

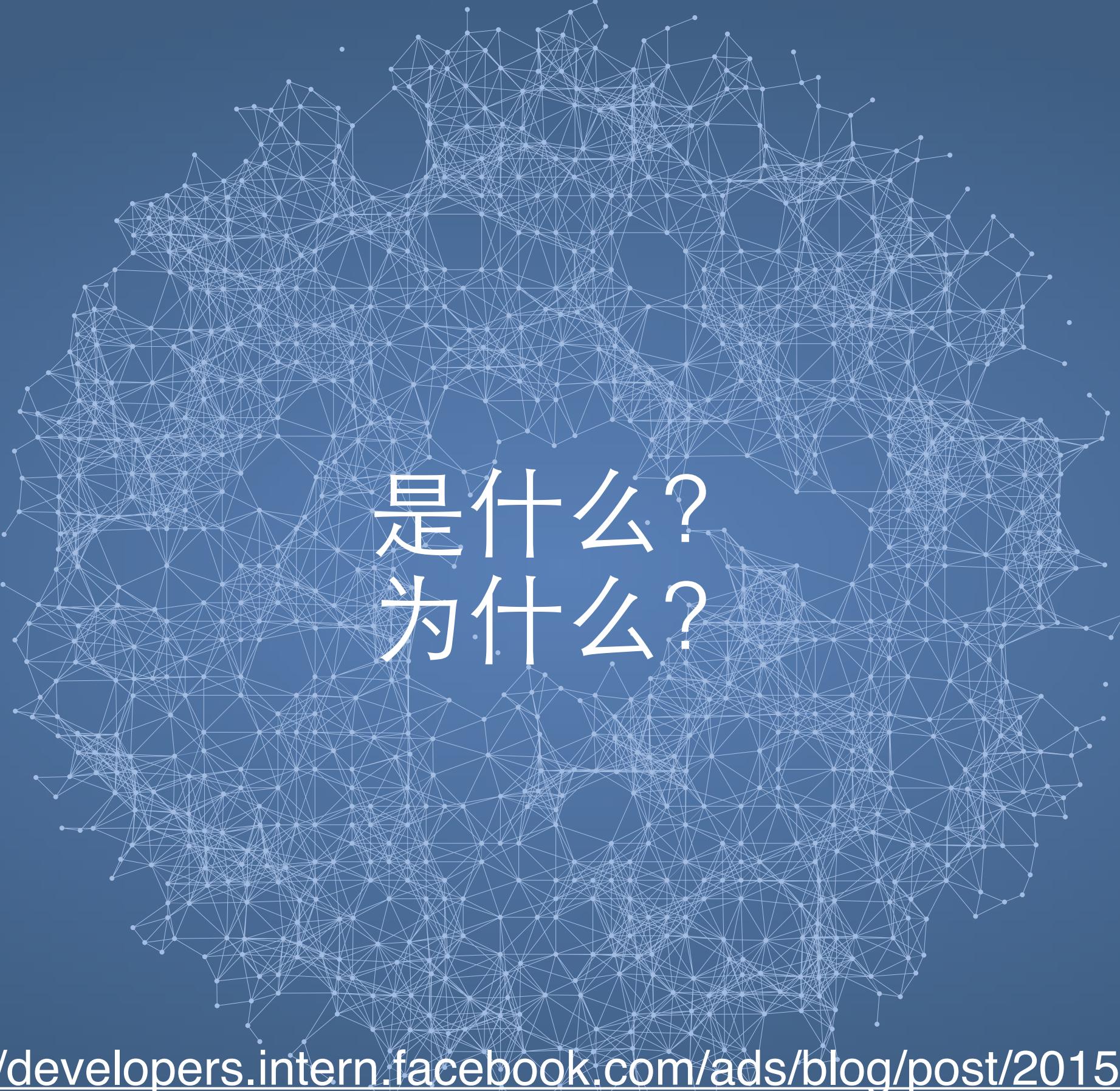
# facebook

## 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

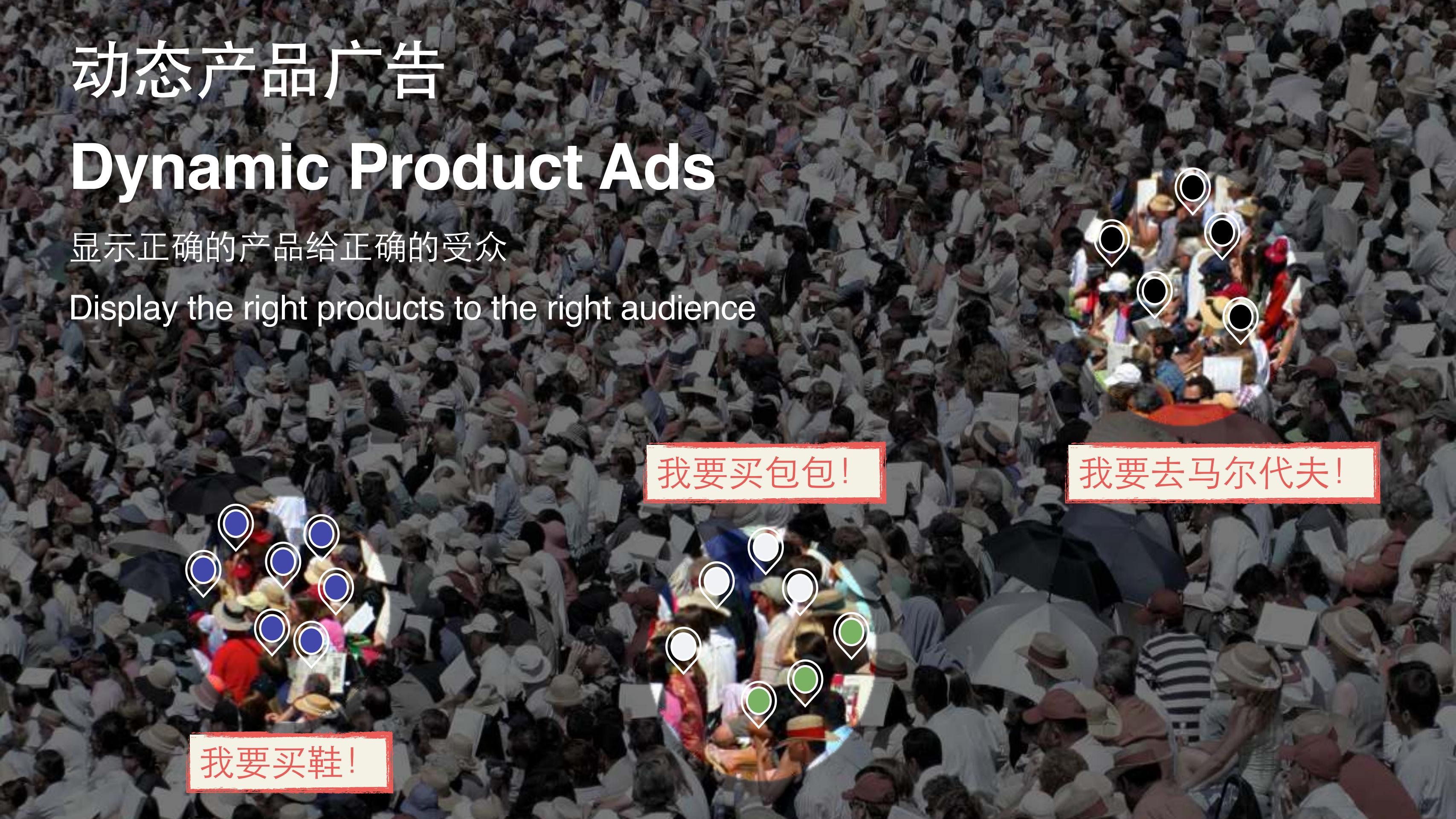


是什么?  
为什么?

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

# 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

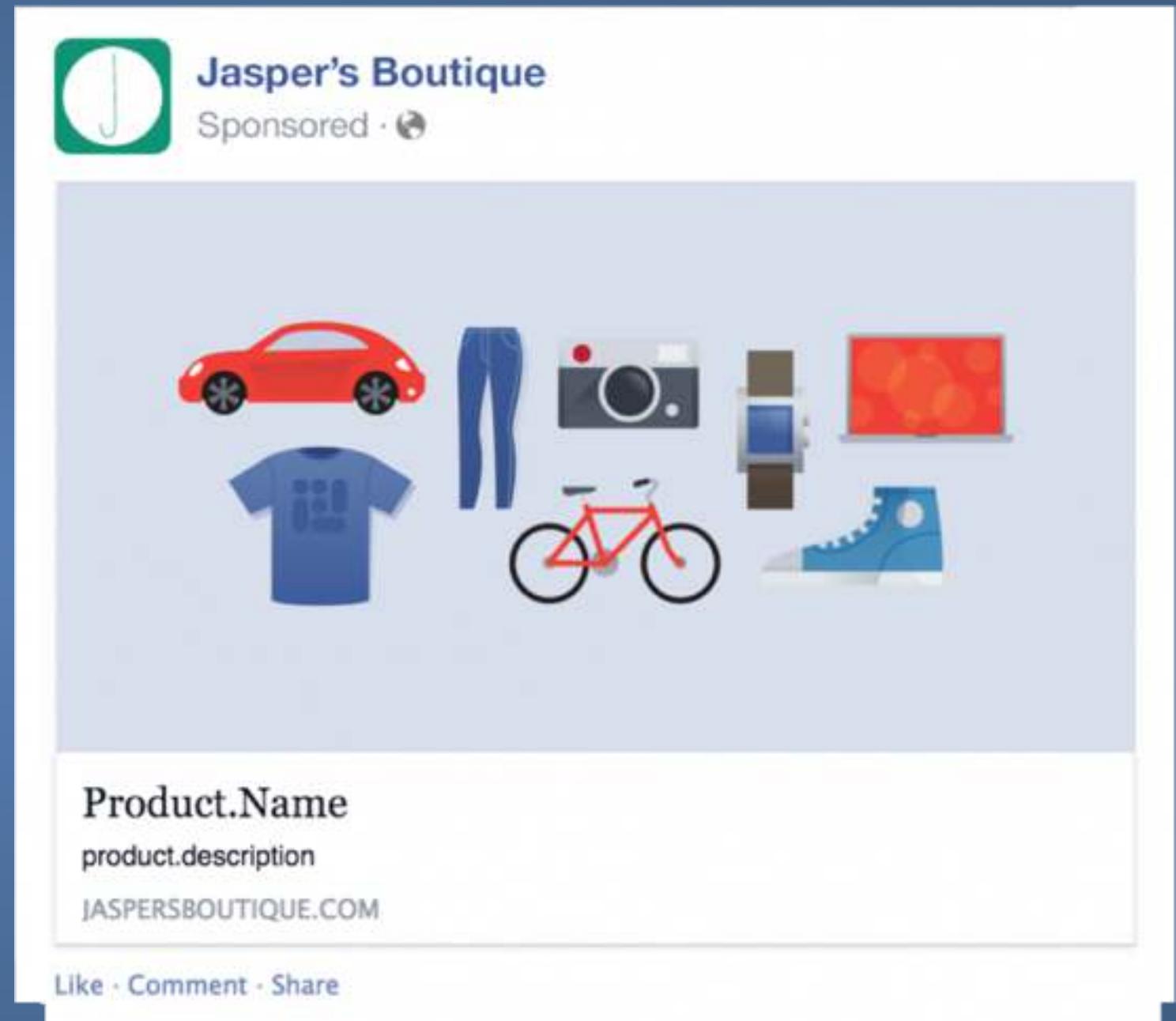
• 或者通过Marketing API，拥有更多高级功能，以及自动化可能性



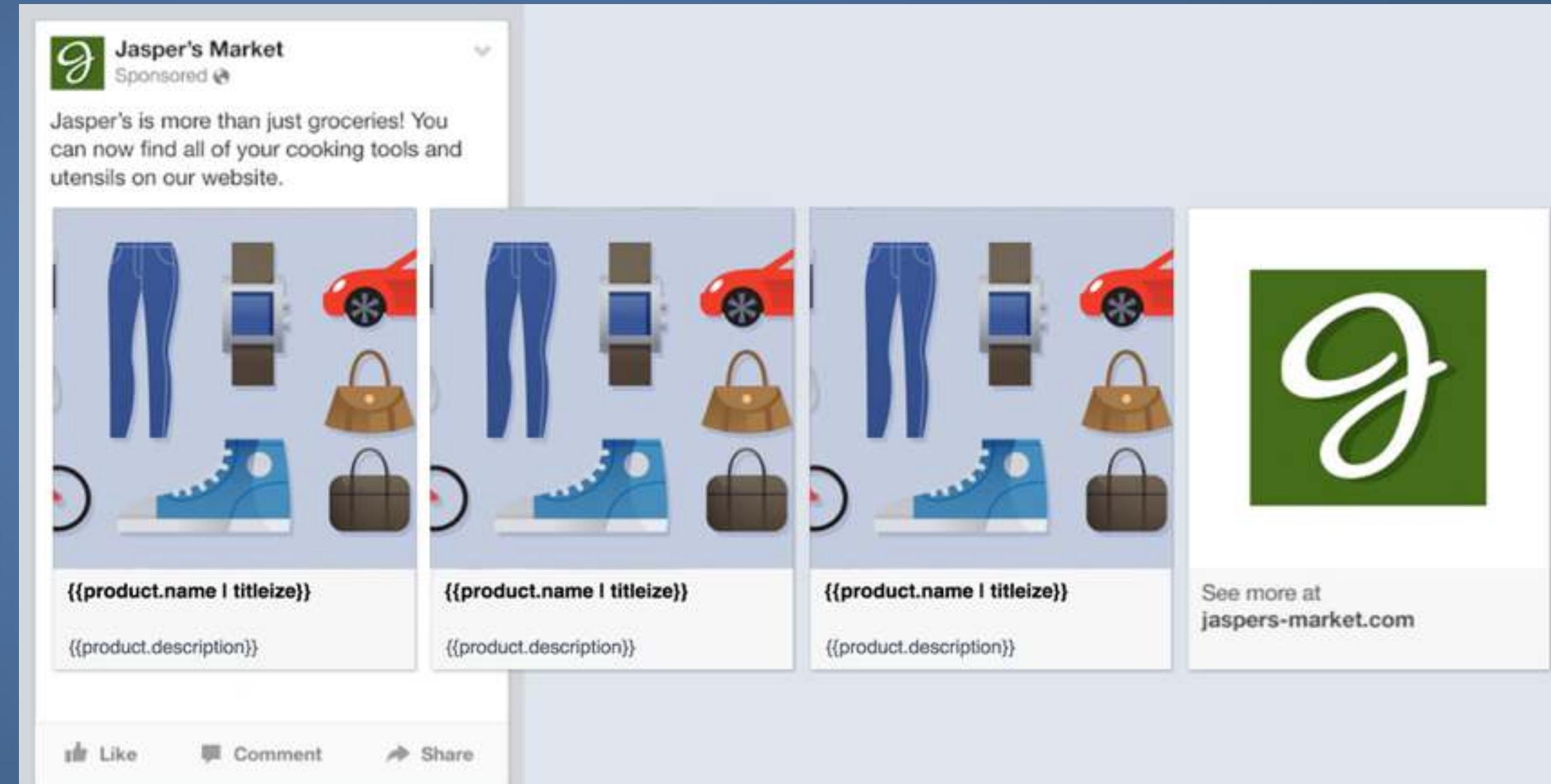
介绍视频

[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



# 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](http://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'. The post is sponsored and features a message about finding cooking tools and utensils online. Below the message are three product images: a set of five white ceramic bowls containing various spices, a white ceramic mortar and pestle with green herbs, and a set of two wooden serving utensils (spoon and fork). Each product has a caption and a link to 'jaspers-market.com'. The post has 72 likes, 13 comments, and 7 shares. At the bottom, there are standard Facebook interaction buttons for Like, Comment, and Share.

Set of 5 White Ceramic White Bowls  
[jaspers-market.com](http://jaspers-market.com)

White Ceramic Mortar and Pestle  
[jaspers-market.com](http://jaspers-market.com)

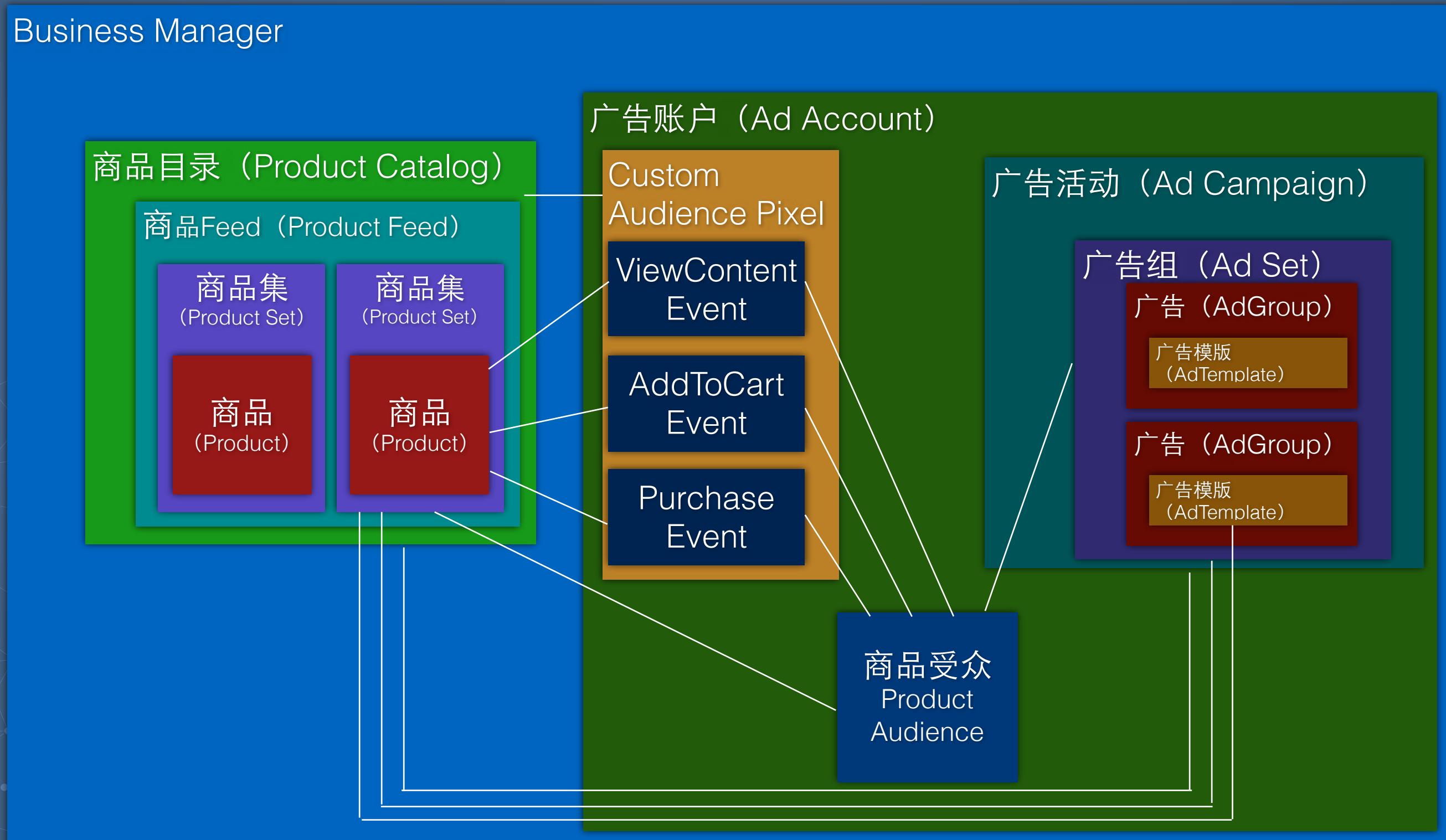
Set of 2 Wooden Serving Utensils  
[jaspers-market.com](http://jaspers-market.com)

See more at [jaspers-market.com](http://jaspers-market.com)

72 Likes · 13 Comments · 7 Shares

Like Comment Share

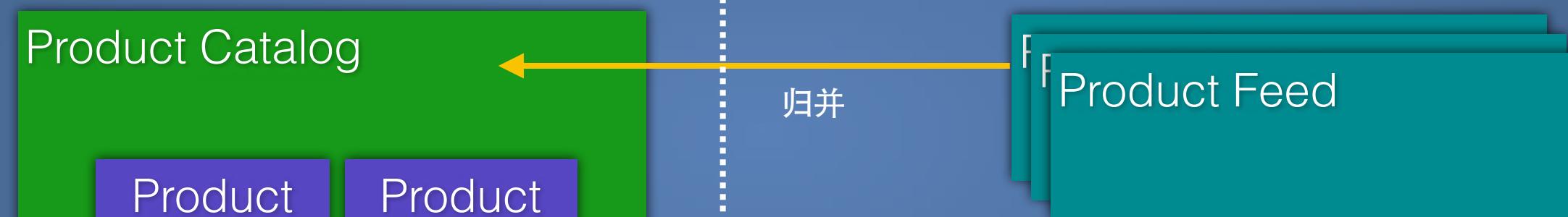
# DPA系统架构



# Product Catalog, Product Set与Product Feed

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/>

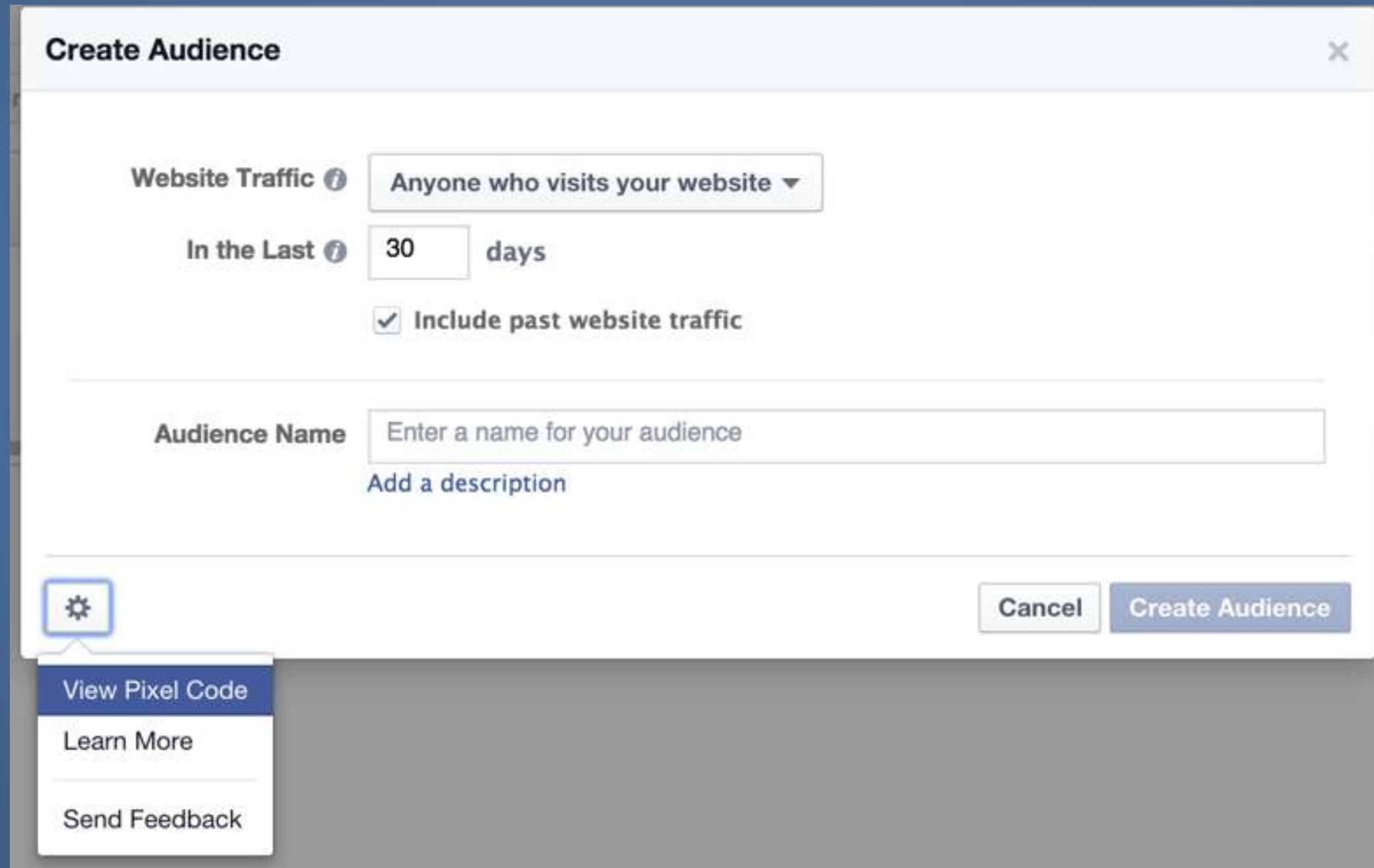
# 准备Facebook pixel cont.

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 menu, 'Download to Power Editor', 'Upload Changes', 'Help', and a user account section for 'Marvin Kwok' with a note 'Last downloaded a few seconds ago'. A dropdown menu for 'Audiences' is open, showing options: 'Create Audience' (highlighted in green), 'Custom Audience' (selected), 'Lookalike Audience', and 'Saved Target Group'. The main area is titled 'Audience Home' and contains buttons for 'Filters', 'Customize Columns', 'Create Ad Set', 'Actions', and 'Search by'. There's also a 'Back to Ads' button.

# 准备Facebook pixel cont.

The screenshot shows the Facebook Business Manager interface. A modal window titled "Create a Custom Audience" is open in the center. 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 shows the "Audience Home" section of the Business Manager, which includes a table with columns for Name, Size, and Availability, 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', '-----']);
}
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 -->
```

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>
```

# 验证Pixel能够正确触发

- [https://business.facebook.com/ads/retargeting\\_pixel/debug/?pixel\\_id=<your\\_pixel\\_id>](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 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.

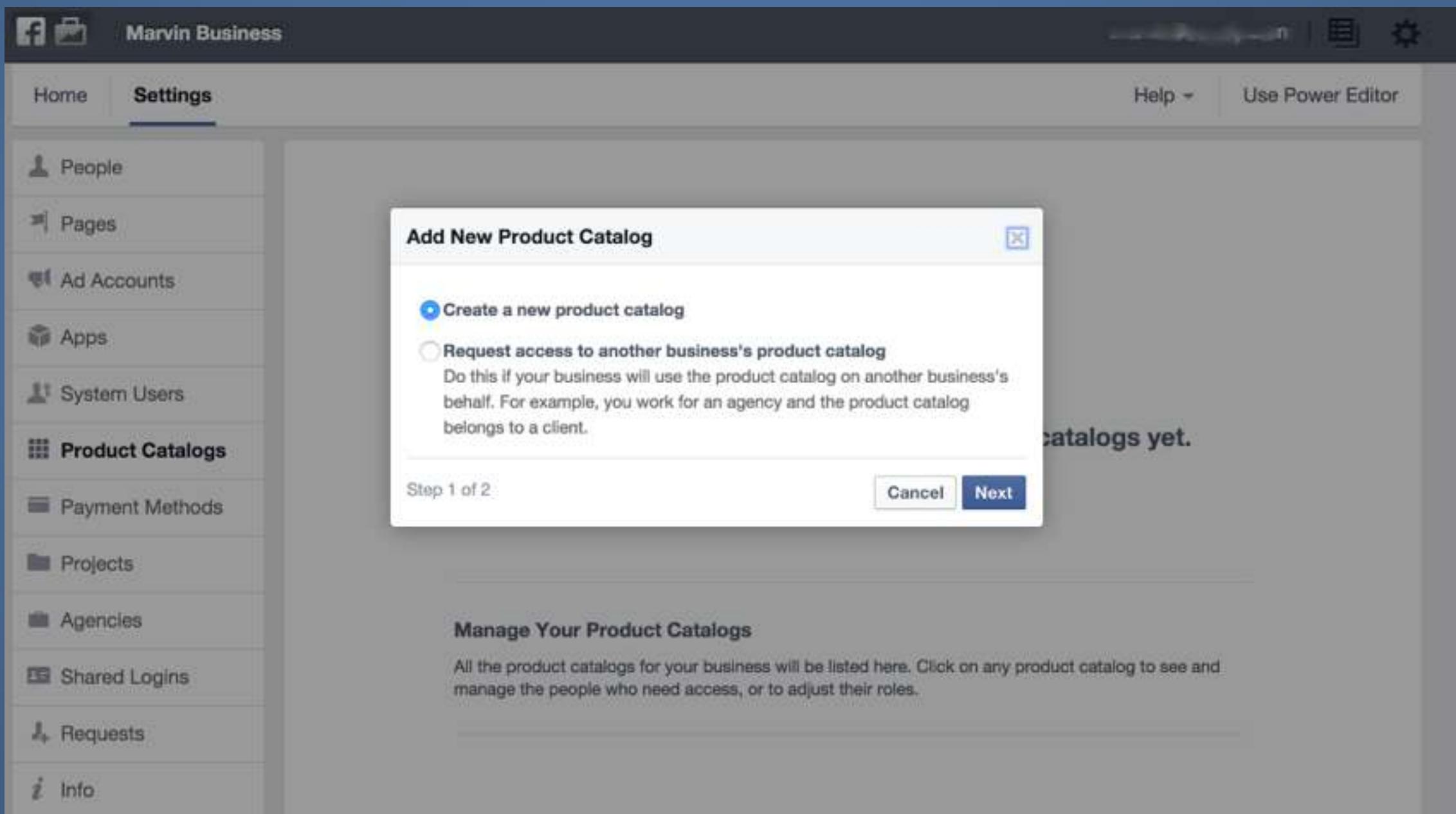
Add New Product Catalog

Manage Your Product Catalogs

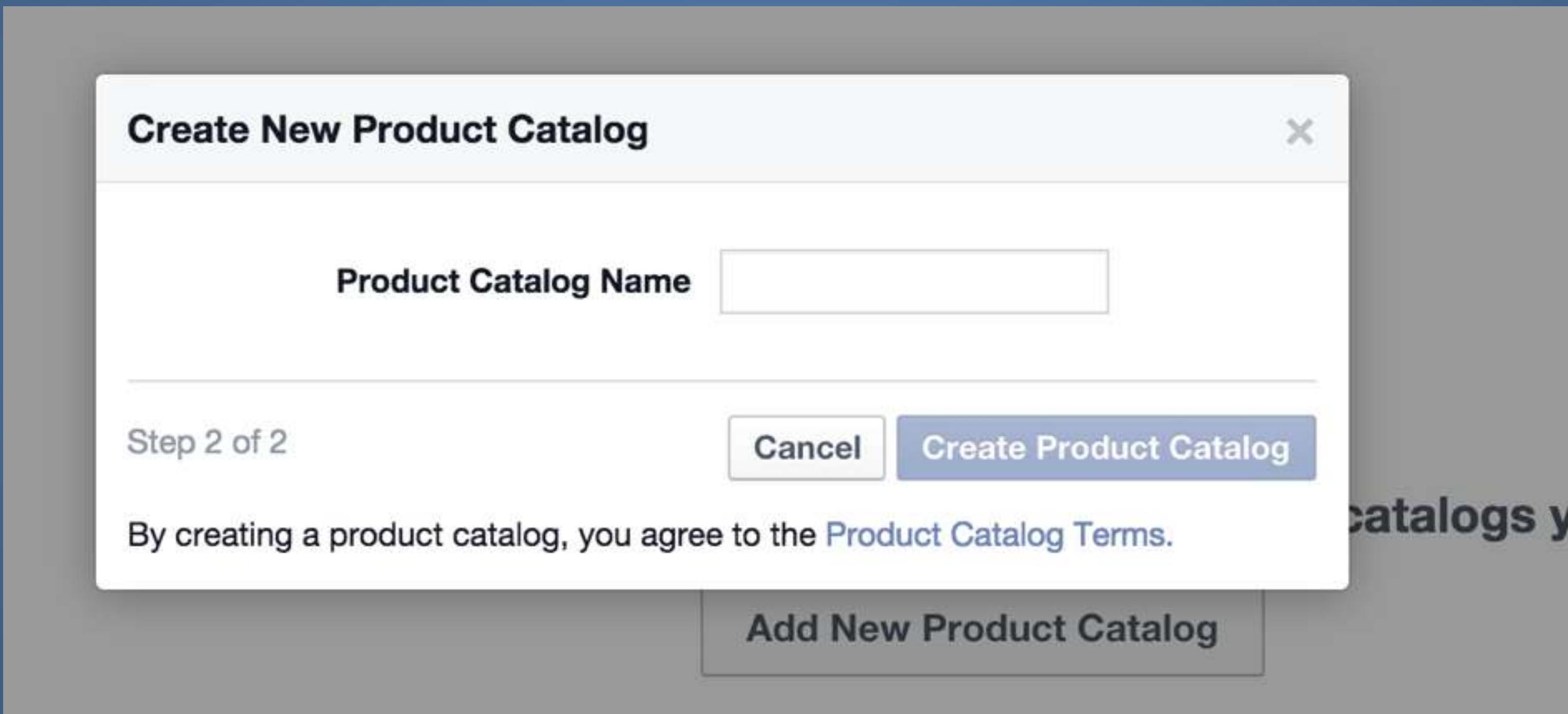
All the product catalogs for your business will be listed here. Click on any product catalog to see and manage the people who need access, or to adjust their roles.

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

# 创建商品目录



# 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 content area is titled 'Product Catalogs' with a sub-section 'Demo Catalog'. A modal window titled 'Associate Pixels' is open, 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.

# 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 promoted to 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: 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.

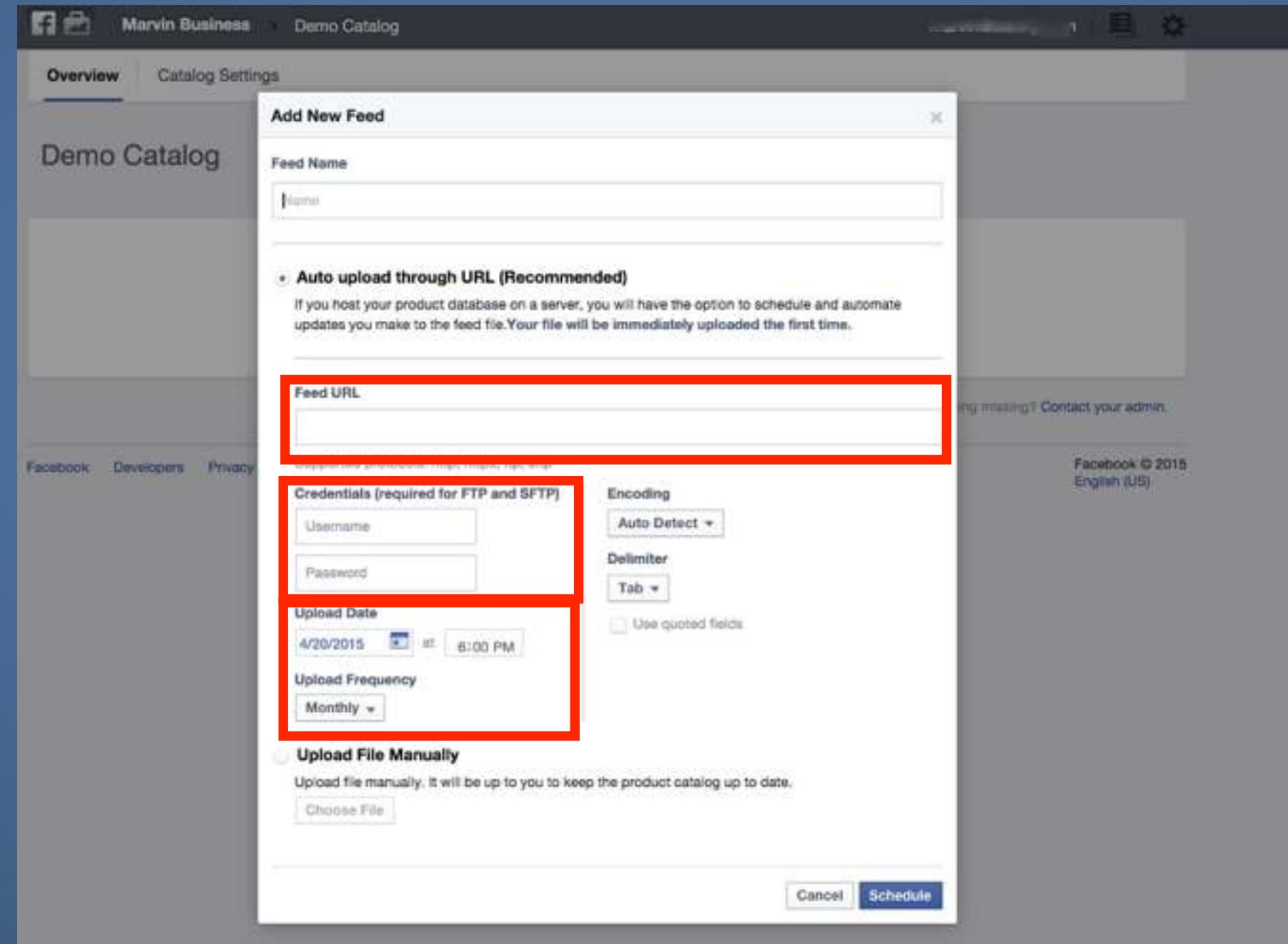
# 创建商品Feed

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'. The catalog is owned by 'Marvin Business' and has a 'Product Catalog ID' (redacted). Below the catalog details are buttons for 'Add People', 'Assign Agency', 'Add Product Feed' (which is highlighted with a red box), 'Associate pixels', and 'Delete'. A 'Assigned People' section shows 'Marvin Kwok (Me)' as a 'Product Catalog Admin'. A success message indicates that Marvin Kwok (Me) is now a 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](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 Facebook Business Manager interface for a 'Demo Catalog'. The top navigation bar includes links for 'Marvin Business' and 'Demo Catalog', along with standard navigation icons. Below the navigation is a header with 'Overview' and 'Catalog Settings' tabs, with 'Overview' selected. The main content area displays the 'Demo Catalog' name and a count of '0 PRODUCTS IN CATALOG'. A 'Product Feeds' section contains a table with one row. The table columns are 'Feed Name', 'Last Updated', 'Total Uploaded', and 'Errors'. The single feed listed is 'Demo Single Feed', which was uploaded manually on April 19, 2015, at 12:04 pm, with 0 products uploaded and no errors. A search bar and a '+ Add Feed' button are also visible in this section. At the bottom of the page, there is a footer with links to 'Facebook', 'Developers', 'Privacy', 'Terms', 'Cookies', 'Help', 'Report a Problem', and copyright information: 'Facebook © 2015 English (US)'.

Feed Name	Last Updated	Total Uploaded	Errors
<a href="#">Demo Single Feed</a> <small>View Product Details</small>	April 19, 2015 12:04 pm Uploaded Manually	0 products	No errors

Anything missing? Contact your admin.

Facebook Developers Privacy Terms Cookies Help Report a Problem

Facebook © 2015 English (US)

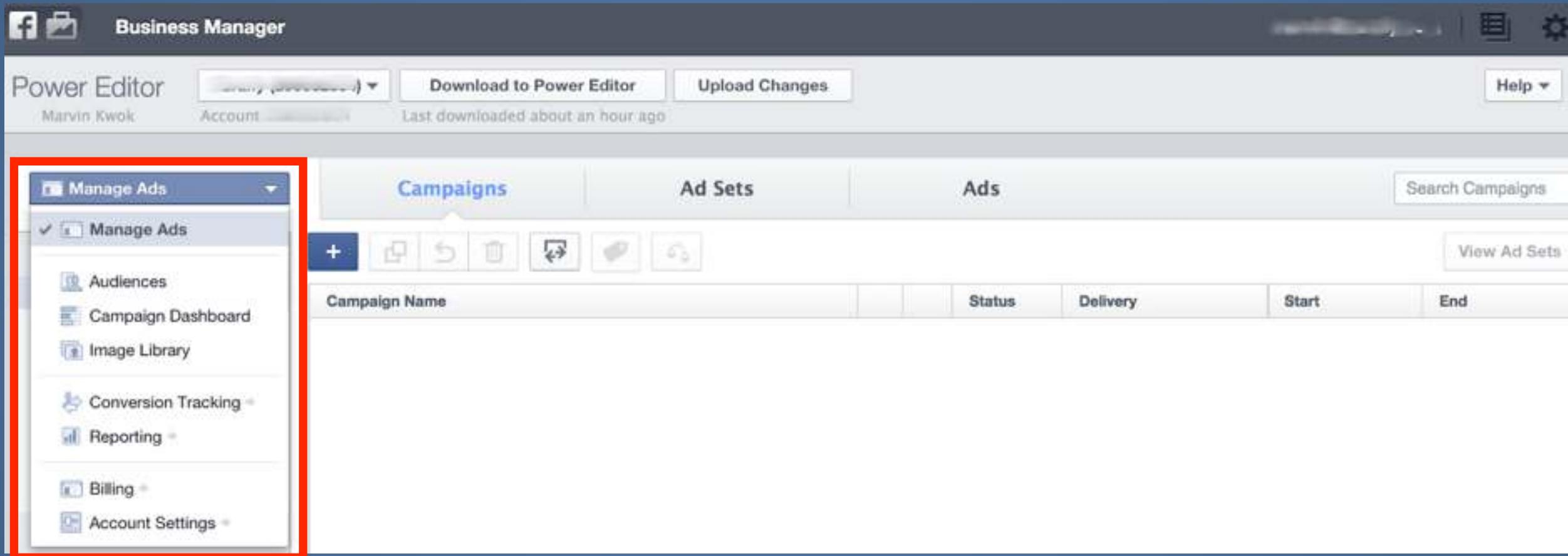
# 查看Feed处理产生的错误

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". Underneath, it shows "PRODUCTS uploaded" (3 products) and "LAST UPDATED" (April 21, 2015 4:04 pm). A prominent error section titled "Errors - The following items were excluded from your latest upload." 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. This section includes a table:

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 '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 titled 'Campaign Name' is present, showing columns for 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, 'Business Manager', and account information for Marvin Kwok. The main toolbar has buttons for 'Download to Power Editor' and 'Upload Changes'. The left sidebar features a 'Manage Ads' dropdown and 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 is currently selected. A prominent 'Create Campaign' button is highlighted with a black box. Below it is a table with columns for 'Campaign Name', 'Status', 'Delivery', 'Start', 'End', and 'Objective'. One row in the table is for a 'Demo Ad Campaign'.

Campaign Name	Status	Delivery	Start	End	Objective
Demo Ad Campaign	+ <span style="color:red;">⚠</span>	New Not Uploaded	04/18/2015	Ongoing	Product Catalog

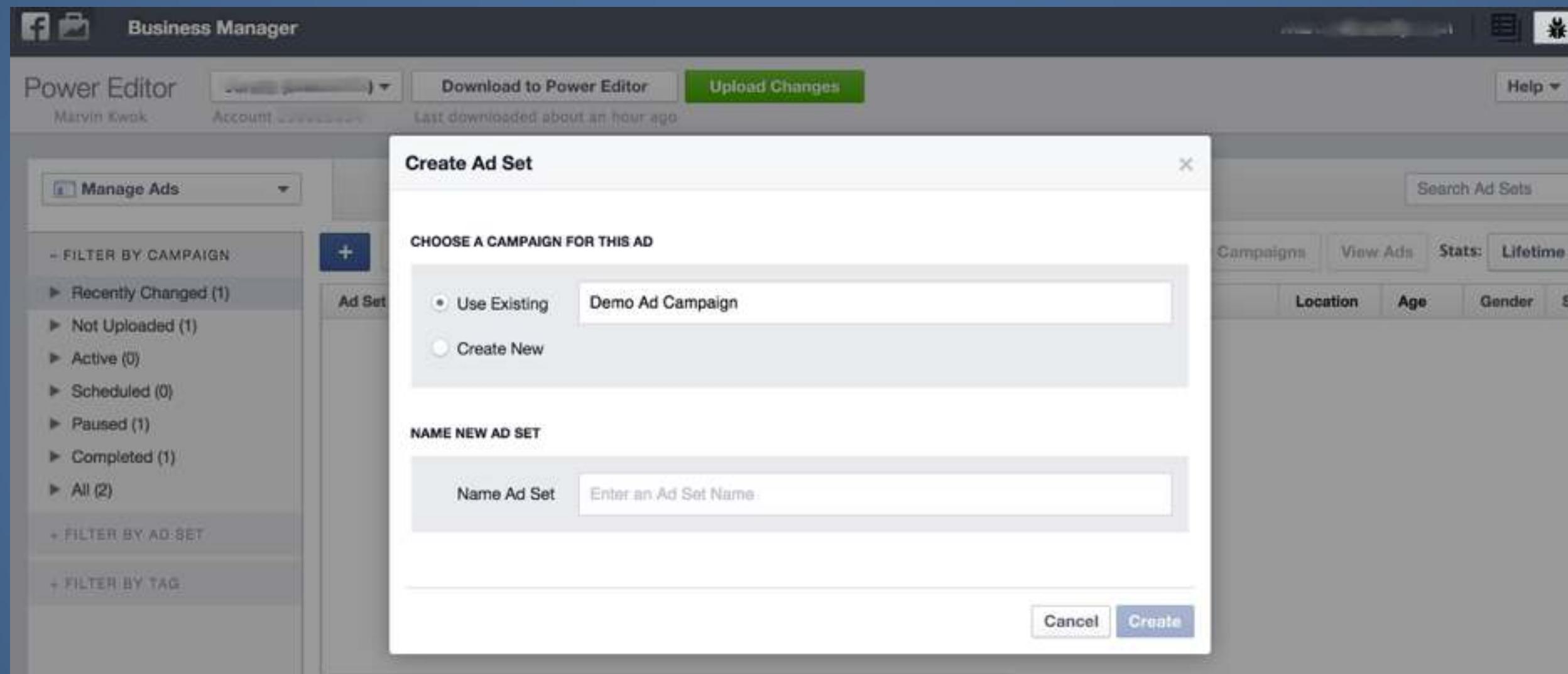
# 创建广告活动：指定Objective

The screenshot shows the Facebook Business Manager 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.

# 创建广告组

The screenshot shows the Facebook Business Manager interface for managing ads. The top navigation bar includes icons for Power Editor, Business Manager, and various settings. Below the bar, there are download and upload buttons: 'Download to Power Editor' and 'Upload Changes'. The user is logged in as 'Marylin Kwok'. The main navigation tabs are 'Campaigns', 'Ad Sets' (which is currently selected), and 'Ads'. A search bar for 'Search Ad Sets' is also present. On the left, a sidebar titled 'Manage Ads' shows filters for 'Recently Changed (1)', 'Not Uploaded (1)', and 'Active (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'. A large blue button labeled 'Create Ad Set' is prominently displayed above the table. Below the table, there are several small icons for managing ads.

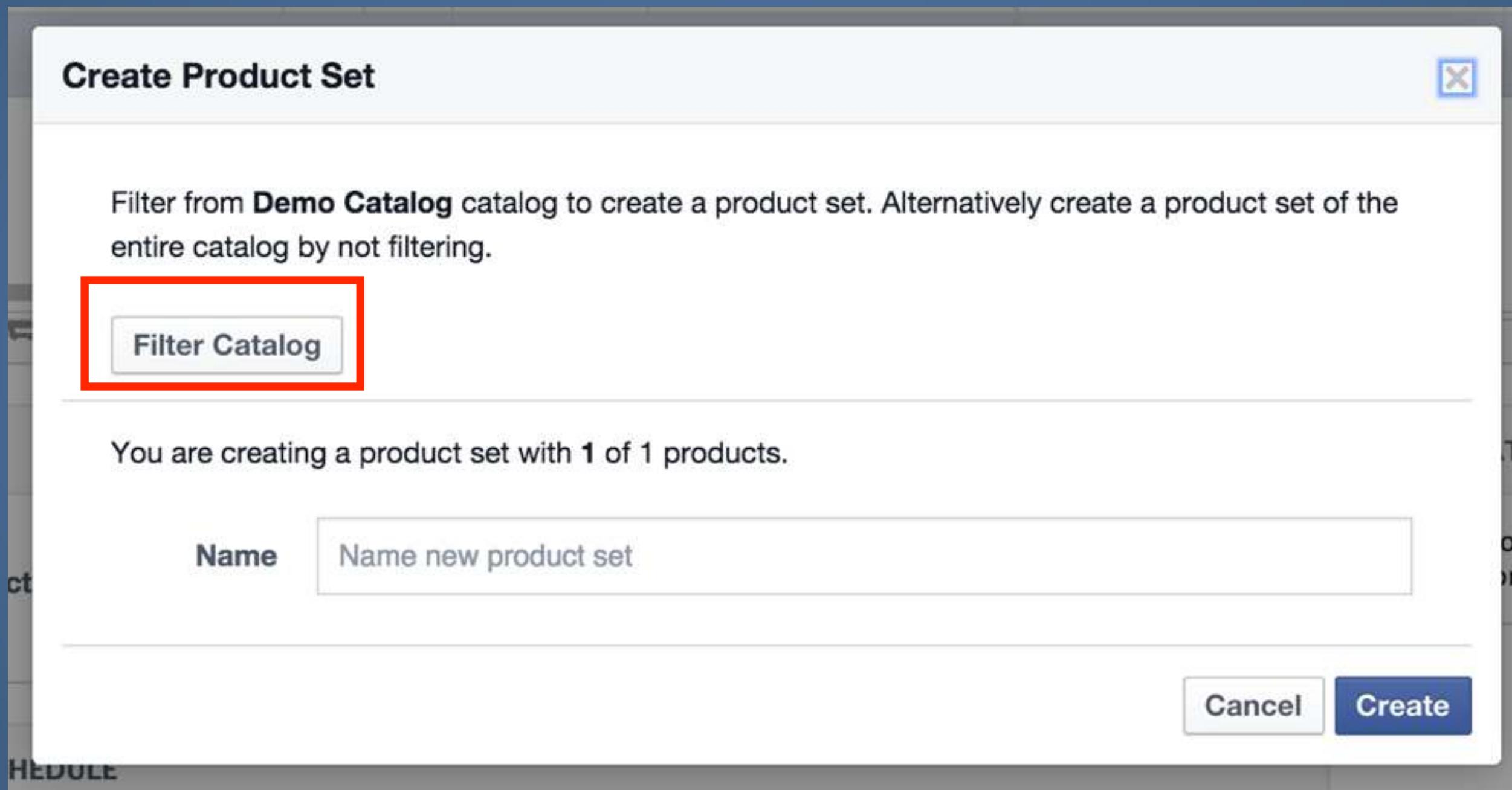
# 创建广告组



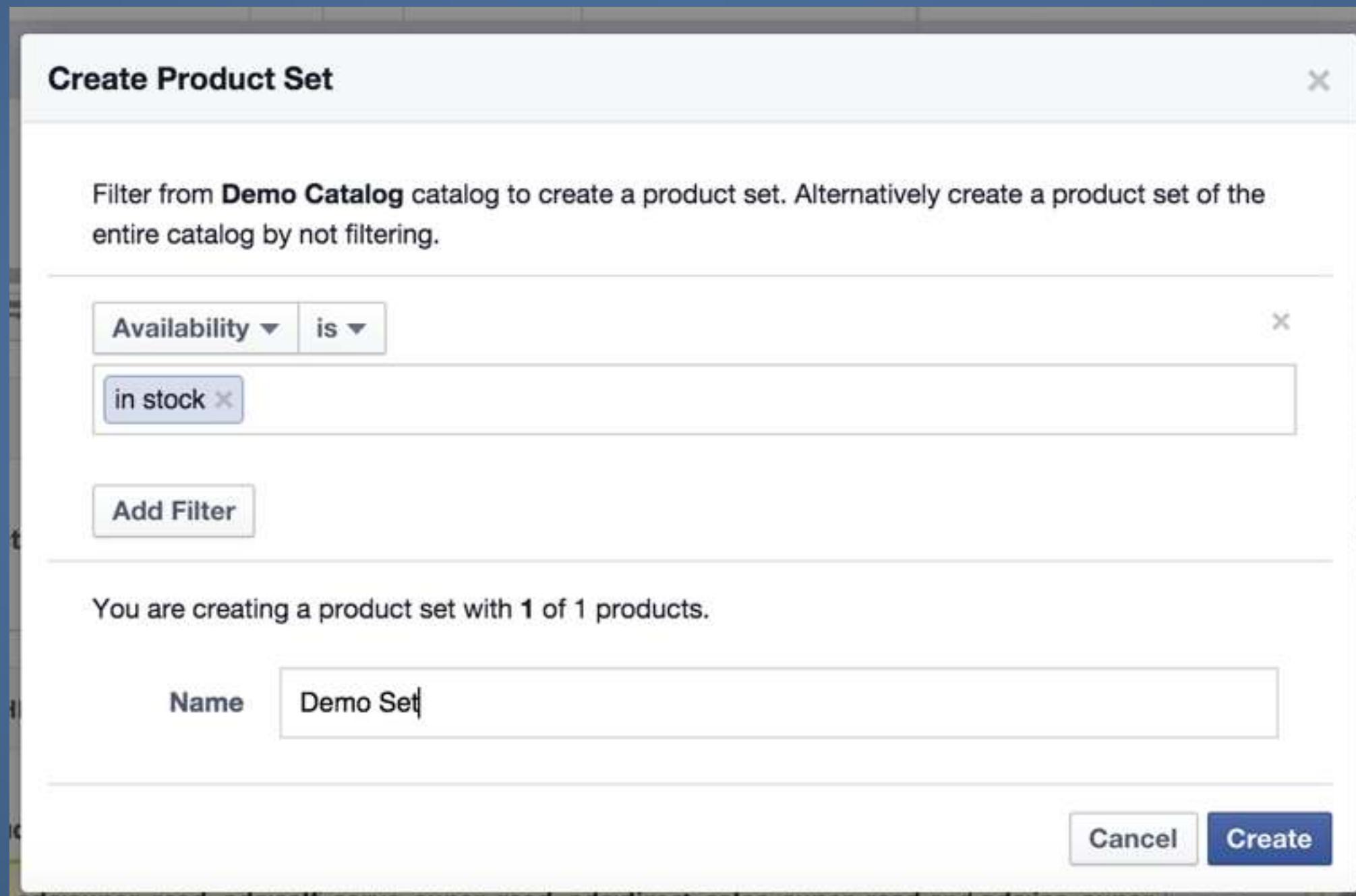
# 创建广告组：指定商品集

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 sections for 'Manage Ads', 'Campaigns', 'Ad Sets' (which is selected), and 'Ads'. A 'FILTER BY CAMPAIGN' section lists 'Recently Changed (1)', 'Not Uploaded (1)', 'Active (0)', 'Scheduled (0)', 'Paused (1)', 'Completed (1)', and 'All (2)'. Below it are 'FILTER BY AD SET' and 'FILTER BY TAG' sections. The main content area shows a table for 'Ad Sets' with columns: Ad Set Name, Status, Delivery, Campaign Name, Location, Age, Gender, and Start. One row is visible: 'Demo Ad Set' (Status: Not Uploaded, Delivery: New), 'Demo Ad Campaign', HK, Any, All, 04/18/2015. Below the table, a 'Creating Ad Set' section titled 'Demo Ad Set' is shown. It includes fields for 'OBJECTIVE' (Product Catalog Sales), 'STATUS' (Paused), 'DELIVERY' (New), and 'PRODUCTS'. The 'PRODUCTS' section shows 'Product Set' with the message 'No existing product sets' and a red box highlighting the '+' button. To the right, there's a 'ESTIMATED DAILY REACH' section with the instruction '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 currently 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 categories:

- 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	+ <span style="color:red;">⚠</span>	<span style="color:green;">New</span> 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'. 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 'Per day' and '\$10.00 HKD'.

# 创建广告组：选择受众用户行为

The screenshot shows the Facebook Business Manager interface. The top navigation bar includes the 'Business Manager' logo, account information for Marvin Kwok, and various buttons like 'Upload Changes' and 'Help'. Below the header, there are tabs for 'Campaigns', 'Ad Sets' (which is selected), and '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 (0)
  - ▶ Active (0)
  - ▶ Scheduled (0)
  - ▶ Paused (1)
  - ▶ Completed (1)
  - ▶ All (2)
- + FILTER BY AD SET
- + FILTER BY TAG

The main content area displays an 'Ad Set Name' table with one row for 'Demo Ad Set'. The table columns include Ad Set Name, Status, Delivery, Campaign Name, Location, Age, Gender, and Start Date. The 'Status' column shows 'Inactive' with a note 'Ad Set is Off'. The 'Campaign Name' is 'Demo Ad Campaign', 'Location' is 'HK', 'Age' is '18 - 65', 'Gender' is 'All', and 'Start' is '04/18/2015'.

Below the table, there's an 'AUDIENCE' section. It shows a 'Behavior' dropdown set to 'Viewed or added to cart, but n... In the last 10 days'. A dropdown menu lists three options:

- Viewed, but not bought
- Added to cart, but not bought
- ✓ Viewed or added to cart, but not bought

The third option is highlighted with a blue background and a checkmark. An 'Edit Audience' button is located at the bottom of this section.

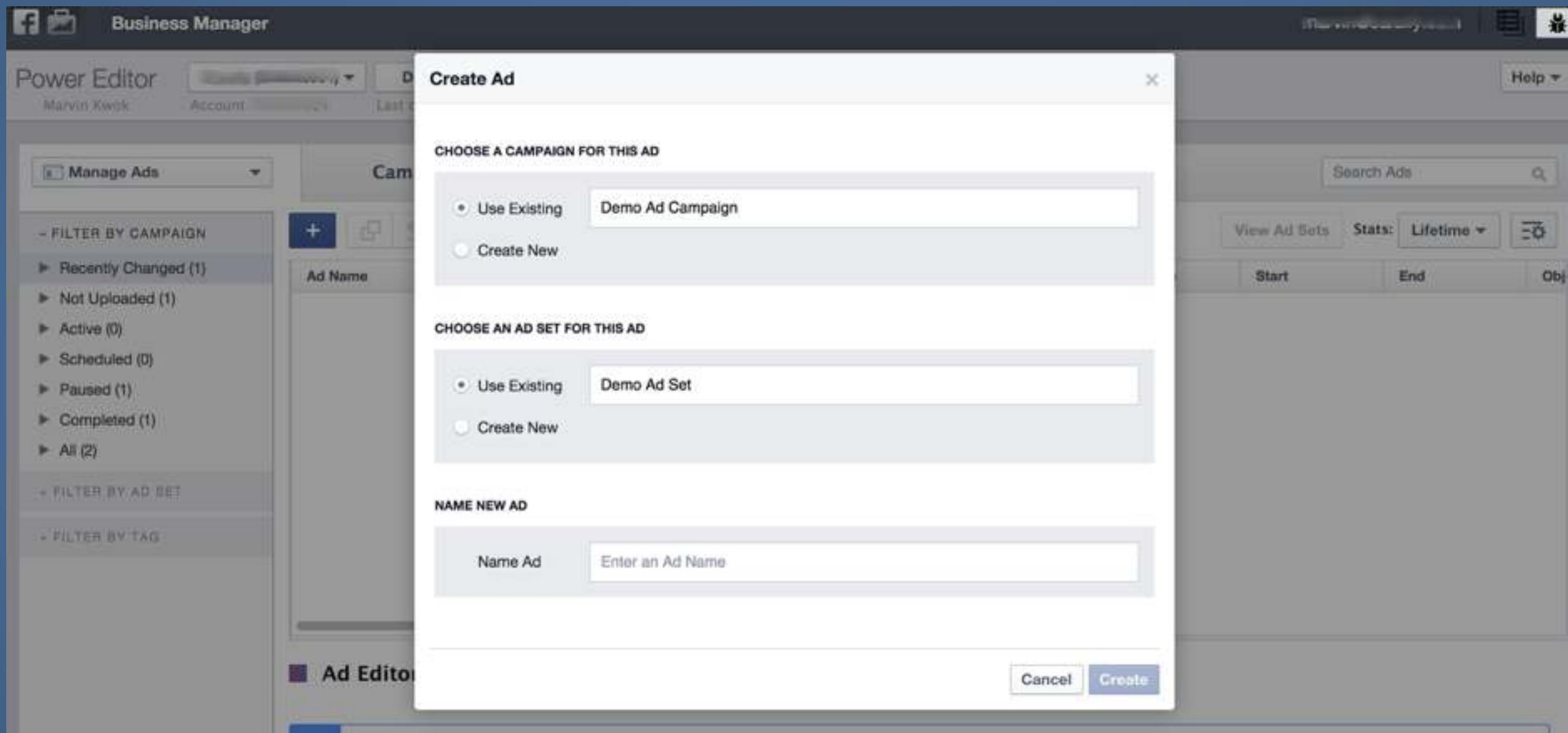
# 创建广告

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 account information for 'Maryin Kwok'. Below the navigation bar, there are buttons for 'Power Editor', 'Download to Power Editor', 'Upload Changes', and 'Help'. A message indicates 'Last downloaded about an hour ago'.

The main area has three tabs: 'Campaigns', 'Ad Sets', and 'Ads'. The 'Ads' tab is currently selected. On the left, there's a sidebar with a 'Manage Ads' dropdown menu. Under 'FILTER BY CAMPAIGN', the 'Recently Changed (1)' option is selected. Other filter options include 'Not Uploaded (1)', 'Active (0)', 'Scheduled (0)', 'Paused (1)', 'Completed (1)', and 'All (2)'. There are also 'FILTER BY AD SET' and 'FILTER BY TAG' sections.

In the center, there's a table header for 'Ads' with columns: Ad Name, Status, Delivery, Ad Set Name, Campaign Name, Start, End, and Obj. Below the header, there is a blank table body.

# 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

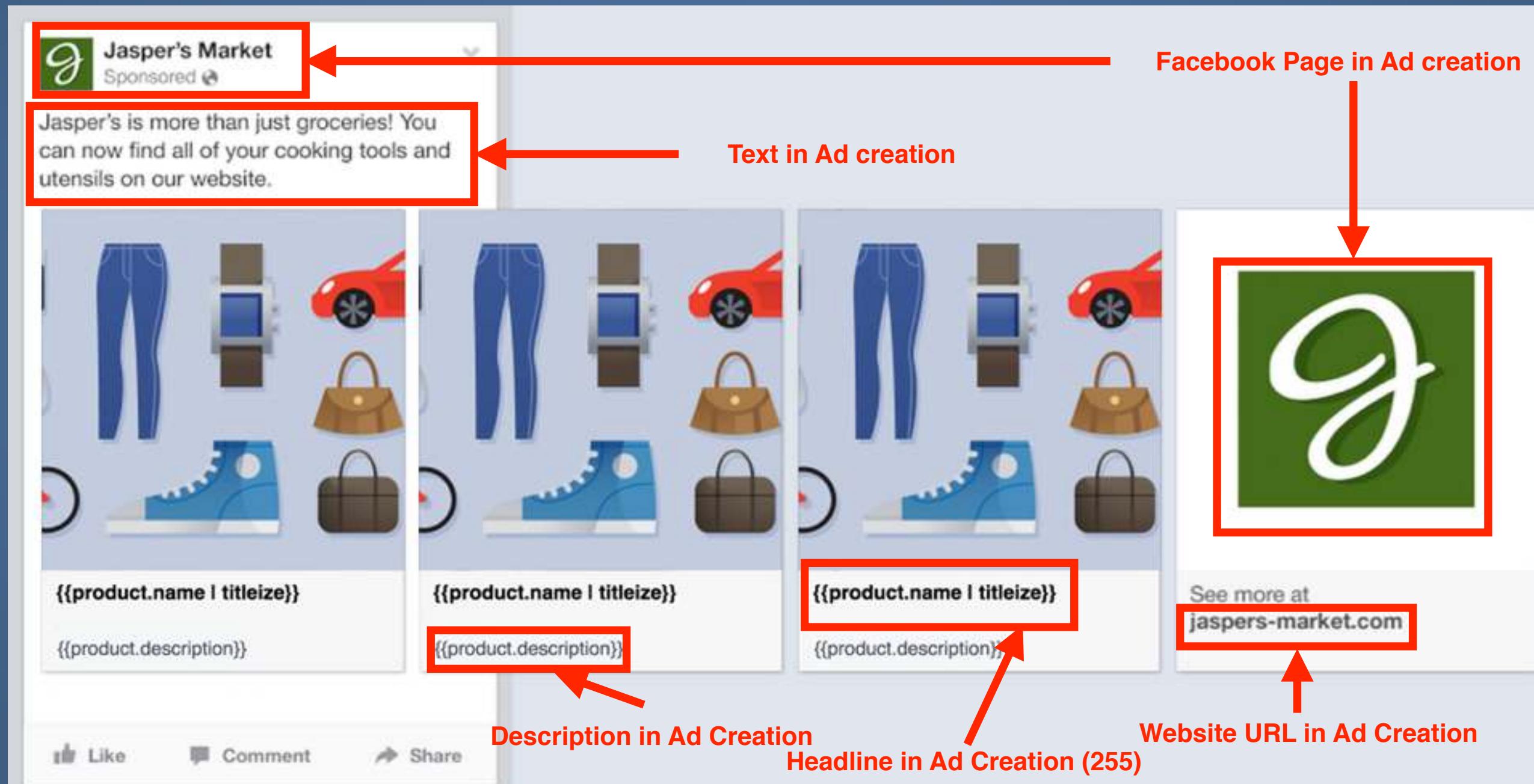
Dog Bowl In Grey [Dog Bowl in grey c...](#)  
Dog Bowl In Orange [Dog Bowl in orano...](#)  
Dog Bow [Dog Bo](#)

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](#)

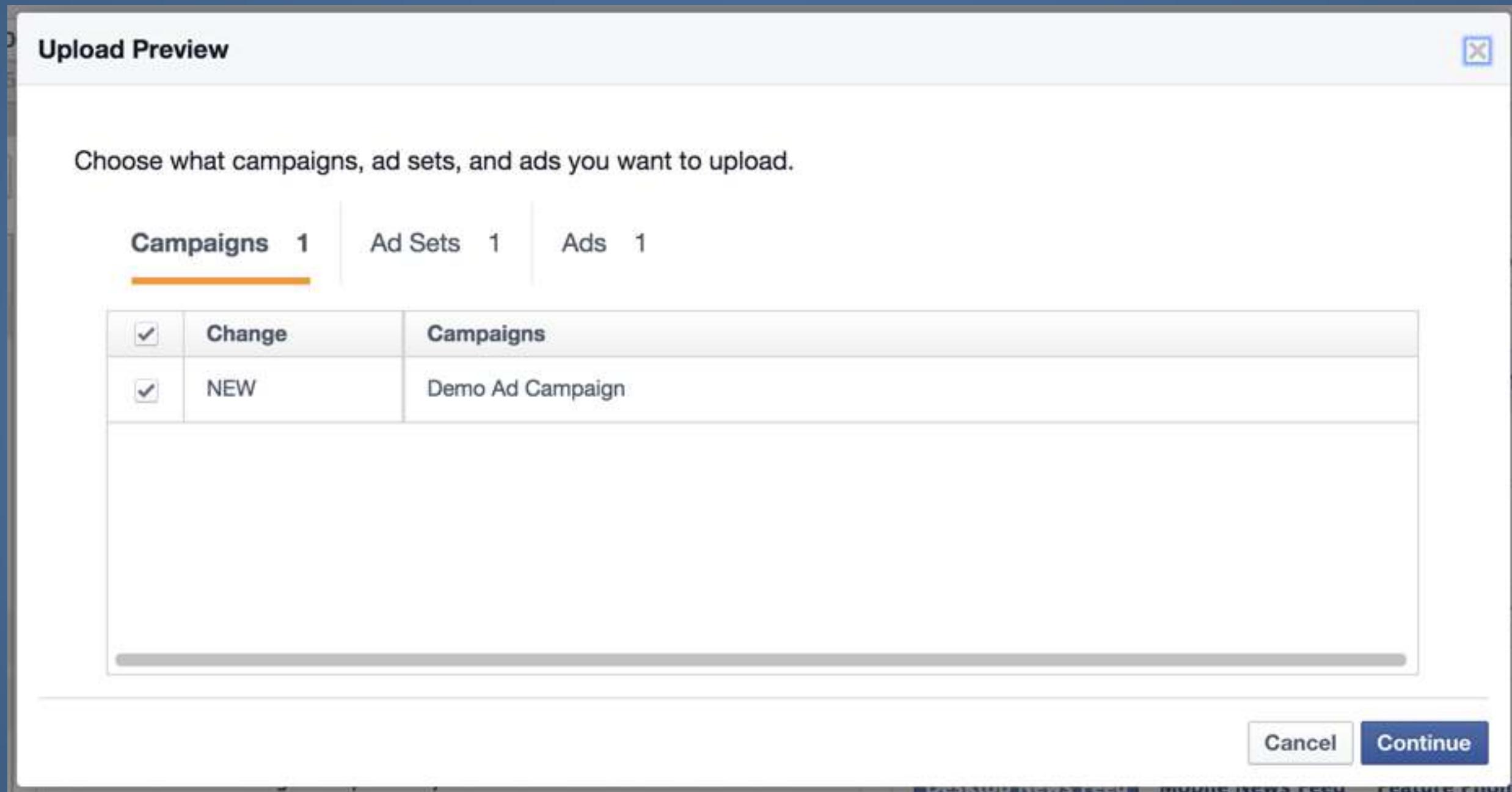
# 广告模版各项目的显示位置



# 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 and help links. Below the navigation is a toolbar with buttons for 'Download to Power Editor' and 'Upload Changes'. A red box highlights the 'Upload Changes' button. The main area has tabs for 'Campaigns', 'Ad Sets', and 'Ads', with 'Ads' currently selected. On the left, there's a sidebar with filters for 'Recently Changed (1)', 'Not Uploaded (1)', and other statuses like Active, Scheduled, Paused, Completed, and All. The central table lists an ad named 'Demo Ad' with details: Status is 'New' and 'Not Uploaded'; Ad Set Name is 'Demo Ad Set'; Campaign Name is 'Demo Ad Campaign'; Start date is '04/16/2015'; End date is 'Ongoing'; and Objective is 'Product Catalog Sales'. Below the table, a section titled 'Creating Ad Demo Ad' shows the objective 'Product Catalog Sales' and delivery status 'New'. At the bottom, there are sections 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

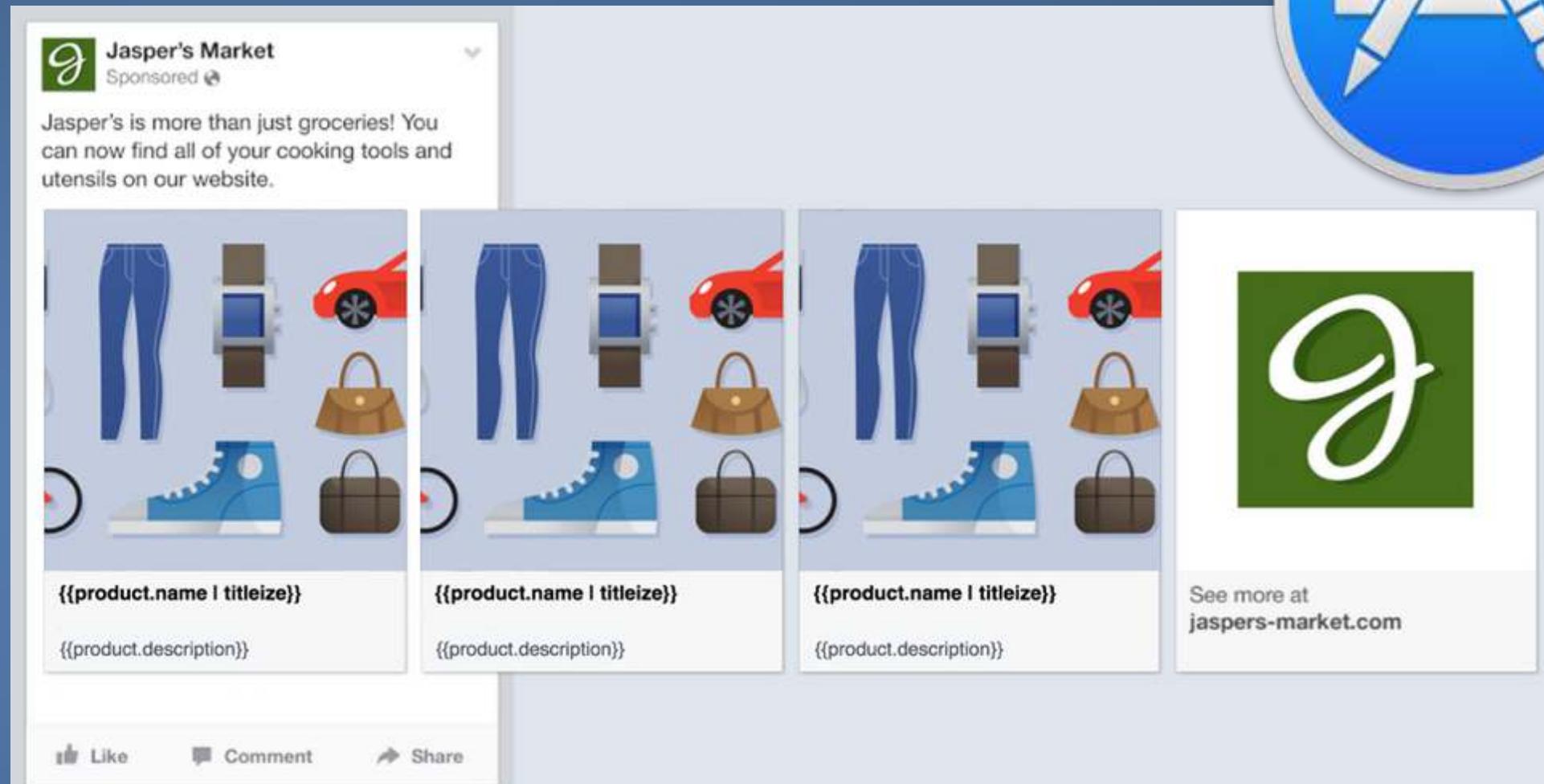
- 我们的业务是mobile only，可否使用DPA？

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

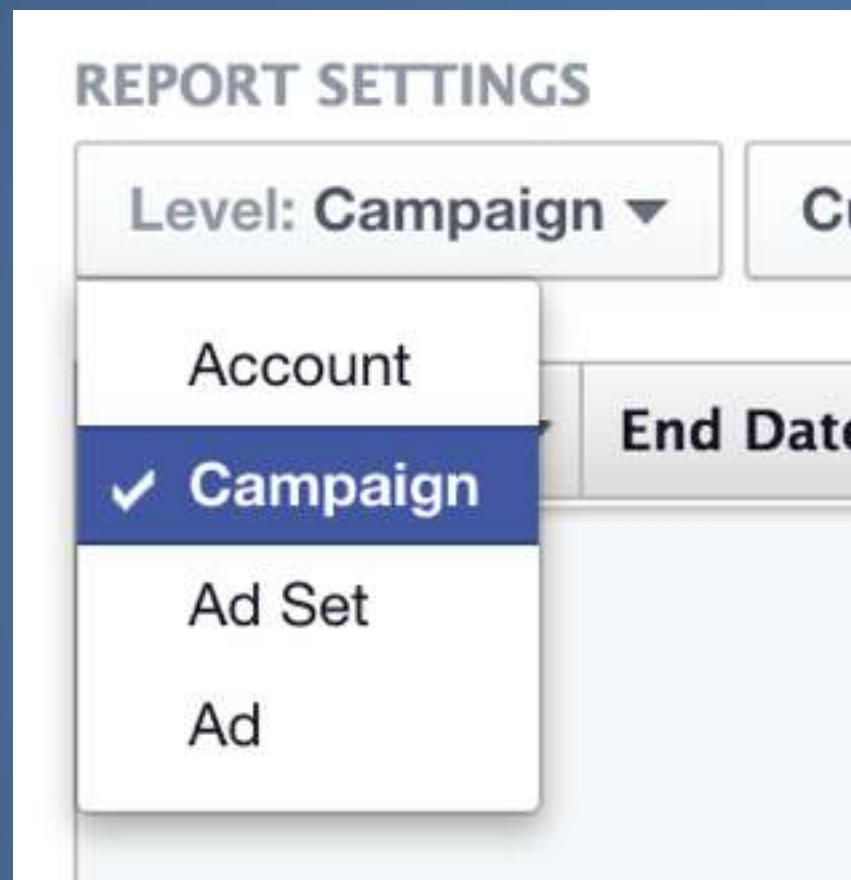
The screenshot shows the Facebook Ads Reporting interface. On the left, there is a sidebar with various options: Campaigns, Reports (which is selected and highlighted with a red box), Old Reports, Old Scheduled Reports, Audience Insights, Settings, Billing, Conversion Tracking, Power Editor, Account History, and Audiences. The main area is titled "Facebook Ads Reporting" and shows "CURRENT REPORT" settings for "General Metrics". It includes buttons for "Save Report", "Schedule", "Share", and "Export". Below this are "REPORT SETTINGS" for "Level: Campaign", "Customize Columns", "Breakdown: None", and "Add Filters", along with 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 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', 'Reports' (which is selected), '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 'Level: Campaign', 'Customize Columns', 'Breakdown: None', 'Add Filters', 'Start Date', 'End Date', and 'Campaign Name'. To the right of these settings is a 'Date Range' dropdown set to 'Last 30 days', which 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.'

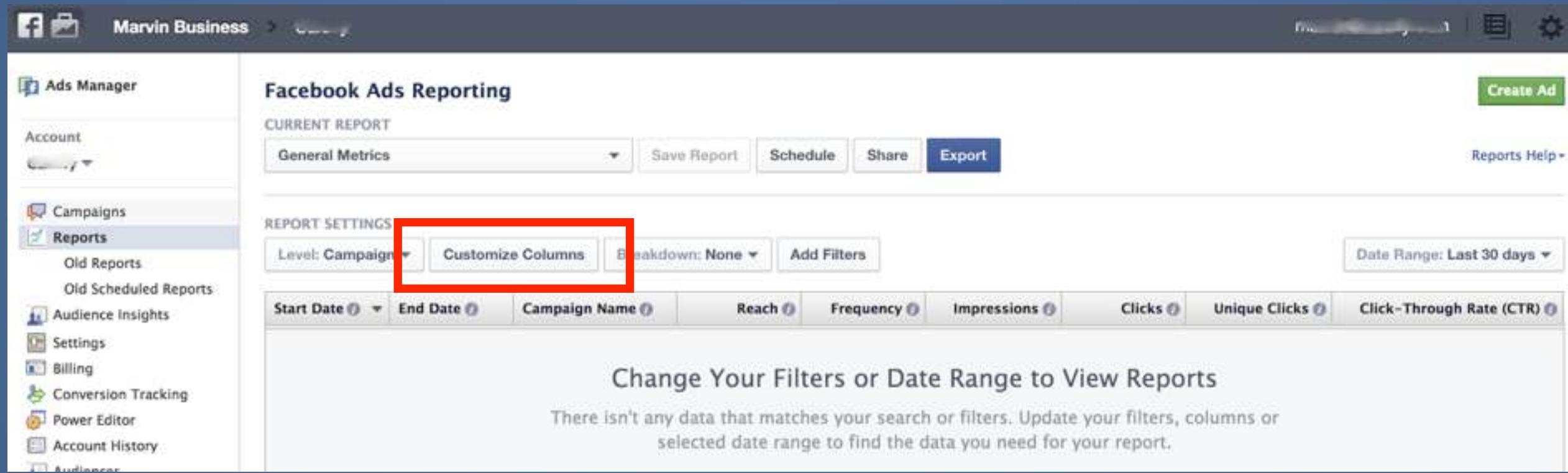
# 使用表现数据报表：调整粒度与细分指标

The screenshot shows the Facebook Ads Reporting interface. On the left, there's a sidebar with options like 'Ads Manager', 'Account', 'Campaigns', and 'Reports' (which is selected). 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 a dropdown set to 'Level: Campaign', a 'Customize Columns' button, a 'Breakdown: None' button (which is highlighted with a red box), and an 'Add Filters' button. To the right of these are 'Start Date', 'End Date', 'Campaign Name', 'Reach', 'Frequency', 'Impressions', 'Clicks', 'Unique Clicks', and 'Click-Through Rate (CTR)'. A date range of 'Last 30 days' is also shown. 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 'Account', 'Campaigns', 'Reports' (which is selected), '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 '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 buttons for 'Start Date', 'End Date', 'Campaign Name', 'Reach', 'Frequency', 'Impressions', 'Clicks', 'Unique Clicks', and 'Click-Through Rate (CTR)'. A message at the bottom says '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：调整归因窗口长度

**Customize Columns**

**Performance**

Engagement

Videos

Websites

Apps

Events

Clicks

Settings

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

Search

Clear Search

Select All Columns

**15 COLUMNS SELECTED**

Campaign Name

Reach

Frequency

Impressions

Clicks

Unique Clicks

Click-Through Rate (CTR)

Unique Click-Through Rat...

Amount Spent

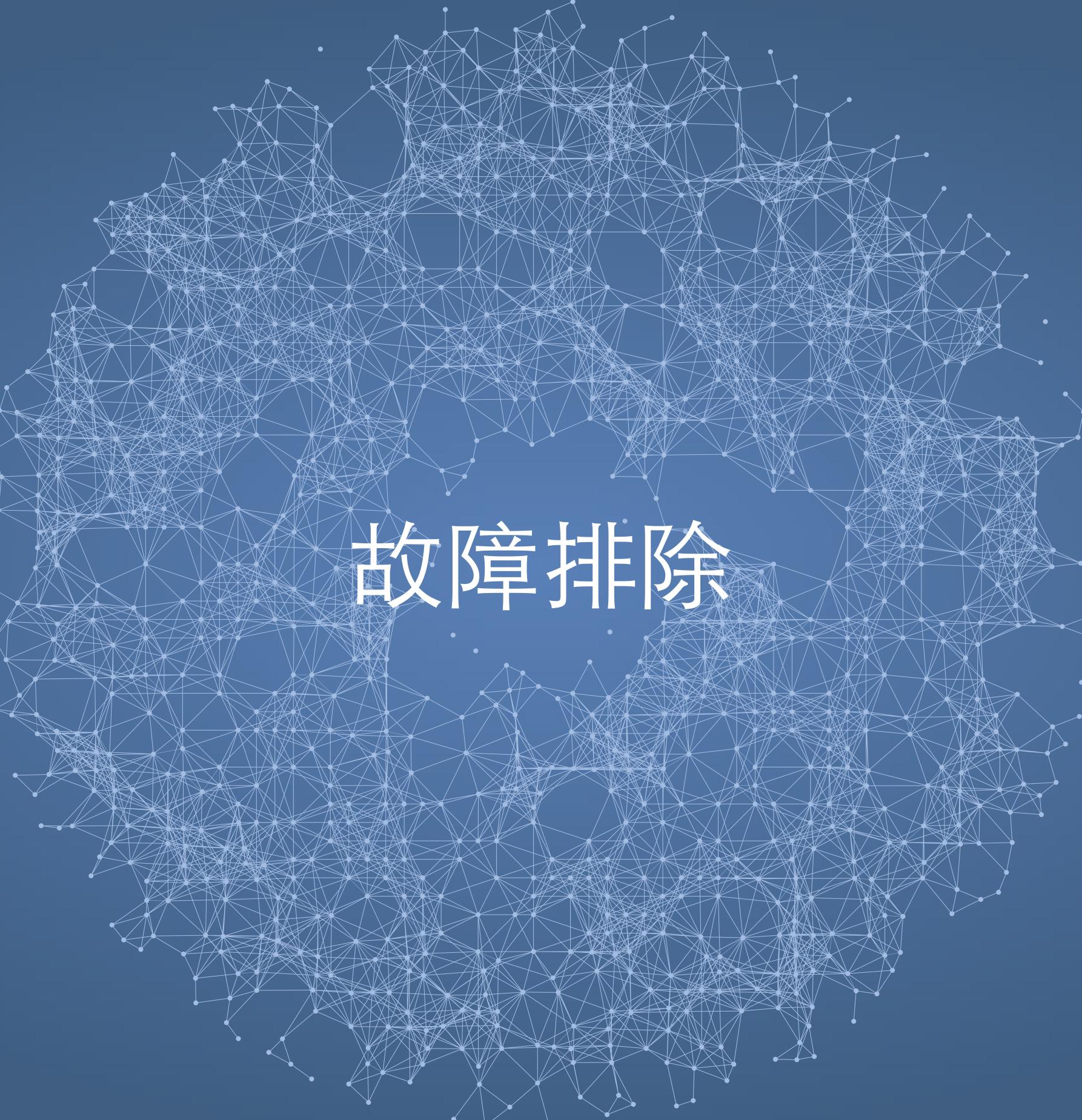
Cost Per 1,000 Impressio...

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/](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/](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](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](https://developers.facebook.com/docs/marketing-api/overview#access_token)

# SOLUTIONS+ENGINEERING

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