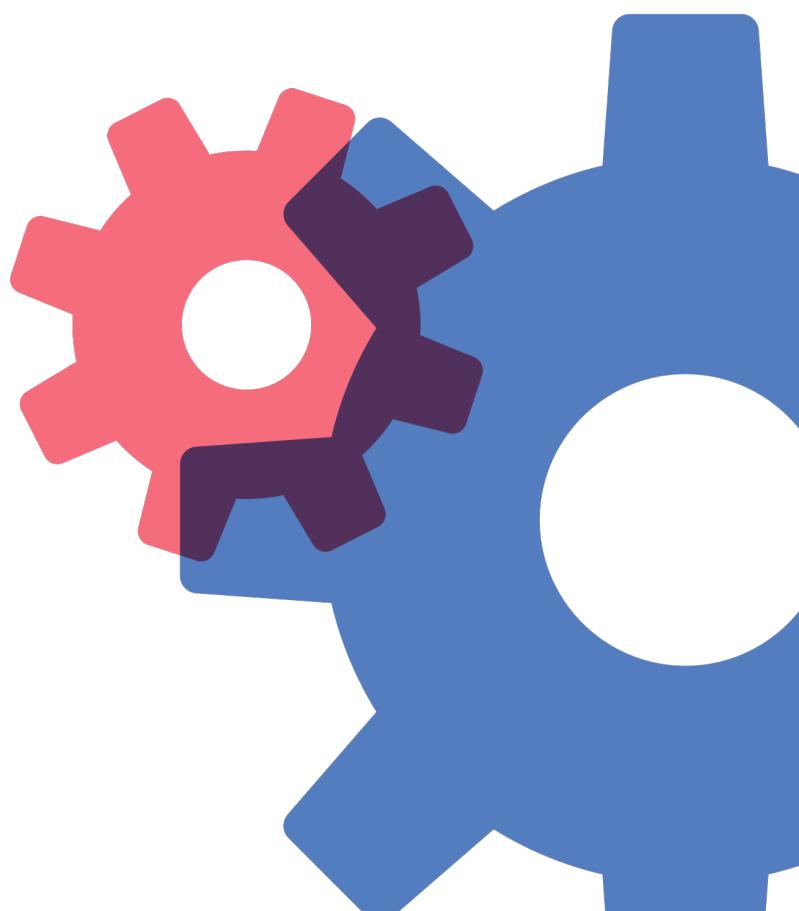




Facebook Marketing Developers

Direct Response Technical Playbook

Solutions Engineering



Foreword

At Facebook, Solutions Engineering is a team charged with helping advertisers and Marketing Partners get the most value out of their Facebook Ads.

In the Solutions Engineering team, we dedicate a significant amount of our time building technology and creating deep consultative relationships between customers, partners and product teams. The depth of our interactions with our clients typically spans hundreds of hours per client, per year. It requires of us the discipline, patience and mutual respect needed to sustain these relationships over many generations of technology.

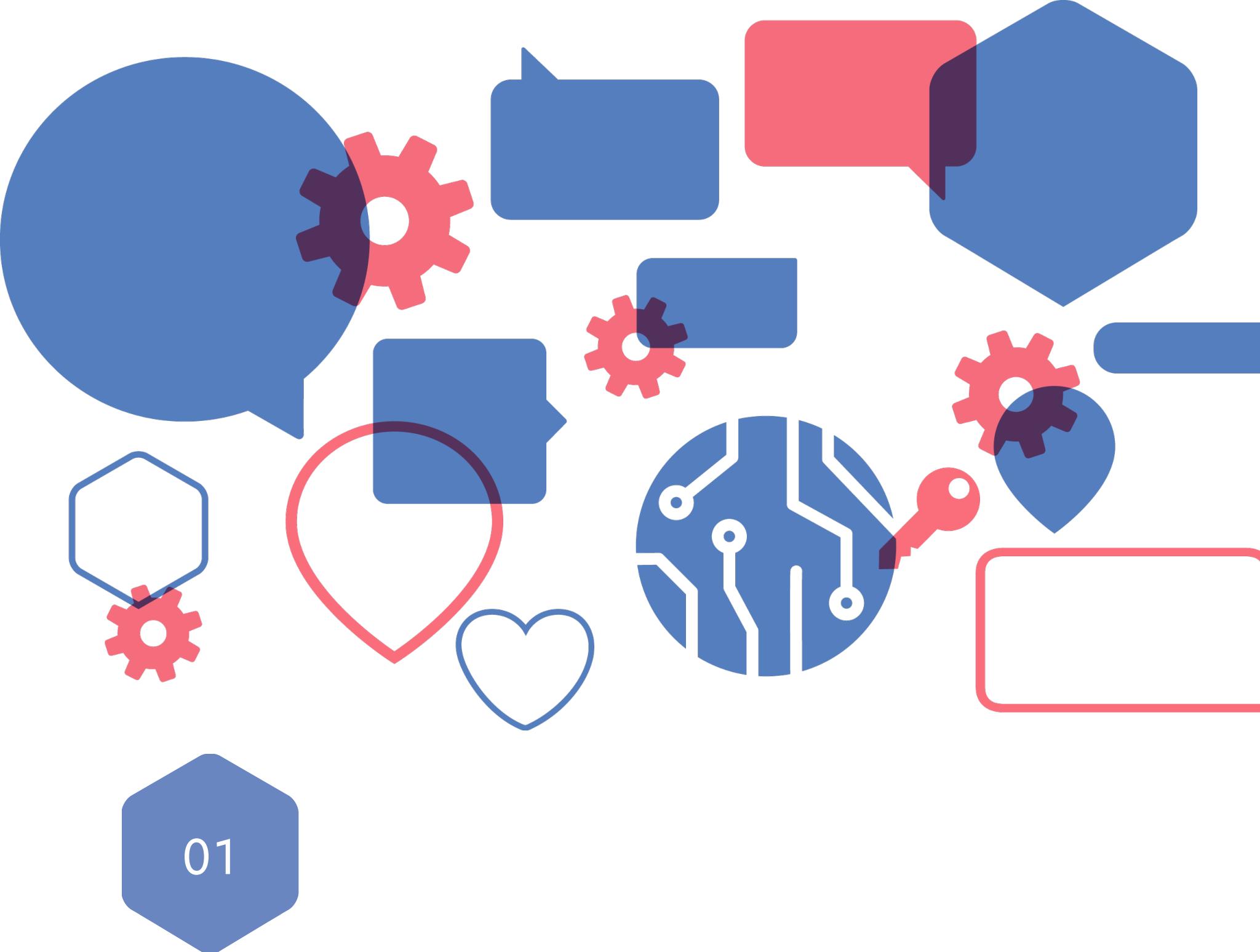
This playbook is a culmination of all learnings we have made working in this space over the past half-dozen years. Many of us started at a time Facebook Ads were in infancy and an advertising strategy consisted of no more than offers to take over the Facebook icon for a day. It is written by us, with great care, and in sincere hope that we inspire advertisers and the developers who work with them to create great solutions in this space.

— Facebook Solutions Engineering,
Global Marketing Solutions

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01

Introduction

Technologies for digital marketing evolve rapidly; they are now at a scale beyond manual management and monitoring by people running online marketing campaigns. At the same time, Facebook's reach as a digital platform provides even more opportunities for marketers. This includes the ability to

drive responses from people seeing ads on Facebook, such as purchases or app installs. Generating responses from an audience viewing your ads is known as *direct response advertising*.

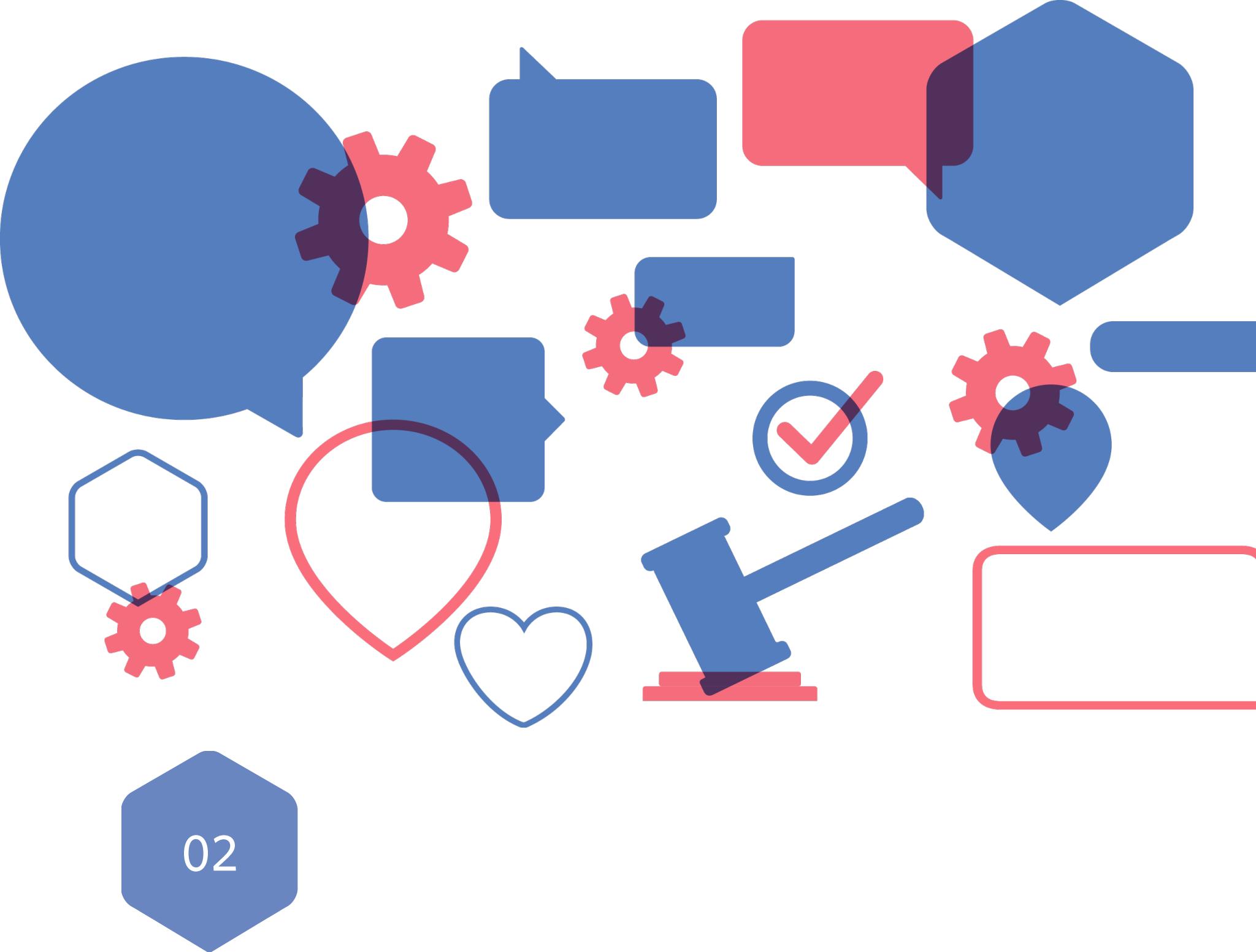
Based on these two dynamics, we expect more companies to invest in Marketing Automation to scale their reach, content and methods of online advertising. Through automation, you benefit in two key areas: *scaling ad creative and delivery* and *providing integration into business systems*. Manual processes such as advertising an entire catalog of offerings or consuming lead data from ads in CRM systems would be cumbersome. Automation in both these cases enables you to exploit the resources your business already has to deliver ads and manage the direct responses from ads. As a software developer working in online marketing, you need the skills and knowledge required to deliver marketing automation software. This guide provides essential information you need to build your solutions. It describes:

- The framework for designing and testing the four key components in Marketing Automation: *Creative, Targeting, Optimization, and Measurement*.
- Relevant code samples and in-depth examples for you to implement your solution.
- Marketing API and related tools, which are the primary interfaces for automating marketing on Facebook.

From this guide you should expect to have a solid understanding of how to achieve marketing success on Facebook with our tools and Marketing APIs. You will also have a clear picture of how you can automate

marketing and will have ideas and technologies to begin implementing your solution.

All code samples from this playbook are available online at:
fb.me/drsamples.



02

Auction and Delivery

Ad auctions are a way you can express how much you value an ad delivered to a particular target audience. At Facebook we use Vickrey-Clarke-Grove (VCG) auctions where you submit a bid amount for an advertising objective. When someone visits Facebook, we look at all ads targeting that

person, rank the ads based on effective bid and select the top effective bid. We represent this by the formula:

$$\text{Effective Bid} = \text{Advertiser Bid} * \text{eCVR} + f(\text{likes, x-outs, and so on})$$

An effective bid equals a bid on an advertising objective times the probability of the objective being reached plus a function of positive and negative engagement on the ad.

In this sample formula the variable eCVR represents the estimated conversion rate to reach a given advertising objective. The conversion rate is a probability that changes based on an advertising objective, such as app installs or website visits. Facebook shows people the ad with the winning bid and calculates the price for advertising based on the value lost by the displaced advertisers.

From a developer's perspective, there are a few key integration points into Facebook's ads auction. These are: **ad budget, bid**, and the **advertising objective**. As we discuss later in the Optimization chapter, the amount you bid to advertise and the conversion event that you bid on directly impact auction results. If you increase your bid, your effective bid increases and you are more likely to win auctions.

The quality of an ad's creative content impacts the relevance of the ad for a target audience and the net positive engagement on the ad. Better quality creative increases people's engagement with an ad. It therefore

increases your effective bid and chance of winning without any increase in your bid amount.

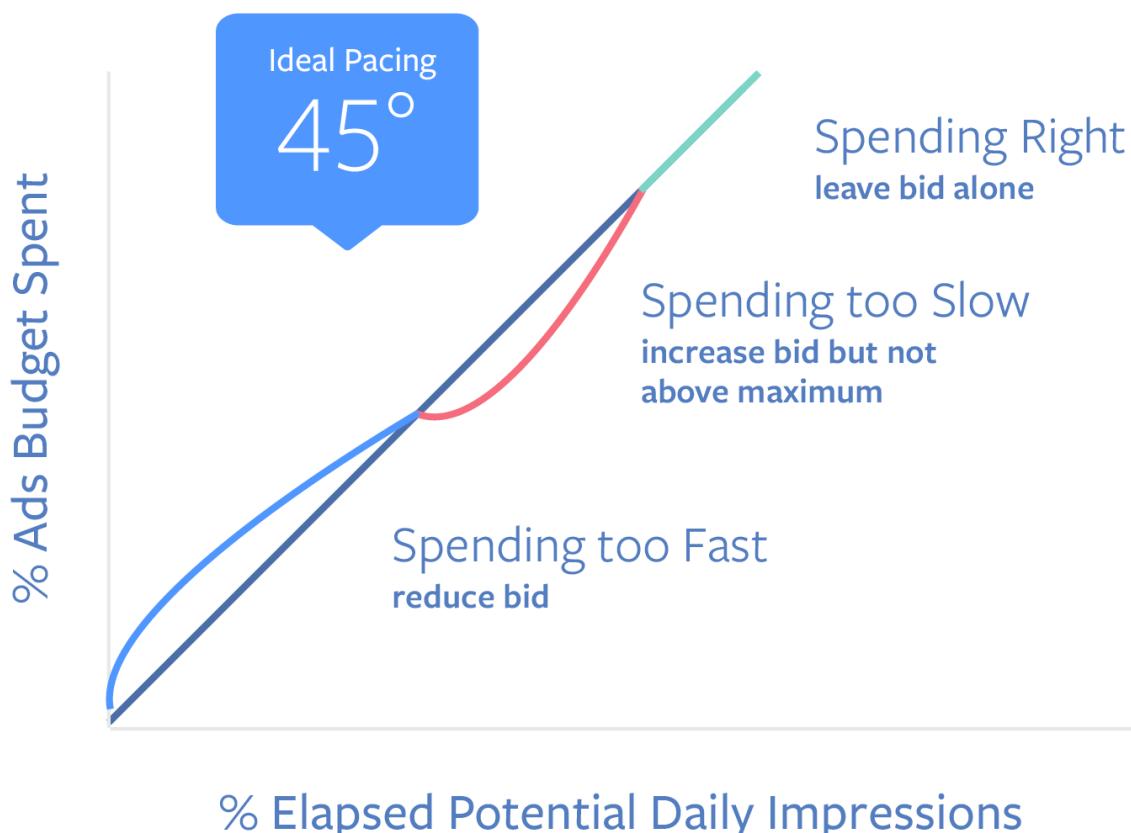
Later in the Creative chapter, we describe how you can get the relevance score for an ad's creative to determine engagement level and to adjust your bid accordingly.

Ads Pacing

The goal of ads pacing is to evenly deliver ad impressions over a day.

Imagine your advertising budget is \$24, Facebook tries to spend \$1 per hour to run your ads. The graph below shows how Facebook slows down or accelerates delivery of your ads to pace to your budget.

In the background, Facebook can increase your bid to increase the frequency of winning the auction and accelerate delivery. Conversely Facebook can also automatically decrease your bid to decrease winning and slow down ads delivery. At no point does Facebook ever exceed the actual bid amount you place for your ads.



For example, imagine you bid \$5, and your daily advertising campaign budget is \$100. Say it is already six hours into the day, and you already spent \$50 on advertising. Facebook decreases your bid below \$5 so that you win less frequently at the ads auction and less frequently deliver ads. This enables you to spread out the remaining \$50 evenly over the last 18 hours of the day.

With Marketing API, you can enable or disable Facebook's automatic ads pacing. By default, this is set to **enabled**. If it's disabled, Facebook uses the maximum bid you provide, so when the day's budget is reached, Facebook stops delivering the ad. To change this setting, make this request:

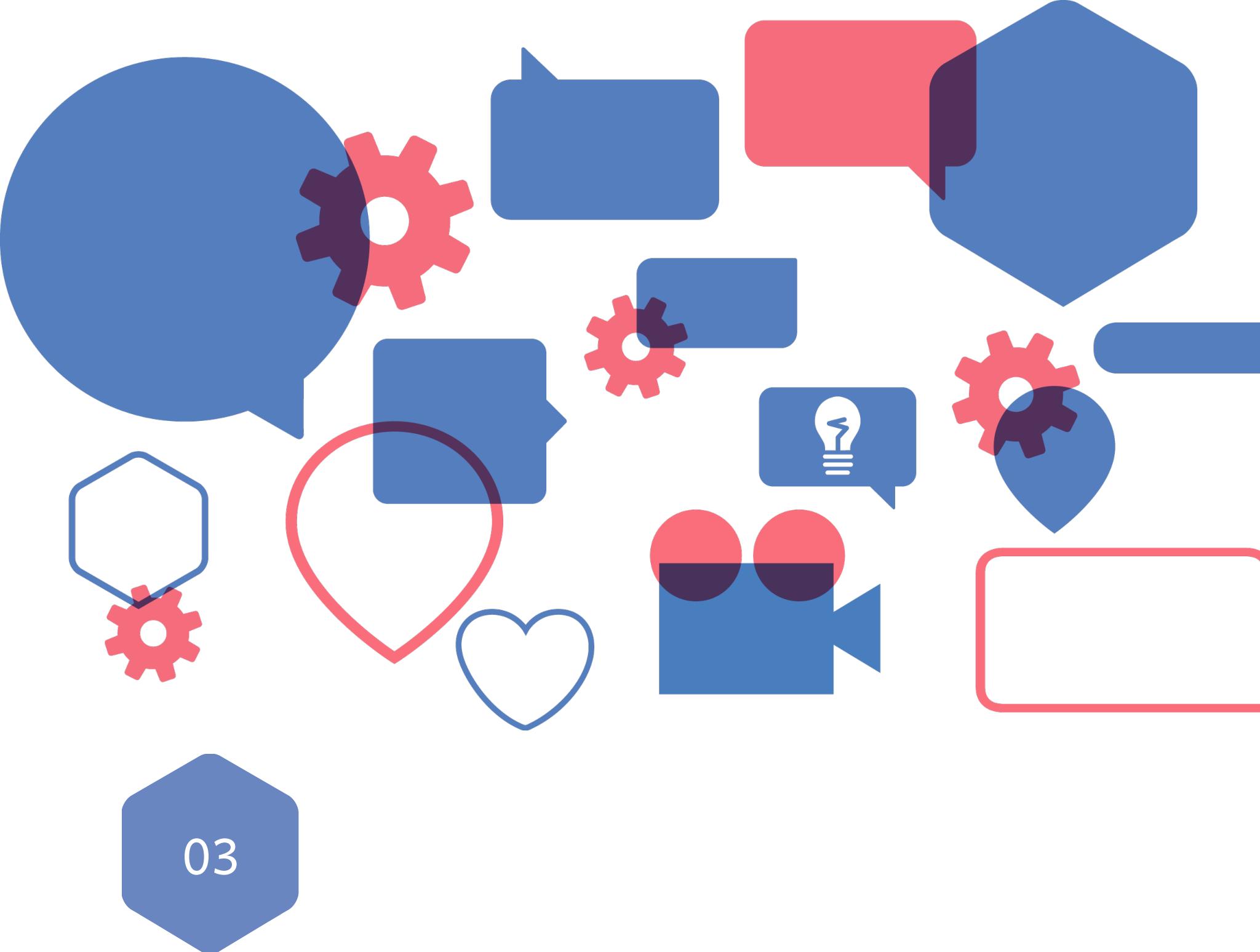
```
curl \
-F "pacing_type=['no_pacing']" \
-F "access_token=" \
"https://graph.facebook.com/<VERSION>/<AD\_SET\_ID>"
```

Where **pacing_type** enables and disables pacing and the default is the value **standard**. To make this request you need your access token if you advertise, or you need an advertiser's access token if you run ads on their behalf.

While you can adjust ads pacing manually, with the API you can run hundreds or thousands of ads and automatically adjust the pace of your spending across some or all at once. You can also programmatically

monitor the pace of or your spending and then build systems that intervene to optimize your advertising spend in a way you define.

Later in this playbook we discuss ads optimization where you will learn more about efficiently delivering your ads. One of the primary ways you can achieve the best delivery to a target audience, is to correctly make your initial bid. In the Optimization chapter, we describe the correct approach for making your initial bid and deliver your ad to the most relevant audience.



Creative

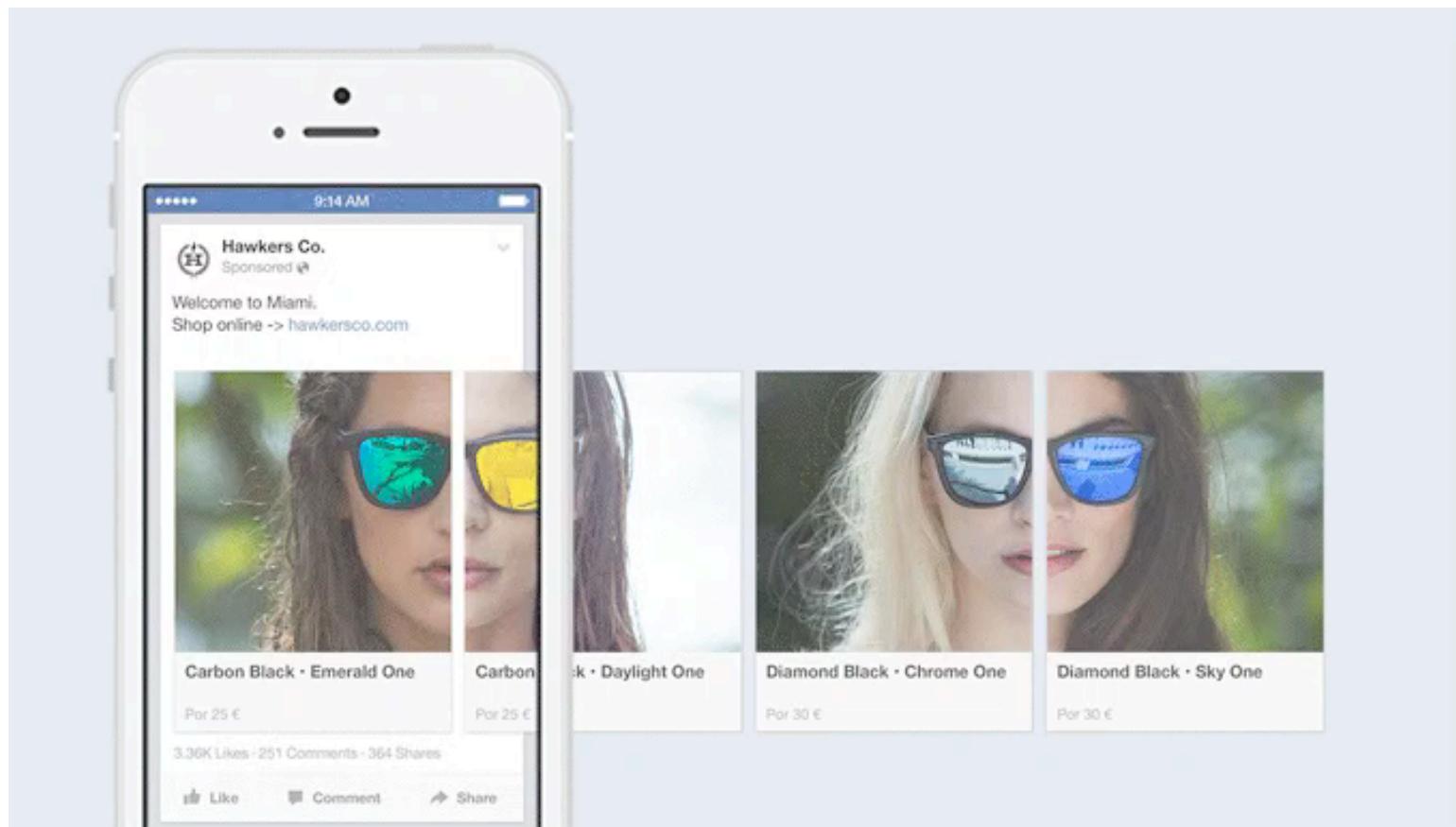
Ad creative defines all the assets and content which people see when your ad is shown. This includes images, text, and videos. The type of creative for an ad depends on your primary advertising goals. For raising brand awareness, you can use rich media such as videos that invoke a sense of location, time, and positive associations.

For direct response advertising, your main goal is to drive conversion events. These are any types of activity you want to achieve with your ad, such as product purchases or mobile app installs. In this context, your creative content is typically tied to products and offerings for purchase, in-store events and other content that drives a consumer response.

Formats

The major types of ad formats for direct response on Facebook are carousel, link, and video ads.

With carousel ads, you can display multiple sets of images and links in the same ad. In the ad, you can also include a call to action, such as Sign Up or Install Now.



With this format, you can display several sets of images and links; you can therefore maximize the value of each ad's impression on a viewer. For direct response advertising, Carousel ads are a stronger choice compared to link ads since they have a 30–50% lower cost per action and a 20-30% lower cost per click than link ads.

Automation

Scripts and software can create many different ads, upload different images, and define multiple target audiences for the ads.

Imagine you want to drive the purchase of products by advertising your entire product catalog. You need systems to help turn ads on and off as products go in and out of inventory. Ideally you advertise products where people expressed their intent to purchase on your website or in your app. If someone already purchased a product, you could also advertise related items to purchase.

You may want to promote products to an audience that added an item to your e-commerce site, but did not purchase it. To help drive purchases, you may want to link from your ad to more product details in your website or app.

With Dynamic Ads, you can upload a product catalog and set up a creative template that automatically gets product information from the catalog. Facebook then delivers the most relevant products to people across devices such as desktop or mobile.

Dynamic Ads with Carousel Format

Display items people viewed in your app or website or display related, relevant products.

To use Dynamic Ads with the Carousel Format, see fb.me/dynads.

The following table shows you an example of a product feed, which represents all the products in a catalog that you want to advertise:

ID	Title	Brand	Desc	Avail	Link	Image	Price
123	White ceramic white bowl sets	Jasper Kitchen	Set of 5 white bowls	In-stock	http://example.com/item/123	http://example.com/item/item123.jpg	49.99 USD
124	White ceramic white bowl sets	Jasper Kitchen	Ceramic white bowls	In-stock	http://example.com/item/124	http://example.com/item/item124.jpg	11.50 USD
125	White ceramic white bowl sets	Jasper Kitchen	Set of 5 white bowls	In-stock	http://example.com/item/125	http://example.com/item/item125.jpg	14.99 USD

After you set up a product feed for your catalog, make this request to set up a *creative template*. This represents the standard layout for your ad. At runtime, the creative template dynamically pulls product name, price and description from a product feed and places this content in your ad:

```
curl -X POST \
-F 'name=Dynamic Ad Template Creative
Sample' \
-F 'object_story_spec={
  "page_id": <PAGE_ID>,
  "template_data": {
    "message": "Test {{product.name | titleize}}",
    "link": "<YOUR_LINK_URL>",
    "name": "Headline {{product.price}}",
    "description": "Description
{{product.description}}",
    "max_product_count": 3
  }
}' \
-F 'product_set_id=<PRODUCT_SET_ID>' \
-F 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/<API\_VERSION>/act\_<AD\_ACCOUNT\_ID>/adcreatives
```

You can use Dynamic Ads beyond consumer products and product catalogs. With the solution you can measure consumer intent and advertise all types of offerings in catalog format. For example, you can advertise hotels in a hotel chain to prospective travelers, or advertise games to people who already have one of your titles.

Dynamic Ads also enables you to target ads to people on their mobile devices. One of the benefits is that your ads can reach people across a range of devices, whether they are browsing your website or are in your mobile app. The next section describes how you can set up this solution.

Dynamic Ads on Mobile

You can use Dynamic Ads on mobile to track people's activity in your mobile app.

With this information, you can target ads to people who were active in your app with relevant content from your catalog.

After that you configure your catalog to enable *deep linking* from your dynamic ad to your mobile app. When someone clicks on your Dynamic Ad, your mobile app can directly open to the product or offering in the app.

When you put both of these components in place, signals from your mobile app can optimize ad delivery and measurement. You can also use the signals to provide relevant content in your app when someone engages in your ad.

You can set up App Events from the Facebook SDK or use a Mobile Measurement Partner's SDK to measure data needed to deliver relevant ads to your target audience. You want to measure in-app actions such as adding items to a cart. Later you can deliver ads with catalog offerings that matter most to your audience. With the Facebook SDK and App Events you can measure the following:

- Measure any action taken in your mobile app such as an app install or a purchase.
- See conversion activity, such as product purchases within a 1-day, 7-day or 28-day window based on time the ad is shown.

- Get people-based insights such as who buys the most in your app in reports.

Later in this playbook we discuss several more options for other scenarios in the Measurement chapter. For now, you only need to know about App Events to implement Dynamic Ads on Mobile.

The first step is to integrate the Facebook SDK for your platform. You can read more details on the SDKs in these guides:

- Facebook SDK for iOS at fb.me/ios
- Facebook SDK Android at fb.me/android

After you have the SDK set up in your app, you should add all three required events to track activity in your mobile app. The following are the three events required for Dynamic Ads, regardless of your SDK:

- `fb_mobile_content_view` – When someone views a product.
- `fb_mobile_add_to_cart` – When someone adds an item to the cart.
- `fb_mobile_purchase` – When someone purchases one or more items.

If your app is on iOS, implement the following App Events:

- `FBSDKAppEventNameViewedContent`
- `FBSDKAppEventNameAddedToCart`
- `[FBSDKAppEvents logPurchase:(double) currency:<(NSString *)> parameters:<(NSDictionary *)>];`

In your iOS app, you should always provide the parameters `FBSDKAppEventParameterNameContentType` and `FBSDKAppEventParameterNameContentID` for all events. Otherwise any measurements you make of user behavior will not impact the Dynamic Ads that you deliver. You can specify the content type as either `product` or `product_group` depending on the id or the `item_group_id` field you match within your product catalog.

Product Group is how you group all product variants; it distinguishes products that are almost identical but have variations such as color, material, size or pattern. Groups make it easier to advertise additional colors, styles, or patterns for a particular product. All products in a product group share the same `item_group_id`. The following shows an Add to Cart event in iOS:

```
[ FBSDKAppEvents
    logEvent:FBSDKAppEventNameAddedToCart
    valueToSum:54.23
    parameters:@{
        FBSDKAppEventParameterNameCurrency :
        @"USD",
        FBSDKAppEventParameterNameContentType :
        @"product",
        FBSDKAppEventParameterNameContentID :
        @"123456789"
    }];
```

The next code block is an example of a purchase event on iOS with two items:

```
[FBSDKAppEvents logPurchase:54.23
    currency:@"USD" parameters:@{
        FBSDKAppEventParameterNameContentID : @"[\"1234\", \"5678\"]",
        FBSDKAppEventParameterNameContentType : @"product"
    }];
}
```

If your app is on Android, you need to add the following three events in your mobile app:

- `EVENT_NAME_VIEWED_CONTENT`
- `EVENT_NAME_ADDED_TO_CART`
- `EVENT_NAME_PURCHASED`

On Android, you should always provide the parameters `EVENT_PARAM_CONTENT_TYPE` and `EVENT_PARAM_CONTENT_ID` for all events. Otherwise any measurements you make of user behavior with app events will not impact the Dynamic Ads that you deliver. For the purchase event, you should also include the order value and the `EVENT_PARAM_CURRENCY` parameter.

The following is an example of a purchase event on Android using multiple `content_ids`.

After you implement the app events, you should include two additional parameters for events to register successfully for Dynamic Ads. These two parameters represent the id of the item someone views, adds to cart or purchases and whether the id is for an individual product or offering or if the id is for a group of offerings. The additional parameters available are:

- `fb_content_type` – Required. Either `product` or `product_group`.
- `fb_content_id` – Required. Either product or product group ids. This should be a string containing a JSON encoded array of ids.
- `_valueToSum` – Optional. The purchase amount for the product.
- `fb_currency` – Optional. Currency for purchase amount.

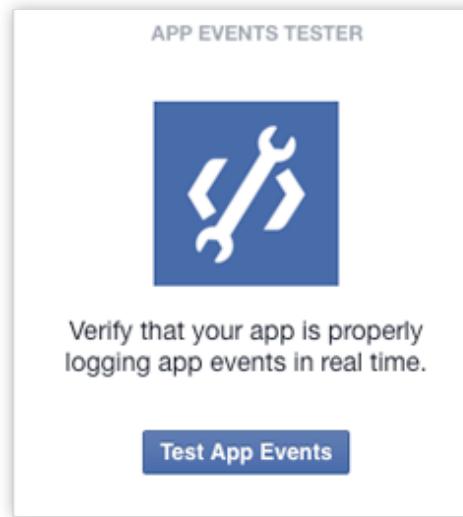
The `fb_currency` parameter is required whenever someone makes a purchase in your app and you send the `_valueToSum` parameter as a price or purchase amount.

While Facebook provides its own SDK for tracking, you can also implement a Mobile Measurement Partner (MMP) solution. Generally, our Mobile Measurement Partners provide measurement of cross mobile device ad networks and performance metrics and analysis.

If you use an approved MMP to report events to Facebook already, you can adjust your implementation to also send the required events for Dynamic Ads. Although this process varies by MMP, typically you follow this process:

- Adjust your integration to report the three required events to the MMP, along with the required parameters.
- In your MMP, map your event names to the Facebook event names.
- Test your integration. See <fb.me/appevents>.

Regardless of your integration approach, the easiest way to test your integration is to use the App Ads Helper at <fb.me/adshelp>. This enables you to see the events and parameters from App Events in real time. After you select an app, select Test App Events:



You then see a window with two options where you can choose to see events reported by you or by a specific Advertising ID. In most cases, select **Me**. At this point, make sure you have Facebook installed on your mobile test device and that you are logged in to Facebook.

The screenshot shows a table titled "FB_MOBILE_CONTENT_VIEW" with four columns: "Time Logged", "Platform", "App Version", and "Event Parameters". There is one row of data:

Time Logged	Platform	App Version	Event Parameters
24/03/2016 11:11:16	iOS Native	487	valueToSum: 28 fb_content_id: 749043 fb_content_type: product_grou... fb_currency: GBP

As you test user actions in your app, you see events appear in the tool, along with their parameters.

The screenshot shows a window titled "Test App Events" with two sections:

- DIRECTIONS:** A text area containing instructions: "Use your own device or a specific mobile device (identified by an advertising ID) to trigger app events and verify that they appear here. In order to view these events, you must either log into the Facebook app on your device or log into your app with your Facebook account."
- VIEW APP EVENTS FROM:** A selection field with two options: "Me" (radio button selected) and "Device with Advertising ID:" followed by a text input field containing "Ex. de6fcd47-3fa9-4aa1-9c8c-26d42f70e094". To the right is a "Submit" button.

In the helper, you should see the following three event names if your integration is successful: **FB_MOBILE_CONTENT_VIEW**, **FB_MOBILE_ADD_TO_CART**, **FB_MOBILE_PURCHASE**.

In Dynamic Ads you show people a specific product on Facebook. When someone clicks on that product, the best experience is to take the person to that specific product in your mobile app. As we mentioned earlier in the chapter, you can do this with deep linking.

There are scenarios when someone does not have your app installed when they see your ad. You can show that person a link ad instead. Or

you can open the app store on their device so they can first install your app. This latter scenario is known as deferred *deep linking*.

While the topic of deep links and deferred deep linking are beyond the scope of this playbook, you can follow our step-by-step [Deep Linking in App Ads Guide](#) for details at fb.me/deep-link.

To verify your deep links work, use the Deep Link verification tool in the [App Ads Helper](#) at fb.me/adshelp.

Creative Testing

With Facebook's Relevance Score you can see how well an ad's creative resonates with a target market.

As you read in the Auction chapter, a strong relevance score helps you achieve more efficient ad delivery. While ad campaigns run, you can monitor their relevance scores and adjust their creative or target audience as needed.

After Facebook serves your ad more than 500 times it receives a daily relevance score from 1–10, where ten means your ad is highly relevant and one means it's not very relevant. Your ad's relevance score is based on positive and negative feedback from the people who see it, and how the ad performs in terms of engagement and responses.

Facebook calculates this score depending on your advertising objective, such as clicks to website or video views.

To get the relevance score for an ad, make this request:

```
curl -G \
-d 'date_preset=last_7_days' \
-d 'level=ad' \
-d 'fields=["impressions",
"relevance_score"]' \
-d 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/<VERSION>/act\_<ACCOUNT\_ID>/insights
```

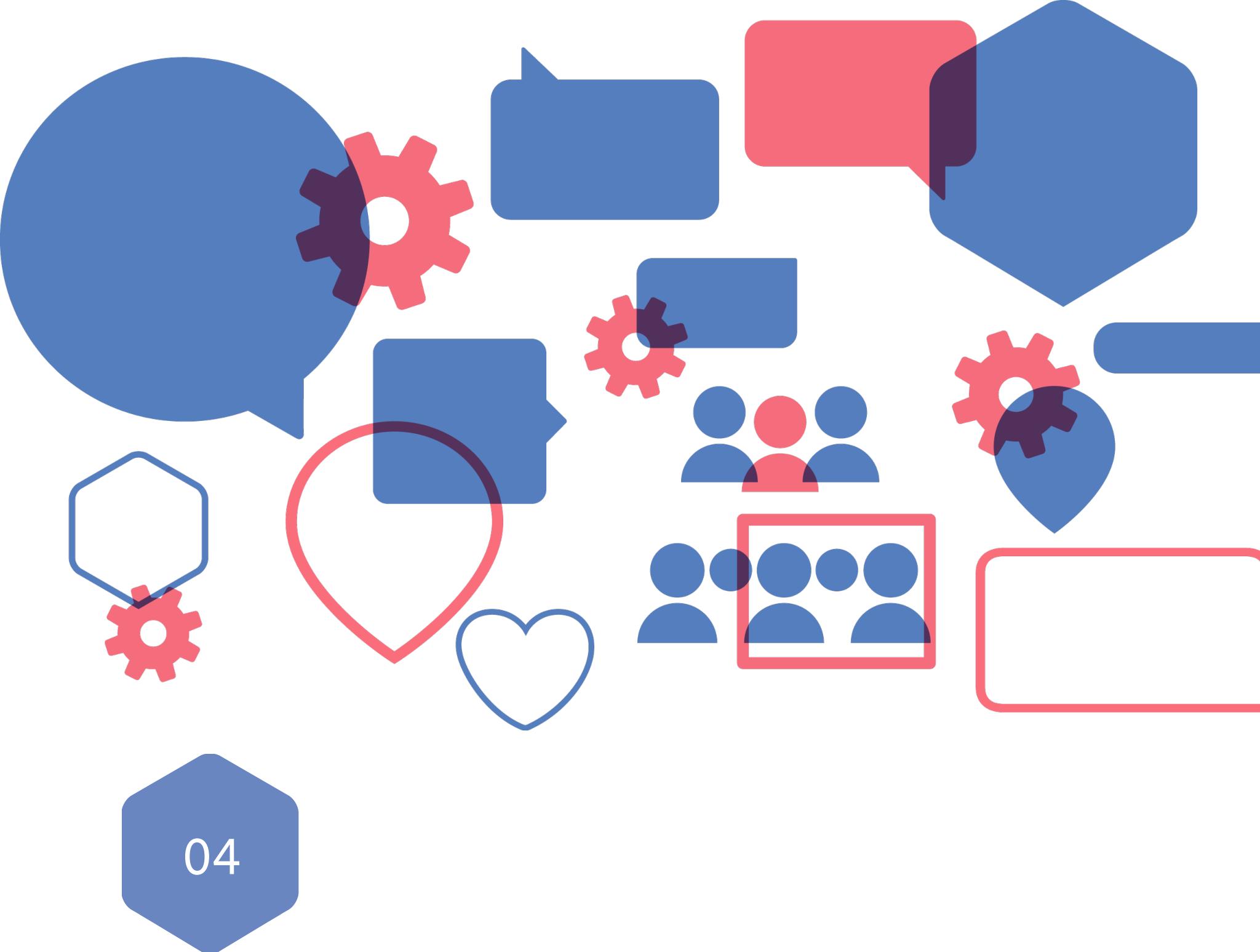
An example result looks like this:

```
{
  "data": [
    {
      "impressions": "29371",
      "relevance_score": {
        "score": 4,
        "positive_feedback": "LOW",
        "negative_feedback": "LOW",
        "status": "OK"
      },
      "date_start": "2015-10-08",
      "date_stop": "2015-10-14"
    },
    ...
  }
```

To improve your relevance score and get efficient ad delivery, follow these guidelines:

Know your Target Audience	Narrow your audience by specific location, ages, interests and behaviors so your ad is more relevant to the audiences.
Refresh your Creative	Over time, an audience that responded positively to your ad can grow tired of it. When the relevance score for an ad drops, try creating another ad with new content for your audience.
Learn from Testing	Try showing different ads targeting the same audience, or the same ad to different audiences. Look for patterns in your existing ads providing insight into what works. This includes which ads have the highest score, and what the ads have in common.

If you implement Dynamic Ads, there is also a specialized tool to test your setup of this creative option. We describe this more in the Developer Tools and SDKs chapter in this playbook. You can also read the full documentation at fb.me/dadebug.



Targeting

Targeting on Facebook enables your ad to reach specific people, so you deliver the right ad to the right people at the right time. When you set up your ads, be aware of the consumer lifecycle. For direct response advertising, try to reach your audience when they are most likely to act on your ad such as making a purchase decision.

When you create multiple target audiences, make sure they are nearly mutually exclusive and they receive ads that are most relevant. You should verify that you do not send multiple, competing messages in your creative by overlapping your ads' targeting across campaigns.

Later in the Measurement chapter, we describe tools you can use to measure behavior such as purchase intent on your website or in your app. You can collect this data and use it later to reach target audiences most likely respond to your ads.

Audience Matrices

Segment audiences based on how often people engage with your business, how recently they engaged with your business and by the lifetime value of doing business with them.

Set up an audience matrix to drive direct responses from different groups of people, depending on their actions and behavior. When you build Custom Audiences with Marketing API, Facebook can provide precise targeting for your ads to reach the user segment relevant to you. Some examples of targeting ads based on custom audiences include:

- Target ads at VIP users that have not returned in a while; provide ad creative showing a reward when they return.
- Target people who left their shopping cart on your website or app with a relevant image of the product they selected.

When you use Custom Audiences based on website or mobile app measurements, you can specify rules for segmenting audiences. In the Measurement chapter of this playbook, we describe the Facebook Pixel and App Events. With these two technologies in your website and app, you can measure responses and then automatically get up-to-date custom audiences from Facebook for your next ads campaign.

Here are some examples of target audience segmentations from different verticals:

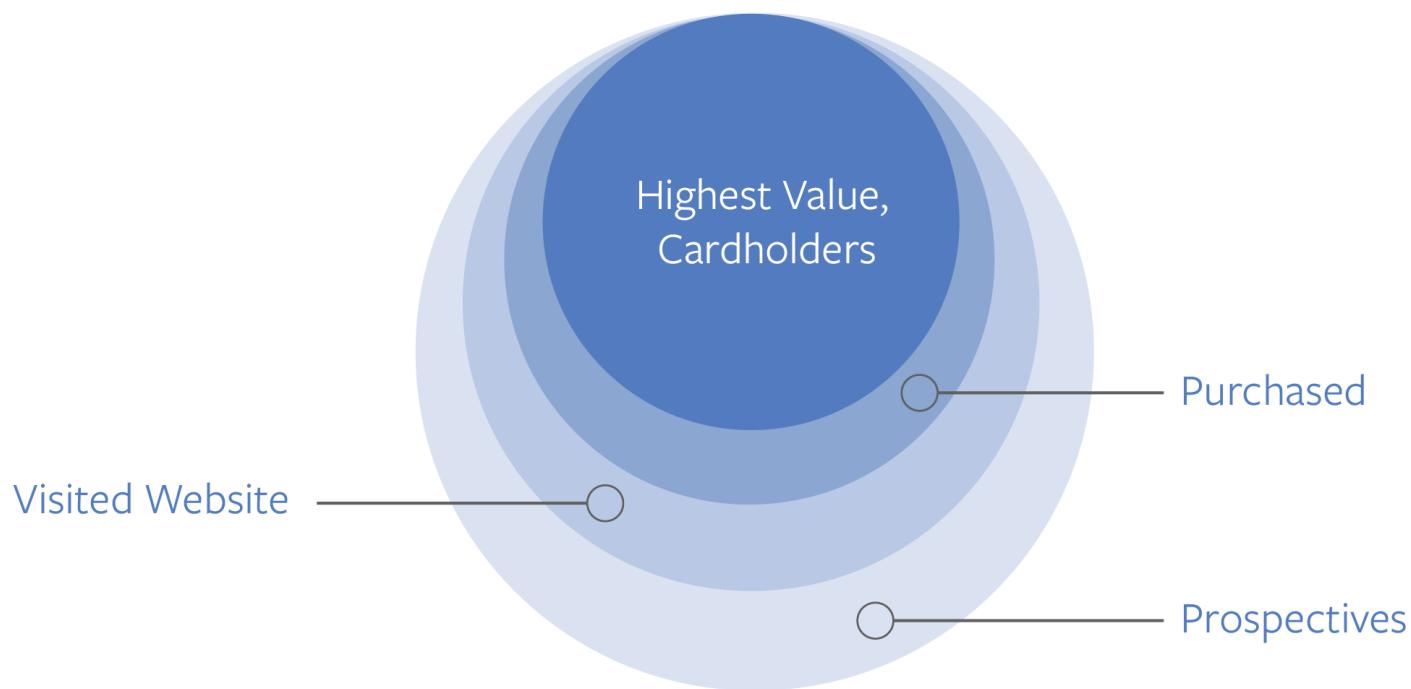
eCommerce	Gaming	Travel
Recent patterns: <ul style="list-style-type: none">• Frequency of visit• Last login time• Last purchase time	Different activity patterns: <ul style="list-style-type: none">• Very active users• Less frequent users• Churning users	Different recent activity: <ul style="list-style-type: none">• Login times• Intent from the searched date
Different product categories: <ul style="list-style-type: none">• Electronics• Fashion• Sports	Different in-game behavior: <ul style="list-style-type: none">• Tutorial completion• Registration completion• Usage of specific functions in the game	Different locations: <ul style="list-style-type: none">• Residential location• Destination location• Seasonal best locations
Different purchase values: <ul style="list-style-type: none">• Inexpensive products• Higher value purchases• Purchases during specific seasons or sales	Different purchase patterns: <ul style="list-style-type: none">• Purchase values• Monthly subscriptions• Based on in game purchase types such as recovery, speed, PVP and so on	Different loyalty groups: <ul style="list-style-type: none">• VIP members• Regional members• Different flight or hotel group users

Besides targeting ads at people based on actions in your app or website, you can also use *Lookalike Audiences*. First you create a target audience and share it to Facebook. This helps you acquire new customers that are most similar to the ones you already have. Then Facebook can build a new audience with additional people who most resemble your target audience. This helps you acquire new customers that are most similar to the ones you already have.

Targeting Strategy

In many cases you want to advertise to a segment of people with the value you attribute to reaching that audience.

To do this, use a tiered strategy that includes targeting and bidding specific to each audience. Since Facebook limits the number of times someone sees ads from the same page per day, you want your most relevant ads for a specific audience to have the highest chance of winning at auction:



This illustrates a tiered targeting strategy, which you can put into practice:

- First target the highest value user segment and bid their true value. For example, create an audience for store cardholders who already spend the

most at your business. This is your most valuable segment and you should bid the most to reach them.

- Set the next segment, such as someone who made a single purchase, and bid lower than the top segment, and exclude the previous tier.

Repeat this until you target the broadest audience you want to reach but still exclude the previous tiers. In this example, the broadest audience you can reach are those people who are similar to people who visited your site.

To use this strategy in engagement campaigns:

With engagement campaigns, you drive existing customers to re-engage with your app, website, or product catalog. Follow this segmentation and bidding strategy:

- Your top tier lists existing payment or loyalty customers and you should make your highest bid, since they are the most valuable for your business to reach.
- The second tier includes people who purchased in the past, excluding the top tier. For this audience, you should bid their true value for your business.
- The third tier lists people who generally visited your website or app. This excludes card holders and people who made purchases.

To use this strategy in an acquisition campaign:

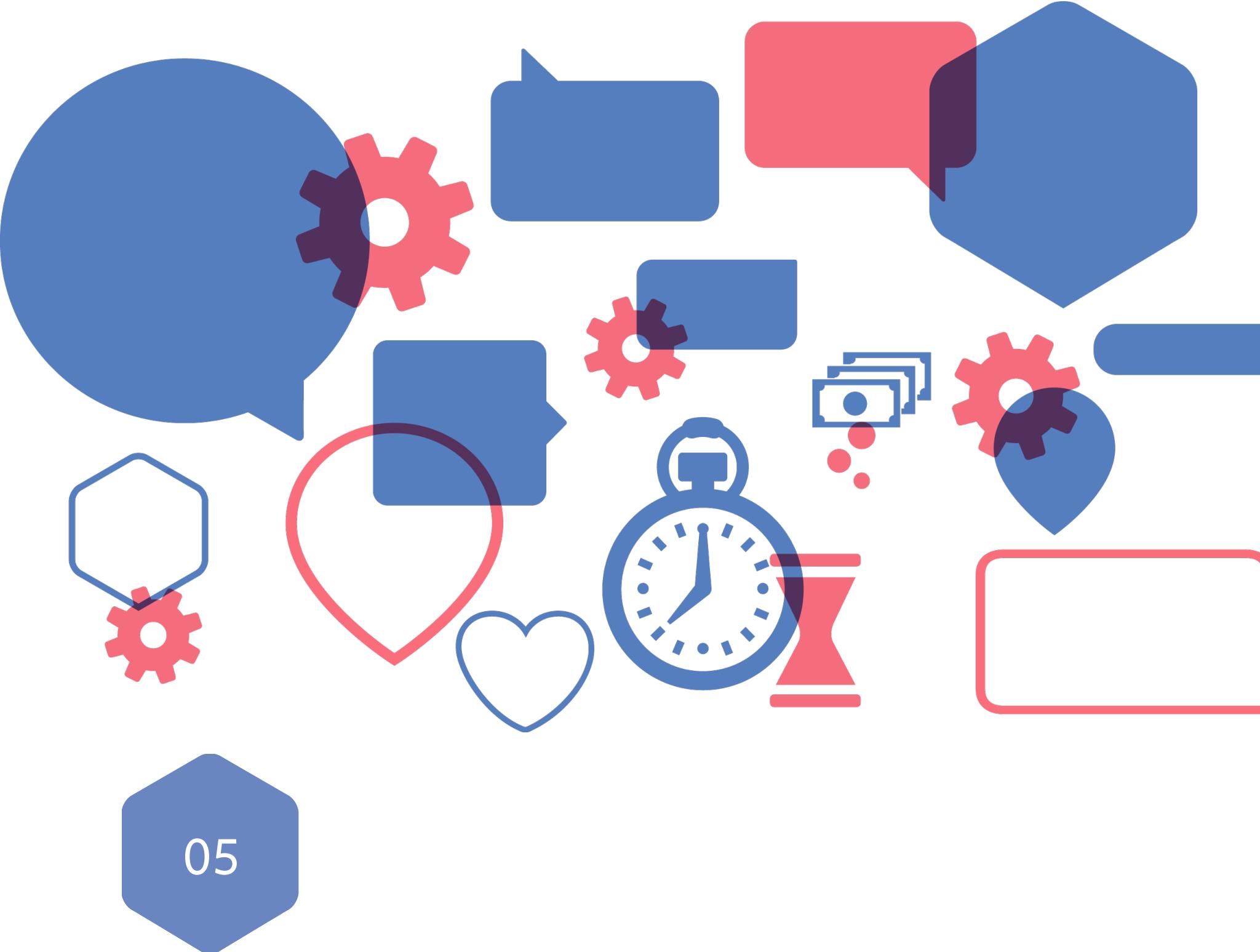
In acquisition campaigns, your goal is acquiring new customers. For this segmentation, you build *Lookalike Audiences*, which are audiences modeled by Facebook to be similar to your given audience. To specify the level of similarity, provide a *similarity ratio* as a percentage.

This indicates how closely the audience resembles your given audience:

- Your top tier is a 1% Lookalike Audience based on customers most valuable to your business. This Lookalike Audience is the most similar to your most valued customers.
- For a second tier create a Lookalike Audience with a 1% to 3% ratio. This audience is less similar to your highest value audience segment but are more valuable than people you generally target.
- In the next tier create a Lookalike Audiences with 3% to 5% similarity ration, and use slightly lower bids for each audience. You can repeat this process until you reach the final similarity ratio you see as effective.
- The final tiers can be interests-based targeting and generic demographic targeting excluding your Lookalike Audiences used in previous tiers.

With Lookalike Audience tools in Ads Manager and audience management with the Marketing API, you can easily create the *Lookalike Audiences* with similarity ratios for this tiered structure.

If you are manually setting up audience tiers, it can be time consuming so consider integrating with the Marketing API to automate the process. With the API you can automatically perform other types of targeting such as interests-based targeting, targeting based on demographics and targeting by third party partner categories. To learn more, see [Lookalike Audiences at fb.me/tieredla](https://fb.me/tieredla).



Optimization

Facebook optimizes ad delivery for the advertising results that you care about. The common ways to measure effectiveness are *cost-per-mille* (CPM) or *cost-per-click* (CPC). However, you cannot always make an accurate bid for a target audience with CPM or CPC. This is because these two values do not always reflect the probability of a person

taking some action towards your advertising objective. These responses, such as purchasing products or installing an app, are also known as *conversion events or objectives*.

Facebook's solution for advertisers is *Conversion Optimized Bidding* and it takes into account the probability that your ad results in a direct response or conversion event. It estimates the value of an ad impression by predicting the likelihood that someone will take a given action using probabilistic modeling.

Bidding Your True Value

Rather than bidding CPM or CPC, Conversion Optimized Bidding enables you to specify how much a conversion event is worth to you.

Facebook then calculates the value of an ad impression for each person during the ads auction based on their probability of the conversion event occurring.

For example, imagine you want to drive more checkouts on your website. Based on your margin and average order size, you are willing to spend \$10 on each conversion. If you bid CPM for a target audience, you would end up winning auctions for someone who is unlikely to convert, or lose auctions for someone who is extremely likely to convert.

However, with Conversion Optimized Bidding, you will bid less for someone who is unlikely to convert, and bid more for someone who is likely to convert. This results in an average conversion price of your bid or below.



Understanding Probabilistic Modeling

Facebook uses probabilistic modeling to calculate the value of your ad and whether to show the ad to someone.

To do this, Facebook needs to understand who responded to your ad with a specific action by collecting signals and adding the signals to the ads delivery model. For direct response advertising, the actions you probably care about most will about be actions off Facebook, such as purchases on your website or mobile app.

For your website, the Facebook Pixel records conversion events from your ad; for your mobile app, App Events in Facebook SDK reports these events. Facebook takes the data from the pixel and App Events then checks to see if a specific person saw your ad on Facebook. With our predictive models, Facebook looks at conversions that occur *within one day of a person clicking on your ad*.

Facebook then evaluates all of the information about people exposed to your ad, which are known as *features*. As Facebook understands people's behavior, we can include more features to target your ads. Examples include demographics, interests and behaviors with the goal of showing people the most relevant ads based on their features.

For each feature, we can calculate how it correlates with your advertising objective, so when people visit Facebook, we can compare them to our model. Then we calculate a probability of conversion, how much an ad impression is worth to you, and how relevant the ad is to someone in an

audience. For example, given a conversion event, here are some features we can track:

	Converted	Male	Female	Cars	Books	Fashion
Person 1	1	1	0	1	0	1
Person 2	0	0	1	0	1	0
Person 3	0	1	0	0	1	1
Person 4	1	1	0	0	0	1

Earlier in the Creative chapter we introduced the Facebook Pixel and App Events as measurement tools you use to target the most relevant offering to the right audience with Dynamic Ads. These same two tools feed data into the probabilistic model we describe here in this chapter. They help make sure your ad gets delivered to the right audience, and once you win the ads auction, that your chances of a direct response from your ads are the highest.

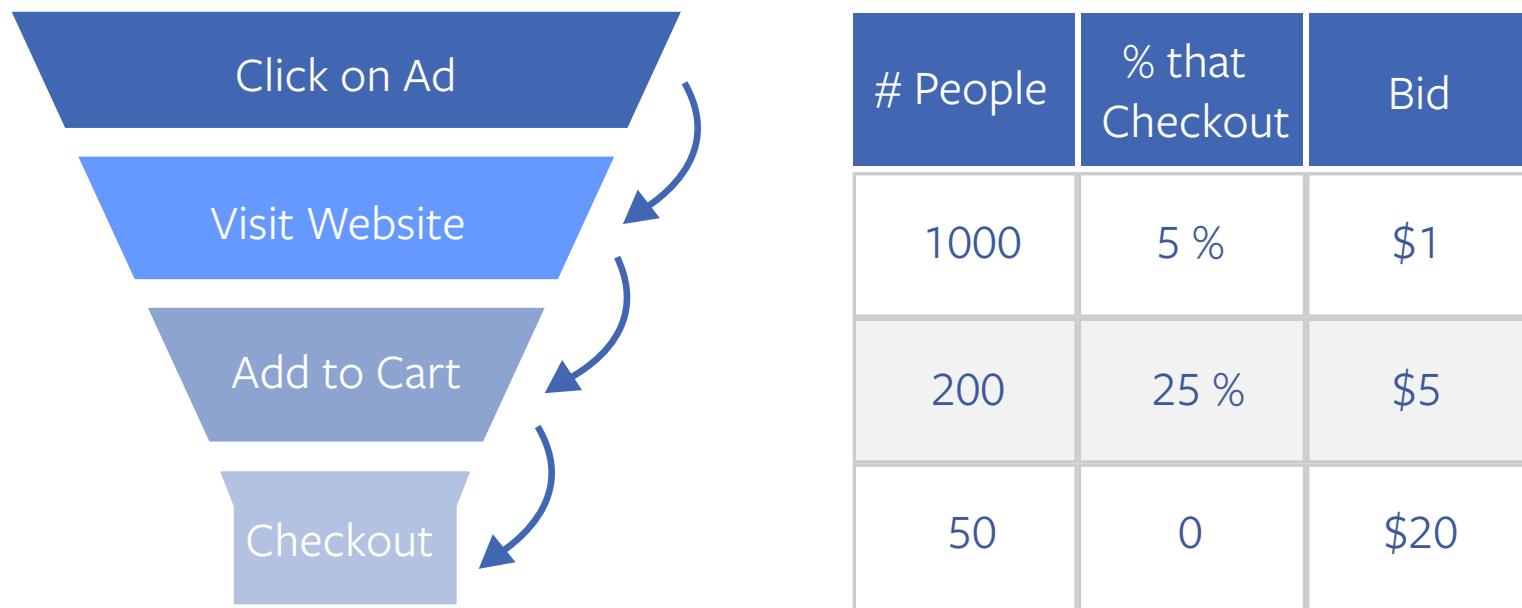
Optimizing Conversion Funnels

Facebook optimizes delivery of your ads against one-day post-click conversion events.

Therefore, you need to have enough conversion events from your ads with relatively stable post-click conversion rates in order for us to effectively predict the probability of conversion. If you have few daily conversion events on your site or app, you may see sporadic delivery of your ads and high variance in your predicted conversion rate.

One way to solve this issue is to better understand the *conversion funnel* and to adjust your advertising strategy to reach different points in the funnel. The conversion funnel reflects the different intensity and magnitude of conversion events that occur after people see your ad.

If you count people who engage with your business due to your ad, the pool of people shrinks as the intensity of interaction increases. For example, the largest audience will simply view your ad. A smaller audience will actually click on the ad; and an even smaller pool of people will look at product on your website or app.



If you switch your advertising to target a higher point in the conversion funnel with a higher conversion rate, you will see more conversion events. You can then adjust your bid proportionately based on the conversion rate and achieve more steady ads delivery and more predictable conversion rates. In the example above, instead of targeting and bidding based on purchases, you can do so based on add-to-carts.

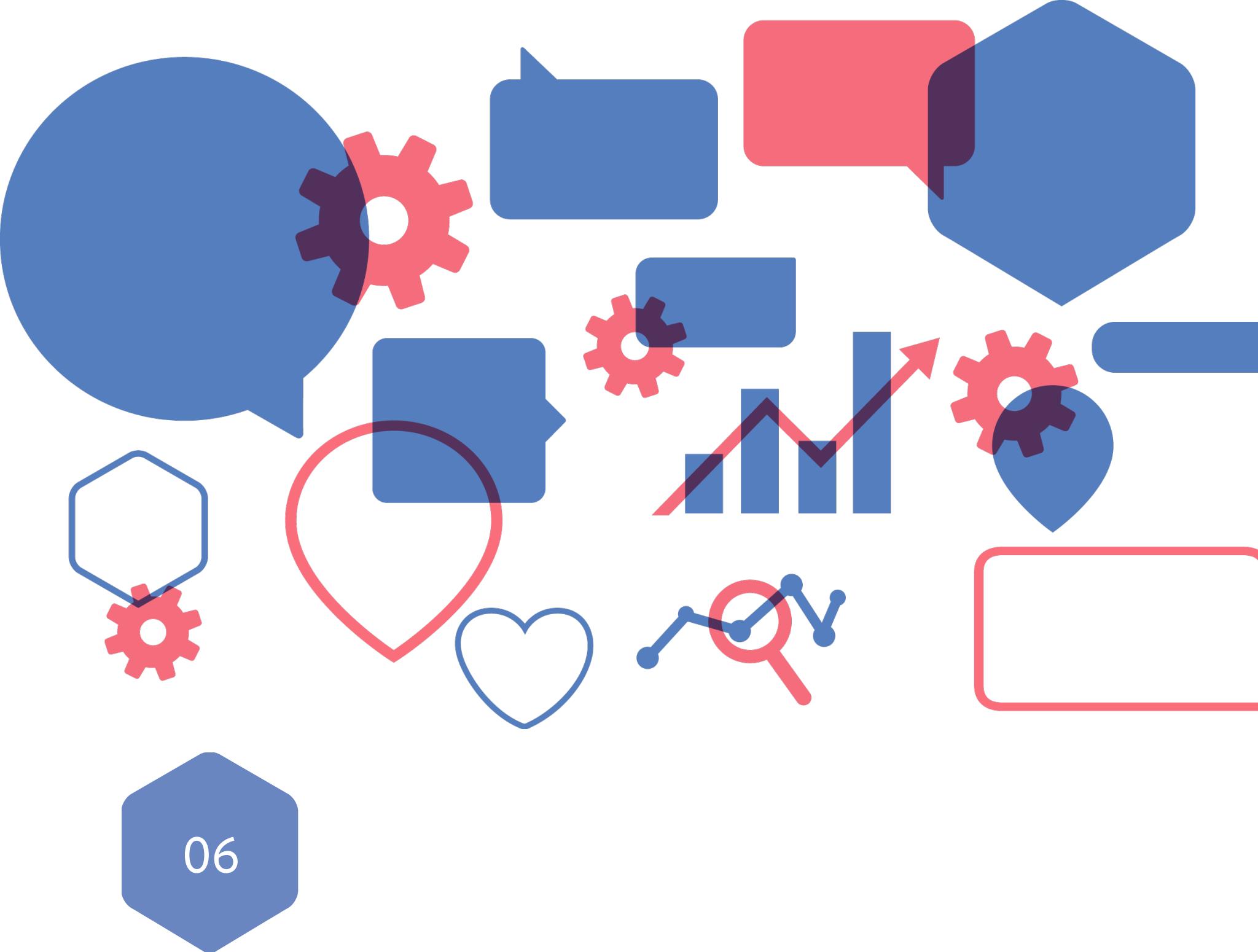
To see the proportion of conversion events on a website, you can use the Pixel Stats endpoints. Later in the Measurement chapter of this playbook we describe the Facebook Pixel in more detail as well as App Events, which you can use to measure activity on your mobile app.

To retrieve data on the number of events reported at each stage of the conversion funnel make this request:

```
curl -F \  
-d 'access_token=<ACCESS_TOKEN>' \  
-d 'aggregation=event' \  
https://graph.facebook.com/<API\_VERSION>/<pixel\_id>/stats'
```

We recommend you monitor the performance of lower funnel activities for your ads after using a higher funnel actions for ads optimization. You should check that the ratio between two different funnel levels does not change. You can use our Insights API to get this information:

```
curl -G \  
-d 'fields=actions' \  
-d 'access_token=<ACCESS_TOKEN>' \  
https://graph.facebook.com/<API\_VERSION>/<CAMPAIGN\_ID>/insights
```



Measurement

ROI is the key success metric for direct response campaigns. In order to calculate this, you need to collect conversions, a concept you first saw in the Creative chapter and learned more about in Optimization.

Since conversion events show how many people complete an activity, it is the most important way to measure the effectiveness of a direct response campaign. The other key component is *attribution*, which is your ability to attribute a conversion to your ad; it represents causality between your ad and a response, such as a purchase.

By gathering conversion events and proper attribution, you can see the path to conversion by constructing all the attribution points that lead up to a conversion. This is a great way to understand where and how to best invest on ads.

In this chapter, you will learn about different *end-to-end measurement solutions* for different types of measurement needs. The tools you choose depend on the measurements you want and the context where you want to measure results. The context can be online or offline, on mobile devices or on desktop. The measurements you make depend on your goals. You can take measurements to build and target audiences as you read in the Targeting chapter; you can also take measurements to attribute conversion events back to your ads and evaluate your ads' performance.

Signals

The foundation for all measurement solutions is data input; the results you get are only as good as the data input into a solution.

We call these data inputs *signals*. The Facebook tools you can use to get signals are App Events, Facebook Pixel and offline conversions. We introduced App Events and the pixel in the Creative, Targeting and Optimization chapters. Both these solutions provide signals you can use to target offerings in your ads to the right audience by measuring activity in your app or website.

App Events

To measure mobile app ad performance, you can either implement server-to-server calls or include the Facebook SDK and App Events in your mobile app.

—

App Events provides you the freedom to customize the data you send from your app. This diagram illustrates how server-to-server calls with App Events works:



The following is the underlying REST call to send an app event, `CUSTOM_APP_EVENTS`, along with the device ID, `advertiser_id`, and metadata. Make your actual call using either the Facebook iOS SDK or Android SDK.

The metadata you provide in your call is about the event in your app such as the type of event, value of event, and event time:

```
curl \
  -F "event=CUSTOM_APP_EVENTS" \
  -F "advertiser_id=1111-1111-111-1111" \
  -F "advertiser_tracking_enabled=1" \
  -F "application_tracking_enabled=1" \
  -F custom_events="[ {\\"_eventName\":\
"fb_mobile_purchase",
    \\"_valueToSum\":55.22,
    \\"_appVersion\":\"2.1.1\",
    \\"_logTime\":1367017882,
    \\"fb_currency\":\"GBP\",
} ]" \
https://graph.facebook.com/<API\_VERSION>/<APP\_ID>/activities
```

To send conversion events directly from your mobile app, you can follow the instructions for App Events at fb.me/app-events. If you advertise with the goal of driving app installs, use App Ads with App Events, see fb.me/app-ads. Once you have the SDK set up, sending app events is simple. Earlier you saw examples for events for Dynamic Ads; here is another iOS example to track app installs:

```
// Enables install tracking, once the app
becomes active
- (void)applicationDidBecomeActive:
(UIApplication *)application {
    [FBSDKAppEvents activateApp];
}
// Log purchase event
logger.logPurchase(BigDecimal.valueOf(4.32),
Currency.getInstance("USD"));
```

Facebook Pixel

On desktop or mobile web, you use the Facebook Pixel to collect conversion data.

First create a pixel with this request:

```
curl \
-F "name=New Ads Pixel" \
-F "access_token=<ACCESS_TOKEN>" \
https://graph.facebook.com/<API\_VERSION>/act\_<Account\_ID>/adspixels
```

Then get the pixel code to put it on your website. Make an `HTTP GET` call to:

```
curl -G \
-d "access_token=<ACCESS_TOKEN>" \
-d "fields=code" \
https://graph.facebook.com/<API\_VERSION>/act\_<Account\_ID>/adspixels
```

After you get the pixel, add it to your website:

- Add the code into every page of your website. You should place the code immediately before the closing tag in your HTML. If your site has a global include file, such as a **header.php**, place the code there. You do not have to place the code in every page on your site, but if you do so, it helps you to capture more conversion data and build larger website custom audiences.
- Place one or more *standard events* on select pages of your website with

```
fbq('track', 'ViewContent', {  
  content_type: 'product',  
  content_ids: ['1234'],  
  content_name: 'ABC Leather Sandal',  
  content_category: 'Shoes'  
  value: 100.50,  
  currency: 'USD'});
```

standard parameters. These events enable you to track common activities on your site. For example, when someone makes a *purchase*, trigger the Purchase event from your purchase confirmation page and provide information about the order such as value and currency. The following shows sample event reporting code that tracks when someone views sandals:

In this example, you record an event when someone views sandals selling for \$100.50 USD from the shoes category of your website.

Offline Conversions

The Offline conversions API enables you to track and optimize for transactions that happen off your website or mobile app.

This includes in stores, through call-centers, post payment methods, bank-transfers, and more. The Offline Conversion API is available only when you use Optimized Cost Per Mille bidding, known as oCPM, for your ads. The following is an example call you can use to send an offline event:

```
curl \
  -F 'access_token=<SYSTEM_USER_ACCESS_TOKEN>'
  \
  -F 'upload_tag=store_data' \
  -F 'data=[ \
  {
    match_keys: {"phone": ["<HASH>","<HASH>"], "email": ["<HASH>","<HASH>"]},
    currency: "USD",
    value: 16,
    event_name: "Purchase",
    event_time: 1456870902,
    custom_data: {
      event_source: "in_store"
    },
  ]'
```

```
{  
  match_keys: {"lead_id": "12345"},  
  event_name: "Lead",  
  event_time: 1446336000,  
  custom_data: {  
    event_source: "email",  
    action_type: "<sent|open|click>",  
    email_type: "<email_type_code>",  
    email_provider: "<gmail|yahoo|hotmail>",  
  }  
},  
]  
https://graph.facebook.com/<API\_VERSION>/<OFFLINE\_CONVERSION\_DATA\_SET\_ID>/events
```

All measurement solutions, whether from Facebook or third parties, support a number of key measurements. Using these signals, you can get online and offline conversion data, attribution data, and lift reports. With this you have a complete view of all sales attributable to your ads on Facebook, regardless of location, channel, or campaign. The data you receive is across devices, and across ads publishers, which is also known as *cross-device, cross-publisher* data.

Products and Signals	App Events	Pixel	Offline Events
Ads Reporting	Yes	Yes	Yes
Order Level Reporting	Yes	Yes	Yes
Lift Testing	Yes	Yes	Yes

Ads Reporting

This enables you to see basic metrics for your ads such as impressions, clicks and conversions such as purchases and app installs.

The reports help you understand how your ads drive direct responses, with *people-based, cross-device attribution*. This means you learn which ads lead to a response from real people using Facebook on the web or on mobile and either online or offline.

With the API you can view conversion data and see when and how the event happened on an hourly, daily, or weekly basis. You can specify *breakdowns* to group results based on particular events and timeframes. In this example, you see how to get cross device conversion data. First make your call:

```
curl -G \
  -d 'action_breakdowns=[ "action_device" ]'
\
  -d 'breakdowns=[ "placement",
"impression_device" ]' \
  -d 'date_preset=yesterday' \
  -d 'time_increment=all_days' \
  -d
'fields=impressions,actions,app_custom_event.
fb_mobile_purchase' \
```

```
fb_mobile_purchase' \
-d 'access_token=<ACCESS_TOKEN>' \
https://graph.facebook.com/<API\_VERSION>/act\_<AD\_ACCOUNT\_ID>/insights
```

Then you can view results under [Ads Manager](#) reporting at fb.me/adzman:

The screenshot shows a Facebook Ads Reporting interface with the following details:

General Metrics: last 7 days (edited)

Start Date: 2014-07-12, End Date: 2014-07-18

Placement: News Feed on Mobile Device

Action Device: iPhone

Website Conversion: 81,712 Total

Website Conversion Value: \$466,782.49 Total

Mobile App Actions: 95,561 Total

Mobile App Actions Conversion Value: \$146,561.00 Total

Conversions attributed to ad on iPhone:

- Android Smartphone: 490, Value: \$180.22
- Android Tablet: 164, Value: \$505.58
- Desktop: 39,676, Value: \$353,054.58
- iPad: 3,038, Value: \$4,242.00
- iPhone: 14,610, Value: \$7,411.54
- iPod: 5, Value: \$0.00
- Other: 174, Value: \$0.00

Conversions on mobile web and in app from ad on iPad:

- Android Smartphone: 324, Value: \$301.08
- Android Tablet: 15, Value: \$0.00
- Desktop: 11,363, Value: \$86,085.07
- iPad: 9,867, Value: \$14,565.27
- iPhone: 1,762, Value: \$437.17
- iPod: 28, Value: \$0.00
- Other: 196, Value: \$0.00

Order Level Reporting

You can use these reports to understand which ads led to a response at a specific point in a conversion funnel.

As we described in the Optimization chapter, this funnel represents the volume and intensity of responses from your prospective customers. Responses you can report on include a qualified lead or purchase. This feature and reporting are only available to *selected, large advertisers on Facebook; inquire with your Facebook representative to learn more.*

To send conversion data with the API:

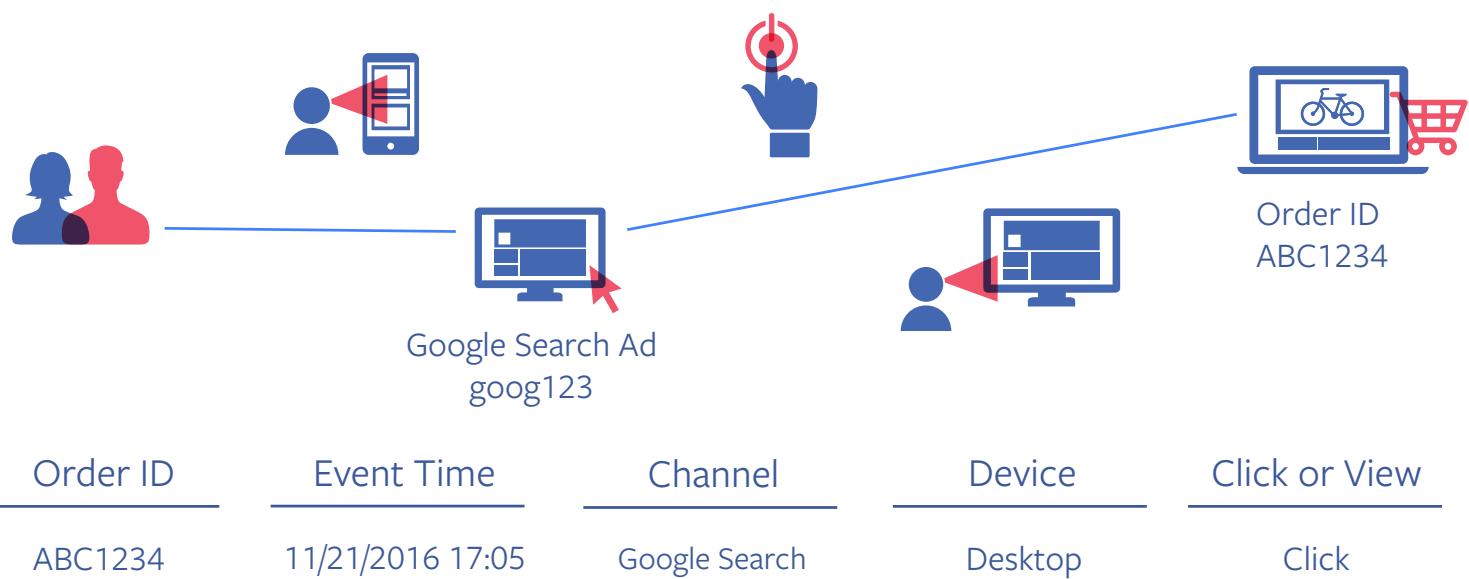
- Send a value for the `order_id` field. This should represent a specific conversion event such as purchase.
- Use the `order_id` field only to pass an order or transaction ID associated with a lower-funnel conversion events, such as a product purchase or account registration. Do not use the `order_id` field to attribute higher-level funnel events, such as visits to your webpage from Facebook.
- Never include personally identifiable information in the new field.

From this API you can retrieve the conversion device and attribution data such ad id, action type, placement, and so on. With this data from Facebook and other networks, you can see the path of events that led to your conversion based on order id.

To get a report make this call to retrieve the data:

```
curl -G \
  -d 'access_token=<ACCESS_TOKEN>' \
  -d 'since=1444608000' \
  -d 'until=1444694400' \
  -d 'pixel_id=<PIXEL_ID>' \
  -d 'app_id=<APP_ID>' \
  -d
'fields=order_id,conversion_device,attributions,attribution_type' \
https://graph.facebook.com/<API\_VERSION>/<BUSINESS\_ID>/order\_id\_attributions
```

To measure ads performance, you need to know how to join this data to see the path of all events that led to the conversion. Traditionally, you can view the conversion path based on search data alone, but this provides a limited picture:

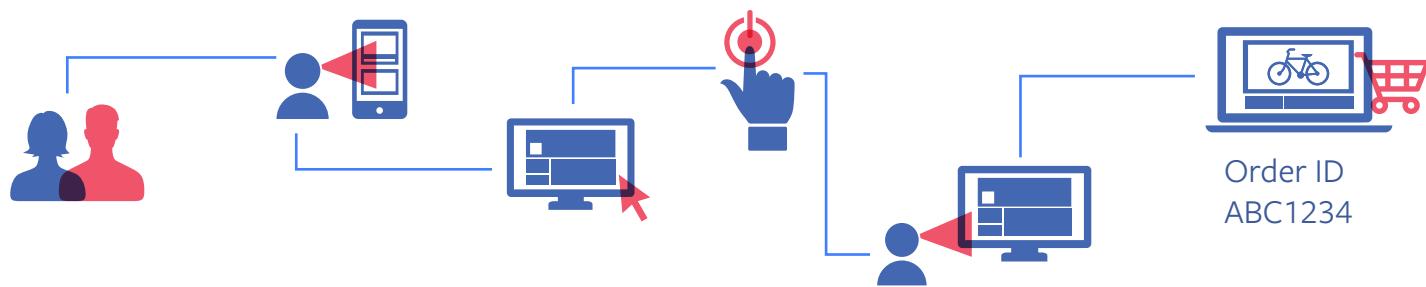


Another approach is to look at Facebook data alone:



Order ID	Event Time	Channel	Device	Click or View
ABC1234	11/20/2016 10:10	Mobile Newsfeed	iOS	View
ABC1234	11/22/2016 15:18	Mobile Newsfeed	iOS	Click
ABC1234	11/24/2016 18:30	Desktop Newsfeed	Desktop	View

The ideal solution measures all relevant events in the path leading up to a conversion:



Order ID	Event Time	Channel	Device	Click or View
ABC1234	11/20/2016 10:10	Mobile Newsfeed	iOS	View
ABC1234	11/21/2016 17:05	Google Search	Desktop	Click
ABC1234	11/22/2016 15:18	Mobile Newsfeed	iOS	Click
ABC1234	11/24/2016 18:30	Desktop Newsfeed	Desktop	View

This enables you to objectively optimize your ad's performance and to efficiently allocate your ads spending based on real business result.

Lift

With Facebook Lift Measurement you can see the true impact your ads have on real people for any business objective, including direct response.

Using Lift, you can determine the additional business your ads drive from online or offline sources and across devices. *This solution and associated reports are only available to selected advertisers on Facebook; inquire with your Facebook representative to learn more.*

When you create a lift study, Facebook will automatically build randomized test and control groups for you. People in the test group will be eligible to see ads while the people in control group will not.

Then you set up Facebook Pixel, App Events and optionally offline conversion measurement solutions. You can then securely share conversion data from your ad campaign with Facebook with these measurement tools. Facebook determines the additional lift generated from your campaign by comparing the number of conversions, the people converting, and the revenue in the test and control groups. You can view these results in [Ads Manager](#) at fb.me/fbadsman.

Lift testing enables you to get answer to questions like 'Is my Facebook ad working?' and 'What type of Facebook ads are driving what type of business outcome?'

This diagram helps you understand how to best setup your lift study based on what you want to measure:

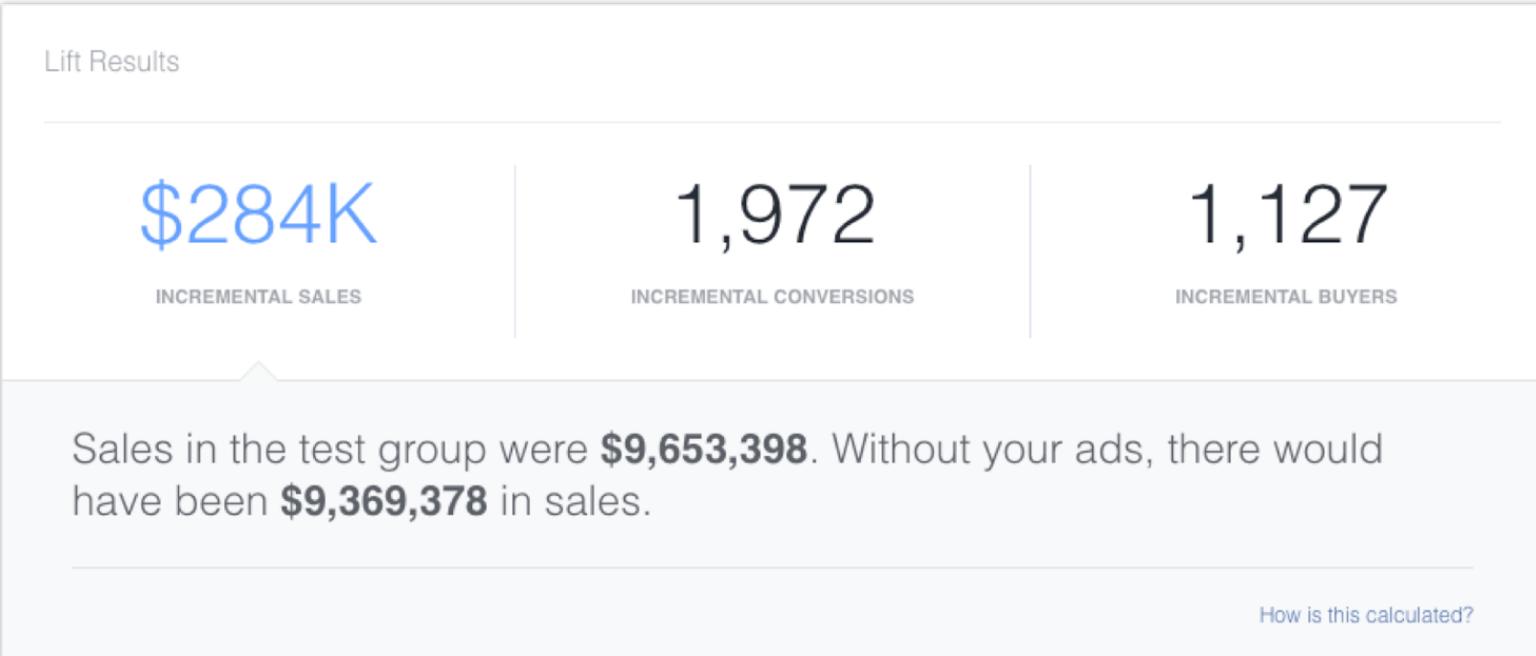
Product	Structure		Use Case
Split Testing	A	B	Quick operational testing to inform near-term ads optimization “What creative, targeting or landing page is better choice for campaign?”
Conversion Lift	A	Control	Measure incremental impact of ads for online and offline outcomes “What impact do Facebook ads have on my business?”
Multi-Cell Conversion Lift Study	A	B	Measure different strategies on online and offline business “What impact will different ad strategies have on my business?”

Below is an example API call to create a lift study:

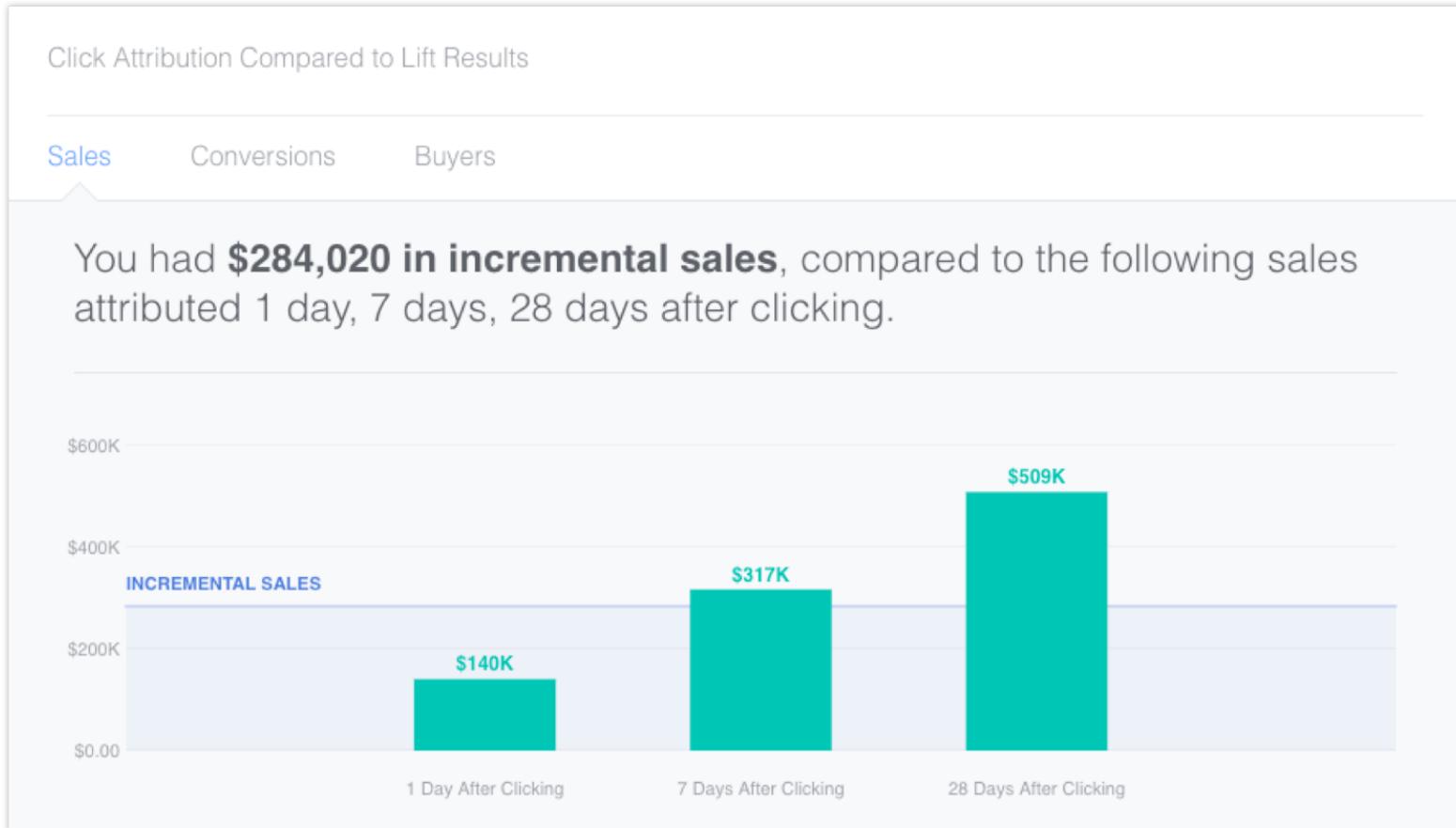
```
curl \
-F 'name="new study"' \
-F 'description="description of my study"' \
-F 'start_time=1435622400' \
-F 'end_time=1436918400' \
-F 'cooldown_start_time=1433116800' \
-F 'observation_end_time=1438300800' \
-F 'viewers=[<USER_ID1>, <USER_ID2>]' \
-F 'type=LIFT'
```

```
-F 'cells=[ {name:"test  
group",description:"description of my test  
group",treatment_percentage:  
89.75,control_percentage:10.25,adaccounts:  
[<ACCOUNT_ID1>,<ACCOUNT_ID2>]} ]' \  
-F 'objectives=[ {name:"new  
objective",is_primary:true,type:"MAI",applica  
tions:[{id:<APP_ID>}]} ]' \  
-F 'confidence_level=0.9' \  
-F 'access_token=<ACCESS_TOKEN>' \  
https://graph.facebook.com/<API\_VERSION>/  
<BUSINESS\_ID>/ad\_studies<BUSINESS\_ID>/
```

If this solution is available to you, you can go to Ads Manager at fb.me/adzman to get conversion lift reports. A sample summary report appears as follows:

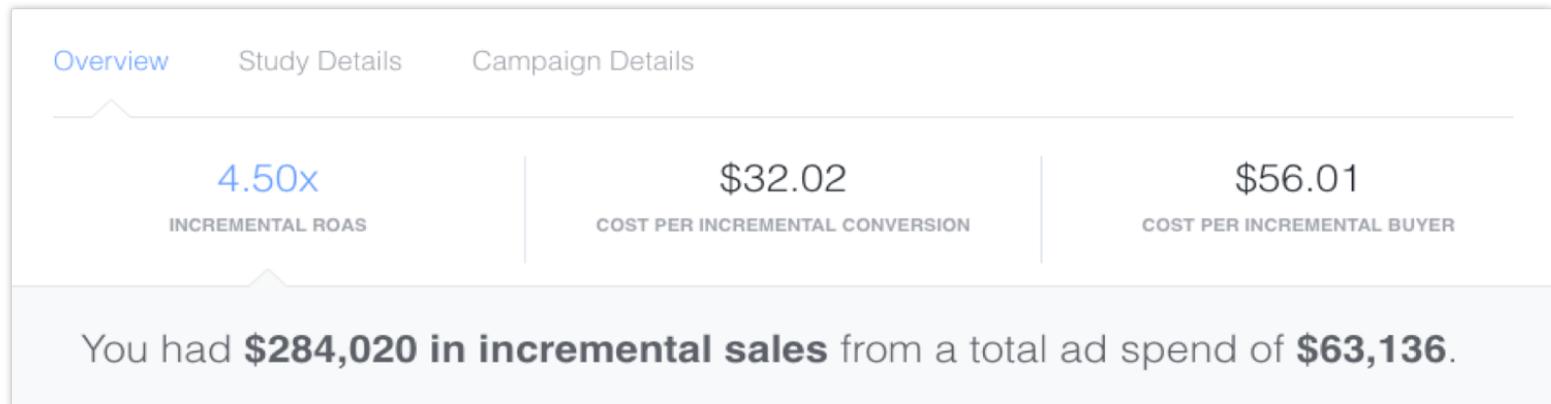


You can also view additional information in the report such as increased

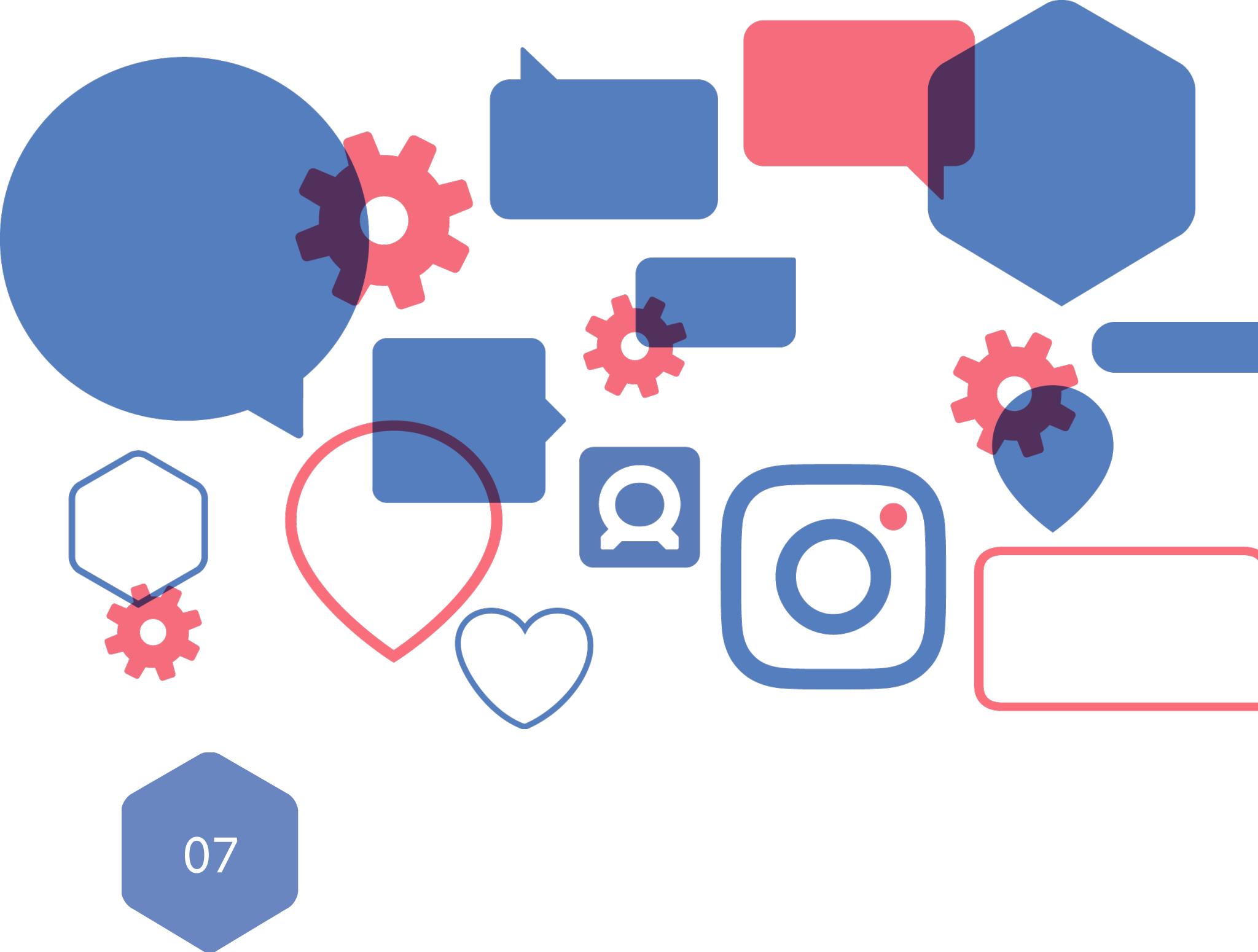


incremental return based on your ads spending.

And you can also view actual sales data attributed to your Facebook advertising:



The gap between the green bar and blue line demonstrates incremental additional sales attributable to a new ads strategy compared to the sales you would achieve under an old strategy.



07

Instagram and Audience Network

Instagram and the Audience Network are two ways you can extend the reach of your direct response advertising campaign. You can increase the size of your available audience beyond Facebook while still targeting your ads based on real identities.

Instagram

To advertise on Instagram, you can use an existing Instagram account, claimed by a Business Manager or connected to a Facebook Page. You can also use a Facebook Page to advertise on Instagram.

Instagram ads can use Facebook's targeting capabilities such as Facebook native basic targeting including all country targeting, interest, behavior, location, demographic, connection and so on. This also includes Custom Audience targeting, Lookalike Audience targeting, or third-party partner categories. See more information at fb.me/igsetup.

One important difference between Facebook and Instagram ads is that there is a click overlay that confirm someone's intent after they click on an ad image. Along with other factors, such as the demographic differences and difference in app usage patterns, the click through rate on Instagram is typically lower than on Facebook.

Therefore, we suggest you select *Placement Optimization* for direct response ads and deliver the same ad set to multiple platforms. Facebook optimizes the delivery to get the most audience based on your optimization goal.

Research shows that mobile app install ads have obvious performance improvements with both Instagram and Facebook selected together, compared to delivering the same ad to Facebook and Instagram separately. Ads with Placement Optimization selected among other

objectives also have better or similar performance as running the ads on Facebook alone. If you want, you can run direct response campaigns with Instagram only.

To run an ad on Facebook and Instagram together, pick `publisher_platform =['facebook','instagram']`. You can supply different images for Facebook and Instagram in the same ad creative, although usually this is not needed. You can also crop the same image in different ways for Facebook and Instagram if needed.

The images and videos used for Instagram ads can have any aspect ratios between 1.91:1 to 1:1, and at least 600 pixels wide.

When you measure results of Instagram ad campaigns, consider the audience size of Instagram. Even as one of the most used application by younger generations, Instagram does not have an audience as big as Facebook in most countries. Expect to have fewer ad deliveries on Instagram than on Facebook for the same ad.

Currently most direct response objectives are supported by Instagram, such as conversion ads and Dynamic Ads. And more features are coming, as Instagram is one of the fastest growing advertising platforms for Facebook.

Audience Network

With Audience Network, you can monetize your app by showing Facebook ads in it.

If you are advertising, you can also choose to display your ads in third party developer apps through Audience Network.

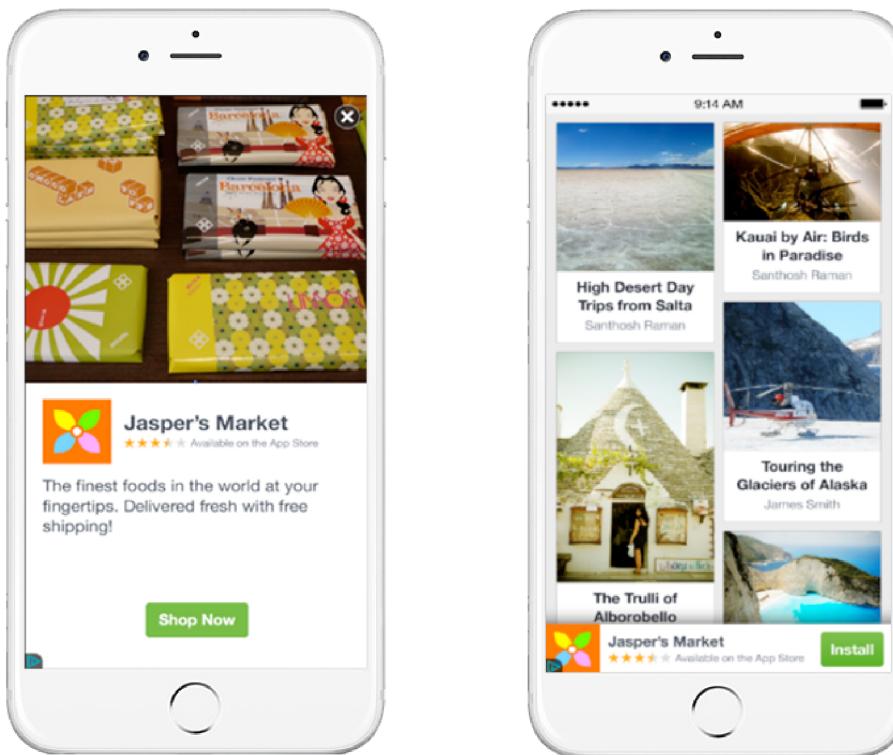
The solution is a *blind network* which means Facebook does not share the names of apps where your ads appear; if you have an app displaying ads from Audience Network, an advertiser will not get the name of your app. Each app that is part of the Audience Network is manually checked by Facebook for high quality and for being brand safe.

When you advertise through Audience Network you can create the following types of ads:

- Link ads — Both clicks and conversions
- Video ads
- Mobile app image ads — Install and engagement
- Mobile app video ads — Install and engagement
- Carousel link and app ads — As above but only the first two images appear in the ad
- Dynamic Ads — As above but for carousel only the first two images appear in the ad

When Audience Network delivers your ads, there are three different ways they appear: as banner ads, interstitials or native ads. This shows the

banner with app name and link title and an interstitial ad with app name, ad text and link title:



You can deliver the following types of ads using the different Audience Network Ad formats:

Ad Type	Banner	Interstitial	Native
1 Mobile App Ads (video, link and carousel)	Yes	Yes	Yes
2 Carousel and Link Ads (website clicks, conversions)	Yes	Yes	Yes
3 Dynamic Ads (conversions, app installs)	Yes	Yes	Yes
4 Video Ads (mobile app, link ads only)	No	Yes	Yes with Mediaview

Even though it is easy for you to advertise through Audience Network from Facebook, you should consider the ad type you want to deliver and your ad creative. Make sure that your most important imagery, text or logos correctly render.

Reporting

You can easily check the performance of campaigns for both Instagram and Audience Network placements with one of the Insights APIs.

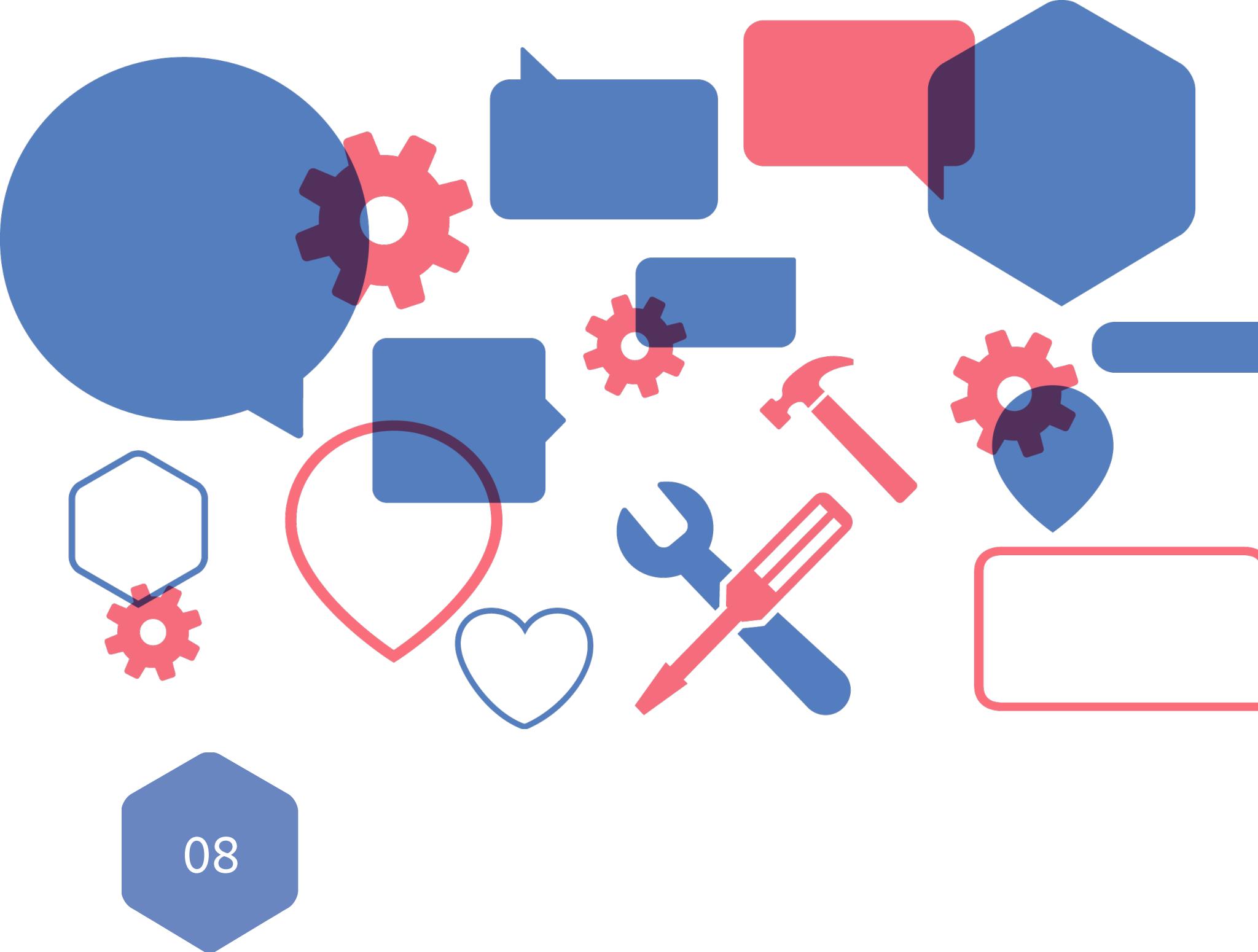
—

You can request report data for your ad account, ad campaign, ad set or ad:

```
// stats for a given ad account  
GET /<API_VERSION>/act_<AD_ACCOUNT_ID>/  
insights  
// stats for a given campaign  
GET /<API_VERSION>/<CAMPAIGN_ID>/insights  
// stats for a given ad set  
GET /<API_VERSION>/<AD_SET_ID>/insights  
// stats for a given ad  
GET /<API_VERSION>/<AD_ID>/insights
```

If you request *breakdown*, or grouping of results, by placement you will see both Instagram and Audience Network broken out as `instagram_stream` and `mobile_external_only`:

```
GET /<API_VERSION>/<AD_SET_ID>/insights?  
breakdowns=placement
```



Developer Tools and SDKs

Facebook continuously builds tools to simplify and speed up your integration with Facebook ads technologies. You can then focus your time on delivering innovative solutions and automating delivery of your ads.

Developer Tools

If you develop with PHP or Python, the easiest way to integrate with our Marketing API and manage version migration is with Marketing API SDKs.

Facebook actively builds new API endpoints and features into these SDKs and releases new versions following API version releases. The SDKs also include auto-generated documentation so the language references are current with SDK code changes.

Learn more under Marketing API SDKs at fb.me/sdks.

Create a new Marketing API app at fb.me/mapi.

Sample Code Library

You can access a collection of Marketing API scripts on top of our Python SDK. The samples cover popular use cases such as fetching objects in multiple ad accounts, reading ads delivery and performance metrics for all active campaigns, creating lookalike audiences and much more. Learn more on fb.me/samples.

Testing Tools

To help you test your API integration, you have several tools.

Graph API Explorer

A simple interactive interface for making Marketing API calls and visualizing API request and response formats. See fb.me/explorer.

Access Token Debugger

A simple tool for validating your access token. It's particularly helpful when you receive user or account access permission errors.

See fb.me/access.

Facebook Pixel Helper

A Chrome extension for validating Facebook pixel status on any website at fb.me/pixelhelp.

Webhooks Debugger

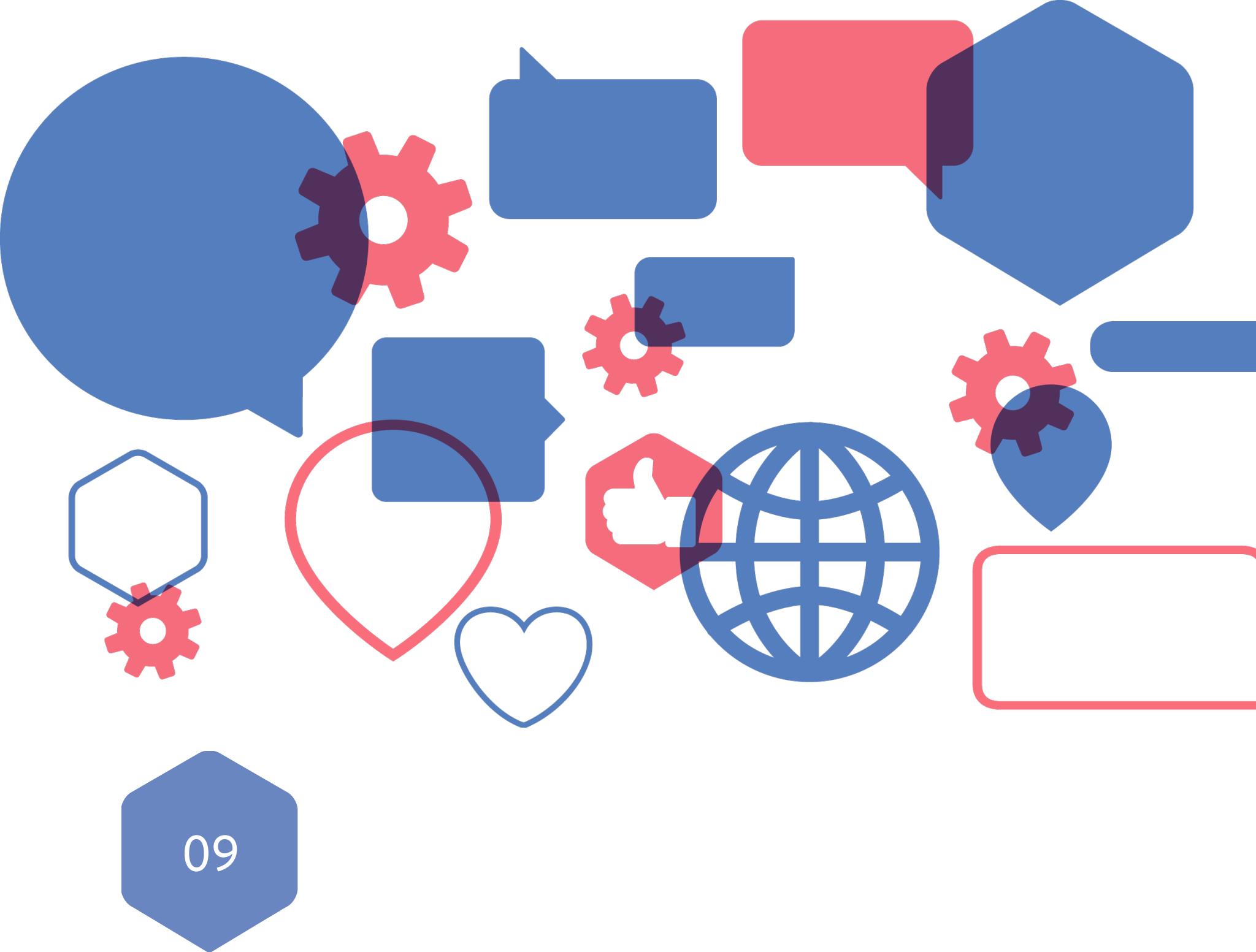
A tool and API for testing Webhooks for your ads. Typically, you use this when you run Lead Ads and collect information from your ad; they enable you to get the lead information and get notification when you get new leads. See fb.me/dadebug.

Dynamic Ads Debugging Tools

Use these tools and APIs to discover setup issues that prevent you from realizing the full value of Dynamic Ads. For example, you can see daily matching rates for all the products in your catalog, and then drill-down

to top products that either have issues with the setup or are missing from your catalog.

Also, you can enable notifications in Business Manager when something goes wrong. Check out the new functionality by going to any Product Catalog overview page in Business Manager. See fb.me/dadebug.



09

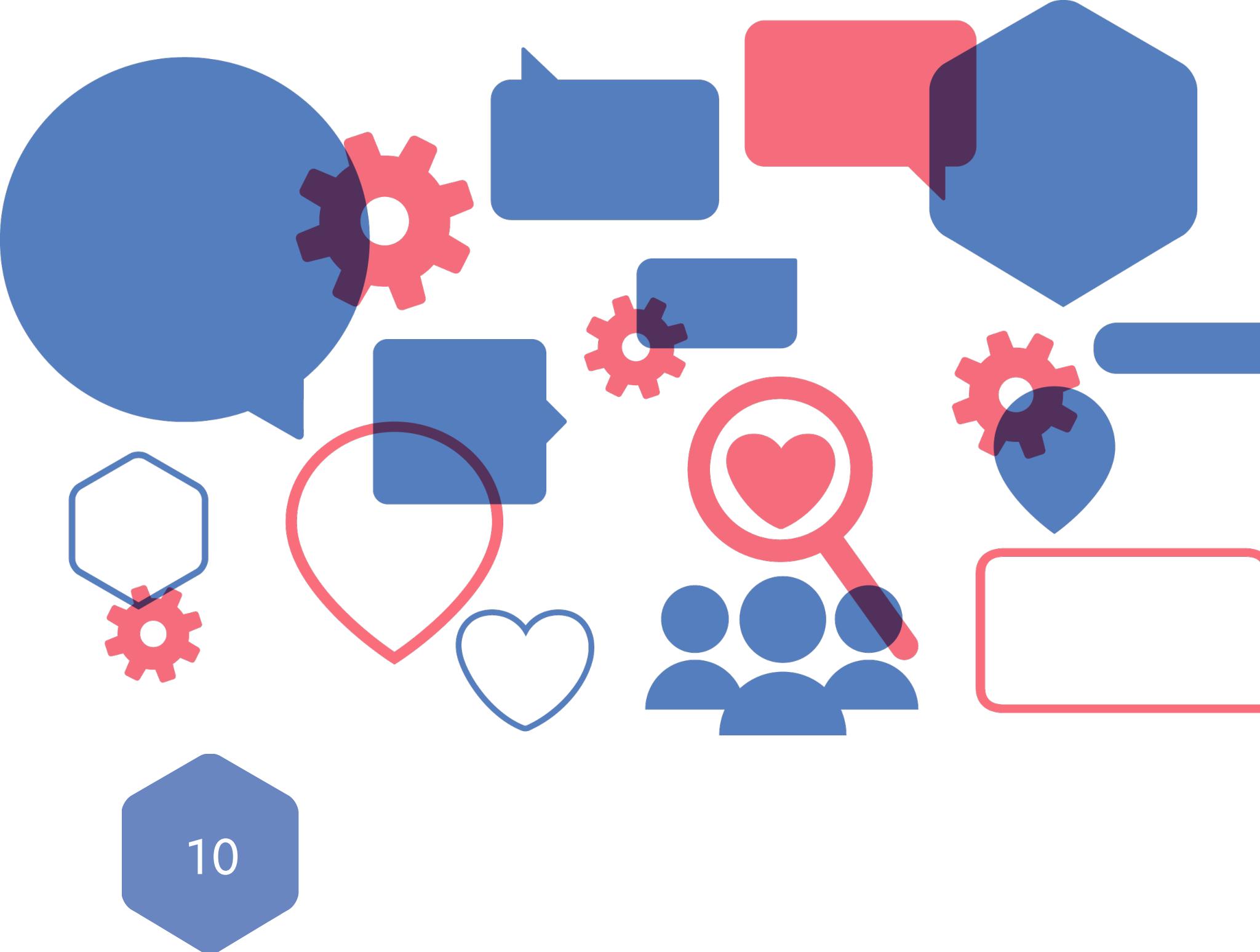
Conclusion

Now that you have a good understanding of the framework to design and test key components of marketing automation, you're ready to start designing a solution.

The main areas your solution can address for direct response advertising include:

- Creative
- Targeting
- Optimization
- Measurement

You may choose to do a complete, integrated solution to automate these areas or you can focus on parts of this guide for a more modular solution that solves some aspect of marketing automation. For existing solutions that you are extending, use this information to leverage the most current tools and technologies offered by Facebook. We hope that this guide enables you to run direct response advertising more effectively.



Join Us

We hope you enjoyed the playbook and we hope it helps you on your future journey in marketing automation and direct response advertising. To join us for future updates, subscribe to our marketing developer blog at fb.me/contact.



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Thanks

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