FACEBOOK MASTERY

30 DAYS TO FACEBOOK PROFITS

WELCOME

Members Hub:
https://www.cardellmedia.com/fbmastery-hub/

Any Questions:
https://www.facebook.com/groups/CardellVIP/

VIP Membership Questions:
Loida@CardellMedia.com

The 7 Principles Of Facebook Success

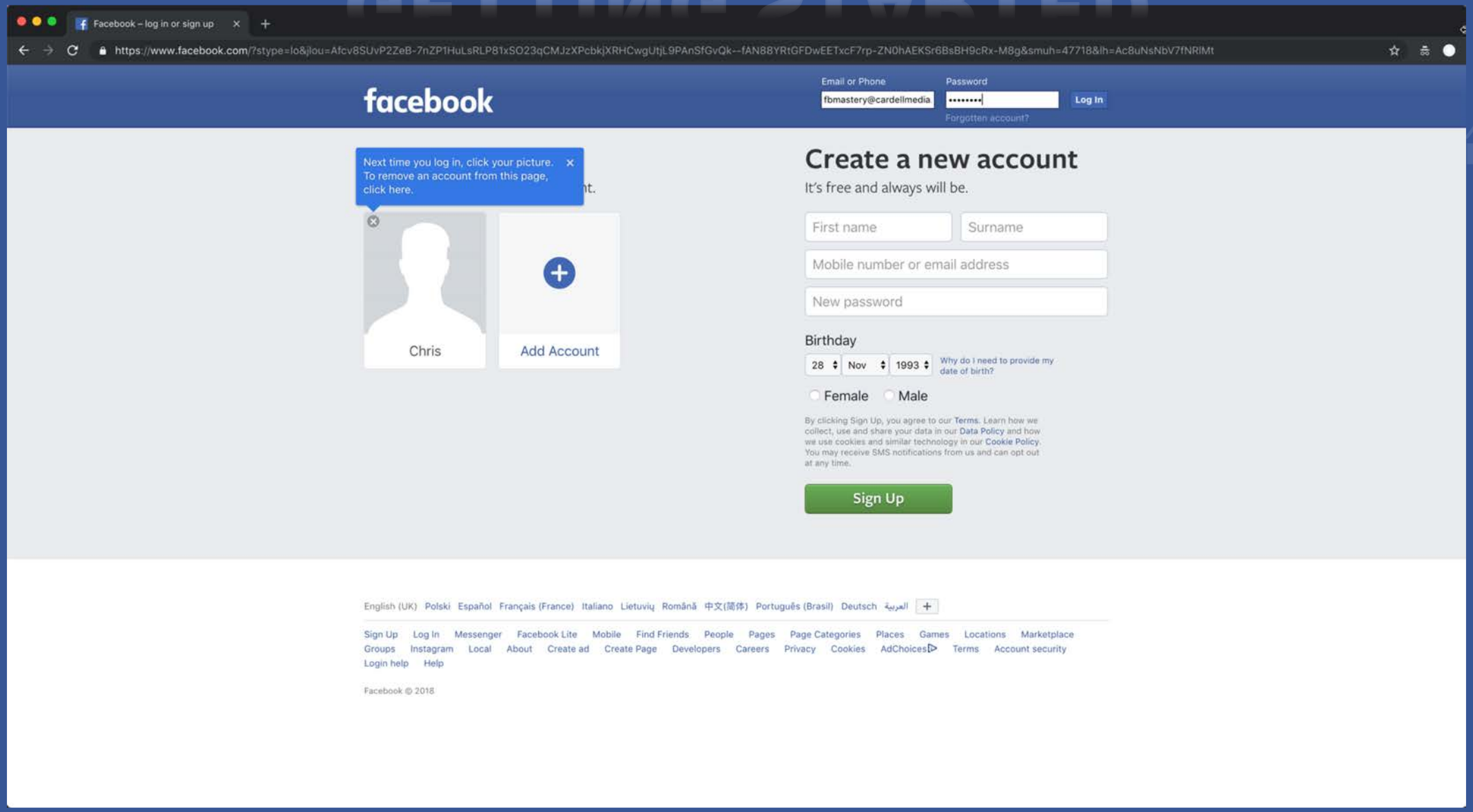
The 7 Principles of Facebook Success

1. Reach X Artificial Intelligence/ Machine Learning X Massive Inventory
2. Lookalike Audiences
3. Learning from Conversions
4. Targeting
5. Increasing Sales to Existing Customers through sophisticated Remarketing
6. Remarketing to get new Customers
7. Beyond Facebook – Instagram, Messenger, Audience Network

Today’s Seminar

- How to set up a Facebook Business Account
- Creating your first Campaign from start to finish
- How to create a Lookalike audience
- Conversion Goals
- Bidding Options
- Placement Options

GETTING STARTED



HOW TO CREATE A BUSINESS ACCOUNT

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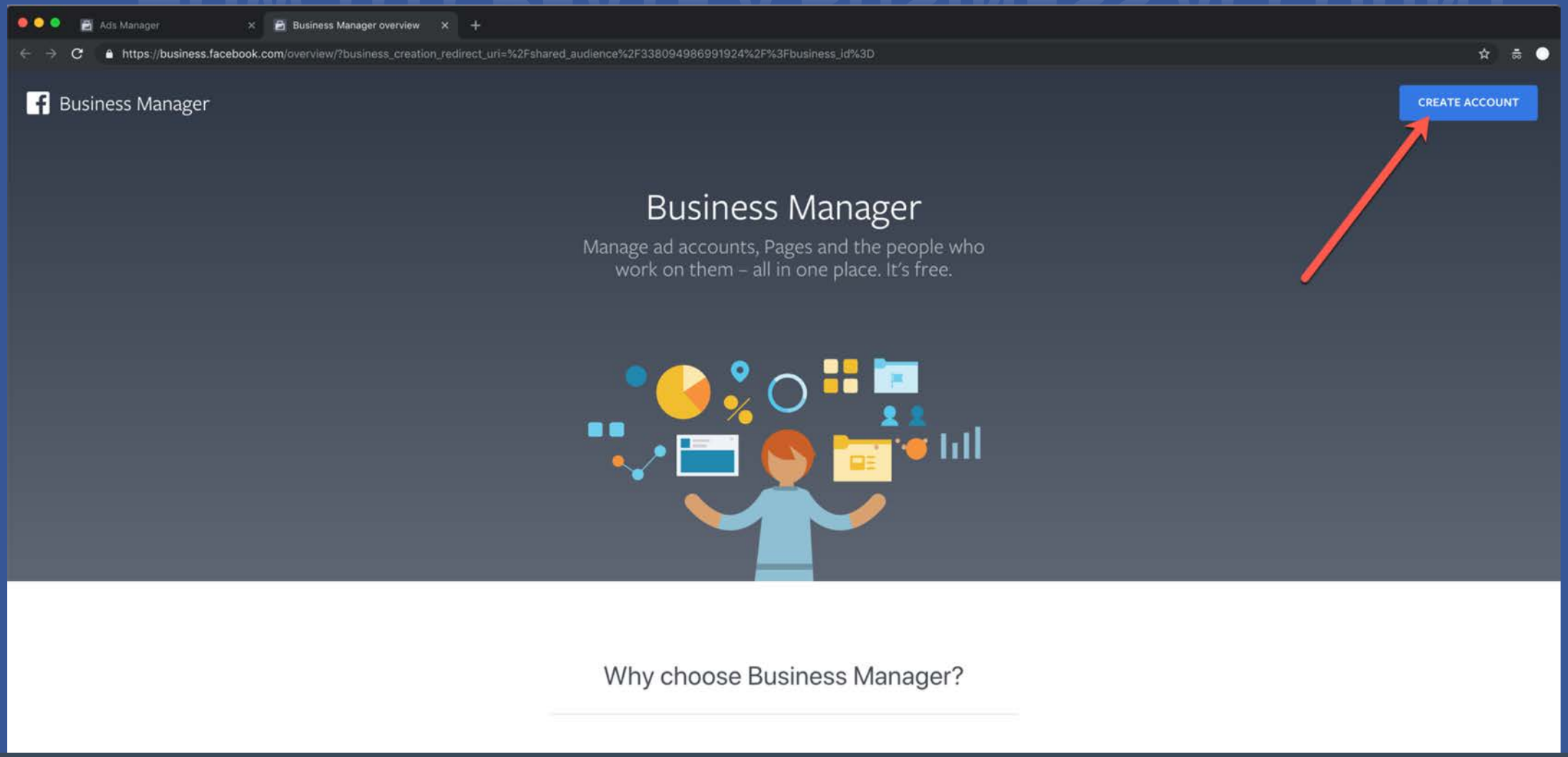

https://business.facebook.com

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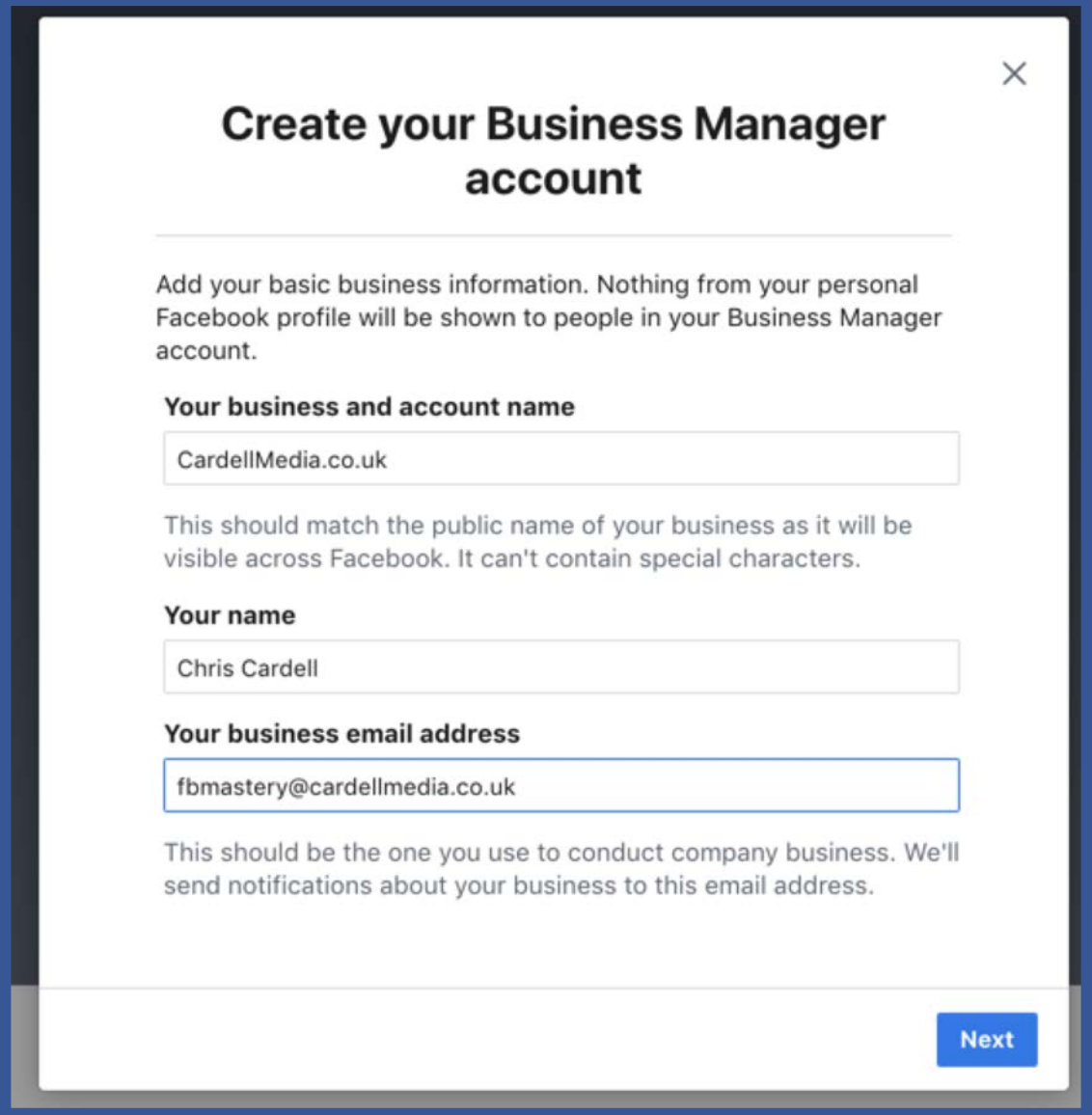

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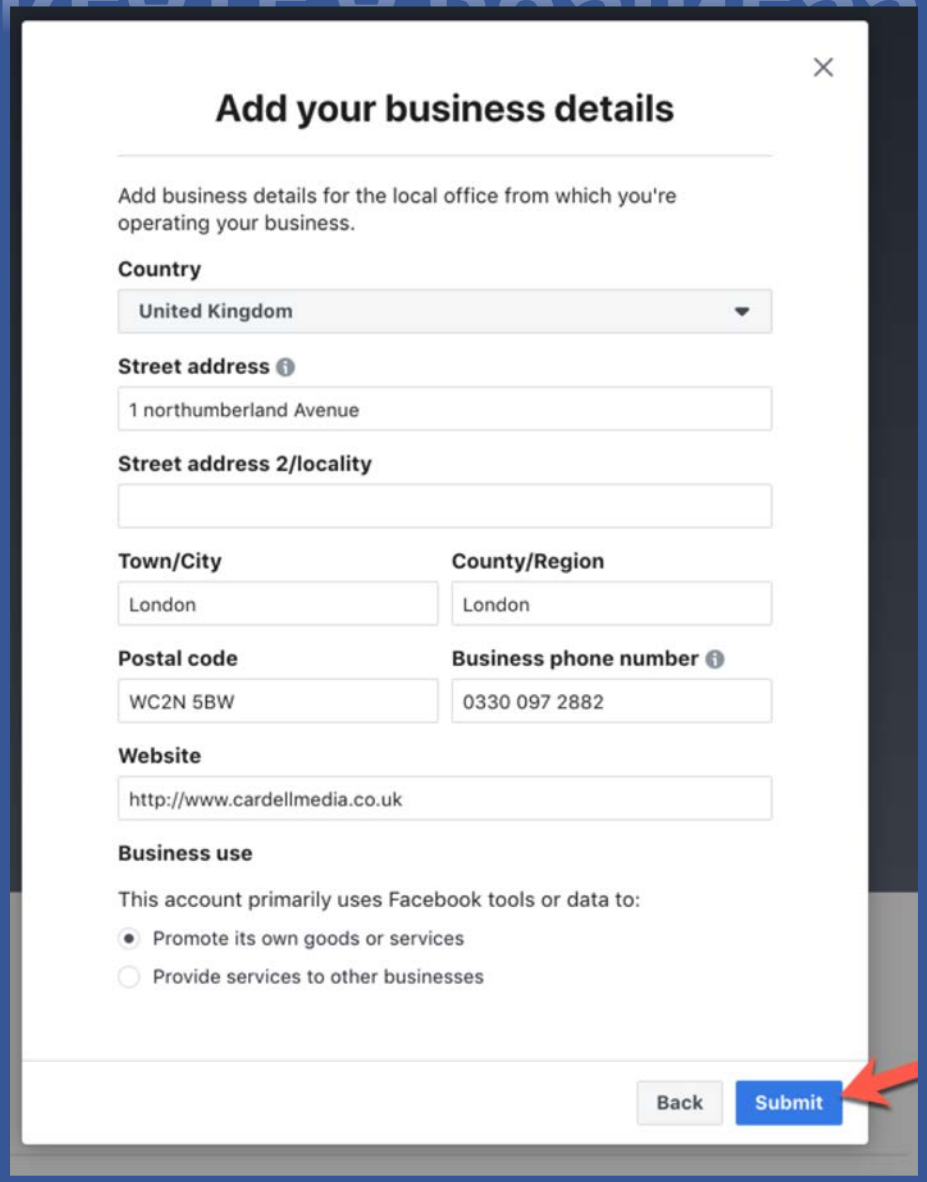

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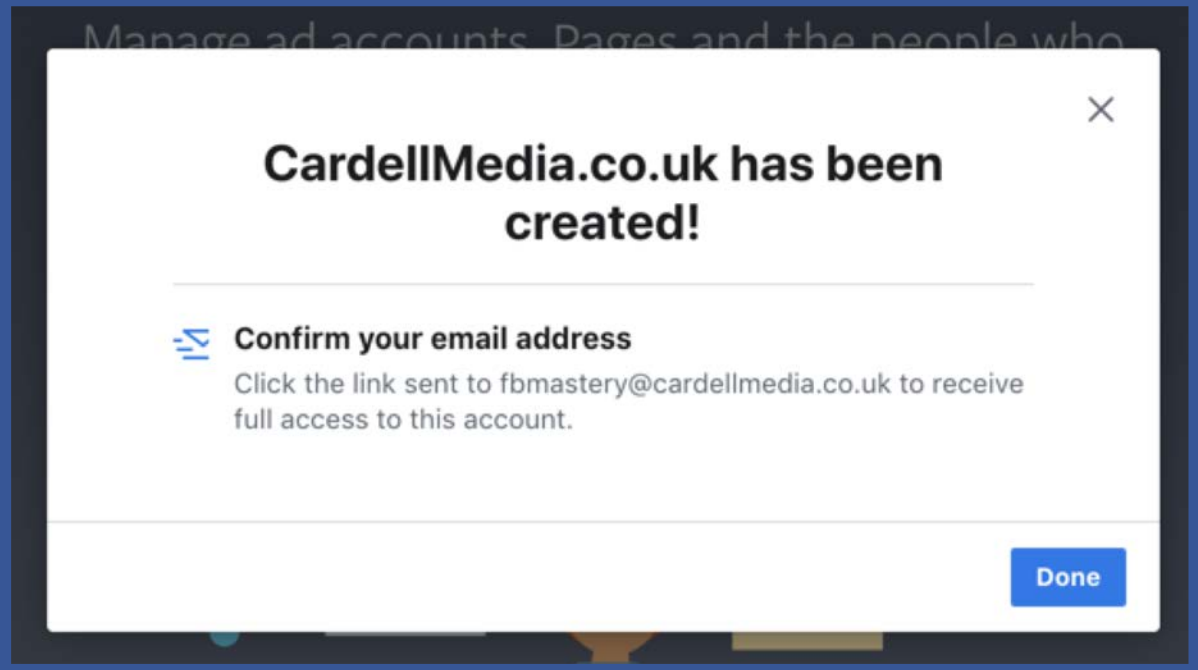
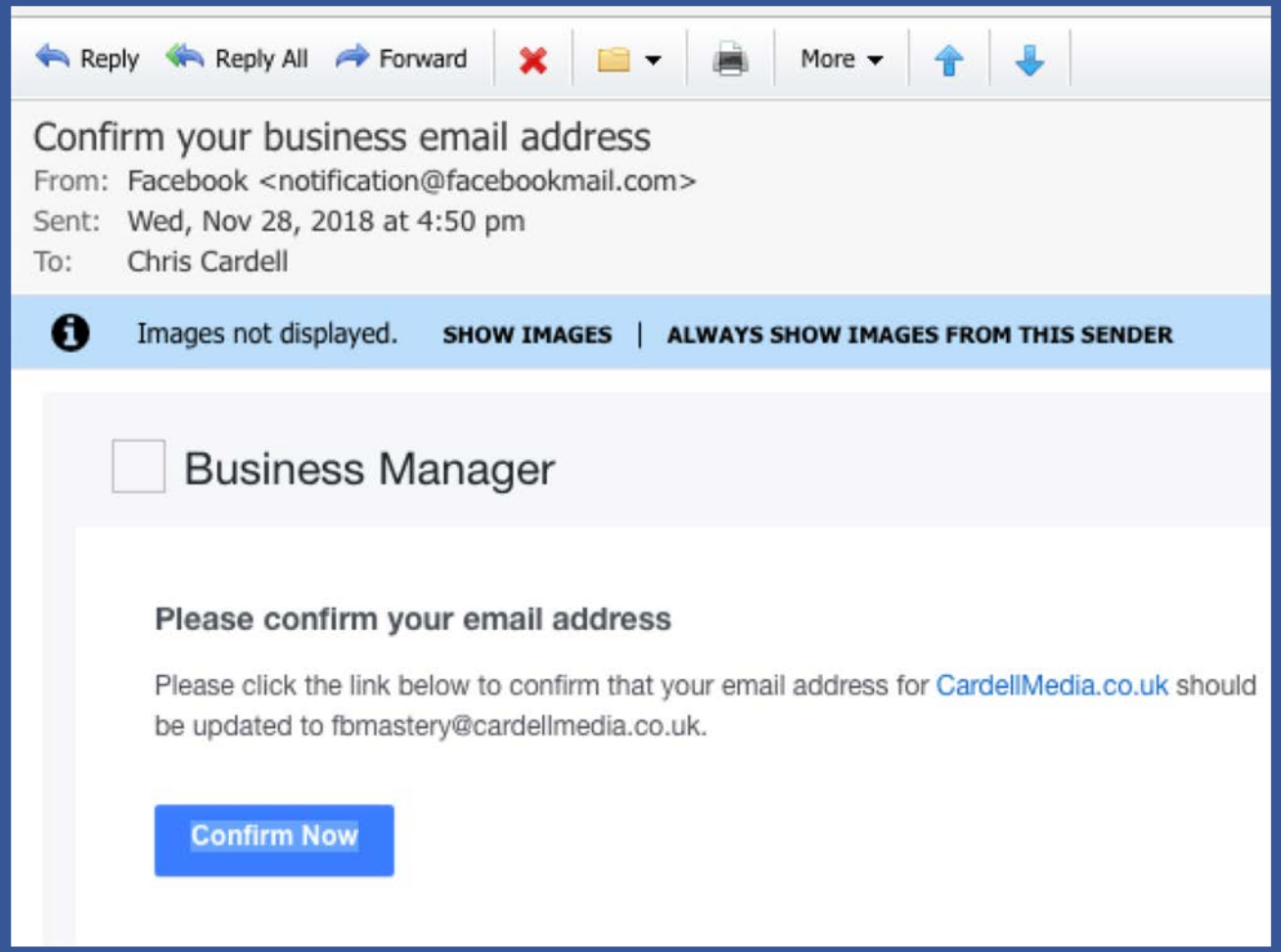
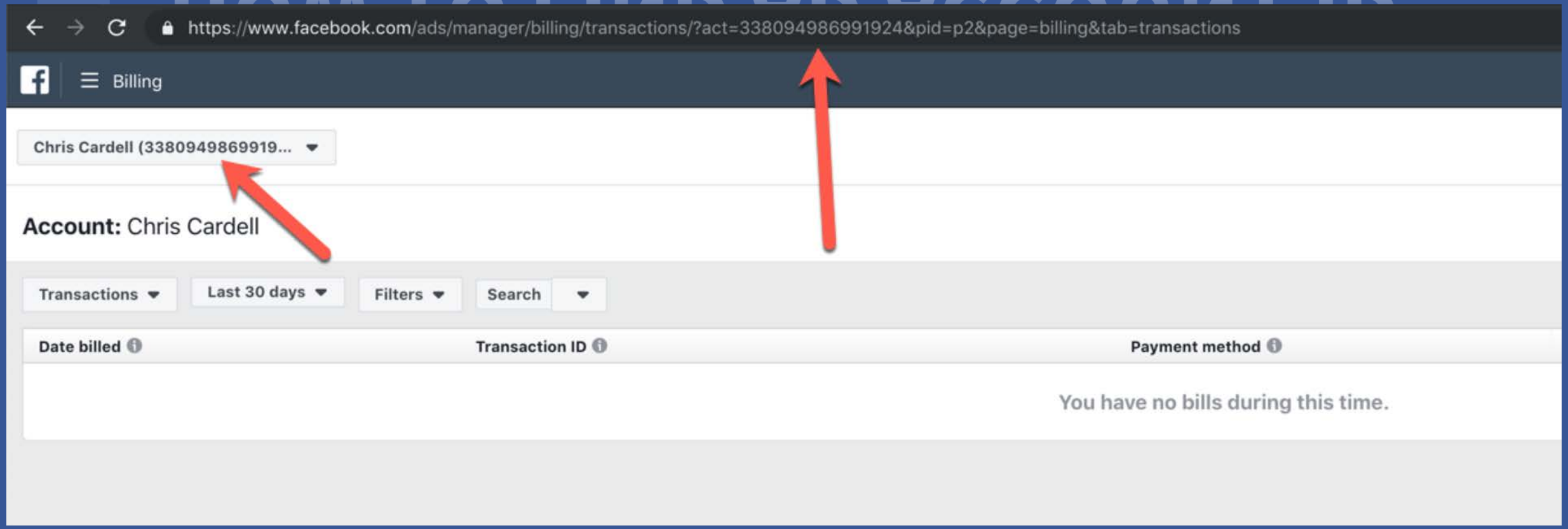


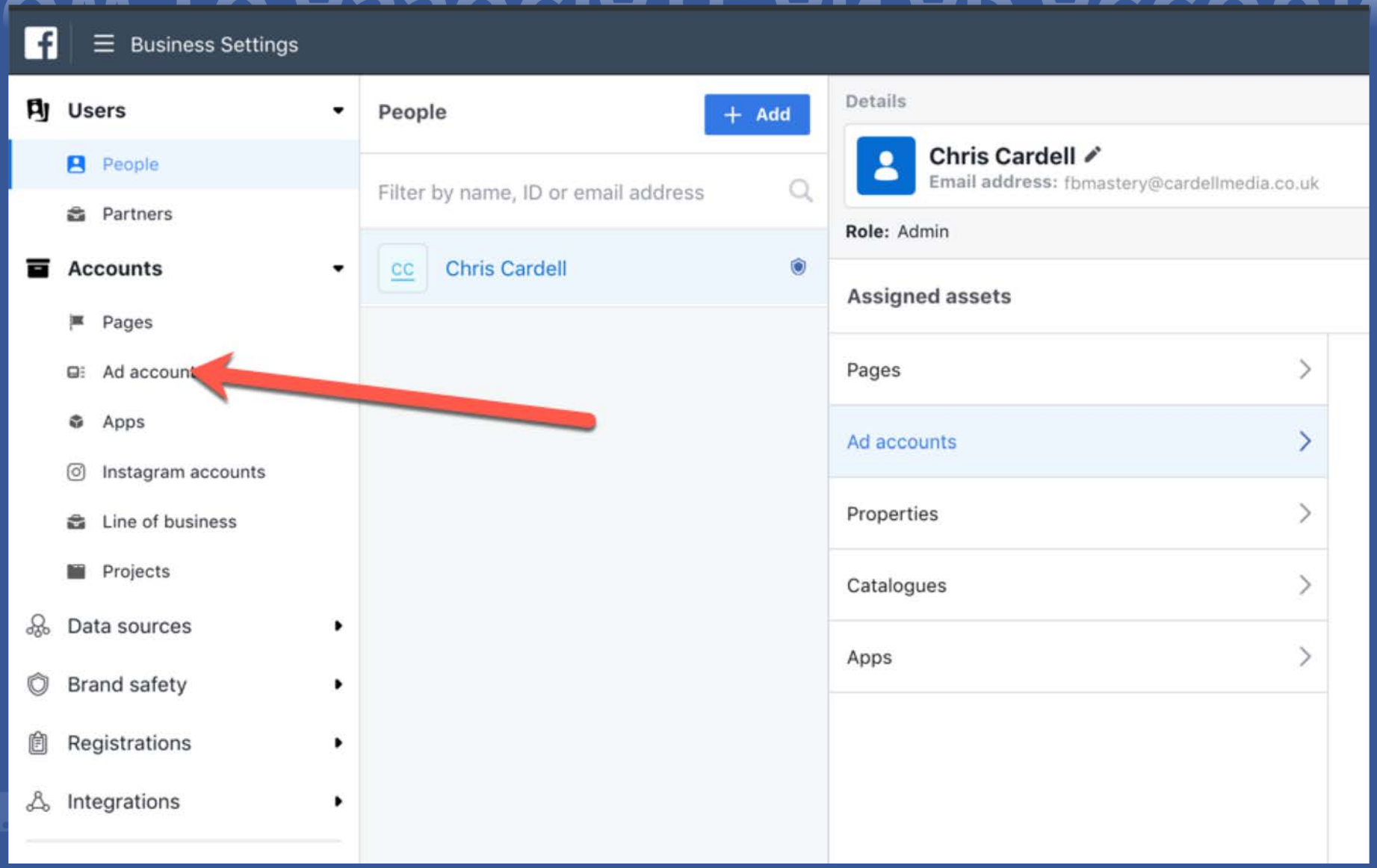


HOW TO FIND AD ACCOUNT ID



If you don't know your Ad Account ID goto: facebook.com/adsmanager/ and then to find your ID either look in address bar after act= or in the dropdown list.

HOW TO ASSOCIATE AN AD ACCOUNT



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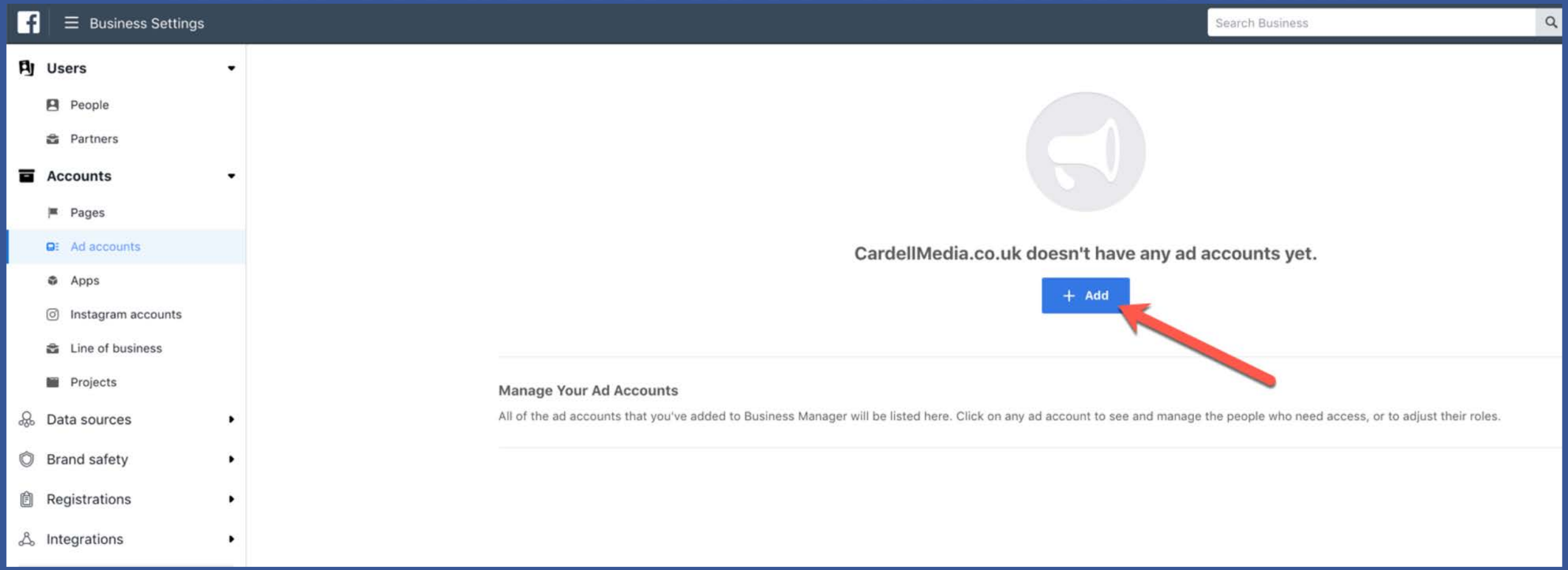

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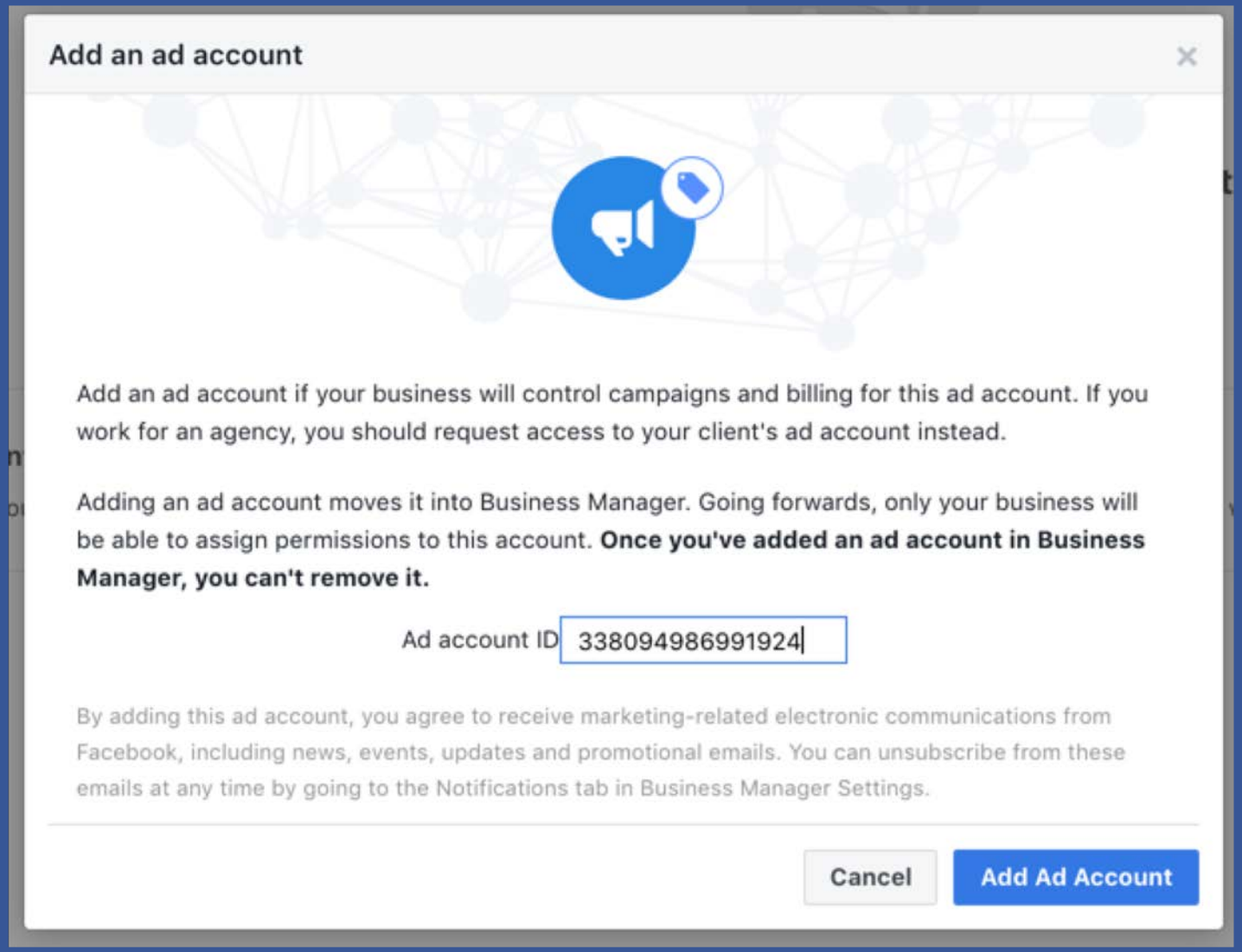

Enter Your Ad Account ID and Click "Add Ad Account"

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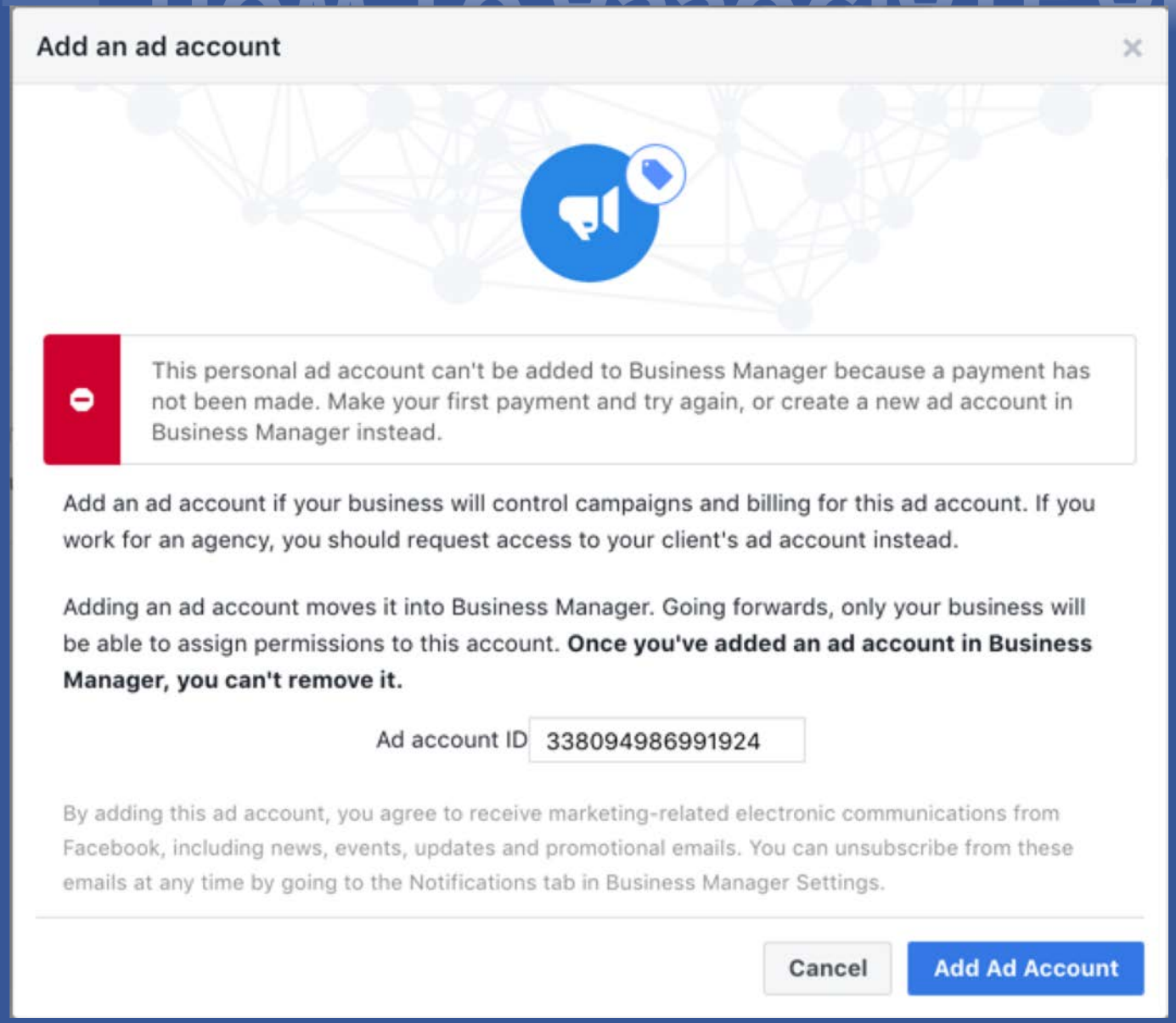

Important! If you haven't spent on your Ad Account you cant add it to business manager, if so you are best creating a new ad account from business manager.

HOW TO CREATE AN AD ACCOUNT

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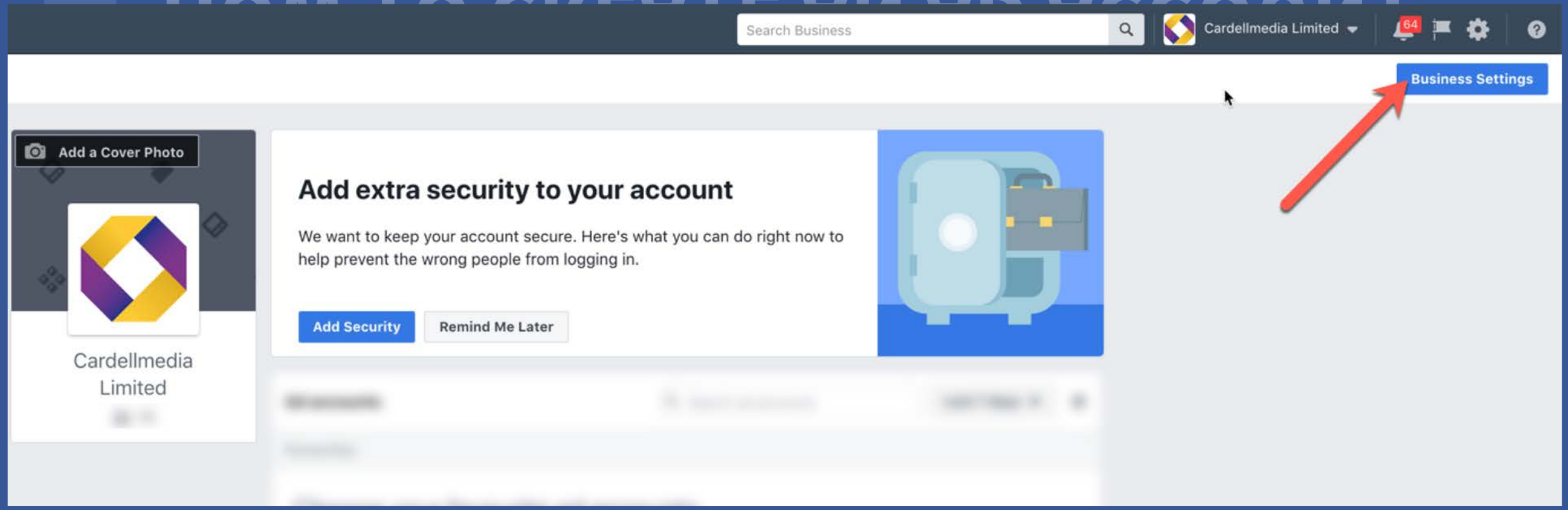

https://business.facebook.com

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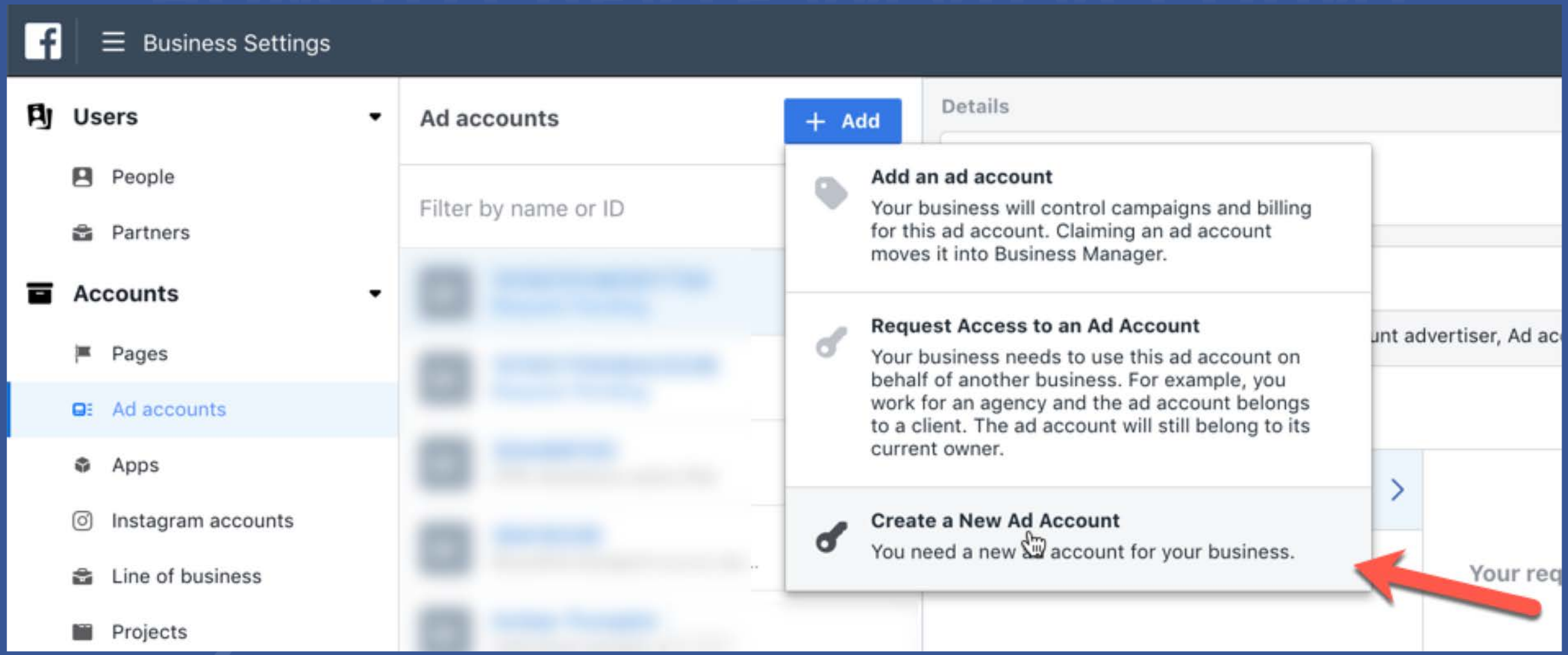

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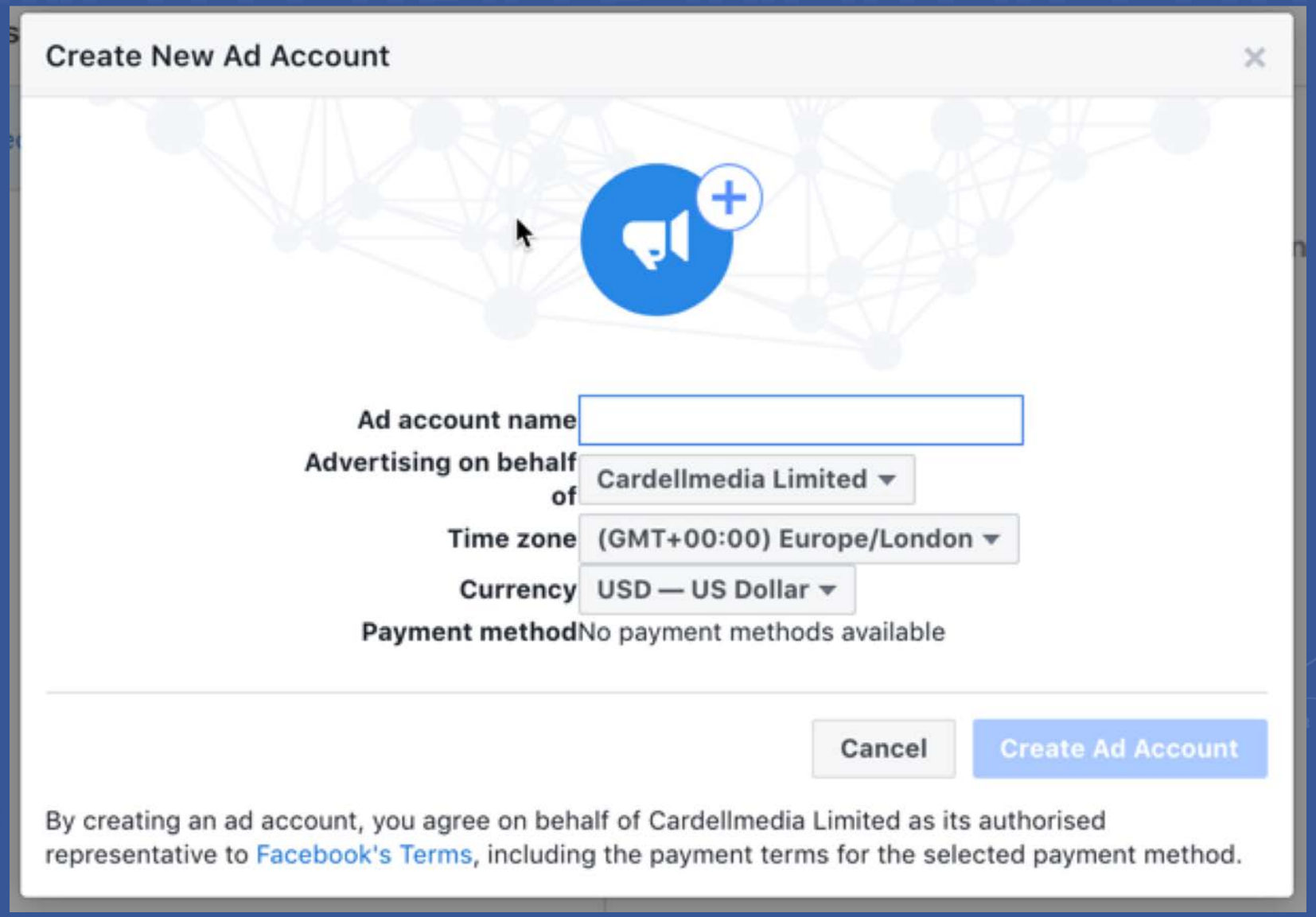
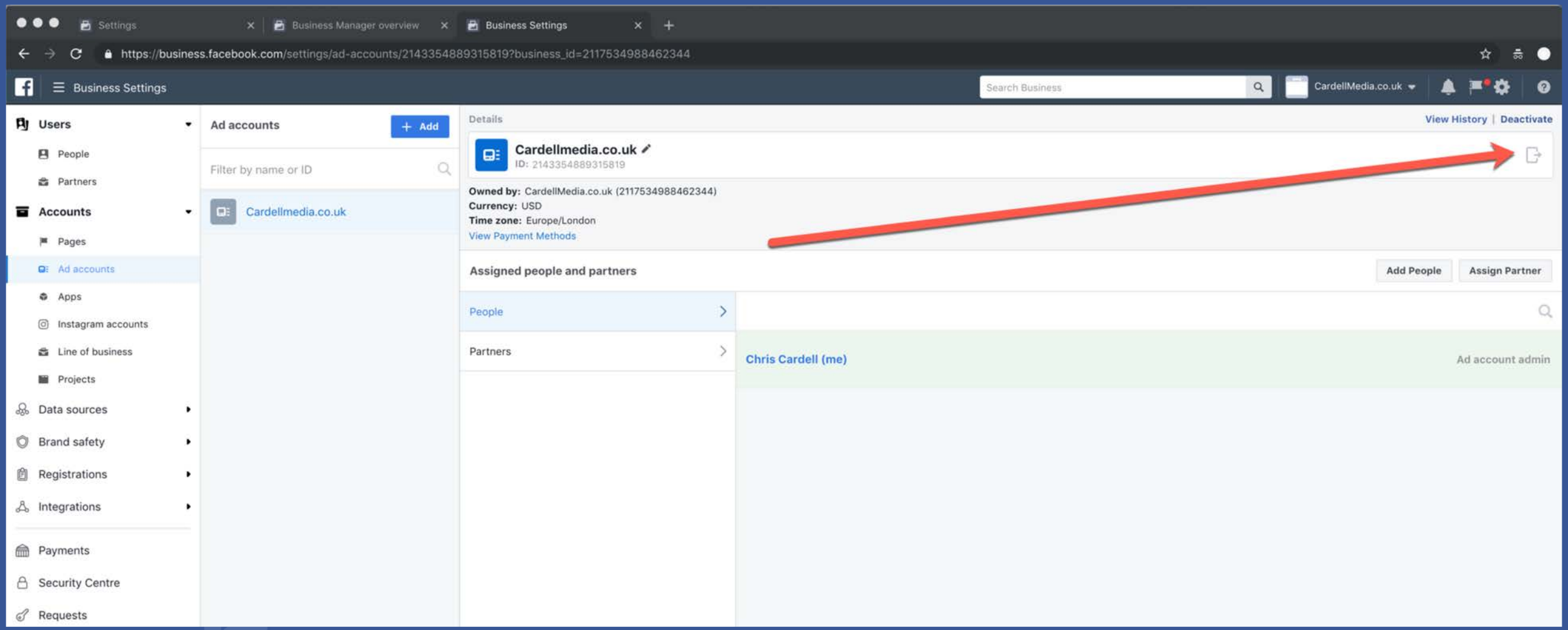


HOW TO OPEN YOUR AD ACCOUNT



CREATING YOUR FIRST CAMPAIGN - HOW TO CREATE LOOKALIKE AUDIENCES

LOOKALIKE AUDIENCES

HOW TO CREATE AN AUDIENCE

There are two ways to create lookalike audiences

1. **Upload your Customer list to Facebook**
2. **Build a list from visitors to your website**

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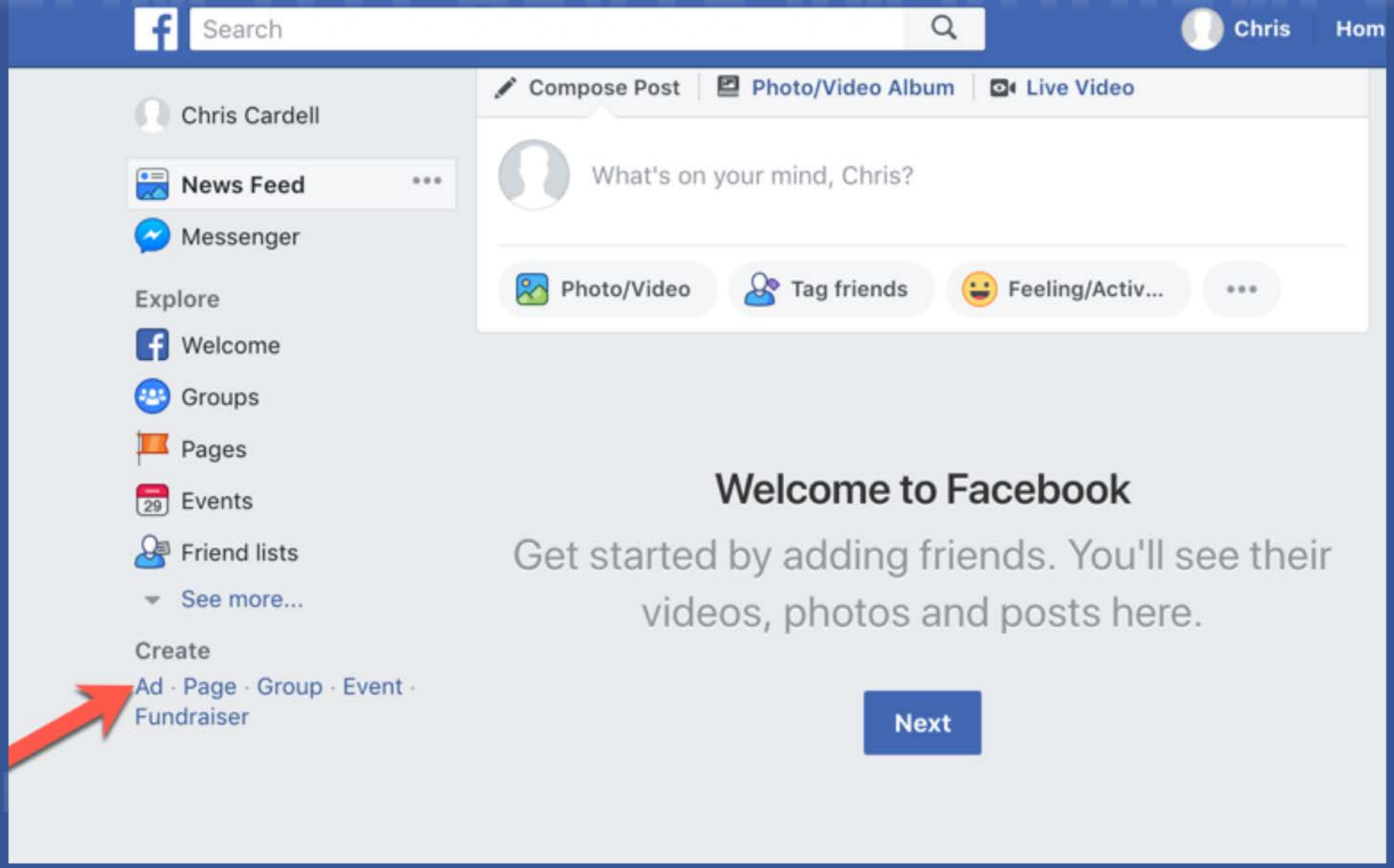

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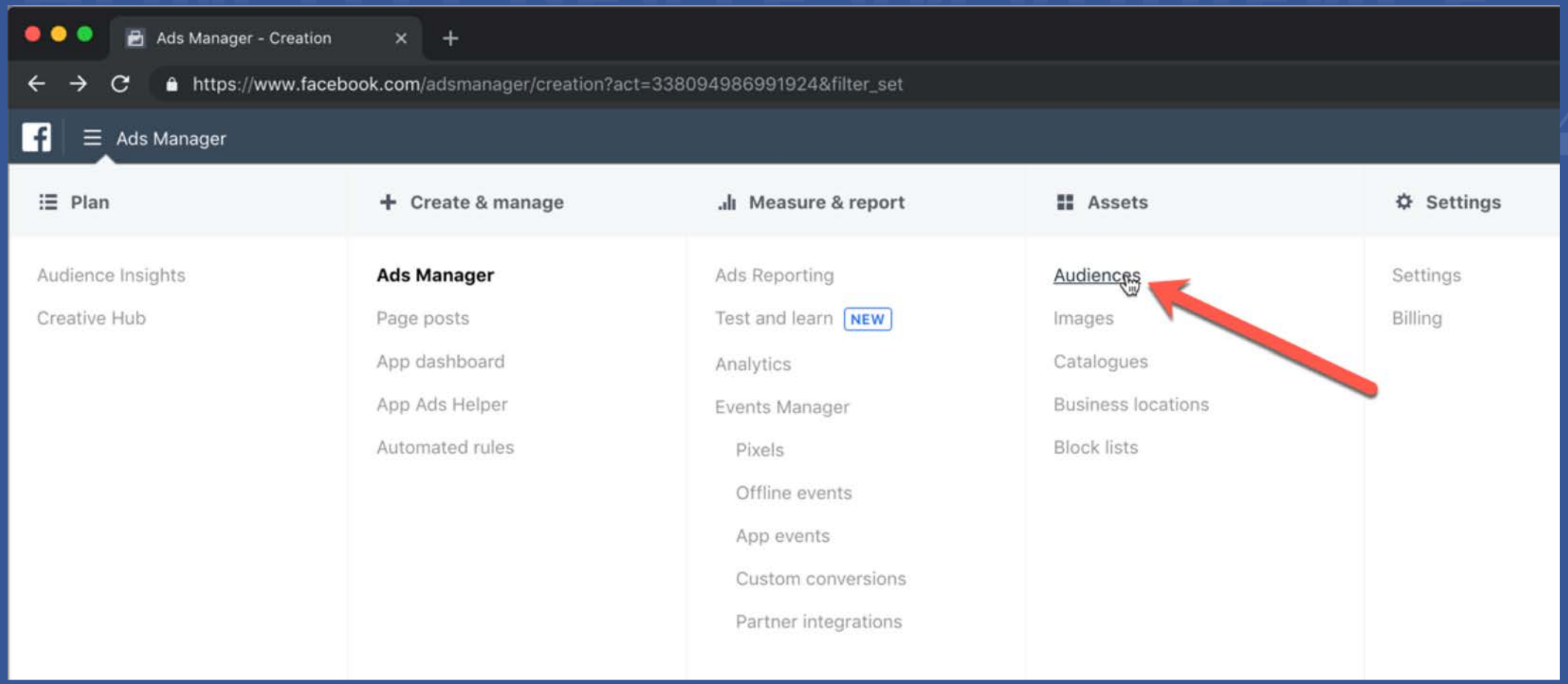
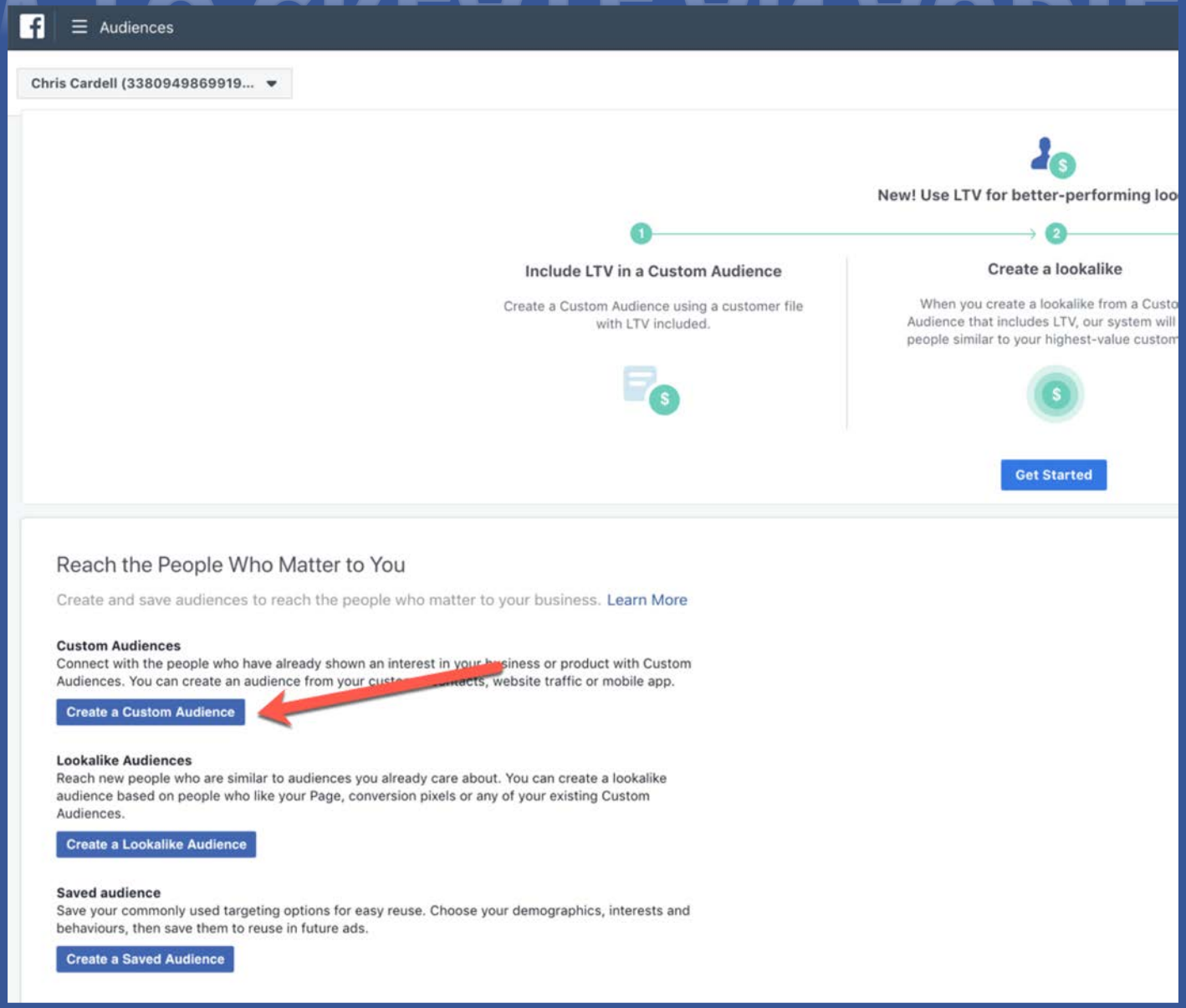


Your can’t create Audiences without a Business Account

HOW TO CREATE AN AUDIENCE



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1. UPLOAD YOUR CUSTOMER LIST TO FACEBOOK

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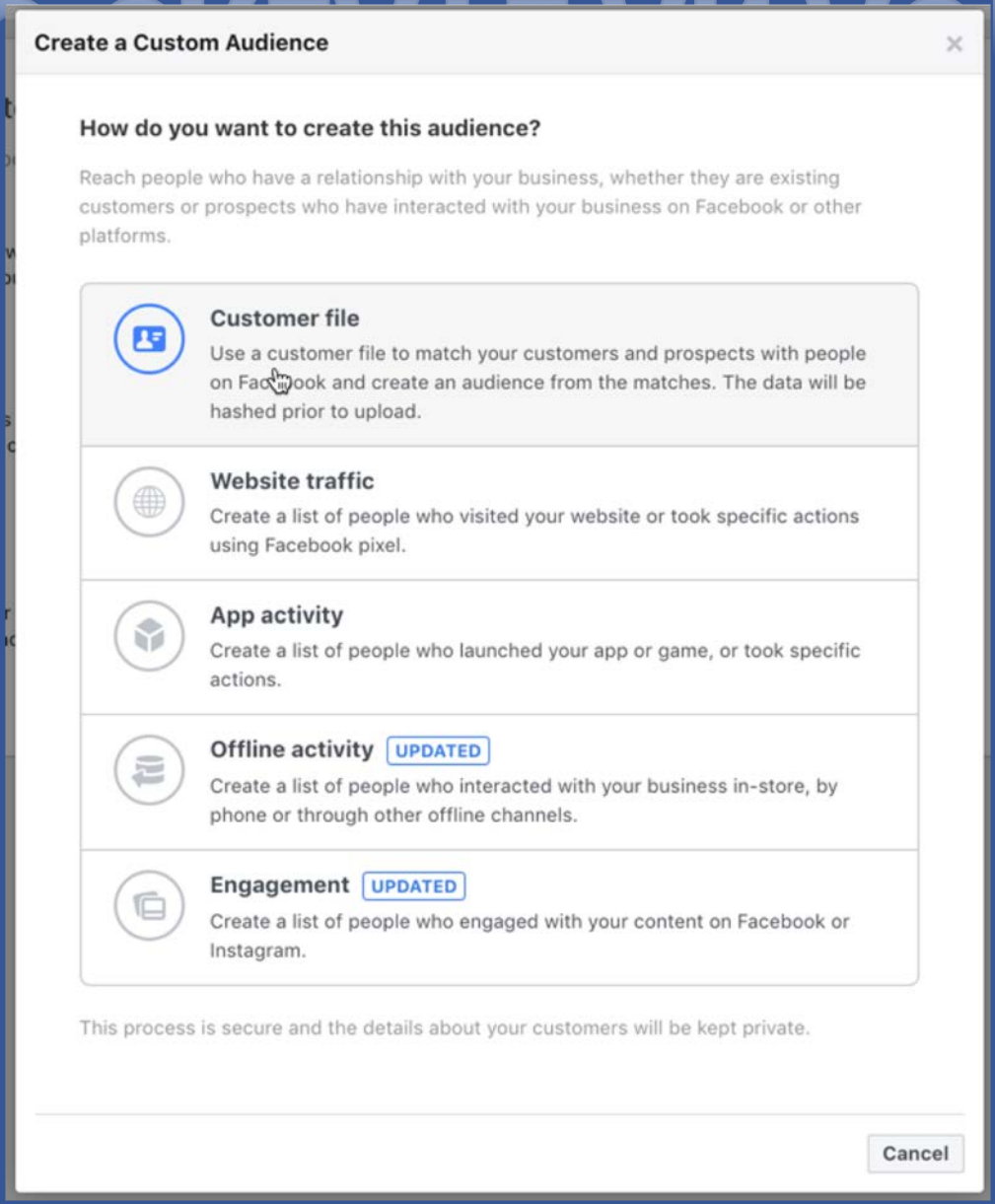

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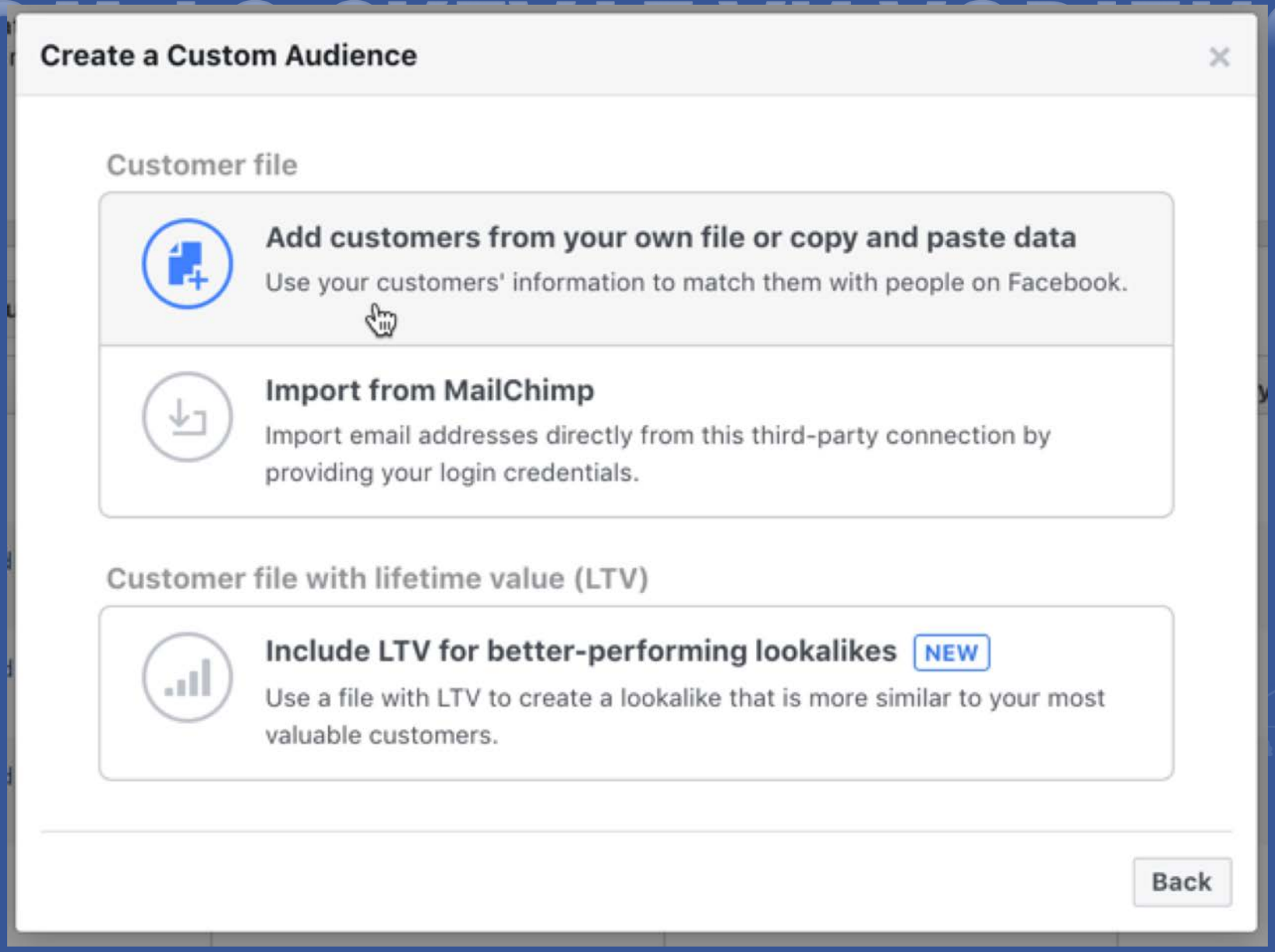

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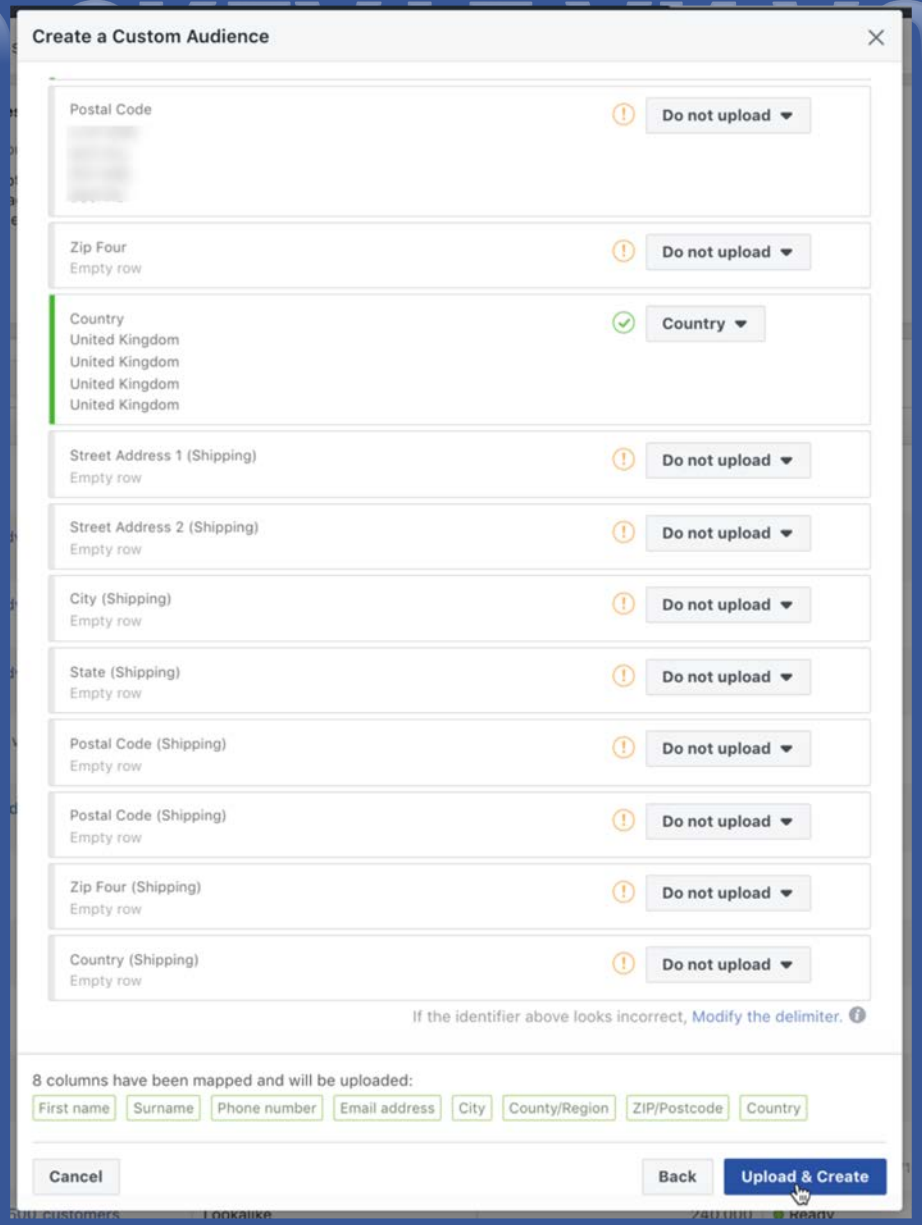

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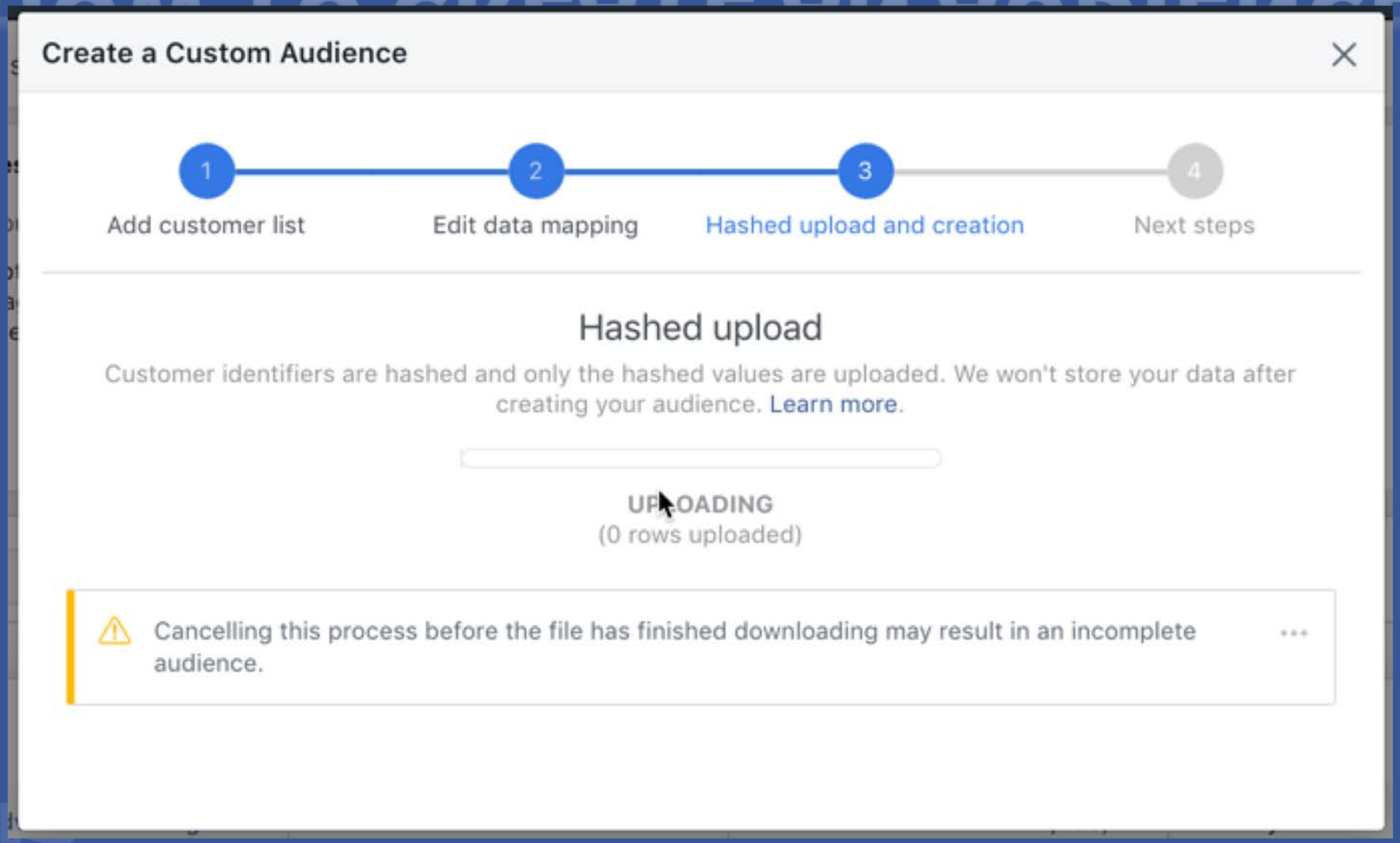

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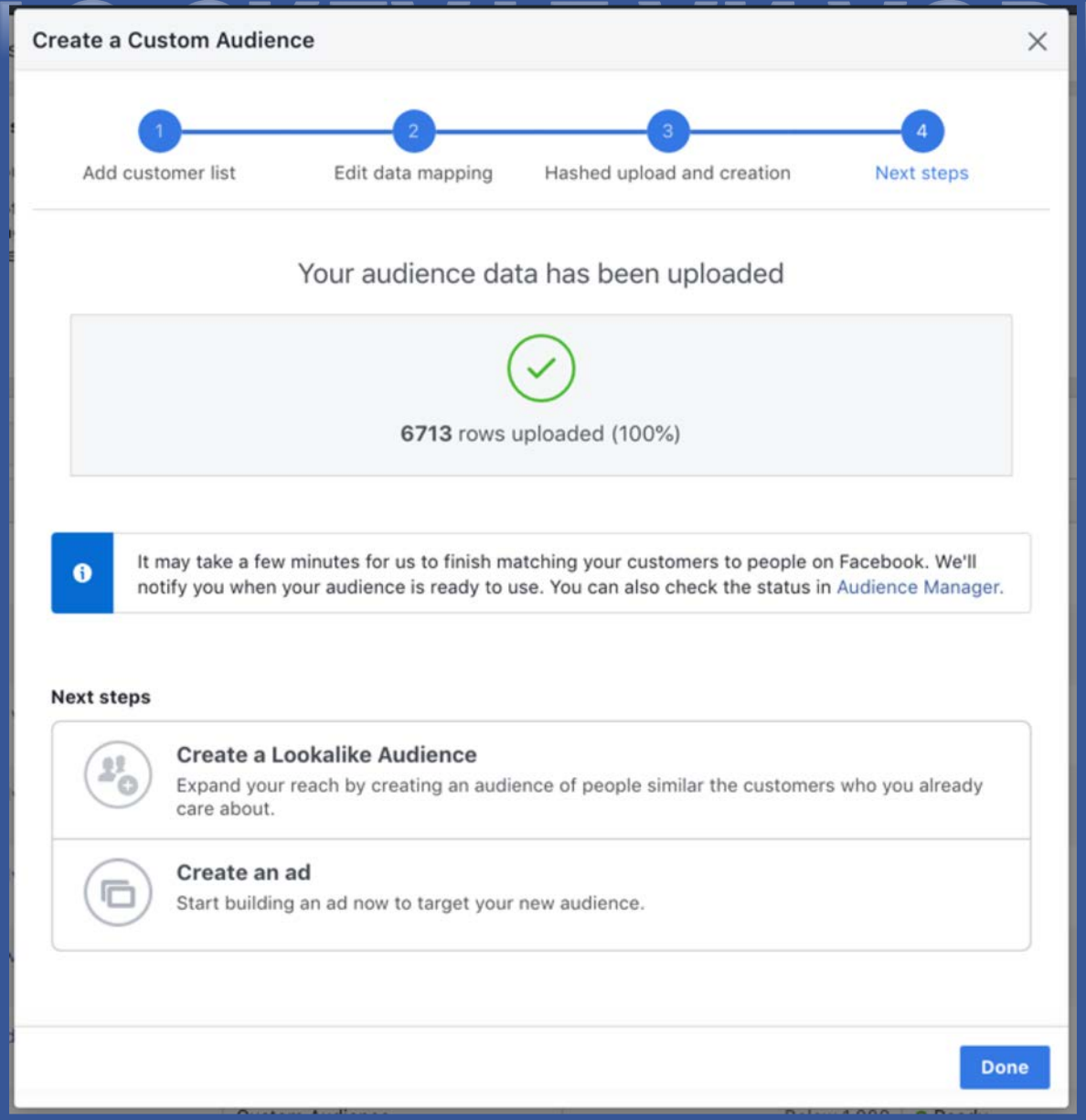

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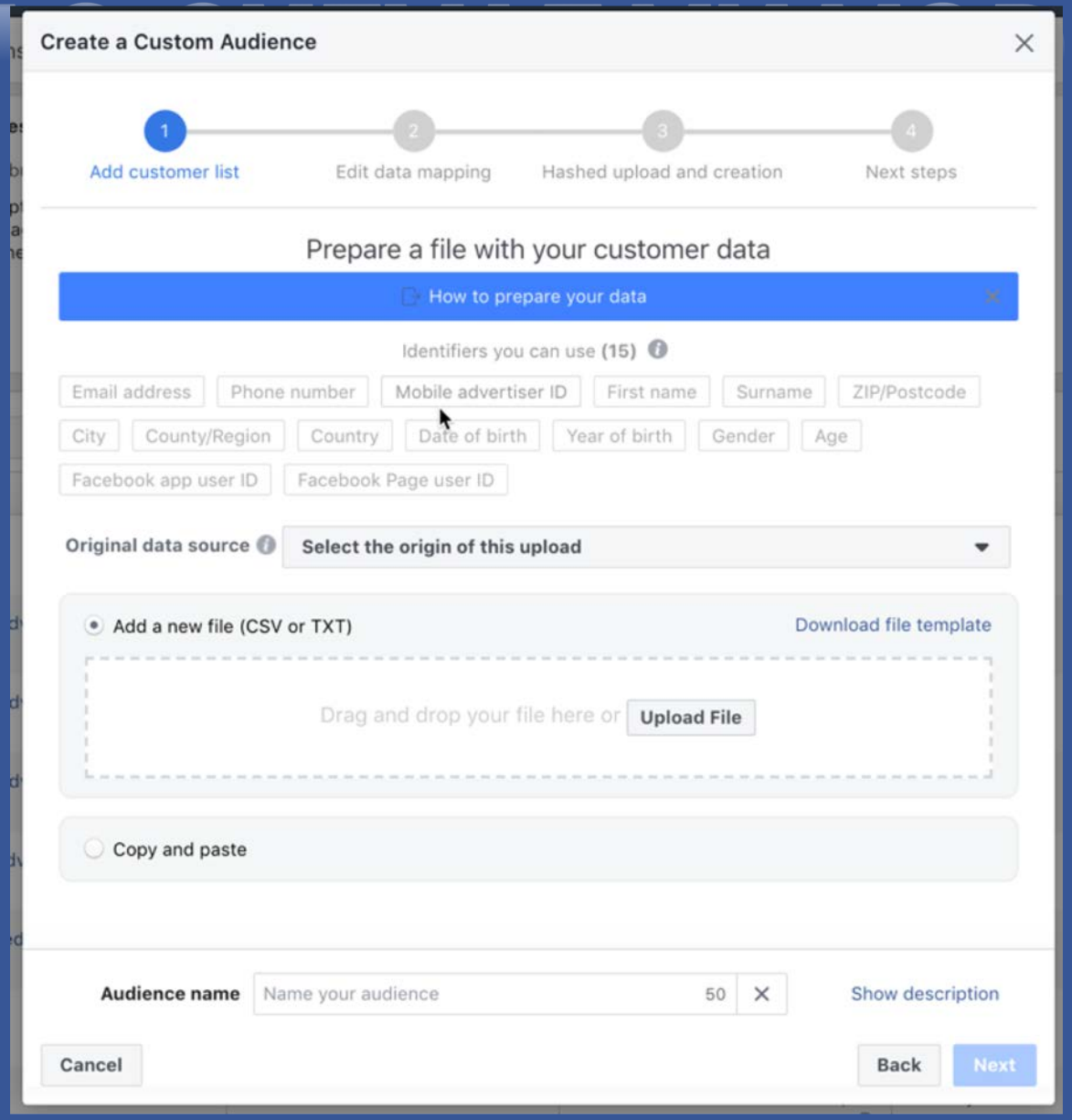

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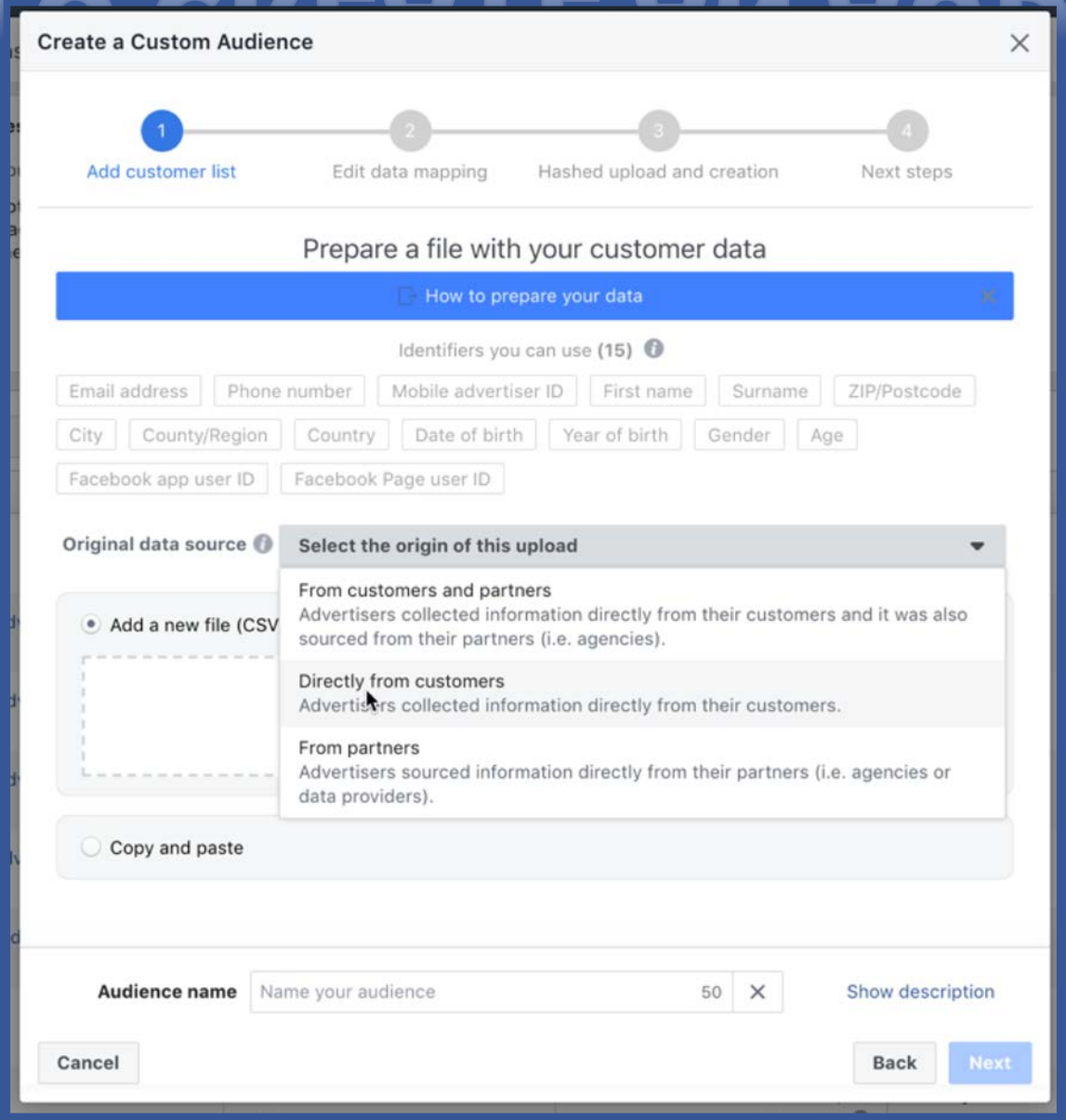

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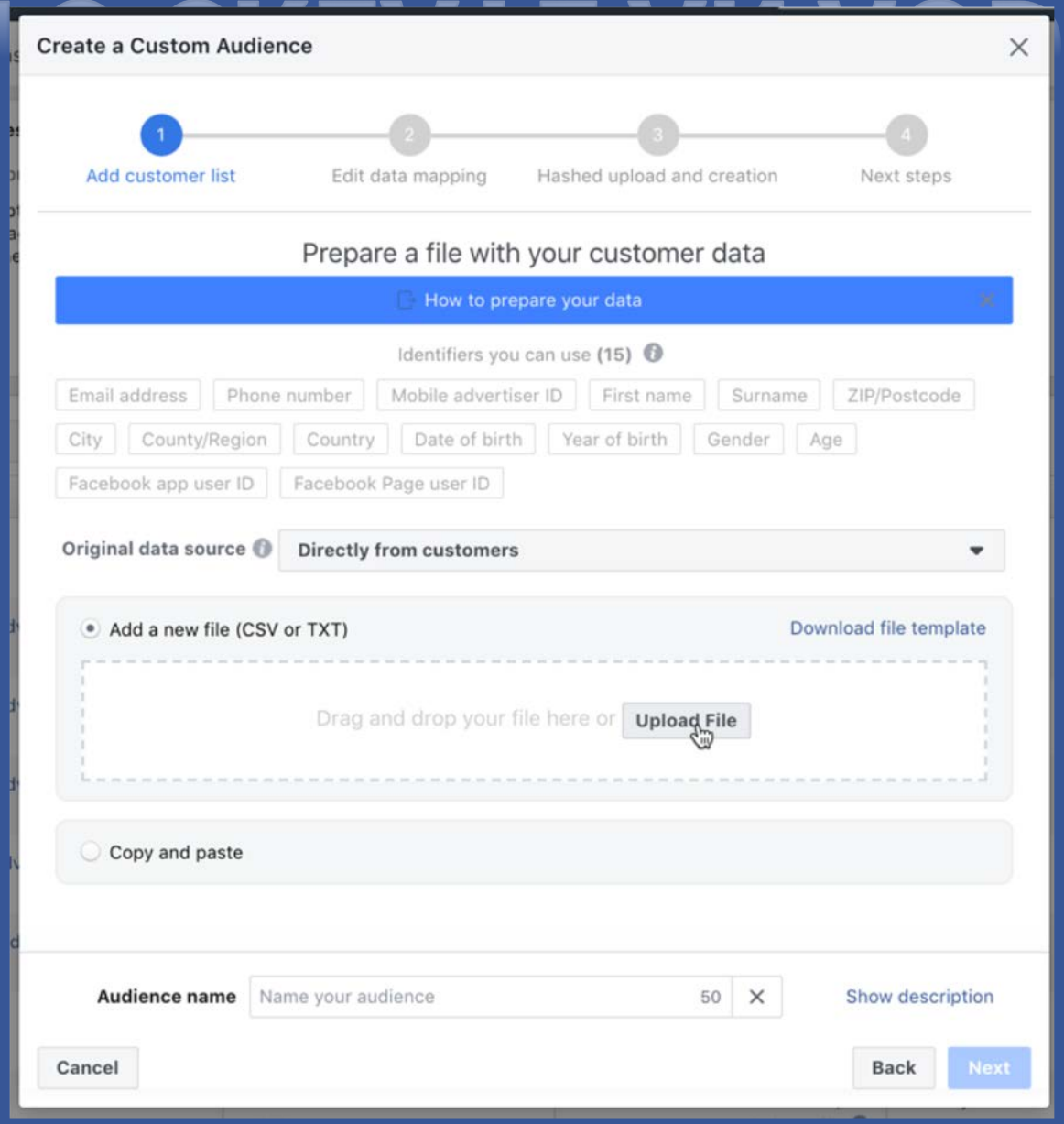

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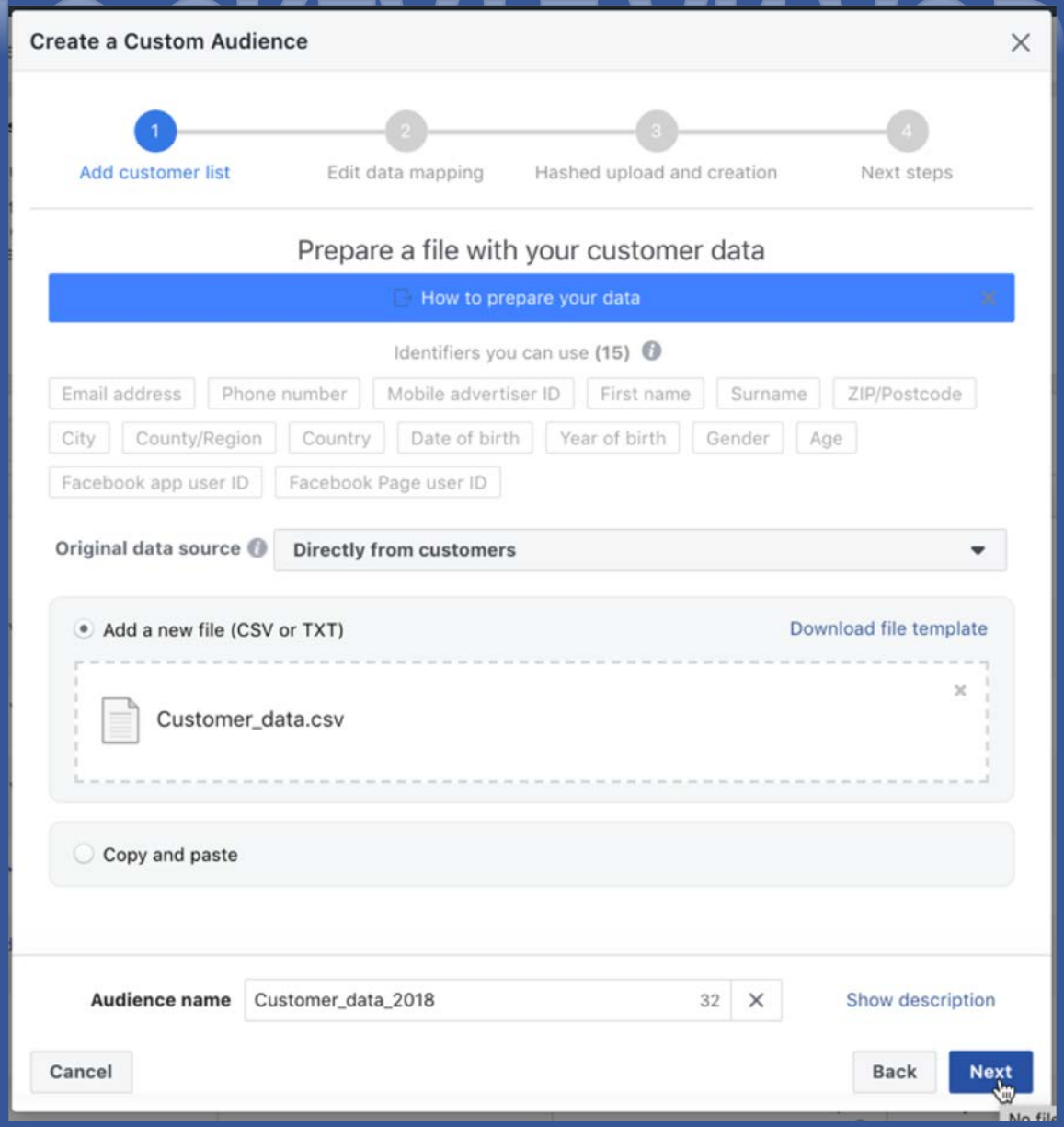

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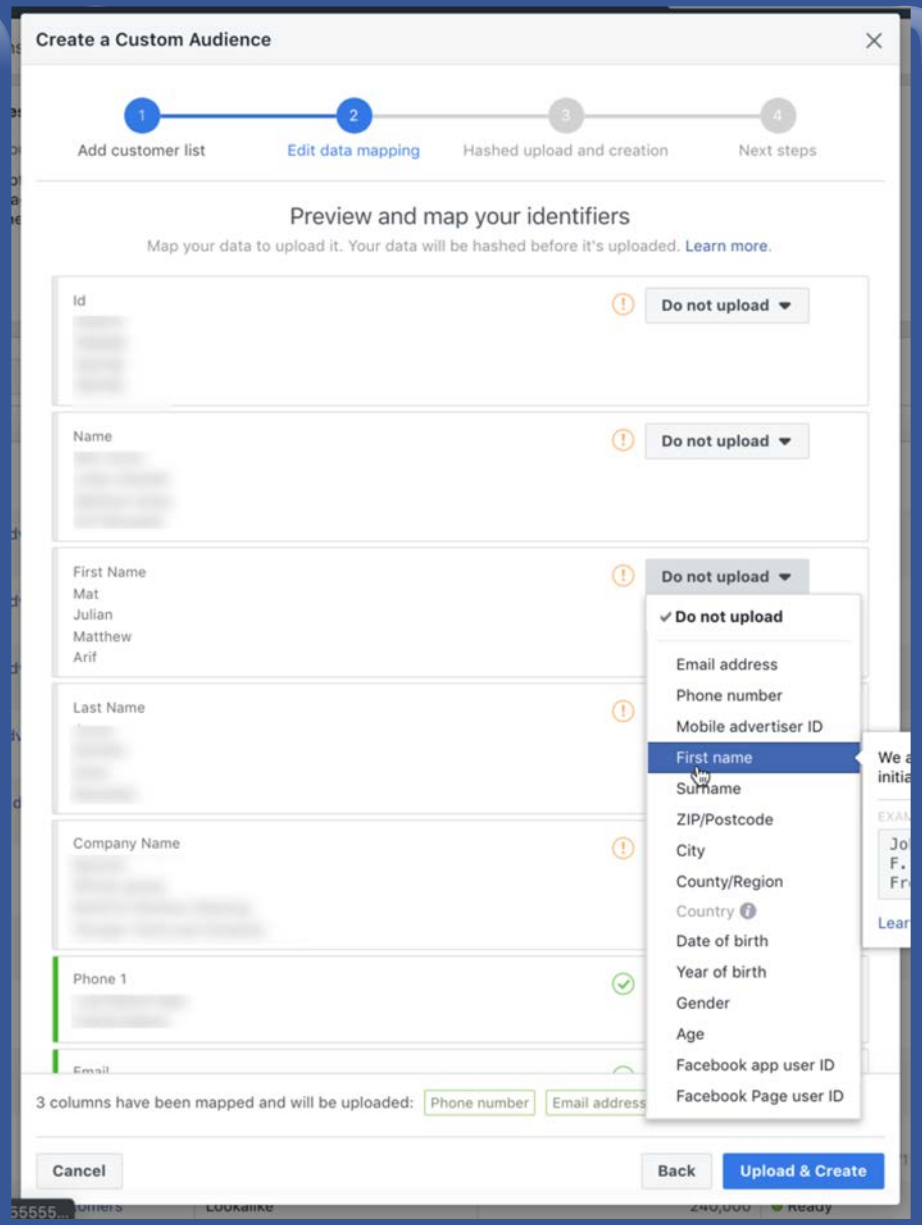

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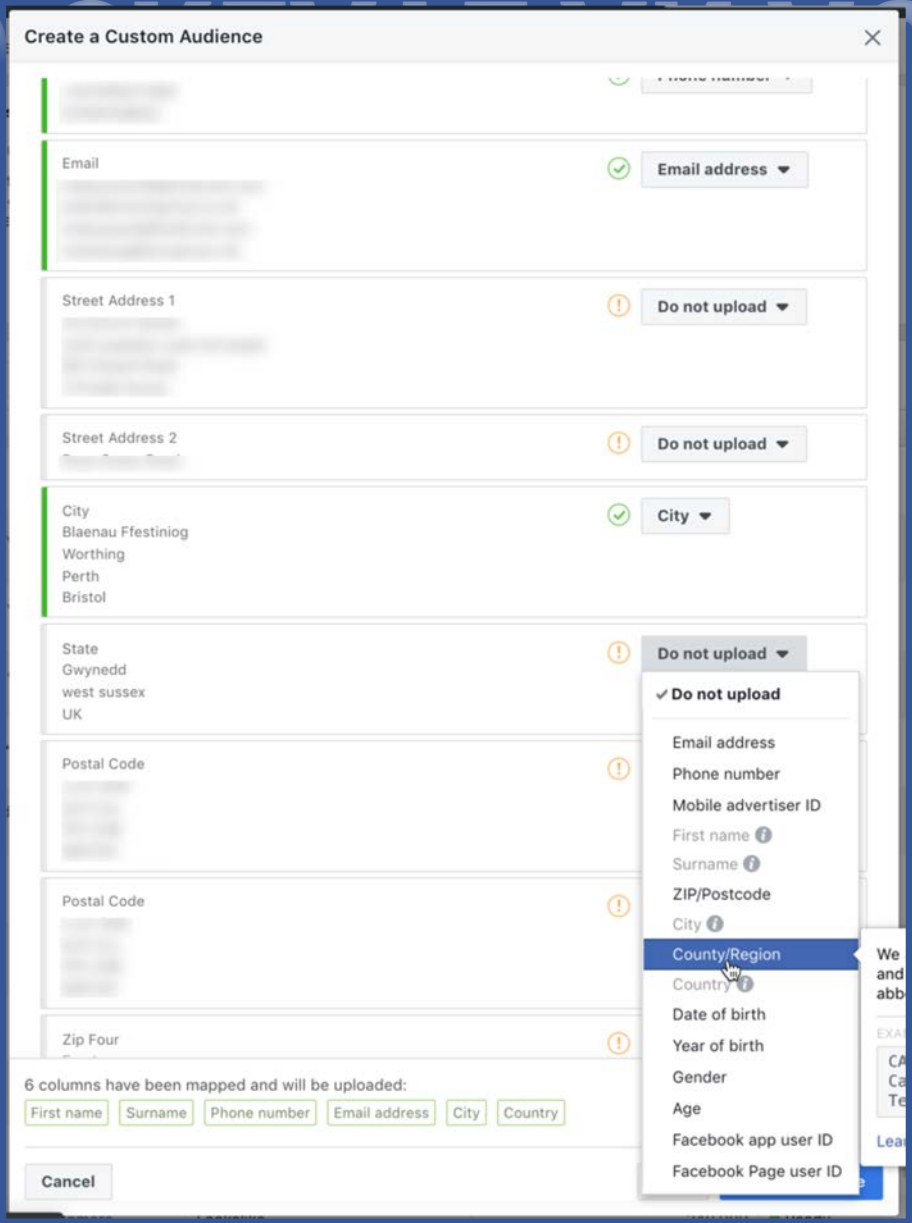

HOW TO CREATE A WEBSITE AUDIENCE

HOW TO CREATE AN AUDIENCE

Settings | Business Manager overview | Business Settings | Ads Manager - Manage ads -

https://business.facebook.com/adsmanager/manage/campaigns?tool=MANAGE_ADS&act=2143354889315819&business_id=2117534988462344

Ads Manager

Plan

- Audience Insights
- Creative Hub

Create & manage

- Business Manager
- **Ads Manager**
- Page posts
- App dashboard
- App Ads Helper
- Automated rules

Measure & report

- Ads Reporting
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Assets

- Audiences
- Images
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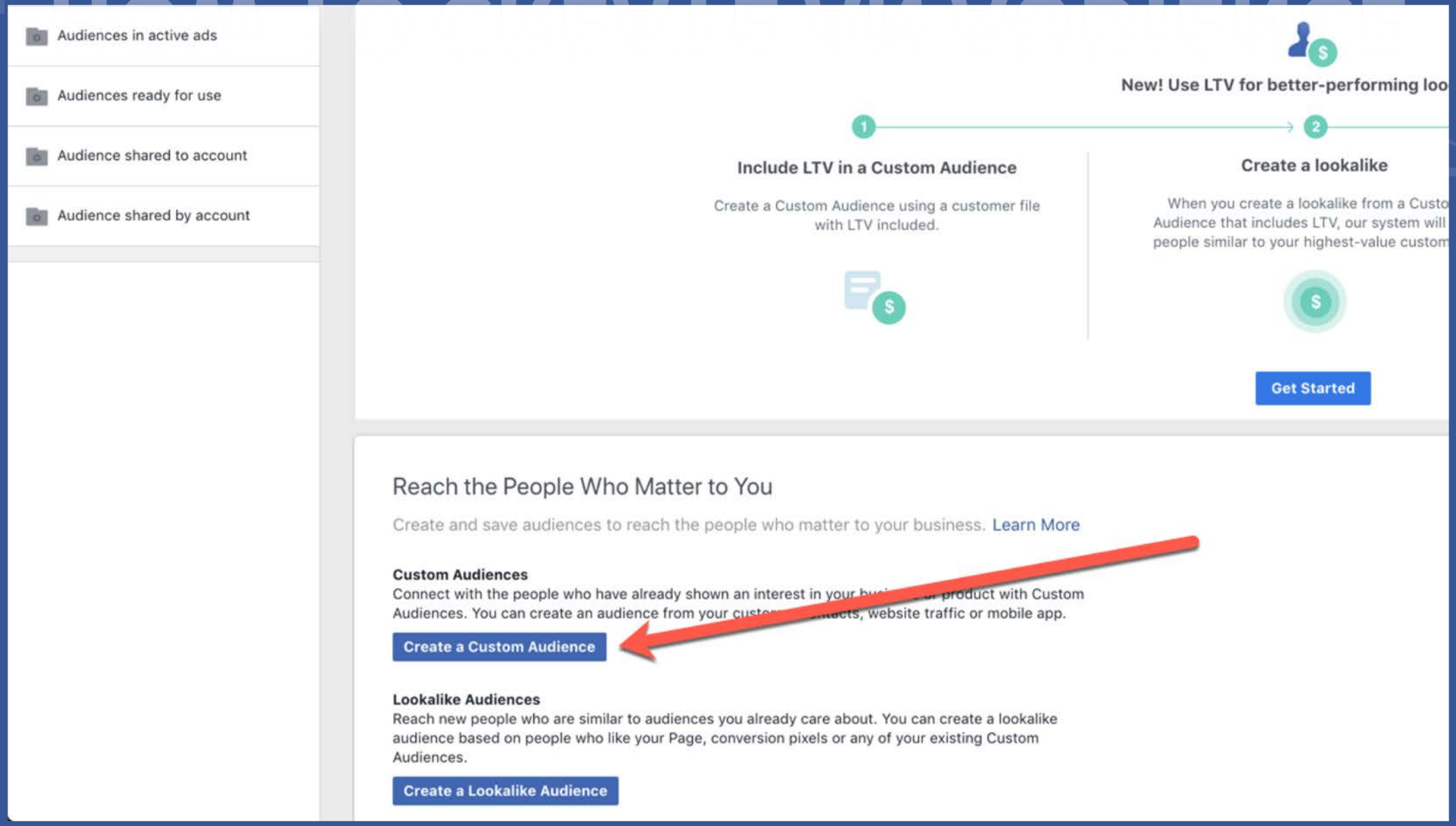

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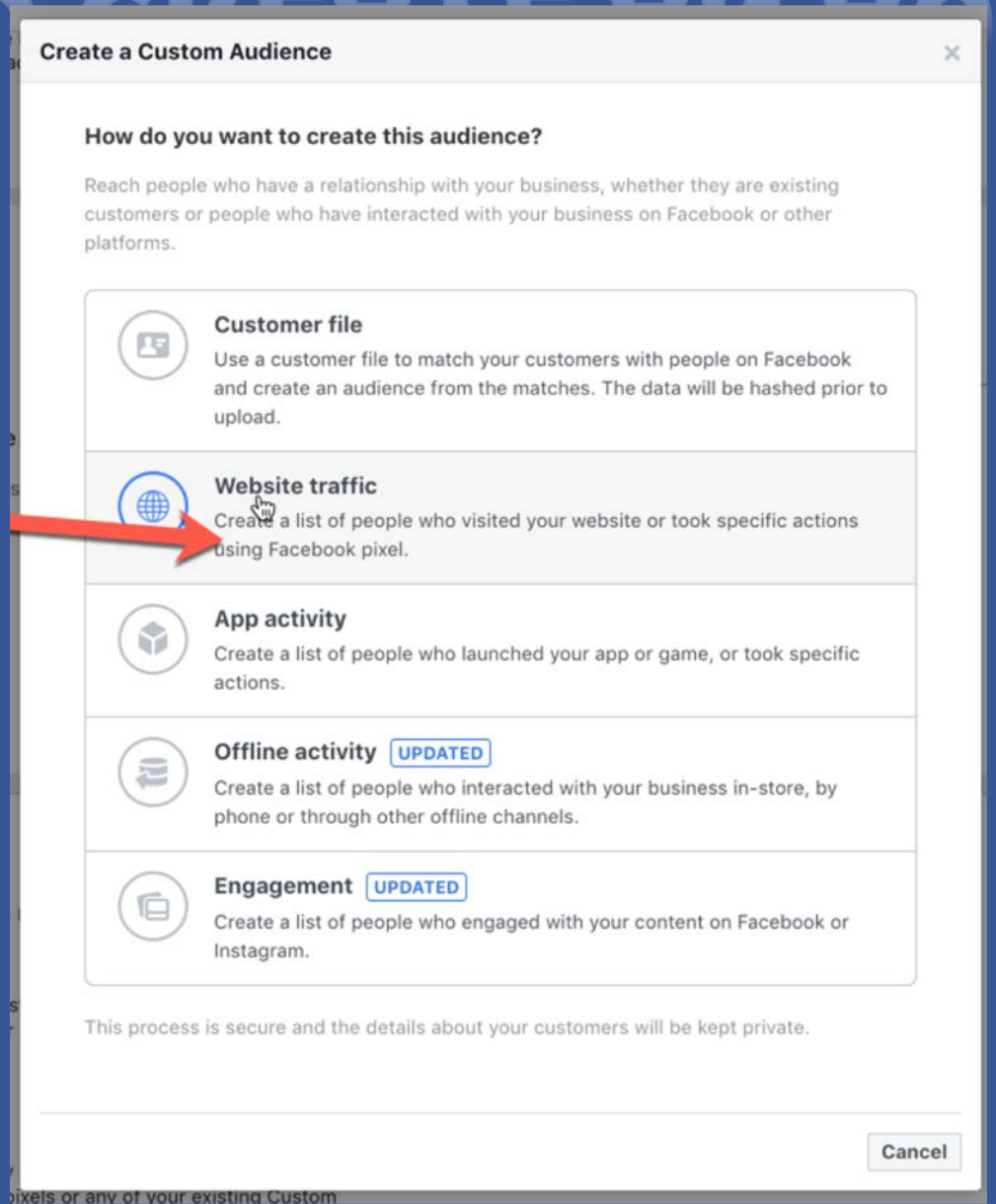
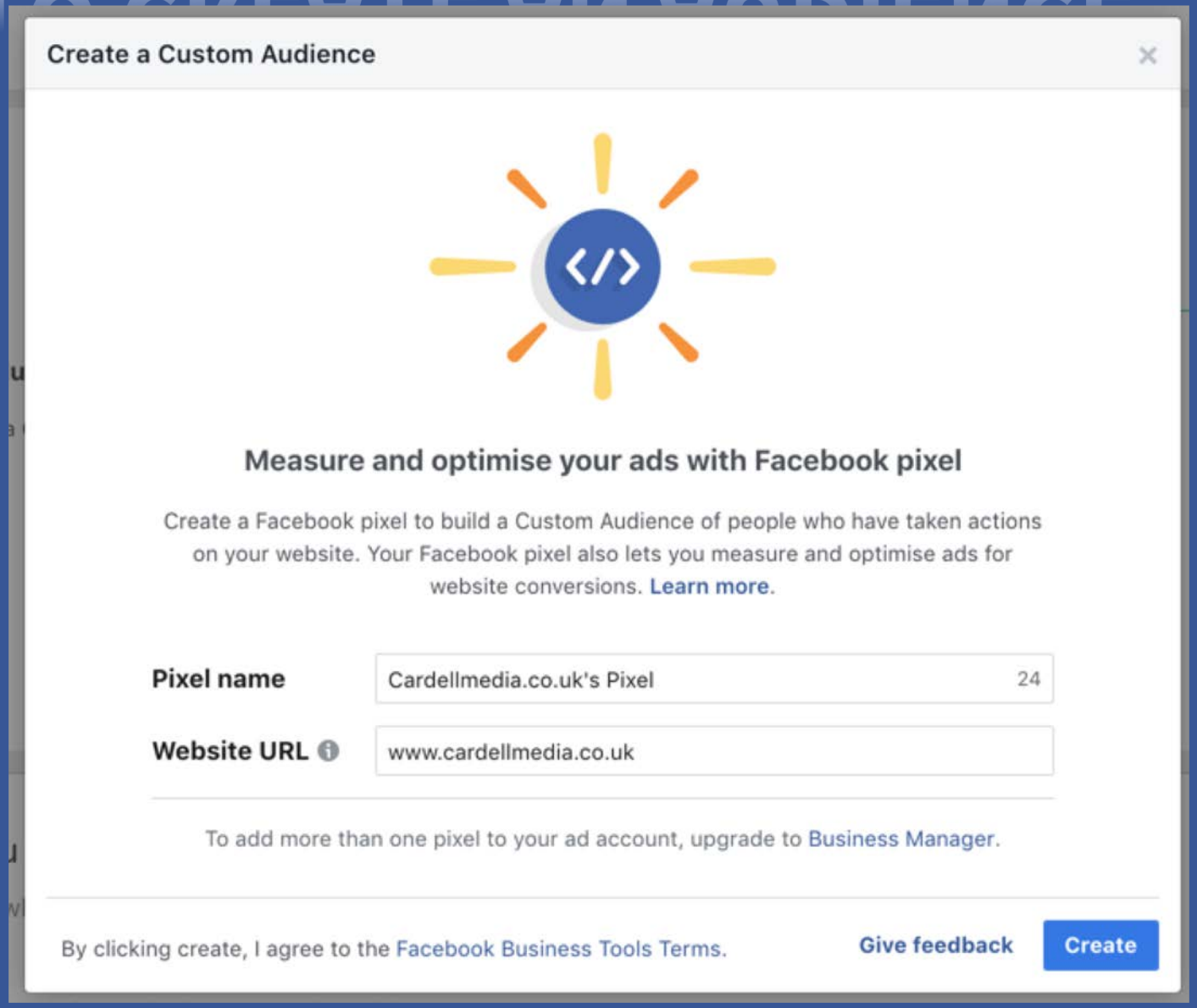


HOW TO CREATE AN AUDIENCE - PIXEL



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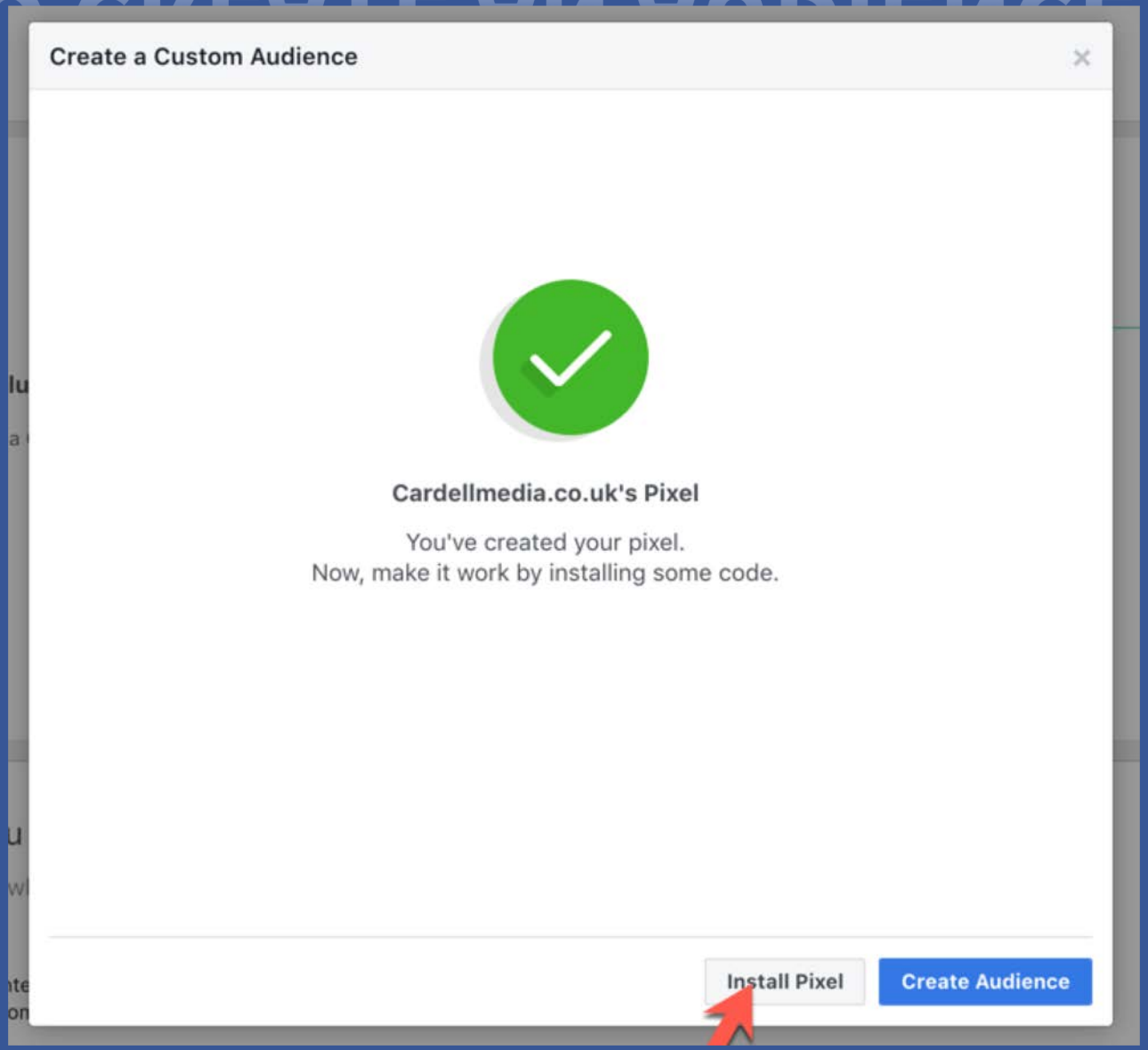

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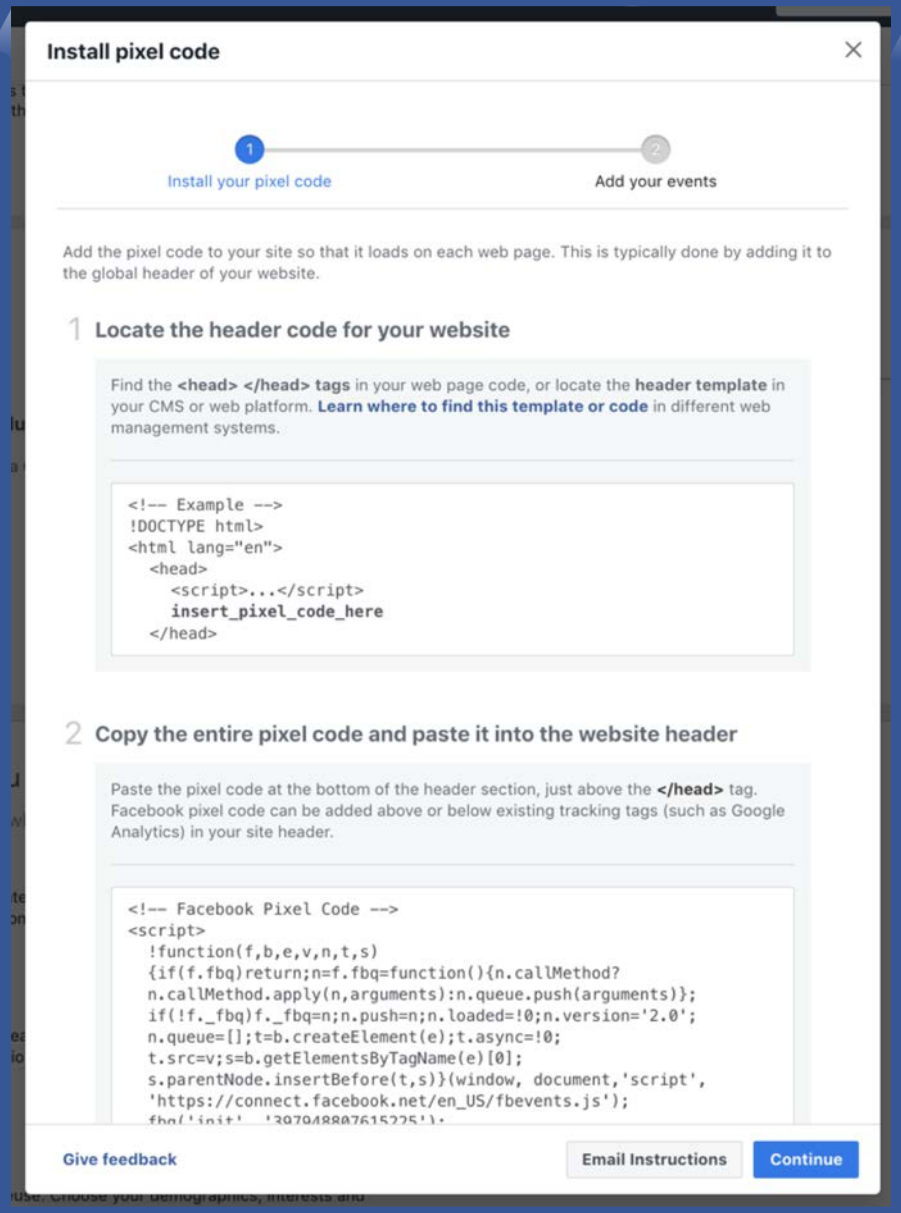

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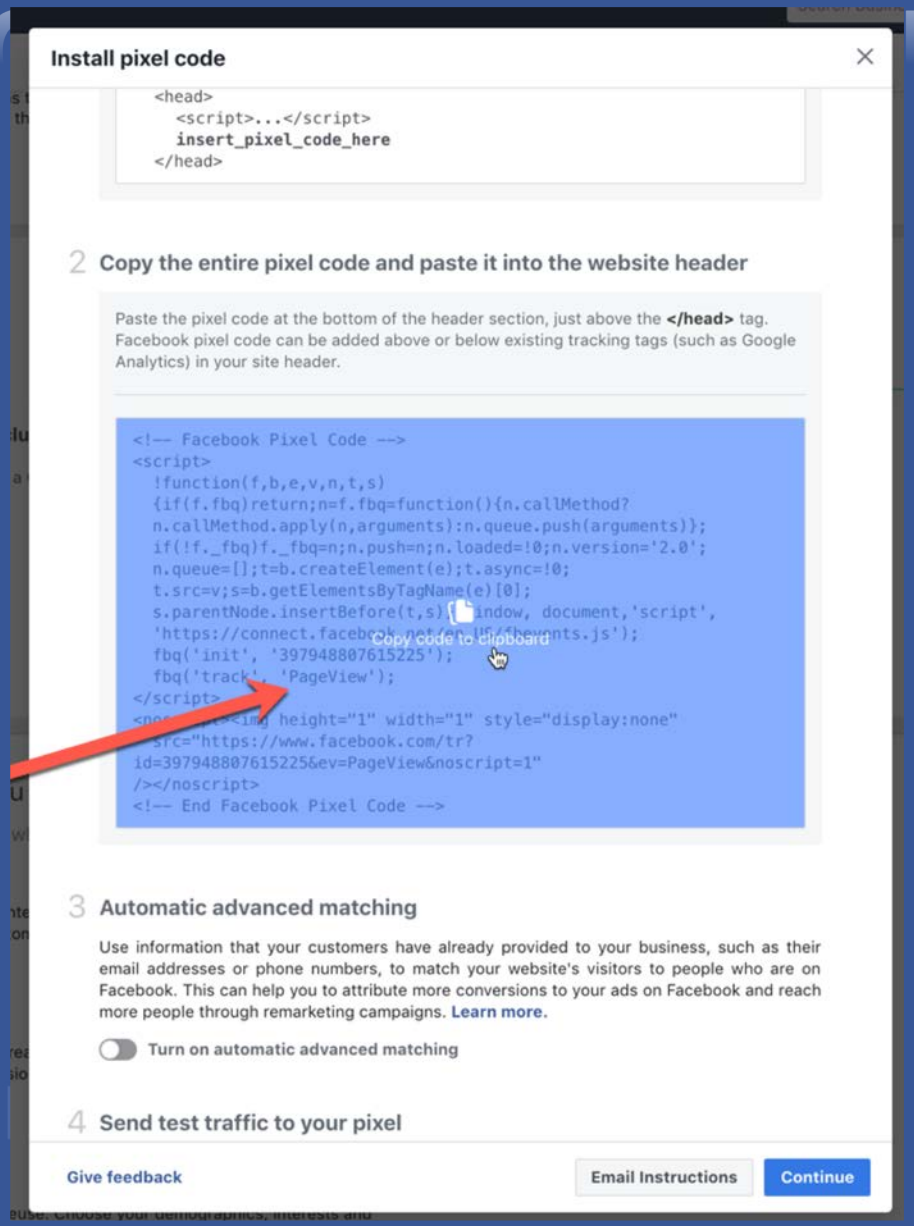

Give code to web developer to install sitewide on your website, or click email instructions.

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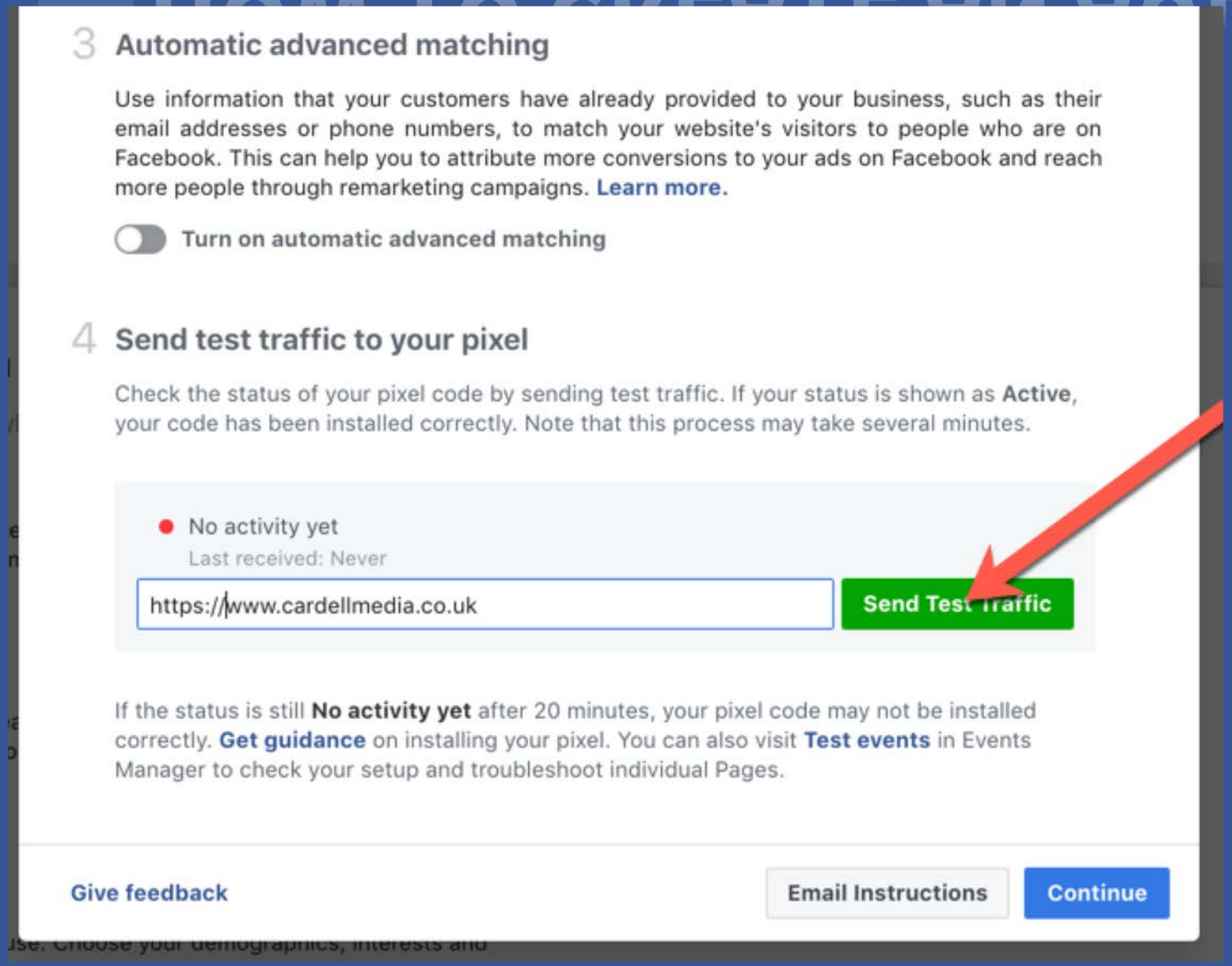

Once installed, click send test traffic, it will open the web address in a new tab to load the pixel.

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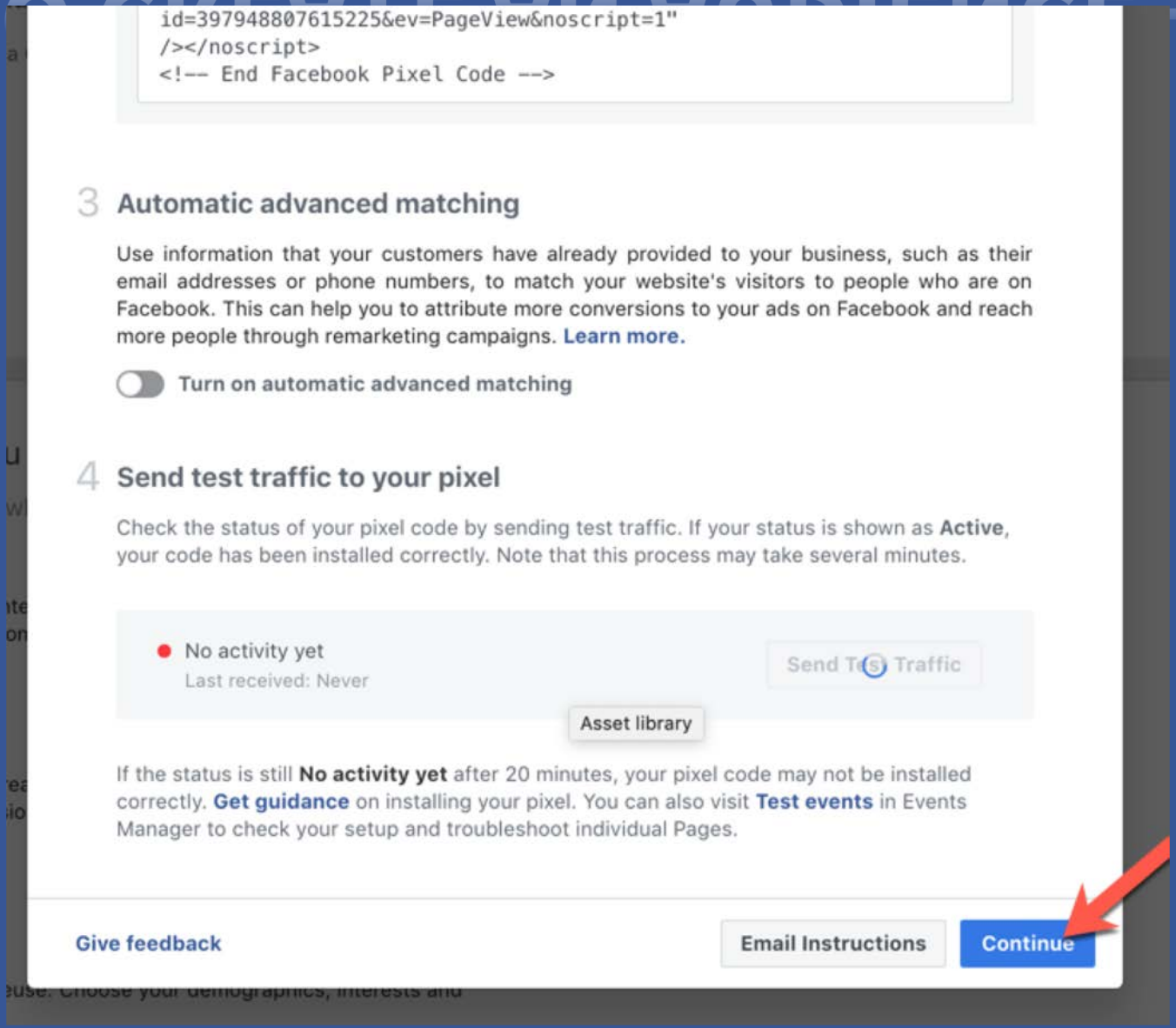

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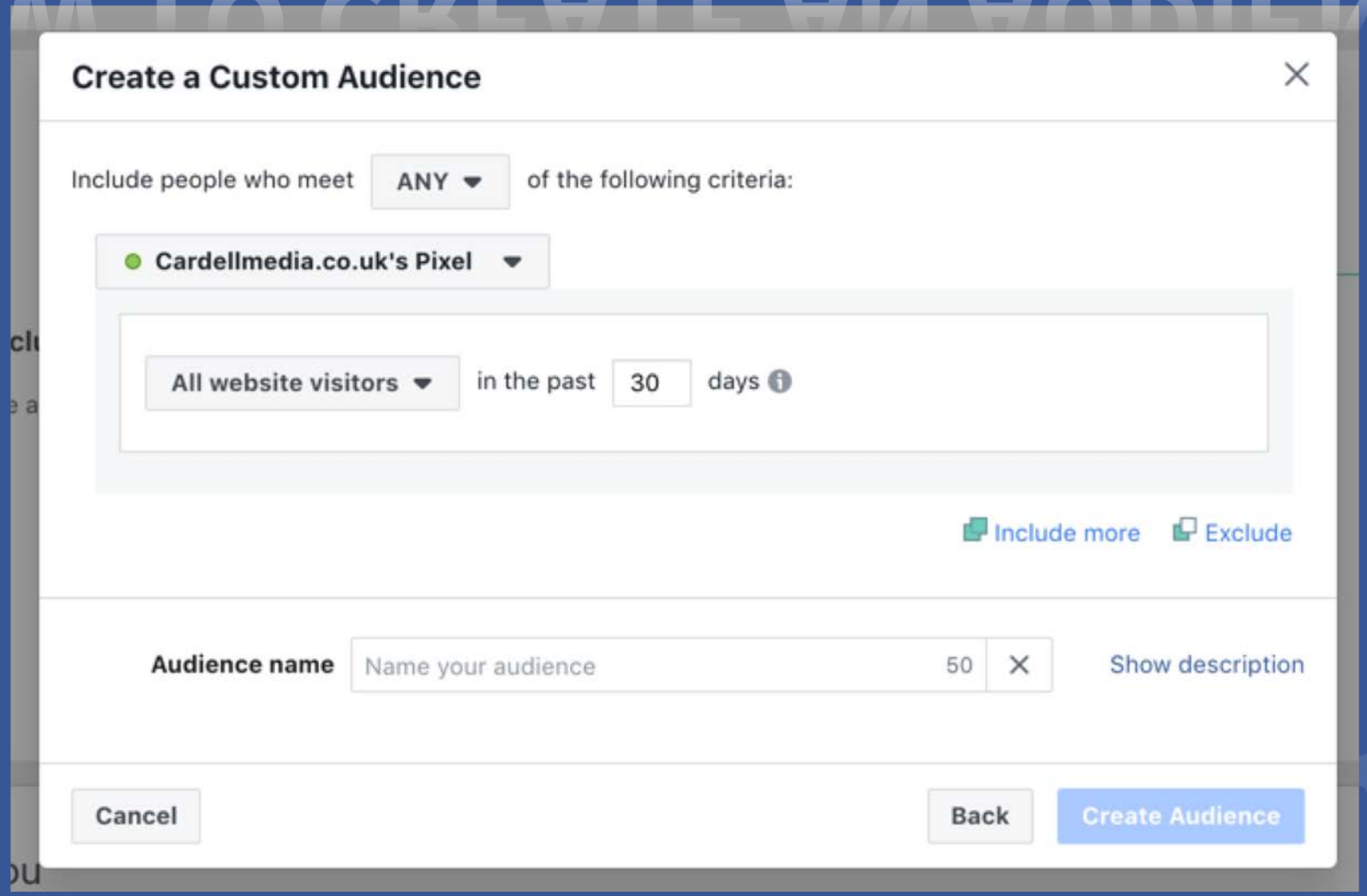

Create a 30 day all website visitors audience

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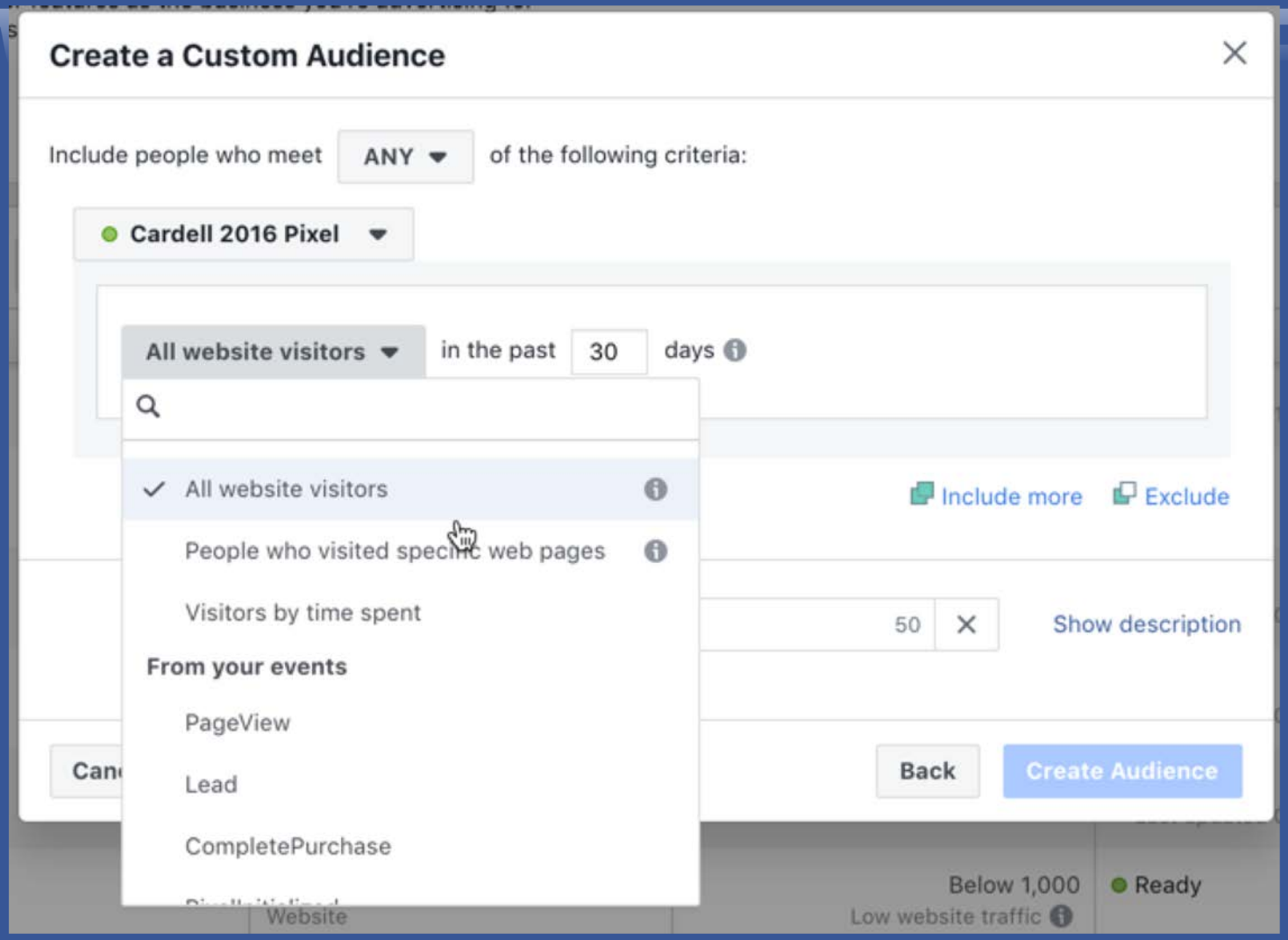

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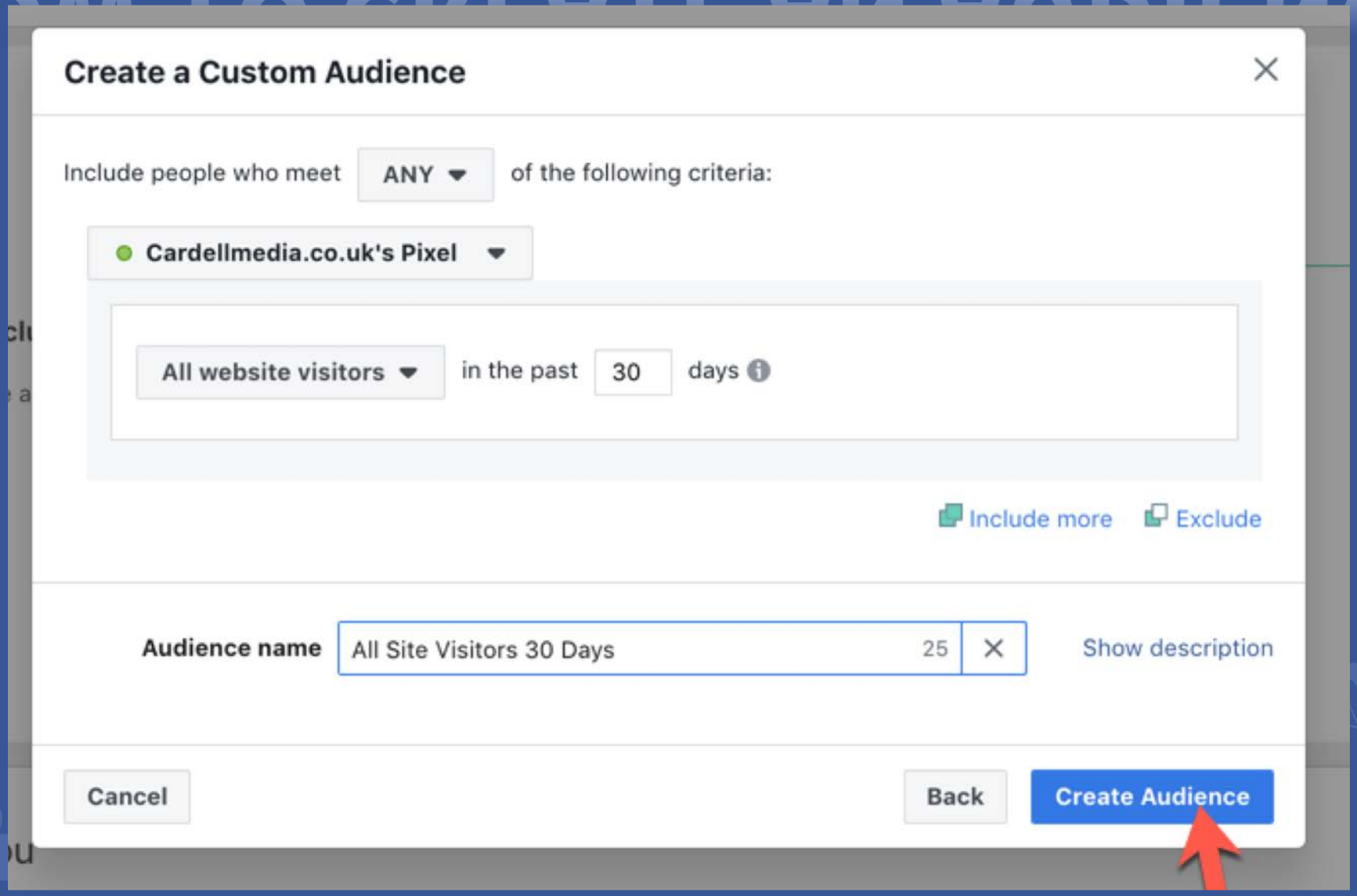

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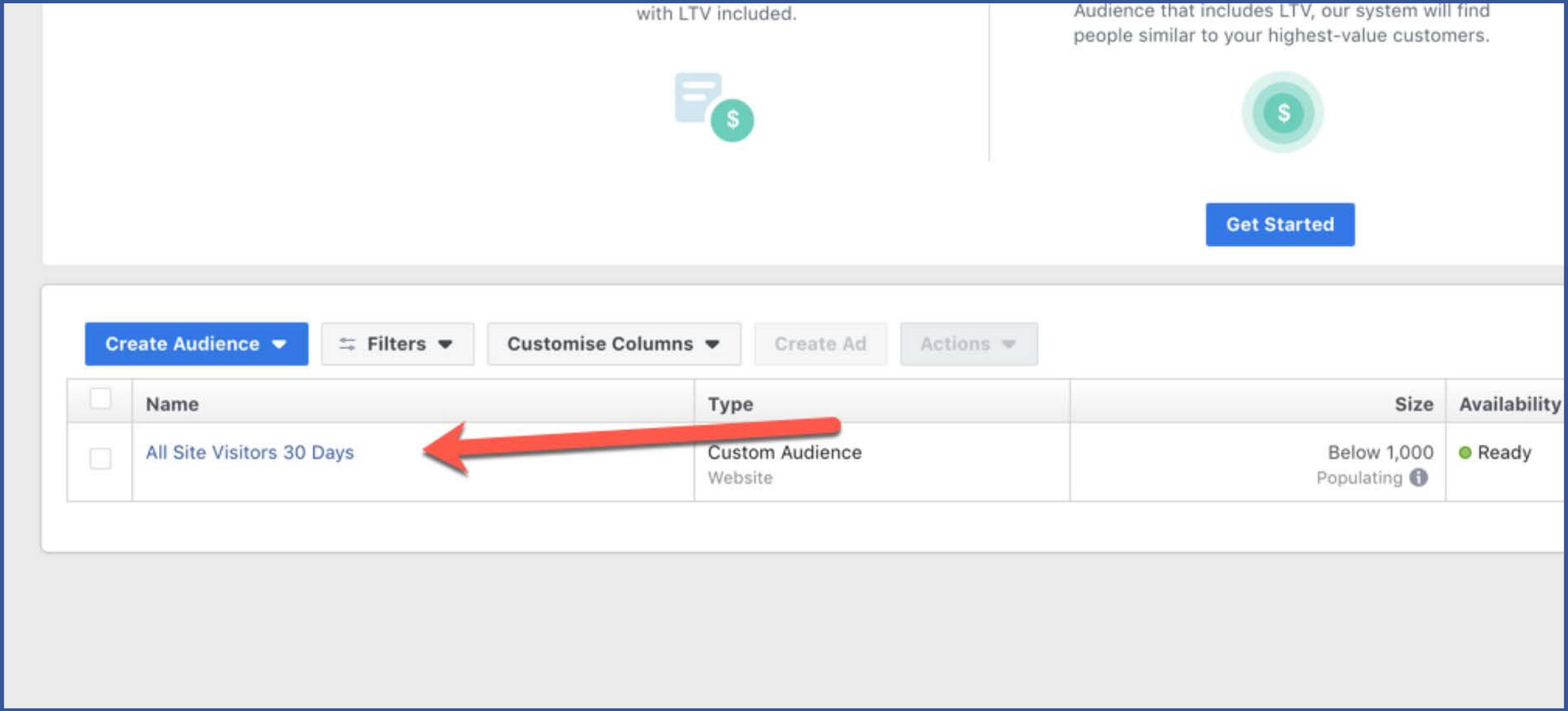

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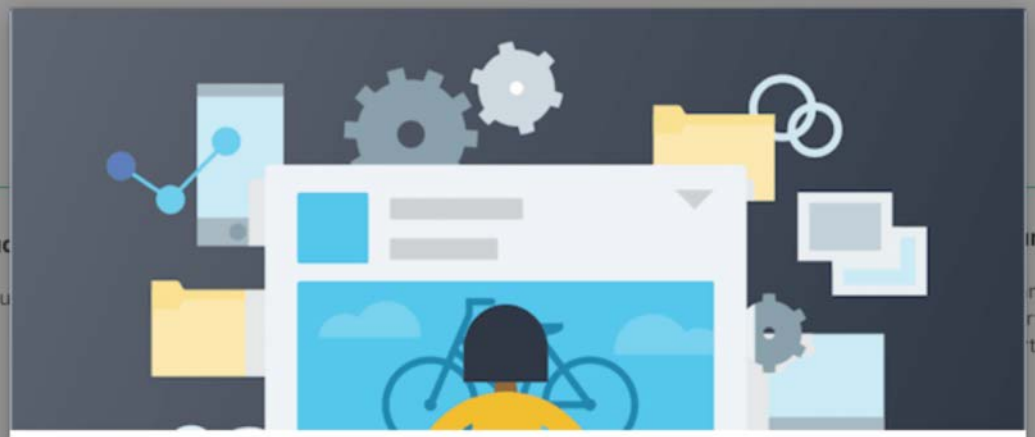

You aren't able to share this audience

You can only share audiences that are connected to ad accounts in Business Manager. This ad account **Chris Cardell** is connected to a personal Facebook account.

To share this audience, you have two options:

1. Contact an admin for a business you belong to in Business Manager and ask them to either add this ad account to the business or give you the role of admin.
2. Create a new business in Business Manager and add this ad account to it.

Create New Business

You can't create / share audiences without a Facebook Business Account

HOW TO CREATE A LOOKALIKE AUDIENCE CAMPAIGN

HOW TO CREATE AN AUDIENCE

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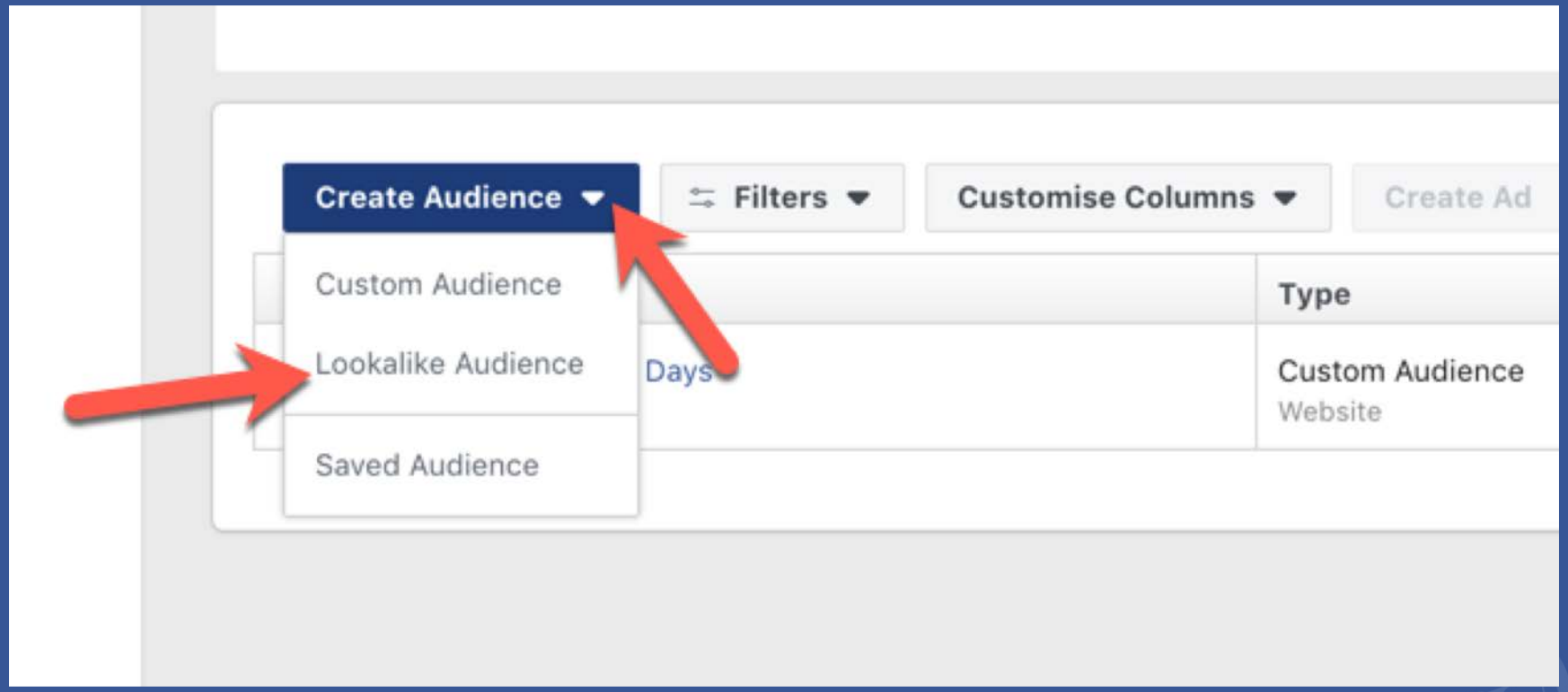

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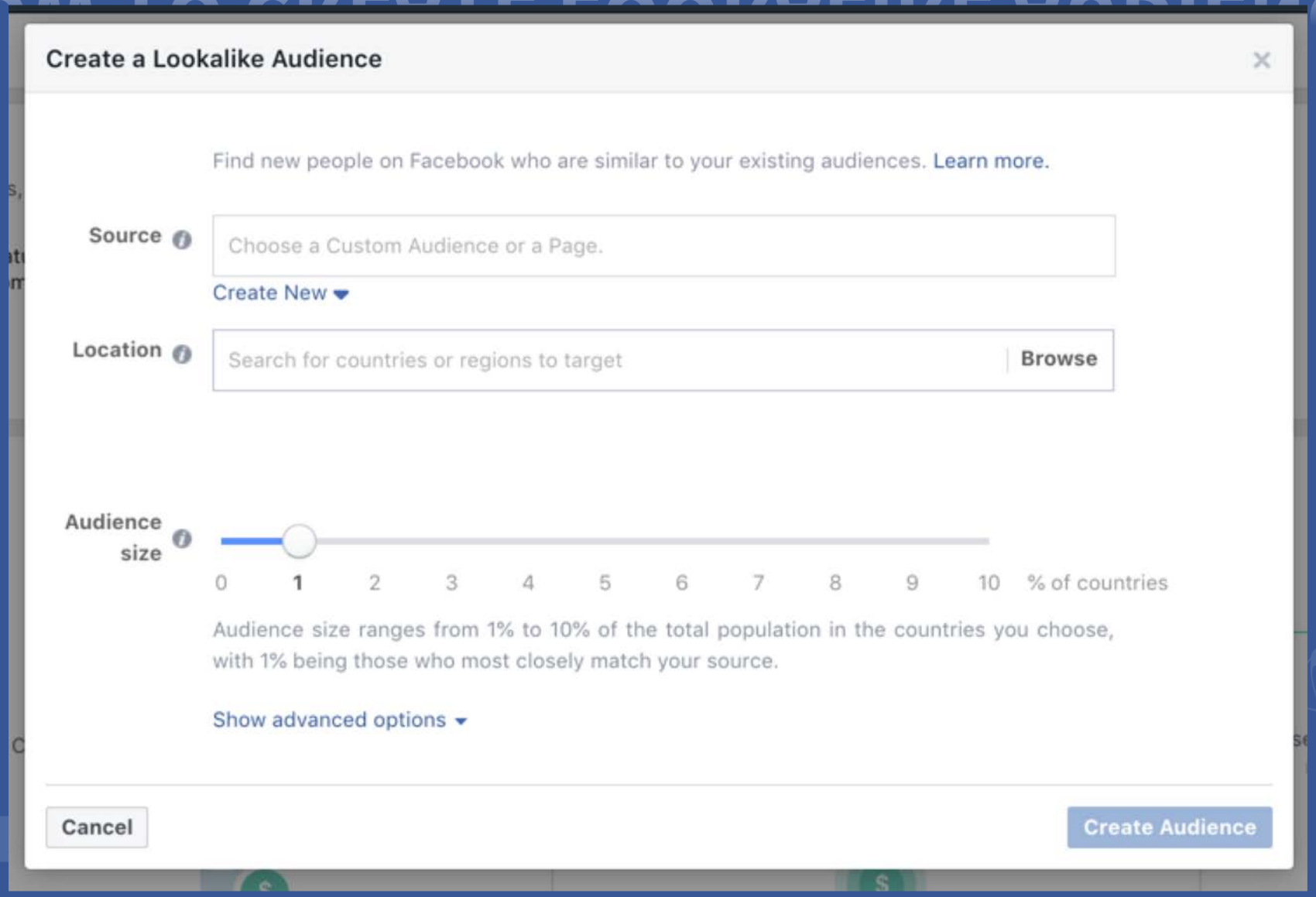

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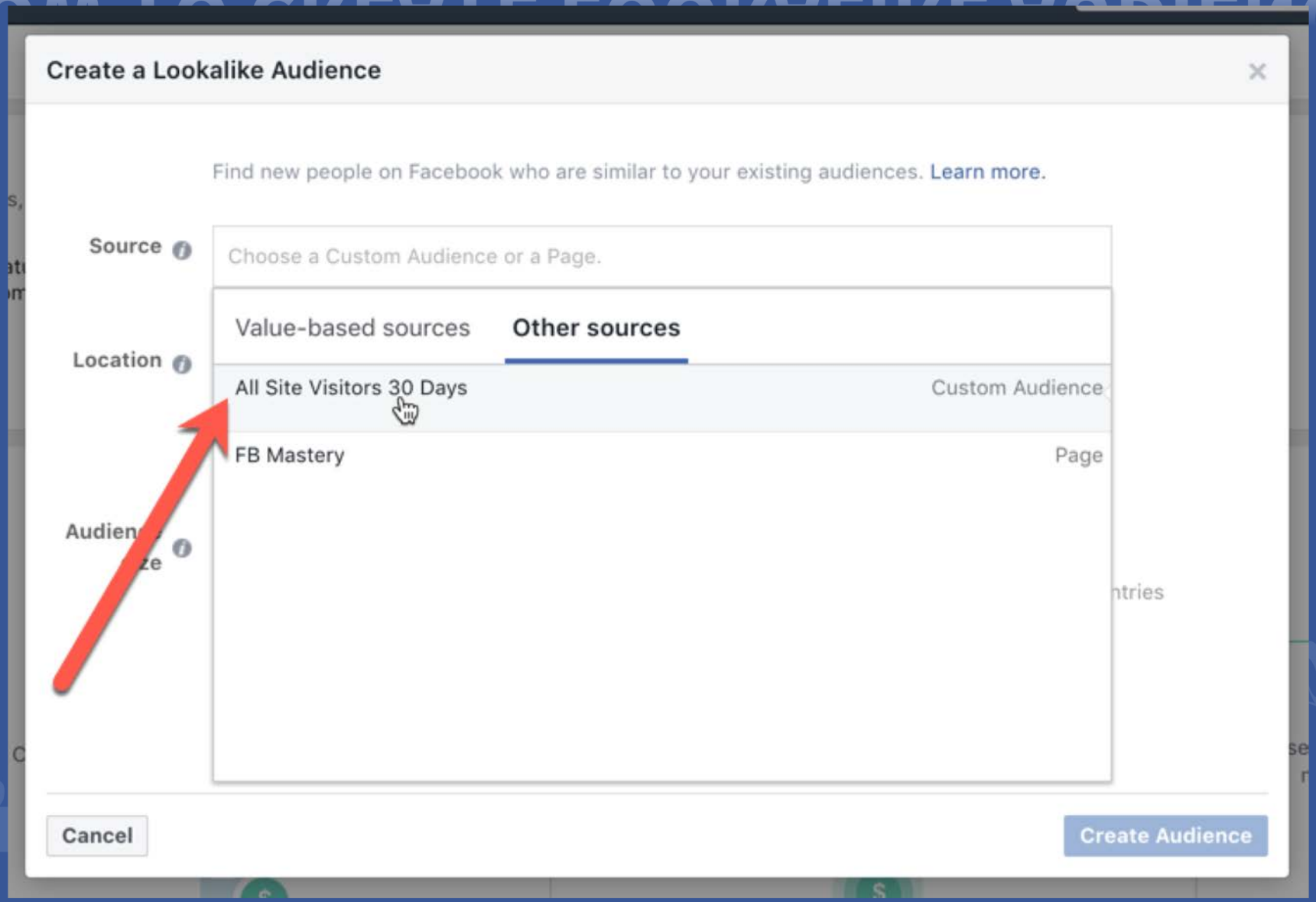
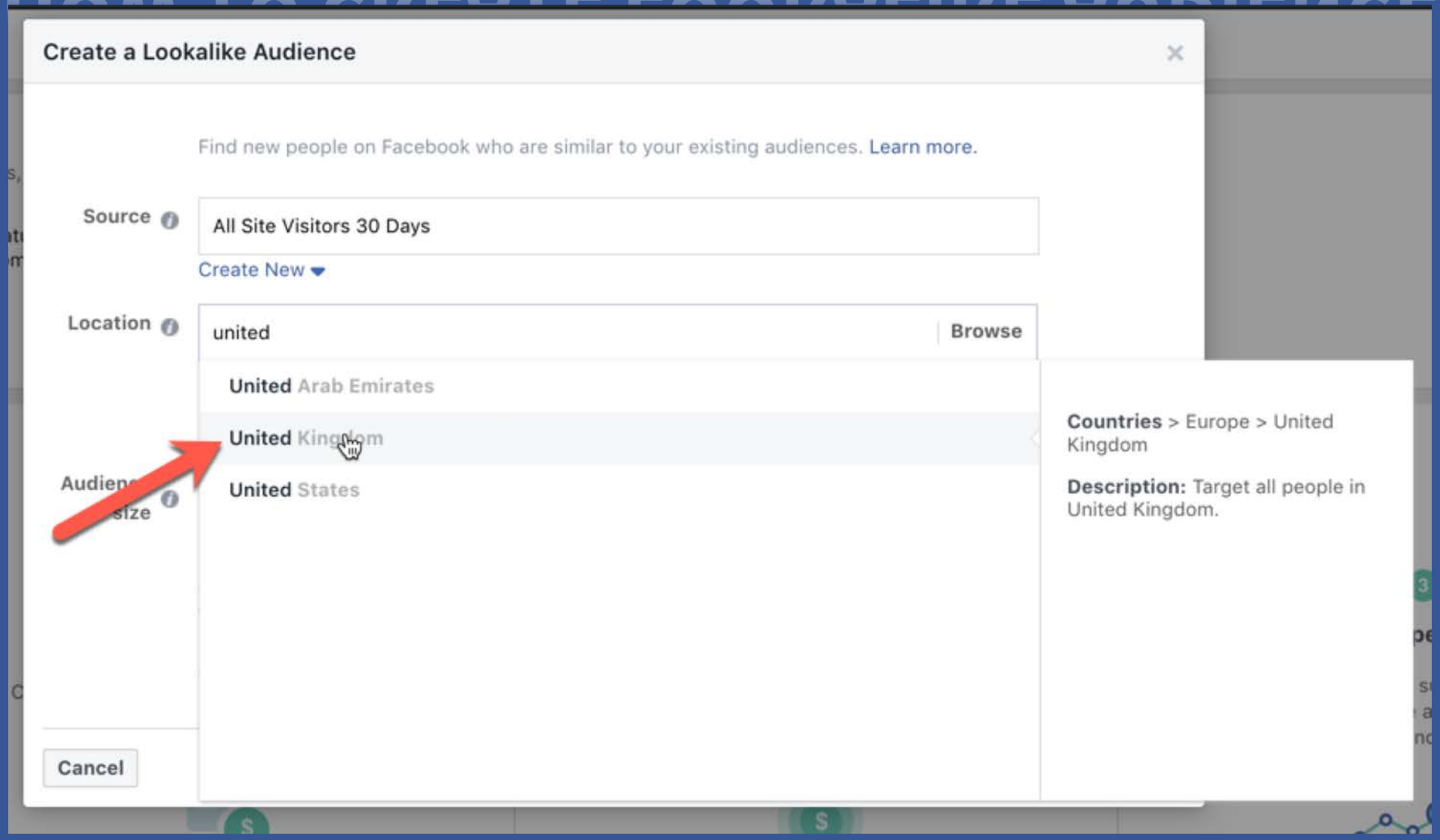


HOW TO CREATE LOOKALIKE AUDIENCE



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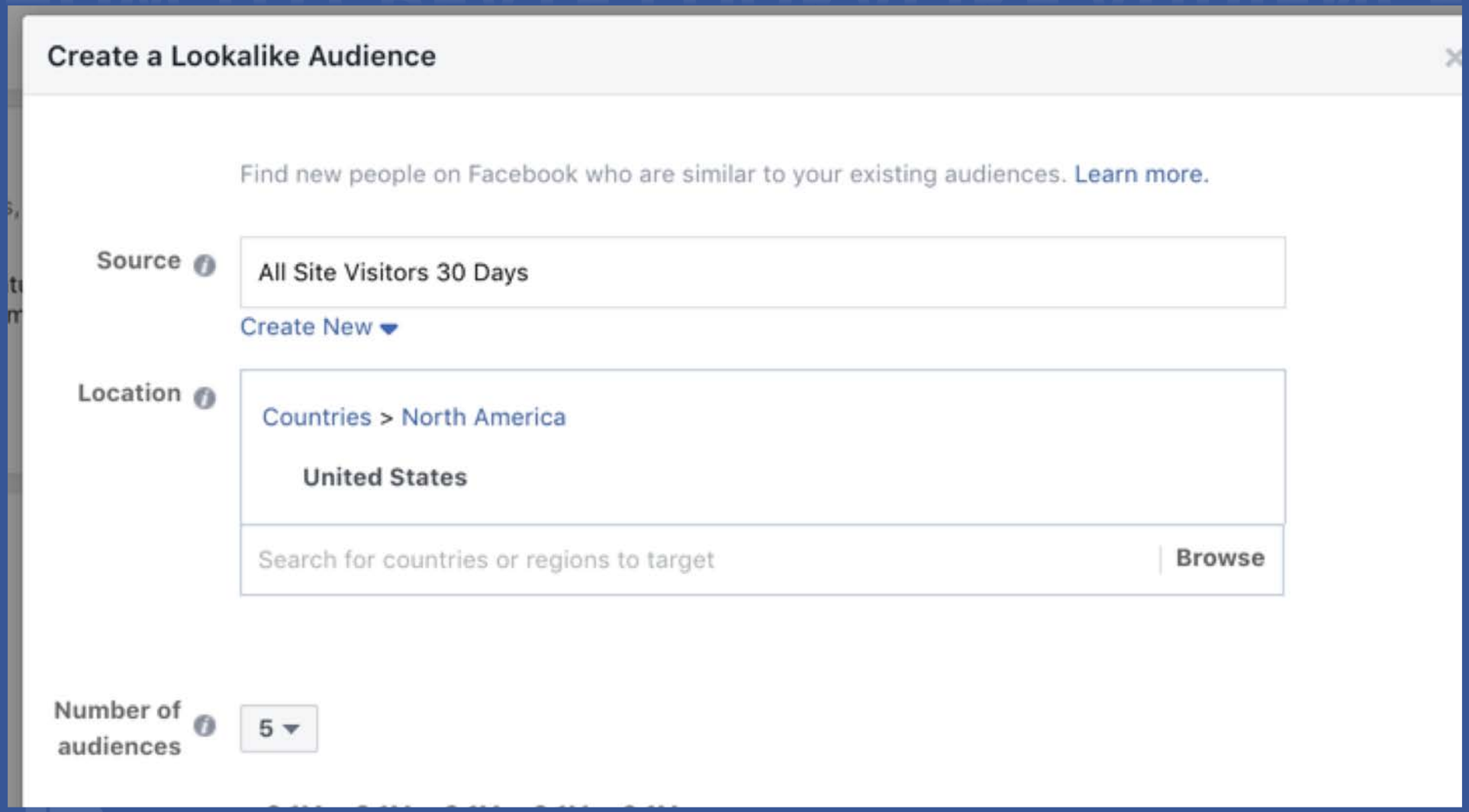

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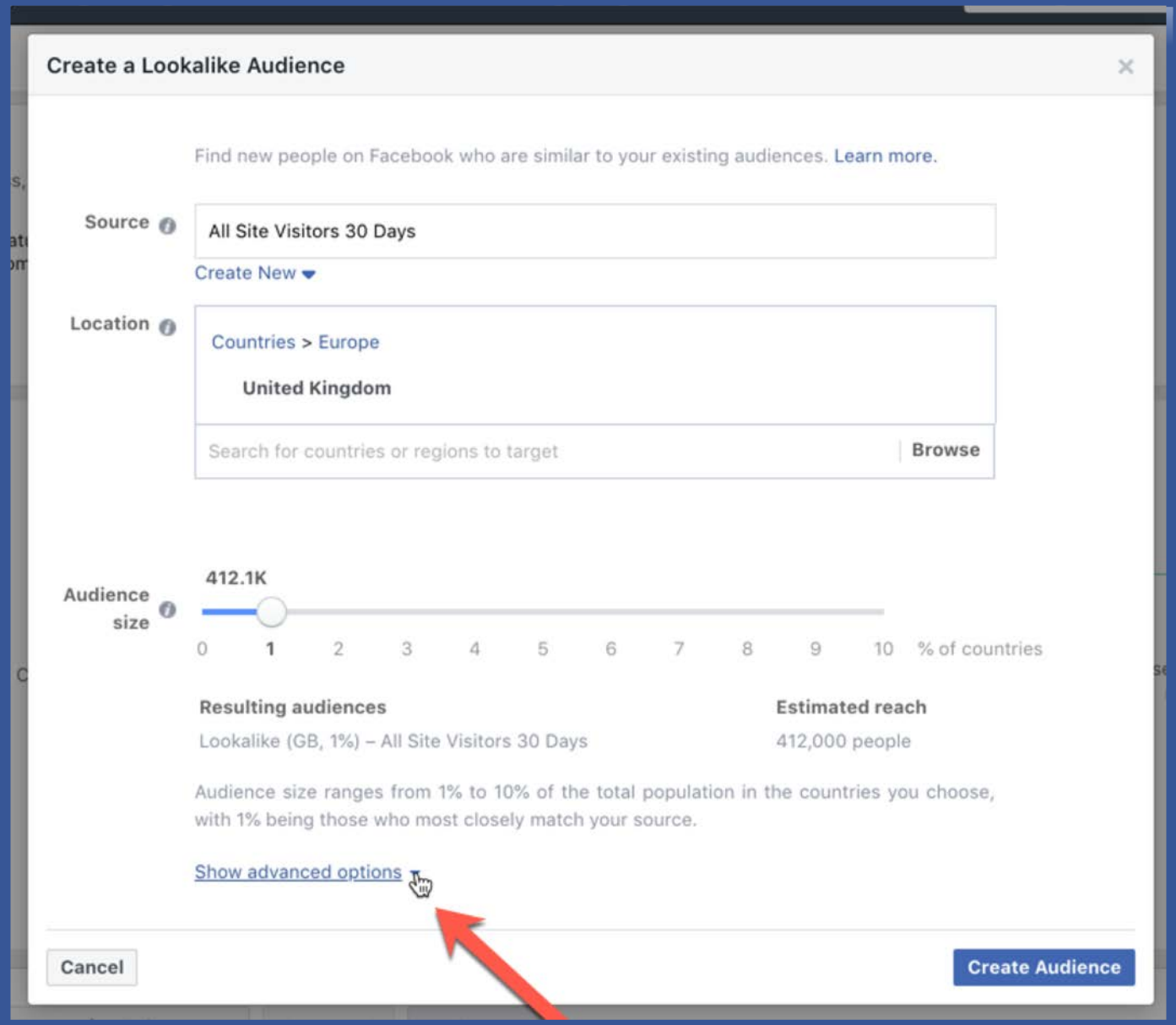

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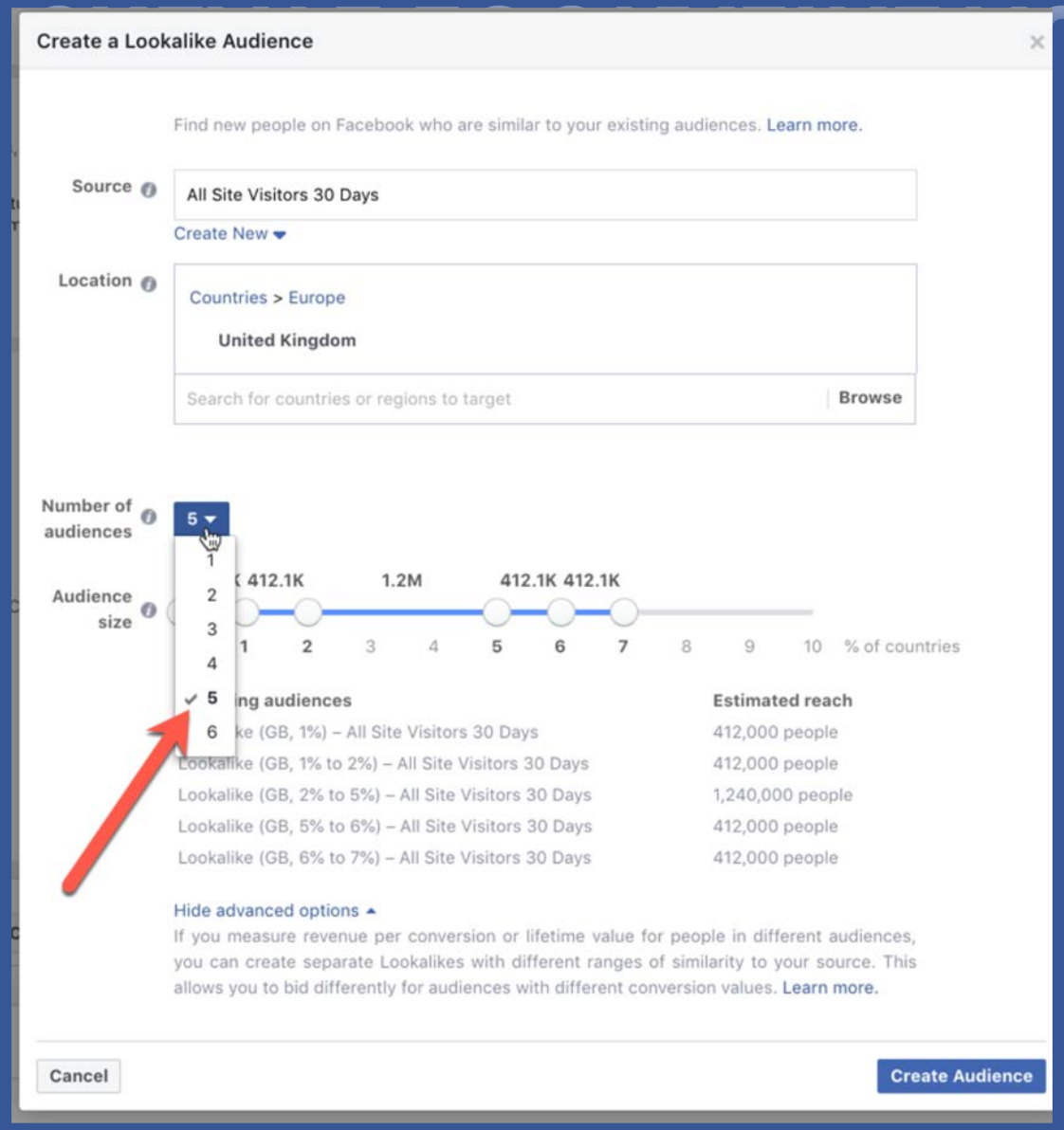

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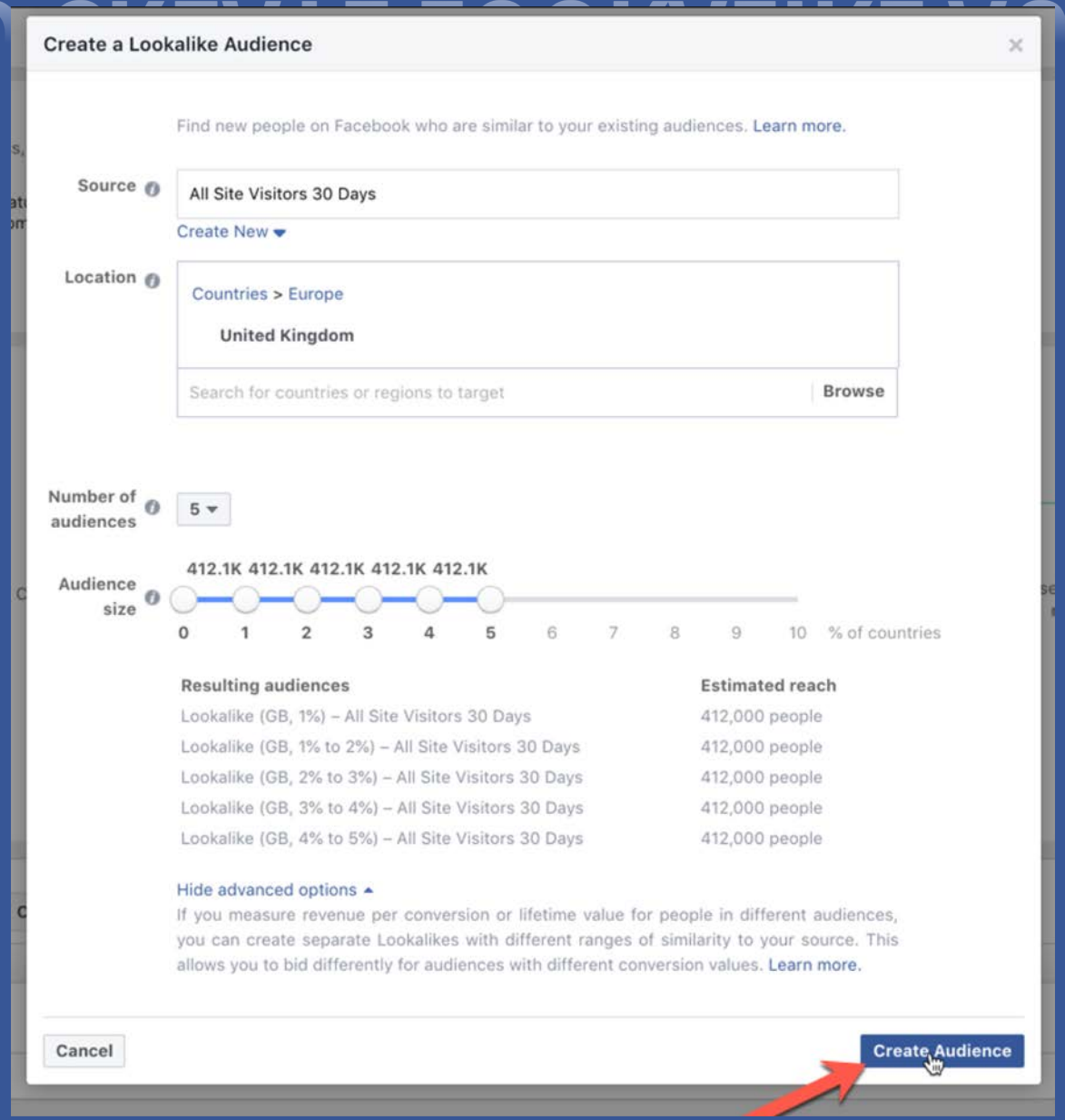

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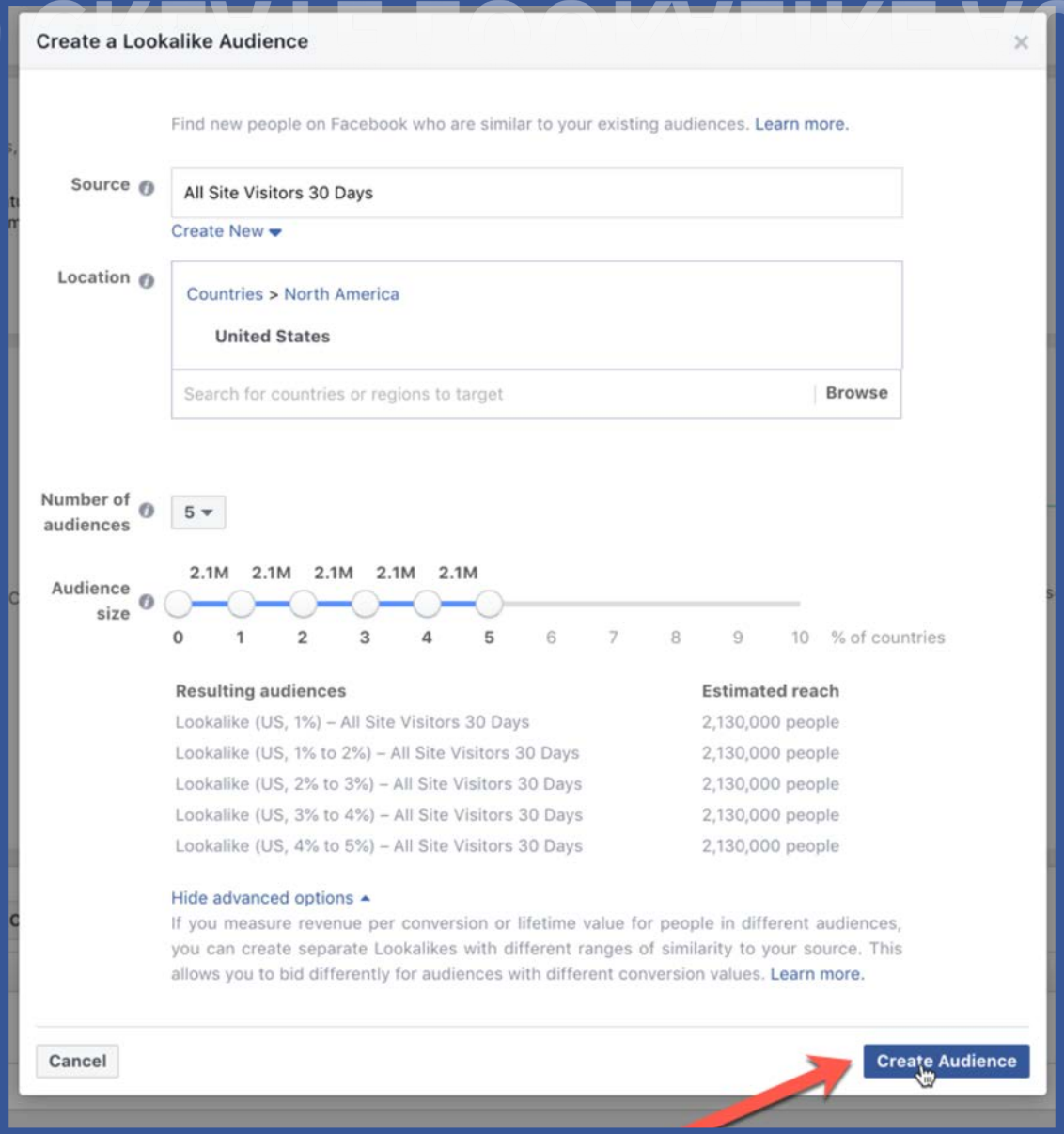

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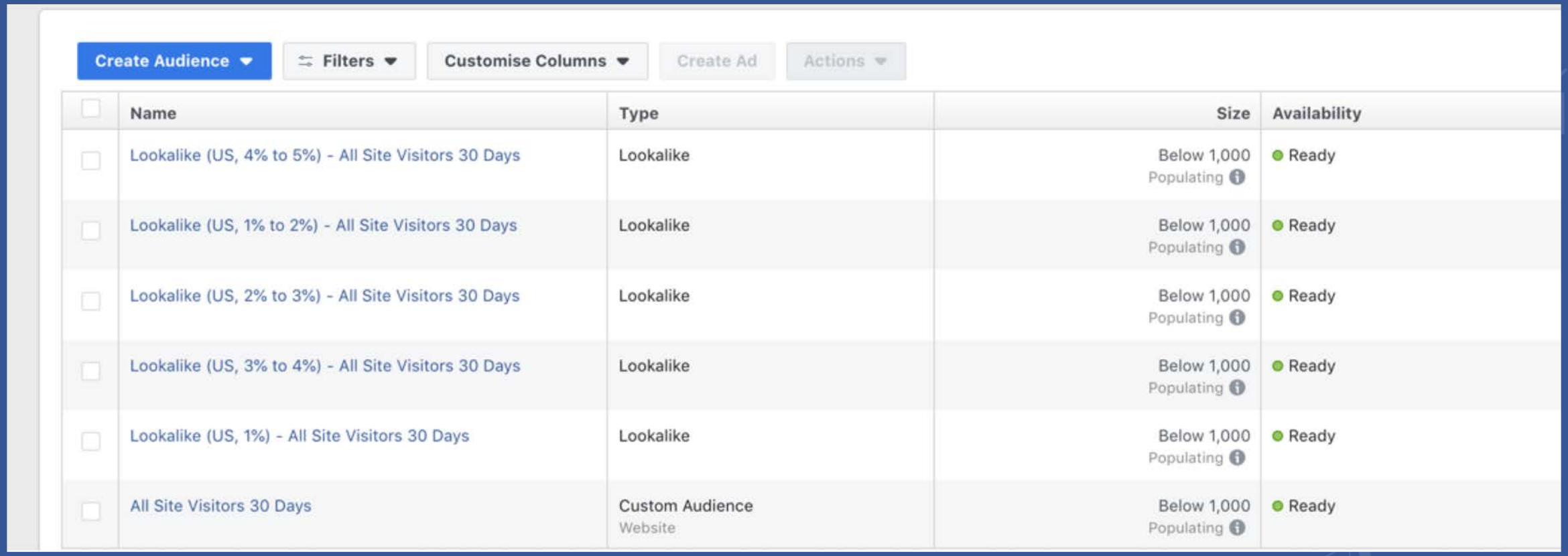
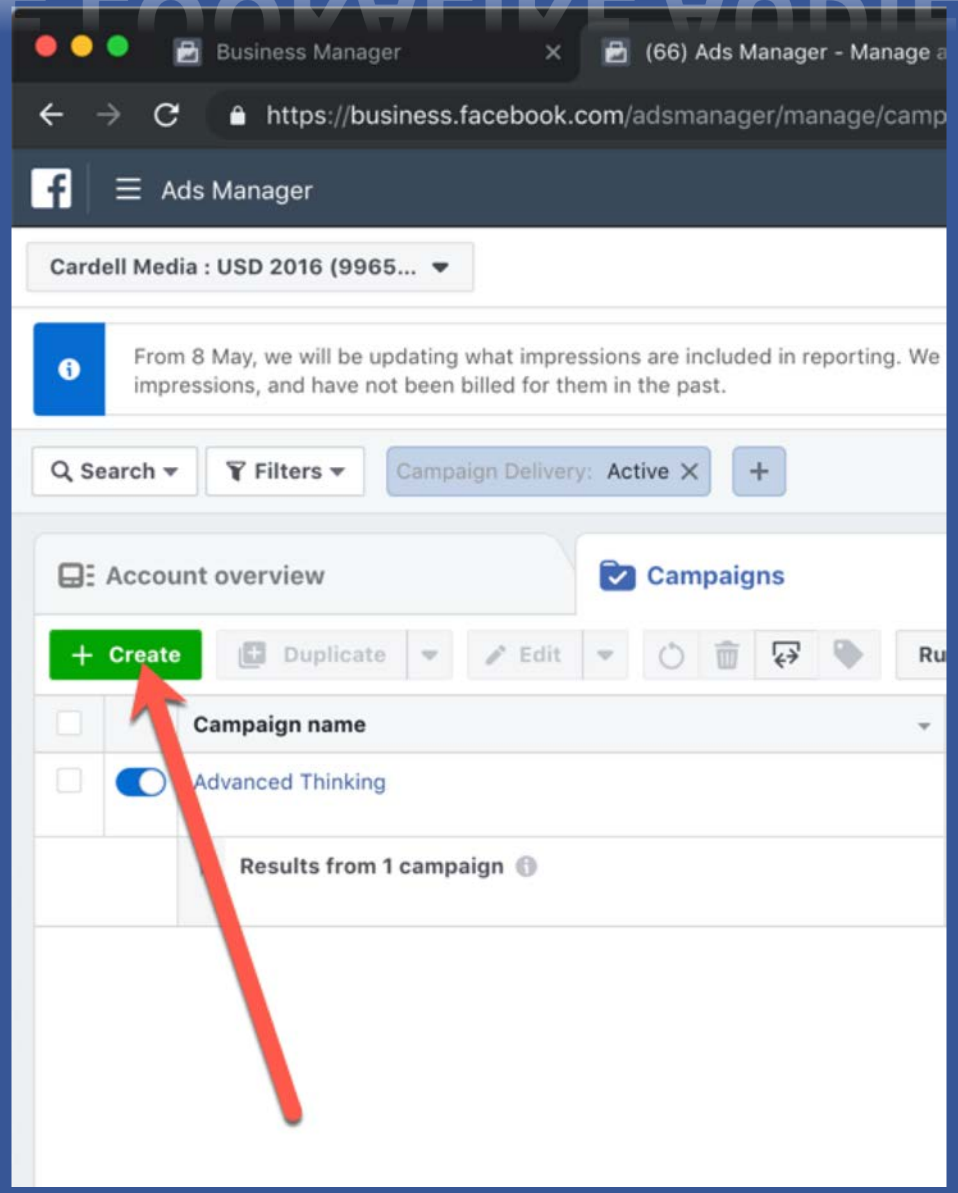


HOW TO CREATE A LOOKALIKE AUDIENCE CAMPAIGN

HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



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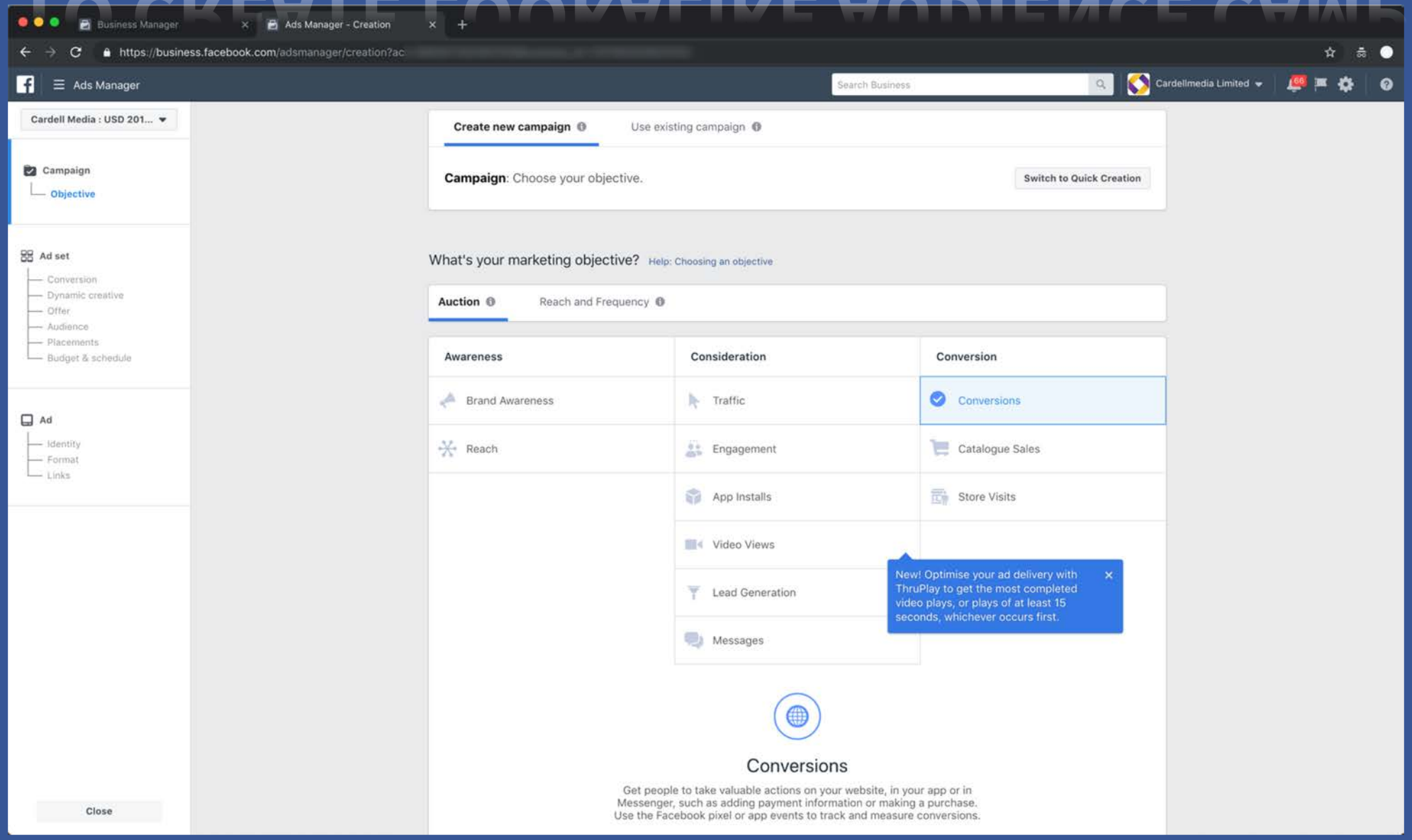

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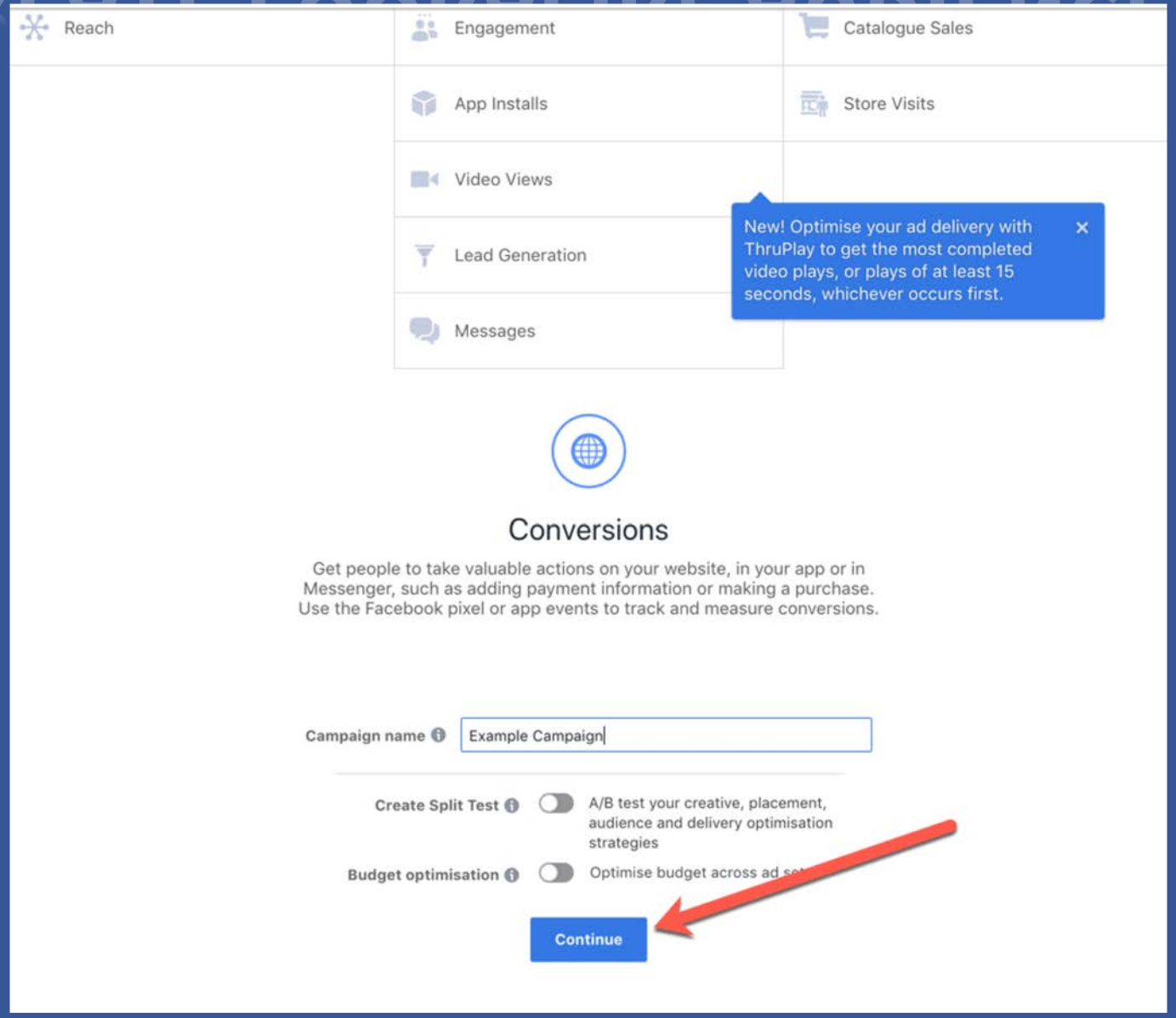

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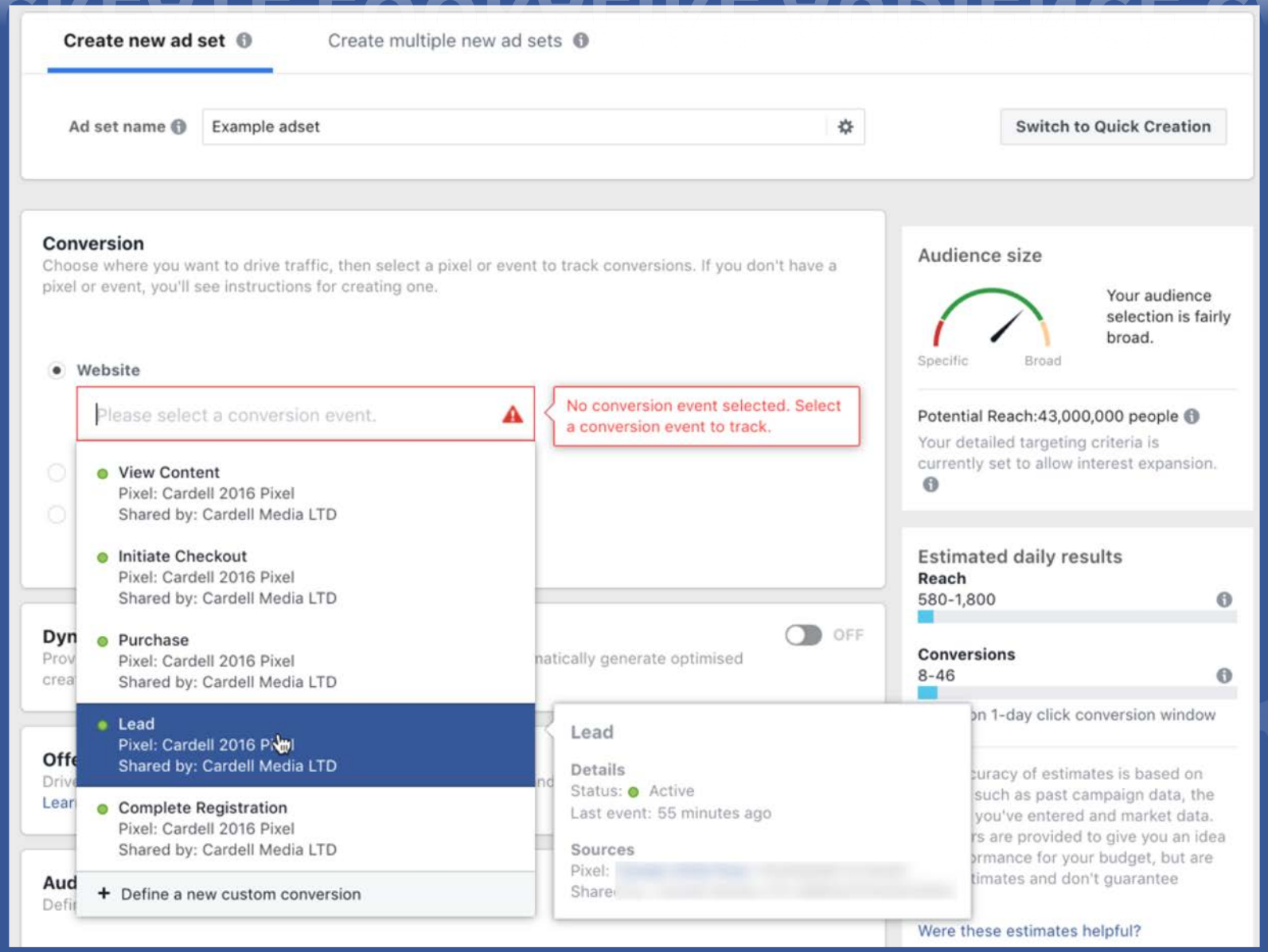

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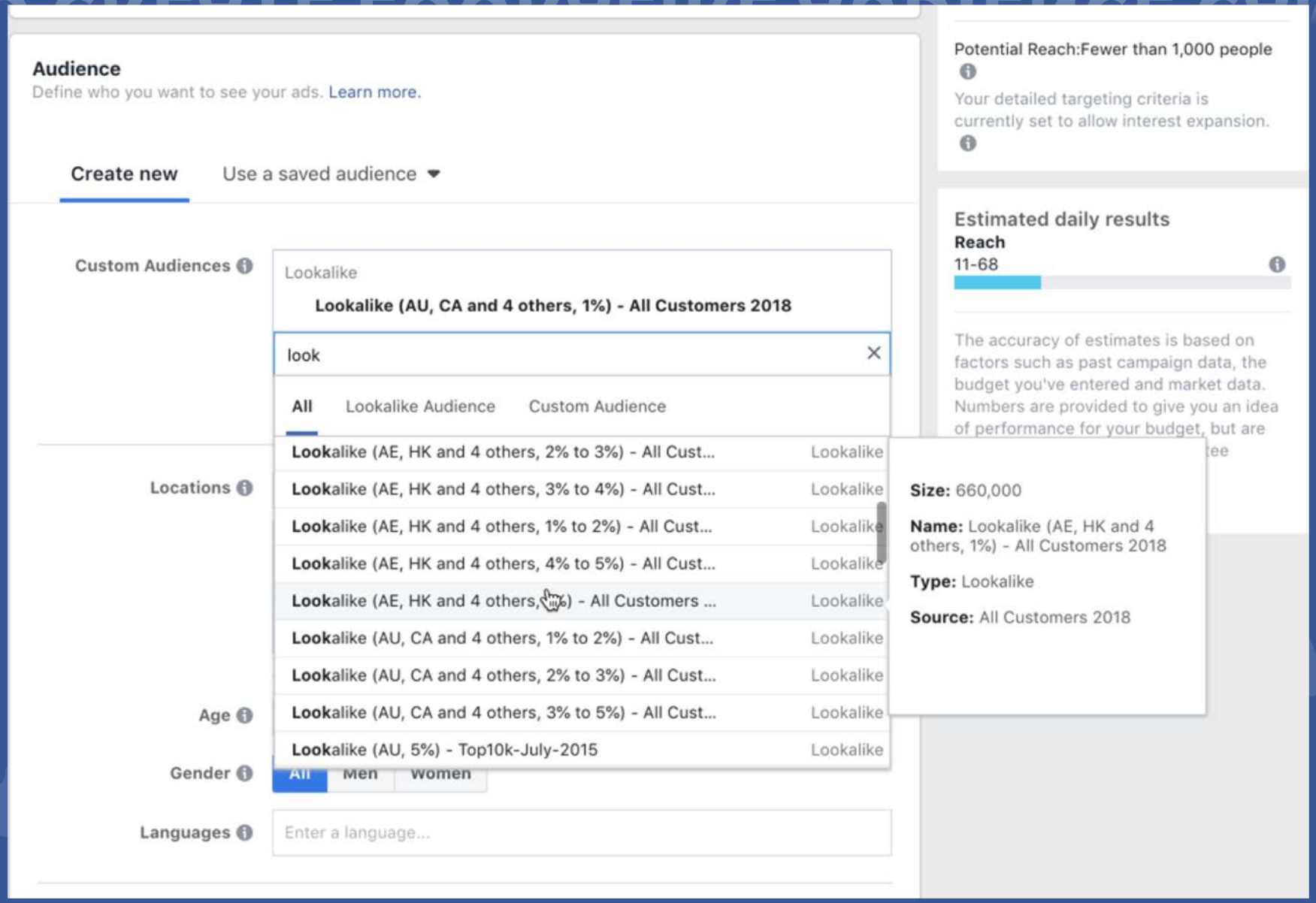
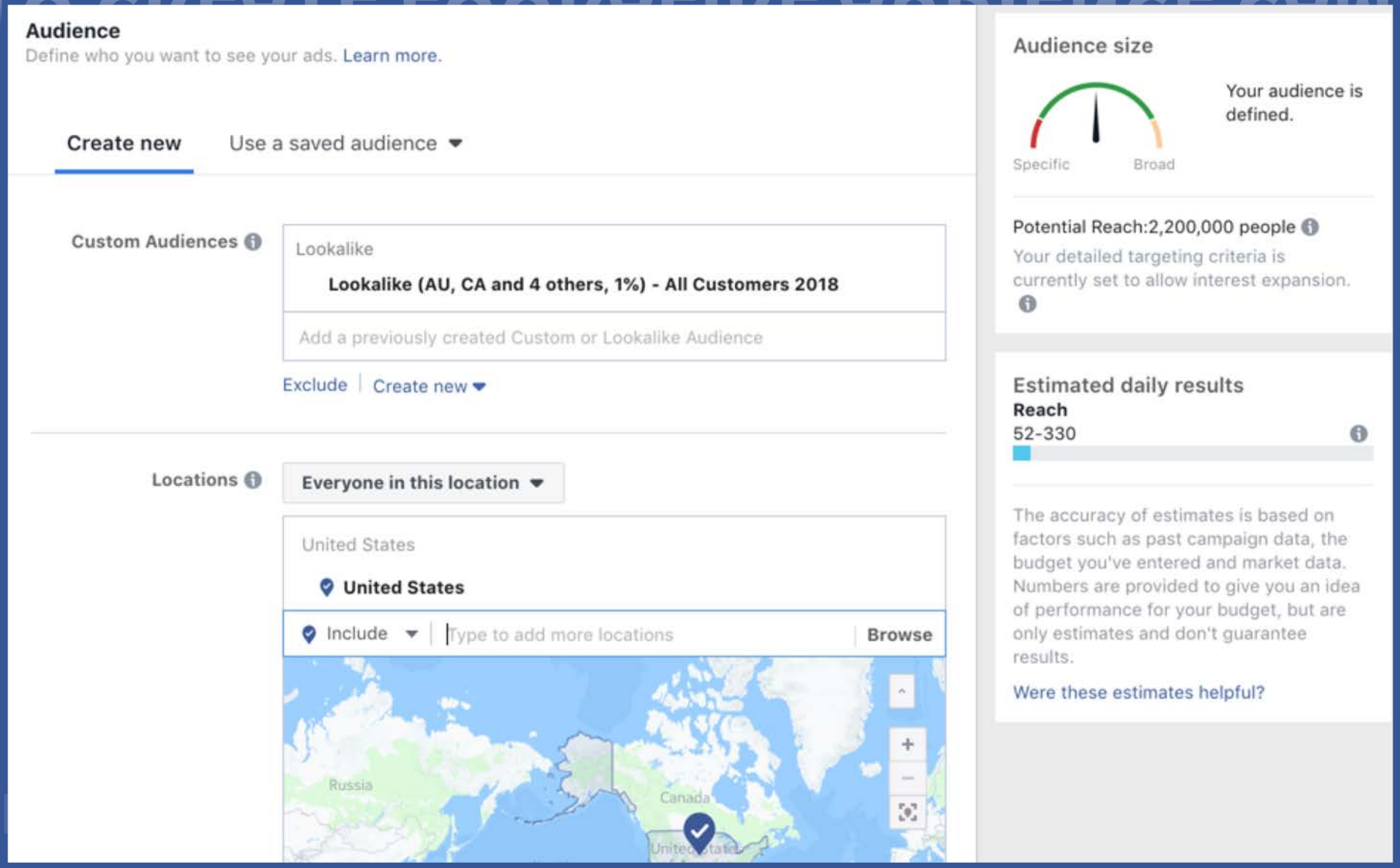


HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



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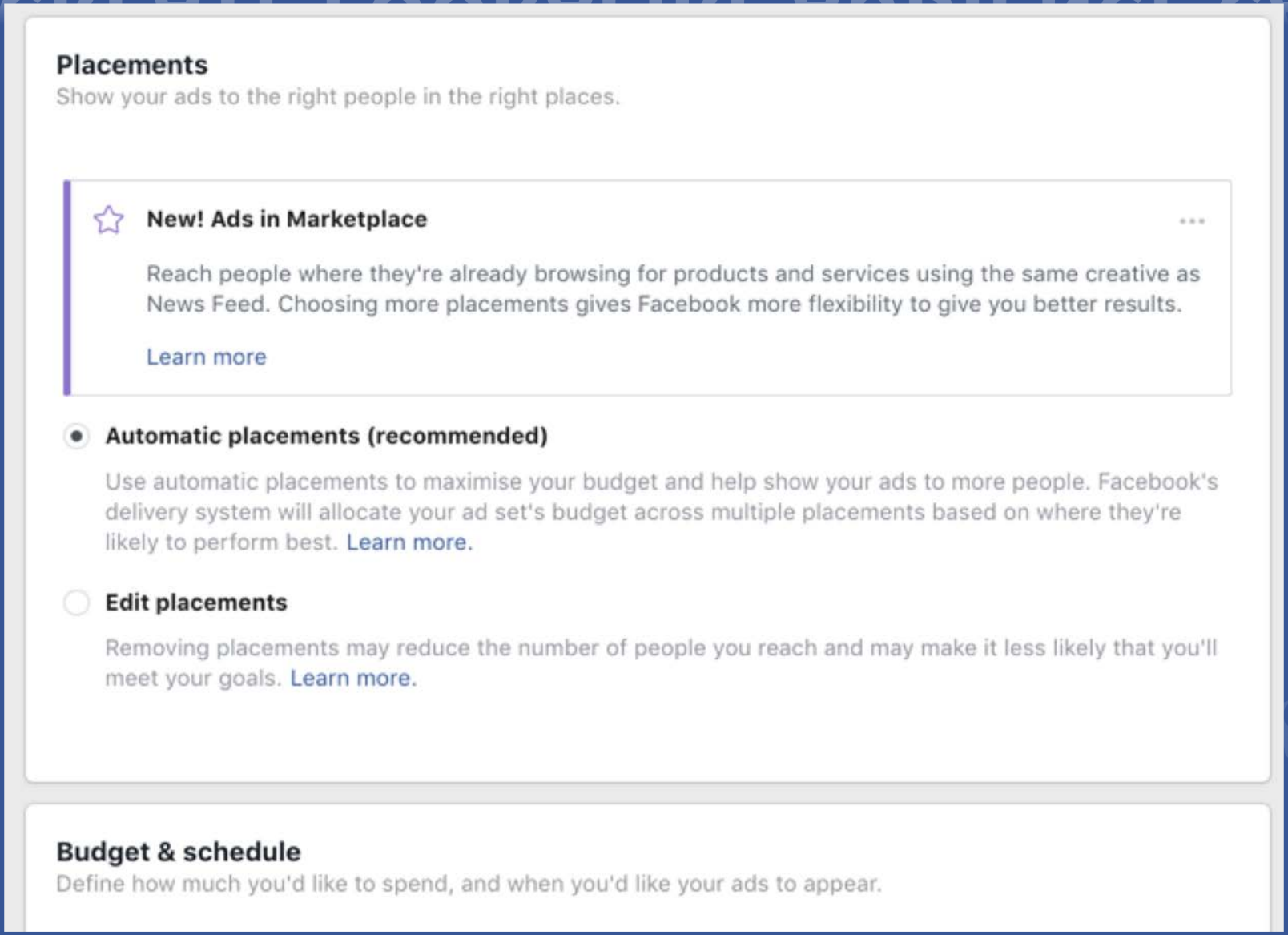

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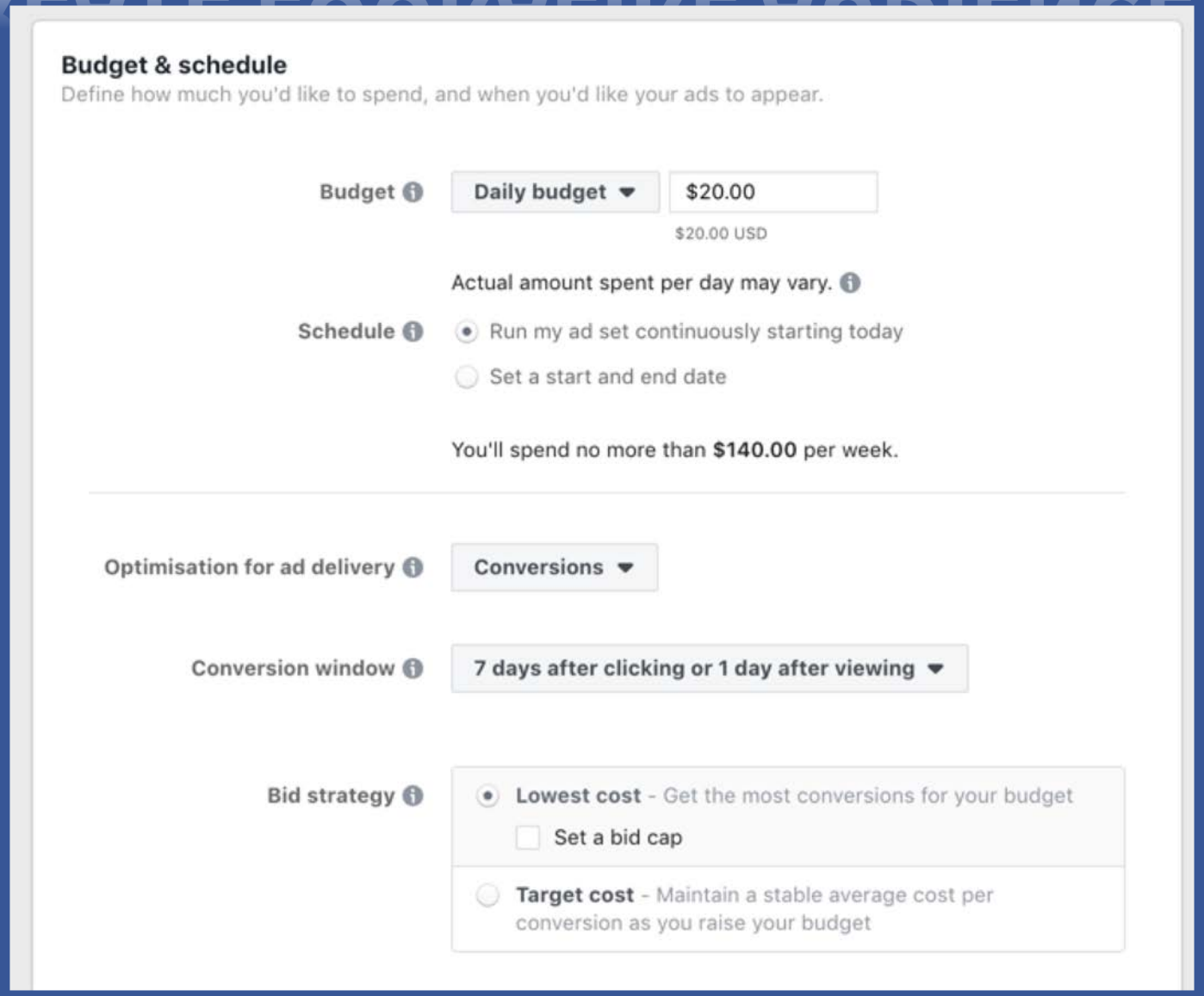

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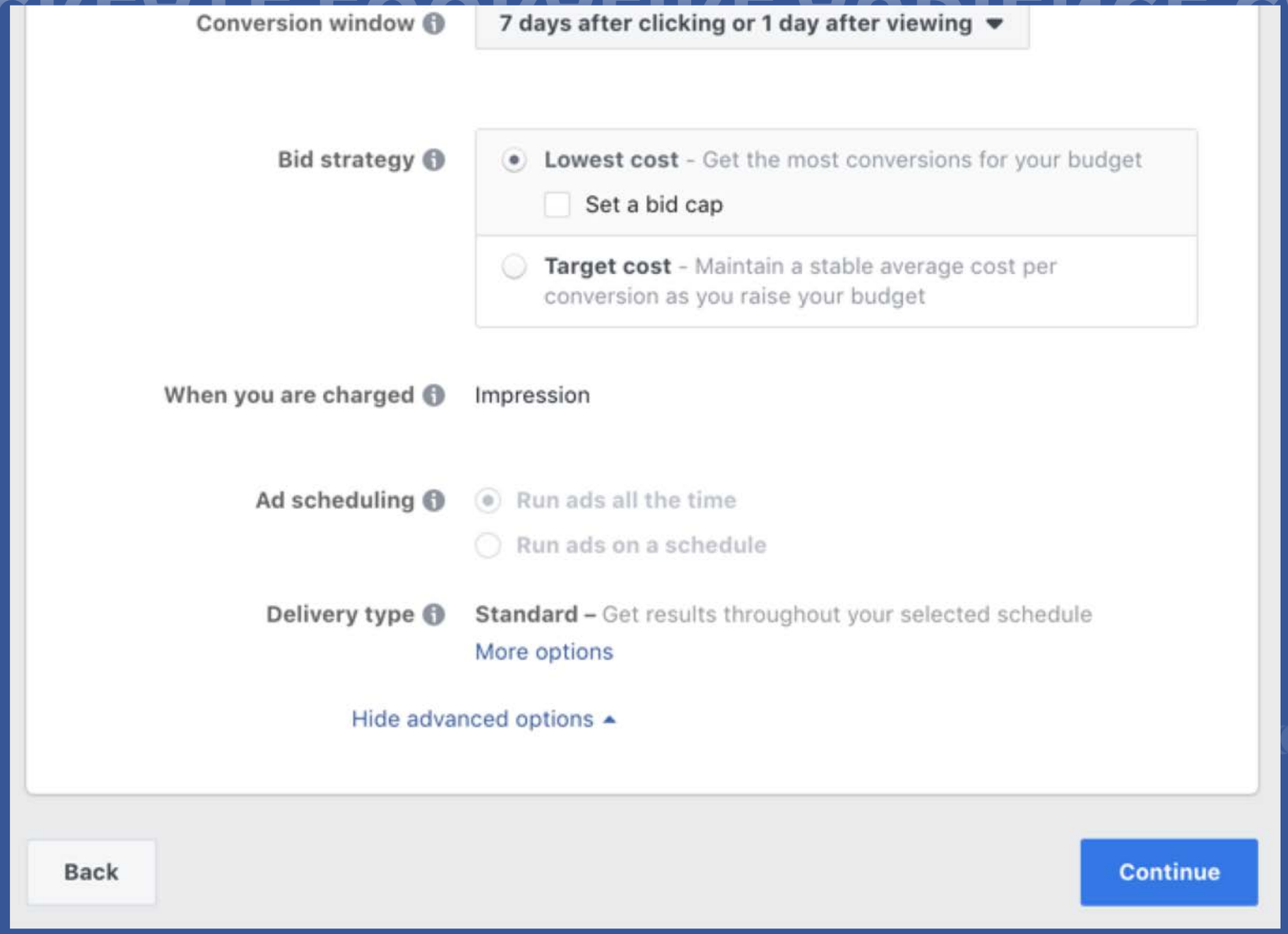

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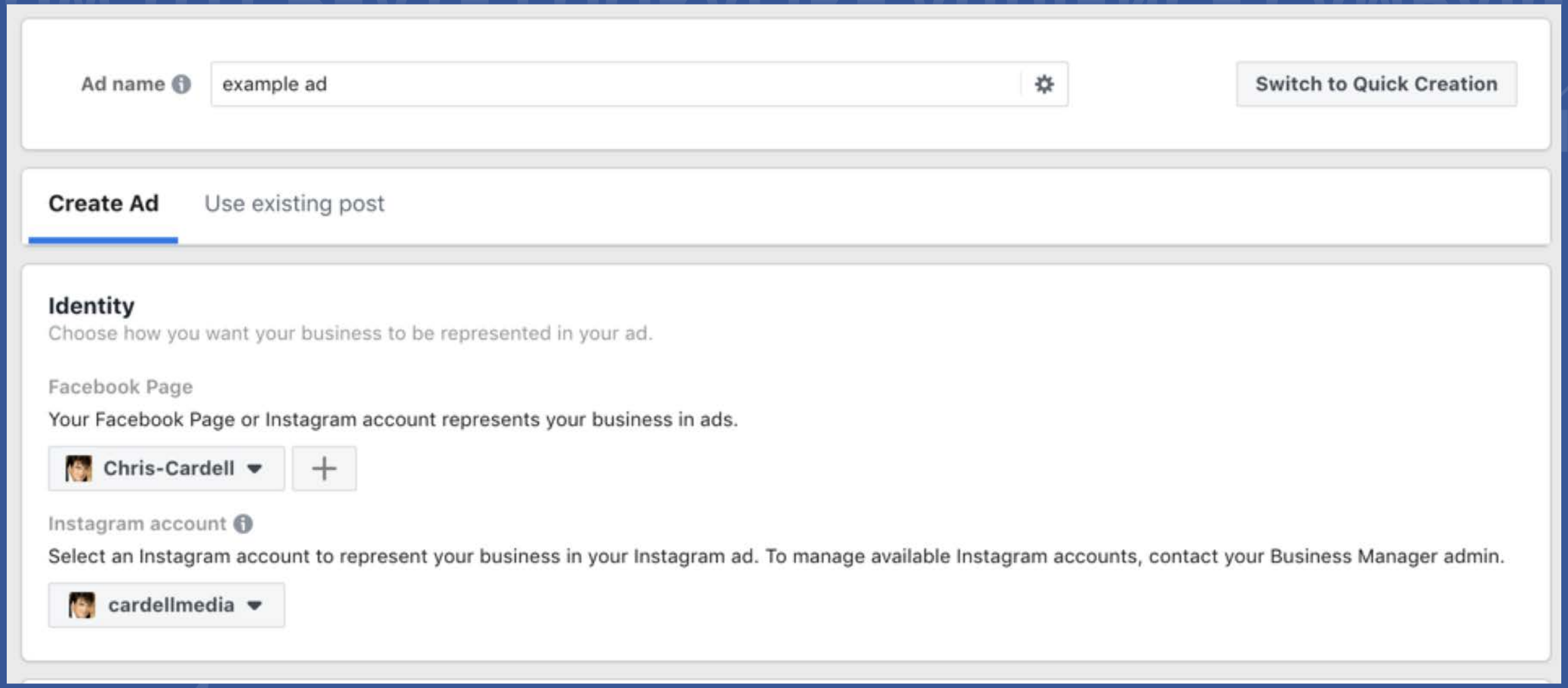

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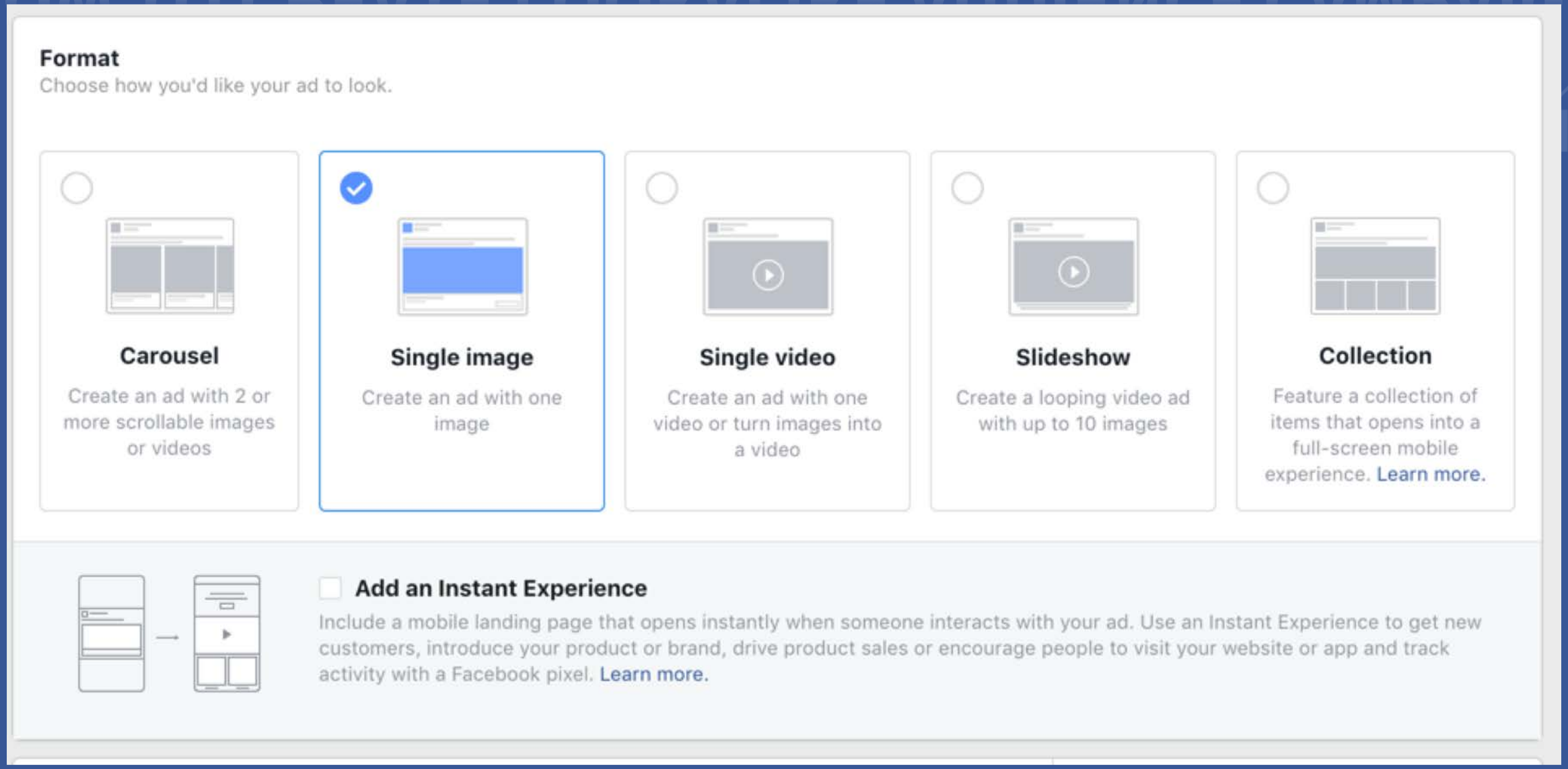

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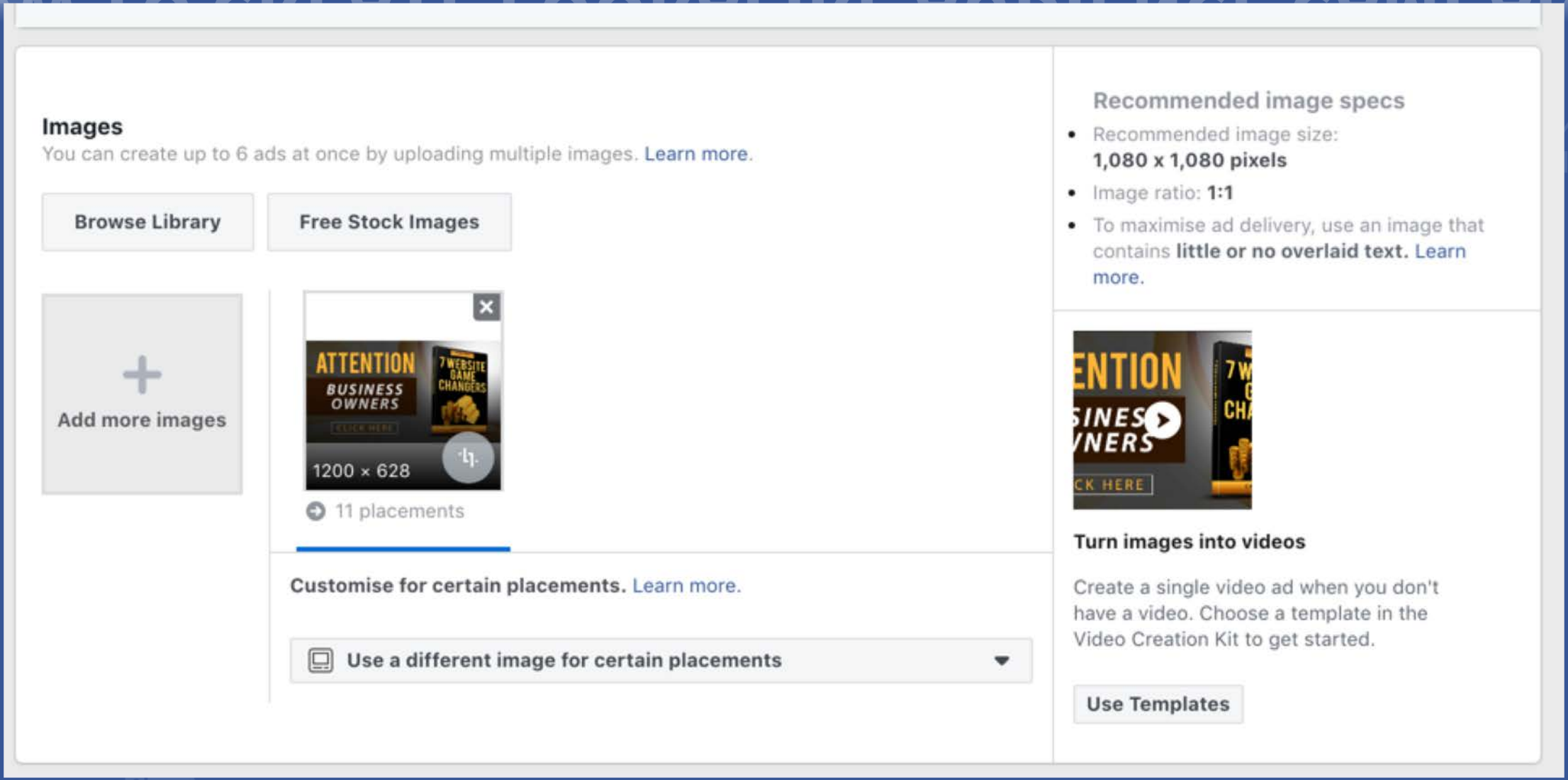
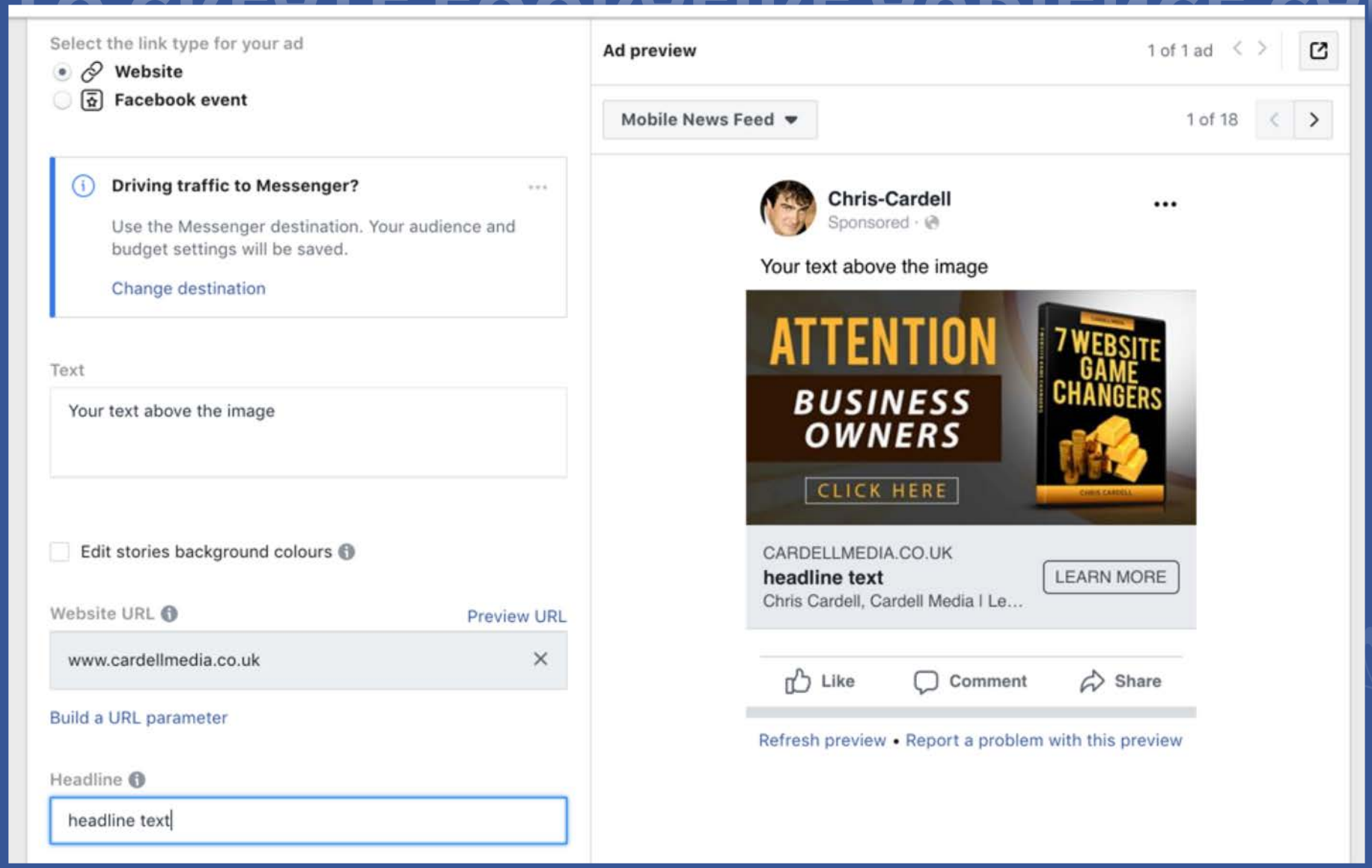


HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



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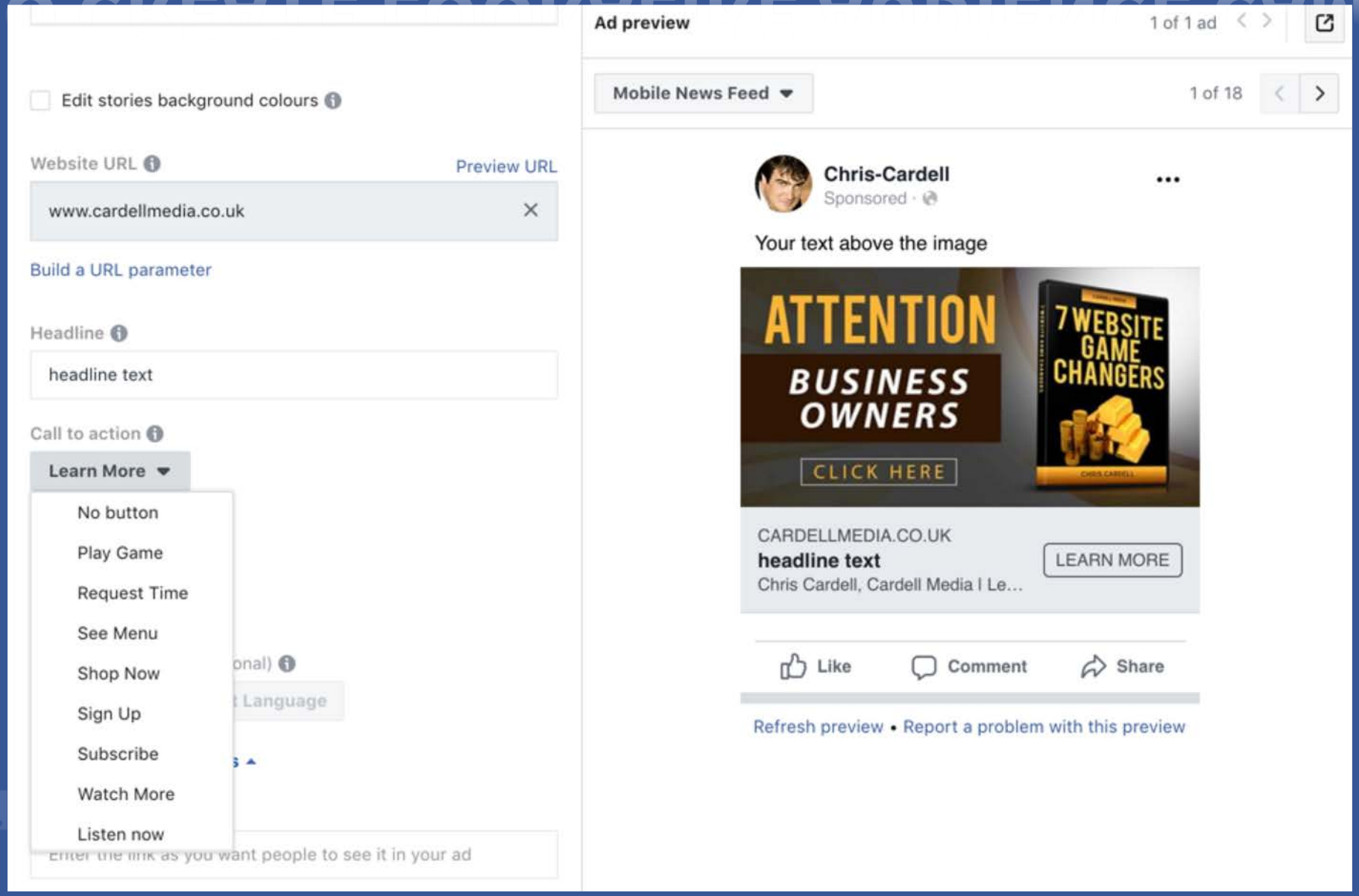

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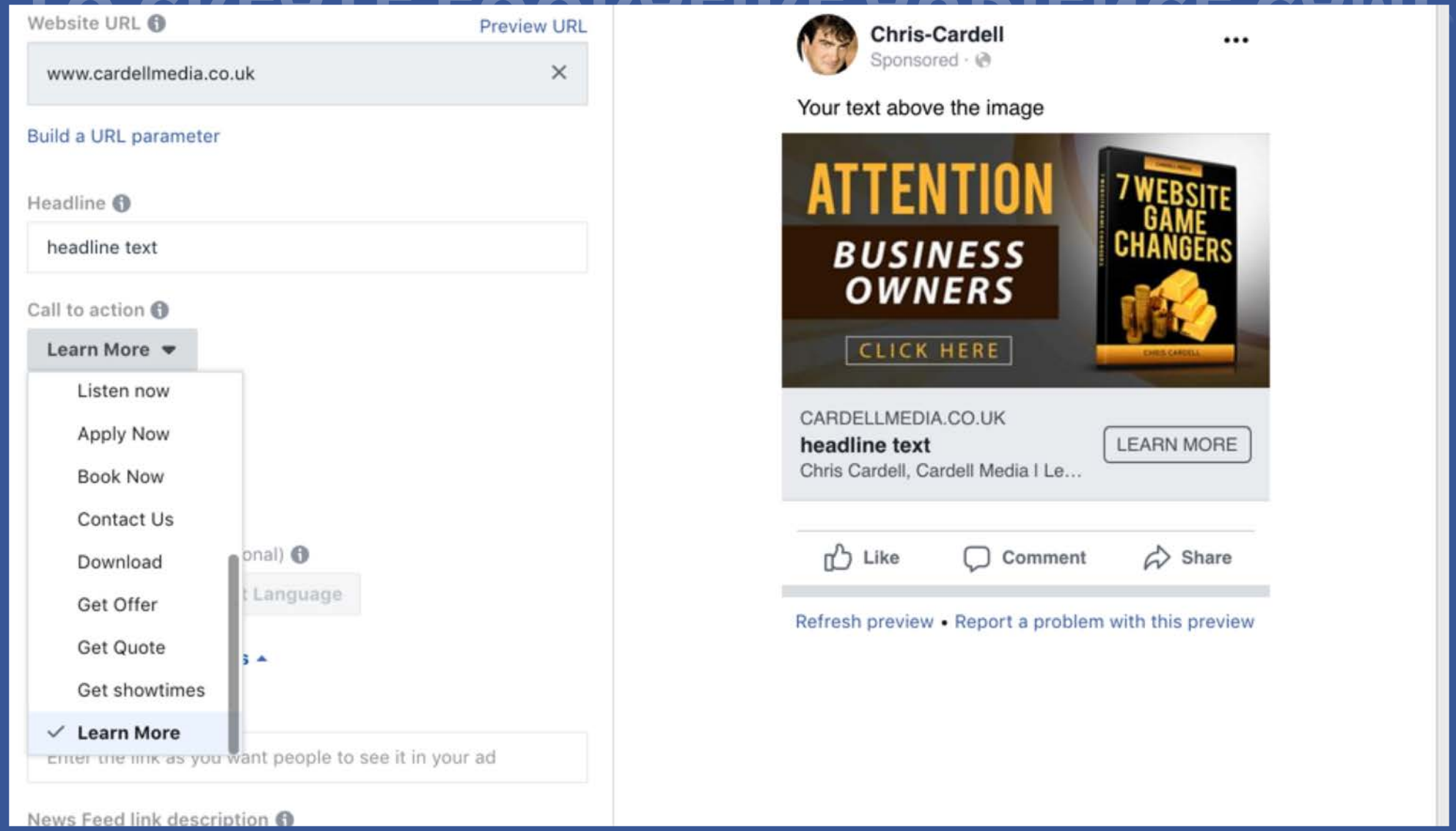


HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN

Overlay (optional)

Add overlay

Multiple languages (optional)

+ Create In Different Language

Hide advanced options

Display link (optional)

www.cardellmedia.co.uk

News Feed link description

Description here

Branded content

If this post features a third-party brand or product, then you must tag your business partner's Page. See branded content policy

Who is your business partner for this post?

URL parameters (optional)

E.g. key1=value1&key2=value2

Build a URL parameter

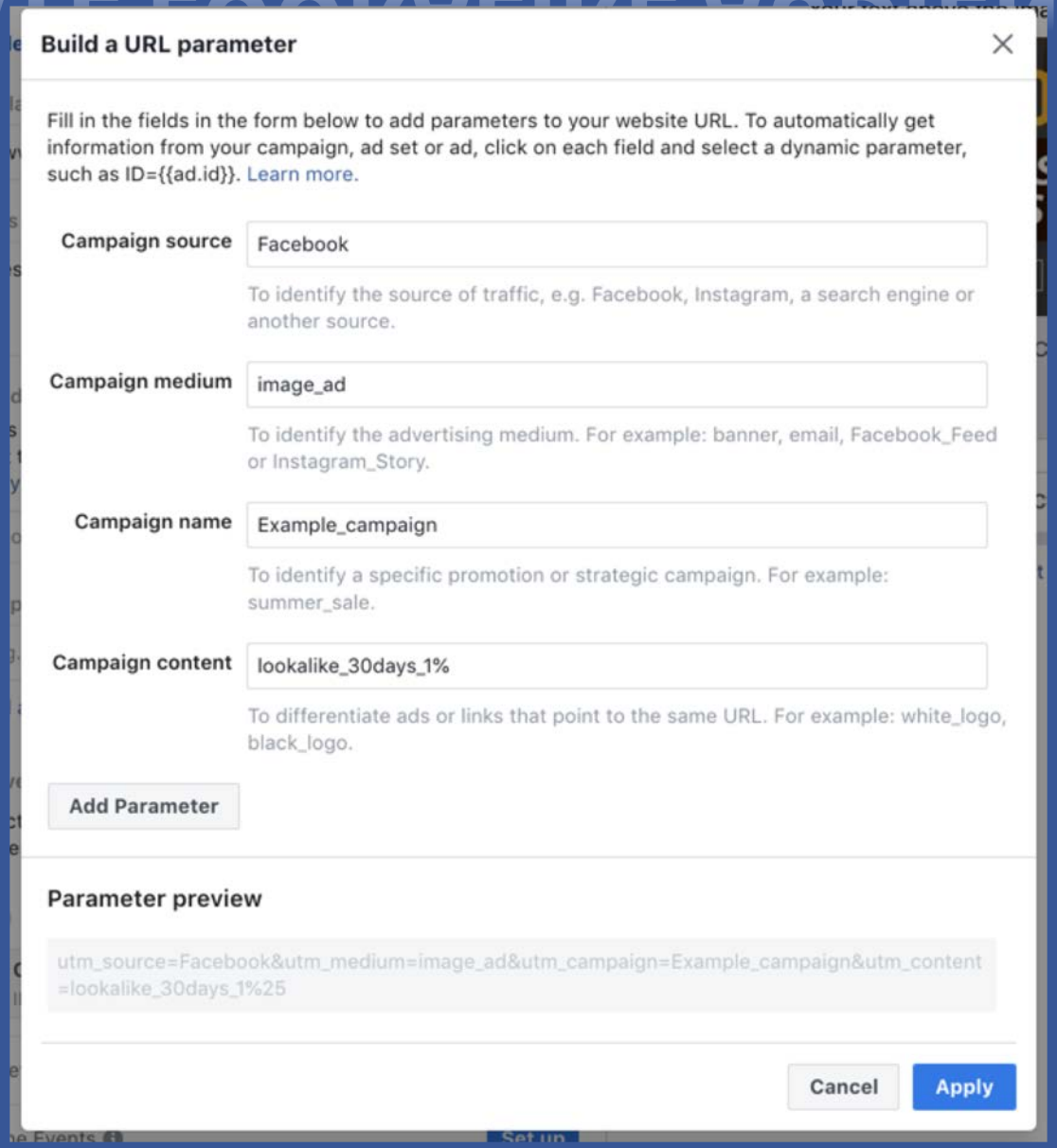
WWW.CARDELLMEDIA.CO.UK
headline text
Description here

LEARN MORE

Like Comment Share

Refresh preview • Report a problem with this preview

HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



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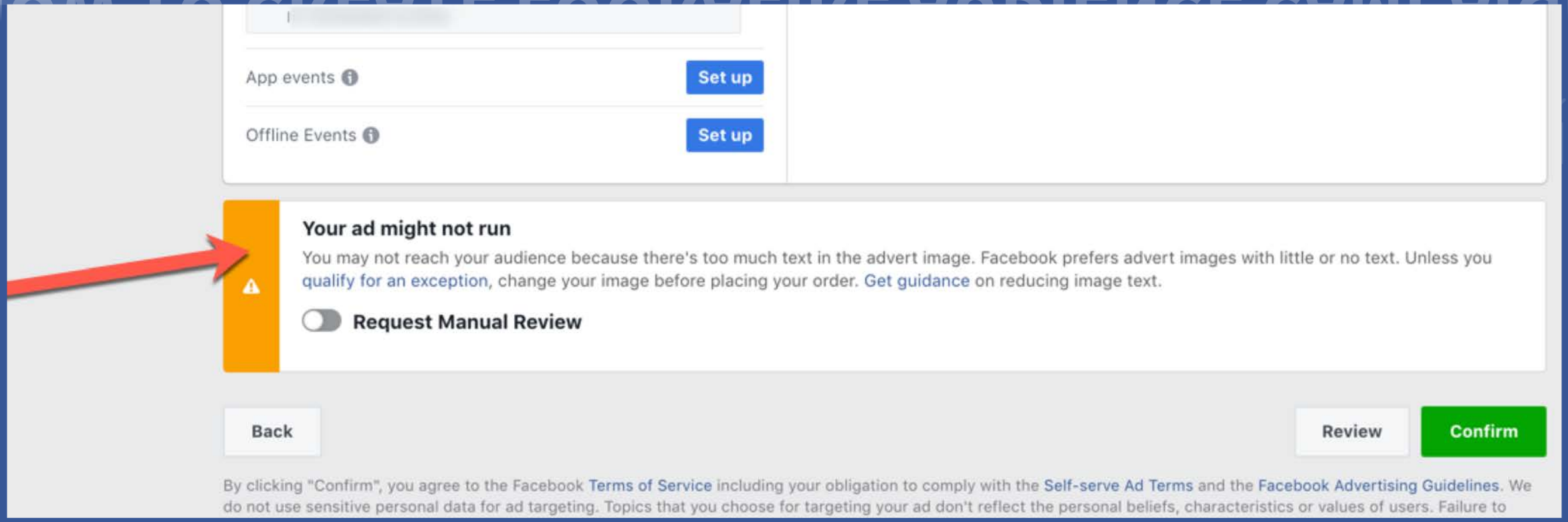
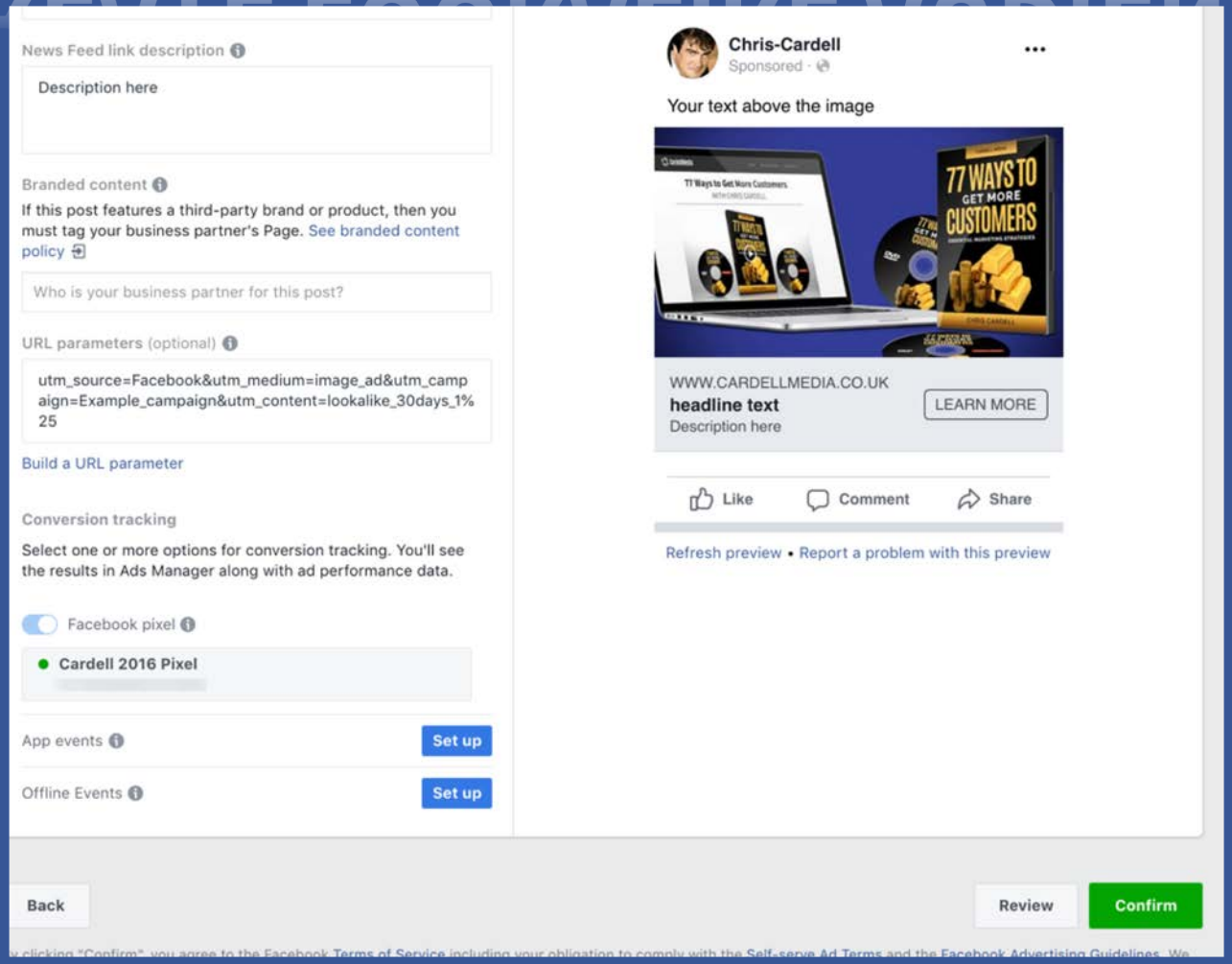


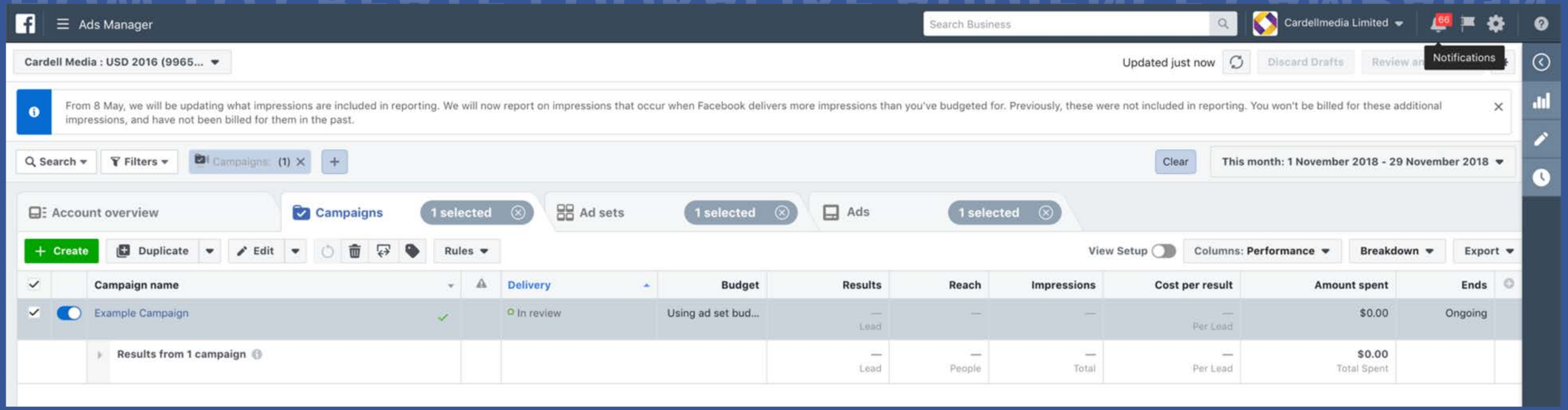
Text Percentage Greater Than 20%

HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



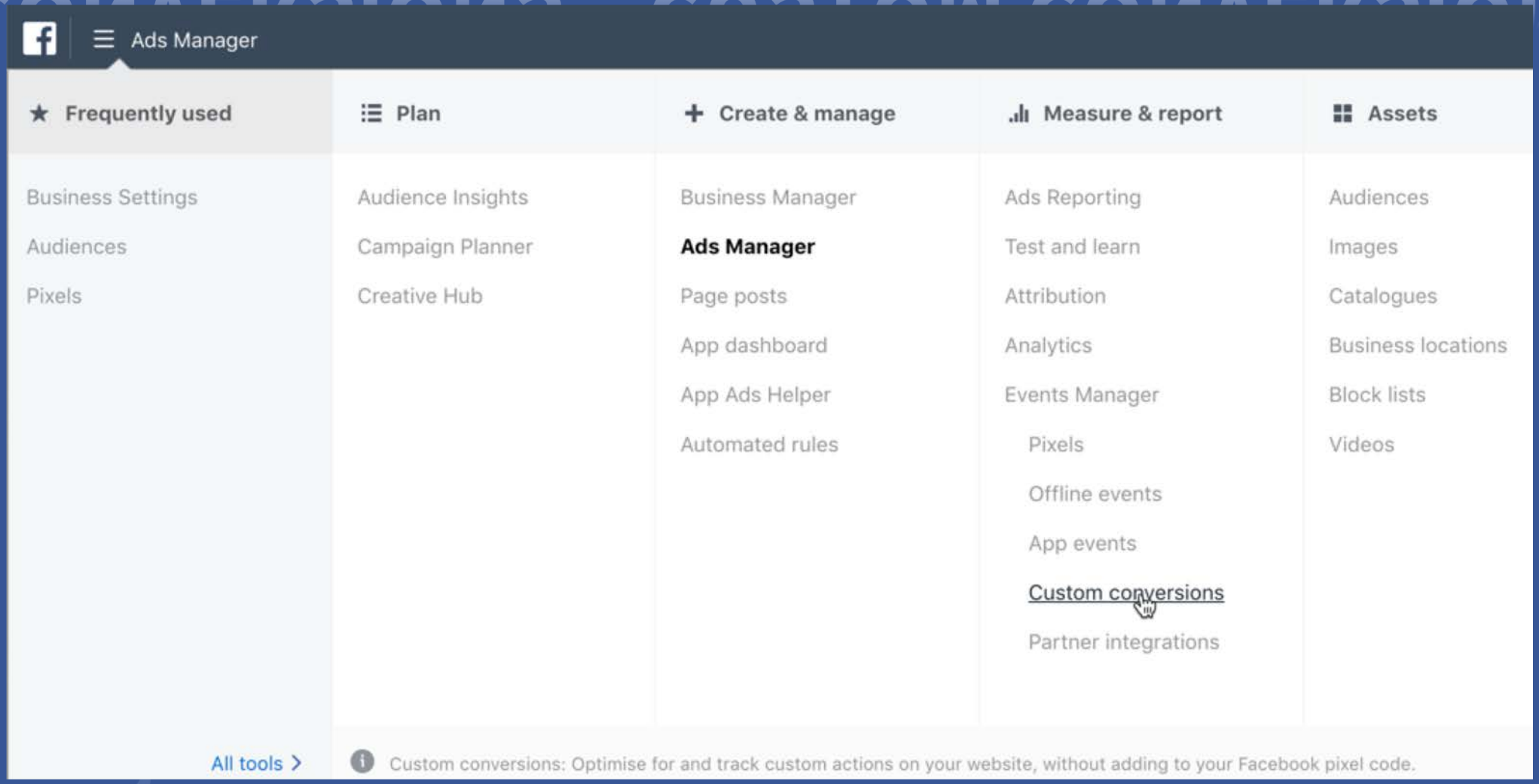
Text Percentage Less Than 20%

HOW TO CREATE LOOKALIKE AUDIENCE CAMPAIGN



CONVERSION OPTIONS

CONVERSIONS – CUSTOM CONVERSIONS



Custom conversions, you define a goal, eg page visited etc

CONVERSIONS – CUSTOM CONVERSIONS

Events Manager

Search Business

Cardellmedia Limited

Cardell Media : USD 2016 (99659730...

Data sources | **Custom conversions** | Partner integrations

Create Ad

Get started with custom conversions

Customise an event by adding rules and parameters that define specific customer actions.

Learn from custom conversions

See the details of how customers interact with your business, such as the price and style of the shoes they view on your website, app or in a physical shop.

Optimise for custom conversions

Use custom conversions to show ads to people who are most likely to take specific actions. You can use this feature once you've recorded at least 50 conversions for a custom conversion.

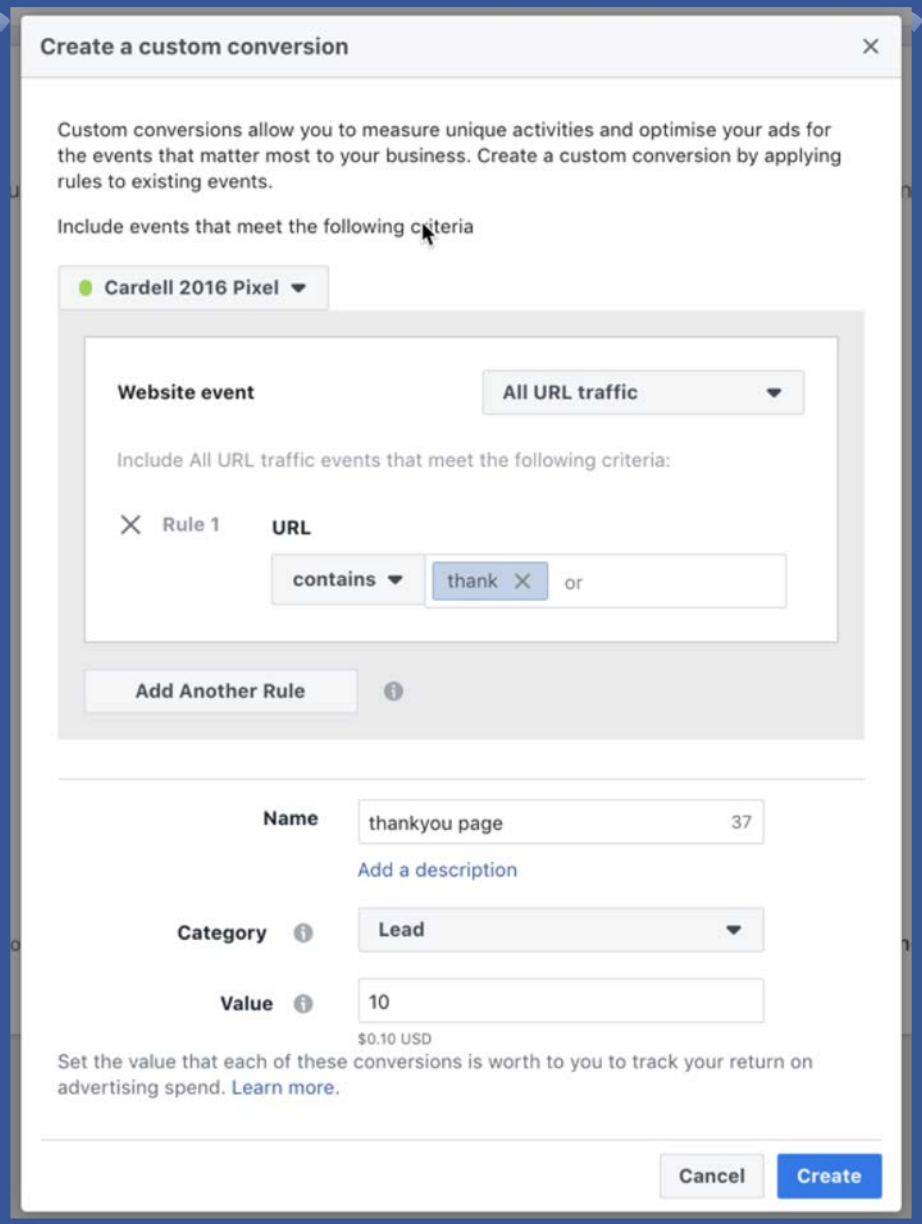
Share custom conversions

Collaborate on a campaign by sharing custom conversions with other ad or business accounts on Facebook or third-party agencies.

Create Custom Conversion

If you would like to reach people who have a relationship with your business, create a Custom Audience.

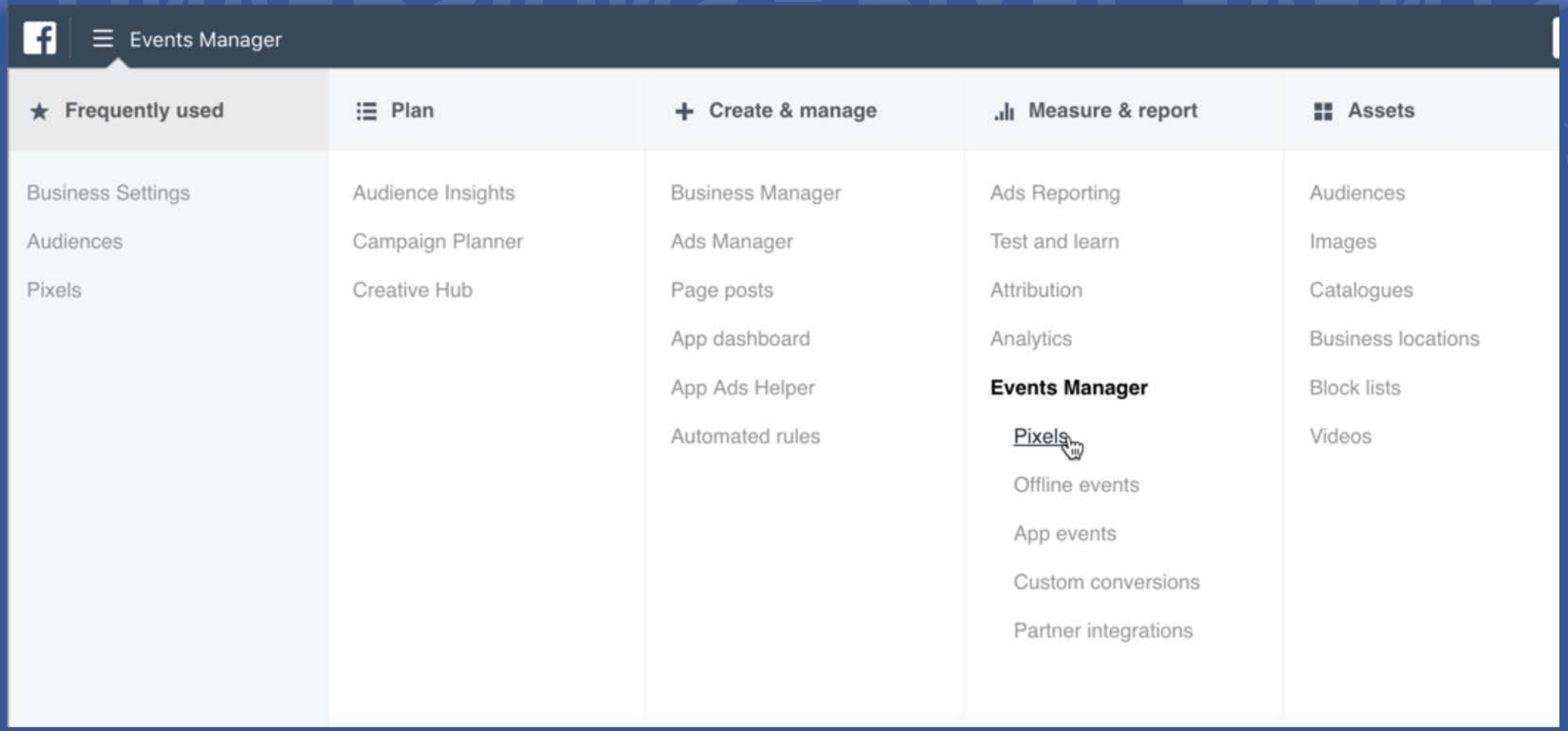
CONVERSIONS – CUSTOM CONVERSIONS



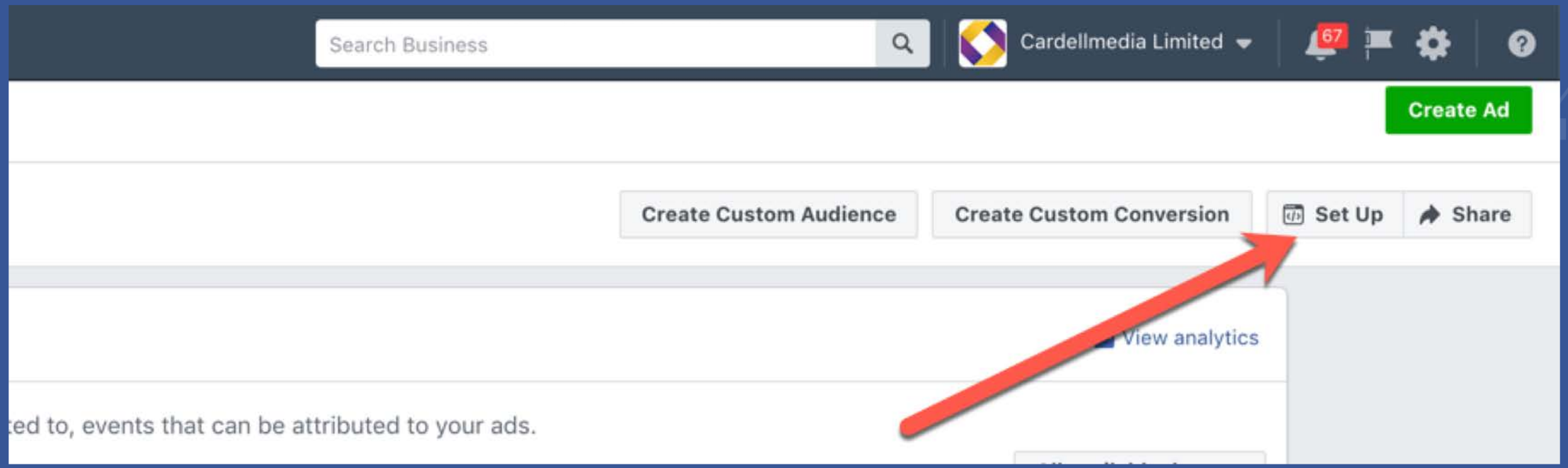
Issue with custom conversions is they can be hard to adjust and affects the global learning.

So instead we use conversion events on the pixel

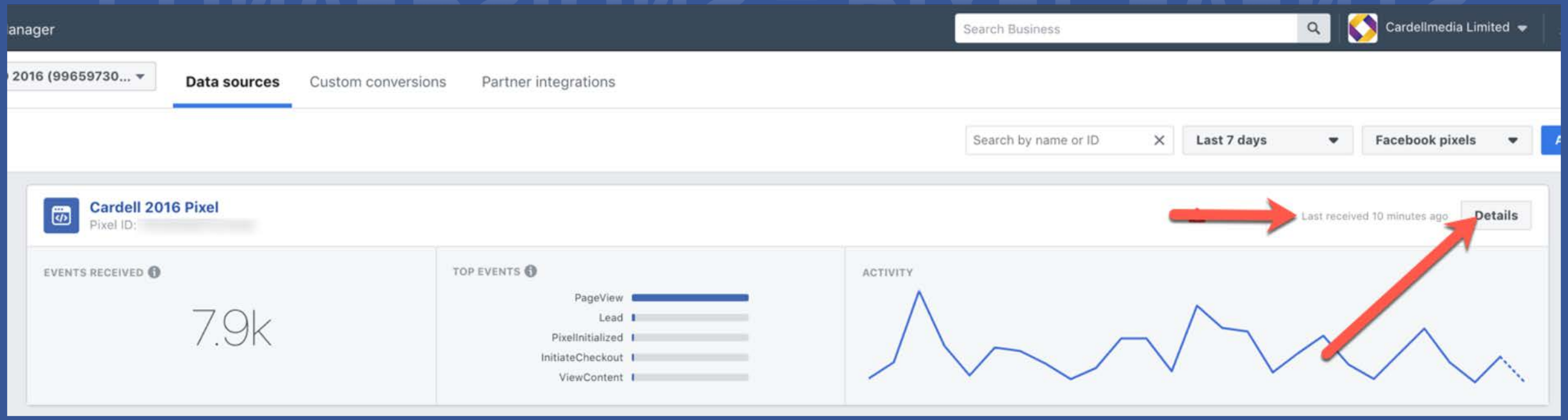
CONVERSIONS – PIXEL EVENTS



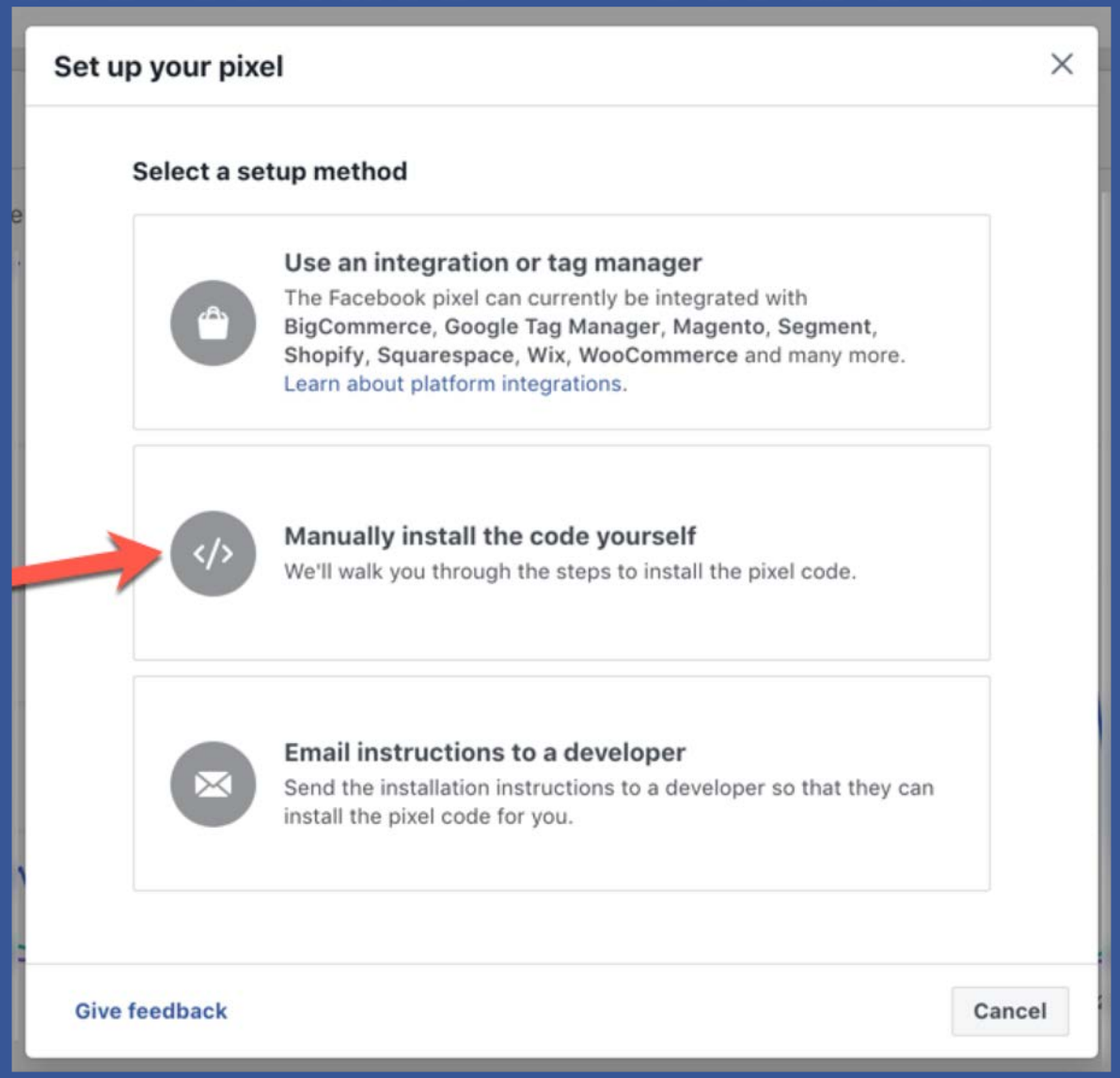
CONVERSIONS – PIXEL EVENTS



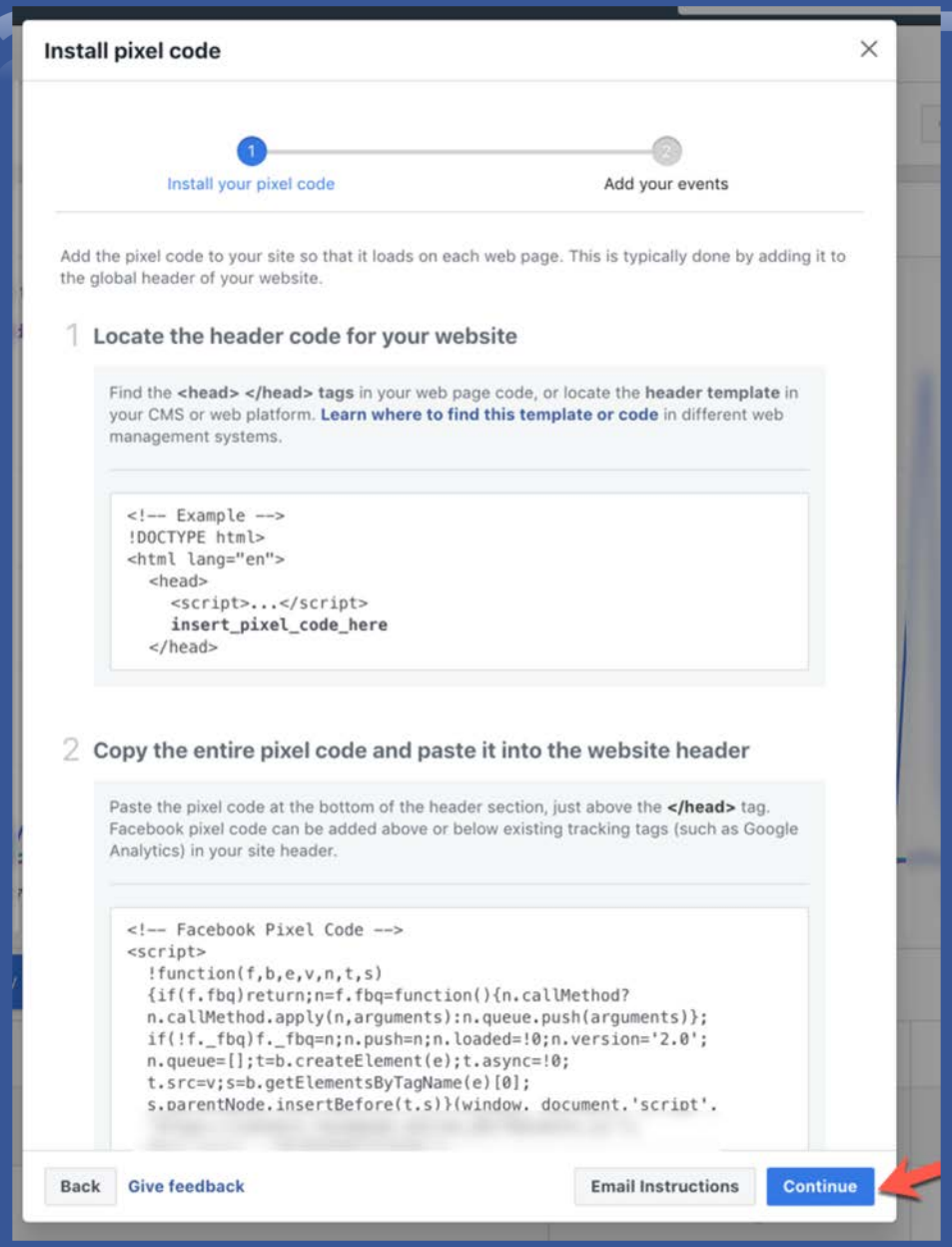
CONVERSIONS – PIXEL EVENTS



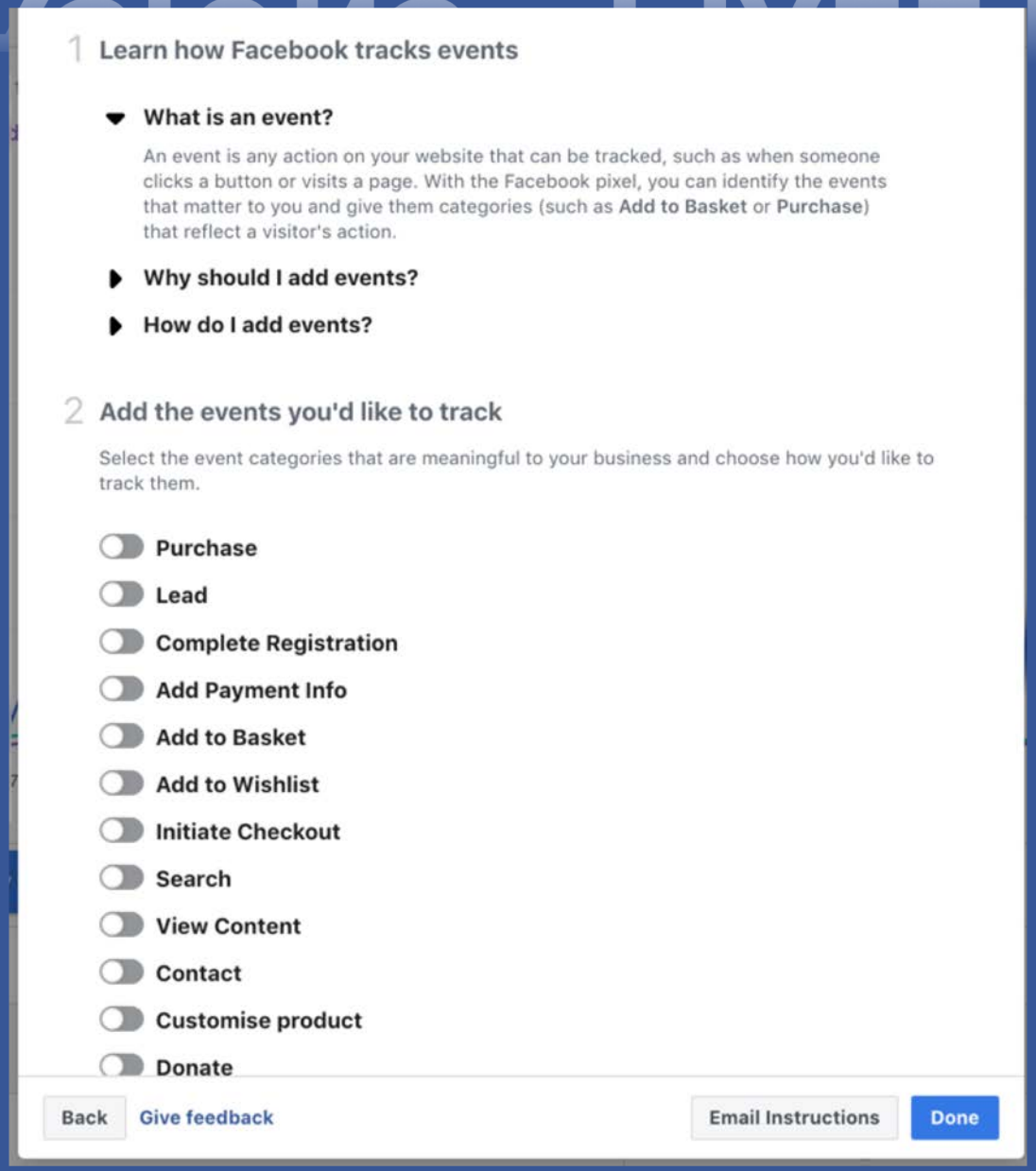
CONVERSIONS – PIXEL EVENTS



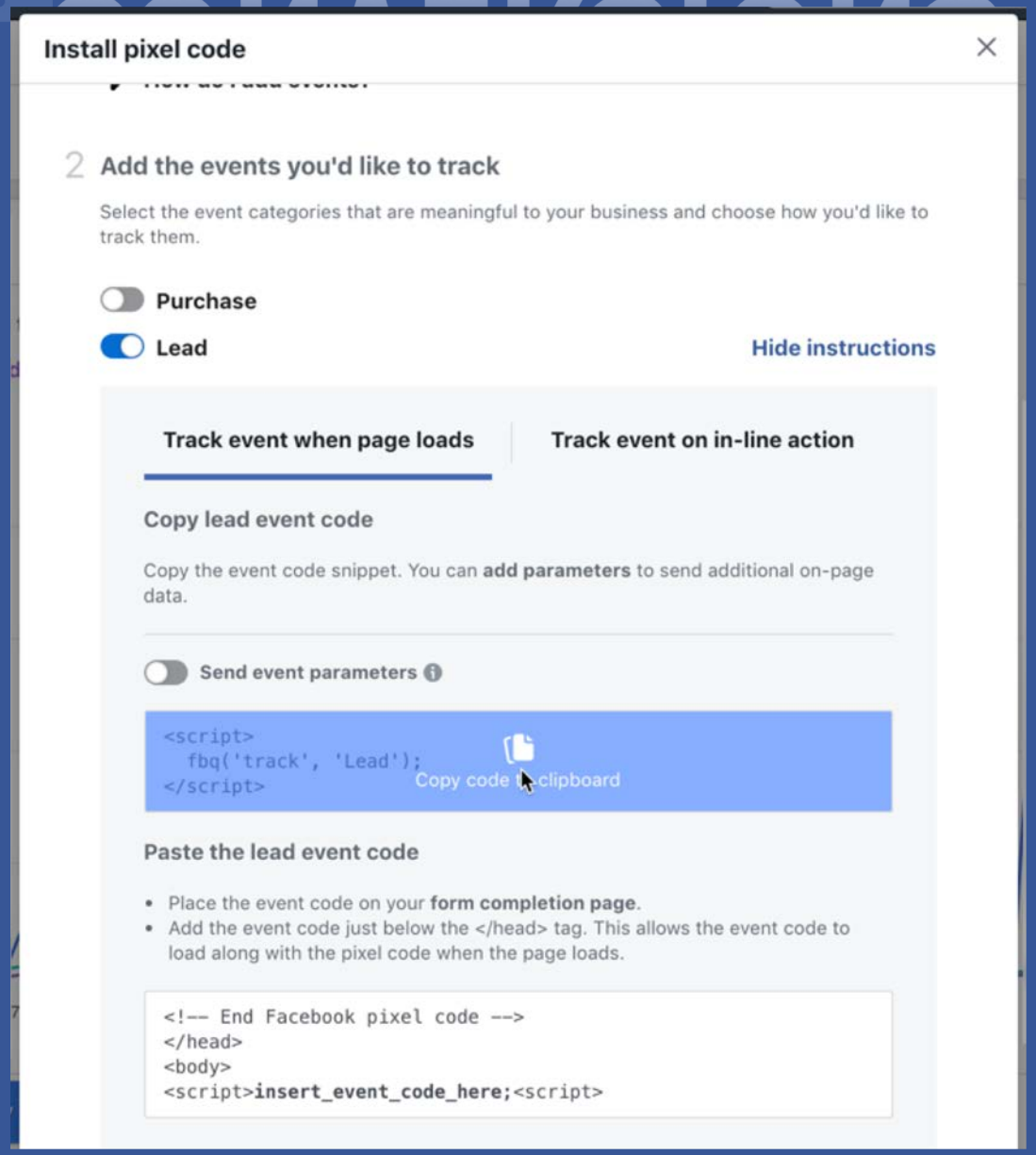
CONVERSIONS – PIXEL EVENTS



CONVERSIONS – PIXEL EVENTS



CONVERSIONS – PIXEL EVENTS



Get developer to install Event Code on thanks page

CONVERSIONS – PIXEL EVENTS

- Purchase
- Lead
- Complete Registration
- Add Payment Info
- Add to Basket
- Add to Wishlist
- Initiate Checkout
- Search
- View Content
- Contact
- Customise product
- Donate
- Find location
- Schedule
- Start trial
- Submit Application
- Subscribe

BIDDING OPTIONS

BIDDING – CONVERSION OPTIMISED LOWEST COST

Optimisation and delivery

Optimisation for ad delivery: Conversions

Conversion window: 7 days after clicking or 1 day after viewing

Bid strategy:

- Lowest cost - Get the most conversions for your budget
  - Set a bid cap
  - $5.00 per conversion
  - We won't bid more than this amount for any individual conversion. You may have trouble with spending your budget if this amount is too low.
- Target cost - Maintain a stable average cost per conversion as you raise your budget

When you are charged: Impression

Delivery type: Standard – Get results throughout your selected schedule

More options

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

HOW IT WORKS

We'll get you the lowest cost results, based on your optimisation for ad delivery, and bid more as needed to spend your budget. You can set a bid cap if you want to make sure that we don't bid more than a certain amount for any result.

BEST FOR

Spending your budget efficiently.

THINGS TO CONSIDER

Cost may rise as you spend.

Learn more

Close | Saved to draft | Discard Draft | Publish

BIDDING – CONVERSION OPTIMISED TARGET COST

Optimisation and delivery

Optimisation for ad delivery: Conversions

Conversion window: 7 days after clicking or 1 day after viewing

Bid strategy:

- Lowest cost - Get the most conversions for your budget
- Target cost - Maintain a stable average cost per conversion as you raise your budget

  $5.00 per conversion

  Based on a 7 days after clicking or 1 day after viewing conversion window. Learn more

When you are charged: Impression

Delivery type: Standard – Get results throughout your selected schedule

More options

Close ✓ Saved to draft

Publish

Conversions

3-5

Based on 7-day click and 1-day view conversion window

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

HOW IT WORKS

Tell us your target cost, based on your optimisation for ad delivery, and we'll bid to meet that cost on average. Some results may cost more or less, but on average costs will be stable.

BEST FOR

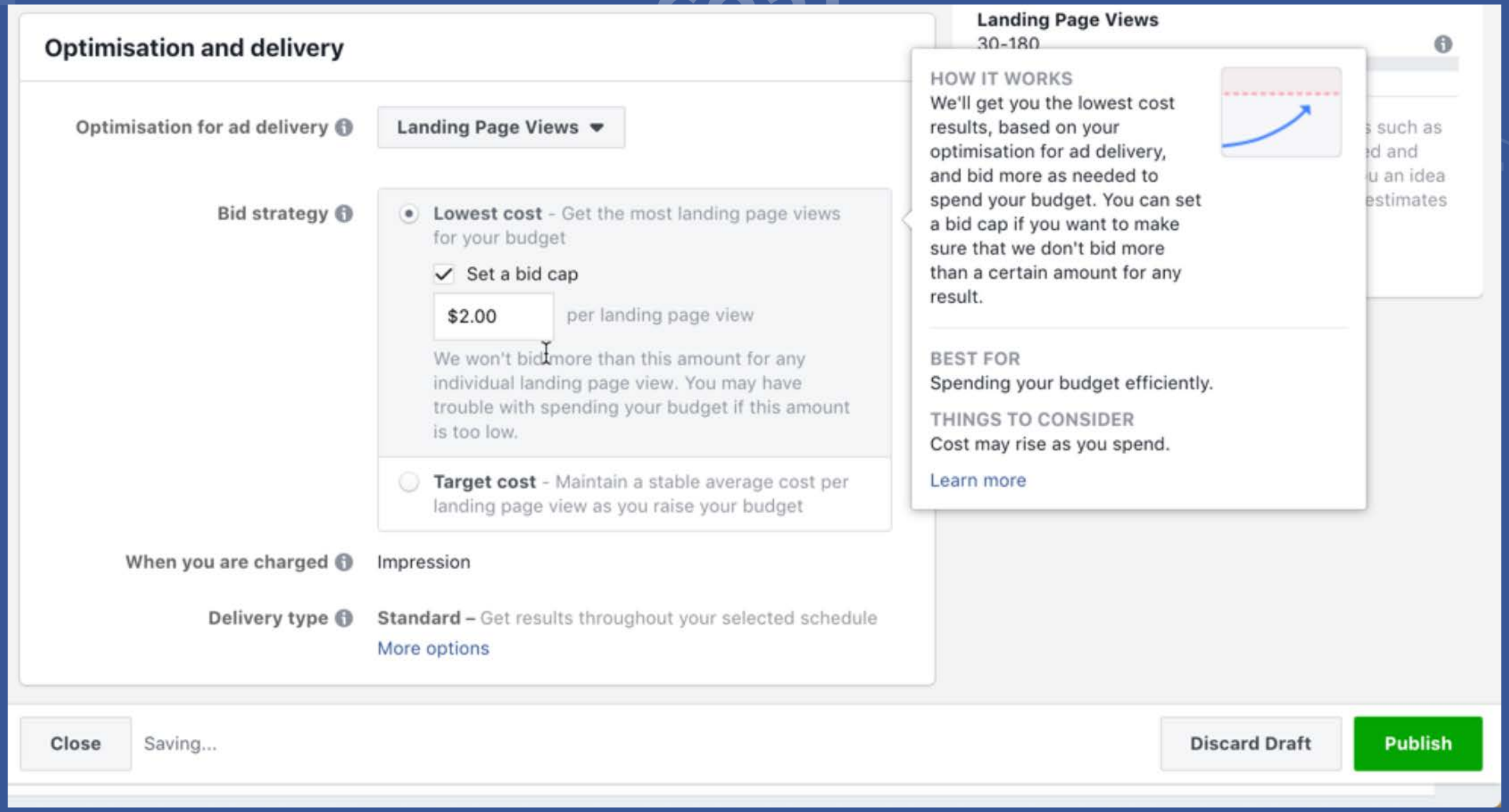
Stable average cost, even if you raise your budget.

THINGS TO CONSIDER

You might not get the lowest cost, because we'll bid to stay around your target (regardless of your budget).

Learn more

BIDDING – LANDING PAGE VIEWS LOWEST COST



BIDDING – LANDING PAGE VIEWS TARGET COST

Optimisation and delivery

Optimisation for ad delivery — Landing Page Views

Bid strategy

- ○ **Lowest cost** - Get the most landing page views for your budget
- ◉ **Target cost** - Maintain a stable average cost per landing page view as you raise your budget

  $2.00 per landing page view

  Based on a 1 day after clicking conversion window. Learn more

When you are charged — Impression

Delivery type — **Standard** – Get results throughout your selected schedule

More options

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close ✓ Saved to draft

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BIDDING – LINK CLICK LOWEST COST

Optimisation and delivery

Optimisation for ad delivery — Link clicks

With this option, your ad delivery won't be optimised for conversions using the app event selected above. To get the most conversions at the lowest cost, select the Conversions optimisation instead.

Bid strategy — **Lowest cost** - Get the most link clicks for your budget

☑ Set a bid cap

$4.00 per link click

We won't bid more than this amount for any individual link click. You may have trouble with spending your budget if this amount is too low.

When you are charged — Impression

More options

Delivery type — **Standard** – Get results throughout your selected schedule

More options

Link clicks
28-180

Your results are likely to differ from estimates

We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close ✓ Saved to draft Discard Draft Publish

BIDDING – LINK CLICK LOWEST COST

Optimisation and delivery

Optimisation for ad delivery — Impressions

With this option, your ad delivery won't be optimised for conversions using the app event selected above. To get the most conversions at the lowest cost, select the Conversions optimisation instead.

Bid strategy — **Lowest cost** - Get the most impressions for your budget

☑ Set a bid cap

$2.00 per 1,000 impressions

We won't bid more than this amount for any individual 1,000 impressions. You may have trouble with spending your budget if this amount is too low.

When you are charged — Impression

Delivery type — **Standard** – Get results throughout your selected schedule

More options

3,900-24,000

Your results are likely to differ from estimates

We have limited data available to calculate this estimate, so estimates may be less accurate.

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close ✓ Saved to draft

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BIDDING – LINK CLICK TARGET COST

Optimisation and delivery

Optimisation for ad delivery — Daily unique reach

With this option, your ad delivery won't be optimised for conversions using the app event selected above. To get the most conversions at the lowest cost, select the Conversions optimisation instead.

Bid strategy — **Lowest cost** - Get the most impressions for your budget

☑ Set a bid cap

$2.00 per 1,000 impressions

We won't bid more than this amount for any individual 1,000 impressions. You may have trouble with spending your budget if this amount is too low.

When you are charged — Impression

Delivery type — **Standard** – Get results throughout your selected schedule

More options

4,300-18,000

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close ✓ Saved to draft

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BIDDING – DELIVERY TYPE

Optimisation and delivery

Optimisation for ad delivery: Conversions

Conversion window: 7 days after clicking or 1 day after viewing

Bid strategy:
- (•) **Lowest cost** - Get the most conversions for your budget
  - [ ] Set a bid cap
- ( ) **Target cost** - Maintain a stable average cost per conversion as you raise your budget

When you are charged: Impression

Delivery type:
- (•) **Standard** – Get results throughout your selected schedule
- ( ) **Accelerated** – Spend your budget and get results as quickly as possible

past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

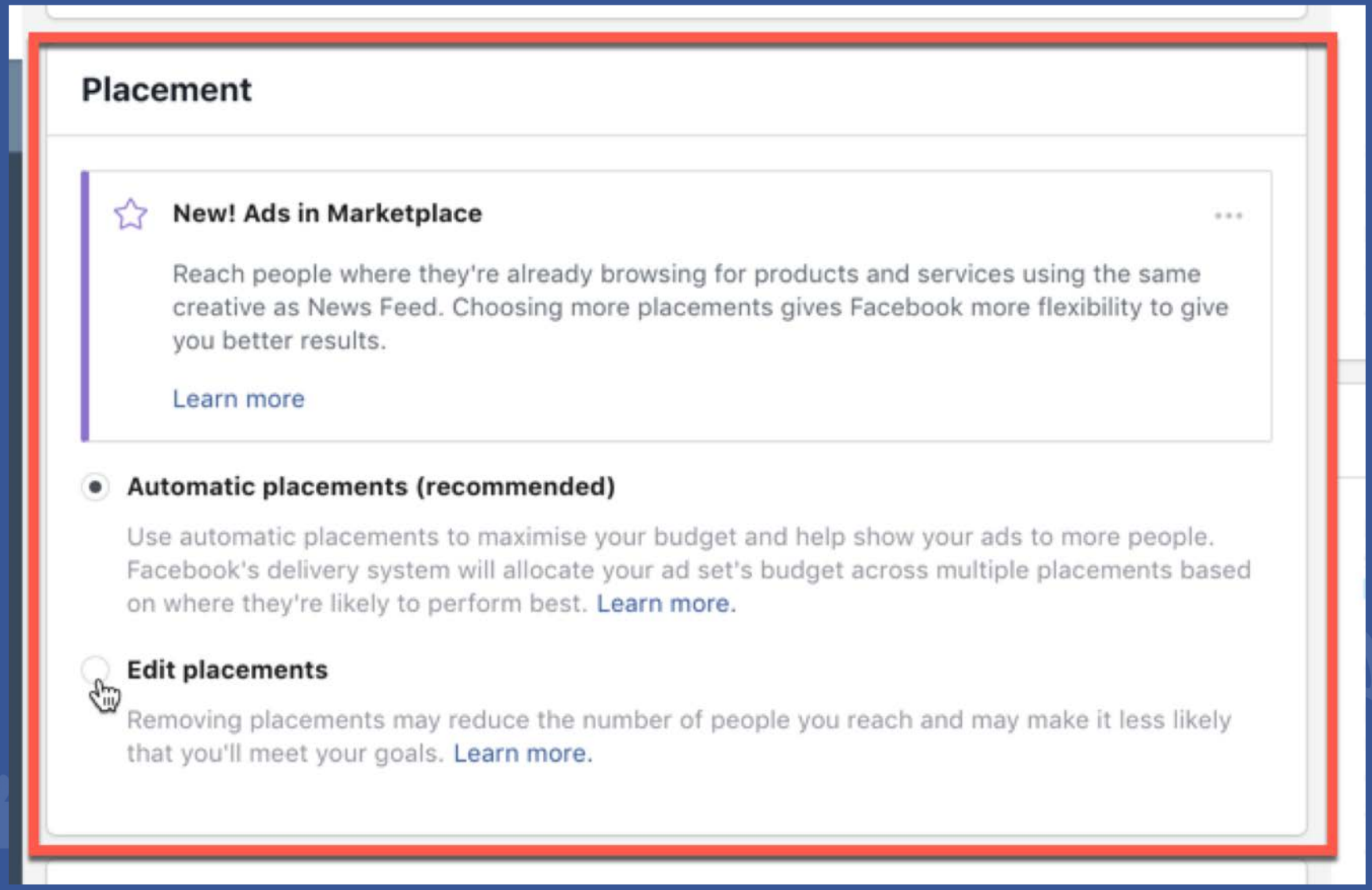
Were these estimates helpful?

Close ✓ Saved to draft

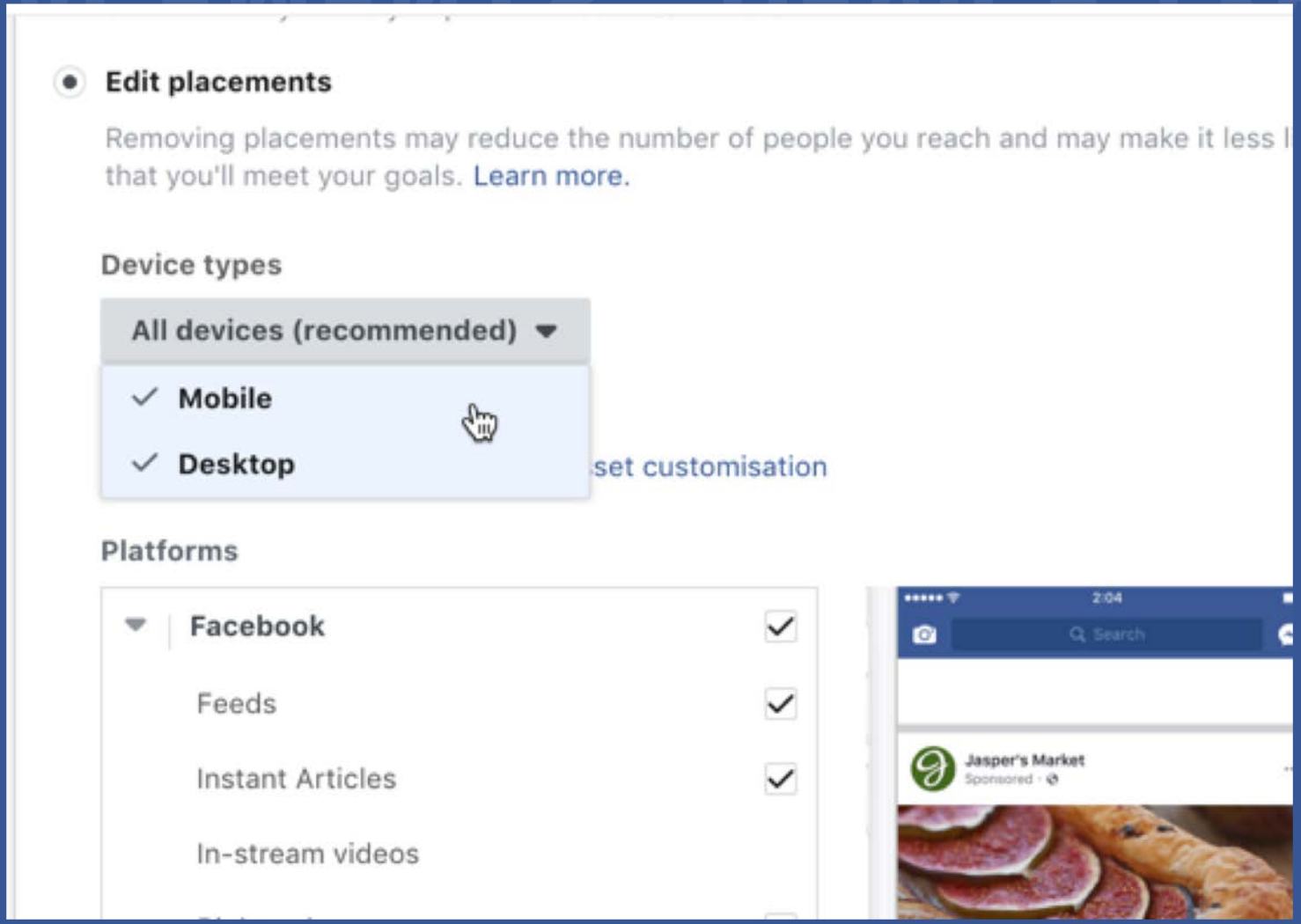
Discard Draft | Publish

PLACEMENT OPTIONS

PLACEMENTS – AUTOMATIC VS CUSTOM



PLACEMENTS – DEVICE TYPE



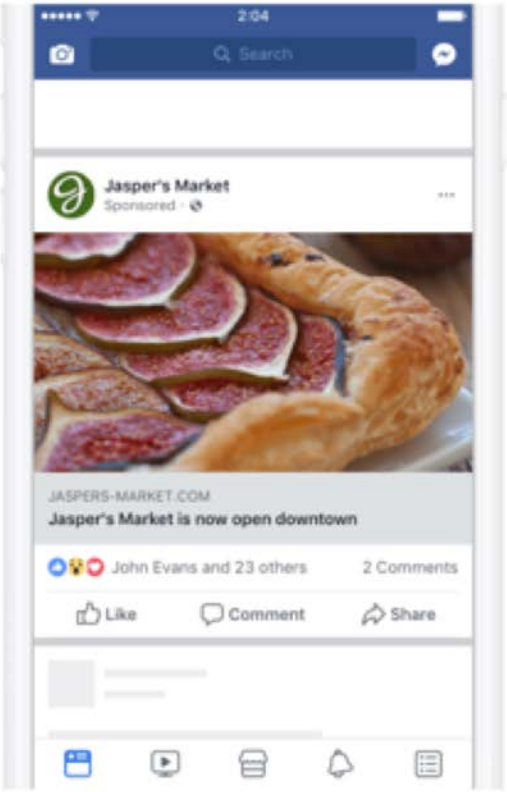
PLACEMENTS – FACEBOOK

Asset customisation

Select all placements that support asset customisation

Platforms

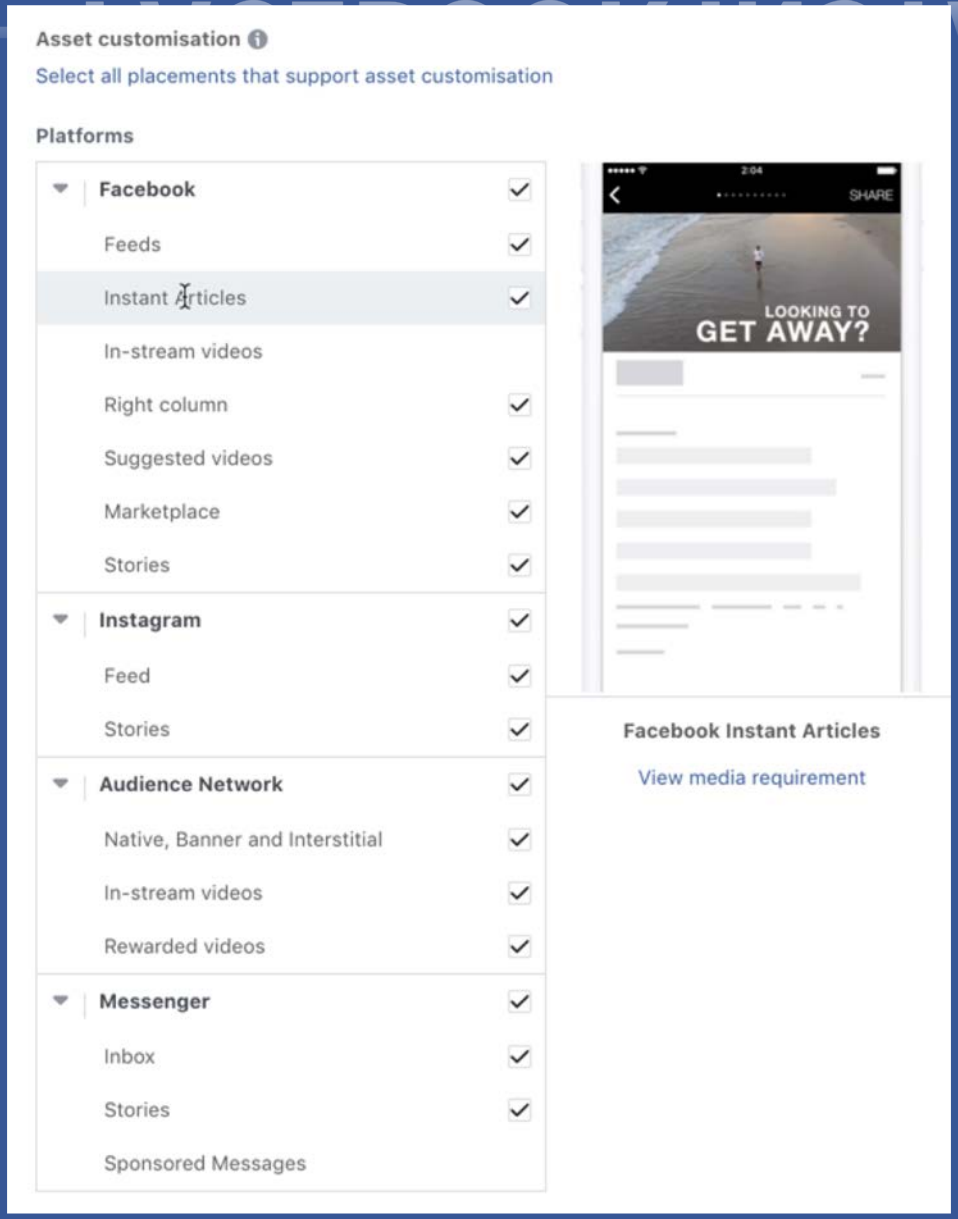
- Facebook
  - Feeds
  - Instant Articles
  - In-stream videos
  - Right column
  - Suggested videos
  - Marketplace
  - Stories
- Instagram
  - Feed
  - Stories
- Audience Network



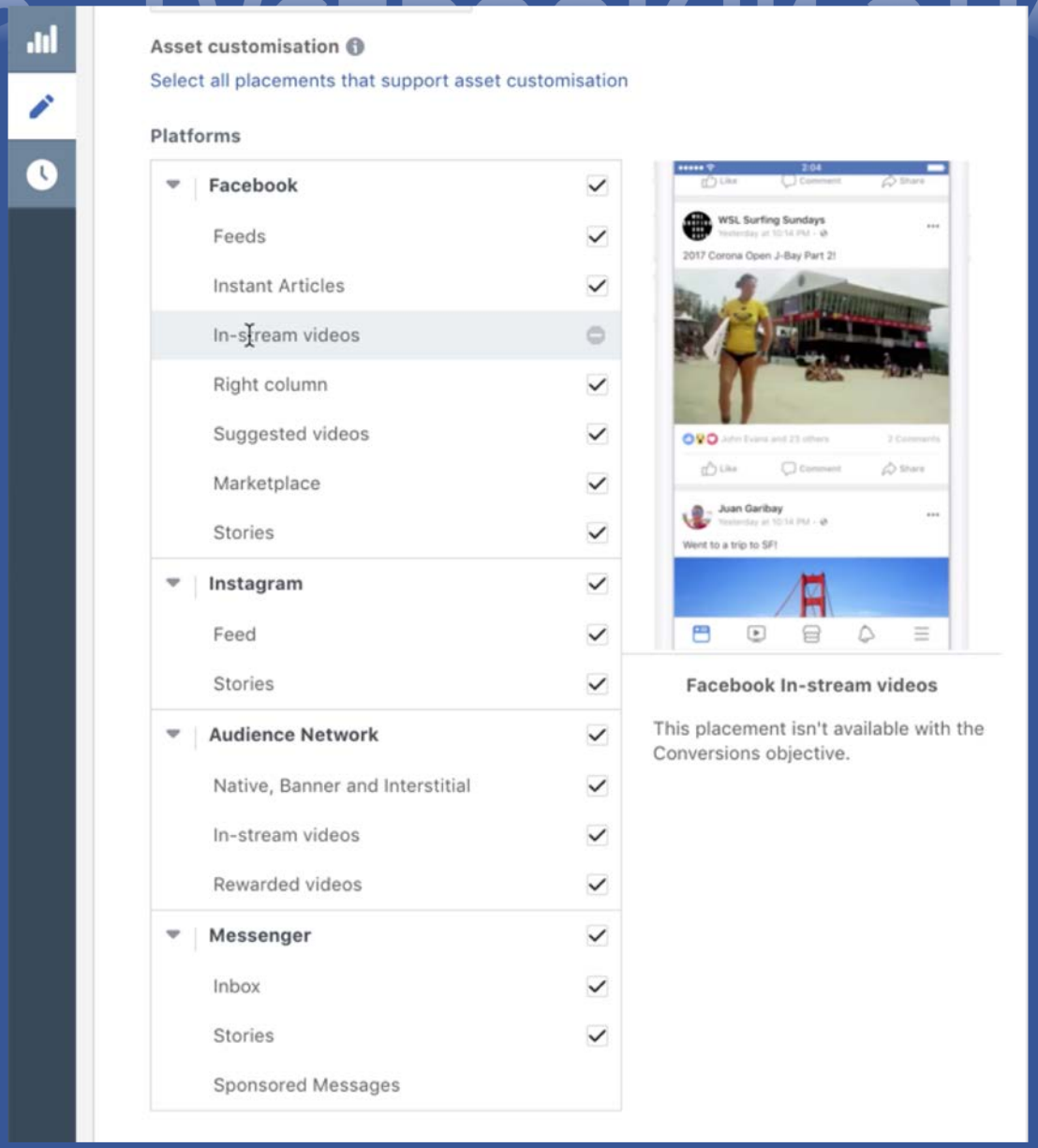
Facebook

View media requirement

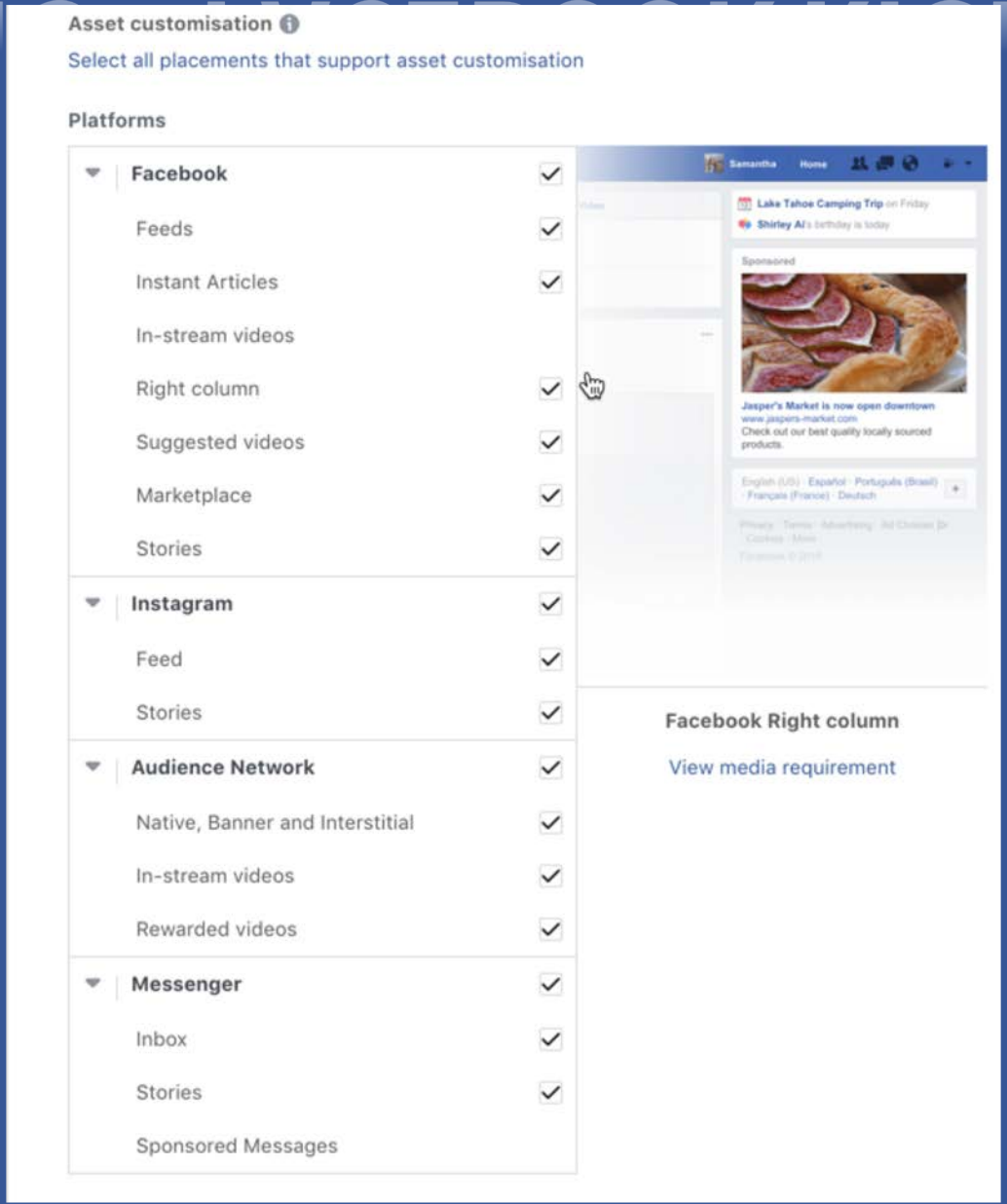
PLACEMENTS – FACEBOOK INSTANT ARTICLES



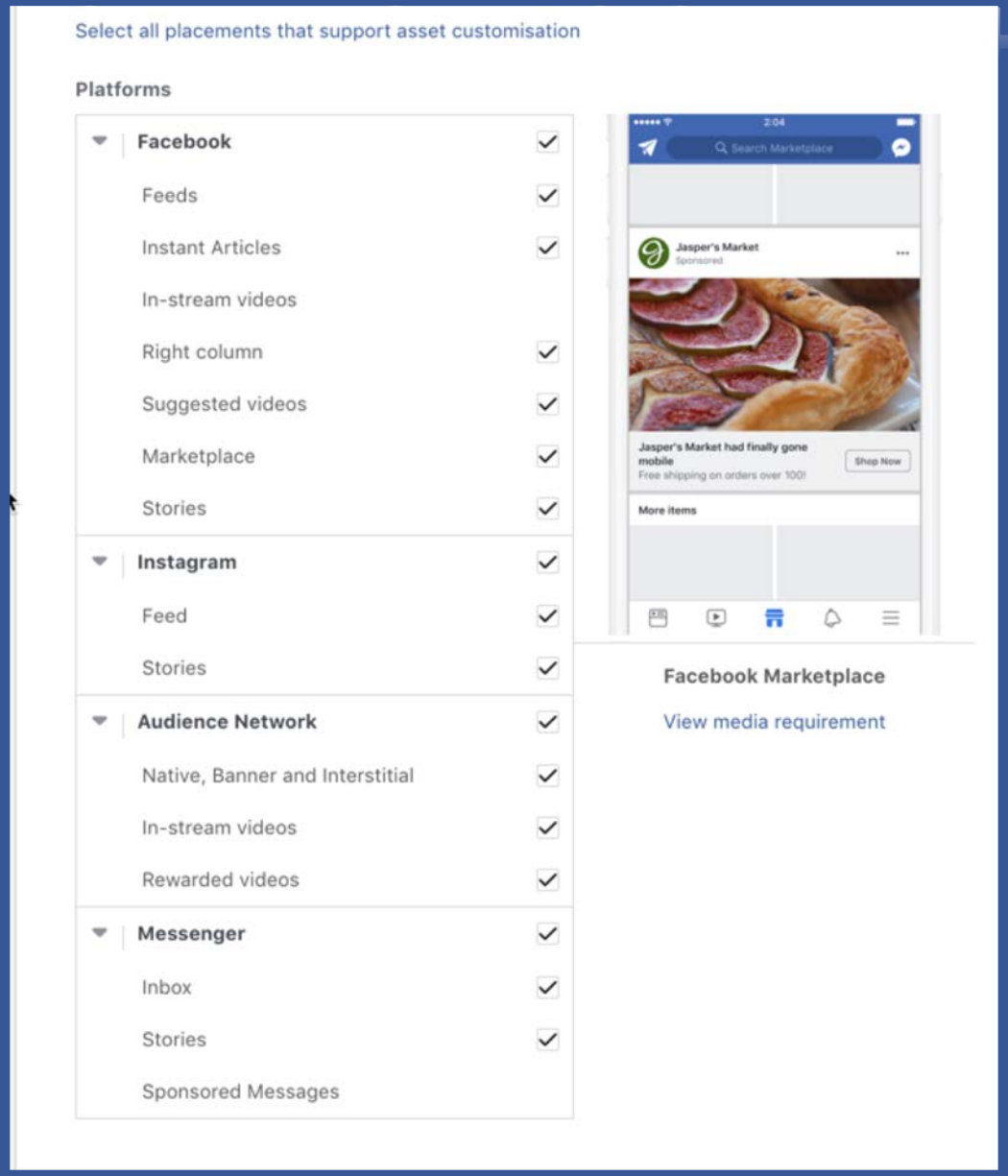
PLACEMENTS – FACEBOOK IN-STREAM VIDEOS



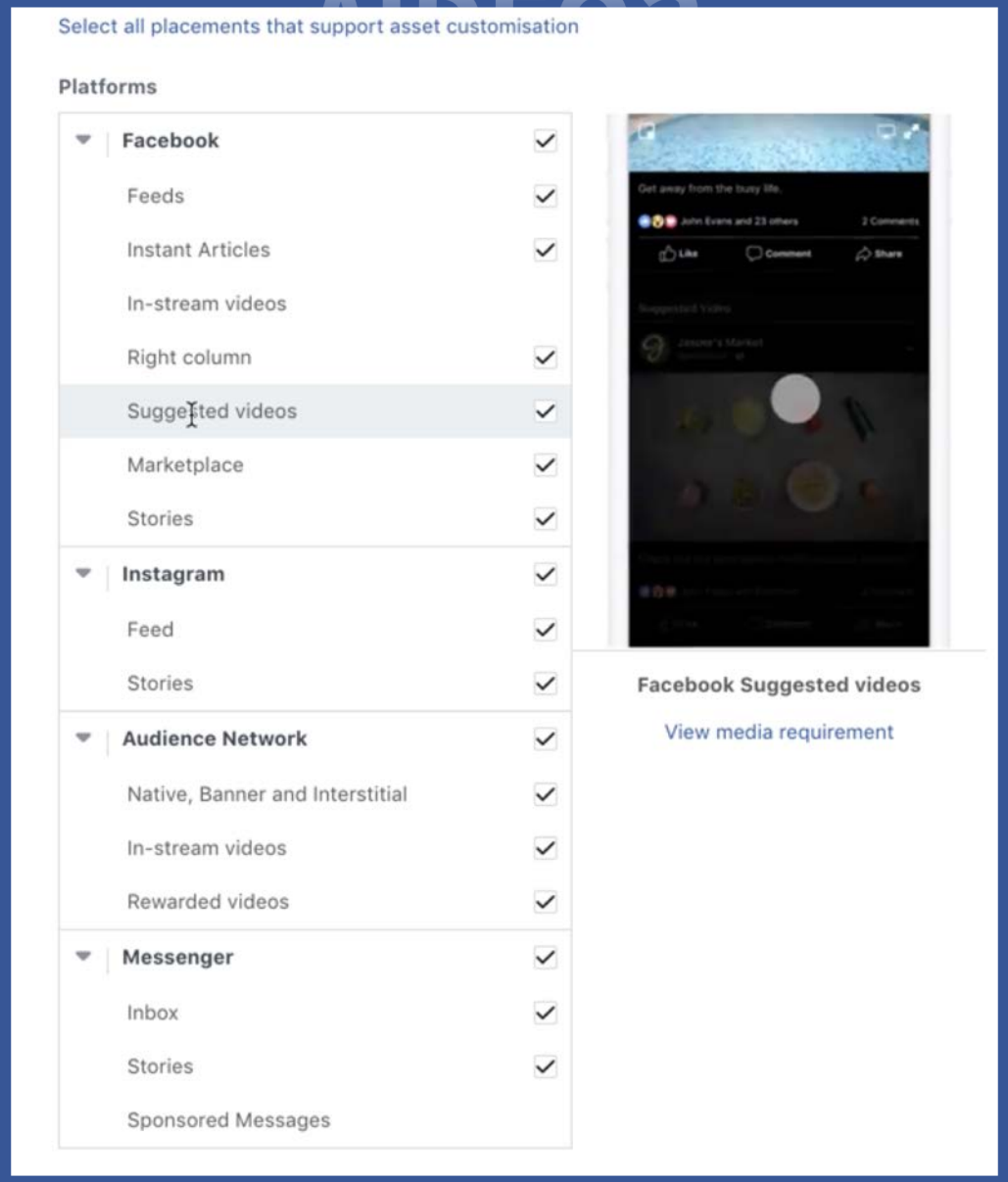
PLACEMENTS – FACEBOOK RIGHT COLUMN



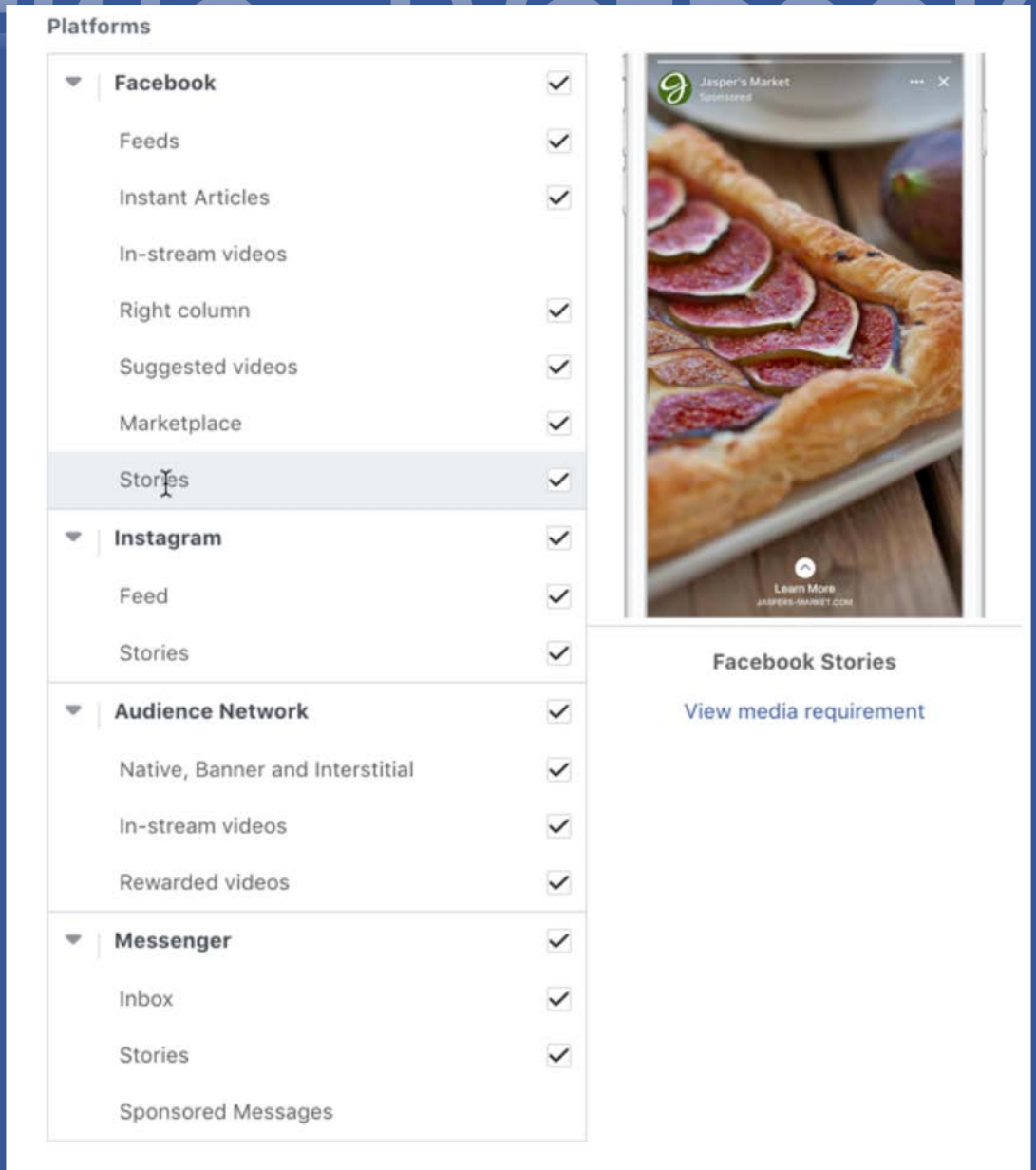
PLACEMENTS – FACEBOOK MARKETPLACE



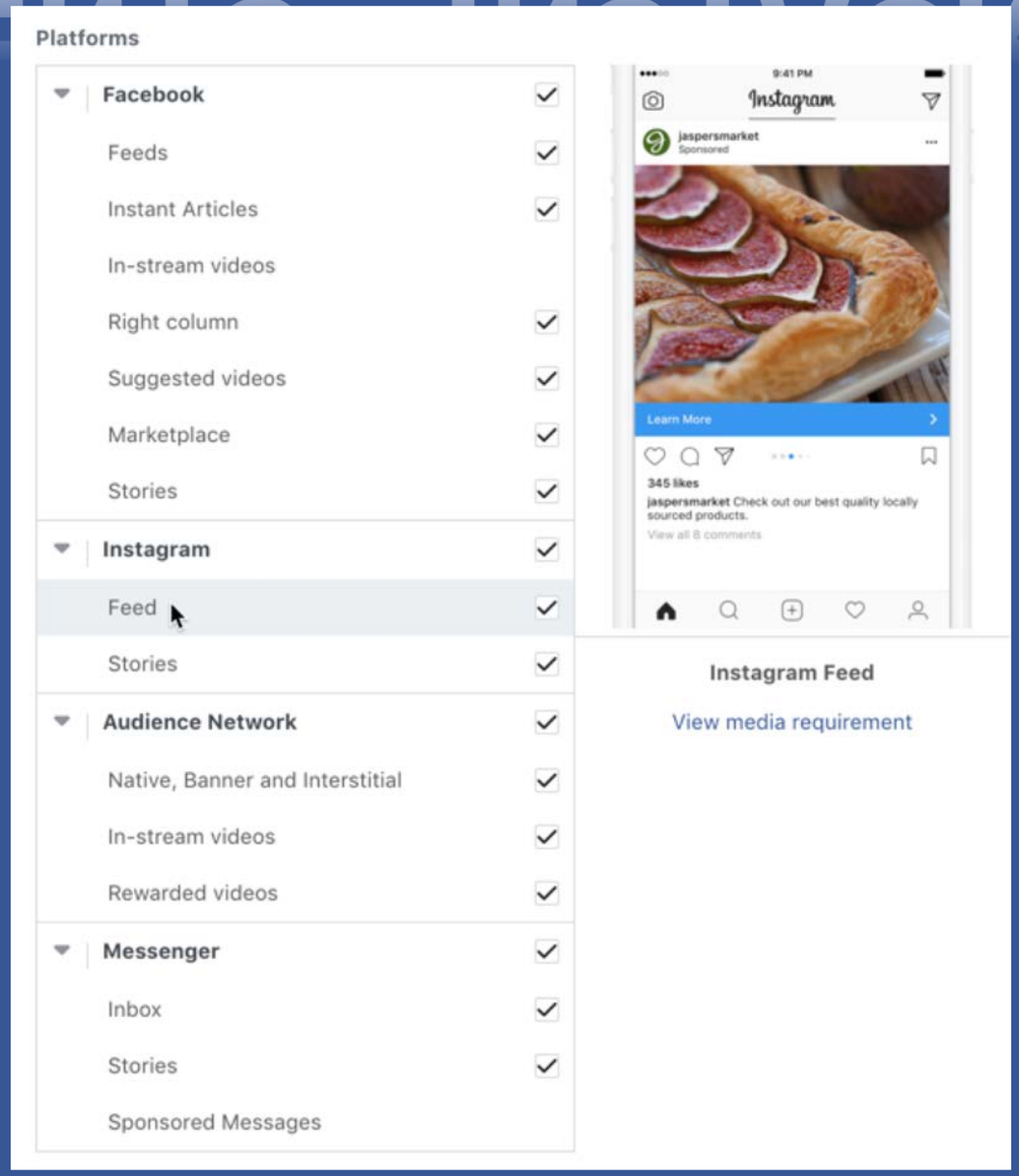
PLACEMENTS – FACEBOOK SUGGESTED VIDEOS



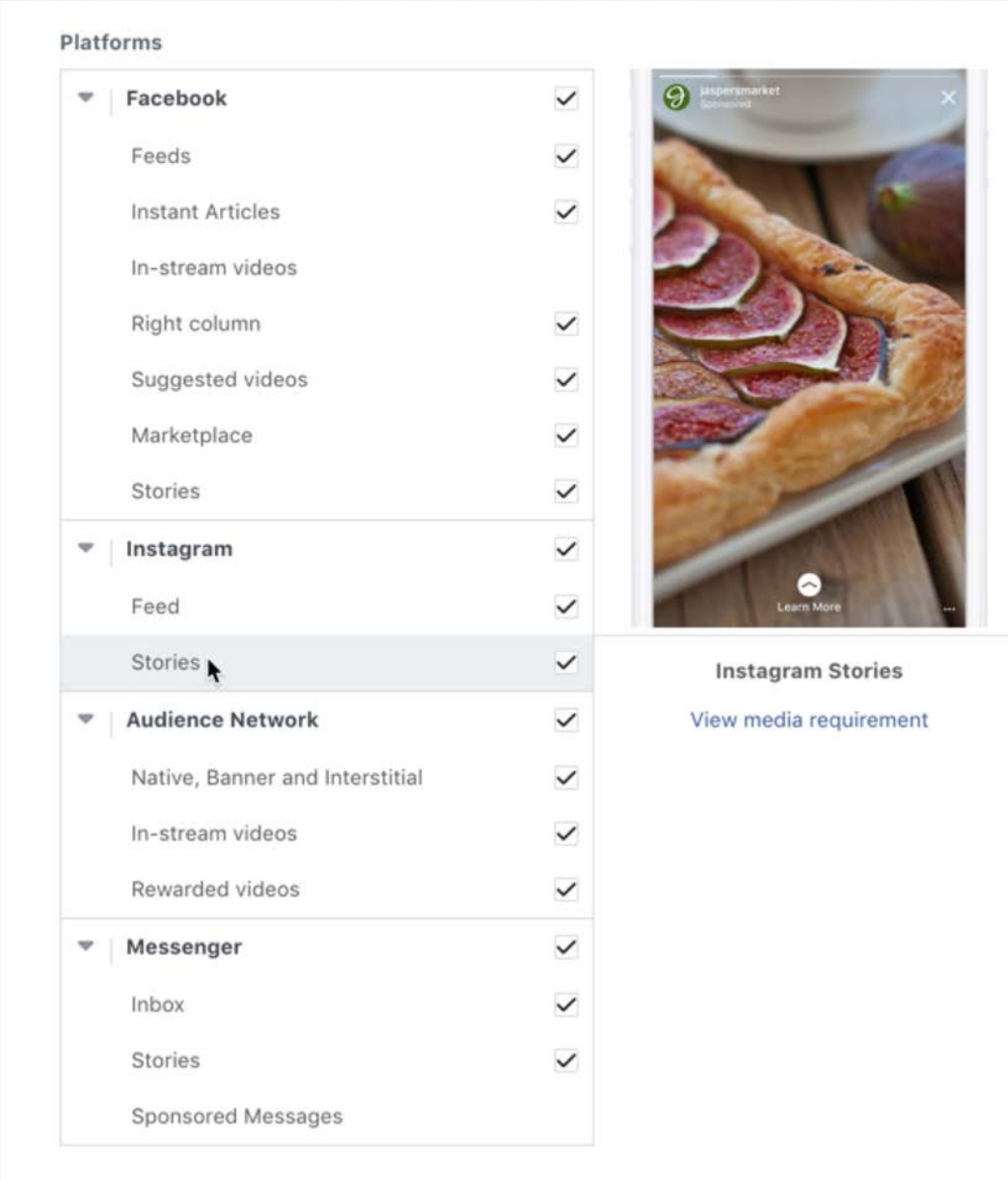
PLACEMENTS – FACEBOOK STORIES



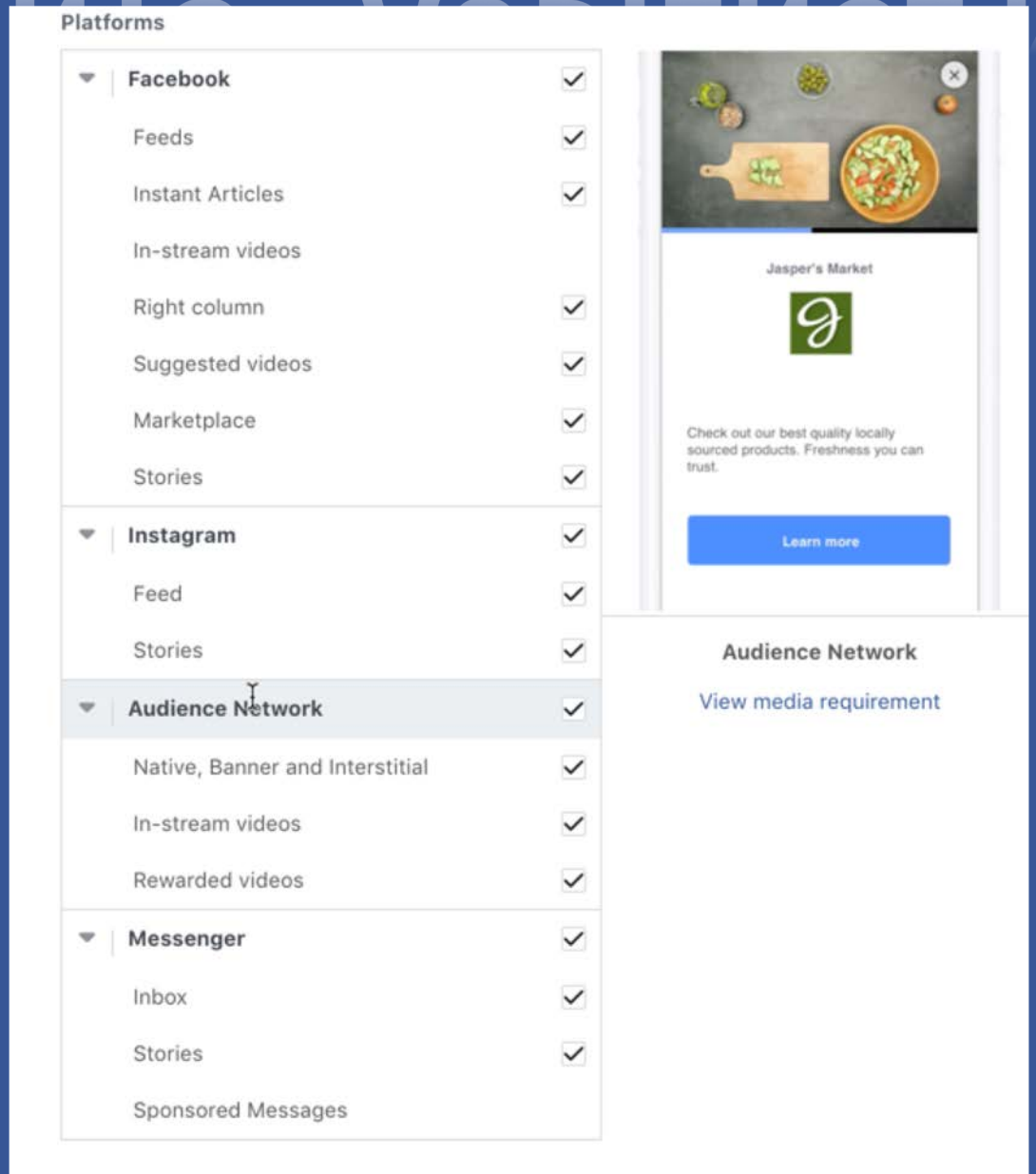
PLACEMENTS – INSTAGRAM FEED



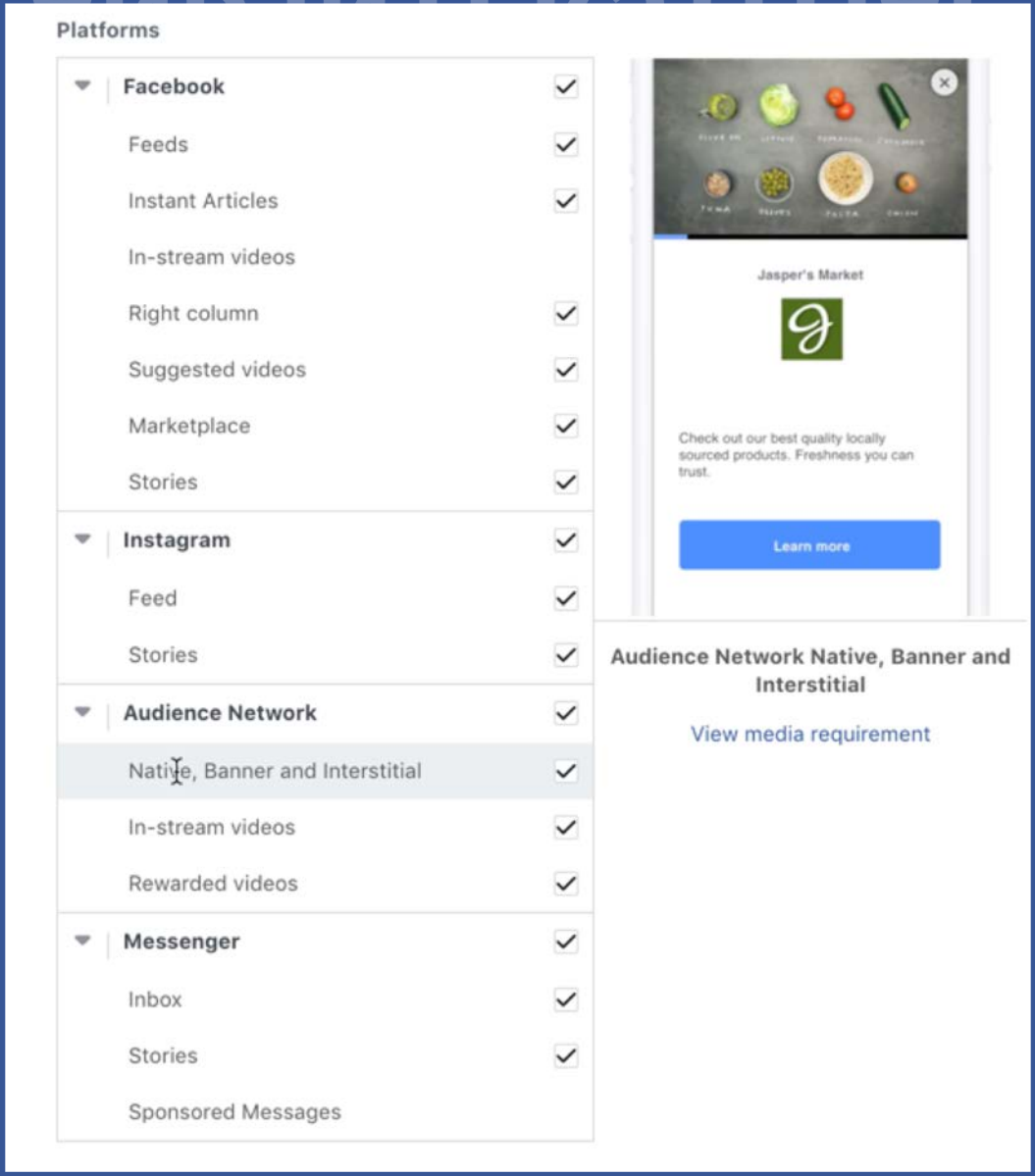
PLACEMENTS – INSTAGRAM STORIES



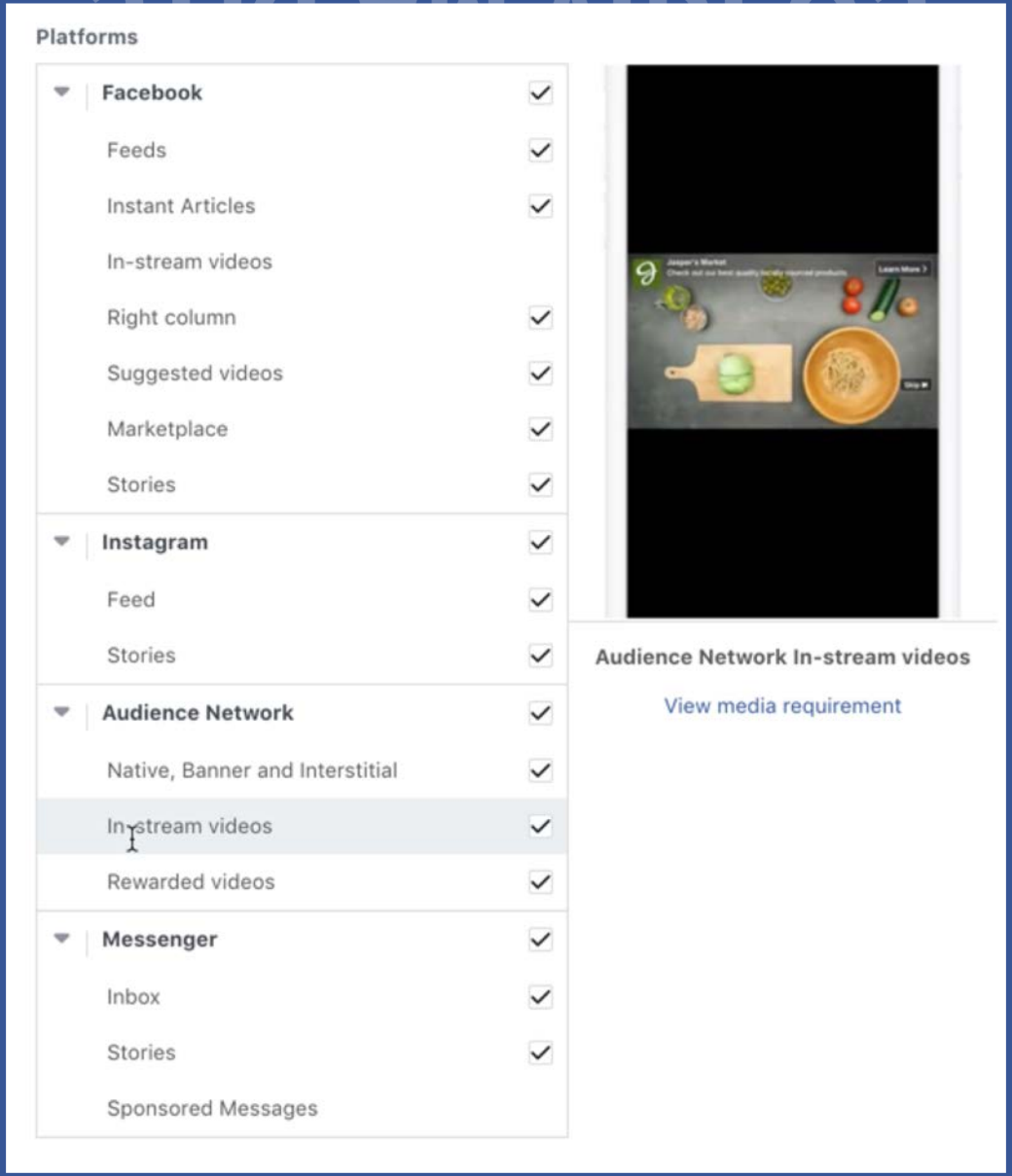
PLACEMENTS – AUDIENCE NETWORK



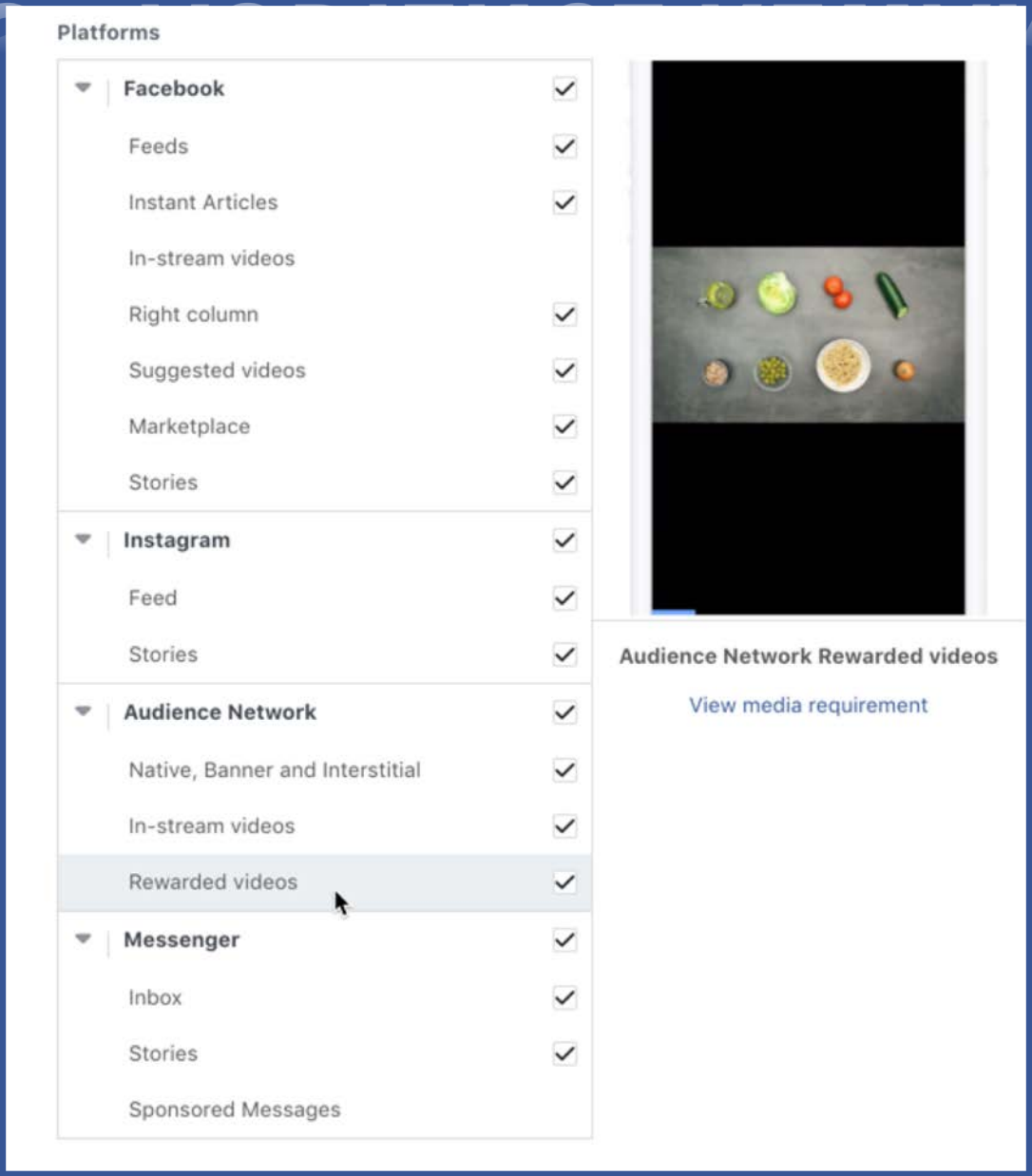
PLACEMENTS – AUDIENCE NATIVE, BANNER AND INTERSTITIAL



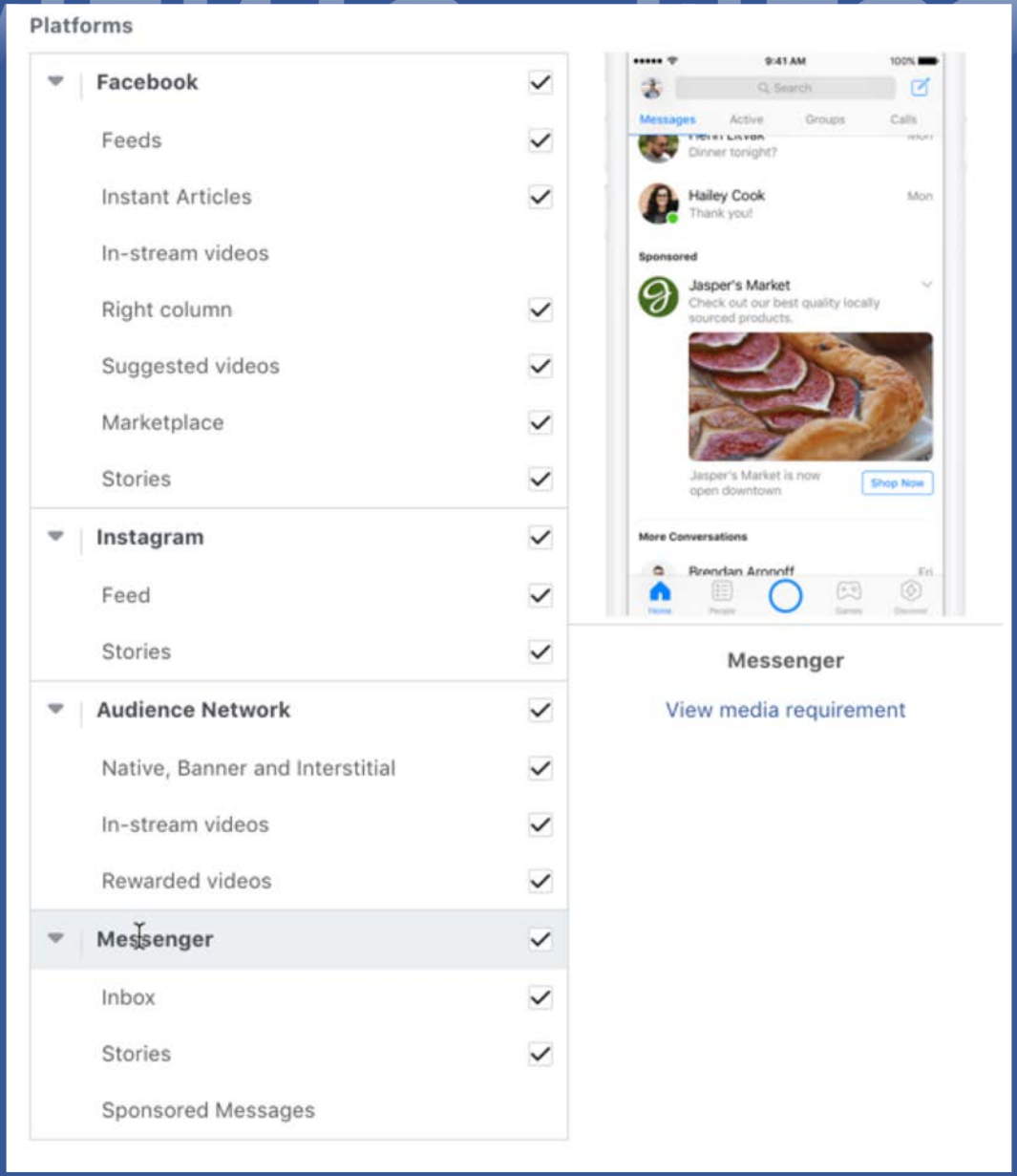
PLACEMENTS – AUDIENCE NETWORK IN-STREAM VIDEOS



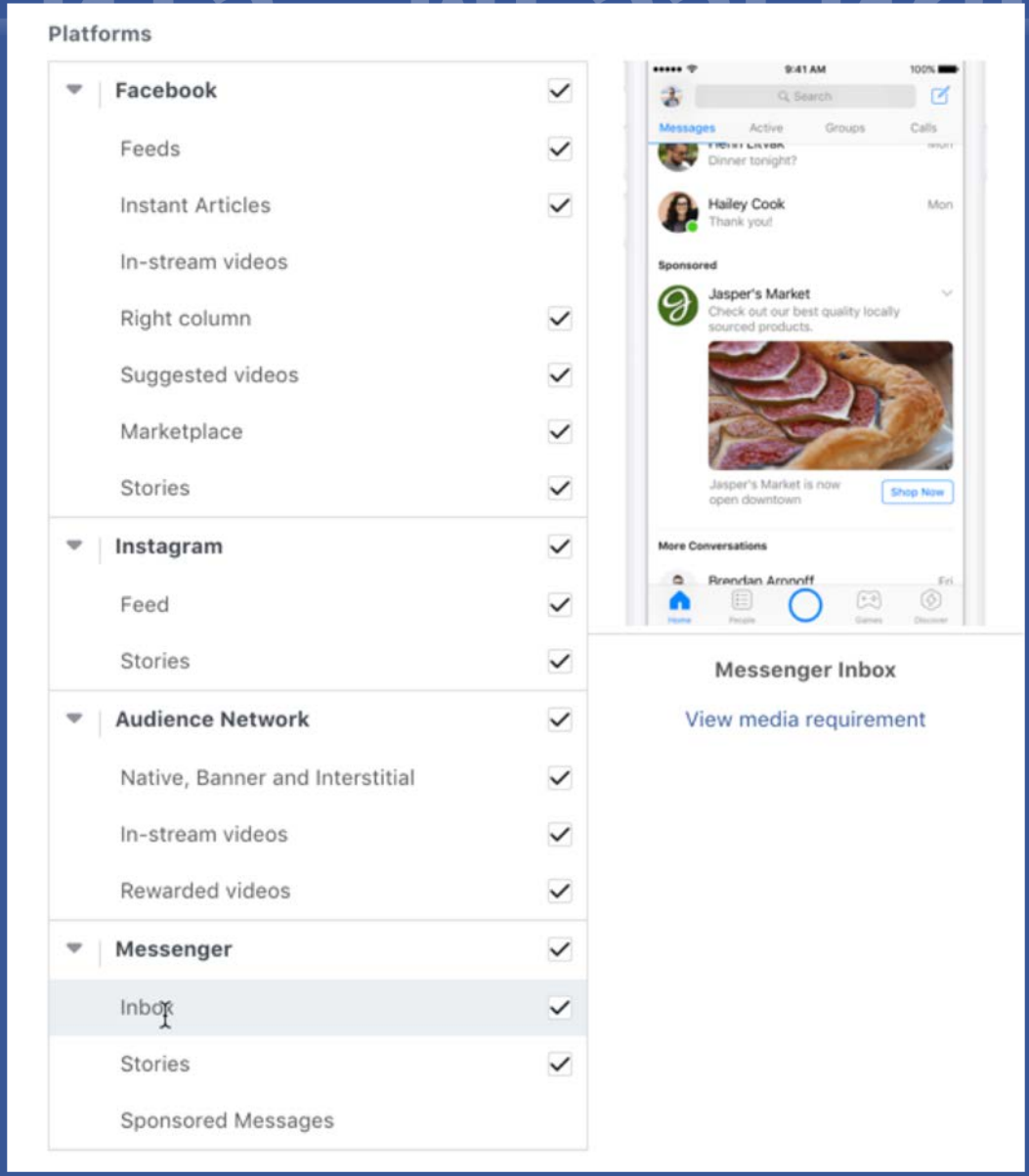
PLACEMENTS – AUDIENCE REWARDED VIDEOS



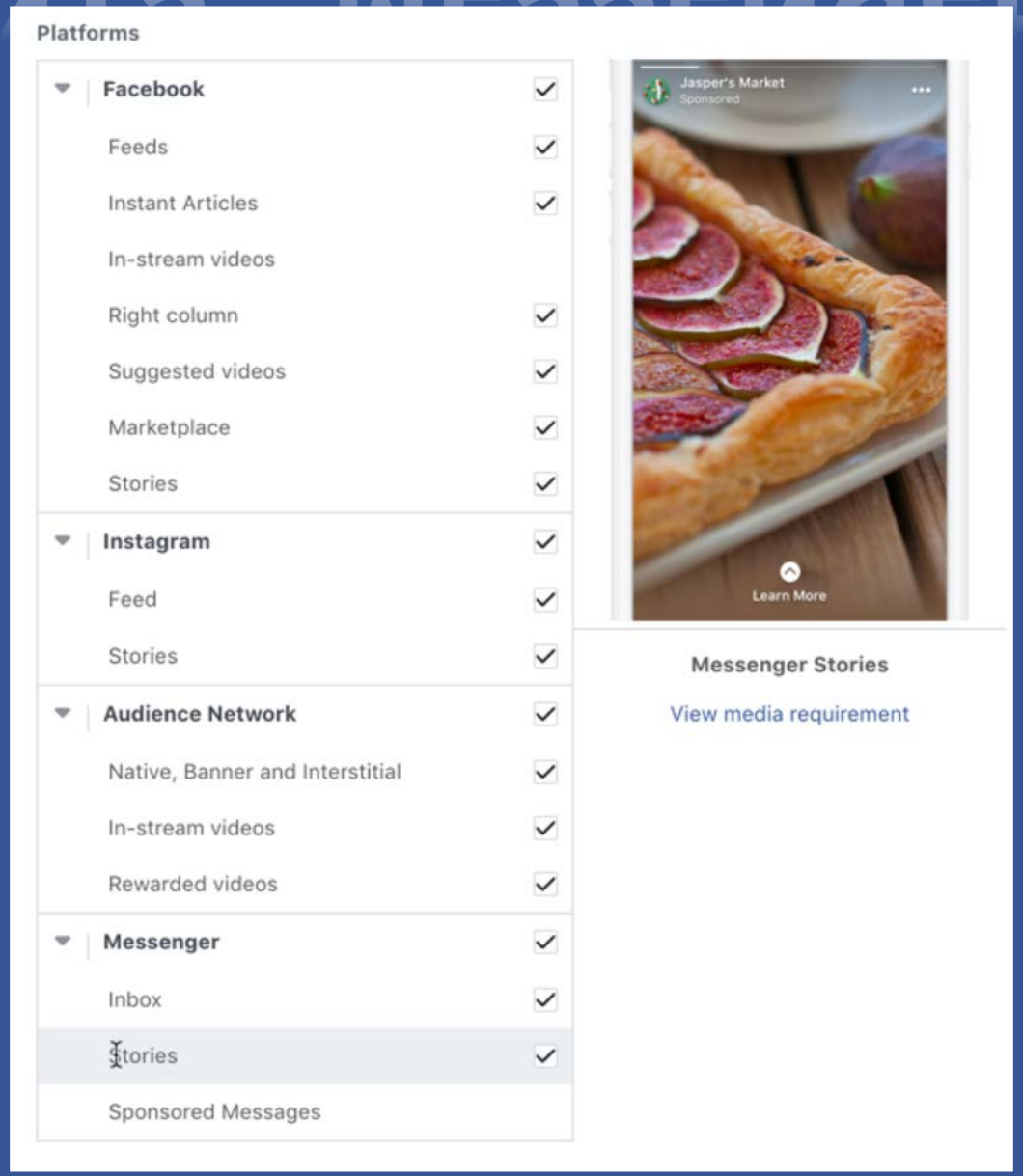
PLACEMENTS – MESSENGER



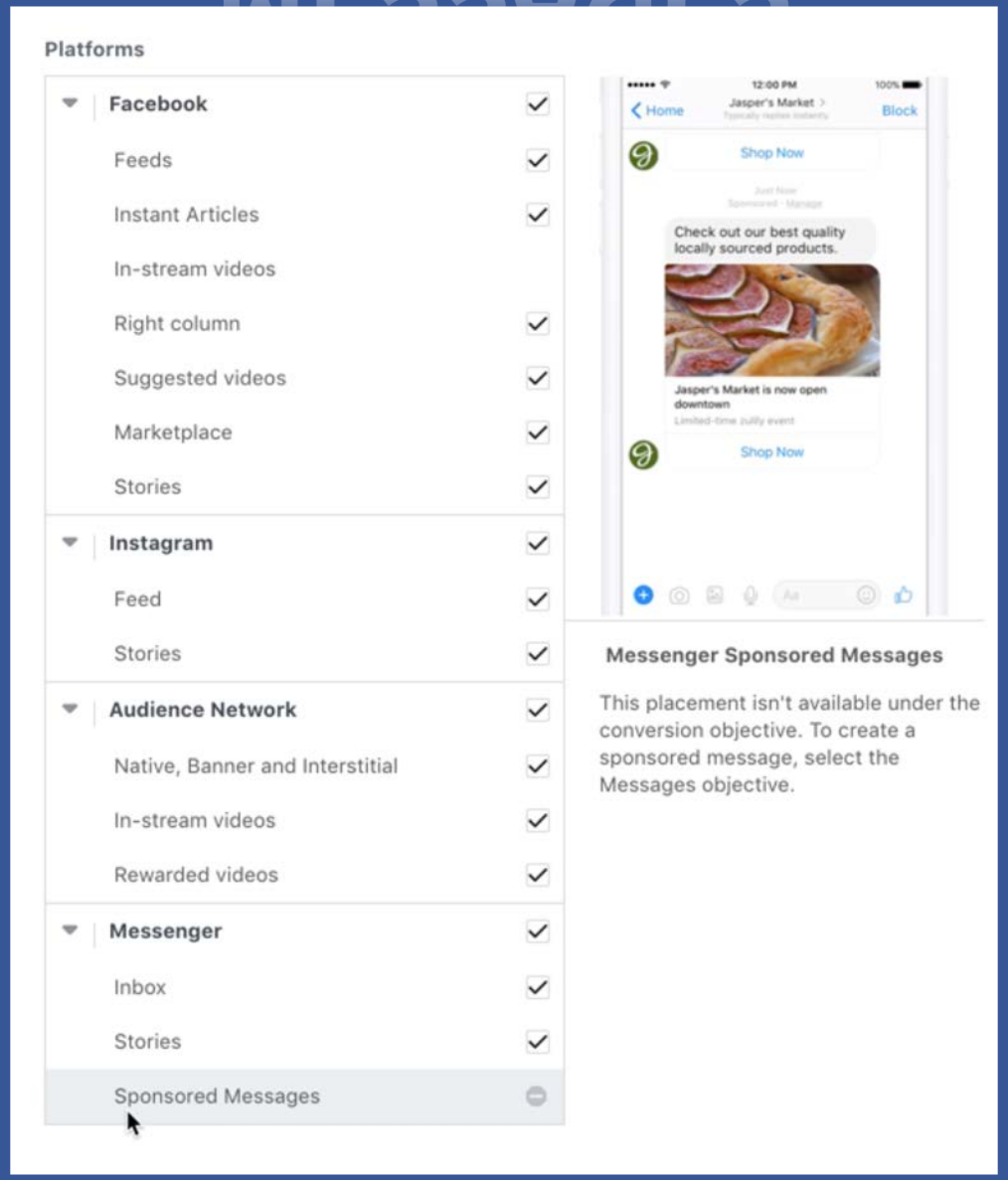
PLACEMENTS – MESSENGER INBOX



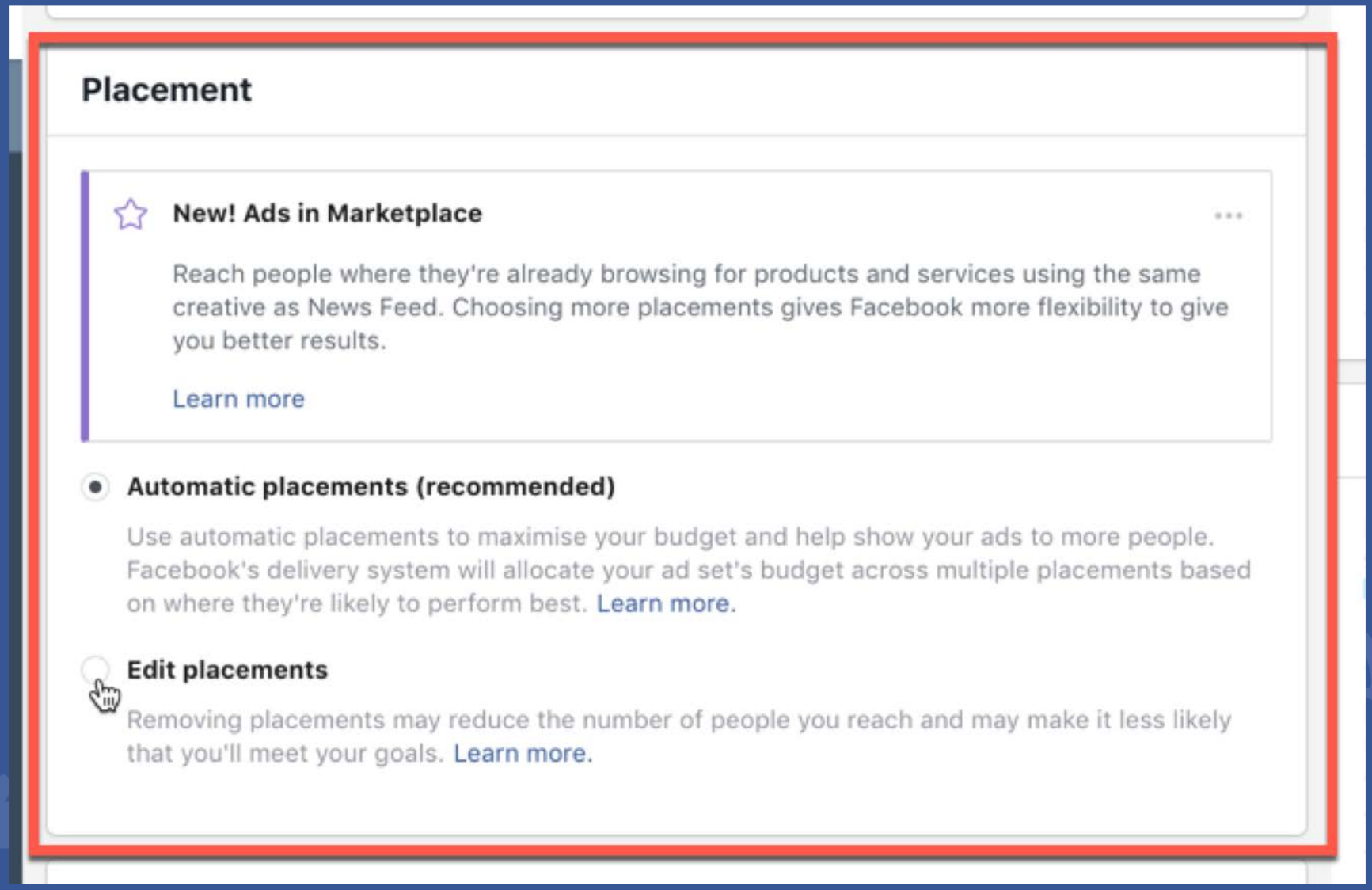
PLACEMENTS – MESSENGER STORIES



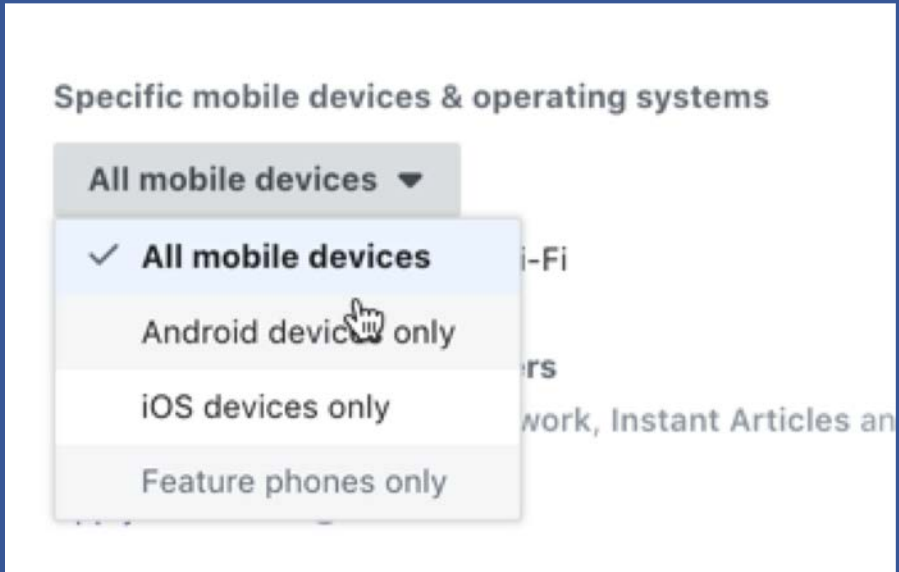
PLACEMENTS – MESSENGER SPONSORED MESSAGES



PLACEMENTS – AUTOMATIC VS CUSTOM



PLACEMENTS – MOBILE DEVICE TYPE & OS



PLACEMENTS – CATEGORY EXCLUSION

Exclude categories

We'll do our best to prevent your ads from appearing in categories that you exclude, but we can't guarantee that all related content will be excluded.

Debatable social issues	☐
Mature	☐
Tragedy & conflict	☐
Dating Only for the Audience Network	☐
Gambling Only for the Audience Network	☐

On Seminar Two

- Artificial Intelligence/Machine Learning
- Remarketing
- Targeting
- Ecommerce
- How to Create Winning Ads
- Relevance Score
- Facebook Offers

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