



























FB Page Growth, A/B Split Test (B)

🔌 Ad Launch	@2024/08/01
🏷️ Campaign Name	Promoting Style Spectrums
👤 Campaign Type	Page Growth
👤 Platform(s)	Facebook
🎯 Primary KPI	Likes, Follows
🎯 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	26
👤 Impressions	262
✳️ Frequency	1.15

 Reach	227
 Engagement %	22.91%
 Imp Engagement %	19.85%
 Objective (Likes, Engagement)	15
 ROI %	136.59%
 Cost per Result	0.423
 Value per Result	\$1.00
 Total Spend	\$6.34
 CPM (1k impr.)	\$24.20
 Visual Creative	Same as Group A
 Copy Creative	Same as Group A
 A/B Test	Yes
 If Yes, Test Goal	This was B = Facebook Advantage+ AI Audience Selection
 Audience Overview	Automated except for removing people who previously saw or engaged with the page.
 Audience Limits	Exclude users who have seen or engaged with the page or a post.
 Location	N/A

 Income	N/A
 Live Events	N/A
 Interests	N/A
 Behaviors	N/A
 Education	N/A
 Field of Study	N/A
 Employers	N/A
 Ad Placement	<div>Facebook Feed</div> <div>Facebook Marketplace</div> <div>Facebook Reels</div> <div>Facebook Search Results</div> <div>Facebook Video Feed</div>
 Notes	<p>The split test is created after the creation of the first ad. Therefore it is duplicated and you only alter one variable, which in this case was to evaluate the performance of Facebook's audience targeting versus manually identifying users.</p>
 Result	<p>This is copy and pasted from the Group A test entry and only slightly edited.</p> <p>This is Group B.</p> <p>Of the 262 users who saw the ad, they only saw the ad 1.15x more than once which is very good — no one wants to see an ad multiple times in a short time span. Equally successful with a negligible but stronger result, Group A showed the ad 1.11x to users.</p> <p>Group A (Manual Audience Selection) spent \$0.19 more than this Group A during the time span, but had 120 more impressions.</p>

Significantly, Group A would have spent \$7.11 less than this Group B per 1,000 impressions.

At the same time, Group A had:

- 35% higher page engagement
- 52% lower cost per any click (anywhere on the post)
- 44% more page Follows or Likes (the main goal)
- 75% lower cost per Follow or Like (the main goal)

In the end, the ads did not run long enough due to small audience size for the test to reach statistically significant results. While the trend seems very clear, more of these test would need to be run to identify the truly most effective audience to target.

However — regardless of test results, these posts were both extremely cost effective. It cost pennies to get page followers and we gathered quite a few during the time span. This ad type is absolutely worth putting in the budget and continuing to run in the future because the goal (followers) is a very strong metric that carries strong implications for how much engagement will result in the long term, which in the end is what gives posts more reach.

In the end, we were only paying \$0.31 per new follower.

Additionally, the creative was extremely simple. We can infer from this that the brand voice, visual, and messaging is quite strong and holds a strong interest. Future ad runs should result in even cheaper and more effective results.

Why It Works

The ad was very simple. The strategy is deeper than it seems.

- Using a Bauhaus print
 - The aesthetic is well known and recognizable
 - It has been gaining popularity lately — I had just recently spotted a t-shirt ad on Instagram with Bauhaus screen prints
- Bauhaus naturally draws the eye in and around, by its very design
 - That's what makes a good Bauhaus print! Otherwise the random blocks wouldn't look like your High School, or The Grove mall, etc.
 - Determining where the eye will move is typically a step that Youtube thumbnail strategists will employ.

Now with AI you can even get heat maps that show you to help you pick the best thumbnail.

- Emotion creates conversions
 - This specific piece is of an inground pool. I found it personally nostalgic — it feels like somewhere I've been — and I'm betting it subconsciously grabbed the attention of social media users for the same reason
 - I'd call it the 'gut check' — and we don't publish media that has a CTA unless it has a gut check that evokes an emotion. Laughter, scare — no matter the emotion, it seem to be the trick to converting. A lesson well learned from my days at PETA as "the crymaker"



Style Spectrums

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Original single-edition prints crafted to illustrate art movement's iconic characteristics. Hang some history on your wall with ArtMovementMuseum.



Style Spectrums

Career artists shaping society's creative subconscious...

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Today's Facebook Auto-Targeting Tool Seem Effective

- You'll note that I didn't *actually* beat the bot — because the test didn't run long enough.

- There were a few other ads also in the portfolio where I was specifically conducting split A/B test just to see if Advantage+ worked well — turns out it does which is nice and should save a lot of time
- That isn't to say I won't constantly be split testing to be sure!