Tips and Tricks for working with Trapica Labs

Overview

Welcome to Trapica's Guide!
Trapica's AI autnomusly empower your campaigns with AI and automatically optimize it by working on the next parameters:

a. **Targeting** - Autonomously optimize targeted audience definition segments(Intent, Interest Behavioral and other) in the campaigns.

b. **Bidding** - Automatically allocate the best bid for your marketing ad based on real time targeting definitions and going data.

c. **Creative A/B** - Decide for you with what creative to use(from the creatives that available inside the campaign) at every moment and based on the targeted audience

After signup and in order to begin you only need to **add "Trapica" to the name of the campaign** you would like our AI to manage and optimize for you.

In addition to our autonomous targeting and optimization solutions, there are few advanced tricks and features that you should know about.

1. Define valuable conversion cost for your campaign

Valuable conversion(VC) represent the cost per conversion point where you want to be with the campaign.
We use this information to try and spend most of your daly budget during the times of the day where your VC point is equal or lower than defined.

How to define VC point?
Add to the name of the campaign or the ad set**P=\$XX**
For example - Trapica Campaign V1 P=\$25

2. Automatically scale your campaign

Trapica's allow you automatically scale your marketing campaigns.
In order to be able to scale the campaign only at the right point and cost per conversion.

In order to activate it you will need to define in campaign name:

P=$XX - represent cost per conversion of the campaign.
S= $ZZZZ - Represent the daily budget scale.

If during the day P will be equal or lower than the defined P our AI will be able to scale the daily budget up to the S budget that been defined - The budget will return to the default after the day is over.
If after increasing the budget conversion cost will increase higher than P point than Trapica will reduce the budget and adjust It to the right point in order to get the best results under the P cost.

Example of how campaign name with scale should look like:

Trapica Test campaign V1 P=$25, S=$2000

In this example if conversion cost is 25 or less the campaign can scale during the day to up to $2000

3. If you want to test specific targeting

If you want to test specific targeted audience in your campaign - e.g. Students that love cars.

You will need to add to the name off the campaign -**Target=Students that love cars**
If you would like to target only students - **Target=Students**

Example:

Trapica Test campaign V1 P=$25, S=$2000, Target=Students that love cars

In this example Trapica's AI will focus that campaign on students, it will try to get to them in the cheapest way and adjust the targeting to get only to the right students.

4. Autonomous Lookalike, Retargeting and Remarking

If you already have lookalikes, retargeting and remarking audience in your Facebook account you can simply create Trapica campaigns that will pick the best lookalike/Retargeting audience or remarking audience for your campaign and will manage them/switch them based on the best performing audience every moment of the day.

In order to create LRR campaigns you will need to add -**LRR= Lookalike or LRR=Retargeting or LRR=Remarking** to the name of the campaign, after adding those parameters, Trapica will pick the best audience from your audience list and will begin using them in addition to our regular AI targeting.

Example:

Trapica Test campaign V1 P=$25, S=$2000, Target=Students that love cars, LRR=Lookalike

In this example Trapica will pick from all your lookalikes audience the best lookalikes to work with and change them when needed automatically.