PERFUNIT

Fly High & Deep Dive

ADVERTISING ON FACEBOOK

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HOW TO DRIVE ACTION ONLINE, IN-STORE AND IN MOBILE APP FOR MEASURABLE RESULTS

Sixty percent of people on Instagram say they discover new products on the platform, while 75% say they've taken action after being inspired by a post.1

As people discover information, products and experiences in this fashion, advertising strategies have to change to keep up. Businesses need to understand the new ways people are showing interest in a product.
With Facebook's Family of Apps and Services, advertisers can reach more people, to achieve their o bjectives.

This guide will provide an overview of our advertising products, and how to get more out of them.

CONTENT :

THE FACEBOOK FAMILY OF APPS & SERVICES

The Facebook Family of Apps and Services enable you to run ads across Facebook, Instagram or Audience Network, on mobile and desktop. Our ad placement options—the places where you can run ads—let you grow your reach with precision.

● MORE PLACES

Reach people on their favorite apps and websites with ads across Facebook, Instagram and Audience Network.

● ACROSS DEVICES

Show your ads on whatever device your audience happens to be using, with ad placement options for mobile or desktop.

● FEWER STEPS

Running ads across platforms and devices is easy Just build your ad once, then select Facebook, Instagram and Audience Network under Placement. No resizing or reformatting required.

Facebook	Instagram	Audience Network
Reach 1.9 billion	Reach 600 Million People	Reach people across 1000s of mobile apps and Websites

PLANNING YOUR CAMPAIGN

As you plan your campaigns on Facebook and Instagram, start by asking yourself a few questions.

● WHAT ARE MY BUSINESS GOALS?

Match your goals to the objectives available to you, such as acquiring new customers, driving in-store sales or increasing awareness for a new product.

● HOW WILL I MEASURE AND TRACK RESULTS?

Before launching your campaign, identify the key performance indicators (KPIs), or what's important to define the success of your campaign.

> It's not too early to set long-term goals for your program. Consider metrics suchas lifetime value (LTV), downstream value, average order value (AOV) and share of new customers and how your media strategy could affect your long term goals.

● WHO IS MY AUDIENCE?

You can use existing segments, or build new audiences, based on your campaign objectives so you can deliver the right message to the right people.

> IThe answers to these questions will define your strategy and help you measure the effectiveness your advertising campaigns across the Facebook Family of Apps and Services alongside other marketing channels.

GETTING STARTED ON FACEBOOK ADS

These are optional tools that will help you access some of Facebook's advanced advertising products designed to get the most out of your campaigns

LEVERAGE YOUR 1ST PARTY DATA

The best audience consists of people who know your brand.

- Implement the Facebook pixel on your website or our Facebook SDK with App Events on your mobile app. These tools will help measure conversions, optimize delivery, and build audiences based on actions people take on your site or app

- Use an existing customer list to build audiences of people who have already engaged with your brand

DETERMINE YOUR CREATIVE

Use any existing creative you have, like videos or product imagery, or determine if you need to develop new creative for your Facebook campaigns.

PULL IN YOUR PRODUCT CATALOG

To use dynamic ads, which targets users who have expressed interest in specific products on your site or app, use your online product catalog to build your ads.

• INCLUDE YOUR STORE LOCATIONS

If you want to drive people to your store, make sure you can link your store location to your ad.

CHOOSING THE RIGHT OBJECTIVE

Your campaign starts with choosing an objective. The objectives you choose depend on the needs of your business, or the goal you have for your campaign. For example, during a growth phase, focus on brand awareness and customer acquisition. When thinking about profitability, focus on driving transactions and conversions.

Facebook and Instagram's solutions can track actions across devices through the entire purchase journey; from gaining top of mind brand awareness, generating demand for a product, acquiring a customer who is demonstrating intent to buy, and finally making the sale or taking an action.

When building your campaigns, map the objectives to your goals:

AWARENESS

Build top-of-mind-awareness, equity, affinity, and consideration

- **Brand awareness**
- **Local awareness**
- **Reach**

CONSIDERATION

Generate interest, demand and purchase intent for products, services or promotions, both online and in-store

- **Traffic**
- **Video Views**
- **Engagement**
- **Lead generation**
- **App installs**

CONVERSIONS

Encourage people to complete transactions with your business

- **Conversions**
- **Product catalog sales**
- **Store visits**

BUYING TYPES

Reach and Frequency

To run successful brand campaigns, you need to reach your audience often enough to get your message across. Reach and Frequency buying on Facebook and Instagram lets you accurately plan and deliver campaigns with predictable reach and controlled frequency. You can control not only the frequency, but also the order people see your ads. You can access the sequencing tool in your Ad Set after you have created your ads. If your brand or product has more relevance for people at certain times of day, you can schedule your ads to reach them during the most impactful times.

> Reach and Frequency buying gives you predictability and control over your ad delivery when reaching audiences of more than 200,000 people.

Auction

The ad auction determines which ads should be shown, so advertisers can reach audiences that are more likely to react to their content. The ad auction takes into account your bid, the likelihood of driving a desired outcome, your site performance, ad quality, and how relevant your ad is to the targeted audience.

TRP

For video ads, TV buyers can now extend and complement TV campaigns by buying Target Rating Points (TRPs) on Facebook and Instagram. TRP Buying gives predictable delivery of TRPs that are verified on-target by Nielsen.

AUCTION & DELIVERY

Set the right bid

There are two options for bid setting:

- Automatic – our ad auction system will adjust your bid to generate the most desired actions possible with your budget. If you don't have a specific value for the desiredcustomer action, use this type of bidding.

- Manual – you decide on the value of the desired action. Start with a bid that represents how much you value the action you're optimizing for. Lower bids may reduce the number of people in your target audience who see your ad

- If you're optimizing for website conversions or mobile app installs and want to specify a manual bid, you can choose to set an "average" bid or a "max" bid.

Determine the right budget

To ensure smooth delivery, your daily ad set budget should be greater than your bid. If you are using conversion optimization, your ad set budget should be many times greater than your bid.

- Tip: If you're not getting the [volume of] results you want, try increasing your bid
- Note: Splitting your total budget across too many individual ad sets will make optimal ad delivery more difficult

Choose the right audience

Choosing the right audience makes a big difference in delivery of your ad set. Use a specific audience to reach people who will engage with your content. The estimated reach numbers in the ads create tool will help determine if the targeted audience is too broad or narrow.

Tips for choosing an audience:

- Use interest and/or behavior-based targeting categories
- Retarget website visitors or existing customers using Custom Audiences
- Build Lookalike Audience based on your high-value customers

Your audience range should match your ad's objective. Use a broad audience for brand awareness ads and a more specific audiences for direct response. If your ad is not delivering as often as you'd like, expanding the audience size can help.

Be mindful of audience overlap

Audience overlap means multiple ad sets are delivering to audiences that contain the same people. The ad auction tries to avoid showing too many ads to the same person from a single advertiser over a short time period, so audience overlap might explain why some ad sets are not hitting the full budgets.

- Tip: To avoid audience overlap, use the audience building tips from the previous section. Another option is to consolidate your ads into a single ad set with a larger budget

Select flexible placement options, such as Instagram and Audience Network

When you set up your ads to run across Facebook, Instagram, and the apps and sites in Audience Network, we'll optimize the delivery of the ads according to your objective and budget. This will help drive more of your desired outcome with the same ad set budget.

Improve your relevance score and feedback

If your ad gets little positive feedback or even negative feedback, its delivery may be affected. If that's the case, review your ad's relevance metrics in ads reporting and adjust the targeting so the ad reaches the right audience.

Test and iterate

The ad auction is a dynamic marketplace. The best campaign performance and delivery requires testing and iteration. However, as you adjust any of the levers, keep in mind that it takes our ad auction system some time to register changes. Give the system time to update your delivery before making further changes

TARGETING

Core Audiences

Created by location, demographics, interests and behaviors, Core Audiences enable you to reach a broad audience with interests relevant to your campaign objectives.

Custom Audiences

Custom Audiences enables you to connect with your most valuable audiences. It is a key targeting capability to reach existing customers and prospects. A variety of data sources can be used to power Custom Audiences: CRM data, Facebook pixel, and the mobile SDK.

How to get the most out of your Custom Audiences

Mirror Custom Audiences segments to your existing audience segmentation: Custom Audiences works best when specifically targeted to a particular group of your customers. Leverage what you already know about your customers, for example if they're loyalty members or cart abandoners, and tailor messaging to personalize the experience and encourage action.

Build Custom Audiences segments based on where your customers are in the funnel: Custom Audiences provides a way to adjust your marketing strategy depending on how familiar your audience is with your brand, and where they are in the purchase funnel. With Custom Combinations, you can build rules and layer on customization to only include visitors of specific pages. Segment audiences by pages visited, time spent, frequency of their visits, device used, and more.

Engagement Custom Audiences: identify and reach people who have viewed a video, engaged with a Canvas ad, or started filling out a Lead Ad form.

Enhance your email or direct mail campaigns: Use Custom Audiences from a data file to complement a direct mail campaign. Reach customers who don't open email, or amplify your direct mail message by reinforcing it on Facebook.

Search campaign: Find your customers before they search for you. Use Custom Audiences from your website or mobile app to uncover intent earlier in the purchase funnel to maximize search spend.

Target customers that have demonstrated intent to purchase: Implement the Facebook pixel on your website and/or the Facebook SDK in your mobile app to gain insight into customer intent. With that data, you can target people based on the specific actions taken on your website or mobile app, and reach them on Facebook. Advertisers can segment audiences by pages visited, time spent, frequency of their visits, device used, and more. Remarket to people who abandoned their shopping cart with messaging that drives them back to purchase. Or cross- or up-sell to people who recently purchased items on your website or mobile app.

Target customers across devices: Facebook can target across device to drive conversions. Consider cross-device conversions to ensure you're sending the right message to the right people on the right device based on where they are in the conversion funnel. For example, if you know your customers are more likely to convert on desktop, target with clear calls to action on the web. You can view your cross -device conversions by enabling the cross-device view in Facebook ads reporting.

Use quality data to build your Custom Audience: When using Custom Audiences from a data file, you will have a better match rate with people on Facebook when using higher quality data (e.g. complete email addresses, newer data, etc.).

Lookalike Audiences

Lookalike Audiences allow you to reach new people who share similar characteristics with customers that have expressed interest in your business. You can use Lookalike Audiences to reach people similar to your Custom Audiences and page fans

- How to get the most out of your Lookalike Audiences.

Use your website visitors: Using data from a Facebook pixel, you can find people who are similar to those that have demonstrated high intent, recently visited, or converted on your website to drive more sales.

Use specific seed lists to build Lookalike Audiences: Use seed lists that are specific to the objective you want to achieve, such as people who tend to convert online versus offline and find people who look like them.
Use existing customer list: Build your Lookalike list based on existing customer traits to reach new users.

Audience size slider: Start by optimizing your Lookalike Audience for similarity, to understand how your ads perform with more precise matching. Keep in mind: 1% is optimized for similarity and top 5% is optimized for reach.

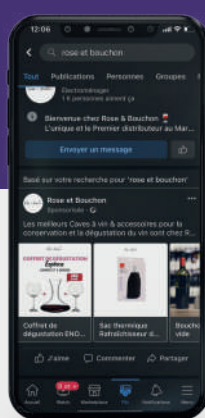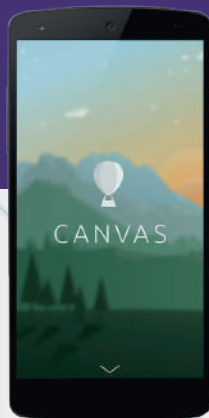# DESIGNING YOUR AD

FORMATS

LEAD APP

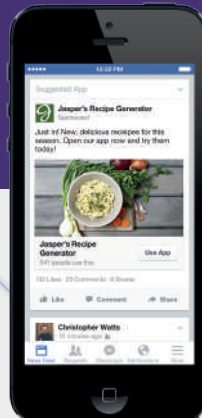Capture intent from people interested in your product or services within the facebook or instagram APP

DYNAMIC ADS

Dynamic ads enable you to automatically one or more relevant products from your catalog to drive people to your website.
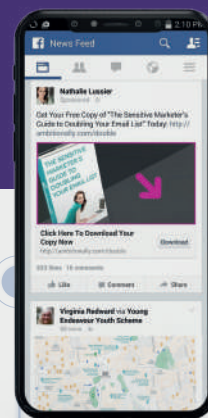app or store

CANVAS

Canvas is an immersive c reative formate thate creatives a native experiences within the facebook APP

MOBILE ADS APP

Reach from users to drive quality installs for your app.
featuer products, and to create app engagement to increase revenue and lifetime value of your customerbase

LINK ADS

Direct people off of Facebook from any device to a specific location on your website

Please Refer to this document for more **Facebook Creatives guidlines**

Measurement

Facebook helps marketers see results clearly by providing people-based tools to measure your audience, brand and sales outcomes, allowing you to connect the dots between your online advertising and true business results.

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- Measure based on real people
- Measure the metrics that matter to your business
- Measure across everything

MEASUREMENT SOLUTIONS

AUDIENCE OUTCOMES

Use these measurement solutions to:

- Understand how many people you reached with your ads
- How many times you reached them
- Determine if your ads reached the right people
- Determine if your ads reached people across devices

Facebook ads reporting

Use Facebook ads reporting to measure people- based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports via Ads Manager, Power Editor and Ads Insights API to see your most important ad metrics and learn how you're reaching your business goals.

Split Testing

If you want to understand how different aspects of your ads affect campaign performance across Facebook, Instagram and Audience Network, try a split test. Run controlled A/B tests with no audience overlap; get clean, single-variable tests; easily measure results and optimize ad performance.

Audience Insights

Learn more about your target audience on Facebook with Audience Insights, including demographics, lifestyle, interests and purchase behavior of your target audience. Find out what's unique about your audience, so you can create more relevant content.

Reach reporting:

Measure how many people were reached by your ads, how often they were reachedacross devices and how much each publisher contributed to your campaign's unique reach.

Nielsen DAR/TAR

Measure and compare audiences reached for online and TV campaigns with Nielsen Digital Ad Ratings (DAR) and Total Ad Ratings (TAR).

Viewability and verification partners

Measure and verify viewability and attention metrics for Facebook and Instagram inventory through best-in-class viewability partners.

BRAND OUTCOMES

Use these measurement solutions to:

- Determine if your ads generated awareness for your brand
- Understand if your ads shifted the perception of your brand

Brand Lift

More accurately measure the effect of your ads on your brand, through Brand Lift on Facebook and through partners including Nielsen and Millward Brown.
All three solutions use the same underlying gold-standard methodology: experimental design, comparing poll responses from the audience exposed to your ads to a holdout group who didn't see your ads.

SALES OUTCOMES

Use these measurement solutions to:

- Determine if you caused a customer to take a desired action, such as buy a product, sign up for a service or download your app

Facebook conversion reporting

Use Facebook's conversion reporting to measure online and offline conversions based on people-based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports to see your most important ad metrics and learn how you're reaching your business goals.

Facebook Conversion Lift:

Facebook's Conversion Lift enables you to measure the true impact Facebook ads have on real people. Using conversion lift, you can determine the additional business driven online, offline or in their mobile app from people reached by Facebook ads across devices.

Partner lift

Facebook's partner lift integrations leverage best-in-class vendors to measure lift in sales using partner-based ROI measurement solutions.

Attribution

Use various attribution models to help advertisers understand how their campaigns drive online, offline and cross-device conversions across their entire digital media spend.

Multi-touch attribution (MTA) partners

Facebook enables MTA partners to provide people-based MTA reporting across publishers, including Facebook. Gain a better understanding of the ROI across publishers, including on desktop and mobile and make more accurate investment decisions across all media and channels.

Marketing mix modeling (MMM) partners

Facebook enables partners to better measure and compare the effectiveness of your marketing channels by contribution to sales, efficiency and ROI.

Mobile Measurement Partners (MMPs)

Working with Facebook's Mobile Measurement Partners (MMPs) will help you more accurately measure your Facebook mobile app ad campaigns, making it easier to understand how Facebook drives installs and revenue for your app compared to other ad networks.

CHECKLIST

- ✓ Identify your advertising objectives

- ✓ Review their existing data and assets

- ✓ Optional: Implement the Facebook pixel, SDK, or offline conversions to capture actions and conversions across your website, app, or store

- ✓ Determine your Facebook ad objectives, and how you want your ads delivered

- ✓ Define the audience you want to target

- ✓ Design your ad

- ✓ Measure performance