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 • Live in U.S. city with > 750,000 population • Income

	• Frequent Shoppers • Frequent Travel • Travel within last 6 months • No children • iPhone Users Only
⊘ 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	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,

	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	Facebook Feed Facebook Marketplace Facebook Reels Facebook Search Results Facebook Video Feed
☰ Notes	This was the originally created advertisement and audience that was duplicated to test Facebook automatic audience selection.
🏆 Result	This is Group A. 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. Group B (Facebook AI Audience Selection) spent $0.19 less than this Group A during the time span, but had 120 fewer impressions. Significantly, Group B would have spent $7.11 more than this Group A per 1,000 impressions. At the same time, Group B had: • 35% lower page engagement • 52% higher cost per any click (anywhere on the post) • 44% fewer page Follows or Likes (the main goal) • 75% higher cost per Follow or Like (the main goal) In the end, the ad 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
Sponsored · 🌐

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...

👍 Liked

👍 6

👍 Like   💬 Comment   ↪ Share

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
    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!

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	Facebook Feed Facebook Marketplace Facebook Reels Facebook Search Results Facebook Video Feed
☰ Notes	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.
🏆 Result	This is copy and pasted from the Group A test entry and only slightly edited.

This is Group B.

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.

Group A (Manual Audience Selection) spent $0.19 more than this Group A during the time span, but had 120 more impressions. |

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.

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    - 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
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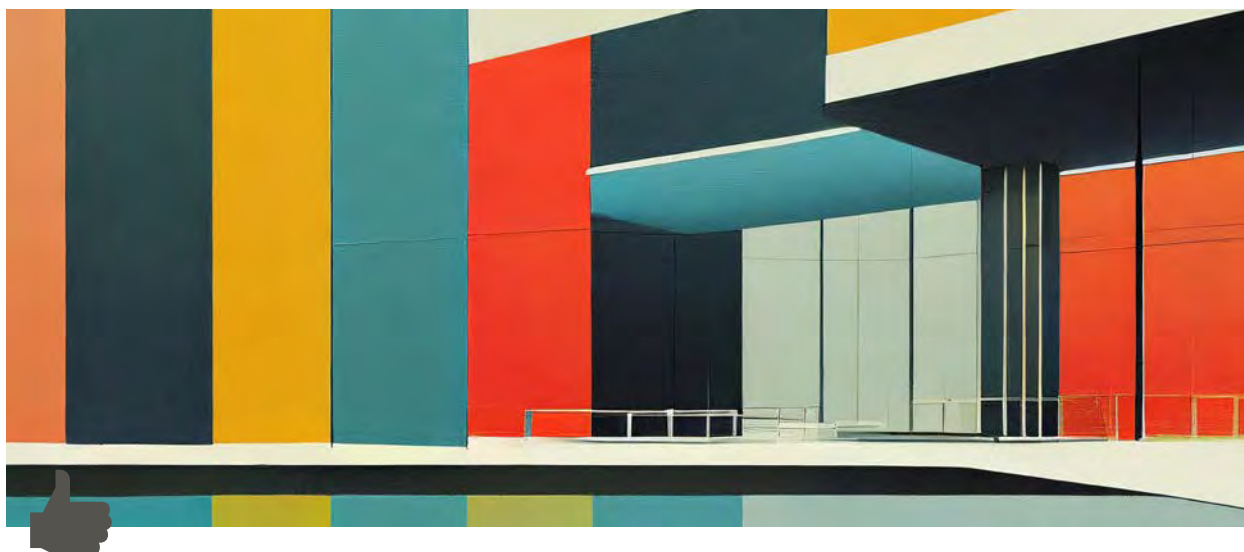
CAMPAIGN TOTAL: Promoting FB Page

🚦 Ad Launch	@2024/08/01
⊹ Campaign Name	Style Spectrums Page Promotion
✋ Campaign Type	Page Growth
👤 Platform(s)	Facebook
◎ Primary KPI	Likes, Follows
◎ Secondary KPI	Engagement
✋ Page (Post incl.) Engagement	66
👤 Impressions	644
🏃 Frequency	1.18

👤 Reach	546
👤 Engagement %	24.18%
👤 Imp Engagement %	20.5%
📈 Objective (Likes, Engagement)	42
👤 ROI %	226.34%
👤 Cost per Result	0.306
💰 Value per Result	$1.00
💳 Total Spend	$12.87
👥 CPM (1k impr.)	$19.98
🖼 Visual Creative	Auto-selected most effective and was the same for both — a simple Bauhaus image.
⌨ Copy Creative	Auto-selected for most effective and it was the same for both — Original single-edition prints crafted to illustrate art movement's iconic characteristics. Hang some history on your wall with ArtMovementMuseum.
⋔ A/B Test	Yes
⚖ If Yes, Test Goal	It was to see what audience would perform better. Results were too close to call.
@ Audience Overview	N/A (multiple posts with different audiences)
⊘ Audience Limits	Eliminate anyone who has seen or engaged with the page.

🌐 Location	U.S. cities > 750,000 population
💵 Income	N/A (multiple posts with different audiences)
🎫 Live Events	N/A (multiple posts with different audiences)
🪑 Interests	N/A (multiple posts with different audiences)
🐕 Behaviors	N/A (multiple posts with different audiences)
🎓 Education	N/A (multiple posts with different audiences)
📖 Field of Study	N/A (multiple posts with different audiences)
💼 Employers	N/A (multiple posts with different audiences)
≔ Ad Placement	Facebook Feed Facebook Marketplace Facebook Reels Facebook Search Results Facebook Video Feed
≡ Notes	This was a very effective campaign. Simple and effective. Should be running almost all the time.
🏆 Result	Style Spectrums (Page Promotion) - Total Impressions: 644 - Total Spent: $12.87 - CPM (Cost per 1,000 Impressions): $19.98 - Page Engagement: 66 - Cost per Page Engagement: $0.19 - New Follows/Likes: 42 - Cost per Follow/Like: $0.31 Insight: This campaign was effective in generating new page likes at a reasonable cost, with a good engagement rate.

Here we have a breakdown of cost for age groupings and by sex.

Campaign name	Age	Gender	Ad Delivery	Reach	Impressions	Clicks (all)	CPC (all)	Amount sp...
		Uncategorized ●		2	2			$0.05
[08/01/2024] ...	All	All		343	382	35	$0.19	$6.53
	35–44	All		90	105	10	$0.21	$2.11
		Male		58	67	6	$0.20	$1.22
		Female		30	36	4	$0.18	$0.72
		Uncategorized ●		2	2	–	–	$0.17
	45–54	All		96	103	16	$0.10	$1.58
		Female		31	32	6	$0.12	$0.69
		Male		60	66	9	$0.08	$0.69
		Uncategorized ●		5	5	1	$0.20	$0.20
	55–64	All		84	92	5	$0.26	$1.29
		Male		56	62	5	$0.16	$0.79
		Female		27	29	–	–	$0.45
		Uncategorized ●		1	1	–	–	$0.05
	65+	All		51	54	2	$0.40	$0.80
		Male		27	28	–	–	$0.48
		Female		23	25	2	$0.16	$0.31
		Uncategorized ●		1	1	–	–	$0.01
	25–34	All		22	28	2	$0.38	$0.75
		Male		17	19	1	$0.44	$0.44
		Female		3	5	–	–	$0.18
		Uncategorized ●		2	4	1	$0.13	$0.13

Campaign name	Age	Gender	Reach	Impressions	Clicks (all)	CPC (all)	Amount sp...
	65+	All	55	58	6	$0.36	$2.14
		Male	33	35	4	$0.34	$1.34
		Female	22	23	2	$0.40	$0.80
	55–64	All	52	66	8	$0.18	$1.41
		Male	35	44	7	$0.13	$0.89
		Female	17	22	1	$0.52	$0.52
	45–54	All	58	64	6	$0.21	$1.24
		Female	32	36	5	$0.13	$0.64
		Male	26	28	1	$0.60	$0.60
	35–44	All	47	59	2	$0.42	$0.84
		Male	30	38	1	$0.48	$0.48
		Female	17	21	1	$0.36	$0.36
	25–34	All	15	15	–	–	$0.71
		Male	12	12	–	–	$0.42
		Female	3	3	–	–	$0.29

Looking at the age and gender breakdown in these two images, here are some insights:

1. Age and Gender Performance:

- **Best-Performing Age Group:**
  - **45-54 All:** Across both images, the 45-54 age group generally performs well, especially with females. In both cases, this age group has relatively high reach and impressions with a low CPC (e.g., $0.10 to $0.21).

- **Lowest-Performing Age Group:**
  - **25-34 All:** This group has significantly lower reach and engagement, with very few clicks and a relatively high CPC. It seems this demographic is less responsive to the current campaign.

2. Gender Breakdown:

- **Males vs. Females:**

  - **Males** consistently show higher engagement rates in the 45-54 and 55-64 age ranges. Their CPC tends to be lower, indicating more cost-effective engagement.

  - **Females** also perform well, especially in the 45-54 age group, though with slightly higher CPCs in some cases. However, they are less engaged in the 25-34 age group, where the cost per click can be higher (e.g., $0.42, $0.36).

3. Cost Per Engagement:

- **Efficiency:** The campaign has been more cost-effective with the 45-54 and 55-64 age groups, particularly among males. The CPC for these demographics is relatively low, indicating that your targeting is resonating well with them.

4. Budget Allocation Recommendations:

- **Optimize for High-Performing Demographics:** Consider allocating more of your budget towards the 45-54 and 55-64 age groups, focusing on both genders but perhaps with a slight skew towards males, given their higher engagement and lower CPC.

- **Reevaluate Low-Performing Groups:** The 25-34 age group, particularly males, might need a different creative approach or targeting adjustments if you want to improve performance here.

5. General Campaign Effectiveness:

- **Overall:** The campaign seems effective in terms of generating new followers and likes at a reasonable cost. However, fine-tuning your targeting by age and gender could further enhance efficiency, maximizing your ad spend.