep Links
- Product Feed Uploads
- List Feeds in Product Catalog
- List Products in One Feed
- Update Individual Products
- Product Search

Python sample code to upload feed

```
feed_id = '<your product feed id>'  
feed_upload = ProductFeedUpload(feed_id)  
feed_upload.url = 'https://www.apple2.com/myproducts.xml'  
r = feed_upload.remote_create()  
print('Upload started with id={}'.format(r.id))
```

Python sample code to update product

```
catalog_id = '<INSERT_YOUR_CATALOG_ID_HERE>'
catalog = ProductCatalog(catalog_id)
for item in items:
    product_id, new_price = item
    if new_price == '-':
        response = catalog.update_product(
            product_id,
            availability=Product.Availability.out_of_stock
        )
        print('Product {} is now out of stock'.format(product_id))
    else:
        # prices should be in cents and be an integer
        new_price_in_cents = int(float(new_price) * 100)
        response = catalog.update_product(
            product_id,
            price=new_price_in_cents,
            availability=Product.Availability.in_stock,
        )
        print('Product {} is now costs R$ {}'.format(product_id, new_price))
```

Mock UI

毋需複雜

實用為王



MyCompany

Home Contacts

Product Keyword

Product ID

Product Title

Product Image

Product Price

Product Available?

進階?



內部商品目錄

Scan



Feed XML



Notification

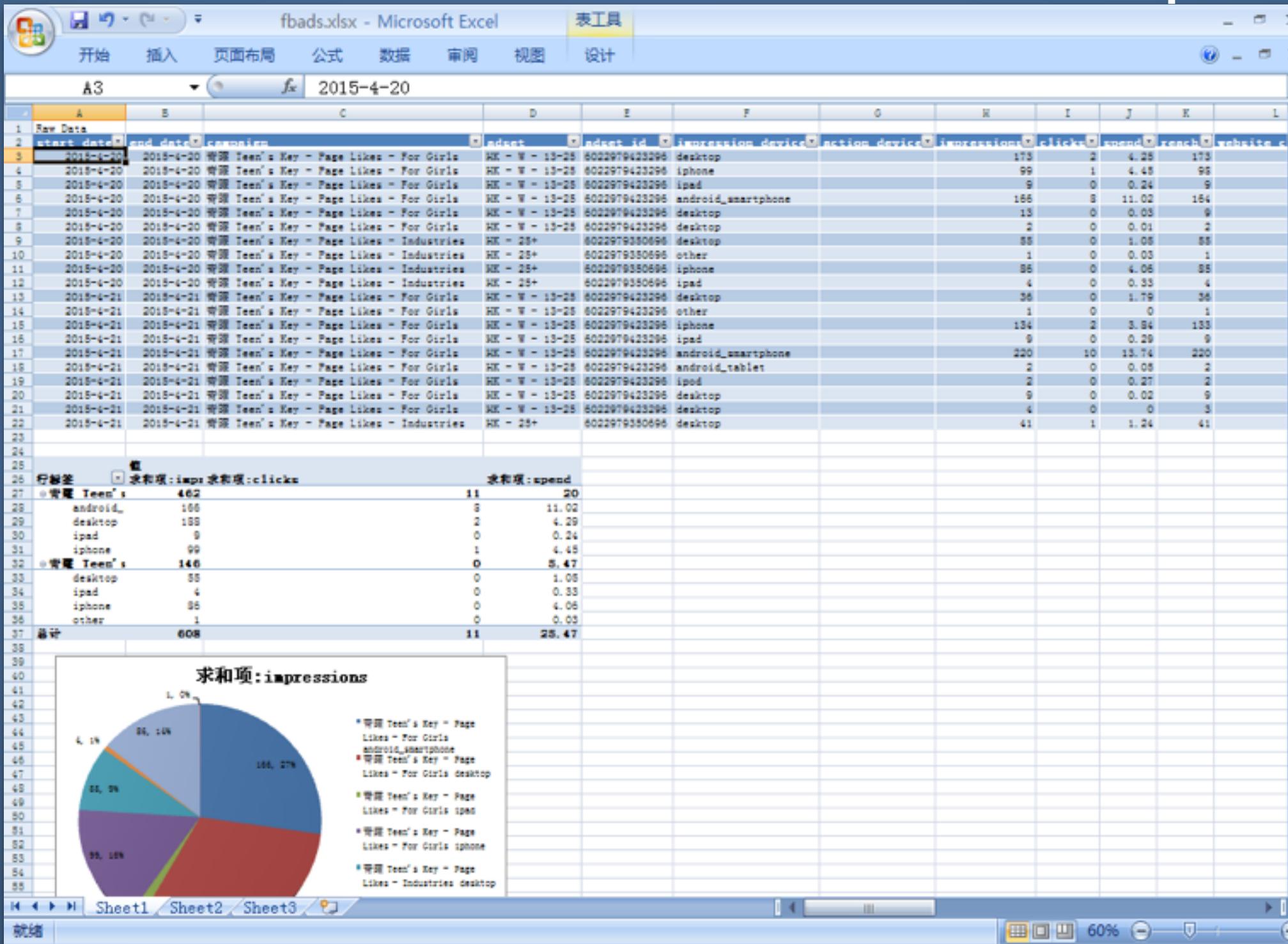


Case 2

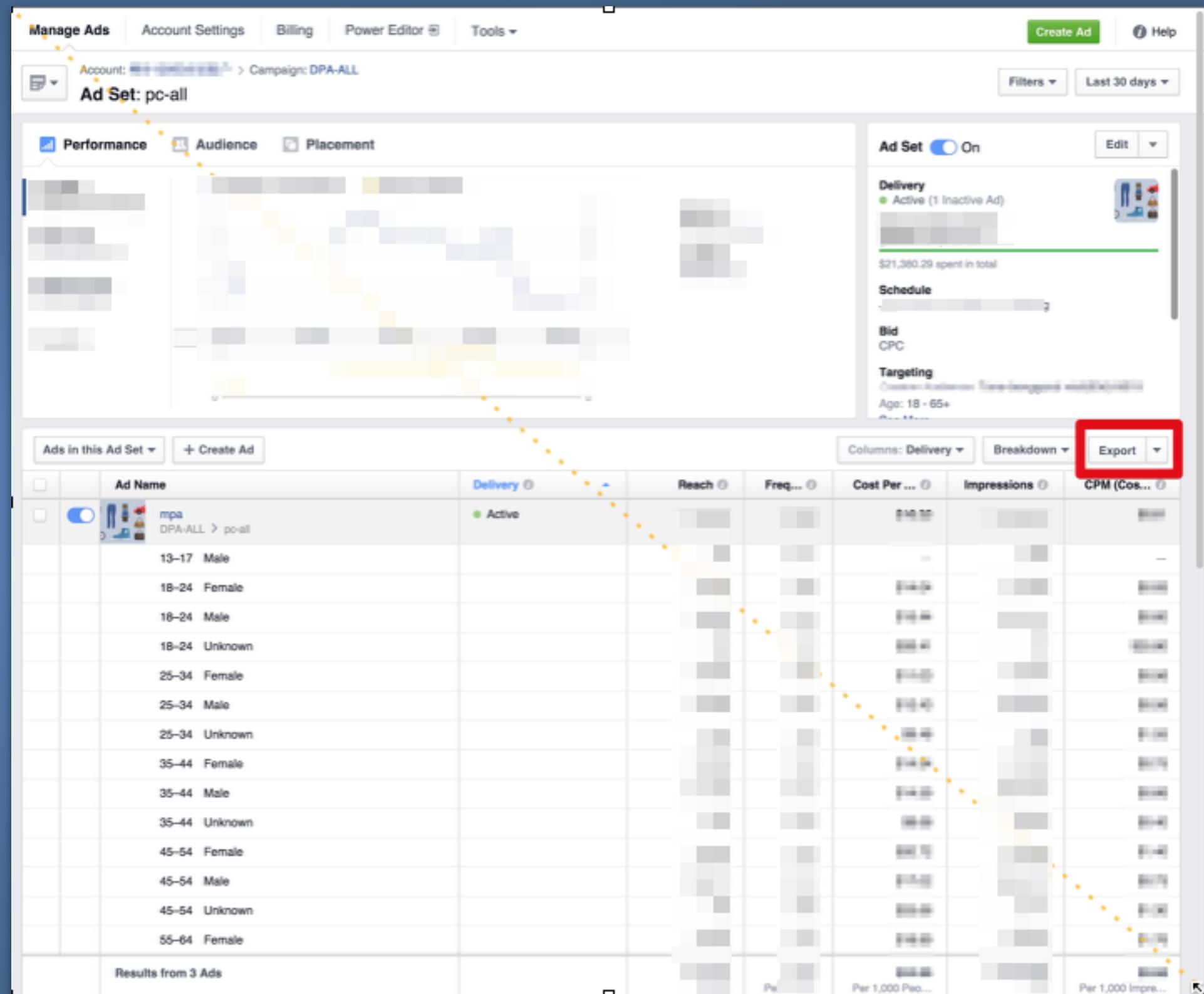
更棒的廣告行銷報表

行銷數據報表：理想

Yu's Personal Report



行銷數據報表：現實



人工步驟

1. 打開Facebook Ads Manager
2. 捲選合適的數據
3. 點擊下載Excel檔案
4. 打開下載的Excel檔案，copy數據
5. 在另一個Excel檔案中整合數據
6. 每日重複做
7. 每個操作員重複做
8. 每個級別整合數據

一個不那麼笨的方案

1. 打開Facebook Ads Manager 1-click下載報表數據到數據庫
2. 選擇合適的數據
3. 點擊下載Excel檔案
4. 打開下載的Excel檔案，copy數據
5. 在另一個Excel檔案中整合數據 1-click從數據庫更新Excel報表
6. 每天重複做
7. 每個操作員重複做
8. 每個級別整合數據 用一個Robot程式來完成這些

```
for my_ad_account_id in my_ad_account_ids:  
    ad_account = AdAccount(my_ad_account_id)  
    fields = [  
        'campaign_group_name', 'campaign_name',  
        'campaign_id', 'impressions', 'clicks',  
        'spend', 'reach', 'actions', 'action_values'  
    ]  
    params = {  
        'time_range': {  
            'since': report_date,  
            'until': report_date  
        },  
        'action_attribution_windows': ['28d_click'],  
        'breakdowns': ['impression_device', 'placement'],  
        'level': 'campaign',  
        'limit': max_records  
    }  
    ad_insights = ad_account.get_insights(fields, params)  
    count = 0  
    for idx in range(0,min(max_records,len(ad_insights))):  
        ad_insight = ad_insights[idx]  
        writeAdInsight(ad_insight, con, report_date)
```

取得

Ad Insights

存入數據庫

```
def writeAdInsight(ad_insight, con, report_date):
    key_str = ""
    value_str = ""
    count = 0
    for (key, value) in key_value.items():
        if count > 0:
            key_str += ", "
            value_str += ", "
        key_str += key
        value_str += "\\" + unicode(value) + "\\"
        count += 1

    stat = "INSERT INTO ad_set_insight (" + key_str + \
           ") VALUES (" + value_str + ")";
    print stat

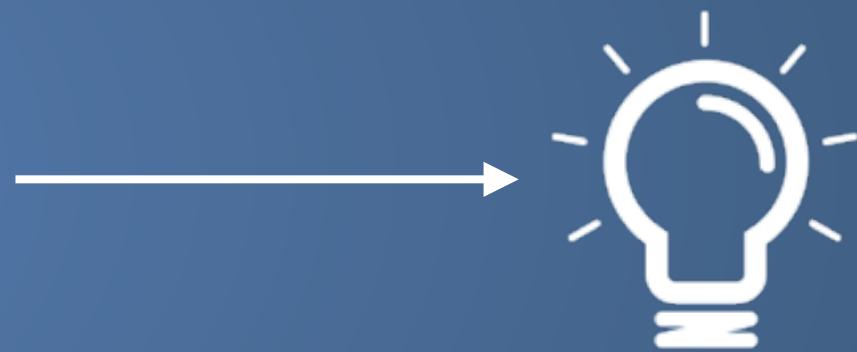
    cur = con.cursor()
    cur.execute(stat)
```

DEMO

然後？



1. 下載來自**Facebook**的數據
2. 儲存至數據庫
3. 從數據庫更新**Excel**報表
4. 從自家的數據庫獲得更多數據
5. 將數據與**Excel**報表整合
6. 發送每日**Email**

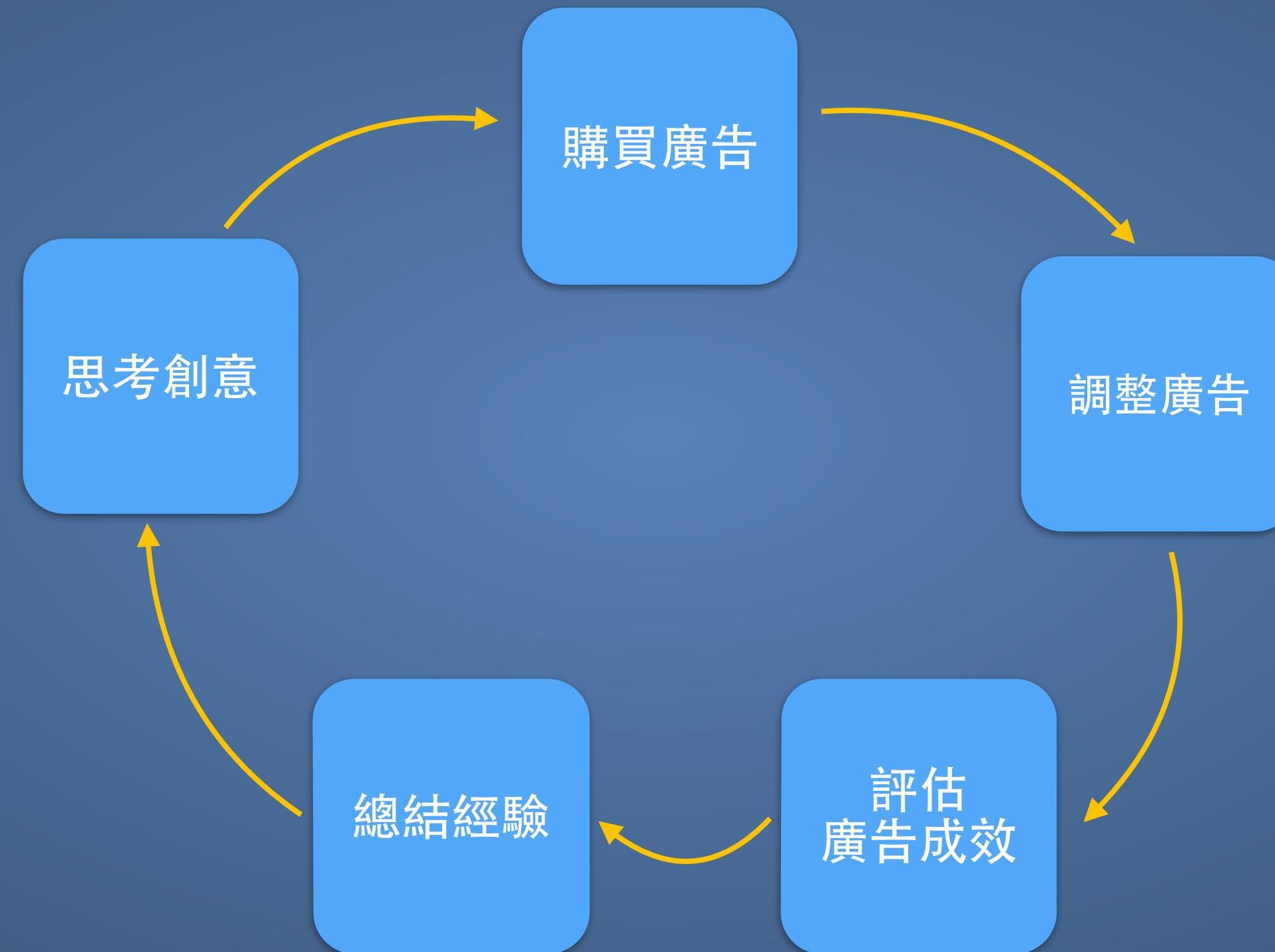




Case 3

智慧廣告系統？

線上市場行銷的工作流程



怎樣改進這個流程？

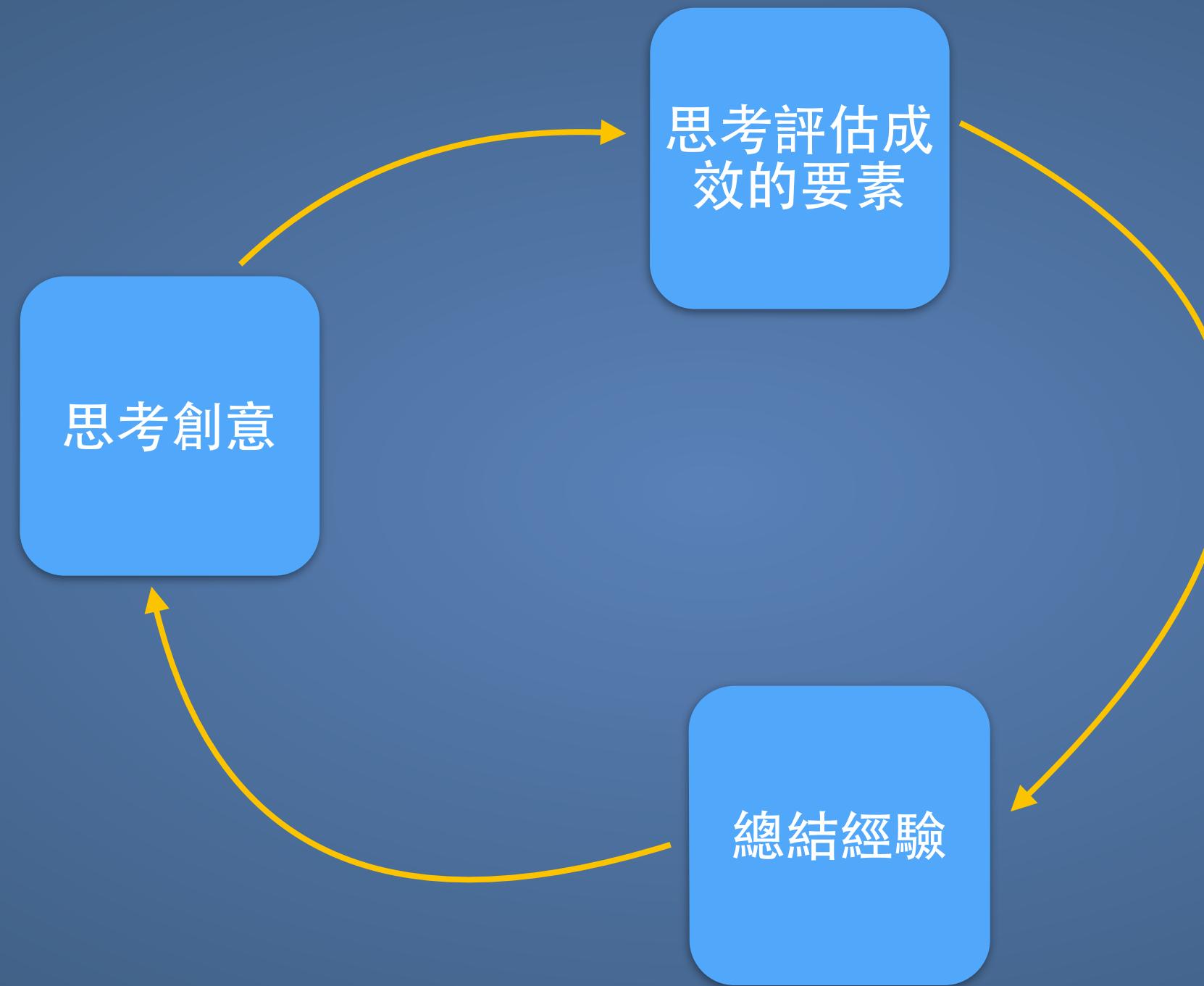
自動化！

購買廣告自動化？

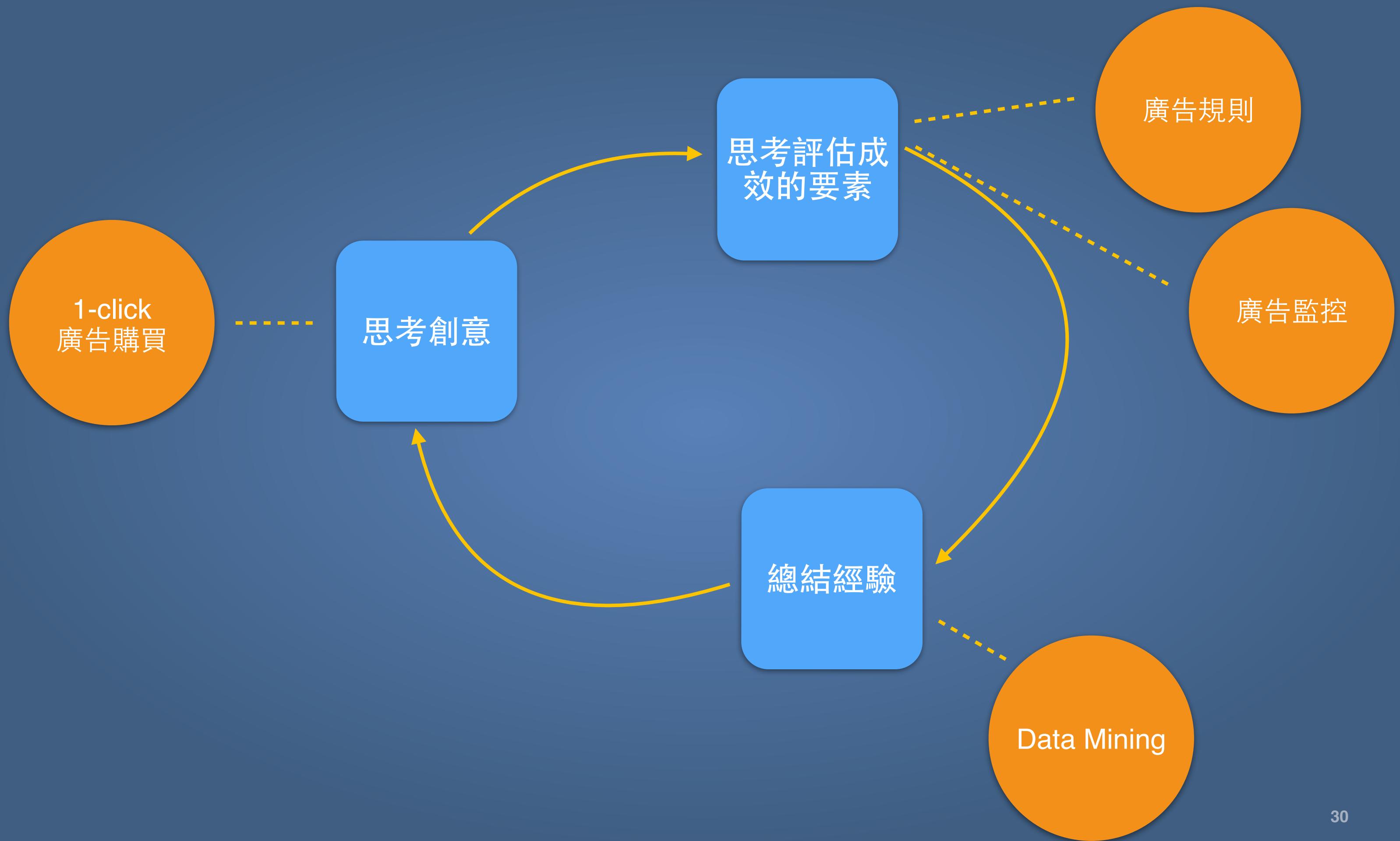
評估廣告成效自動化？

總結經驗自動化？

一個更好的流程



誰來完成廣告購買，調整和成效評估？
機器！



1-click廣告購買



廣告規則

- 什麼是廣告規則?
 - “如果ROI < 3, 那麼停止這個廣告”
 - “如果CTR > 3%, 同時CPC < 1.5USD, 那麼追加預算1000USD”
 - “如果CTR < 2%, 同時CPC > 1 USD, 那麼通知操作員更換廣告的圖片”

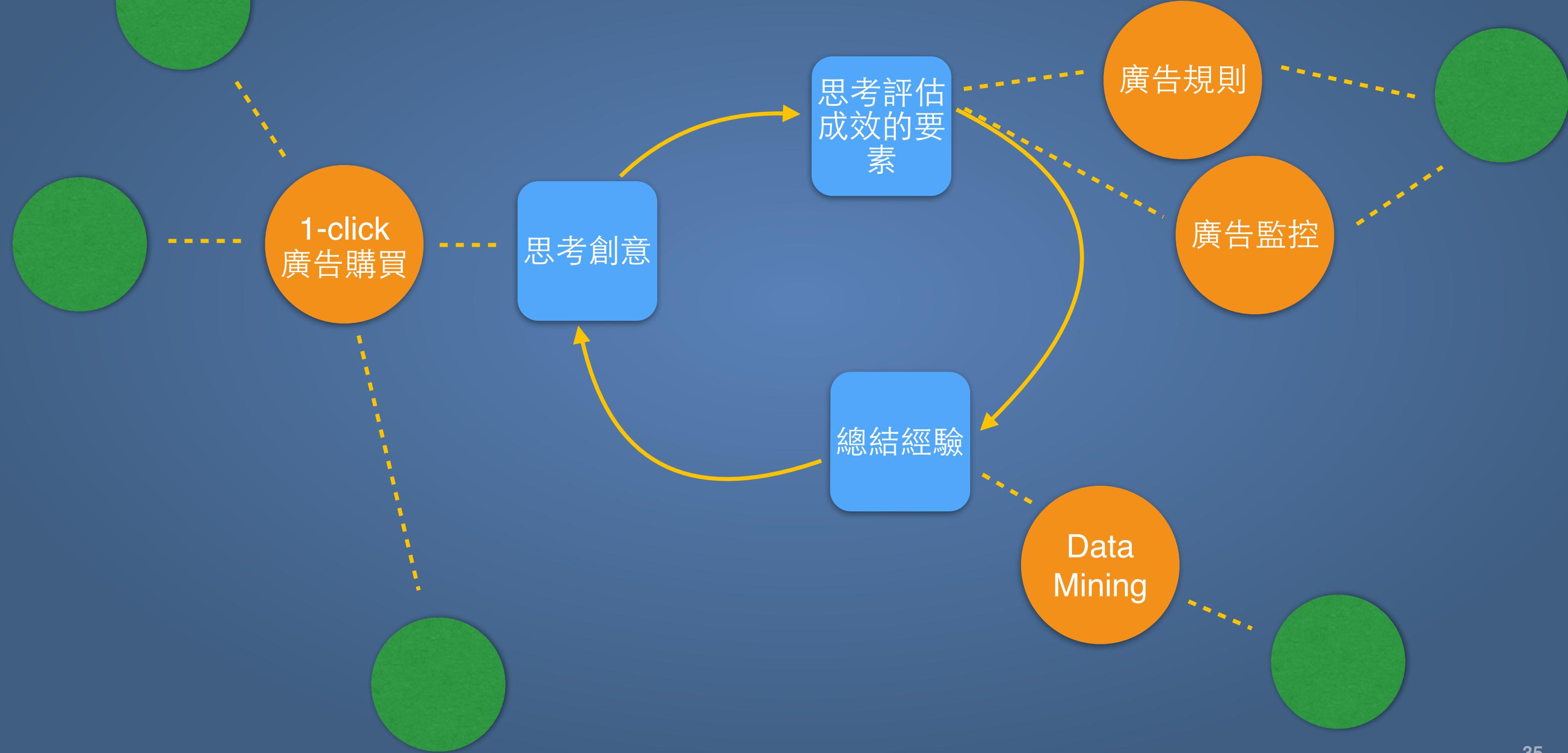
廣告監控



Data Mining

- 需要累積的數據
 - 前面所有努力所累積的數據
 - 自身的銷售數據
- 在這階段我們需要回答的問題是
 - “這個商品的潛在購買顧客是怎樣的（年齡段，性別，來自哪國）？”
 - “這種廣告規則在過往的廣告中表現如何？”
 - “依照這個廣告設定，過往的廣告表現較好的競價數據如何？”
- 實作的方式?
 - 僅僅是提供搜索已經很實用
 - 如果能夠有Data Mining的實作將會大大提升競爭力

全部整合在一起





勿忘初衷

行銷

← IT →

Potential reach
1,350,002,638
people

Audience definition



Resources

Gender

Male

Female

Locations

United States of America



- Official Developer Site
 - <https://developers.facebook.com/docs/marketing-api>
- Official Facebook Group
 - <https://www.facebook.com/marketingdevelopers>
- Samples, Play and Discover
 - <https://www.facebookmarketingdevelopers.com>

SOLUTIONS+ENGINEERING

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