



























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

🔌 Ad Launch	@2024/08/01
🔌 Campaign Name	Promoting Style Spectrums Facebook Page
👤 Campaign Type	Page Growth
👤 Platform(s)	Facebook
👤 Primary KPI	Likes, Follows
👤 Secondary KPI	Engagement
👤 Page (Post incl.) Engagement	40
👤 Impressions	382

 Frequency	1.11
 Reach	343
 Engagement %	23.32%
 Imp Engagement %	20.94%
 Objective (Likes, Engagement)	27
 ROI %	313.48%
 Cost per Result	0.242
 Value per Result	\$1.00
 Total Spend	\$6.53
 CPM (1k impr.)	\$17.09
 Visual Creative	Six images, programmatically ran with the highest performing only.
 Copy Creative	Four caption versions, selected and ran with highest performing.
 A/B Test	Yes
 If Yes, Test Goal	A = Luxury Audience — B = Facebook Advantage+ A.I. Chosen Audience
 Audience Overview	Art Smart Luxury Urbanites <ul style="list-style-type: none"> <li>• Live in U.S. city with &gt; 750,000 population</li> <li>• Income</li> </ul>

	<ul style="list-style-type: none"> <li>• Frequent Shoppers</li> <li>• Frequent Travel</li> <li>• Travel within last 6 months</li> <li>• No children</li> <li>• iPhone Users Only</li> </ul>
 Audience Limits	No users who have seen or engaged with the page(s) before.
 Location	Live in U.S. city with > 750,000 population
 Income	Household income: top 10%-25% of ZIP codes (US)
 Live Events	Recently moved, New job, Newly engaged (3 months) or Newlywed (3 months)
 Interests	<p>Cosmetics, Adventure travel, Modern art, Interior design, Acting, Vacations, Classical music, Theatre, Concerts, Fishing, Surfing, Mystery fiction, Singing, Body art, Tattoos, Gardening, Investment banking, Mountains, E-books, Manga, Beauty salons, Mountain biking, Graphic design, Boutiques, Crafts, Soul music, Rabbits, Music festivals, Electric vehicle, Comics, Animated movies, Furniture, Painting, Jazz music, Parties, Performing arts, Bars, Cats, Fish, Comedy movies, Swimming, Automobiles, Dance music, Dresses, Rhythm and blues music, Handbags, Magazines, Science fiction movies, Romance novels, Thriller movies, Hip hop music, Cruises, Home improvement, Action movies, Ballet, Literature, Dancehalls, Casino games, Spas, Sunglasses, Blues music, Jewelry, Fashion design, Fiction books, Physical fitness, Guitar, Yoga, Skiing, Dogs, Music videos, Pop music, Home Appliances, Online shopping, Shoes, Musical theatre, Nature (science), Nightclubs, Documentary movies, Drama movies, Drums, Tennis, Children's clothing, Plays, Non-fiction books, Dance, Lakes, Tourism, Beaches, Fragrances, Hair products, Books, Do it yourself (DIY), Weight training, Country music, Snowboarding, Hotels, Rock music, Advertising, Writing, Anime movies, Heavy metal music, Bodybuilding, Law, Sculpture, Hybrids, Drawing, Photography, Electronic music, Theme parks, Boats,</p>

	Newspapers, Luxury goods, Women's clothing, Men's clothing or Broad City
 Behaviors	Facebook Payments users (90 days), Facebook access (OS): Mac OS X, Facebook access (mobile): iPad 1, Facebook access (mobile): iPad 3, Facebook access (mobile): iPad 2, Facebook access (mobile): iPod Touch, Facebook access (mobile): iPhone 4, Facebook access (mobile): Apple (iOS) devices, Facebook access (mobile): iPhone 4S, Facebook access (mobile): iPhone 5, Facebook Payments users (30 days), New smartphone and tablet users, Facebook access (mobile): iPhone 5S, Facebook access (mobile): iPhone 5C, Owns: iPad 4, Owns: iPad Mini 1, Owns: iPad Mini 2, Owns: iPad Air, Facebook access (network type): WiFi, Facebook access (browser): Chrome, Facebook access (browser): Safari, Facebook access (network type): 4G, Owns: iPhone 6 Plus, Owns: iPhone 6, Owns: iPad Air 2, Owns: iPad Mini 3, Owns: iPhone 6S, Owns: iPhone 6S Plus, Owns: iPhone SE, Owns: iPhone 7, Owns: iPhone 7 Plus, Facebook access (OS): Mac Sierra, Engaged Shoppers, Uses a mobile device (10-12 months), Uses a mobile device (1-3 months), Facebook access (mobile): iPhone 8, Facebook access (mobile): iPhone 8 Plus, Facebook access (mobile): iPhone X, Facebook access (mobile): iPhone XS, Facebook access (mobile): iPhone XS Max, Facebook access (mobile): iPhone XR, Recently Detected Devices or Recently Detected Iphone 14 Devices
 Education	Master's degree or Doctorate degree
 Field of Study	Professor, MD/CEO, Chief marketing officer, Teacher education, Paint, Digital media, Teaching assistant, Substitute teacher, Digital art, Investment banking, Oil painting, Associate professor, Pre-law, Chief information officer, Banking & Finance, Advertising account executive, Corporate Lawyer, Digital strategy, Law enforcement officer, Art history, Teacher, International Finance, Preschool teacher, History of art, Professional writing, Painting, Advertising agency, Advertising,

	English Professor, Advertising Consultant, Harvard Business School, Assistant professor or Harvard Law School
 Employers	MoMA The Museum of Modern Art or The Metropolitan Museum of Art, New York, Industry: IT and Technical Services, Legal Services, Business and Finance, Architecture and Engineering, Business Decision Makers, Company revenue: \$1M to \$10M, Company revenue: more than \$10M or Company size: more than 500 employees
 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	This was the originally created advertisement and audience that was duplicated to test Facebook automatic audience selection.
 Result	<p>This is Group A.</p> <p>Of the 382 users who saw the ad, they only saw the ad 1.11x 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 difference, Group B showed the ad 1.15x to users.</p> <p>Group B (Facebook AI Audience Selection) spent \$0.19 less than this Group A during the time span, but had 120 fewer impressions.</p> <p>Significantly, Group B would have spent \$7.11 more than this Group A per 1,000 impressions.</p> <p>At the same time, Group B had:</p> <ul style="list-style-type: none"> <li>• 35% lower page engagement</li> <li>• 52% higher cost per any click (anywhere on the post)</li> <li>• 44% fewer page Follows or Likes (the main goal)</li> <li>• 75% higher cost per Follow or Like (the main goal)</li> </ul> <p>In the end, the ad did not run long enough due to small</p>

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"



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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 subconscio...

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 6

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## Beating the Facebook "Advantage+" At Its Own Game

- History is on my side
  - There was a day when Facebook's 'auto' targeting tools were TERRIBLE.



- Frankly the “boost” option still is terrible for not having any kind of real goal.
- We had to learn to very carefully micro target specifics about a personality type to be able to reach our target population on Facebook
- The better the targeting, the cheaper the return on you advertising spend — i.e. this is how you pay fractions of pennies for Likes and engagement
- Below is a basic layout, but if you’re really curious, you can look through the targeting parameters above in the the property fields.

graph TD

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A[Manual Targeting Strategy] --> B[Interests]
A --> C[Behaviors]
A --> D[Demographics]
A --> E[Professions]
A --> F[Locations]
A --> G[Education]
B --> B1[84 parameters]
C --> C1[15 parameters]
D --> D1[4 parameters]
E --> E1[20 parameters]
F --> F1[2 parameters]
G --> G1[2 parameters]

```

## 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!

