

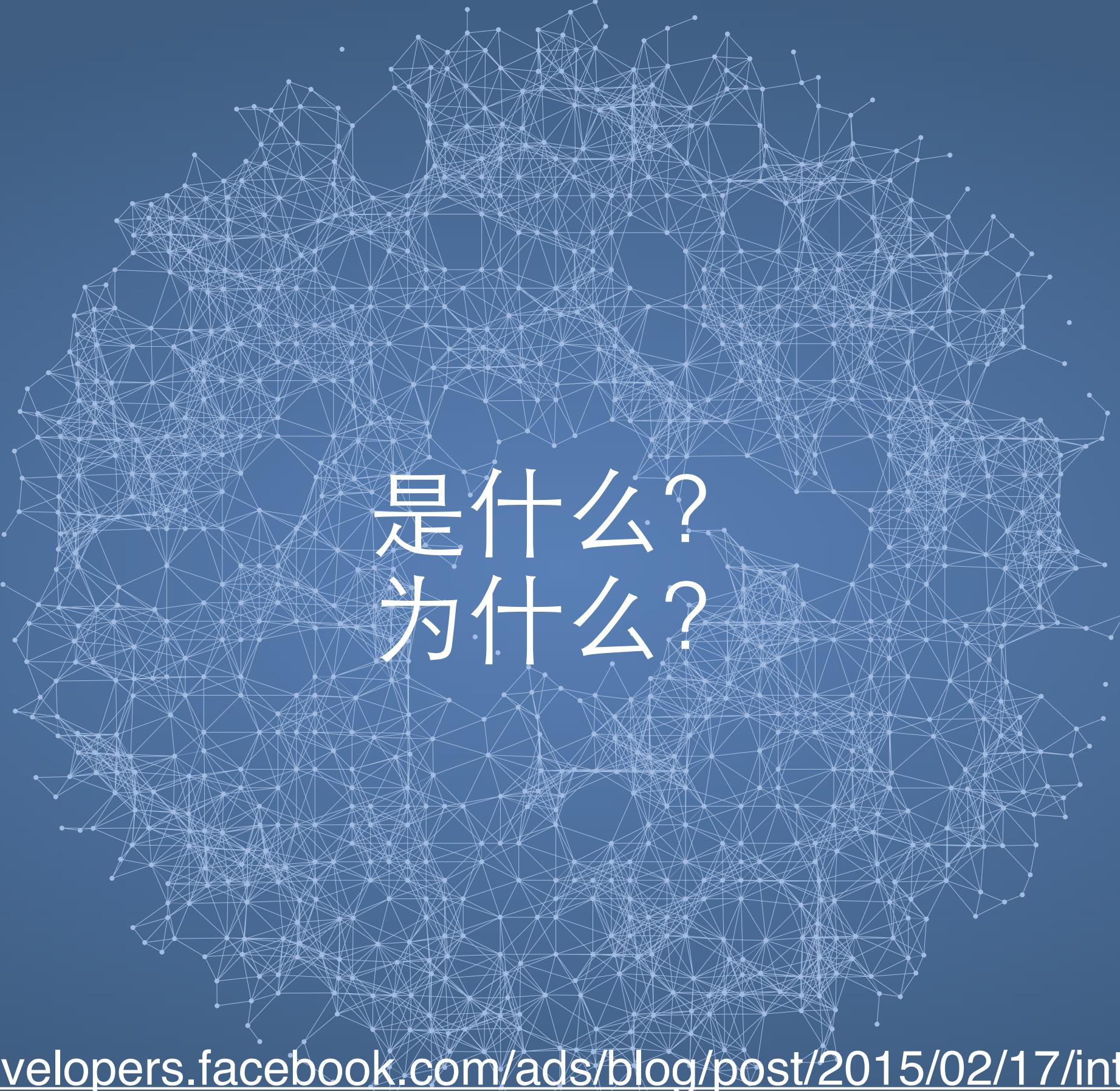
facebook

动态产品广告 Dynamic Product Ads

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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

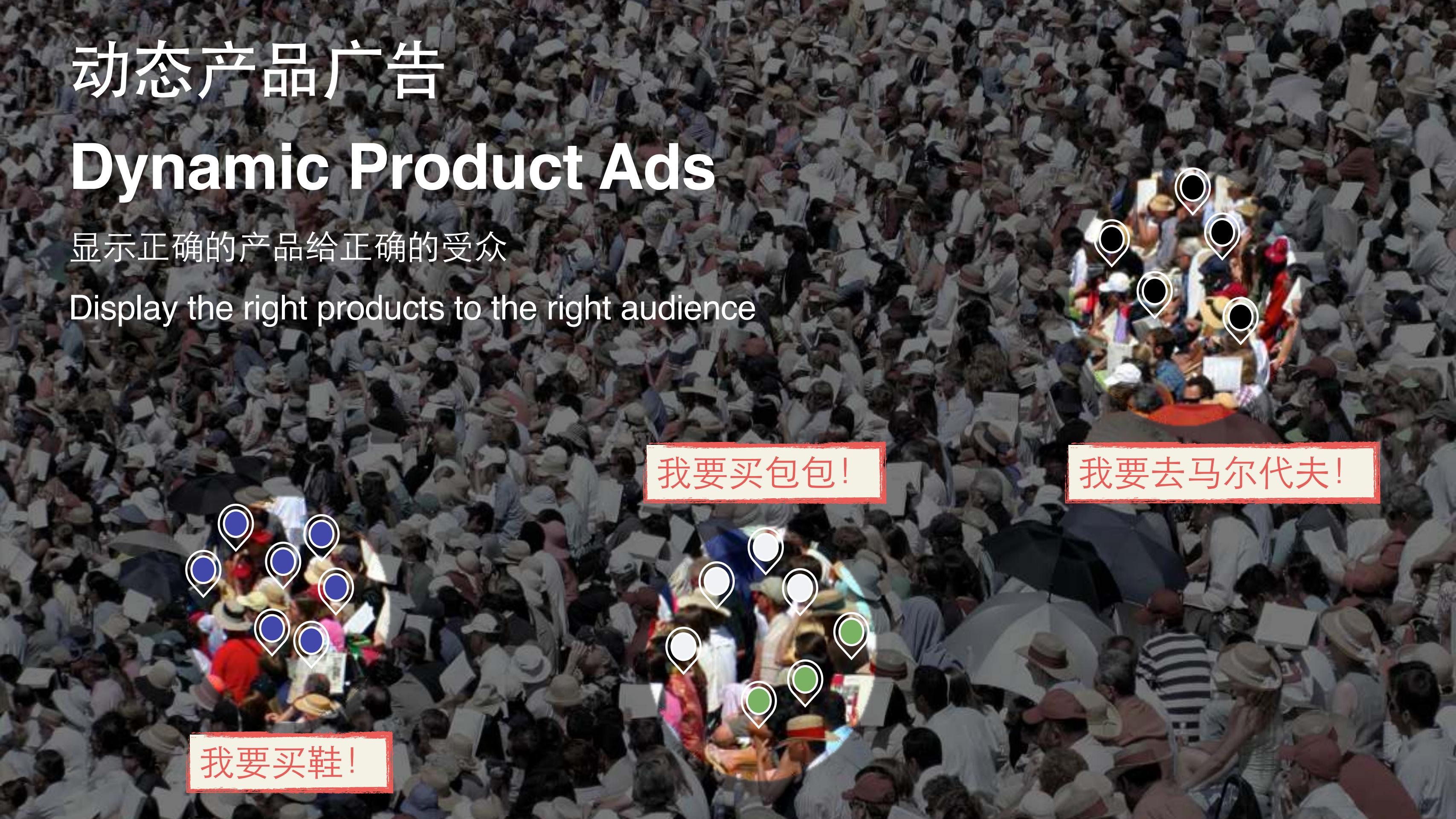


是什么?
为什么?

<https://developers.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 dense crowd of people from a high-angle perspective, looking down at what appears to be a street market or fair. Many individuals are wearing hats, and some are carrying bags. The scene is somewhat blurred, creating a sense of a busy public space.

动态产品广告

Dynamic Product Ads

显示正确的产品给正确的受众

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

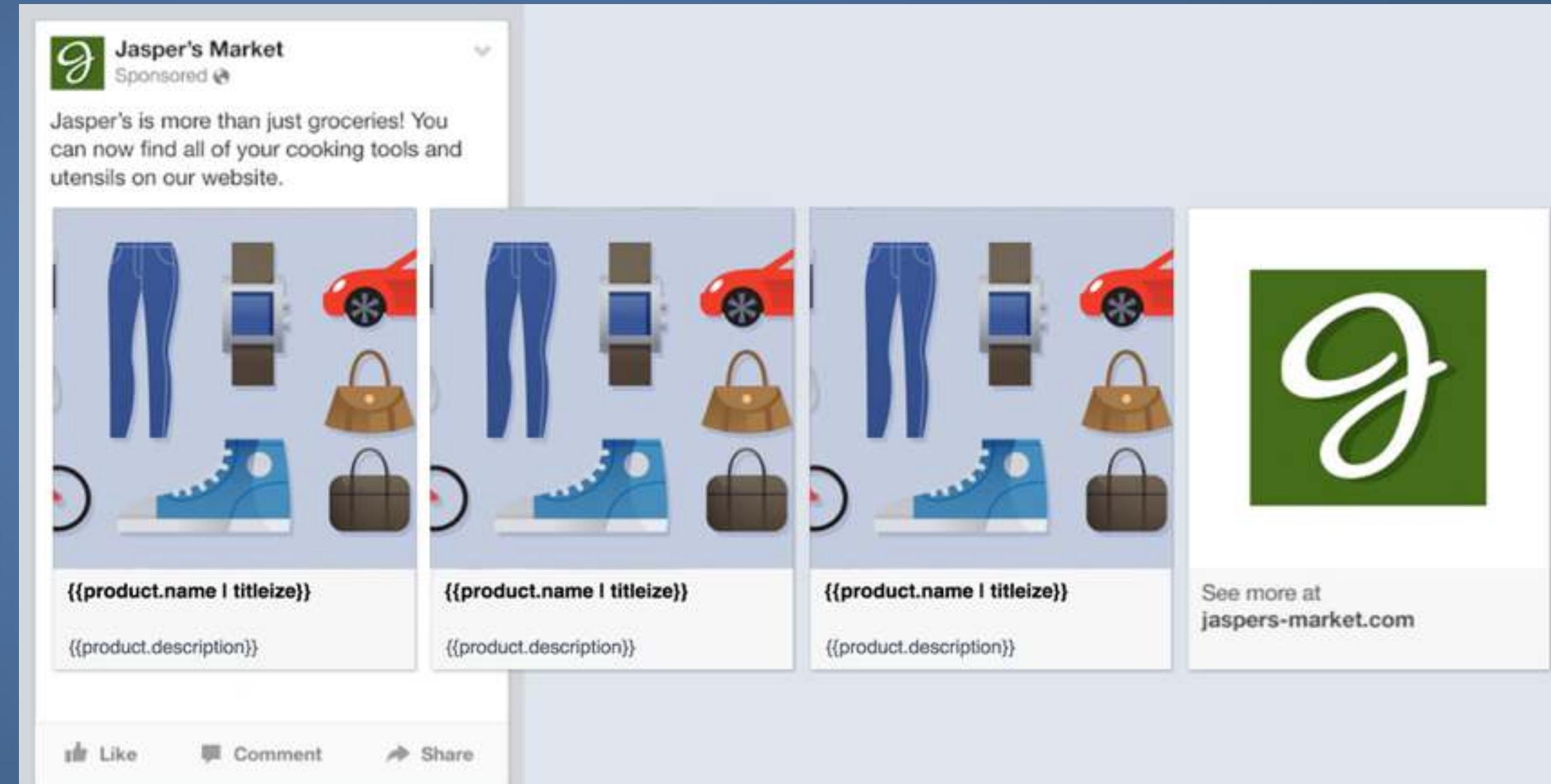
 Jasper's Boutique
Sponsored · 



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 · 6

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' with a green logo icon. The post is labeled 'Sponsored'. The main text reads: 'Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website.' Below the text are three product images: a set of five white ceramic bowls containing various spices, a white ceramic mortar and pestle filled with green herbs, and a set of two wooden serving utensils (spoon and fork) on a wooden surface. Each product has a caption and a link to 'jaspers-market.com'. At the bottom of the post are standard social media interaction buttons for 'Like', 'Comment', and 'Share', along with a count of 72 Likes, 13 Comments, and 7 Shares.

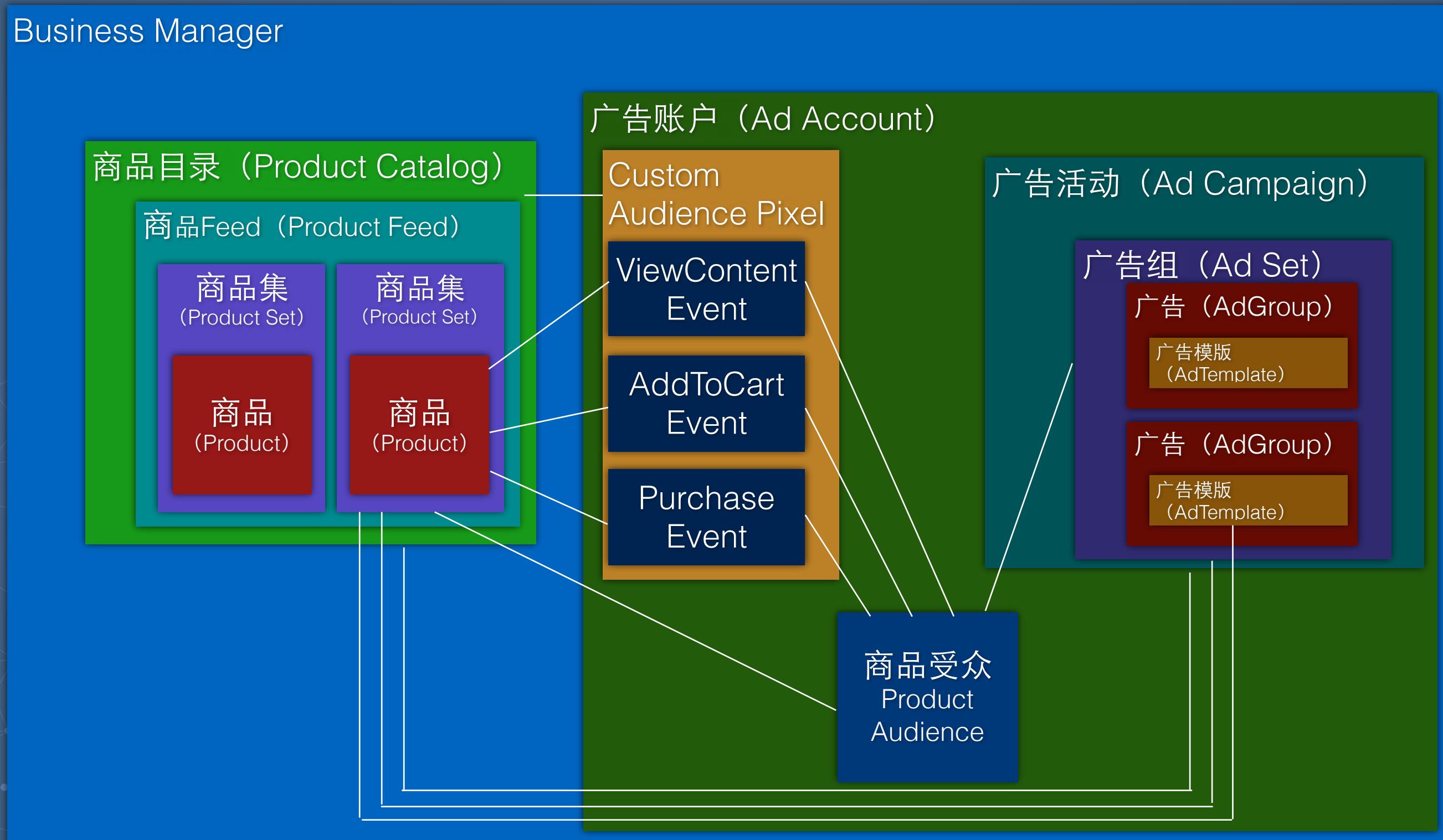
Set of 5 White Ceramic White Bowls
jaspers-market.com

White Ceramic Mortar and Pestle
jaspers-market.com

Set of 2 Wooden Serving Utensils
jaspers-market.com

See more at jaspers-market.com

DPA系统架构





实现指南

<https://developers.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Website Custom Audience pixel (WCA 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Website Custom Audience pixel (WCA)

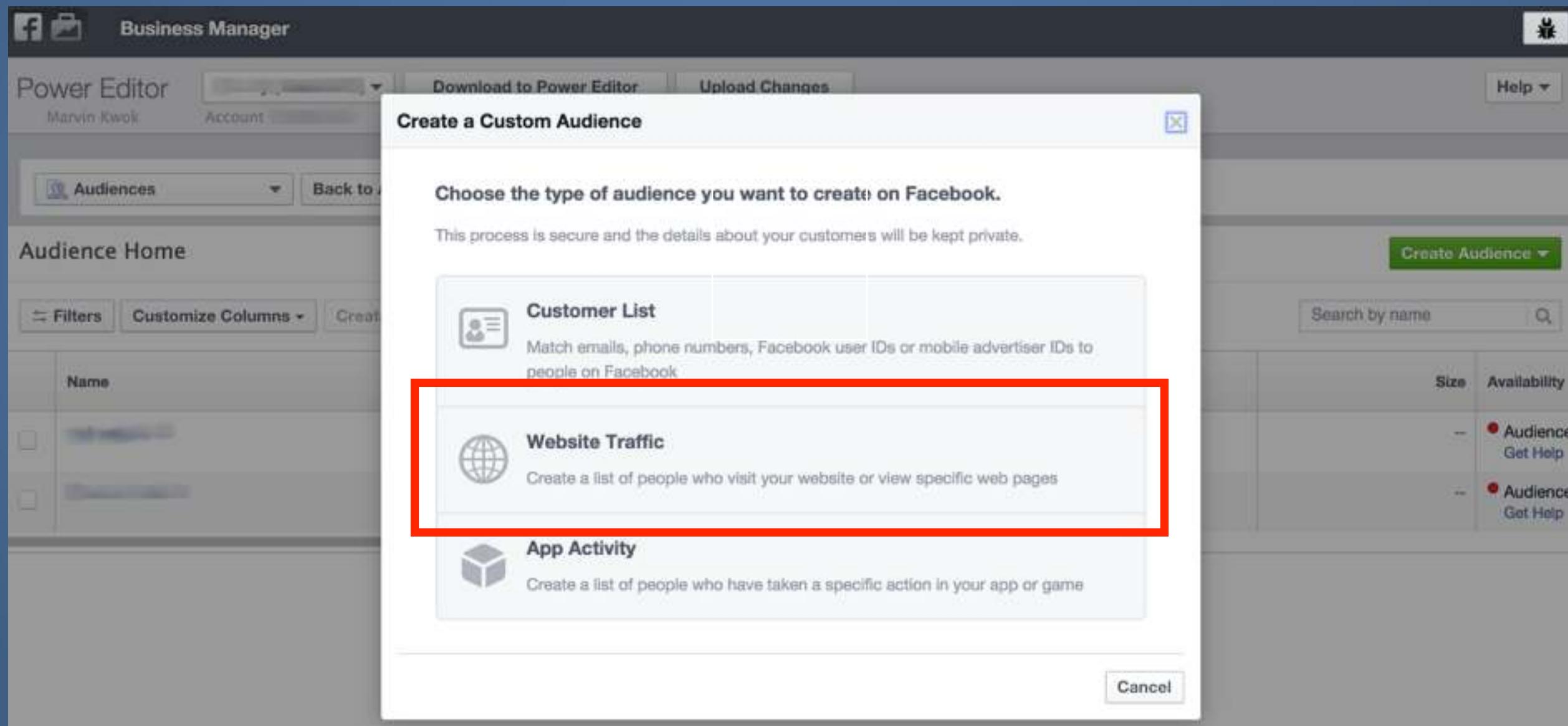


参考链接：<https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-audiences/>

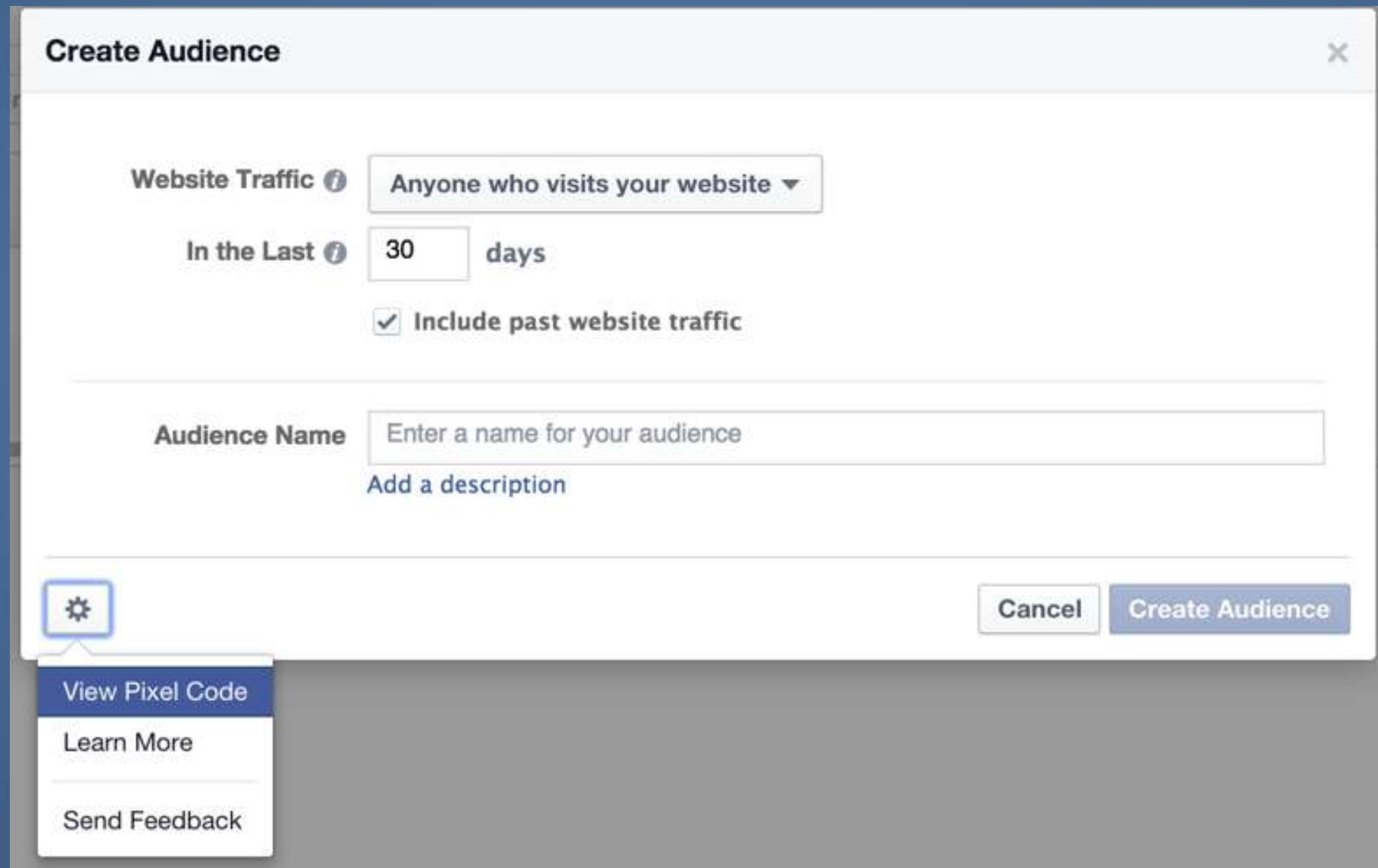
准备Website Custom Audience pixel (WCA) cont.

The screenshot shows the Facebook Business Manager interface, specifically the Audience Home section. 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' (selected), 'Download to Power Editor', 'Upload Changes', 'Help', and a dropdown for 'Account' which shows 'Marvin Kwok' and 'Last downloaded a few seconds ago'. A 'Back to Ads' button is also present. The main area is titled 'Audience Home' and features a 'Create Audience' button. To its right is a dropdown menu with options: 'Custom Audience' (which is highlighted in blue), 'Lookalike Audience', and 'Saved Target Group'. Below these buttons are 'Filters', 'Customize Columns', 'Create Ad Set', and 'Actions' buttons, along with a 'Search by' input field. The overall interface is light gray with dark blue header elements.

准备Website Custom Audience pixel (WCA) cont.



准备Website Custom Audience pixel (WCA) cont.



准备Website Custom Audience pixel (WCA) cont.

View Custom Audience Pixel

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', '-----']);
}());
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 Website Custom Audience 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

```
<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>
```

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 sidebar, 'Product Catalogs' is selected. The main content area displays a message: 'Marvin Business doesn't have any product catalogs yet.' Below this message is a button labeled 'Add New Product Catalog', which is highlighted with a red box. At the bottom of the page, there is a section titled 'Manage Your Product Catalogs' with a descriptive text.

Marvin Business doesn't have any product catalogs yet.

Add New Product Catalog

Manage Your Product Catalogs

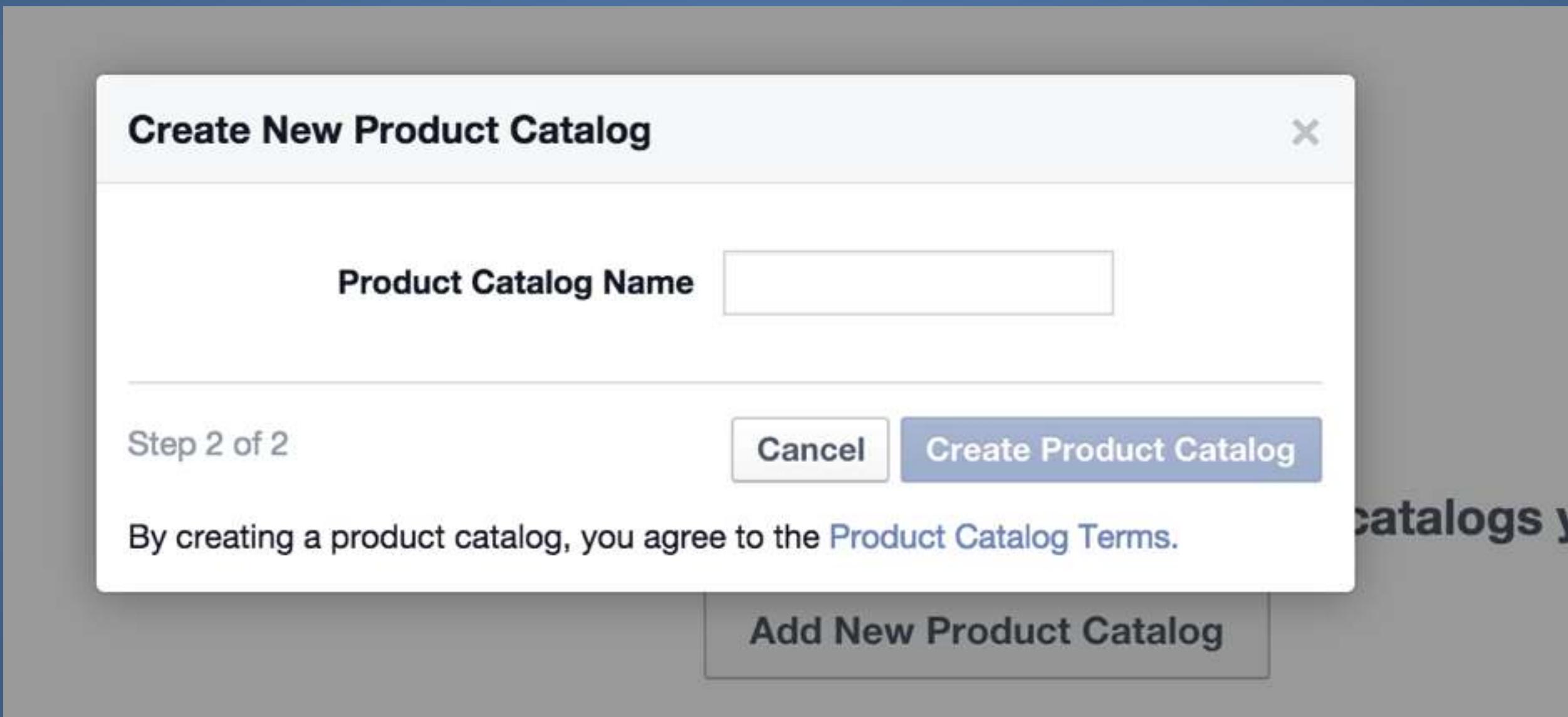
All the product catalogs for your business will be listed here. Click on any product catalog to see and manage the people who need access, or to adjust their roles.

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 settings interface. The left sidebar includes options like Home, Settings (selected), People, Pages, Ad Accounts, Apps, System Users, Product Catalogs (selected), Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The main area displays a modal dialog titled "Add New Product Catalog". The dialog contains two radio button options: "Create a new product catalog" (selected) and "Request access to another business's product catalog". Below the first option, there is explanatory text: "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." At the bottom of the dialog, it says "Step 1 of 2" and features "Cancel" and "Next" buttons. The background of the main interface shows a section titled "Manage Your Product Catalogs" with a note: "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 links for 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. The modal contains the following text and options:

Associate this catalog with the following pixel(s):

Default Pixel for Account [Pixel ID: redacted]
 Default Pixel for Account [Pixel ID: redacted]

When an associated tracking pixel fires, it will use this catalog to match any referenced products.

If the pixel you'd like to use is not created yet, you can come back and add this association later.

Buttons at the bottom of the modal include 'Cancel' and 'Save changes'.

In the background, the catalog list shows one entry: 'Demo Catalog' with ID 27199, and buttons for 'Product Feed', 'Associate pixels', and 'Delete'.

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 a 'Product Catalog Admin'. A success message indicates that Marvin Kwok has been added to the catalog.

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: 12345678901234567890

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.

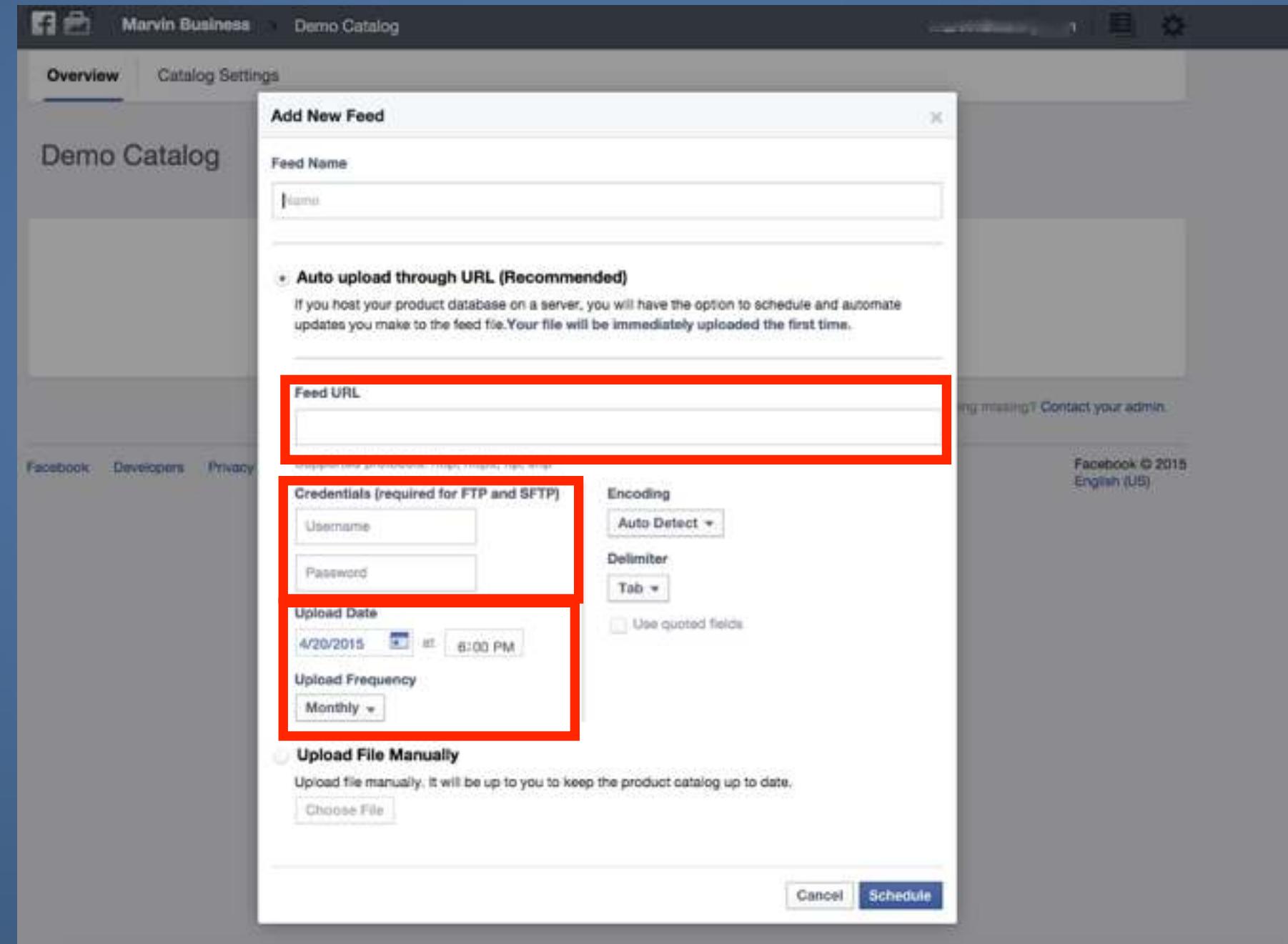
创建商品Feed

The screenshot shows the Facebook Business Manager interface under the 'Settings' tab. On the left sidebar, 'Product Catalogs' is selected. In the main area, a 'Product Catalogs' section displays a single catalog named 'Demo Catalog'. This catalog is owned by 'Marvin Business' and has a 'Product Catalog ID' (redacted). Below the catalog details are several buttons: 'Add People', 'Assign Agency', 'Add Product Feed' (which is highlighted with a red box), 'Associate pixels', and 'Delete'. A green notification bar at the bottom indicates that 'Marvin Kwok (Me)' is now a 'Product Catalog Admin'. The top navigation bar includes links for 'Home', 'Settings', 'Help', 'Use Power Editor', and account information.

商品Feed

- 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
- 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
- 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>

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 interface for managing a product catalog. At the top, there are navigation icons for Facebook and Marvin Business, followed by the title "Demo Catalog". Below the title, there are two tabs: "Overview" (which is selected) and "Catalog Settings".

The main area displays the "Demo Catalog" with a status message "0 PRODUCTS IN CATALOG".

A "Product Feeds" section contains a table with one row. The table has four columns: "Feed Name", "Last Updated", "Total Uploaded", and "Errors".

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

Below the table, there is a search bar labeled "Search" and a blue button labeled "+ Add Feed". A note at the bottom right says "Anything missing? Contact your admin."

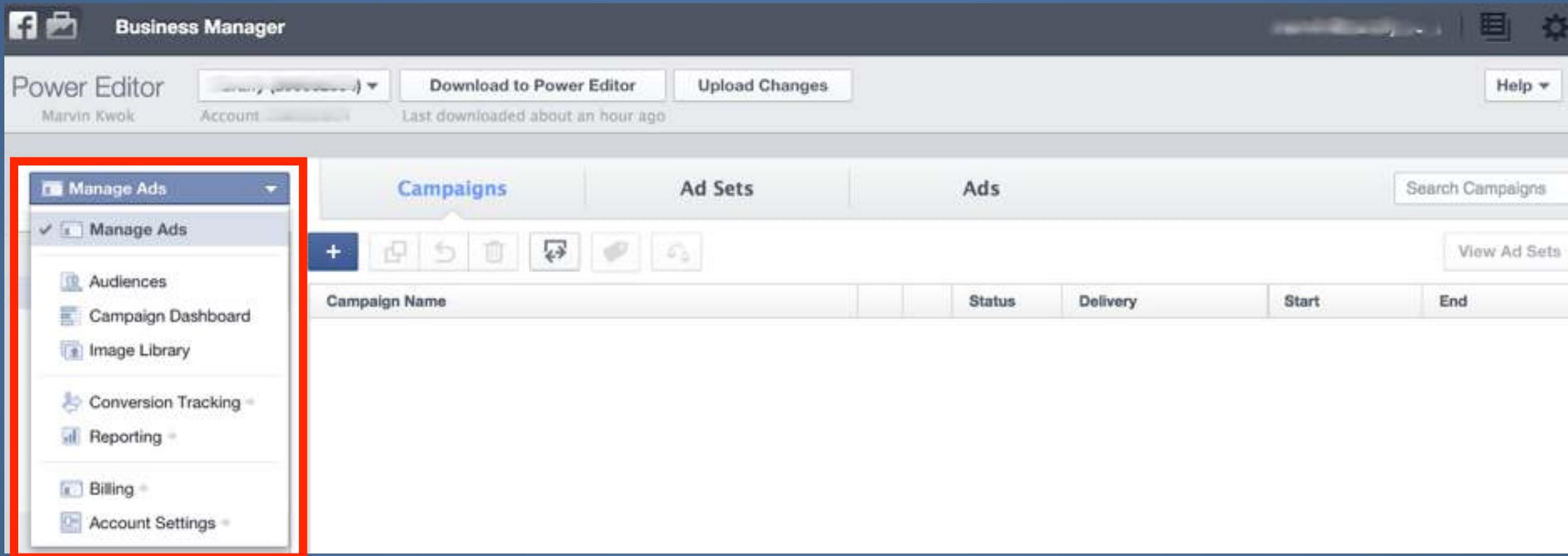
At the bottom of the page, there are links to Facebook, Developers, Privacy, Terms, Cookies, Help, Report a Problem, and copyright information: "Facebook © 2015 English (US)".

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 a briefcase, followed by the path: Marvin Business > Demo Catalog > Demo Feed Multiple. Below the path are tabs for Overview, Products, and Feed Settings, with Overview selected. The main title is "Demo Feed Multiple". Under the title, it shows "PRODUCTS uploaded" as 3 products and "LAST UPDATED" as April 21, 2015 4:04 pm. A prominent error section is displayed, starting with a red warning icon and the text: "Errors - The following items were excluded from your latest upload." It lists two types of errors: "Missing Property (1 item affected)" and "Non-Unique Value (2 items affected)". The "Missing Property" error is described as "Property description is missing." The "Non-Unique Value" error is described as "Property id must have entirely unique values for all items in this feed." A table below this lists two rows, each with a Line number and an ID value. Both rows show Line 25 with ID RETAILER_ID-m1 and Line 8 with ID RETAILER_ID-m1.

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 menu items under 'Manage Ads':

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

The main area displays tabs for Campaigns, Ad Sets, and Ads. Below these tabs is a toolbar with various icons. A table below the toolbar lists campaigns with columns for Campaign Name, Status, Delivery, Start, and End.

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, a briefcase icon, the text "Business Manager", and account information for "Marvin Kwok". Below the navigation are buttons for "Download to Power Editor" and "Upload Changes", along with a "Help" dropdown.

The main area features three tabs: "Campaigns" (which is selected and highlighted in blue), "Ad Sets", and "Ads". A search bar "Search Campaigns" is located at the top right of the main content area. To the left, there is a sidebar with a "Manage Ads" dropdown and several filtering options:

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

The "Campaigns" tab displays a table with the following columns: Campaign Name, Status, Delivery, Start, End, and Objective. One row is visible, representing a campaign named "Demo Ad Campaign" which is "New" and "Not Uploaded", starting on "04/18/2015" and currently "Ongoing" with an objective of "Product Catalog".

A prominent "Create Campaign" button is located above the table, and a toolbar with various icons is positioned just below the tabs.

创建广告活动：指定Objective

The screenshot shows the Facebook Business Manager interface. A modal window titled "Create Campaign" is open in the center. The window has fields for "Name" (with placeholder "Enter a Campaign Name"), "Buying Type" (set to "Auction"), and "Objective". The "Objective" dropdown is expanded, showing various 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 of the modal are "Cancel" and "Create" buttons.

Business Manager

Power Editor

Marvin Kwok

Download to Power Editor

Upload Changes

Help

Manage Ads

- FILTER BY CAMPAIGN

- Recently Changed (0)
- Not Uploaded (0)
- Active (0)
- Scheduled (0)
- Paused (0)
- Completed (1)
- All (1)

+ FILTER BY AD SET

+ FILTER BY TAG

Campaign Editor

Create Campaign

ENTER NAME, BUYING TYPE AND OBJECTIVE OF YOUR NEW CAMPAIGN

Name: Enter a Campaign Name

Buying Type: Auction

Objective:

- ✓ Clicks to Website
- Product Catalog Sales
- Website Conversions
- Page Post Engagement
- Page Likes
- Mobile App Installs
- Mobile App Engagement
- Desktop App Installs
- Desktop App Engagement
- Offer Claims
- Event Responses
- Video Views

Create dynamic product ads to remarket products from your website to people who have looked for them before.

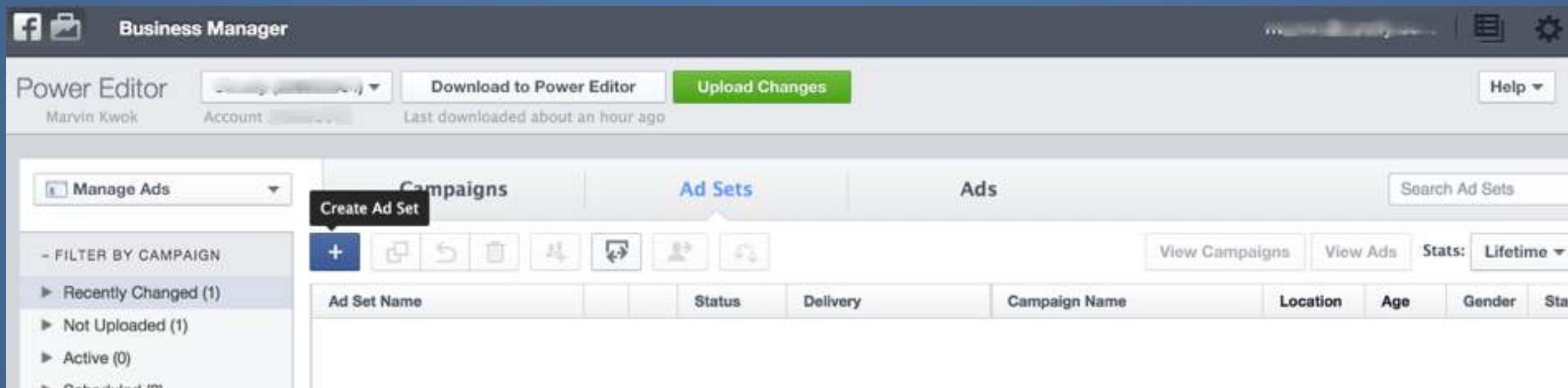
Cancel Create

Search Campaigns

View Ad Sets

Start End

创建广告组



The screenshot shows the Facebook Business Manager interface for managing ads. The top navigation bar includes icons for Facebook and print, followed by "Business Manager". Below the bar are buttons for "Power Editor", "Download to Power Editor", "Upload Changes" (highlighted in green), and "Help". The user is logged in as "Marylin Kwok". A message indicates "Last downloaded about an hour ago".

The main area features three tabs: "Campaigns", "Ad Sets" (which is the active tab, 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 dropdown menu and a section for "FILTER BY CAMPAIGN" with options: "Recently Changed (1)" (selected and highlighted in light blue), "Not Uploaded (1)", "Active (0)", and "Customized (0)".

The "Ad Sets" section contains a table header with columns: "Ad Set Name", "Status", "Delivery", "Campaign Name", "Location", "Age", "Gender", and "Start Date/Time". Below the header, there is a single row entry for an ad set.

At the bottom right of the interface, there are buttons for "View Campaigns", "View Ads", and "Stats: Lifetime".

创建广告组

The screenshot shows the Facebook Business Manager interface with the 'Power Editor' tab selected. A modal window titled 'Create Ad Set' is open in the center. The modal has two main sections: 'CHOOSE A CAMPAIGN FOR THIS AD' and 'NAME NEW AD SET'. In the first section, there are two radio button options: 'Use Existing' (selected) and 'Create New'. Under 'Use Existing', a dropdown menu shows 'Demo Ad Campaign'. In the second section, there is a label 'Name Ad Set' followed by a text input field containing 'Enter an Ad Set Name...'. At the bottom right of the modal are 'Cancel' and 'Create' buttons.

Business Manager

Power Editor

Marvin Kwok

Account

Last downloaded about an hour ago

Manage Ads

CHOSE A CAMPAIGN FOR THIS AD

Use Existing Demo Ad Campaign

Create New

NAME NEW AD SET

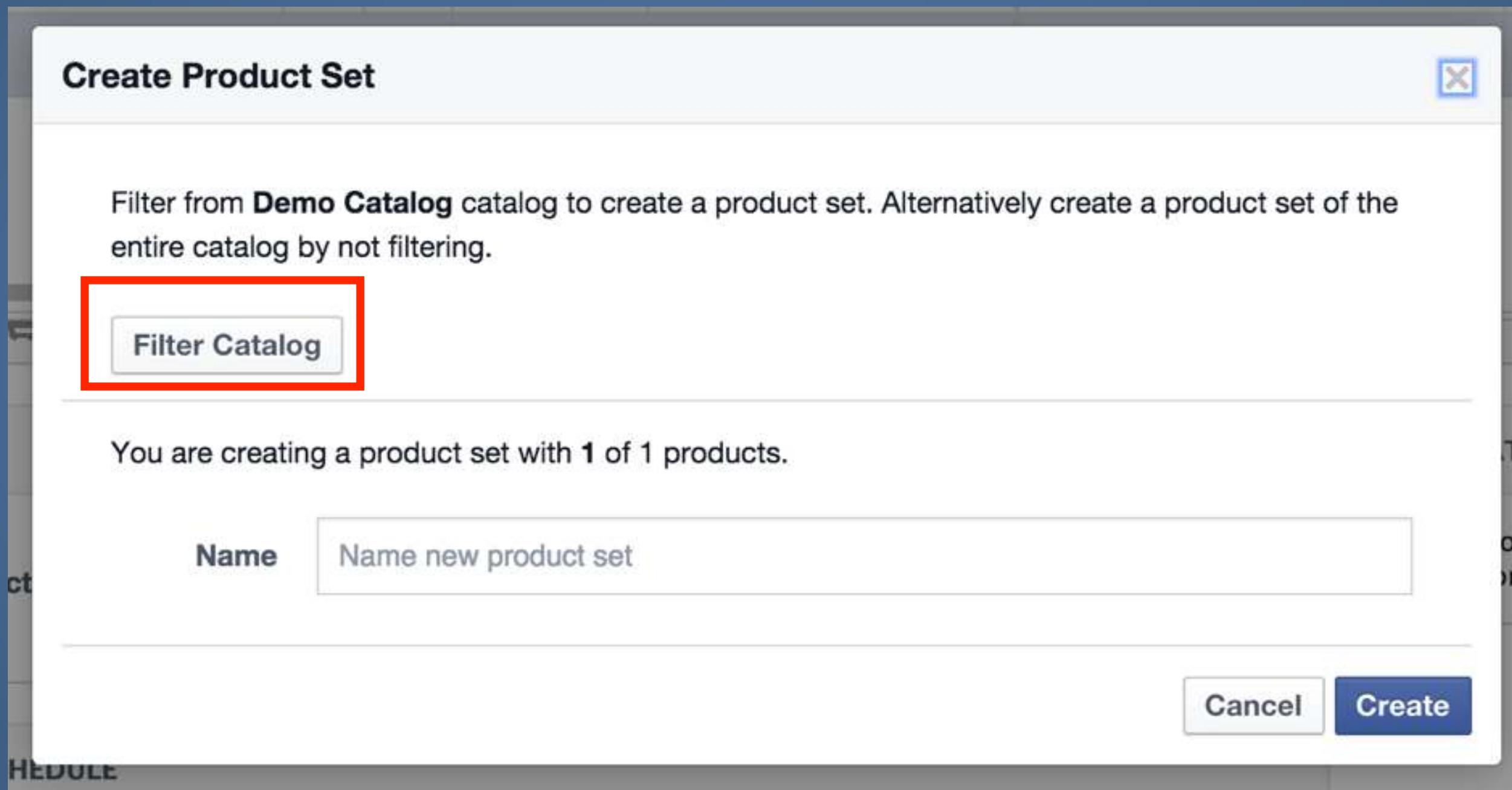
Name Ad Set Enter an Ad Set Name...

Cancel Create

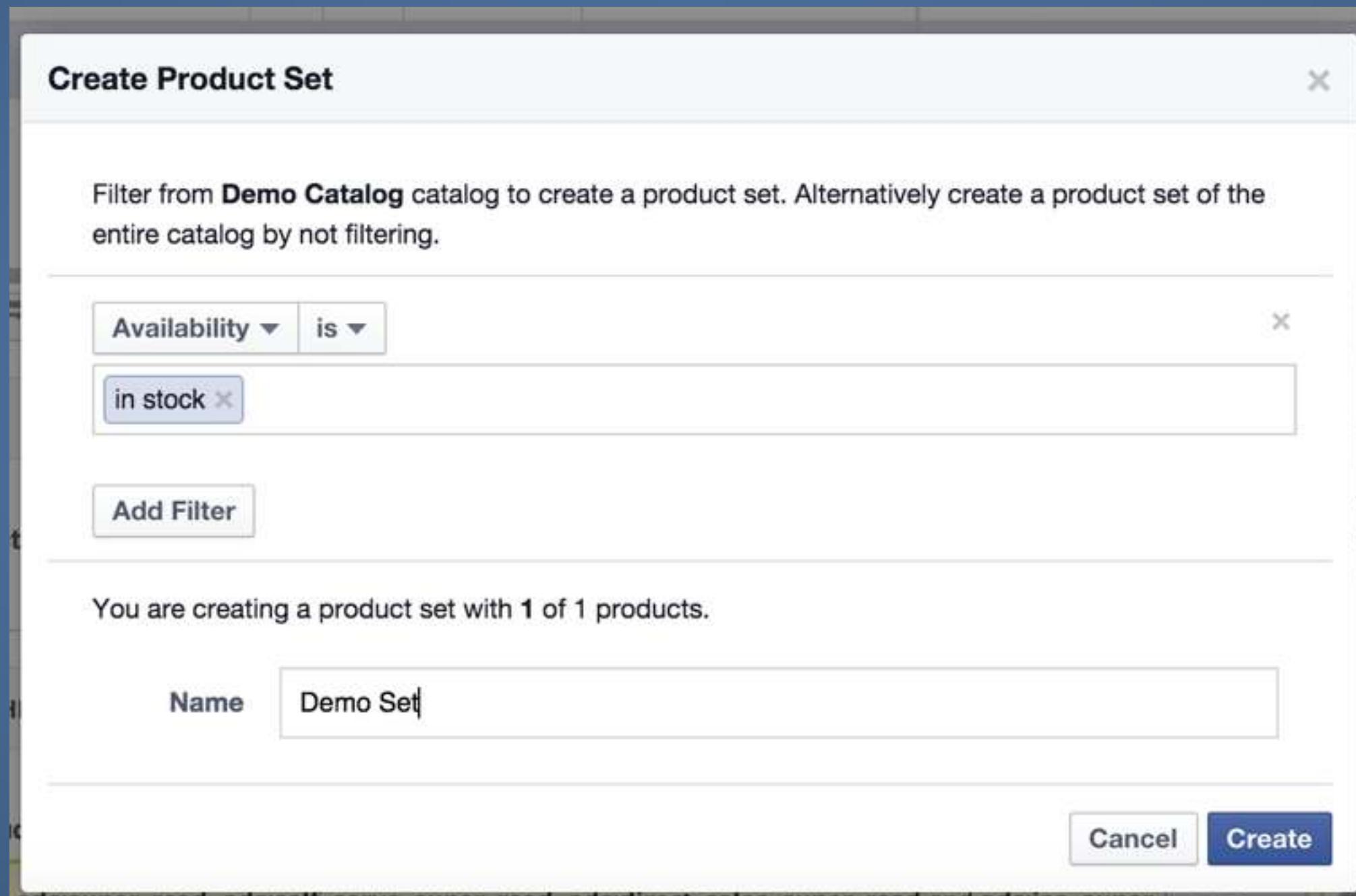
创建广告组：指定商品集

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes 'Business Manager', 'Power Editor', 'Download to Power Editor', 'Upload Changes', and 'Help'. The main area has tabs for 'Campaigns', 'Ad Sets' (which is selected), and 'Ads'. A search bar 'Search Ad Sets' is at the top right. 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 central table lists one 'Demo Ad Set' under 'Ad Set Name', which is 'New' and 'Not Uploaded'. It also shows details like 'Campaign Name: Demo Ad Campaign', 'Location: HK', 'Age: Any', 'Gender: All', and 'Start: 04/18/2015'. Below this, a modal window titled 'Creating Ad Set Demo Ad Set' is open. It shows an 'OBJECTIVE' of 'Product Catalog Sales' and a 'PRODUCTS' section where it says 'Product Set No existing product sets' with a red box highlighting the '+' button. To the right, there's an 'ESTIMATED DAILY REACH' section with the 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 options. 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.

The left sidebar contains a 'Manage Ads' dropdown and several filter categories under 'FILTER BY CAMPAIGN': 'Recently Changed (1)', 'Not Uploaded (1)', 'Active (0)', 'Scheduled (1)', 'Paused (1)', 'Completed (1)', and 'All (2)'. There are also 'FILTER BY AD SET' and 'FILTER BY TAG' sections.

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

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

Below the table, there are sections for 'PRODUCTS' (with a 'Product Set' dropdown showing 'Choose one...' and 'Demo Set 1'), 'ESTIMATED DAILY REACH' (with a note to set optimization and pricing), and 'BUDGET & SCHEDULE' (with a budget of '\$10.00 HKD').

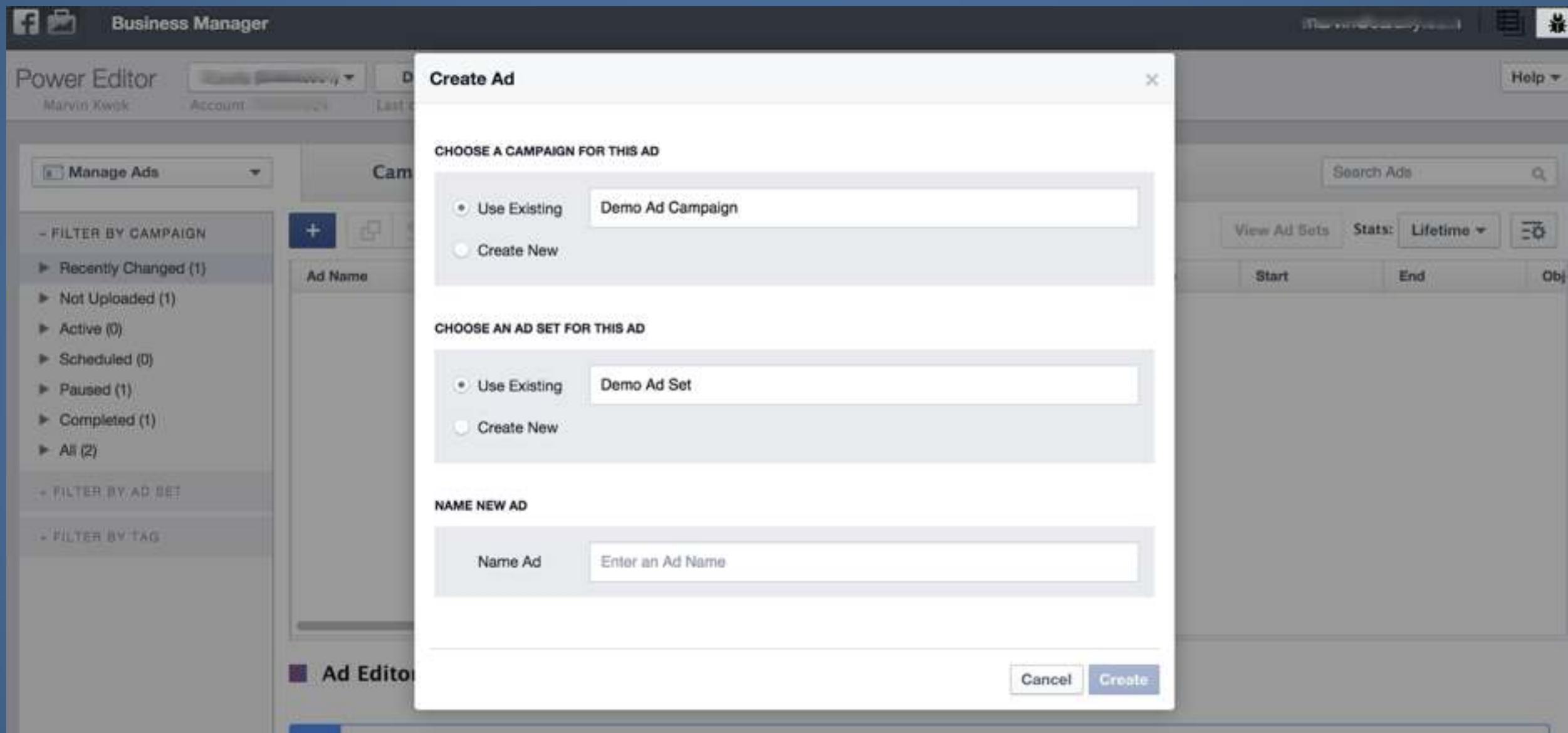
创建广告组：选择受众用户行为

The screenshot shows the Facebook Business Manager interface for creating an Ad Set. The top navigation bar includes 'Business Manager' with a profile icon, 'Power Editor', 'Download to Power Editor' (disabled), 'Upload Changes' (green button), and 'Help'. The main area has tabs for 'Campaigns', 'Ad Sets' (selected), and 'Ads'. A search bar 'Search Ad Sets' is at the top right. On the left, a sidebar titled 'Manage Ads' contains filters: 'Recently Changed (1)', 'Not Uploaded (0)', 'Active (0)', 'Scheduled (0)', 'Paused (1)', 'Completed (1)', and 'All (2)'. Below these are 'FILTER BY AD SET' and 'FILTER BY TAG' options. The main content area shows a table for 'Ad Sets' with columns: Ad Set Name, Status, Delivery, Campaign Name, Location, Age, Gender, and Start Date. One row is visible: 'Demo Ad Set' (Inactive, Ad Set is Off), 'Demo Ad Campaign', 'HK', '18 - 65', 'All', '04/18/2015'. Under 'AUDIENCE', there are sections for 'Behavior', 'Location - Living in', and 'Age'. The 'Behavior' section is expanded, showing 'Viewed or added to cart, but n...' with a dropdown menu. The menu items are 'Viewed, but not bought', 'Added to cart, but not bought', and 'Viewed or added to cart, but not bought' (which is selected, indicated by a checkmark). There is also an 'Edit Audience' button.

创建广告

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes the Facebook logo, 'Business Manager', account information for 'Maryin Kwok', and various settings icons. Below the navigation is a toolbar with 'Power Editor' (selected), 'Download to Power Editor' (disabled), 'Upload Changes' (green button), and 'Help'. On the left, a sidebar titled 'Manage Ads' contains a 'Create Ad' button and 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-toolbar below these tabs includes a '+' button, a search bar, and filter options for 'View Ad Sets', 'Stats: Lifetime', and a date range selector. The main table area displays 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 [?](#)

[/](#)

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
[Come to shop](#) +

Headline [?](#)
product.name Aa x +

News Feed Link Description [?](#)
product.description Aa x +

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 orango...

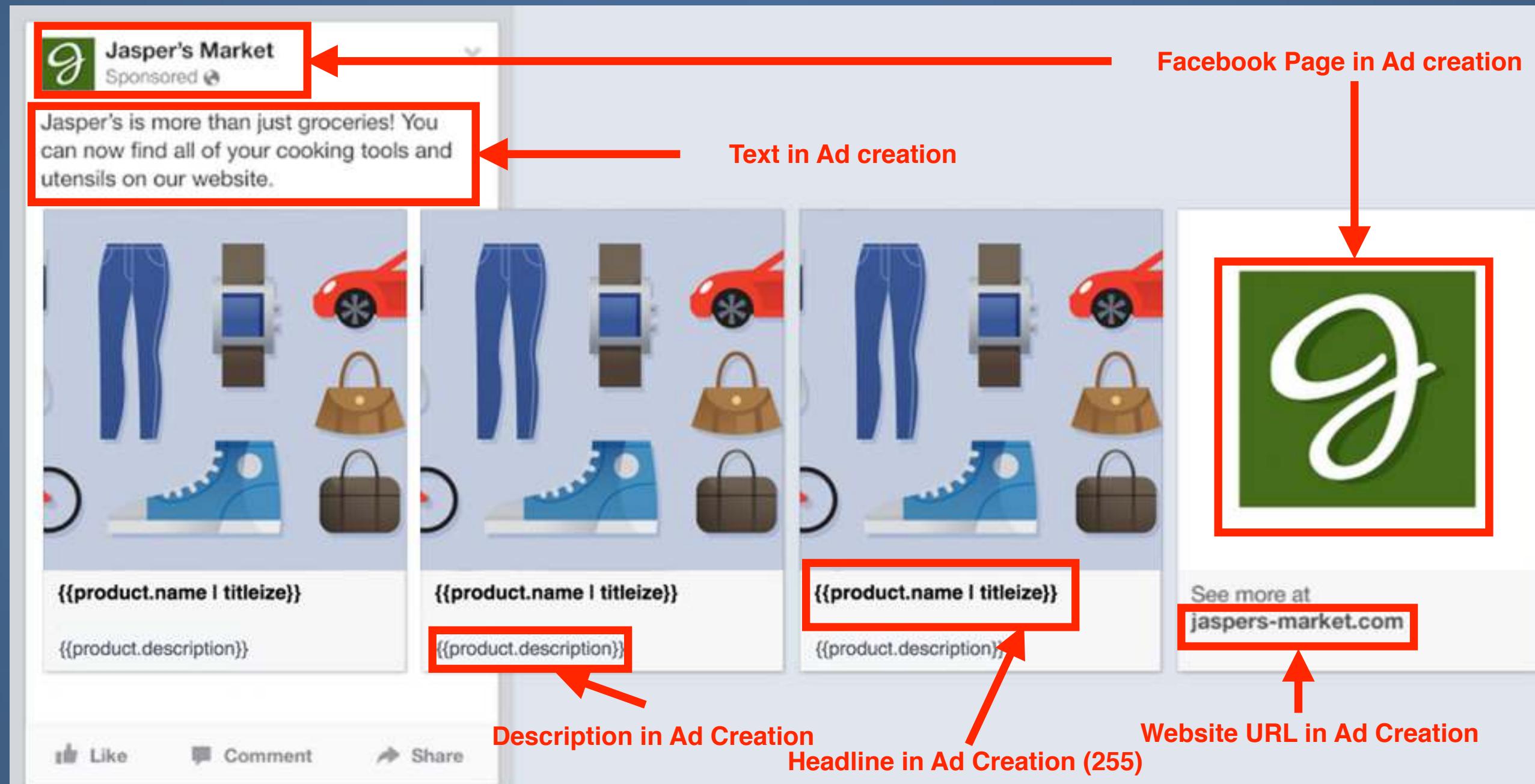
 Dog Bo...

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 columns for Ad Name, Status, Delivery, Ad Set Name, Campaign Name, Start, End, and Obj. One row is visible for a 'Demo Ad' which is 'New' and 'Not Uploaded'. At the bottom, there's a section for creating a new ad with fields for Objective (Product Catalog Sales), Facebook Page, and Preview.

上传创建的广告

Upload Preview

Choose what campaigns, ad sets, and ads you want to upload.

Campaigns 1 Ad Sets 1 Ads 1

<input checked="" type="checkbox"/>	Change	Campaigns
<input checked="" type="checkbox"/>	NEW	Demo Ad Campaign

Cancel Continue

DESKTOP NEWS FEED MOBILE NEWS FEED Feature news

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



观察广告表现

使用表现数据报表

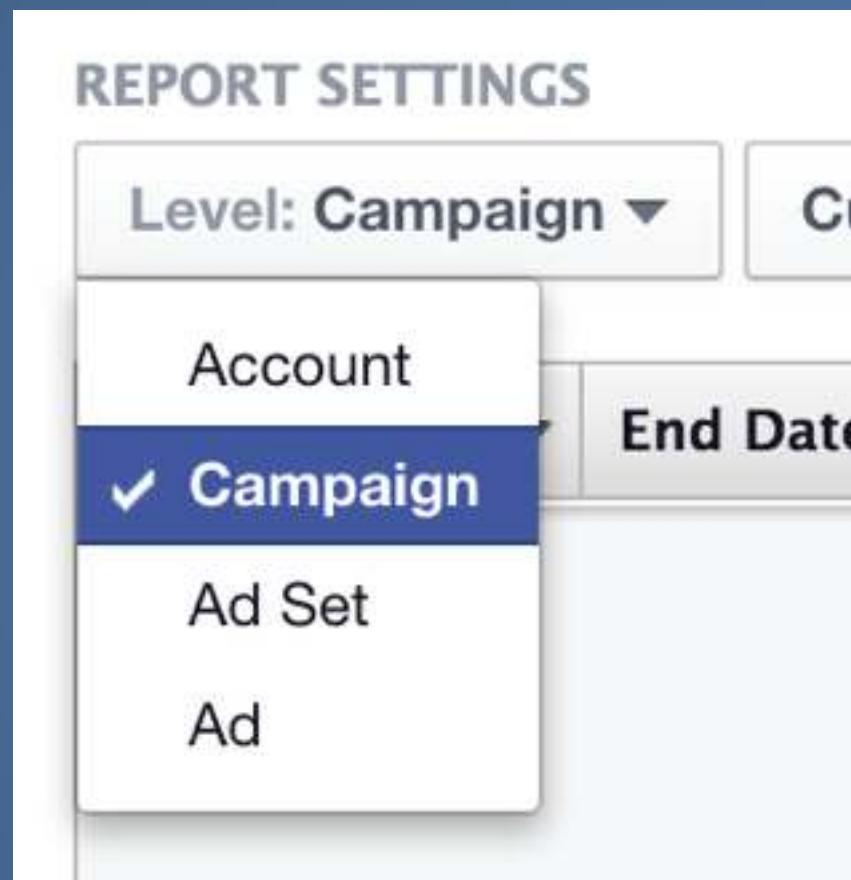
The screenshot shows the Facebook Ads Reporting interface. On the left, there is a sidebar with various options: Campaigns, Reports (which is selected and highlighted with a red box), Old Reports, Old Scheduled Reports, Audience Insights, Settings, Billing, Conversion Tracking, Power Editor, Account History, and Audiences. The main area is titled "Facebook Ads Reporting" and contains sections for "CURRENT REPORT" (General Metrics, Save Report, Schedule, Share, Export) and "REPORT SETTINGS" (Level: Campaign, Customize Columns, Breakdown: None, Add Filters, Date Range: Last 30 days). Below these are filters 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 dropdowns for 'Level: Campaign', 'Customize Columns', 'Breakdown: None', and 'Add Filters'. A 'Date Range' dropdown is set to '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, Reports (which is selected and highlighted with a red box), Old Reports, Old Scheduled Reports, Audience Insights, Settings, Billing, Conversion Tracking, Power Editor, Account History, and Audiences. The main area is titled "Facebook Ads Reporting" and has a "CURRENT REPORT" section with a dropdown set to "General Metrics" and buttons for "Save Report", "Schedule", "Share", and "Export". Below that is a "REPORT SETTINGS" section with a dropdown set to "Level: Campaign" (also highlighted with a red box), a "Customize Columns" button, a "Breakdown: None" dropdown (also highlighted with a red box), an "Add Filters" button, and a "Date Range: Last 30 days" dropdown. 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."



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. The main area is titled 'Facebook Ads Reporting' and has a 'CURRENT REPORT' section with a dropdown set to 'General Metrics' and buttons for 'Save Report', 'Schedule', 'Share', and 'Export'. Below this is a 'REPORT SETTINGS' section with 'Level: Campaign', 'Customize Columns' (which is highlighted with a red box), 'Breakdown: None', 'Add Filters', and a 'Date Range: Last 30 days' dropdown. At the bottom, there are filters for 'Start Date', 'End Date', 'Campaign Name', 'Reach', 'Frequency', 'Impressions', 'Clicks', 'Unique Clicks', and 'Click-Through Rate (CTR)'. A message at the bottom center says 'Change Your Filters or Date Range to View Reports'.

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.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

SOLUTIONS+ENGINEERING

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