

facebook

动态产品广告 Dynamic Product Ads

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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 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

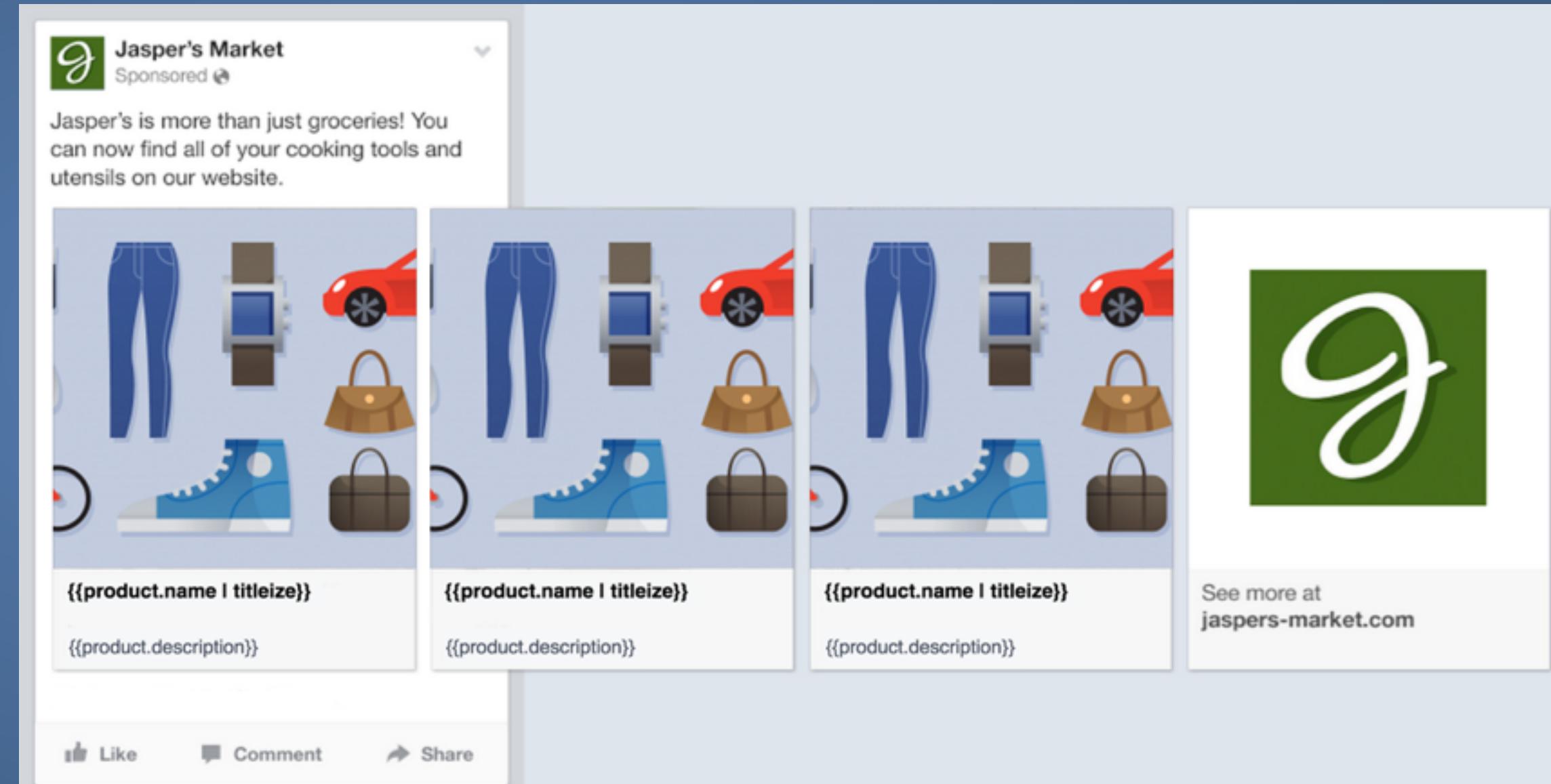
 **Jasper's Boutique**
Sponsored · 



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 button. 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

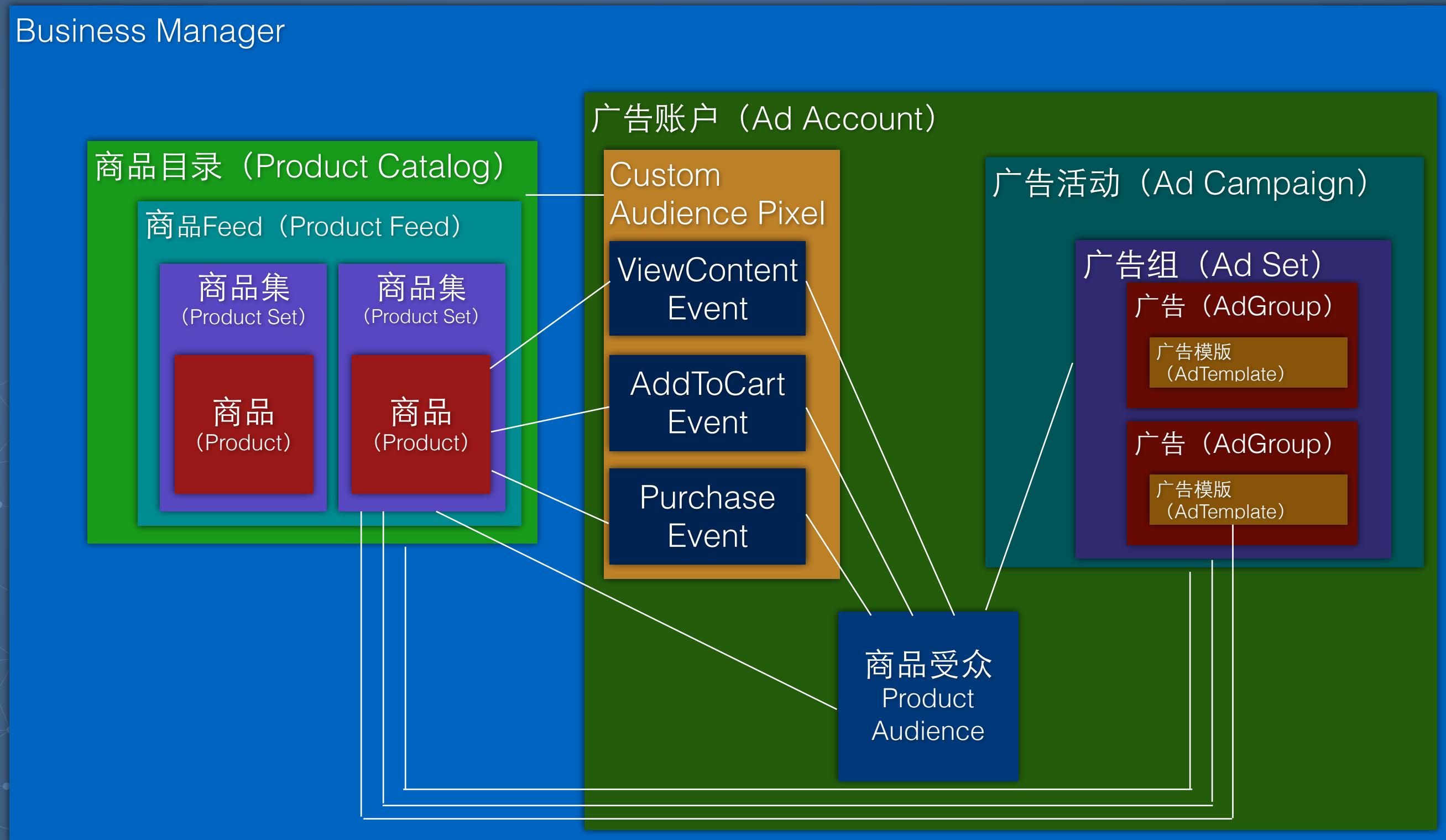
Set of 2 Wooden Serving Utensils
jaspers-market.com

See more at jaspers-market.com

72 Likes · 13 Comments · 7 Shares

Like Comment Share

DPA系统架构





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

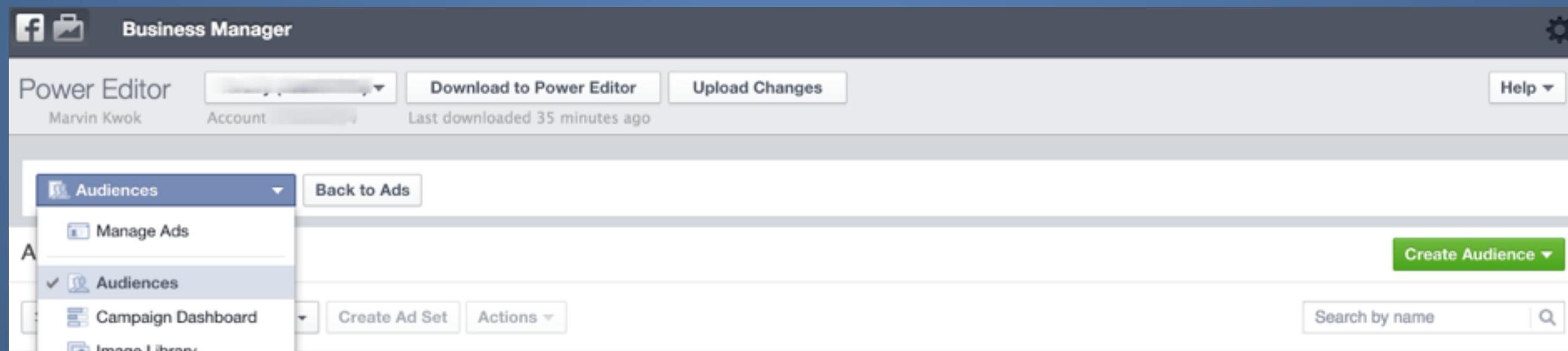
2. 在用户添加至购物车时发送"AddToCart"事件

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/>

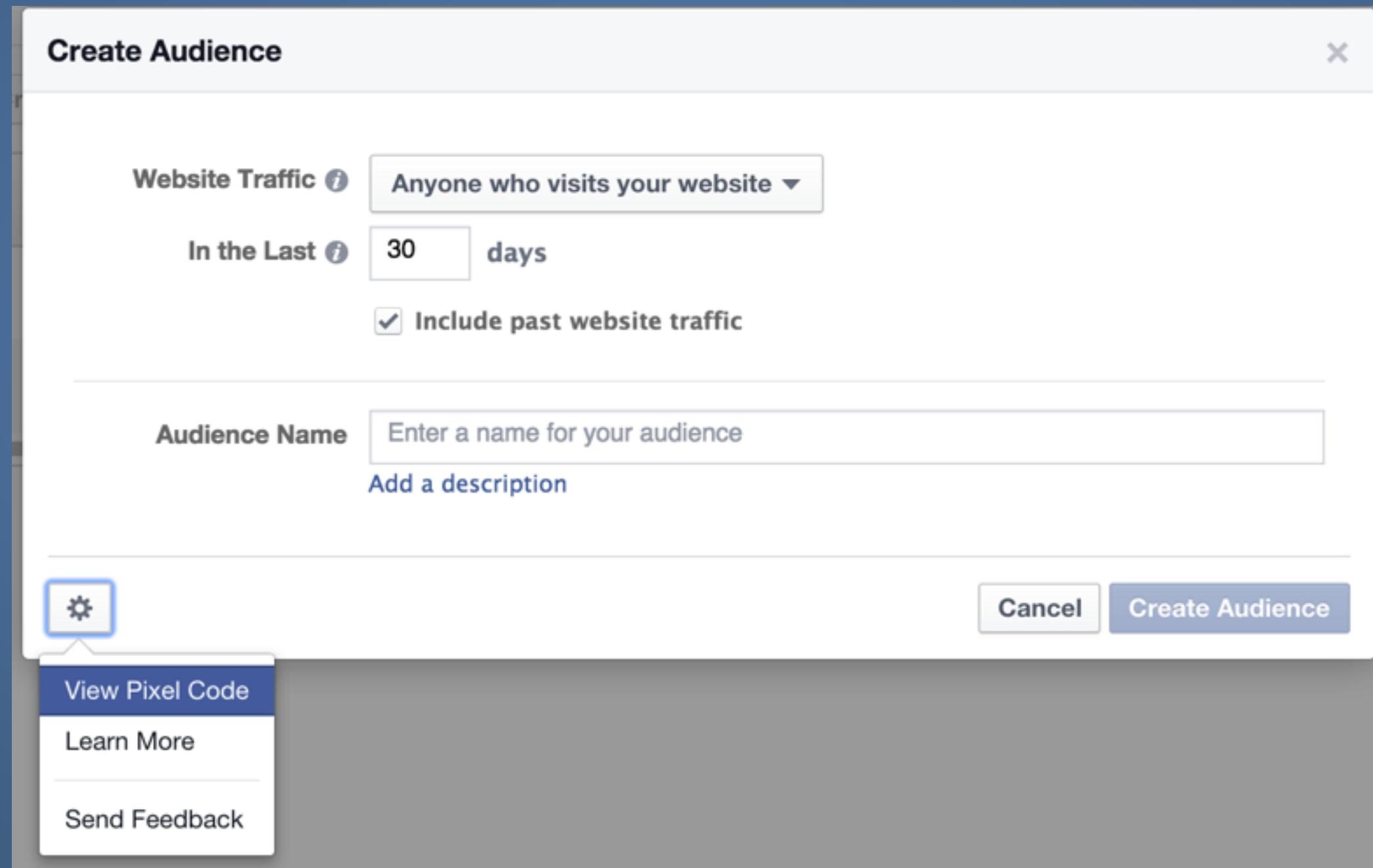
准备Website Custom Audience pixel (WCA) cont.

The screenshot shows the Facebook Business Manager interface. At the top, it says "Business Manager" with a gear icon. Below that, it shows "Power Editor" and "Marvin Kwok". There are buttons for "Download to Power Editor" and "Upload Changes", and a "Help" dropdown. The main area is titled "Audience Home". It has buttons for "Audiences", "Back to Ads", "Filters", "Customize Columns", "Create Ad Set", "Actions", and a search bar. A dropdown menu is open next to the "Create Audience" button, listing "Custom Audience" (which is selected and highlighted in blue), "Lookalike Audience", and "Saved Target Group".

准备Website Custom Audience pixel (WCA) cont.

The screenshot shows the Facebook Business Manager interface. In the center, a modal window titled "Create a Custom Audience" is open. 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. At the bottom right of the modal is a "Cancel" button. The background of the main interface shows the "Audience Home" section with various audience lists and a "Create Audience" button.

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', '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 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, a sidebar lists various business management options: Home, Settings (selected), People, Pages, Ad Accounts, Apps, System Users, Product Catalogs (highlighted with a blue background), 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 highlighted with a red rectangular border. At the bottom of the page, there is a section titled "Manage Your Product Catalogs" with the sub-instruction: "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

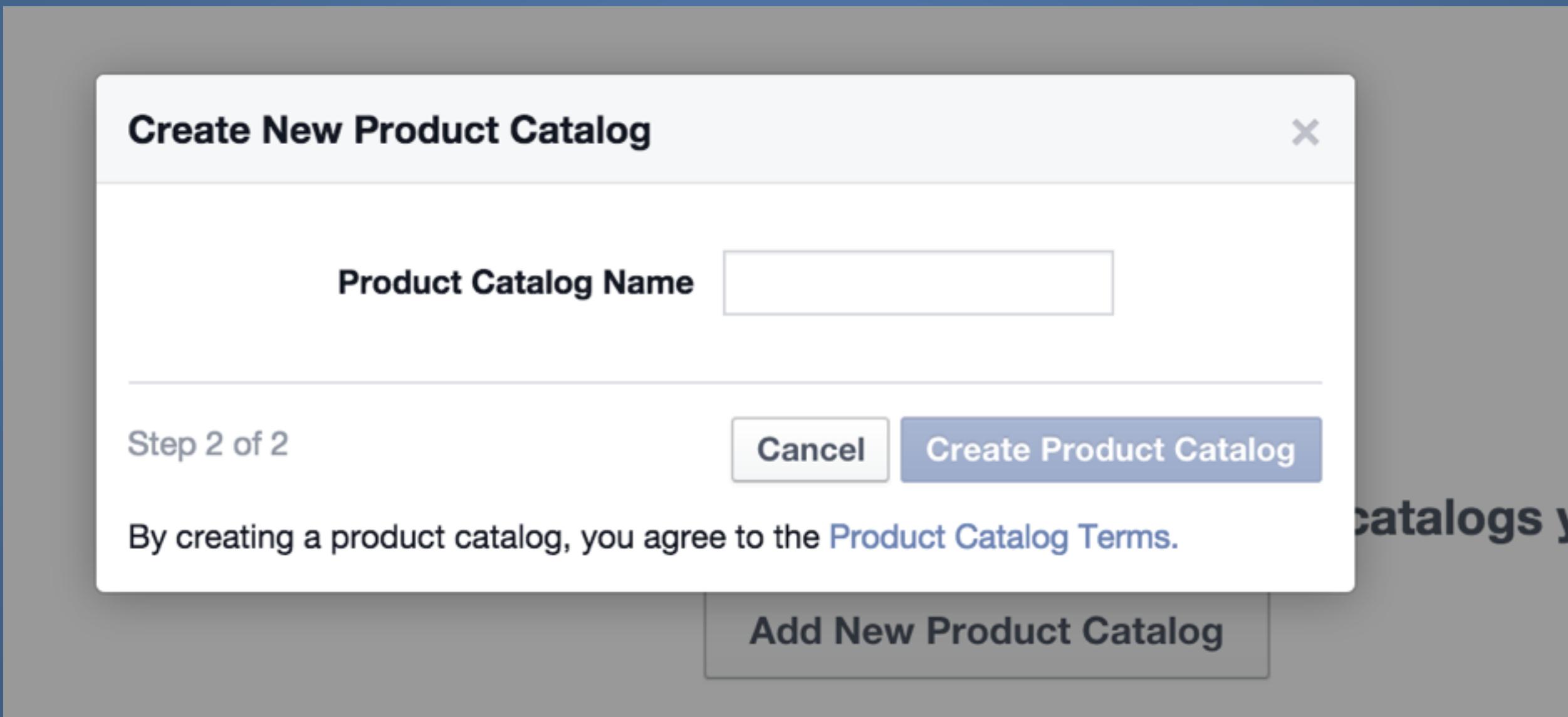
The screenshot shows the Facebook Business Manager interface with a dark blue header. The header includes the 'Marvin Business' account name, a profile picture, and standard navigation icons. Below the header, the main menu has 'Home' and 'Settings' tabs, with 'Settings' being the active tab. On the far right of the header are 'Help', 'Use Power Editor', and a gear icon.

The left sidebar contains a vertical list of management categories: People, Pages, Ad Accounts, Apps, System Users, **Product Catalogs**, Payment Methods, Projects, Agencies, Shared Logins, Requests, and Info. The 'Product Catalogs' item is highlighted with a bold font.

A modal dialog box titled 'Add New Product Catalog' is centered over the main content area. It contains two radio button options: 'Create a new product catalog' (selected) and 'Request access to another business's product catalog'. A descriptive text explains that the second option is for businesses that work for clients. At the bottom of the dialog, it says 'Step 1 of 2' and features 'Cancel' and 'Next' buttons.

The main content area below the dialog displays the heading 'Manage Your Product Catalogs' and a brief explanatory text about listing and managing catalogs.

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, 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, a note states: 'When an associated tracking pixel fires, it will use this catalog to match any referenced products.' A message at the bottom indicates: 'If the pixel you'd like to use is not created yet, you can come back and add this association later.' At the bottom of the modal are 'Cancel' and 'Save changes' buttons.

Marvin Business

Home | Settings

People

Pages

Ad Accounts

Apps

System Users

Product Catalogs 1

Add New Product Catalog

Demo Catalog

Associate Pixels

Associate this catalog with the following pixel(s):

Default Pixel for Account [Pixel ID]

Default Pixel for Account [Pixel ID]

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.

Cancel Save changes

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)

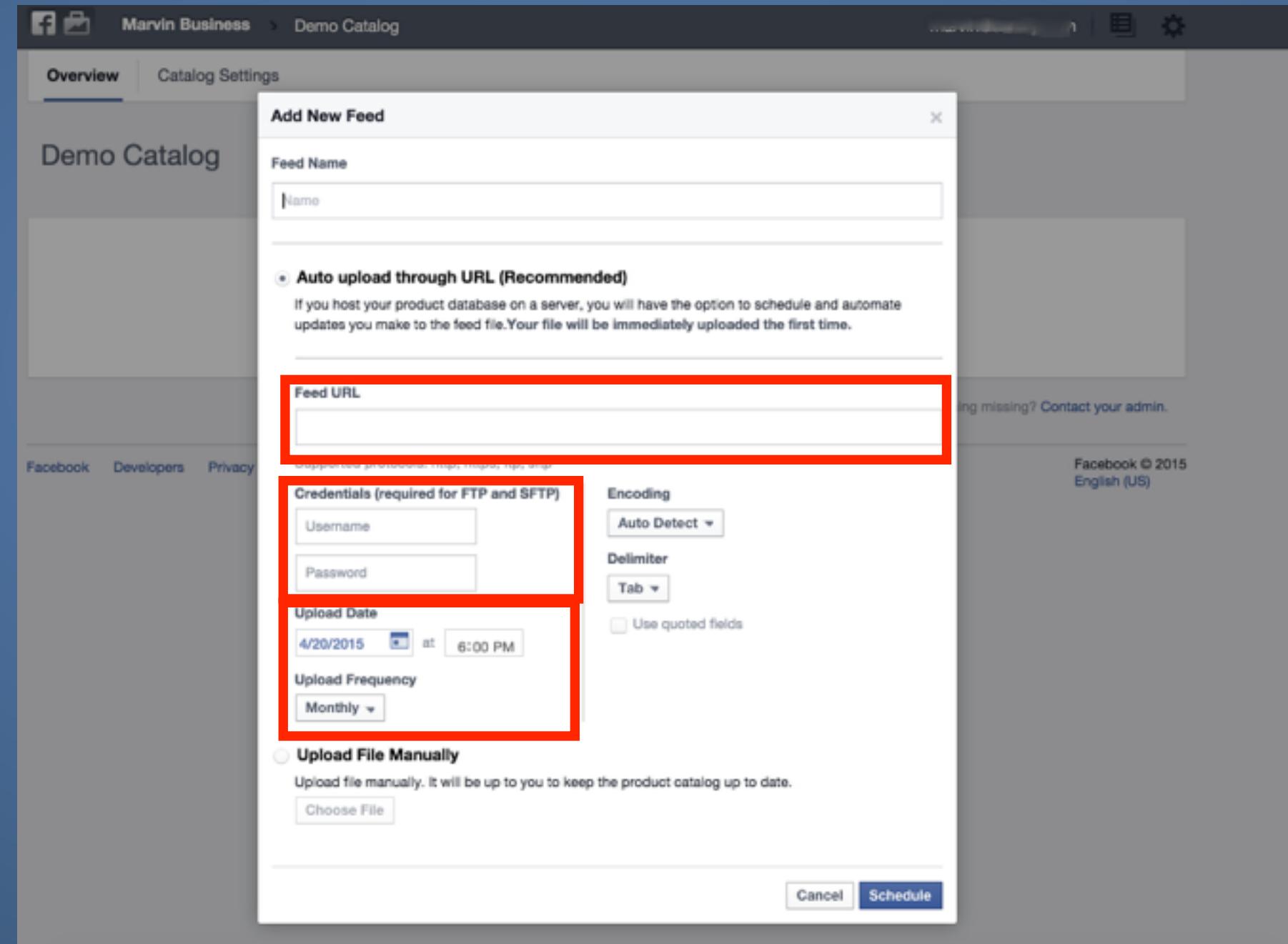
Marvin Kwok (Me) Product Catalog Admin

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

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 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 the footer includes links for 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 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.

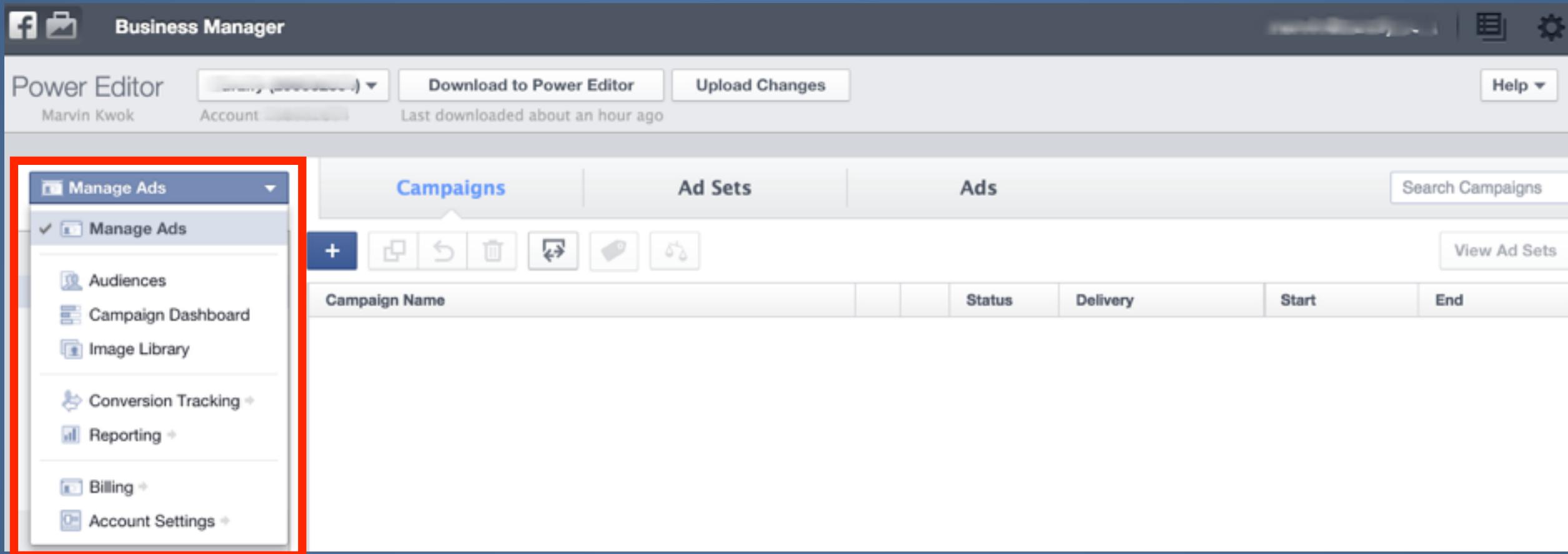
The main content area has three tabs: "Overview" (which is selected), "Products", and "Feed Settings". Below the tabs, the title "Demo Feed Multiple" is displayed. Underneath the title, it says "PRODUCTS uploaded" and "LAST UPDATED", indicating "3 products" were uploaded on "April 21, 2015 4:04 pm".

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 this section shows two rows where the ID is not unique:

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', and account information for Marvin Kwok. The main tabs are 'Power Editor' (selected), 'Download to Power Editor', 'Upload Changes', 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 displays the 'Campaigns' tab, which has a 'Create Campaign' button and a table of campaigns. The table columns are: Campaign Name, Status, Delivery, Start, End, and Objective. One campaign is listed: 'Demo Ad Campaign' with status 'New Not Uploaded', delivery 'Ongoing', start date '04/18/2015', and objective 'Product Catalog'. A search bar 'Search Campaigns' is also present.

Campaign Name	Status	Delivery	Start	End	Objective
Demo Ad Campaign	+ A <input type="checkbox"/>	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.

Business Manager

Power Editor Marvin Kwok Account Last downloaded about an hour ago 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

Search Campaigns View Ad Sets Start End

Cancel Create

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 settings icons. Below the header, there are buttons for 'Power Editor' (Marvin Kwok), 'Download to Power Editor' (Last downloaded about an hour ago), 'Upload Changes' (green button), and 'Help'. The main content area has three tabs: 'Campaigns', 'Ad Sets' (which is selected and highlighted in blue), and 'Ads'. A sub-menu for 'Create Ad Set' is visible above the toolbar. On the left, a sidebar titled 'Manage Ads' shows a filter section for 'Recently Changed (1)' and other options like 'Not Uploaded (1)', 'Active (0)', and 'Calculated (0)'. The central area displays a table for 'Ad Sets' with columns for 'Ad Set Name', 'Status', 'Delivery', 'Campaign Name', 'Location', 'Age', 'Gender', and 'Start Date'. The table currently contains no data.

创建广告组

The screenshot shows the Facebook Business Manager interface. At the top, there's a navigation bar with icons for Facebook and Instagram, followed by "Business Manager". Below it, the "Power Editor" tab is selected, and the status bar indicates "Last downloaded about an hour ago". 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, the "Use Existing" radio button is selected, and "Demo Ad Campaign" is listed. In the second section, there's a "Name Ad Set" input field with the placeholder "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

Upload Changes

Manage Ads

Recently Changed (1)

Not Uploaded (1)

Active (0)

Scheduled (0)

Paused (1)

Completed (1)

All (2)

Search Ad Sets

Campaigns View Ads Stats: Lifetime

Location Age Gender Status

Create Ad Set

CHOOSE A CAMPAIGN FOR THIS AD

Use Existing Demo Ad Campaign

Create New

NAME NEW AD SET

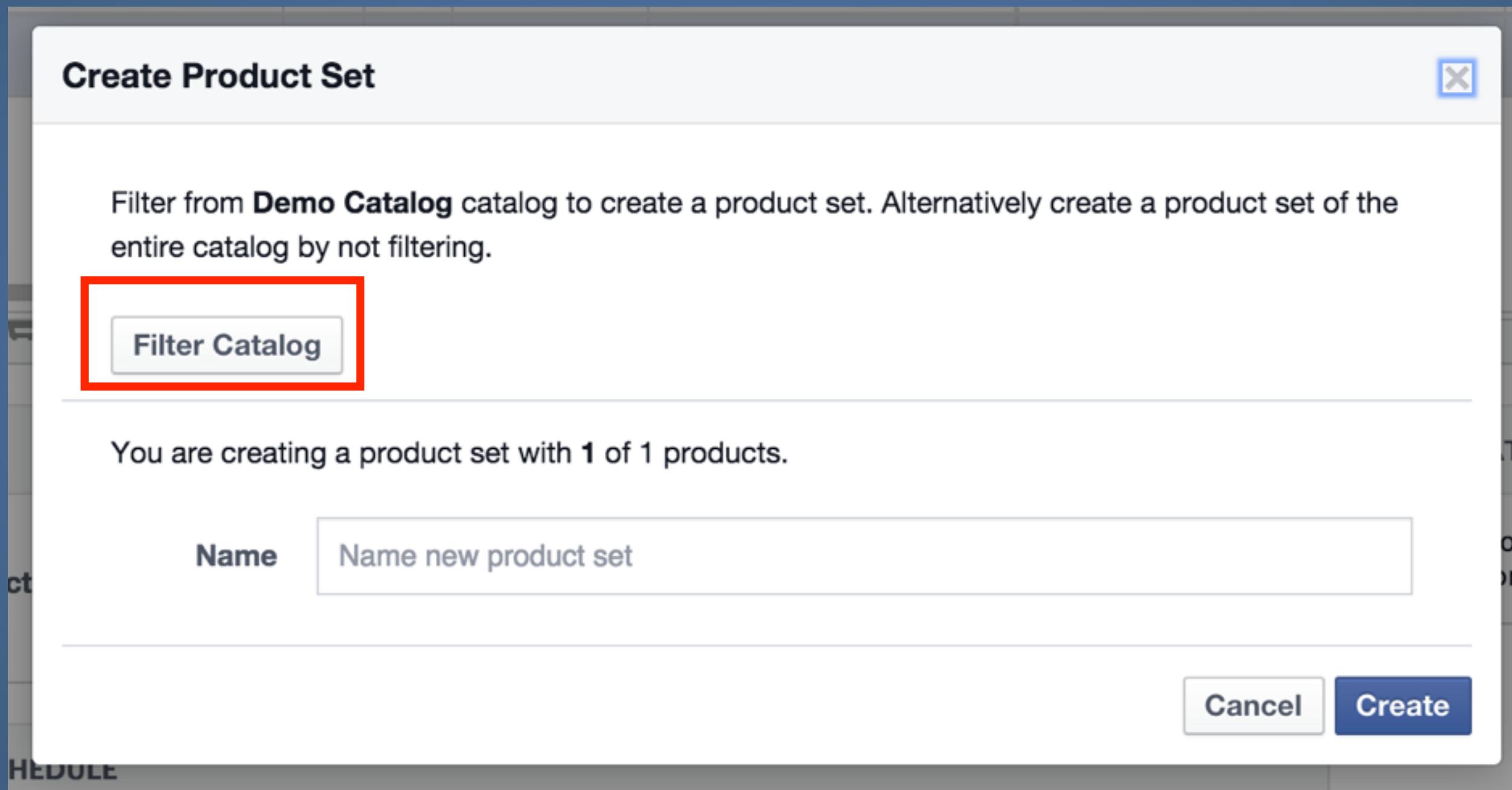
Name Ad Set Enter an Ad Set Name

Cancel Create

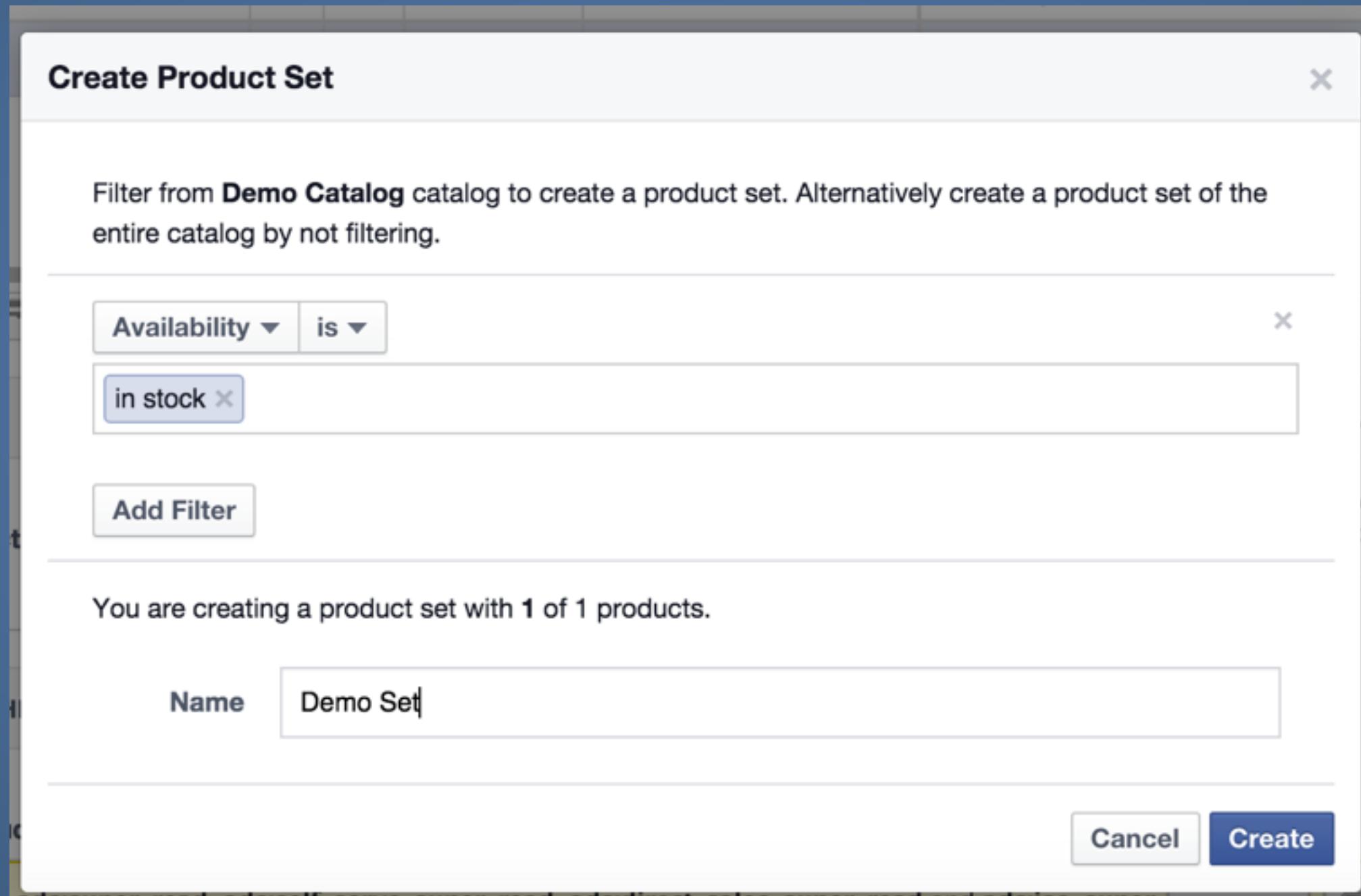
创建广告组：指定商品集

The screenshot shows the Facebook Business Manager Power Editor interface. The top navigation bar includes 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 sections for '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'. A search bar 'Search Ad Sets' is at the top right. Below the tabs is a toolbar with icons for creating (+), deleting (-), updating (arrow), cloning (copy), sharing (person), and filtering (gear). A 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'. To the right of the table are buttons for 'View Campaigns', 'View Ads', 'Stats: Lifetime', and a gear icon. A modal window titled 'Creating Ad Set Demo Ad Set' is open at the bottom. It shows an 'OBJECTIVE' section with 'Product Catalog Sales' and 'STATUS' and 'DELIVERY' filters. The 'PRODUCTS' section indicates 'No existing product sets' and features a red box around a '+' button. The 'ESTIMATED DAILY REACH' section contains the text: '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

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 notification icon with '1'. Below the navigation is a user profile for 'Marvin Kwok' and account information.

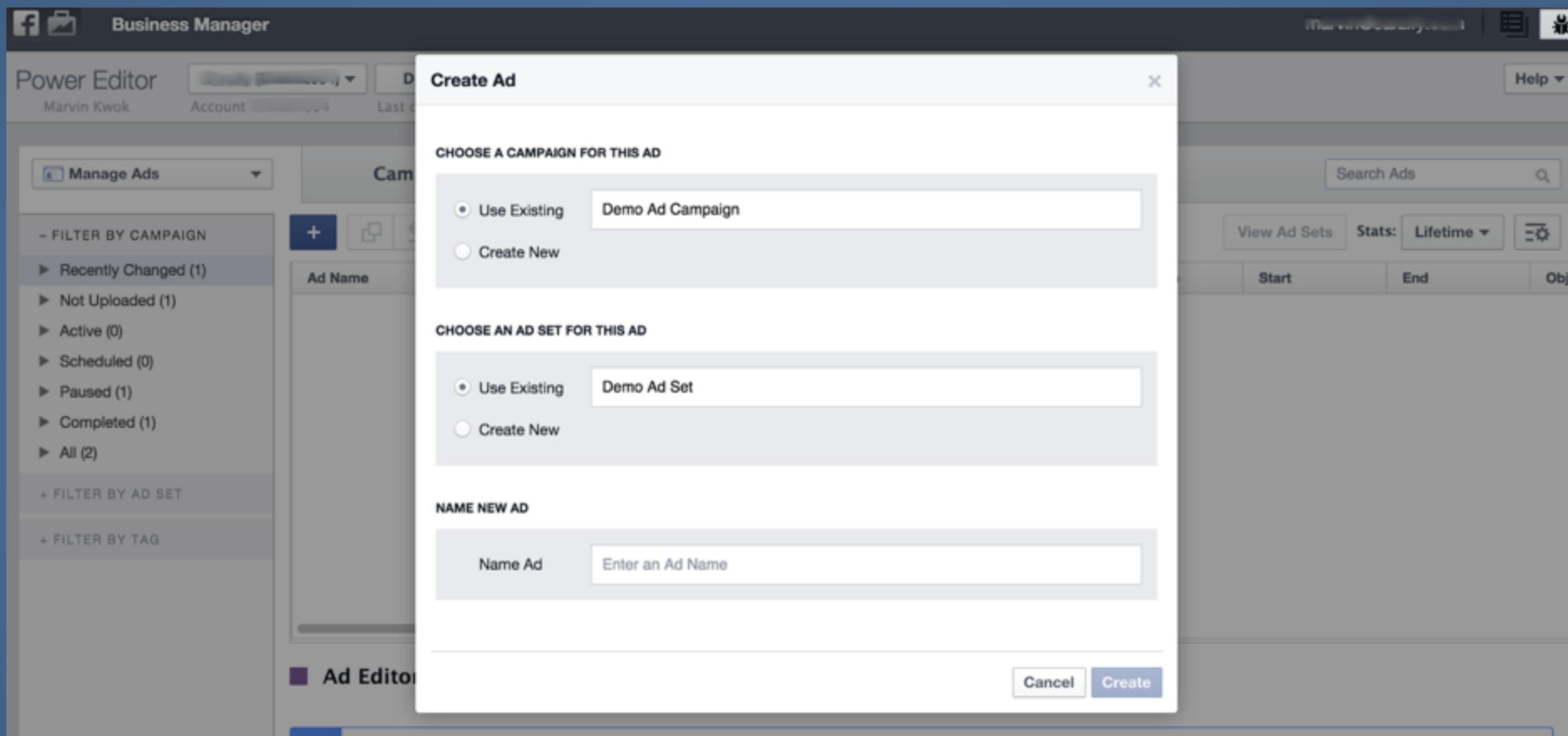
The main area has tabs for 'Campaigns', 'Ad Sets' (selected), and 'Ads'. A search bar 'Search Ad Sets' is at the top right. To the left is a sidebar with 'Manage Ads' dropdown, 'FILTER BY CAMPAIGN' (Recently Changed (1)), and other filters like 'All (2)'. The central table lists an 'Ad Set Name' row for 'Demo Ad Set' with status 'Inactive' and delivery 'Ad Set is Off'. It also shows 'Campaign Name' as 'Demo Ad Campaign', 'Location' as 'HK', 'Age' as '18 - 65', 'Gender' as 'All', and 'Start' as '04/18/2015'.

The 'AUDIENCE' section below the table allows filtering by 'Behavior' ('Viewed or added to cart, but n...'), 'Location - Living in', and 'Age'. A dropdown menu for 'Behavior' shows options: 'Viewed, but not bought', 'Added to cart, but not bought', and 'Viewed or added to cart, but not bought' (which is selected). An 'Edit Audience' button is at the bottom of the audience section.

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. The main toolbar features '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-menu 'Create Ad' is visible above the toolbar. Below the toolbar are various management icons. The main table 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 [?](#)

 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 [?](#)
 +

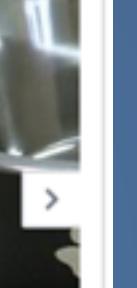
News Feed Link Description [?](#)
 +

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...

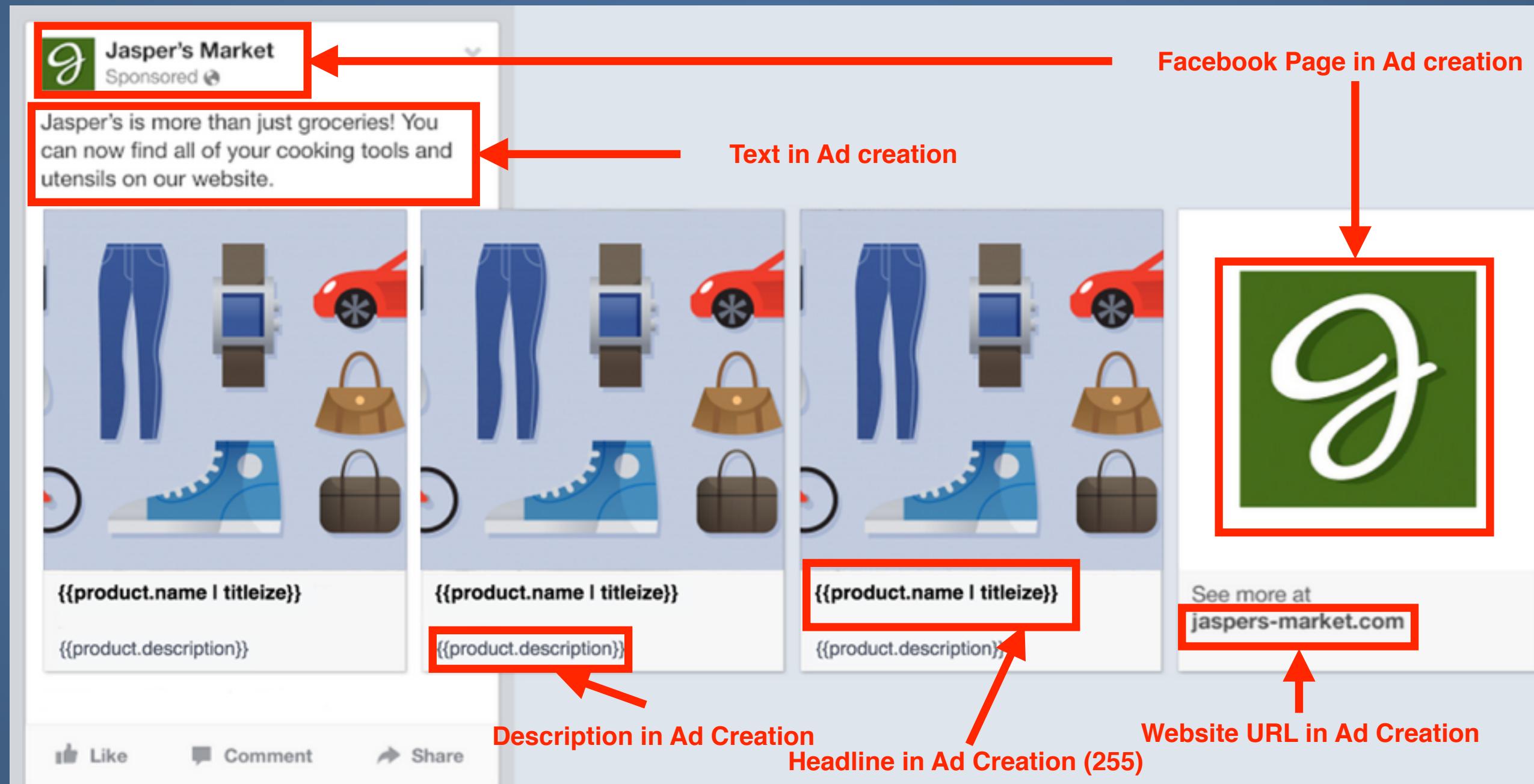

Dog Bowl In Black
Dog Bo...

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 icons for Facebook and Business Manager, followed by the title "Business Manager". Below it, the "Power Editor" section is visible, showing "Marvin Kwok" and "Account Overview". A green "Upload Changes" button is highlighted with a red box. The main area has tabs for "Campaigns", "Ad Sets", and "Ads", with "Ads" currently selected. On the left, there's a sidebar with filters like "Recently Changed (1)", "Not Uploaded (1)", and "Active (0)". The main table lists an ad named "Demo Ad" with details: Status is "New Not Uploaded", Delivery is "New", Ad Set Name is "Demo Ad Set", Campaign Name is "Demo Ad Campaign", Start date is "04/18/2015", and End date is "Ongoing". Below the table, a section titled "Creating Ad Demo Ad" shows objective "Product Catalog Sales", status "New", and delivery "New". There are also sections for "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

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

Cancel Continue

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 Manager interface under the 'Marvin Business' account. The left sidebar is highlighted with a red box around the 'Reports' section, which is currently selected. The main area displays the 'Facebook Ads Reporting' dashboard with various report settings and metrics.

Facebook Ads Reporting

CURRENT REPORT

- General Metrics
- Save Report
- Schedule
- Share
- Export

REPORT SETTINGS

- Level: Campaign
- Customize Columns
- Breakdown: None
- Add Filters

Date Range: Last 30 days

Start Date | **End Date** | **Campaign Name** | **Reach** | **Frequency** | **Impressions** | **Clicks** | **Unique Clicks** | **Click-Through Rate (CTR)**

Change Your Filters or Date Range to View Reports

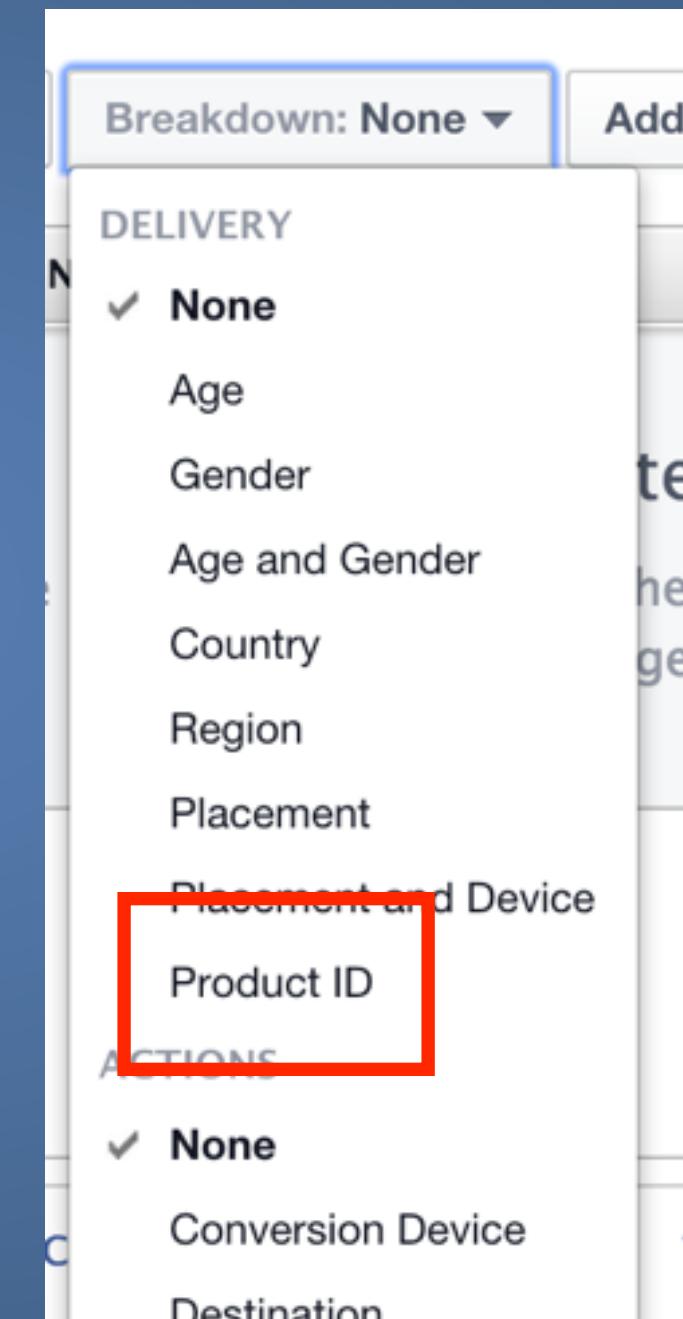
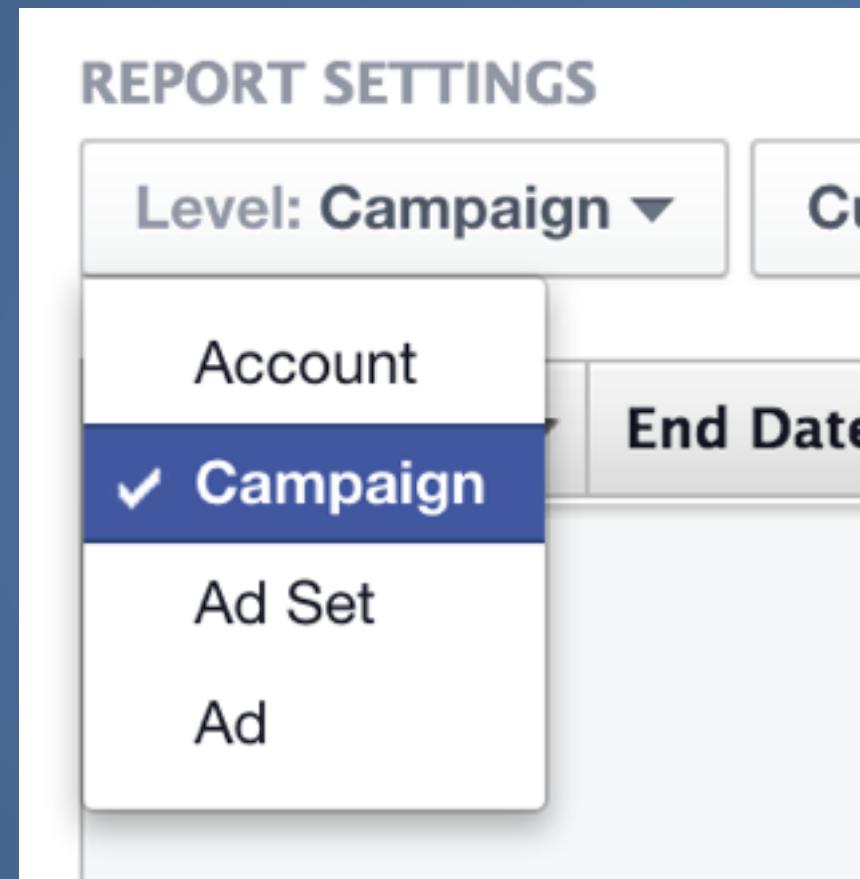
There isn't any data that matches your search or filters. Update your filters, columns or selected date range to find the data you need for your report.

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 icons for Ads Manager, Account, Campaigns, Reports (which is selected and highlighted in blue), 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 menu 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", "Breakdown: None", and "Add Filters" buttons. A "Date Range" dropdown is set to "Last 30 days" and is highlighted with a red box. 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 in blue), 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", a "Customize Columns" button, a "Breakdown: None" dropdown, 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. In the main area, the title 'Facebook Ads Reporting' is displayed above a 'CURRENT REPORT' section. This section includes a dropdown menu set to 'General Metrics', and buttons for 'Save Report', 'Schedule', 'Share', and 'Export'. To the right of these are 'Reports Help' and a 'Create Ad' button. Below this is a 'REPORT SETTINGS' section with a 'Level: Campaign' dropdown, a 'Customize Columns' button (which is highlighted with a red box), a 'Breakdown: None' dropdown, and a 'Add Filters' button. Further down are filters for 'Start Date', 'End Date', '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' 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.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>