

DSOA SAI: FACEBOOK & INSTAGRAM ADS

Day 5: Decoding Your Results

Presented: Feb 2022

TRACY *by design*.CO



OUR WEEK AT A GLANCE

- ① *Foundations*
- ② *Audiences & Audience Layering*
- ③ *Budgeting & Planning*
- ④ *Creating Campaigns*
- ⑤ *Decoding Your Results*

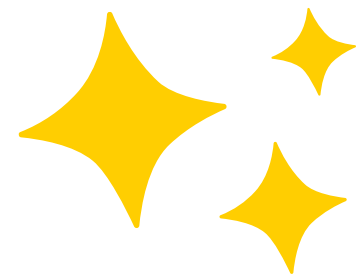
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DECODING RESULTS

Your campaign is under way...great, now what the heck does all of this mean?

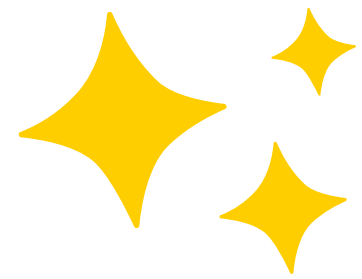
RESULTS

- 1 A Few Basics**
- 2 Customizing Your Report Columns**
- 3 Campaign Optimization Process**
- 4 Results to Watch**
- 5 Homework + Wrap Up!**



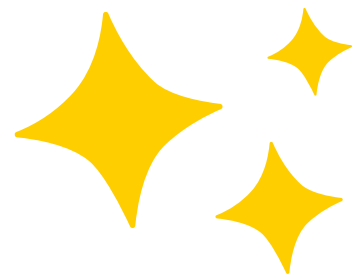
A FEW BASICS

- Customizing your view in Ads Manager
- An overview of results lingo
- Turning campaign elements off and on
- Finding your lead info from Lead Gen campaigns



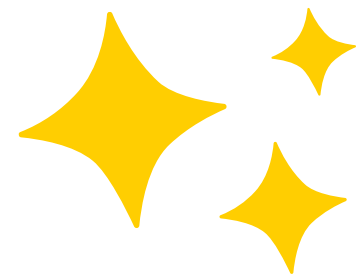
YOUR CUSTOM COLUMNS

- Name
- Delivery
- Ad Set Name
- Budget
- Amount Spent
- Results
- CPR – Cost per result
- CTR – Click thru rate
(link, NOT all)
- Link clicks
- CPC – Cost per link click
- LPV – Landing page views
- Cost per landing page view
- CPM – Cost per mille
- Reach
- Impressions
- Frequency



TURNING THINGS OFF

- Simply slide the toggle switch for whatever you'd like to turn off
- When campaigns are complete, turn off ALL levels: campaign, ad sets, ads
- If you Duplicate, remember that your elements are OFF. Publishing will not fix this, so you'll need to ALSO turn them back on.



FINDING YOUR LEADS

- When using Lead Generation campaigns, folks fill out a form and that data is stored on the FB Platform
- Business Suite > More Tools > Instant Forms
OR Leads Center
- Download + upload wherever you'd like
- Watch for new integrations!

CAMPAIGN OPTIMIZATION

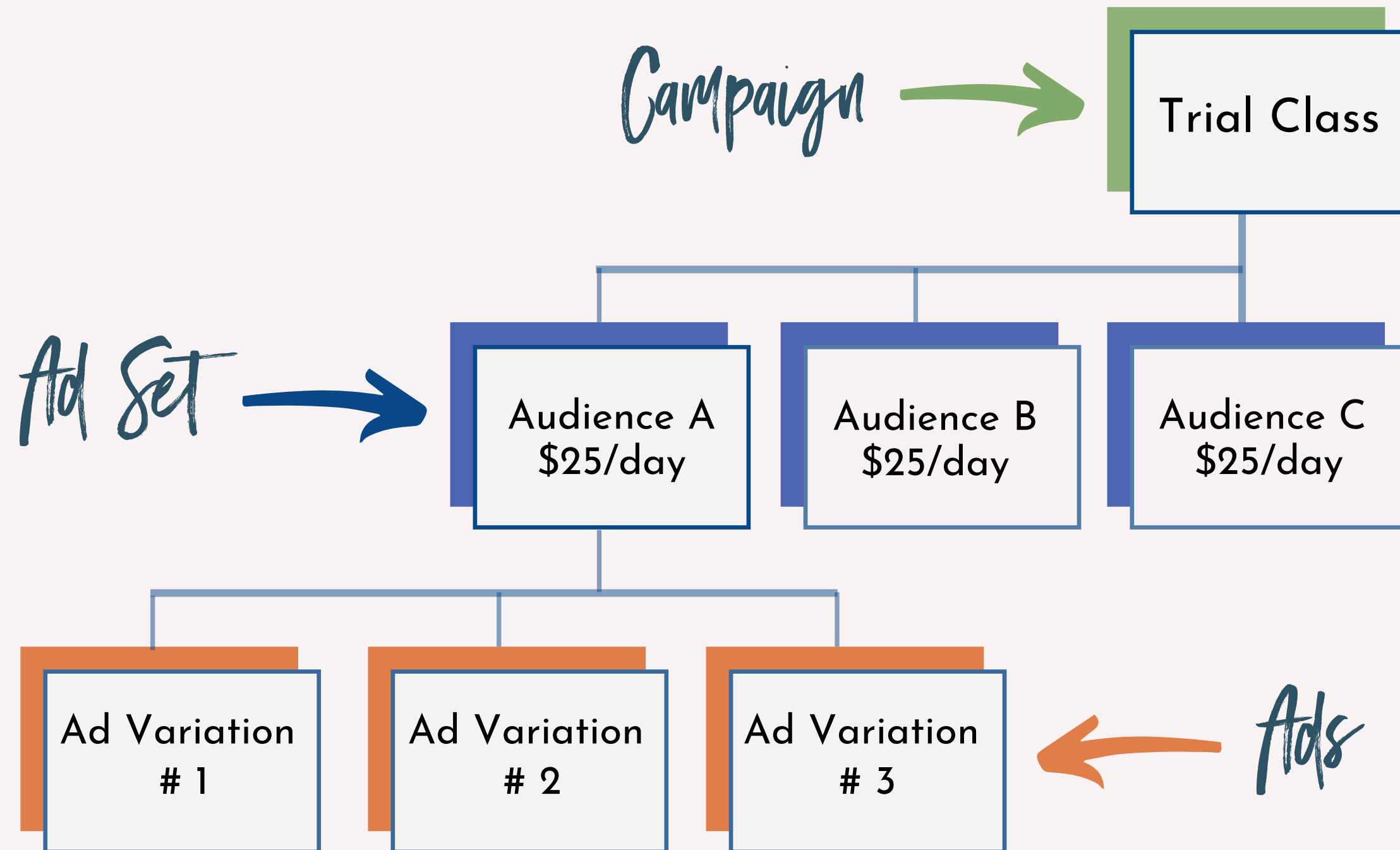
What happens next?



FB'S JOB, POST-PUBLISH

- They'll approve all campaign elements
 - If disapproved, just go through the review process
 - Sometimes videos take longer, so schedule in advance
- Then, they'll start serving ads (can take a few hours to get going)
- 5-7 days for algorithm to settle in
- **Don't fidget!** Especially in the first 4-5 days.

HOW BUDGET IS ALLOCATED



FB'S JOB, POST-PUBLISH

- Each campaign runs and FB looks for early results for the "event" you chose (eg. conversions = leads, traffic = clicks, etc...); it will choose "winners"
- Optimize and adjust budget based on results
- Watch those results and re-budget manually by Ad Set
- We never need to touch the ads themselves! FB is doing that work for us.

TRUST, BUT VERIFY

- **Trust in the almighty algorithm + FBs deep user knowledge**
- BUT...keep an eye on things, too
- Always give FB what it needs for success:
 - **Enough time + enough budget + enough audience = room to run & work best**
- **Don't fidget**, twiddle, tweak or otherwise mess with things...especially in the first 4-5 days!

RESULTS TO WATCH

A by-campaign overview of which results matter and what to DO with them



WHEN TO LOOK AT RESULTS

- After the first 4 days...
- Daily review is usually enough during a promotional campaign
- Weekly review is fine for longer-duration campaigns, particularly for audience growth + engagement strategies
- When you're getting ready to run a similar campaign

A NOTE RE: CONVERSIONS

- Due to iOS 14+, it's very likely that your campaigns will NOT report all results, and reporting may also be delayed
- Use Ads Manager to monitor Ad Spend and CTR
- Use your LP provider or ESP to grab the correct number of leads
- You'll likely have to calculate the REAL cost per lead: **Ad Spend ÷ Correct Number of Leads = Correct CPL**
- For this reason, always separate paid traffic from organic traffic

DUPLICATE FUNNELS!

- Create a landing page, form & thank you page JUST for paid traffic; use that link in your ads
- Duplicate the funnel so that you have a different landing page, form & thank you page for organic traffic like emails, social media shares, etc
- Then your REAL number of leads driven by FB Ads will be as accurate as possible

CONV, LEAD GEN + MESSAGES

- **Results & Cost per Result**
- **Click thru Rate**
 - 1% for Cold (Saved and Lookalikes)
 - 1.5–2% for Warm (Customs)
 - Don't sweat lower CTR if your results meet your needs
- Adjust budget as needed
- Remember that ALL results may NOT be showing
- Watch **Frequency**, esp for smaller audiences
 - Turn off Ads that get above 5 so others can run

CONVERSIONS W/LP

- If you're using a landing page, also check your **Landing Page Conversion Rate**
 - $\text{Leads} \div \text{LPVs}$
 - Aim for 10–20%, but the higher the better
- If it's too low, tweak the landing page
 - Ensure it's super low friction
 - Hook and button are visible "above the fold"
 - Include great images, video and copy here, too

TRAFFIC

- **Results & Cost per Result:** below \$2 for CPLPV + CPC
 - If sending to an opt-in page, calculate CPL manually
- **Click thru Rate**
 - 1% for Cold (Saved and Lookalikes)
 - 1.5–2% for Warm (Customs)
- Adjust budget as needed
- Remember that ALL results may not be showing
- Watch **Frequency**, esp for smaller audiences
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PE + VV

- **Results & Cost per Result:** aim for under \$.10
- Other stuff
 - Watch what KIND of engagement happens
 - If links are included, check out how often people click (even though it's not optimized for that)
- Adjust budget as needed
- Watch **Frequency**, esp for smaller audiences
 - Turn off Ads that get above 5 so others can run

READING DYNAMIC CREATIVE

- Choose your Custom Columns and filter to see JUST the Campaign you're looking at
- Navigate to the Ad Set level
- Select Breakdown > By Dynamic Creative Element > (the element you wish to view)
- **Remember, a lot of Results likely means a lot of Ad Spend...focus CPR and CTR instead**
- Don't get TOO in the weeds here...

COST PER RESULT =

- The **magical math** of "the current cost of getting in front of your audience" x "how my audience is responding to this piece of advertising"
- **Just a data point** – get YOUR number first, and then work on the metrics that you can improve
 - CTR is the usual issue

IF CTR IS TOO LOW

- **Your audience is NOT responding to your ads**
- Your "**cost per**" **everything** is reflecting this
- How to fix
 - **Tweak ad creative first** – priority: visuals, headlines, and first lines of Primary Text
 - Try a different Objective
- **Experimentation** is the only path forward!

ADJUSTING YOUR BUDGET

- Rule of thumb is **no more than 20% change per day**
- **Speeding up**
 - If you need to scale faster, duplicate the entire campaign and run two at the same time to reach your spend goal
- **Slowing down**
 - You can bring your spend down 20% per day, or simply turn off an Ad Set
- Test another audience?

WHAT ABOUT NEXT TIME?

- Revisit previous campaigns and remind yourself how things performed
- Let the DATA guide you in making adjustments and improvements...not emotion or a vague memory
- Duplicate, don't turn an old campaign back on
- Duplicating brings social proof forward into the new Campaign, as long as you don't change the Ads themselves

AUDIENCE SIZES

- Keep an eye on your Audience sizes!
- Every campaign will grow our Custom audiences through engagement, so track those numbers regularly
- Watch your "market-to-able" audience sizes grow
- Know that your Lookalikes are also improving, too

COMMON MISTAKES

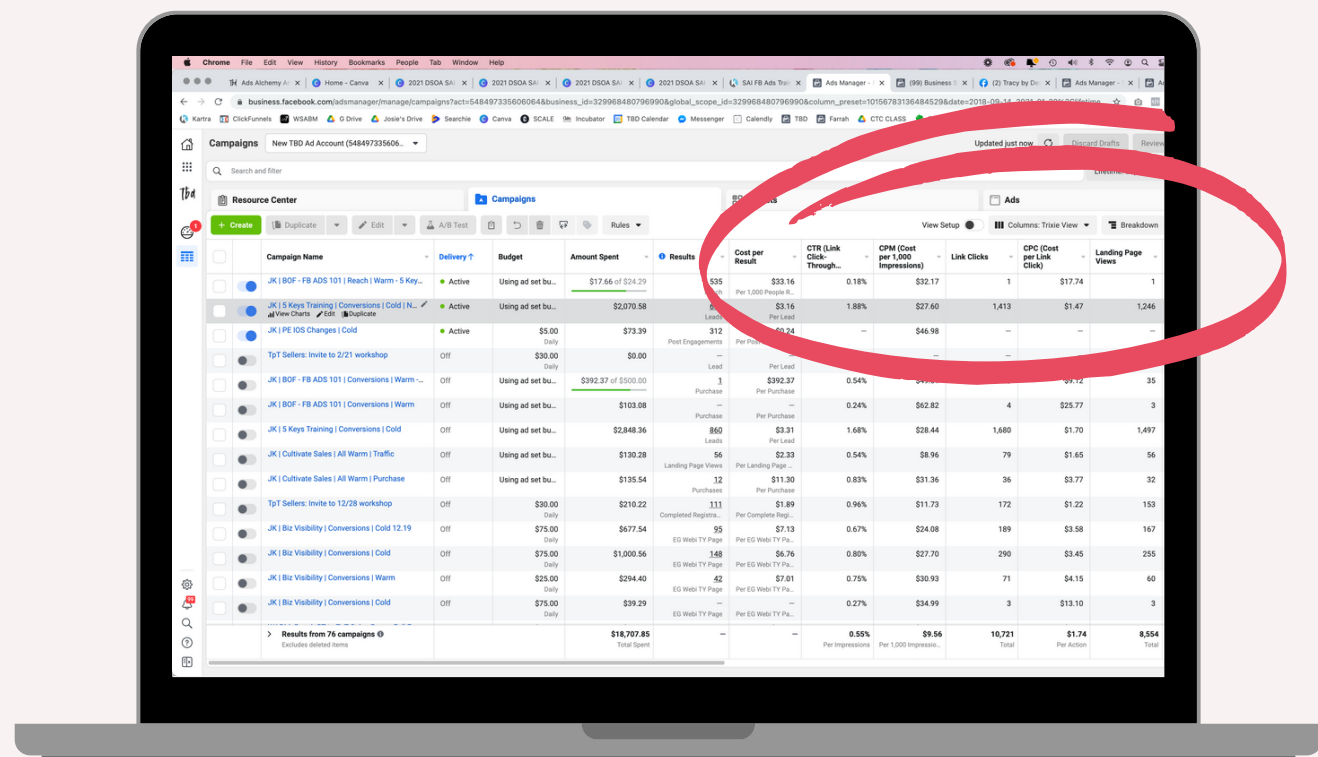
- **In tooooo much of a hurry** – ads set up wrong, not providing enough creative, not verifying that everything is On and Published
- **Starving the budget**, especially for Lead type campaigns
- **Not allowing campaigns to optimize...**aka, fidgeting or reacting too early.

DAY 5: RESULTS HOMEWORK

*Set yourself up for reading your next
campaigns!*



DAY 5: TO DOS



Set up your Custom Columns

Tinker in Ads Manager and set up your own test campaign



Day 5: Complete!
YOU DID IT!

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