



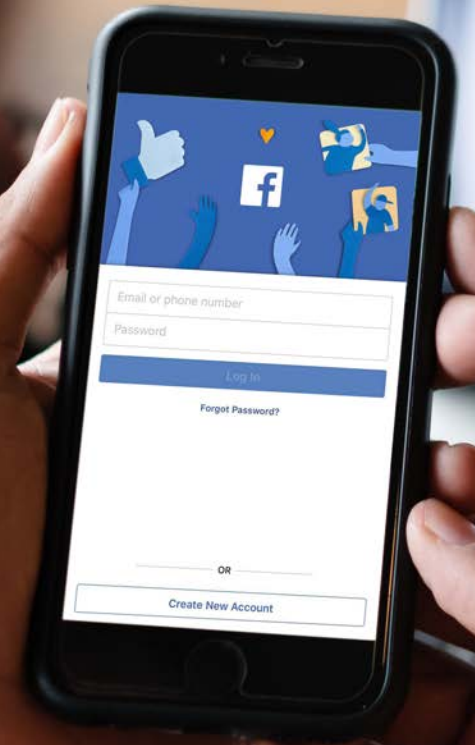
CARDELL MEDIA

30 DAYS TO FACEBOOK & INSTAGRAM PROFITS



HELLO...

**WELCOME TO 30 DAYS TO
FACEBOOK & INSTAGRAM
PROFITS**



OVERVIEW

SEMINAR 3

1

REPORTING- WHAT TO LOOK FOR ON THE FACEBOOK ADS DASHBOARD

2

INSTAGRAM

3

ADVANCED STRATEGIES

REPORTING.



SETTING UP YOUR REPORTING DASHBOARD – COLUMNS.

Campaigns Cardell Media Training (27689... 1 Ad With Errors Updated just now Discard Drafts Review and Publish (5)

Search and filter Filters Lifetime: Aug 25, 2020 – Sep 11, 2020

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

| <input type="checkbox"/> | Campaign Name | Delivery | Bid Strategy | Budget | Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Website Purchases | On-Facebook Purchases | Link Clicks |
|----------------------------|--------------------------|----------|--------------|------------------|---------------|-------------|-------------|-------------------|-----------------------|---------|-------------------|-----------------------|-------------|
| <input type="checkbox"/> | New Campaign | In Draft | Lowest cost | \$20.00 Daily | — | — | — | — | — | Ongoing | — | — | — |
| <input type="checkbox"/> | NEW PROSPECTING CAMPAIGN | Off | Lowest cost | \$1.00 Daily | — Purchase | — | — | — Per Purchase | \$0.00 | Ongoing | — | — | — |
| > Results from 2 campaigns | | | | | — Purchase | — People | — Total | — Per Purchase | \$0.00 Total Spent | | — Total | — Total | — Total |

BREAKING DOWN FACEBOOK ADS MANAGERS REPORTING & COLUMNS.

FACEBOOK ADS MANAGER DASHBOARD

YOUR CAMPAIGNS

COLUMNS BUTTON (+)

| | Bid Strategy | Budget | Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Website Purchases | On-Facebook Purchases | Link Clicks |
|---|---------------|--------|--------------|----------------------------|----------------------------|----------------------|-----------------------------------|---------|-----------------------|-----------------------|-------------------------|
| Using ad set ... | Using ad ... | | 30 Purchases | 83,387 | 112,083 | £130.67 Per Purchase | £3,919.96 | Ongoing | 30 | — | 1,148 |
| Using ad set ... | Using ad ... | | 7 Purchases | 27,224 | 48,682 | £420.22 Per Purchase | £2,941.54 | Ongoing | 7 | — | 348 |
| Using ad set ... | Using ad ... | | 3 Purchases | 49,856 | 100,964 | £475.97 Per Purchase | £1,427.92 | Ongoing | 3 | — | 470 |
| Using ad set ... | Using ad ... | | 4 Purchases | 54,608 | 111,756 | £798.57 Per Purchase | £3,194.26 | Ongoing | — | — | 467 |
| Using ad set ... | Using ad ... | | 14 Purchases | 28,384 | 49,379 | £242.91 Per Purchase | £3,400.76 | Ongoing | — | — | 720 |
| Using ad set ... | Using ad ... | | 16 Purchases | 40,840 | 63,302 | £246.19 Per Purchase | £3,939.04 | Ongoing | — | — | 1,300 |
| Using ad set ... | Using ad ... | | 16 Purchases | 97,232 | 243,694 | £382.06 Per Purchase | £6,112.88 | Ongoing | 16 | — | 661 |
| Using ad set ... | Using ad ... | | 8 Purchases | 69,392 | 117,441 | £293.25 Per Purchase | £2,346.03 | Ongoing | 8 | — | 168 |
| Using ad set ... | Using ad ... | | — Purchase | 19,844 | 29,123 | — Per Purchase | £577.10 | Ongoing | — | — | 2,144 |
| Using ad set ... | Using ad ... | | 69 Purchases | 100,191 | 156,208 | £153.85 Per Purchase | £10,615.62 | Ongoing | 69 | — | 2,227 |
| Lowest cost | £300.00 Daily | | 61 Purchases | 113,025 | 182,561 | £155.62 Per Purchase | £9,493.08 | Ongoing | 61 | — | 504 |
| Lowest cost | £300.00 Daily | | 4 Purchases | 48,624 | 109,701 | £419.96 Per Purchase | £1,679.84 | Ongoing | 4 | — | 3,294 |
| Lowest cost | £300.00 Daily | | 60 Purchases | 266,496 | 1,072,397 | £176.17 Per Purchase | £10,570.23 | Ongoing | 60 | — | — |
| Results from 194 campaigns Excludes deleted items | | | | 6,767,578 People | 36,405,130 Total | — | £410,617.57 Total Spent | | 1,941 Total | — Total | 143,808 Total |

BREAKING DOWN FACEBOOK ADS MANAGERS REPORTING & COLUMNS.

FACEBOOK ADS MANAGER DASHBOARD

Updated today at 11:38 AM Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing.

Campaigns | Ad Sets | Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

| | Campaign Name | Website Purchases | Website Purchases | Website Purchases | On-Facebook Purchases | On-Facebook Purchases | On-Facebook Purchases | | | | |
|-----------------------------------|---|-------------------|-------------------|-------------------|-----------------------|-----------------------|-----------------------|-----------|----------|-----------|----------|
| | | View Attribution | Click Attribution | View Attribution | Click Attribution | View Attribution | Click Attribution | | | | |
| <input type="checkbox"/> | Global Super Adset: US, CA, UK, IRE, NZ, A... | 53 | 5 | 48 | — | — | — | | | | |
| <input type="checkbox"/> | USA/CAN LLA - Ad Tests | 7 | 1 | 6 | — | — | — | | | | |
| <input type="checkbox"/> | UK Interest - Ad Tests | 3 | — | 3 | — | — | — | | | | |
| <input type="checkbox"/> | UK LLA - Ad Tests | 4 | — | 4 | — | — | — | | | | |
| <input type="checkbox"/> | USA / Can NON CBO - Interest Desktop - V2 | — | — | — | — | — | — | | | | |
| <input type="checkbox"/> | USA / Can NON CBO - Interest Desktop | — | — | — | — | — | — | | | | |
| <input type="checkbox"/> | AUS/NZ NON CBO - 3% | — | — | — | — | — | — | | | | |
| <input type="checkbox"/> | AUS/NZ NON CBO | — | — | — | — | — | — | | | | |
| <input type="checkbox"/> | USA / Can Broad NON CBO | — | — | — | — | — | — | | | | |
| <input type="checkbox"/> | USA / Can NON CBO LLA | — | — | — | — | — | — | | | | |
| Results from 194 campaigns | | 67 | 6 | 61 | — | — | — | 59 | 4 | 55 | — |
| | | Total | Total | Total | Total | Total | Total | Total | Total | Total | Total |

CUSTOMISE COLUMNS

COLUMNS DROPDOWN

PRE-SELECT DEFAULTS

- Performance (Default)
- Setup
- Delivery
- Engagement
- Video Engagement
- App Engagement
- Carousel Engagement
- Performance and Clicks
- Cross-Device
- Offline Conversions
- Targeting and Creative
- Messenger Engagement
- Bidding and Optimization
- Custom Save
- [Customize Columns...](#)
- [Set as Default](#)
- [Reset Column Widths](#)

BREAKING DOWN FACEBOOK ADS MANAGERS REPORTING & COLUMNS.

The image shows the Facebook Ads Manager interface with the 'Customize Columns' dialog box open. The dialog box is divided into several sections: Performance, Engagement, Conversions, Settings, A/B Test, and Optimization. The 'PERFORMANCE' section is expanded, showing a list of metrics with checkboxes. Two red arrows point to the 'Results' and 'Reach' checkboxes, which are both checked. A blue box with the text 'SELECT COLUMNS' is overlaid on the right side of the dialog. Below the dialog, the 'Apply' button is highlighted with a red arrow and a blue box containing the text 'APPLY COLUMNS'. The background shows a list of campaigns and a table of reporting data.

Customize Columns

Performance

PERFORMANCE

- Results
- Result Rate
- Reach
- Frequency
- Impressions
- Delivery
- Ad Set Delivery
- Amount Spent
- Clicks (All)
- CPC (All)
- CTR (All)
- Gross Impressions (Includes Invalid Impressions from Non-human Traffic)
- Auto-Refresh Impressions

AD RELEVANCE DIAGNOSTICS

- Quality Ranking
- Engagement Rate Ranking
- Conversion Rate Ranking

Save as preset

22 COLUMNS SELECTED

- Campaign Name
- Delivery
- Ad Set Name
- Bid Strategy
- Budget
- Last Significant Edit
- Results
- Reach
- Impressions
- Cost per Result

APPLY COLUMNS

Attribution Window: 28-day click and 1-day view

Comparing Windows: 1-day view, 28-day click

| | Unique Purchases Attribution | Unique Purchases Click Attribution | Unique Mobile App Purchases |
|--------|------------------------------|------------------------------------|-----------------------------|
| | 3 | 42 | — |
| 1-day | 1 | 6 | — |
| 28-day | — | 3 | — |
| 1-day | — | 4 | — |
| 28-day | — | — | — |
| 1-day | — | — | — |
| 28-day | — | — | — |
| 1-day | — | — | — |
| 28-day | — | — | — |
| 1-day | — | — | — |
| 28-day | — | — | — |
| 1-day | — | — | — |
| 28-day | — | — | — |

Results from 194 campaigns | 67 Total | 6 Total | 61 Total | — Total | — Total | — Total | 59 Total | 4 Total | 55 Total | — Total

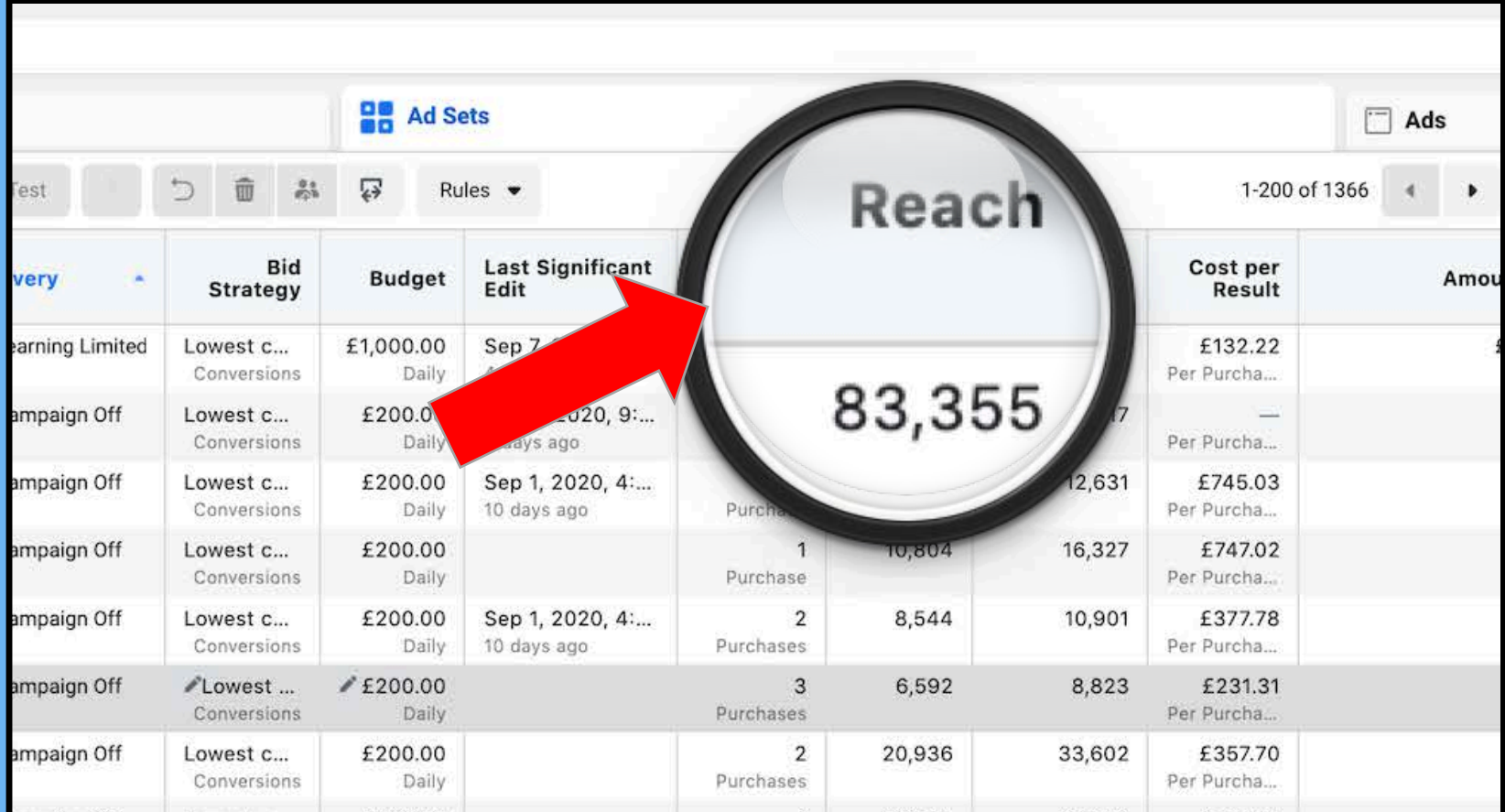
DATE RANGE.

The screenshot displays the Facebook Ads Manager interface. At the top, there is a search bar and a 'Filters' dropdown. Below this, the 'Ad Sets' tab is active, showing a table of ad sets. The table has columns for 'Ad Set Name', 'Ends', 'Schedule', 'Website Purchases', 'On-Facebook Purchases', 'Link Clicks', 'Purchases', and 'Cost per Purchase'. The 'Ends' column shows various dates, including 'Sep 7, 2020 - Ongoing' and 'Sep 1, 2020 - Ongoing'. A calendar pop-up is visible on the right side, showing the month of December 2015. A magnifying glass is overlaid on the calendar, focusing on the date 'Sep 11, 2020'. A red arrow points to this date. Below the calendar, there are buttons for 'Cancel' and 'Update', and a date range 'Dec 31, 2015 - Sep 11, 2020' is displayed.

| Ad Set Name | Ends | Schedule | Website Purchases | On-Facebook Purchases | Link Clicks | Purchases | Cost per Purchase |
|-------------|---------|-----------------------|-------------------|-----------------------|-------------|-----------|-------------------|
| | Ongoing | Sep 7, 2020 - Ongoing | 30 | — | 1,095 | 30 | £132.2 |
| | Ongoing | Sep 3, 2020 - Ongoing | — | — | 54 | — | — |
| | Ongoing | Sep 1, 2020 - Ongoing | 1 | — | 83 | 1 | £745.0 |
| | Ongoing | Sep 1, 2020 - Ongoing | 1 | — | 116 | 1 | £747.0 |
| | Ongoing | Sep 1, 2020 - Ongoing | 2 | — | 134 | 2 | £377.78 |
| | Ongoing | Sep 1, 2020 - Ongoing | 3 | — | 76 | 3 | £231.31 |
| | Ongoing | Sep 1, 2020 - Ongoing | 2 | — | 186 | 2 | £357.70 |
| | Ongoing | Sep 1, 2020 - Ongoing | 1 | — | 162 | 1 | £712.53 |
| | Ongoing | Sep 1, 2020 - Ongoing | 1 | — | 95 | 1 | £718.16 |
| | Ongoing | Sep 1, 2020 - Ongoing | — | — | 106 | — | — |
| | Ongoing | Sep 1, 2020 - Ongoing | 1 | — | 124 | 1 | £720.30 |
| | Ongoing | Sep 1, 2020 - Ongoing | 2 | — | 91 | 2 | £360.58 |

REACH.

- The Reach section showcases the number of people who saw your ads at least once.
- Reach is different from impressions, which may include multiple views of your ads by the same people.

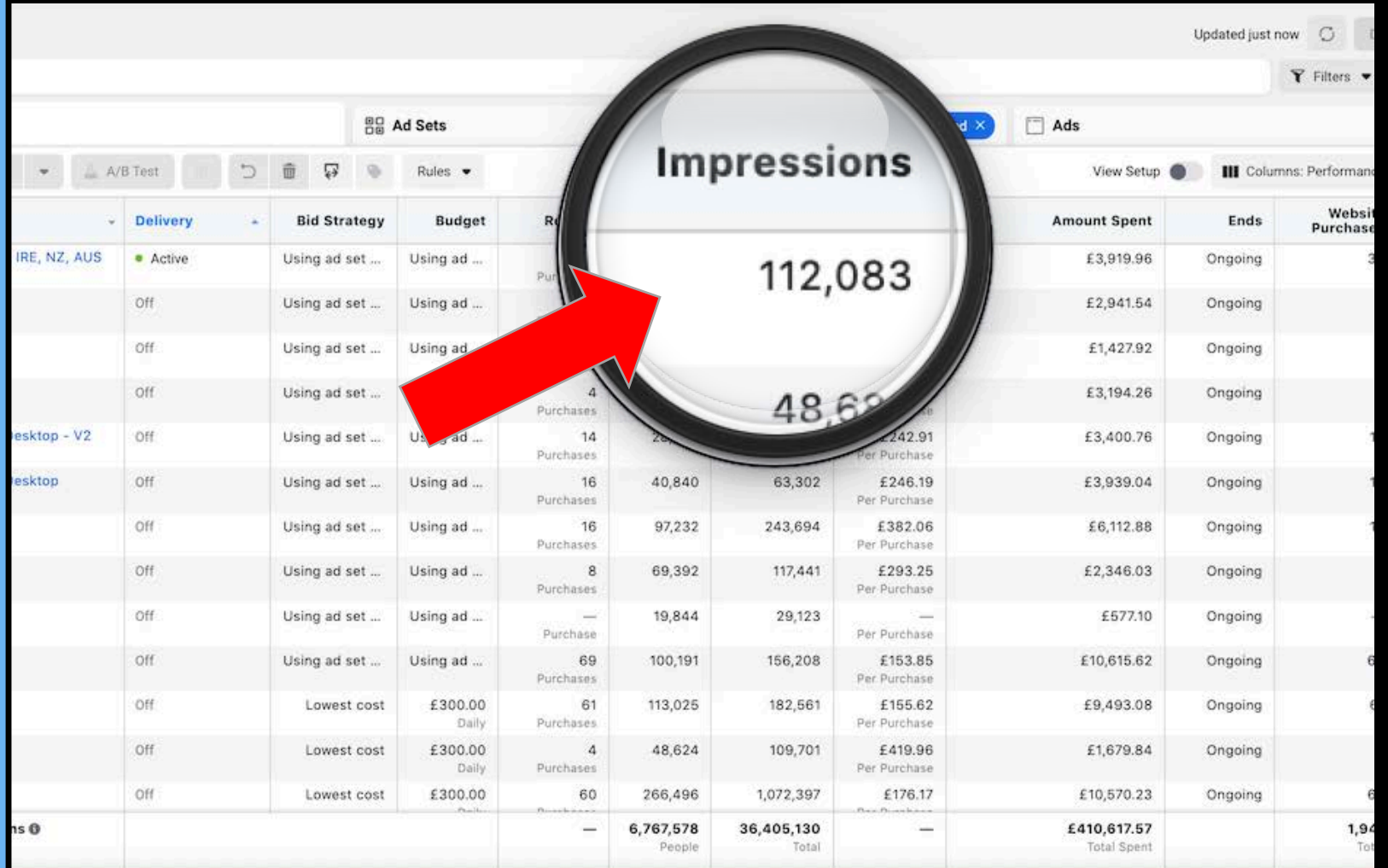


The screenshot shows the Facebook Ad Sets interface. A magnifying glass is positioned over the 'Reach' column of a table, highlighting the value '83,355'. A red arrow points from the 'Reach' column header to the magnifying glass. The table below shows various ad sets with columns for Bid Strategy, Budget, Last Significant Edit, and Cost per Result.

| | Bid Strategy | Budget | Last Significant Edit | Cost per Result | Amount |
|------------------|----------------------------|--------------------|-----------------------|--------------------------|--------|
| Learning Limited | Lowest c... Conversions | £1,000.00 Daily | Sep 7, 2020, 9:... | £132.22 Per Purcha... | |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | Sep 1, 2020, 9:... | — Per Purcha... | |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | Sep 1, 2020, 4:... | £745.03 Per Purcha... | 12,631 |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | | £747.02 Per Purcha... | 10,804 |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | Sep 1, 2020, 4:... | £377.78 Per Purcha... | 8,544 |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | | £231.31 Per Purcha... | 6,592 |
| Campaign Off | Lowest c... Conversions | £200.00 Daily | | £357.70 Per Purcha... | 20,936 |

IMPRESSIONS.

- Impressions measure how often your ads were on screen for your target audience.
- An impression is counted as the number of times an ad is shown.



Updated just now

Filters

Ad Sets

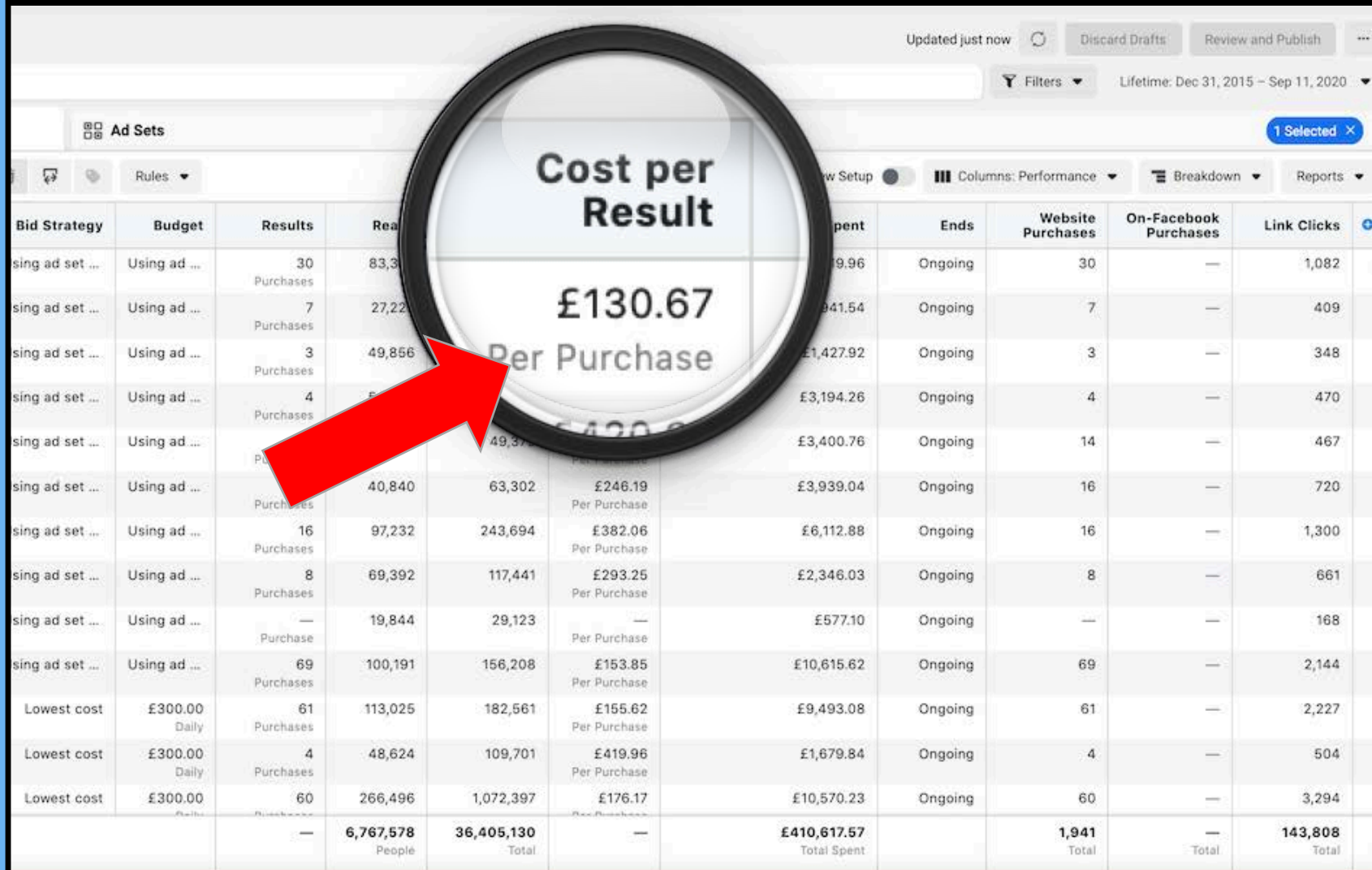
Rules

View Setup Columns: Performance

| | Delivery | Bid Strategy | Budget | Reach | Impressions | Amount Spent | Ends | Website Purchases |
|--------------|----------|------------------|---------------|--------------|-------------|--------------|---------|-------------------|
| IRE, NZ, AUS | Active | Using ad set ... | Using ad ... | Purchases | 112,083 | £3,919.96 | Ongoing | 3 |
| | Off | Using ad set ... | Using ad ... | | | £2,941.54 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | | | £1,427.92 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | 4 Purchases | 48,624 | £3,194.26 | Ongoing | |
| esktop - V2 | Off | Using ad set ... | Using ad ... | 14 Purchases | 28,302 | £242.91 | Ongoing | |
| esktop | Off | Using ad set ... | Using ad ... | 16 Purchases | 40,840 | £246.19 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | 16 Purchases | 97,232 | £382.06 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | 8 Purchases | 69,392 | £293.25 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | — Purchase | 19,844 | £577.10 | Ongoing | |
| | Off | Using ad set ... | Using ad ... | 69 Purchases | 100,191 | £153.85 | Ongoing | 6 |
| | Off | Lowest cost | £300.00 Daily | 61 Purchases | 113,025 | £155.62 | Ongoing | 6 |
| | Off | Lowest cost | £300.00 Daily | 4 Purchases | 48,624 | £419.96 | Ongoing | |
| | Off | Lowest cost | £300.00 Daily | 60 Purchases | 266,496 | £176.17 | Ongoing | 6 |
| ns | | | | — People | 6,767,578 | £410,617.57 | | 1,94 |
| | | | | | 36,405,130 | Total Spent | | Total |

COST PER RESULT.

- Cost per Result is the average cost per result from your ads.
- The metric is calculated as the total amount spent, divided by the number of results.

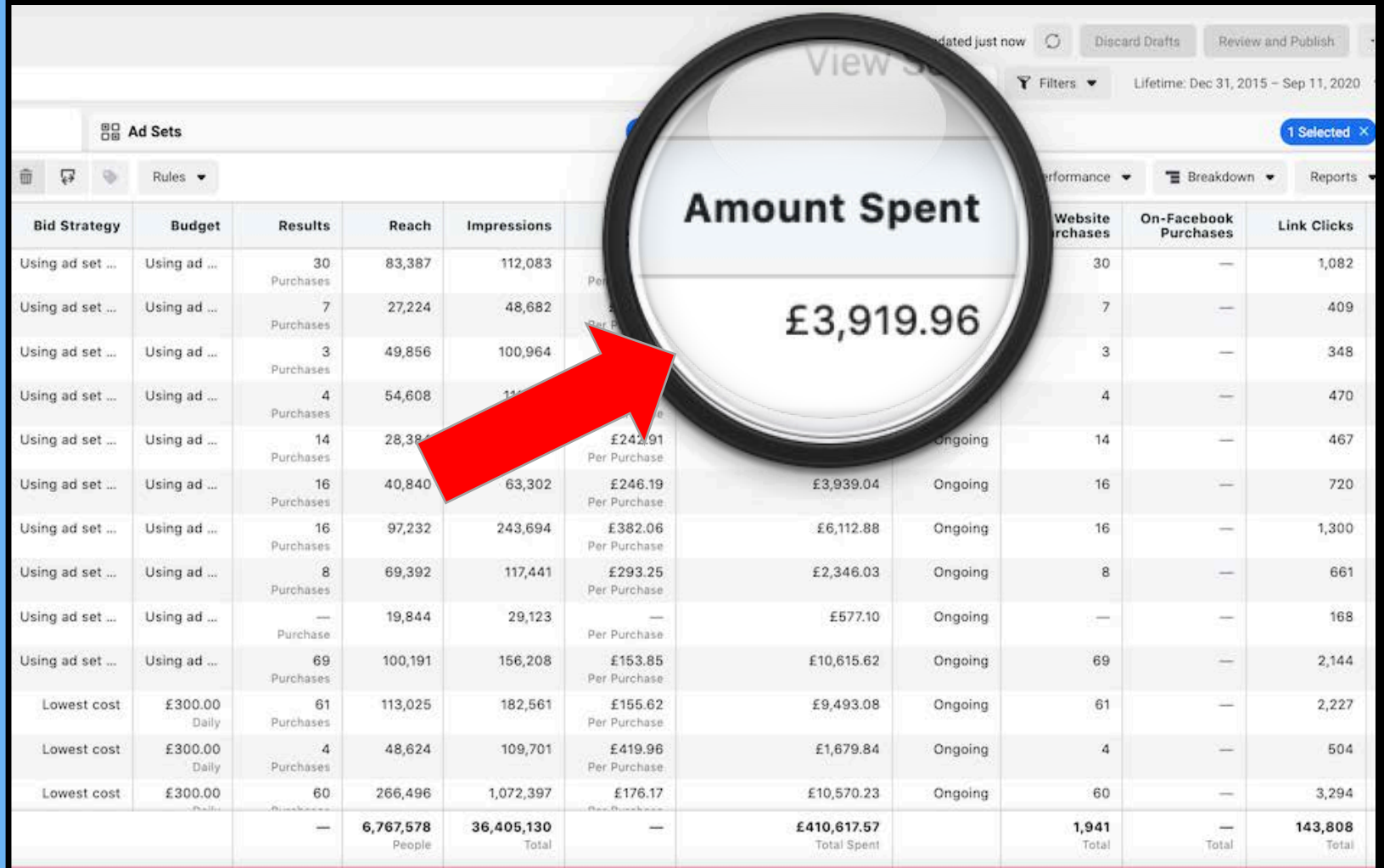


The screenshot displays the Facebook Ads Manager interface. A table lists various ad sets with columns for Bid Strategy, Budget, Results, Realized, Spent, Ends, Website Purchases, On-Facebook Purchases, and Link Clicks. A magnifying glass is positioned over the 'Cost per Result' column, highlighting the value £130.67. A red arrow points to the magnifying glass.

| Bid Strategy | Budget | Results | Realized | Spent | Ends | Website Purchases | On-Facebook Purchases | Link Clicks |
|-------------------|--------------|--------------|------------------|------------------|---------|-------------------|-----------------------|---------------|
| Using ad ... | Using ad ... | 30 Purchases | 83,302 | £9,960.00 | Ongoing | 30 | — | 1,082 |
| Using ad ... | Using ad ... | 7 Purchases | 27,222 | £341.54 | Ongoing | 7 | — | 409 |
| Using ad ... | Using ad ... | 3 Purchases | 49,856 | £1,427.92 | Ongoing | 3 | — | 348 |
| Using ad ... | Using ad ... | 4 Purchases | 5,000 | £3,194.26 | Ongoing | 4 | — | 470 |
| Using ad ... | Using ad ... | 14 Purchases | 49,372 | £3,400.76 | Ongoing | 14 | — | 467 |
| Using ad ... | Using ad ... | 16 Purchases | 40,840 | £63,302 | Ongoing | 16 | — | 720 |
| Using ad ... | Using ad ... | 16 Purchases | 97,232 | £243,694 | Ongoing | 16 | — | 1,300 |
| Using ad ... | Using ad ... | 8 Purchases | 69,392 | £117,441 | Ongoing | 8 | — | 661 |
| Using ad ... | Using ad ... | 1 Purchase | 19,844 | £29,123 | Ongoing | — | — | 168 |
| Using ad ... | Using ad ... | 69 Purchases | 100,191 | £156,208 | Ongoing | 69 | — | 2,144 |
| Lowest cost Daily | £300.00 | 61 Purchases | 113,025 | £182,561 | Ongoing | 61 | — | 2,227 |
| Lowest cost Daily | £300.00 | 4 Purchases | 48,624 | £109,701 | Ongoing | 4 | — | 504 |
| Lowest cost Daily | £300.00 | 60 Purchases | 266,496 | £1,072,397 | Ongoing | 60 | — | 3,294 |
| | | — | 6,767,578 People | 36,405,130 Total | | 1,941 Total | — Total | 143,808 Total |

AMOUNT SPENT.

- Amount Spent is exactly that. How much you have spent on your campaigns.

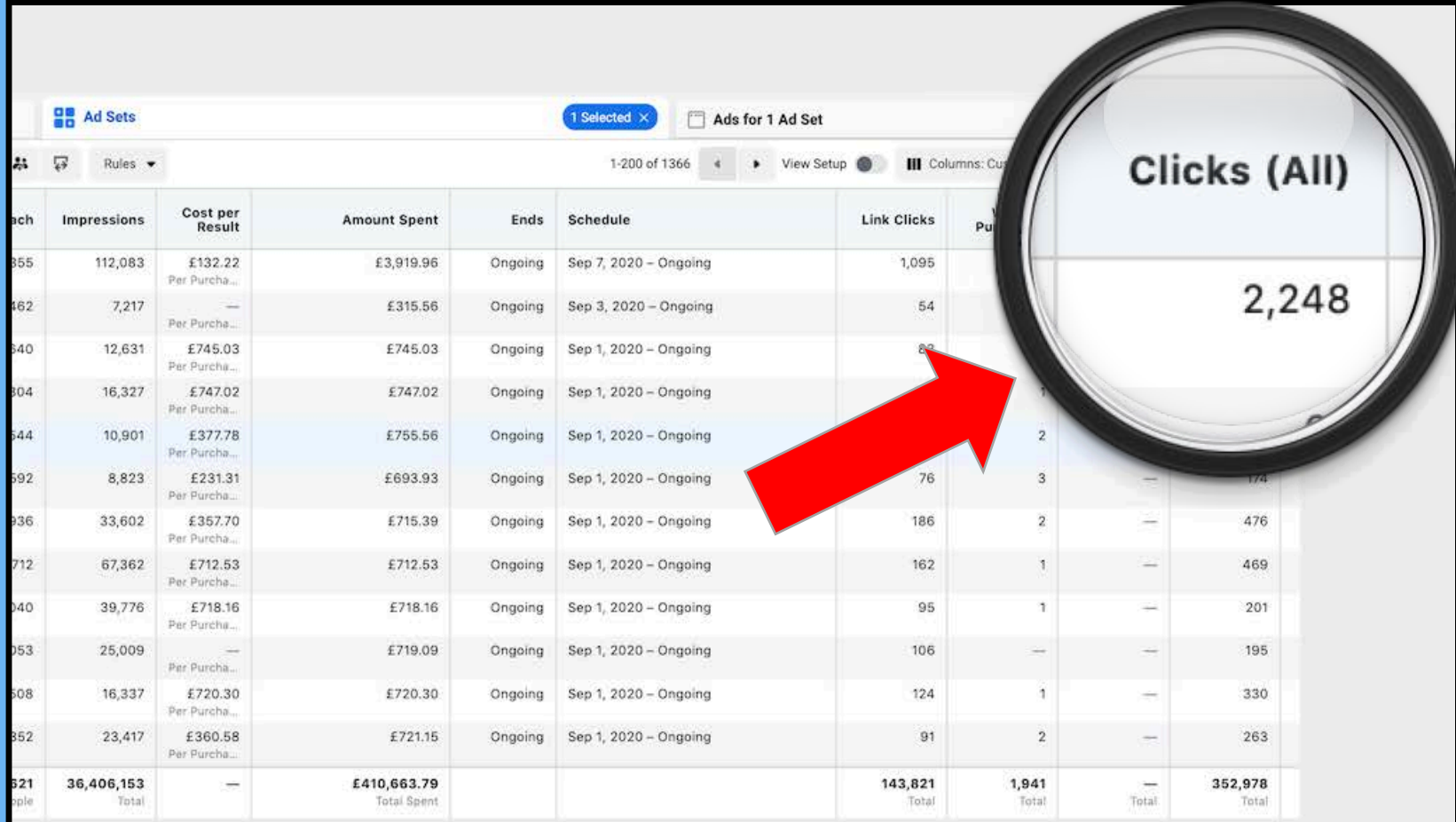


The screenshot displays the Facebook Ads Manager interface. A table lists various ad sets with columns for Bid Strategy, Budget, Results, Reach, Impressions, Amount Spent, and other performance metrics. A magnifying glass is positioned over the 'Amount Spent' column, highlighting the value '£3,919.96'. A red arrow points from the magnifying glass to the corresponding row in the table.

| Bid Strategy | Budget | Results | Reach | Impressions | Amount Spent | Website Purchases | On-Facebook Purchases | Link Clicks | | |
|------------------|---------------|--------------|------------------|------------------|----------------------|-------------------------|-----------------------|-------------|---------------|-------|
| Using ad set ... | Using ad ... | 30 Purchases | 83,387 | 112,083 | | 30 | — | 1,082 | | |
| Using ad set ... | Using ad ... | 7 Purchases | 27,224 | 48,682 | | 7 | — | 409 | | |
| Using ad set ... | Using ad ... | 3 Purchases | 49,856 | 100,964 | | 3 | — | 348 | | |
| Using ad set ... | Using ad ... | 4 Purchases | 54,608 | 111,111 | | 4 | — | 470 | | |
| Using ad set ... | Using ad ... | 14 Purchases | 28,384 | 54,608 | £242.91 Per Purchase | Ongoing | 14 | — | 467 | |
| Using ad set ... | Using ad ... | 16 Purchases | 40,840 | 63,302 | £246.19 Per Purchase | £3,939.04 | Ongoing | 16 | — | 720 |
| Using ad set ... | Using ad ... | 16 Purchases | 97,232 | 243,694 | £382.06 Per Purchase | £6,112.88 | Ongoing | 16 | — | 1,300 |
| Using ad set ... | Using ad ... | 8 Purchases | 69,392 | 117,441 | £293.25 Per Purchase | £2,346.03 | Ongoing | 8 | — | 661 |
| Using ad set ... | Using ad ... | — Purchase | 19,844 | 29,123 | — Per Purchase | £577.10 | Ongoing | — | — | 168 |
| Using ad set ... | Using ad ... | 69 Purchases | 100,191 | 156,208 | £153.85 Per Purchase | £10,615.62 | Ongoing | 69 | — | 2,144 |
| Lowest cost | £300.00 Daily | 61 Purchases | 113,025 | 182,561 | £155.62 Per Purchase | £9,493.08 | Ongoing | 61 | — | 2,227 |
| Lowest cost | £300.00 Daily | 4 Purchases | 48,624 | 109,701 | £419.96 Per Purchase | £1,679.84 | Ongoing | 4 | — | 504 |
| Lowest cost | £300.00 Daily | 60 Purchases | 266,496 | 1,072,397 | £176.17 Per Purchase | £10,570.23 | Ongoing | 60 | — | 3,294 |
| | | — | 6,767,578 People | 36,405,130 Total | — | £410,617.57 Total Spent | 1,941 Total | — Total | 143,808 Total | |

PERFORMANCE & CLICKS (ALL)

- **Clicks (ALL)** The number of clicks on your ads.
- This metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations, and links to expanded ad experiences.

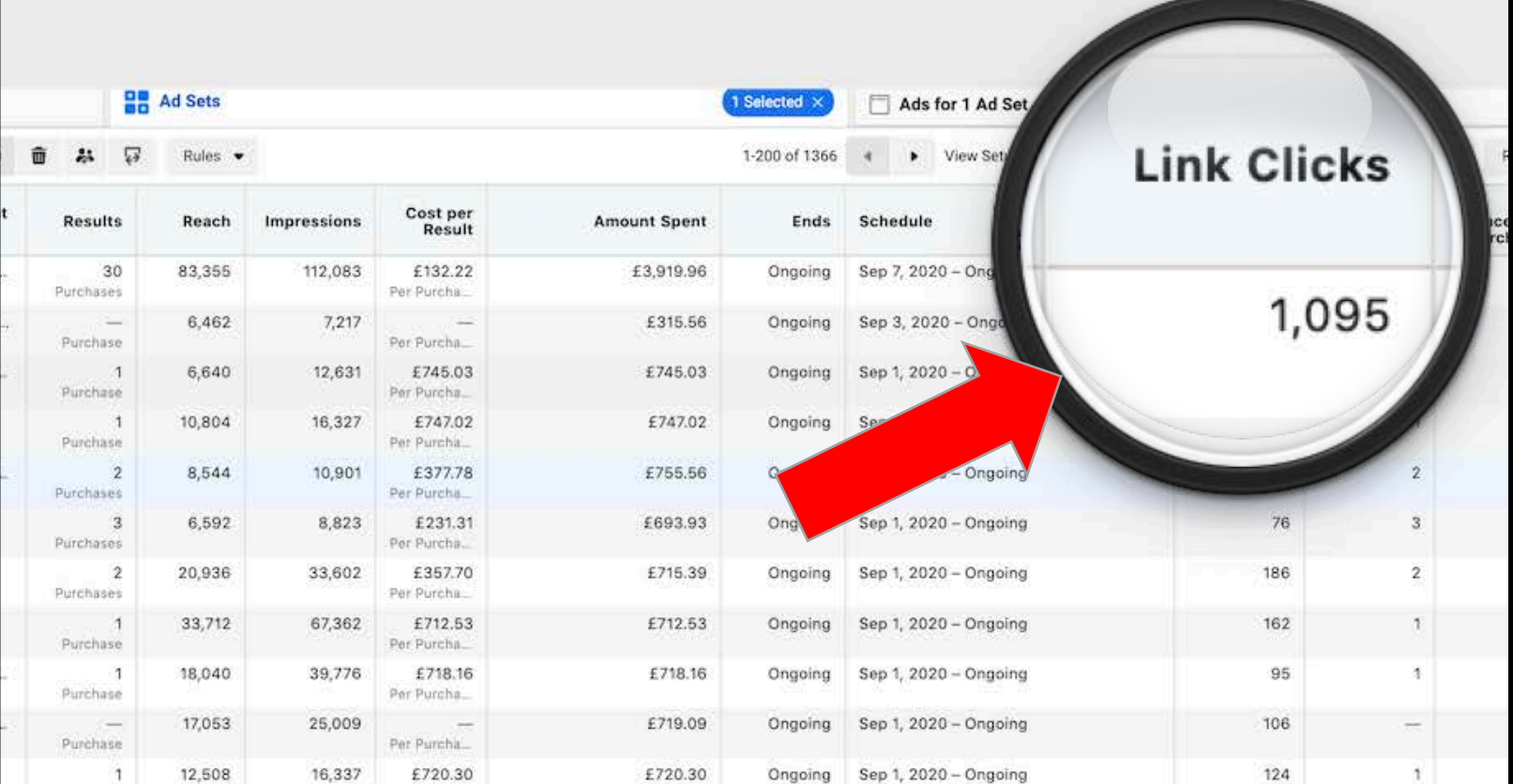


The screenshot shows a table of ad performance metrics. A magnifying glass is positioned over the 'Link Clicks' column, highlighting the value '2,248' in the total row. A red arrow points from the 'Link Clicks' column header to the magnifying glass.

| Ad | Impressions | Cost per Result | Amount Spent | Ends | Schedule | Link Clicks | Purchases | Cost per Purchase | Amount Spent |
|--------------|---------------------|--------------------------|----------------------------|---------|-----------------------|------------------|----------------|-------------------|------------------|
| 855 | 112,083 | £132.22 Per Purcha... | £3,919.96 | Ongoing | Sep 7, 2020 – Ongoing | 1,095 | — | — | — |
| 462 | 7,217 | — Per Purcha... | £315.56 | Ongoing | Sep 3, 2020 – Ongoing | 54 | — | — | — |
| 340 | 12,631 | £745.03 Per Purcha... | £745.03 | Ongoing | Sep 1, 2020 – Ongoing | 85 | — | — | — |
| 304 | 16,327 | £747.02 Per Purcha... | £747.02 | Ongoing | Sep 1, 2020 – Ongoing | — | — | — | — |
| 544 | 10,901 | £377.78 Per Purcha... | £755.56 | Ongoing | Sep 1, 2020 – Ongoing | — | 2 | — | — |
| 592 | 8,823 | £231.31 Per Purcha... | £693.93 | Ongoing | Sep 1, 2020 – Ongoing | 76 | 3 | — | 174 |
| 936 | 33,602 | £357.70 Per Purcha... | £715.39 | Ongoing | Sep 1, 2020 – Ongoing | 186 | 2 | — | 476 |
| 712 | 67,362 | £712.53 Per Purcha... | £712.53 | Ongoing | Sep 1, 2020 – Ongoing | 162 | 1 | — | 469 |
| 040 | 39,776 | £718.16 Per Purcha... | £718.16 | Ongoing | Sep 1, 2020 – Ongoing | 95 | 1 | — | 201 |
| 053 | 25,009 | — Per Purcha... | £719.09 | Ongoing | Sep 1, 2020 – Ongoing | 106 | — | — | 195 |
| 308 | 16,337 | £720.30 Per Purcha... | £720.30 | Ongoing | Sep 1, 2020 – Ongoing | 124 | 1 | — | 330 |
| 352 | 23,417 | £360.58 Per Purcha... | £721.15 | Ongoing | Sep 1, 2020 – Ongoing | 91 | 2 | — | 263 |
| 521 Total | 36,406,153 Total | — | £410,663.79 Total Spent | | | 143,821 Total | 1,941 Total | — Total | 352,978 Total |

LINK CLICKS.

- **Link Clicks** is the number of clicks on links within the ad that led to advertiser-specified destinations, on or off Facebook. This will nearly always be your website.



The screenshot displays a table of ad performance metrics. The columns include Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, and Schedule. A magnifying glass highlights the 'Link Clicks' metric, which is 1,095. A red arrow points from the 'Link Clicks' column header to the magnifying glass.

| Results | Reach | Impressions | Cost per Result | Amount Spent | Ends | Schedule | Link Clicks |
|--------------|--------|-------------|-----------------------|--------------|---------|-----------------------|-------------|
| 30 Purchases | 83,355 | 112,083 | £132.22 Per Purcha... | £3,919.96 | Ongoing | Sep 7, 2020 - Ongoing | |
| — Purchase | 6,462 | 7,217 | — Per Purcha... | £315.56 | Ongoing | Sep 3, 2020 - Ongoing | |
| 1 Purchase | 6,640 | 12,631 | £745.03 Per Purcha... | £745.03 | Ongoing | Sep 1, 2020 - Ongoing | |
| 1 Purchase | 10,804 | 16,327 | £747.02 Per Purcha... | £747.02 | Ongoing | Sep 1, 2020 - Ongoing | |
| 2 Purchases | 8,544 | 10,901 | £377.78 Per Purcha... | £755.56 | Ongoing | Sep 1, 2020 - Ongoing | 2 |
| 3 Purchases | 6,592 | 8,823 | £231.31 Per Purcha... | £693.93 | Ongoing | Sep 1, 2020 - Ongoing | 76 3 |
| 2 Purchases | 20,936 | 33,602 | £357.70 Per Purcha... | £715.39 | Ongoing | Sep 1, 2020 - Ongoing | 186 2 |
| 1 Purchase | 33,712 | 67,362 | £712.53 Per Purcha... | £712.53 | Ongoing | Sep 1, 2020 - Ongoing | 162 1 |
| 1 Purchase | 18,040 | 39,776 | £718.16 Per Purcha... | £718.16 | Ongoing | Sep 1, 2020 - Ongoing | 95 1 |
| — Purchase | 17,053 | 25,009 | — Per Purcha... | £719.09 | Ongoing | Sep 1, 2020 - Ongoing | 106 — |
| 1 Purchase | 12,508 | 16,337 | £720.30 Per Purcha... | £720.30 | Ongoing | Sep 1, 2020 - Ongoing | 124 1 |

FREQUENCY.

- Frequency is The average number of times each person saw your ad.
- You want to keep frequency as low as possible so you avoid showing the ads too many times to the same people- which can lead to ad fatigue and increased costs overtime (more on this later).

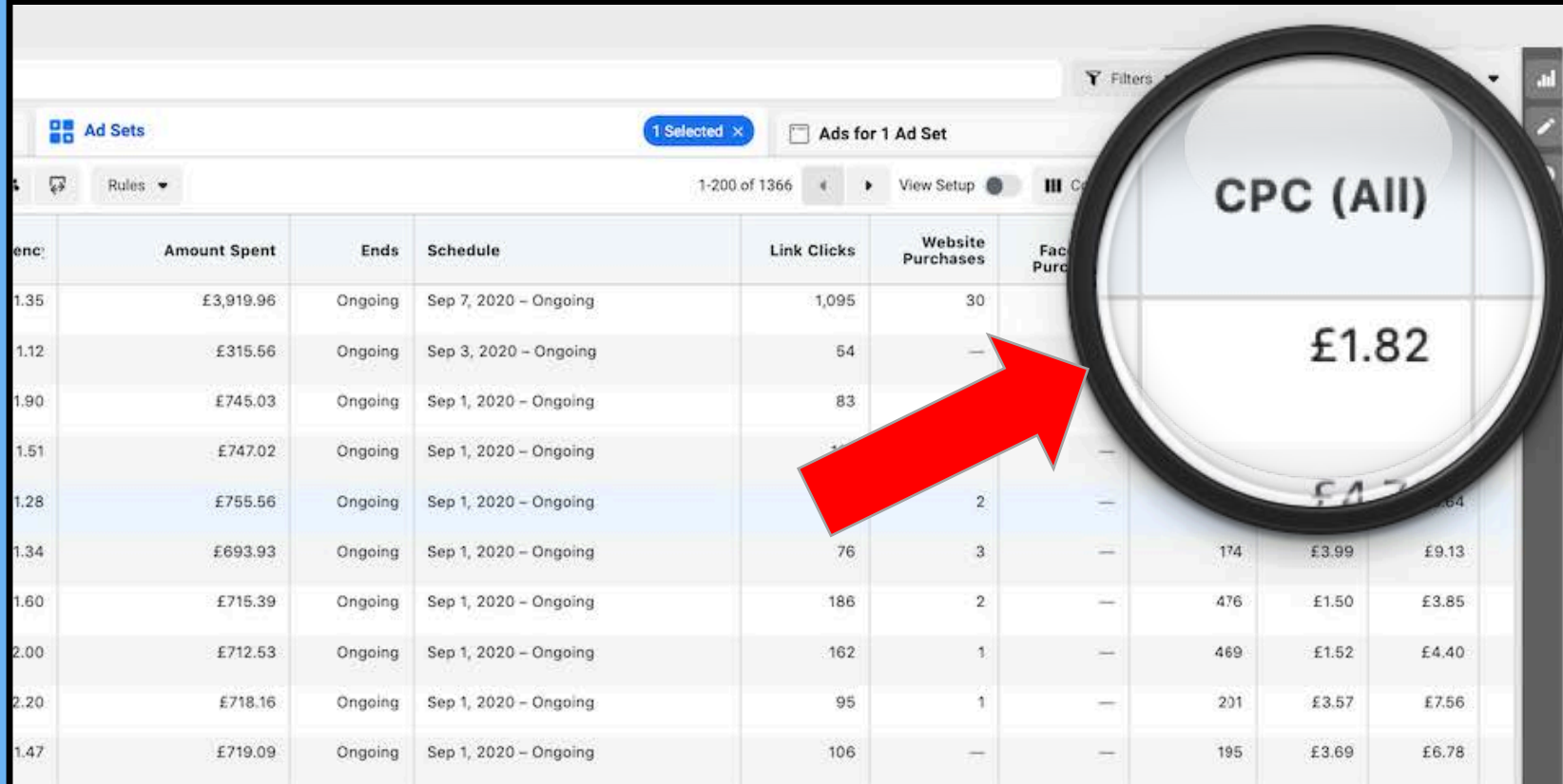


The screenshot shows a Facebook Ads Manager interface. A magnifying glass is centered over the 'Frequency' column of a table, highlighting the value '1.35'. A red arrow points from the bottom left towards the magnified area. The table has columns for Results, Reach, Impressions, Cost, Ends, and Schedule. The 'Results' column lists 'Purchases' with various counts. The 'Reach' column shows values like 83,355 and 6,462. The 'Impressions' column shows values like 112,000 and 7,200. The 'Cost' column shows values like £9.96 and £15.56. The 'Ends' column shows 'Ongoing'. The 'Schedule' column shows dates like 'Sep 7, 2020 - Ongoing'.

| Results | Reach | Impressions | Cost | Ends | Schedule |
|--------------|--------|-------------|---------|---------|-----------------------|
| 30 Purchases | 83,355 | 112,000 | £9.96 | Ongoing | Sep 7, 2020 - Ongoing |
| 1 Purchase | 6,462 | 7,200 | £15.56 | Ongoing | Sep 3, 2020 - Ongoing |
| 1 Purchase | 6,640 | 12,631 | £745.03 | Ongoing | Sep 1, 2020 - Ongoing |
| 1 Purchase | 10,804 | 16,327 | £747.02 | Ongoing | Sep 1, 2020 - Ongoing |
| 2 Purchases | 8,544 | 10,960 | £755.56 | Ongoing | Sep 1, 2020 - Ongoing |
| 3 Purchases | 6,592 | 10,960 | £693.93 | Ongoing | Sep 1, 2020 - Ongoing |

CPC – COST PER CLICK.

- Cost Per Click is the average cost for each link click.
- CPC shows how much, on average, each link click costs you. CPC is a metric used in the online advertising industry for benchmarking ad efficiency and performance.

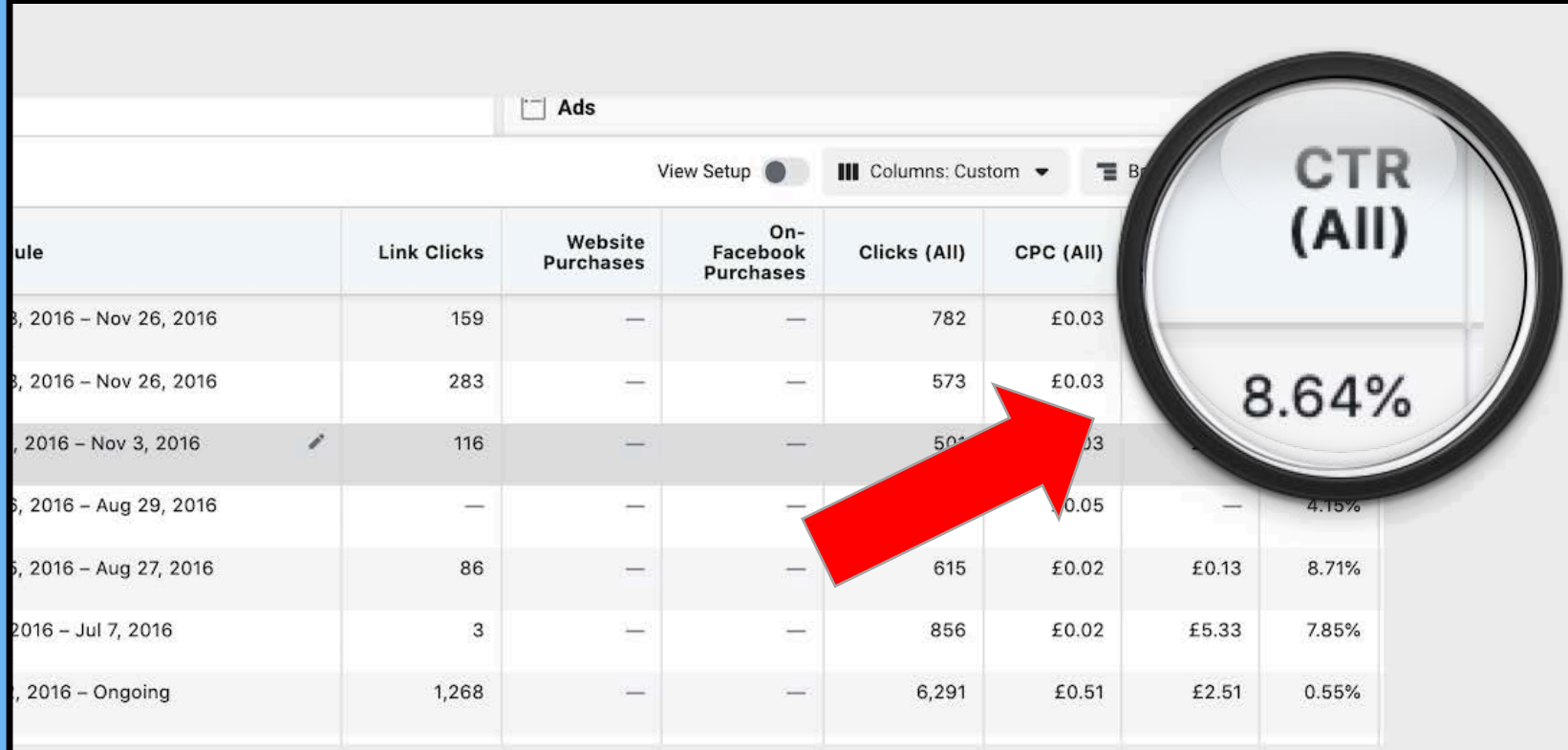


The screenshot displays an advertising dashboard with a table of ad performance metrics. A magnifying glass highlights the 'CPC (All)' value of £1.82, with a red arrow pointing to it from the table.

| Ad Set | Amount Spent | Ends | Schedule | Link Clicks | Website Purchases | Fac. Purc. | CPC | CPA |
|--------|--------------|---------|-----------------------|-------------|-------------------|------------|--------|---------|
| 1.35 | £3,919.96 | Ongoing | Sep 7, 2020 – Ongoing | 1,095 | 30 | — | £3.58 | £131.33 |
| 1.12 | £315.56 | Ongoing | Sep 3, 2020 – Ongoing | 54 | — | — | £5.84 | — |
| 1.90 | £745.03 | Ongoing | Sep 1, 2020 – Ongoing | 83 | — | — | £8.98 | — |
| 1.51 | £747.02 | Ongoing | Sep 1, 2020 – Ongoing | 11 | — | — | £67.91 | — |
| 1.28 | £755.56 | Ongoing | Sep 1, 2020 – Ongoing | — | 2 | — | — | £377.78 |
| 1.34 | £693.93 | Ongoing | Sep 1, 2020 – Ongoing | 76 | 3 | — | £9.13 | £3.99 |
| 1.60 | £715.39 | Ongoing | Sep 1, 2020 – Ongoing | 186 | 2 | — | £3.85 | £1.50 |
| 2.00 | £712.53 | Ongoing | Sep 1, 2020 – Ongoing | 162 | 1 | — | £4.40 | £1.52 |
| 2.20 | £718.16 | Ongoing | Sep 1, 2020 – Ongoing | 95 | 1 | — | £7.56 | £3.57 |
| 1.47 | £719.09 | Ongoing | Sep 1, 2020 – Ongoing | 106 | — | — | £6.78 | £3.69 |

CTR – CLICK THROUGH RATE.

- Click Through rate is the percentage of times people saw your ad and performed a link click.
- It's calculated by link clicks divided by impressions.

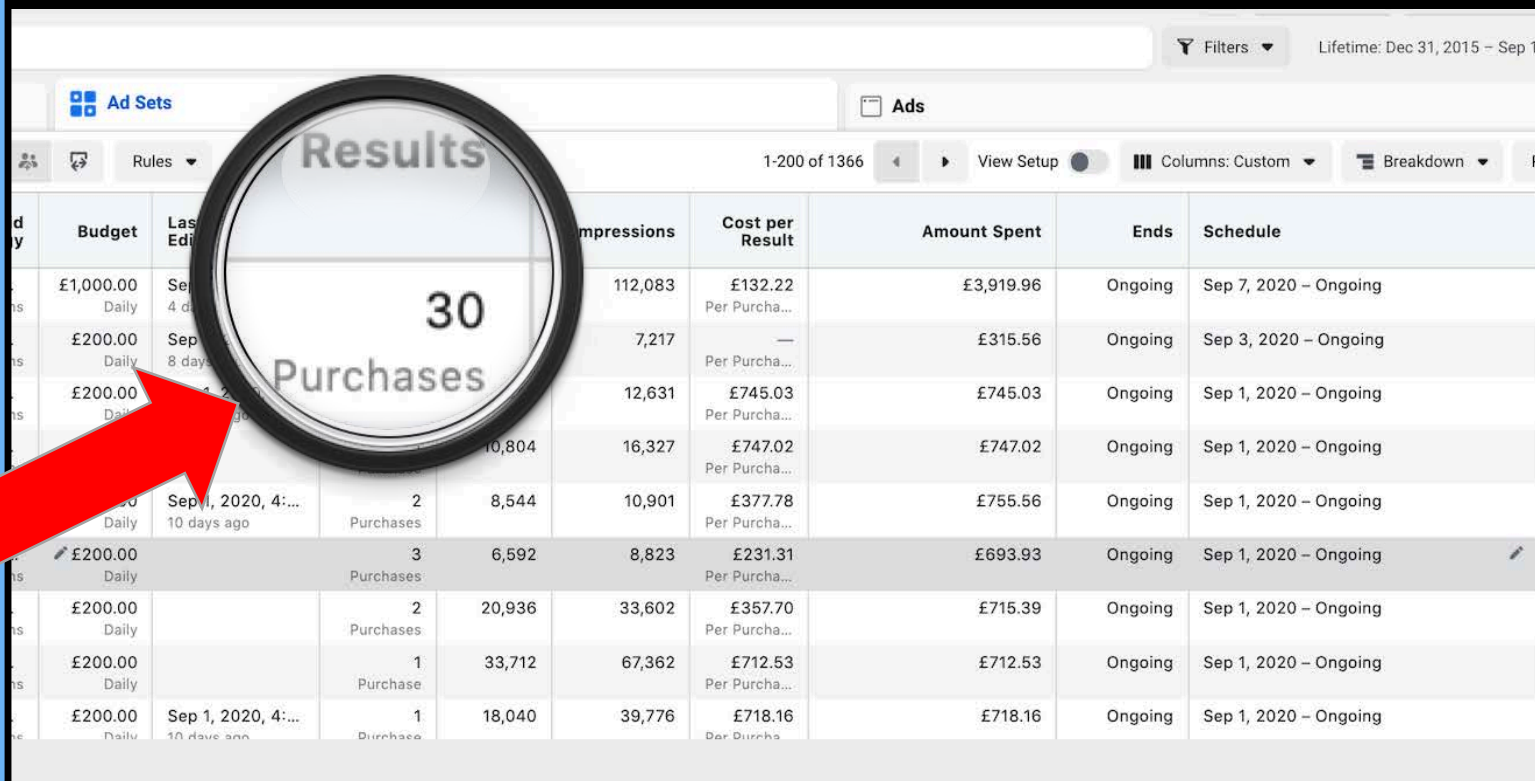


The screenshot displays a Facebook Ads performance dashboard. A table lists various ad campaigns with columns for Link Clicks, Website Purchases, On-Facebook Purchases, Clicks (All), and CPC (All). A red arrow points from the 'Clicks (All)' column to a circular callout bubble that reads 'CTR (All) 8.64%'. The table data is as follows:

| Ad Name | Link Clicks | Website Purchases | On-Facebook Purchases | Clicks (All) | CPC (All) |
|------------------------|-------------|-------------------|-----------------------|--------------|-----------|
| 3, 2016 – Nov 26, 2016 | 159 | — | — | 782 | £0.03 |
| 3, 2016 – Nov 26, 2016 | 283 | — | — | 573 | £0.03 |
| , 2016 – Nov 3, 2016 | 116 | — | — | 501 | £0.03 |
| 5, 2016 – Aug 29, 2016 | — | — | — | — | £0.05 |
| 5, 2016 – Aug 27, 2016 | 86 | — | — | 615 | £0.02 |
| 2016 – Jul 7, 2016 | 3 | — | — | 856 | £0.02 |
| , 2016 – Ongoing | 1,268 | — | — | 6,291 | £0.51 |

RESULTS.

- Your Results section shows the number of times your ad achieved an outcome, based on the objective and settings you selected.

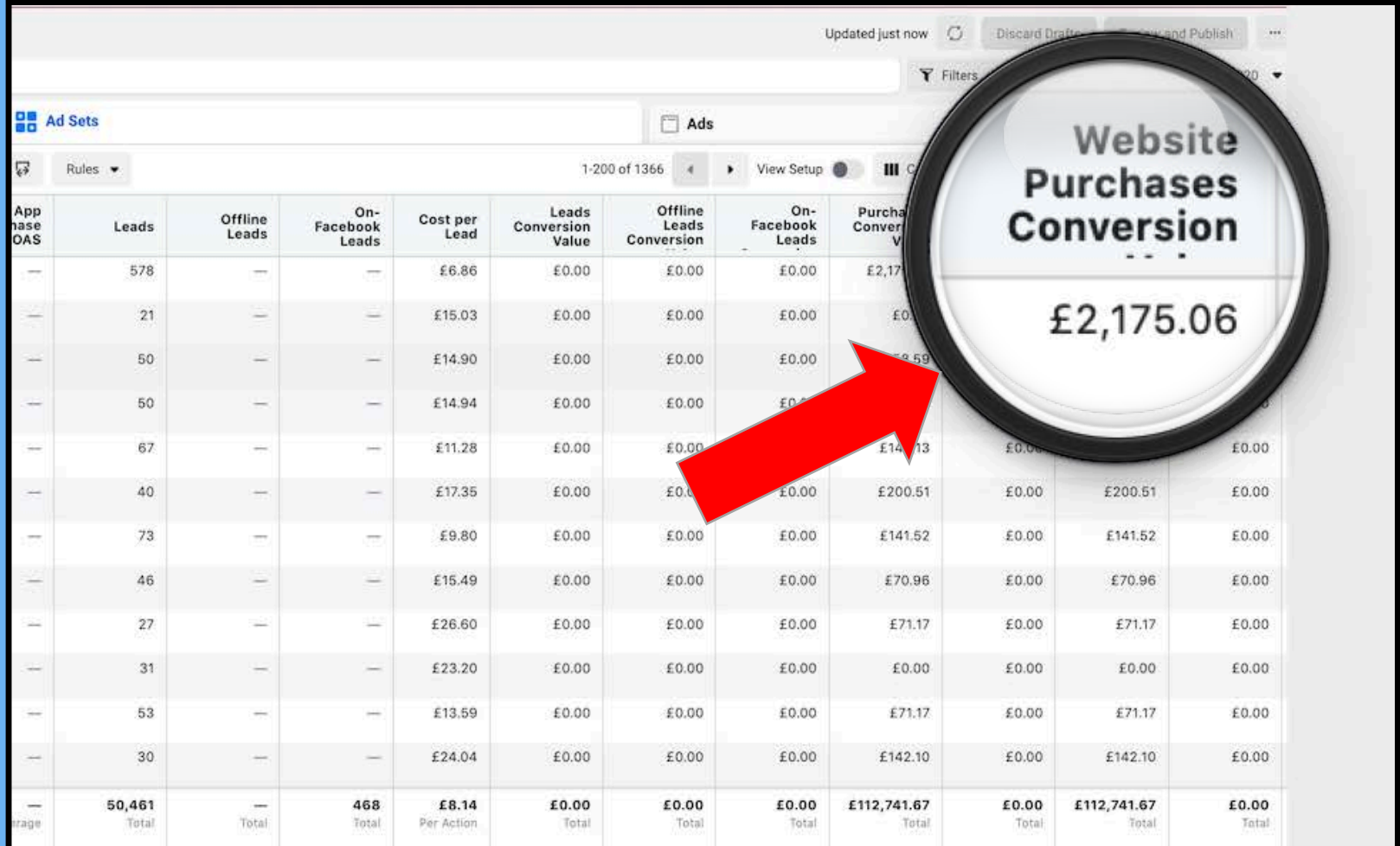


The screenshot shows the Facebook Ads Manager interface. A magnifying glass is positioned over the 'Purchases' column, highlighting the value '30'. A red arrow points from the blue callout box to the 'Purchases' column header. The table displays various ad metrics including Budget, Last Edited, Impressions, Cost per Result, Amount Spent, Ends, and Schedule.

| Budget | Last Edited | Impressions | Cost per Result | Amount Spent | Ends | Schedule |
|-----------------|----------------------------|-------------|----------------------|--------------|---------|-----------------------|
| £1,000.00 Daily | Sep 4, 2020 | 112,083 | £132.22 Per Purchase | £3,919.96 | Ongoing | Sep 7, 2020 – Ongoing |
| £200.00 Daily | Sep 8, 2020 | 7,217 | — Per Purchase | £315.56 | Ongoing | Sep 3, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020 | 12,631 | £745.03 Per Purchase | £745.03 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020 | 10,804 | £747.02 Per Purchase | £747.02 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020, 4:10 days ago | 8,544 | £377.78 Per Purchase | £755.56 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020 | 6,592 | £231.31 Per Purchase | £693.93 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020 | 20,936 | £357.70 Per Purchase | £715.39 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020 | 33,712 | £712.53 Per Purchase | £712.53 | Ongoing | Sep 1, 2020 – Ongoing |
| £200.00 Daily | Sep 1, 2020, 4:10 days ago | 18,040 | £718.16 Per Purchase | £718.16 | Ongoing | Sep 1, 2020 – Ongoing |

WEBSITE CONVERSION VALUES – IN THIS CASE PURCHASES.

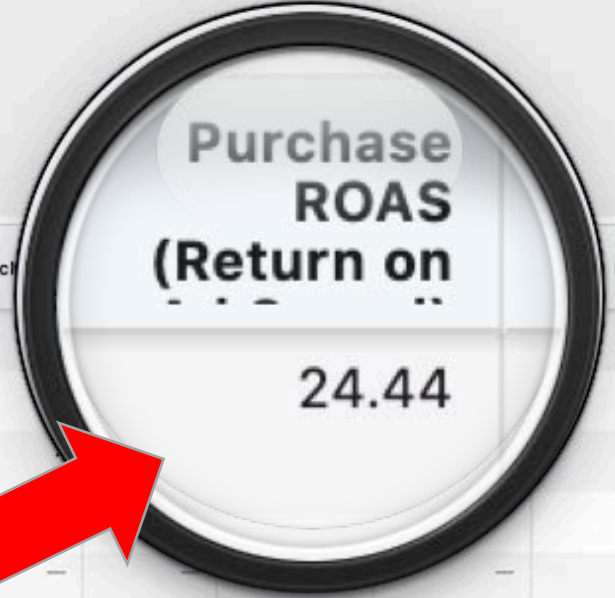
- Your Website Purchase Conversion is the total value of website purchase conversions. Each conversion has it's own conversion value.
- It's important to check & set up your conversion values to see the return your ads are bringing you.



| App Purchase OSAS | Leads | Offline Leads | On- Facebook Leads | Cost per Lead | Leads Conversion Value | Offline Leads Conversion | On- Facebook Leads | Purcha Conversion Value | | | |
|-------------------------|------------------------|------------------|--------------------------|----------------------------|------------------------------|--------------------------------|--------------------------|-------------------------------|-----------------------|-----------------------------|-----------------------|
| — | 578 | — | — | £6.86 | £0.00 | £0.00 | £0.00 | £2,175.06 | | | |
| — | 21 | — | — | £15.03 | £0.00 | £0.00 | £0.00 | £0.00 | | | |
| — | 50 | — | — | £14.90 | £0.00 | £0.00 | £0.00 | £9.59 | | | |
| — | 50 | — | — | £14.94 | £0.00 | £0.00 | £0.00 | £0.00 | | | |
| — | 67 | — | — | £11.28 | £0.00 | £0.00 | £0.00 | £14.13 | £0.00 | £0.00 | £0.00 |
| — | 40 | — | — | £17.35 | £0.00 | £0.00 | £0.00 | £200.51 | £0.00 | £200.51 | £0.00 |
| — | 73 | — | — | £9.80 | £0.00 | £0.00 | £0.00 | £141.52 | £0.00 | £141.52 | £0.00 |
| — | 46 | — | — | £15.49 | £0.00 | £0.00 | £0.00 | £70.96 | £0.00 | £70.96 | £0.00 |
| — | 27 | — | — | £26.60 | £0.00 | £0.00 | £0.00 | £71.17 | £0.00 | £71.17 | £0.00 |
| — | 31 | — | — | £23.20 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 | £0.00 |
| — | 53 | — | — | £13.59 | £0.00 | £0.00 | £0.00 | £71.17 | £0.00 | £71.17 | £0.00 |
| — | 30 | — | — | £24.04 | £0.00 | £0.00 | £0.00 | £142.10 | £0.00 | £142.10 | £0.00 |
| — | 50,461 Total | — Total | 468 Total | £8.14 Per Action | £0.00 Total | £0.00 Total | £0.00 Total | £112,741.67 Total | £0.00 Total | £112,741.67 Total | £0.00 Total |

ROAS- RETURN ON AD SPEND.

- The total return on ad spend (ROAS) from purchases.
- The metric is calculated as purchase conversion value divided by amount spent.
- A very helpful metric alongside conversions and website conversion values to track how valuable your ads are in terms of return.



| Ads | Website Purchases | On-Facebook Purchases | Link Clicks | Purch | Leads | Offline Leads | On-Facebook Leads |
|-----|-------------------|-----------------------|-------------|-------|-------|---------------|-------------------|
| 020 | 153 | — | 880 | | — | — | — |
| ing | 141 | — | 3,519 | | — | — | — |
| 018 | 2 | — | 25 | | — | — | — |
| 018 | — | — | 2 | | — | — | — |
| 018 | — | — | | | — | — | — |
| 017 | — | — | | | — | — | — |
| 017 | — | — | 21 | | — | — | — |
| 017 | — | — | 36 | | — | — | — |
| 017 | — | — | 11 | | — | — | — |
| 017 | — | — | 20 | | — | — | — |
| 017 | — | — | 1 | | — | — | — |

ROAS- RETURN ON AD SPEND.

Ad Sets Updated 20 minutes ago Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing.

Campaigns 1 Selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom Breakdown Reports

| Ad Set Name | Mobile App Purchases | Mobile App Purchases | Mobile App Purchases | Website Purchases | Website Purchases | Website Purchases | On-Facebook Purchases | On-Facebook Purchases | On-Facebook Purchases | Unique Purchases | Unique Purchases |
|---|----------------------|----------------------|----------------------|-------------------|-------------------|-------------------|-----------------------|-----------------------|-----------------------|------------------|------------------|
| | View Attribution | Click Attribution | Click Attribution | View Attribution | Click Attribution | Click Attribution | View Attribution | Click Attribution | Click Attribution | View Attribution | View Attribution |
| <input checked="" type="checkbox"/> Super adset Inspect View Charts Edit Duplicate 28-day click a... | — | — | — | 56 | 5 | 51 | — | — | — | 48 | 3 |
| > Results from 1 ad set | — | — | — | 56 | 5 | 51 | — | — | — | 48 | 3 |
| | Total | Total | Total | Total | Total | Total | Total | Total | Total | Total | Total |

INSPECT

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface for an ad set named "Super adset". The left sidebar shows the "Ad Sets" section with a search bar and filters. The main content area shows the ad set details, including the status "Active", bid strategy "Lowest cost", and budget "£1,000.00 Daily". A notification states: "Data shown here is based on your 7-day click and 1-day view conversion window. This ad set's conversion window is different than your account's attribution window. When you're deciding how to optimize your performance, make sure to use data based on your conversion window." The performance metrics are as follows:

| Metric | Value |
|-----------------------------|------------|
| Cost Per Purchase | £1,000.00 |
| Purchases | 56 |
| Amount Spent | £56,000.00 |
| Reach | 135,725 |
| First Time Impression Share | 65.61% |
| Auction Overlap | 0.00% |

A line chart below the metrics shows the "First Time Impression Share" over time, with a red arrow pointing to the 65.61% value. A blue box with the text "FIRST TIME IMPRESSION SHARE" is overlaid on the chart. The chart shows a steady increase in the share over the period from Sep 1 to Sep 15.

Bid Strategy
The lowest cost bid strategy provides no direct control over costs. Costs may rise over time as cheaper opportunities are exhausted or budget is increased.
[Learn More](#)

Auction Competition
The chart shows Auction Competition and Cost Per Purchase over time. The Auction Competition is currently at 50%.

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface. On the left, the 'Ad Sets' sidebar shows a list of ad sets under the campaign 'Global Super Adset: US, CA, UK, IRE, NZ, AUS'. The 'Super adset' is selected and active. The main content area shows performance metrics for this ad set, including 'Auction Competition', 'Audience Saturation', and 'Auction Overlap'. A red arrow points from a blue box labeled 'FREQUENCY' to the 'Frequency (Lifetime)' metric, which is 1.52.

Ad Sets

- Global Super Adset: US, CA, UK, IRE, NZ, AUS
- Super adset

Auction Competition

- Auction Competition
- Cost Per Purchase

Audience Saturation

- Frequency (Lifetime) **1.52**
- Cost Per Purchase **£137.81**

Auction Overlap

- Auction Overlap Rate **0.00%**

FREQUENCY

ROAS- RETURN ON AD SPEND.

Campaigns Updated today at 11:38 AM Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing.

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Breakdown Reports

By Time By Delivery By Action

| | Campaign Name | Website Purchases | Website Purchases | Website Purchases | On-Facebook Purchases | On-Facebook Purchases | On-Facebook Purchases | | | Unique Purchase | Unique Mobile App Purchases |
|--|---|-------------------|-------------------|-------------------|-----------------------|-----------------------|-----------------------|-----------|----------|-------------------|-----------------------------|
| | | View Attribution | Click Attribution | View Attribution | View Attribution | Click Attribution | Click Attribution | | | Click Attribution | Click Attribution |
| <input type="checkbox"/> | Global Super Adset: US, CA, UK, IRE, NZ, A... | 53 | 5 | 48 | — | — | — | 45 | 3 | 4 | — |
| <input type="checkbox"/> | USA/CAN LLA - Ad Tests | 7 | 1 | 6 | — | — | — | 7 | 1 | 6 | — |
| <input type="checkbox"/> | UK Interest - Ad Tests | 3 | — | 3 | — | — | — | 3 | — | — | — |
| <input type="checkbox"/> | UK LLA - Ad Tests | 4 | — | 4 | — | — | — | 4 | — | 4 | — |
| <input type="checkbox"/> | USA / Can NON CBO - Interest Desktop - V2 | — | — | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> | USA / Can NON CBO - Interest Desktop | — | — | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> | AUS/NZ NON CBO - 3% | — | — | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> | AUS/NZ NON CBO | — | — | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> | USA / Can Broad NON CBO | — | — | — | — | — | — | — | — | — | — |
| <input type="checkbox"/> | USA / Can NON CBO LLA | — | — | — | — | — | — | — | — | — | — |
| > Results from 194 campaigns | | 67 | 6 | 61 | — | — | — | 59 | 4 | 55 | — |
| | | Total | Total | Total | Total | Total | Total | Total | Total | Total | Total |

BREAKDOWN

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface. At the top, it shows 'Campaigns' and 'Updated today at 11:38 AM'. Below this is a search bar and filter options. The main content area is divided into 'Campaigns', 'Ad Sets', and 'Ads' tabs. A table lists various ad sets with columns for 'Website Purchases', 'On-Facebook Purchases', and 'Unique Mobile App Purchases'. A dropdown menu is open over the table, listing various breakdown options such as 'None', 'Age', 'Gender', 'Age and Gender', 'Business Locations', 'Country', 'Region', 'DMA Region', 'Impression Device', 'Platform', 'Platform & Device', 'Placement', 'Placement & Device', 'Product ID', 'Time of Day (Ad Account Time Zone)', and 'Time of Day (Viewer's Time Zone)'. Two red arrows point to the 'By Delivery' and 'Breakdown' options in the menu. A blue box with the text 'BY DELIVERY' is overlaid on the 'By Delivery' option, and another blue box with the text 'BREAKDOWN' is overlaid on the 'Breakdown' option. The table at the bottom shows a total of 67 Website Purchases, 6 Website Purchases, 61 On-Facebook Purchases, 59 Unique Mobile App Purchases, and 4 Unique Mobile App Purchases.

| | Campaign Name | Website Purchases | Website Purchases | Website Purchases | On-Facebook Purchases | Unique Mobile App Purchases | Unique Mobile App Purchases |
|----------------------------|---|-------------------|-------------------|-------------------|-----------------------|-----------------------------|-----------------------------|
| | | View Attribution | Click Attribution | 28-day click a... | 28-day click a... | 28-day click a... | 28-day click a... |
| | Global Super Adset: US, CA, UK, IRE, NZ, A... | 53 | 5 | 48 | 45 | 3 | 4 |
| | USA/CAN LLA - Ad Tests | 7 | 1 | 6 | 7 | 1 | 6 |
| | UK Interest - Ad Tests | 3 | — | 3 | — | — | — |
| | UK LLA - Ad Tests | 4 | — | 4 | — | — | — |
| | USA / Can NON CBO - Interest Desktop - V2 | — | — | — | — | — | — |
| | USA / Can NON CBO - Interest Desktop | — | — | — | — | — | — |
| | AUS/NZ NON CBO - 3% | — | — | — | — | — | — |
| | AUS/NZ NON CBO | — | — | — | — | — | — |
| | USA / Can Broad NON CBO | — | — | — | — | — | — |
| | USA / Can NON CBO LLA | — | — | — | — | — | — |
| Results from 194 campaigns | | 67 | 6 | 61 | 59 | 4 | 55 |
| | | Total | Total | Total | Total | Total | Total |

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface. At the top, it shows 'Campaigns' and 'Updated today at 11:38 AM'. Below this is a search bar and filter options. The main area is divided into 'Campaigns', 'Ad Sets', and 'Ads' tabs. A table lists various ad sets with columns for 'Campaign Name', 'Clicks', 'Conversions', 'Website Clicks', and 'On-Facebook Conversions'. A blue box labeled 'AGE' highlights the 'Age' option in a dropdown menu. Another blue box labeled 'BREAKDOWN' highlights the 'Breakdown' button in the top right. A third blue box labeled 'BY DELIVERY' highlights the 'By Delivery' option in the 'View Setup' dropdown. A red arrow points from the 'Age' dropdown to the 'By Delivery' option.

| | Campaign Name | Clicks | Conversions | Website Clicks | On-Facebook Conversions |
|----------------------------|---|--------|-------------|----------------|-------------------------|
| | Global Super Adset: US, CA, UK, IRE, NZ, A... | 53 | 5 | 48 | — |
| | USA/CAN LLA - Ad Tests | 7 | 1 | 6 | — |
| | UK Interest - Ad Tests | 3 | — | 3 | — |
| | UK LLA - Ad Tests | 4 | — | 4 | — |
| | USA / Can NON CBO - Interest Desktop - V2 | — | — | — | — |
| | USA / Can NON CBO - Interest Desktop | — | — | — | — |
| | AUS/NZ NON CBO - 3% | — | — | — | — |
| | AUS/NZ NON CBO | — | — | — | — |
| | USA / Can Broad NON CBO | — | — | — | — |
| | USA / Can NON CBO LLA | — | — | — | — |
| Results from 194 campaigns | | 67 | 6 | 61 | — |
| | | Total | Total | Total | Total |

ROAS- RETURN ON AD SPEND.

Campaigns Updated just now Discard Drafts Review and Publish

Search Filters + Add filters to narrow the data you are seeing.

Campaigns **Ad Sets** **Ads**

+ Create Duplicate Edit A/B Test Rules

Breakdown: Age **Reports**

- None
- Day
- Week
- 2 Weeks
- Month

By Time >
By Delivery >
By Action >
Clear Breakdowns

| Campaign Name | Website Purchases | Website Purchases | Website Purchases | On-Facebook Purchases | On-Facebook Purchases | Unique Purchases | Unique Mobile App Purchases |
|---|-------------------|-------------------|-------------------|-----------------------|-----------------------|-------------------|-----------------------------|
| | View Attribution | Click Attribution | 28-day | 28-day click a... | View Attri... | Click Attribution | 28-day click a... |
| Global Super Adset: US, CA, UK, IRE, NZ, A... | 56 | 5 | 51 | — | — | 45 | — |
| 35-44 | 6 | — | 6 | — | — | 6 | — |
| 45-54 | 10 | 3 | 7 | — | — | 7 | — |
| 55-64 | 19 | 2 | 17 | — | — | 13 | — |
| 65+ | 21 | — | 21 | — | — | 19 | — |

AGE

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface. At the top, it shows 'Campaigns' and 'Updated today at 11:38 AM'. Below this is a search bar and filter options. The main content area is divided into 'Campaigns', 'Ad Sets', and 'Ads' tabs. A table of campaigns is visible, with columns for Campaign Name, Website, Website Purchases, and On-Face Purchases. A blue box labeled 'GENDER' points to the 'Gender' option in a dropdown menu. Another blue box labeled 'BREAKDOWN' points to the 'Breakdown' dropdown menu. A third blue box labeled 'BY DELIVERY' points to the 'By Delivery' option in the 'View Setup' dropdown menu. The table shows a total of 67 campaigns, 6 website purchases, and 61 on-face purchases. The breakdown menu is open, showing options like None, Age, Gender, Age and Gender, Business Locations, Country, Region, DMA Region, Impression Device, Platform, Platform & Device, Placement, Placement & Device, Product ID, Time of Day (Ad Account Time Zone), and Time of Day (Viewer's Time Zone). The 'By Delivery' dropdown menu is also open, showing options like By Time, By Delivery, and By Action. The 'Breakdown' dropdown menu is open, showing options like Unique Purchases and Unique Mobile App Purchases.

| Campaign Name | Website | Website Purchases | On-Face Purchases |
|---|-----------------|-------------------|-------------------|
| Global Super Adset: US, CA, UK, IRE | -day click a... | 1-day | 28-day |
| USA/CAN LLA - Ad Tests | 7 | 1 | 6 |
| UK Interest - Ad Tests | 3 | — | 3 |
| UK LLA - Ad Tests | 4 | — | 4 |
| USA / Can NON CBO - Interest Desktop - V2 | — | — | — |
| USA / Can NON CBO - Interest Desktop | — | — | — |
| AUS/NZ NON CBO - 3% | — | — | — |
| AUS/NZ NON CBO | — | — | — |
| USA / Can Broad NON CBO | — | — | — |
| USA / Can NON CBO LLA | — | — | — |
| Results from 194 campaigns | 67 | 6 | 61 |

ROAS- RETURN ON AD SPEND.

Updated 13 minutes ago [Refresh] [Discard Drafts] [Review and Publish] [More]

Search [Filter] + Add filters to narrow the data you are seeing.

Campaigns [Ad Sets] [Ads]

+ Create [Duplicate] [Edit] [A/B Test] [Rules] View Setup [Columns: Custom] [Breakdown: Gender] [Reports]

| | Campaign Name | Mobile App Purchases Click Attribution | Website Purchases | Website Purchases View Attribution | Website Purchases Click Attribution | On-Facebook Purchases | On-Facebook Purchases View Attribution | On-Facebook Purchases Click Attribution | Unique Purchases | Unique Purchases View Attribution | Unique Purchases Click Attribution |
|--|---------------|---|-------------------|---------------------------------------|--|-----------------------|---|--|------------------|--------------------------------------|---------------------------------------|
| | Female | — | 37 | 5 | 32 | — | — | — | 29 | 3 | 26 |
| | Male | — | 18 | — | 18 | — | — | — | 18 | — | 18 |
| | Uncategorized | — | 1 | — | 1 | — | — | — | 1 | — | 1 |

GENDER

ROAS- RETURN ON AD SPEND.

The screenshot displays the Facebook Ads Manager interface. At the top, there are navigation buttons: 'Updated just now', 'Discard Drafts', and 'Review and Publish'. Below this is a search bar and filter options. The main content area is divided into 'Campaigns', 'Ad Sets', and 'Ads' tabs. A 'View Setup' dropdown menu is open, showing options like 'By Time', 'By Delivery', 'By Action', and 'Clear Breakdowns'. A 'Breakdown: Placement' dropdown is also visible, with a 'Reports' dropdown next to it. A table of campaign data is shown, with columns for 'Campaign Name', 'Mobile App Purchases', and 'Unique Purchases'. A 'Placement' dropdown menu is open, listing various placement options, with 'Placement' selected. Three blue callout boxes with red arrows point to the 'By Delivery' option, the 'Breakdown: Placement' dropdown, and the 'Placement' option in the dropdown menu.

| Campaign Name | Mobile App Purchases | Unique Purchases |
|-----------------------------------|--------------------------|------------------|
| Audience Network | Native, Banner & Inte... | Mobile App |
| Facebook | Facebook Groups Feed | Mobile App |
| Facebook | Stories | Mobile App |
| Facebook | Feed: News Feed | Desktop |
| Facebook | Feed: News Feed | Mobile App |
| Facebook | Feed: News Feed | Mobile Web |
| Facebook | Instant Article | Mobile App |
| Facebook | In-Stream Video | Mobile App |
| Facebook | Marketplace | Desktop |
| Facebook | Marketplace | Mobile App |
| Facebook | Right Column | Desktop |
| Facebook | Search Results | Mobile App |
| Results from 194 campaigns | | |
| Total | 67 Total | 6 Total |
| Total | 61 Total | 59 Total |

ROAS- RETURN ON AD SPEND.


Updated just now | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing.

Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules | View Setup | Columns: Custom | Breakdown: Placement | Reports

| | Campaign Name | Website Purchases w Attribution | Website Purchases Click Attribution | On-Facebook Purchases | On-Facebook Purchases View Attribution | On-Facebook Purchases Click Attribution | Unique Purchases | Unique Purchases View Attribution | Unique Purchases Click Attribution | Uni Mobile , Purcha |
|--------------------------|--|------------------------------------|--|------------------------|---|--|-------------------------|--------------------------------------|---------------------------------------|---------------------------|
| <input type="checkbox"/> | Global Super Adset: US, CA, UK, IRE, NZ, AUS | 5 1-day | 51 28-day | — 28-day click a... | — 1-day | — 28-day | 48 28-day click a... | 3 1-day | 45 28-day | 28-day click |
| | Audience Network Native, Banner & Inte... Desktop | — | — | — | — | — | — | — | — | |
| | Audience Network Native, Banner & Inte... Mobile App | — | — | — | — | — | — | — | — | |
| | Facebook Facebook Groups Feed Mobile App | — | — | — | — | — | — | — | — | |
| | Facebook Stories Mobile App | — | — | — | — | — | — | — | — | |
| | Facebook Feed: News Feed Desktop | 2 | 21 | — | — | — | 20 | 1 | 19 | |
| | Facebook Feed: News Feed Mobile App | 1 | 18 | — | — | — | 18 | 1 | 17 | |
| | Facebook Feed: News Feed Mobile Web | — | 5 | — | — | — | 4 | — | 4 | |
| | Facebook Instant Article Mobile App | — | — | — | — | — | — | — | — | |
| | Facebook In-Stream Video Mobile App | — | — | — | — | — | — | — | — | |
| | Facebook Marketplace Desktop | — | — | — | — | — | — | — | — | |
| | Facebook Marketplace Mobile App | — | — | — | — | — | — | — | — | |
| > | Results from 194 campaigns ⓘ | 6 Total | 61 Total | — Total | — Total | — Total | 59 Total | 4 Total | 55 Total | |



**FACEBOOK -
NEWS FEED -
DESKTOP**

INSTAGRAM.

THE BASICS.



INSTAGRAM. WHAT TO THINK ABOUT...

1

YOU CAN RUN JUST INSTAGRAM ADS

2

YOU CAN RUN ADS ON FACEBOOK & INSTAGRAM BUT ALTER THE DESIGNS TO OPTIMISE EACH PLACEMENT

3

SOME BUSINESSES THRIVE ON INSTAGRAM. IT'S WORTH TESTING FOR YOUR BUSINESS

4

YOU DO NOT NEED A BUSINESS INSTAGRAM OR AN INSTGRAM PAGE TO RUN INSTAGRAM ADS. JUST A FACBOOK PAGE

5

WITH MORE THAN 1 BILLION ACTIVE USERS, INSTAGRAM IS A LEADING SOCIAL PLATFORM.

INSTAGRAM.

THE BASICS.



AD DESIGN

SELECT PLACEMENTS TO EDIT CREATIVE FOR EACH PLACEMENT/SOCIAL CHANNEL.

The screenshot displays the Facebook Ads Manager interface, divided into three main sections:

- Left Panel (Campaign Overview):** Shows the campaign 'Cardell Media Training (27689...)' with 2 ads with errors. A table lists the ad 'GIF 1' with columns for Ad Name, Reach, and Impressions. Below the table, it shows 'Results from 1 ad'.
- Middle Panel (Placement Selection):** A search bar is at the top. Below it, a list of placements is shown: 'NEW PROSPECTING CAMPAIGN', 'INTEREST TARGET DRESS', and 'GIF 1'. The 'GIF 1' placement is highlighted with a red arrow pointing to the 'Edit Placement' dropdown menu.
- Right Panel (Edit Placement):** Shows the 'Edit Placement' settings for 'GIF 1'. It includes a warning: 'Existing Engagement Won't Be Duplicated'. Below this, there are sections for 'Media' (Wharton_Ads_GIF_Jul20_01.gif), 'Edit Placement' (with a dropdown menu), 'Description' (optional), 'Destination' (Website selected), and 'Website URL' (http://WWW.WHARTONGO). A red arrow points to the 'Edit Placement' dropdown menu. Below the settings, there are sections for '5 Placements' (Instagram Stories, Facebook News Feed, Facebook Stories, Facebook Search Results, Facebook Video Feeds) and 'Facebook Feeds' (Wharton Goldsmith sponsored ad).

Additional details in the right panel include a 'Review 2 Errors' section with the following text: 'To place ads on Instagram, please select an Instagram account to represent your business. If you don't have an Instagram account, you can select your Facebook Page. (#1772103) Learn More'. Below this, it states: 'Your Account Needs Access to This Pixel: Your ad account (2,768,934,843,432,192) doesn't have access to this pixel (812,658,235,028). Go to the Data Sources menu in Business to manage your pixels. (#1815045)'. There is also a 'Preview On' button and a 'View More Variations' button.

SELECT PLACEMENTS TO EDIT FOR CREATIVE ON EACH PLACEMENT/SOCIAL CHANNEL.

The screenshot displays the Facebook Ads Manager interface. In the background, the 'Ads' section for 'Cardell Media Training' is visible, showing a list of ads with a 'GIF 1' ad selected. The 'Editing 1 Placement' dialog box is open, showing the 'Media' section with the selected ad 'Wharton_Ads_GIF_Jul20_01.gif' (1080 x 1080, 0:07). A red arrow points to the 'Change' option in the Media section. The dialog also shows the 'Text' section with options for Captions, Primary Text, and Link, and the 'Creative Tools' section with options for Poll, Text Overlay, Logo Overlay, and Background Color. The main content area of the dialog shows a preview of the ad on an Instagram Story, featuring a watch advertisement for Wharton. The ad text includes 'RAYMOND WEIL', 'WHARTON SINCE 1947', and 'A CATCHY HEADLINE HERE... ADD ANOTHER OPTION IF YOU WISH..... more'. A 'Shop Now' button is visible at the bottom of the ad preview. The dialog has 'Cancel' and 'Save' buttons at the bottom right.

INCLUDE OR EXCLUDE INSTAGRAM IN YOUR CAMPAIGNS.

Ad Sets Cardell Media Training (27689... 2 Ads With Errors

Search and filter

+ Create Duplicate Edit A/B Test

| Ad Set Name | Cost per Result | Frequenc: |
|------------------------|-----------------|------------|
| New Ad Set | — | — |
| INTEREST TARGET DRESS | Per Purcha... | — |
| Results from 2 ad sets | | Per Person |

NEW PROSPECTING CAMPAIGN

INTEREST TARGET DRESS

GIF 1

NEW PROSPECTING CAMPAIGN > INTEREST TARGET DRESS > 1 Ad Campaign Off

Placements

Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
All devices

Platforms

Facebook Instagram
 Audience Network Messenger

Placements

Feeds
Get high visibility for your business with ads in feeds

- Facebook News Feed
- Instagram Feed
- Facebook Marketplace
- Facebook Video Feeds
- Facebook Right Column
- Instagram Explore
- Messenger Inbox

Stories
Tell a rich, visual story with immersive, fullscreen vertical ads

- Facebook Stories

Feeds
We recommend square (1:1) images and vertical (4:5) videos.

Audience Definition
Audience definition is unavailable.

Potential Reach: Unavailable
Your criteria is currently set to allow detailed targeting expansion.

Estimated Daily Results
Based on 7-day click and 1-day view conversion window
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

TIPS FOR INSTAGRAM DESIGNS.

1

IT'S A VERY CREATIVE PLATFORM, SO DESIGNED, INTERACTIVE ADS CAN WORK REALLY WELL - EG GIF'S OR SHORT VIDEOS.

2

DYNAMIC SHOPPING ADS & CAROUSELS ARE ALSO GREAT FOR THIS PLATFORM.

INSTAGRAM.

THINK INTERACTIVE.

CREATIVES THAT WORK FOR US...



**...WILL HAVE YOU
SHOOK**

INSTAGRAM DESIGN

TELL YOUR STORY.

**USE LANGUAGE YOUR
CUSTOMERS RESONATE
WITH.**



A close-up photograph of a bartender's hands. The bartender is wearing a silver ring on their left hand and a beaded bracelet on their right. They are using a zester to grate a citrus peel into a tall, clear glass filled with a pale yellow, frothy cocktail. The glass sits on a dark wooden bar top. The background is blurred, showing a bar setting with warm lighting.

**MISSING THOSE
COCKTAIL NIGHTS?**

A close-up photograph of a bartender's hands. The bartender is wearing a blue shirt with a colorful floral pattern. They are pouring a vibrant red cocktail from a silver shaker through a fine mesh strainer into a coupe glass. The glass is partially filled with the red liquid. The background is blurred, showing a bar setting with warm lighting.

**MISSING THOSE
COCKTAIL NIGHTS?**



RAINBOW
SAPPHIRE
COLLECTION

Take care of your
lung health

We are the air
purification experts.

 **DUST
ARREST**
Click to add text



RAINBOW SAPPHIRE
COLLECTION



AD DESIGN SETUP – STEP BY STEP. - RECAP.

6 MAIN STEPS:

AD DESIGN

ADD YOUR IMAGES/VIDEO

PRIMARY TEXT

WHAT DO YOU WANT TO SAY ABOUT YOUR AD?

HEADLINE TEXT

WRITE A CATCHY HEADLINE FOR YOUR ADS

DESCRIPTION TEXT

NOT ESSENTIAL...GIVE EXTRA INFO

WEB ADDRESS

ADD YOUR LANDING PAGE URL

CALL TO ACTION BUTTON

PICK THE MOST RELEVANT.

The screenshot shows the Facebook Ad Manager interface for a campaign named 'REMARKETING' with a budget of '180 DAYS' and a 'GIF' asset. The campaign is currently 'Off'. The interface is divided into two main sections: 'Edit Placement' on the left and a 'Preview' area on the right.

Edit Placement:

- Select a placement to edit:** A dropdown menu.
- Primary Text:** A text box containing 'WHAT DO YOU WANT TO SAY ABOUT YOUR ADS?'.
- Headline - Optional:** A text box containing 'WRITE A CATCHY HEADLINE.'.
- Description - Optional:** A text box containing 'Include additional details'.
- Destination:** Radio buttons for 'Website' (selected) and 'Facebook Event'.
- Website URL:** A text box containing 'http://WWW.WHARTONGO.LDSMITH.COM/' and a 'Preview URL' button.
- Display Link - Optional:** A text box.

Preview Area:

- 15 Placements:** A list of placement options, including 'Facebook Feeds', 'Feeds', 'Stories', and 'In-Stream'. A red arrow points from the 'AD DESIGN' step to the 'Feeds' placement.
- Facebook Feeds:** A preview of the ad on a mobile device. It shows the Wharton Goldsmith logo, the primary text, a video player with a watch image, the headline, and a 'SHOP NOW' button. A red arrow points from the 'CALL TO ACTION BUTTON' step to the 'SHOP NOW' button.
- Feeds:** A grid of ad preview thumbnails. A red arrow points from the 'AD DESIGN' step to this section.
- Stories:** A grid of ad preview thumbnails.
- In-Stream:** A grid of ad preview thumbnails.

At the bottom of the interface, there are buttons for 'Close', 'Verifying your edits...', 'Discard Draft', and 'Publish'.

ADVANCED STRATEGIES



1 LEARNING PHASE

- THE LEARNING PHASE IS A PERIOD OF TIME WHEN FACEBOOK'S AI IS EXPLORING THE BEST WAY TO DELIVER YOUR ADS.
- THIS MEANS YOUR PERFORMANCE IS LESS STABLE AND YOUR CPA IS GENERALLY WORSE.
- YOU NORMALLY NEED 50 CONVERSIONS TO EXIT THE LEARNING PHASE.
- DON'T CHANGE ANYTHING UNTIL IT'S OUT OF THE LEARNING PHASE.

1 LEARNING PHASE

Account Overview Campaigns 1 selected

+ Create Duplicate Edit A/B Test More Rules

| <input type="checkbox"/> | Ad Set Name | Delivery | Bid Strategy |
|--------------------------|----------------------------------|------------------|-------------------------|
| <input type="checkbox"/> | Website Visitors --> no purchase | Learning Limited | Lowest cost Conversions |

> Results from 1 ad set

Campaigns 1 Selected Ad Sets

+ Create Duplicate Edit A/B Test

| <input type="checkbox"/> | Campaign Name | Delivery | Bid Strategy | Budget |
|--------------------------|---|----------|---------------|--------------|
| <input type="checkbox"/> | Global Super Adset: US, CA, UK, IRE, NZ, A... | Active | Using ad s... | Using ad ... |

2 LARGE AUDIENCES

- FACEBOOK LOVES BIG AUDIENCES
- THE ARTIFICIAL INTELLIGENCE NEEDS 'BIG DATA' TO WORK
- IT'S HARD FOR THE AI TO KICK IN WITH AUDIENCES LESS THAN 2 MILLION
- THE IDEAL IS 8 MILLION PLUS
- TEST COMBINING AD SETS. EG MULTIPLE LOOKALIKES INTO A 'SUPER AD SET'
- COUNTRIES – SEPARATE OR COMBINED?

3 THE CHOICE – NARROW/FOCUSED OR LARGE

- **FIRST OPTION IS MULTIPLE ADS SETS/CAMPAIGNS. YOU SCALE THE ONES THAT WORK AND STOP THE ONES THAT DON'T AND ACCEPT THAT THE AD SETS MIGHT NOT EXIT THE LEARNING PHASE**
- **SECOND OPTION IS SMALL NUMBER OF AD SETS – MAYBE ONE OR TWO WITH VERY LARGE AUDIENCES. LET FACEBOOK'S AI FIGURE IT OUT.**



4 CBO: CAMPAIGN BUDGET OPTIMISATION

- CAMPAIGN BUDGET OPTIMISATION IS ONE OPTION FOR BIDDING & COST CONTROL ON YOUR ADS. YOU SET IT AT CAMPAIGN LEVEL RATHER THAN AD SET LEVEL.
- IT'S A WAY OF OPTIMISING DISTRIBUTION OF A CAMPAIGN BUDGET ACROSS YOUR CAMPAIGNS AD SETS.
- YOU CAN THEN SET A DAILY OR A LIFETIME BUDGET.
- THIS ALSO MEANS IT MAY NOT BE SPREAD EVENLY AMONG AD SETS & ADS- THE WINNERS WILL TAKE A FRONT SEAT- WHICH MEANS YOUR LOW PERFORMING ADS MAY NOT BE AS LOW PERFORMING GIVEN EQUAL BUDGET.

5 AD FATIGUE

- AD FATIGUE IS WHEN THE AUDIENCE HAS SEEN YOUR AD TOO MANY TIMES, SO THE AUDIENCE'S RESPONSE REDUCES.
- THIS IS INDICATED BY THE "FREQUENCY" COLUMN IN YOUR FACEBOOK ADS METRICS. YOU WILL ALSO NOTICE IT IN YOUR RESULTS (LOWER PERFORMANCE).
- IT HAPPENS TO EVERYONE. FACEBOOK/INSTAGRAM ISN'T A SET IT AND FORGET IT ADS PLATFORM.
- AVOID AD FATIGUE BY ROTATING YOUR ADS; TEXT, FOCUS AND DESIGN, REVERSE THE COLOUR, CHANGE THE BACKGROUND, WATCH THE METRICS, USE MULTIPLE PLACEMENTS ETC.

6 TESTING ADS

- IT'S IMPORTANT TO TEST YOUR ADS TO SEE WHICH YOUR AUDIENCE RESPOND BEST TO.
- THE SIMPLEST TEST IS TO PUT TWO OR THREE ADS IN AN AD SET AND SEE WHICH PERFORMS BEST/WHICH FACEBOOK FAVOURS



7 A/B TESTING

- A/B TESTING IS TESTING 1 AD AGAINST THE OTHER FOR PERFORMANCE.
- ONLY TEST ONE THING AT A TIME
- THIS COULD BE AS SMALL AS COLOUR, OR EMOJI'S/NO EMOJI'S, THE COLOUR OF THE BACKGROUND OR AS BIG AS A STATIC IMAGE AGAINST A VIDEO/GIF.



6 HOW TO A/B TEST IN ADS MANAGER

The screenshot displays the Facebook Ads Manager interface during the creation of a new campaign. The left sidebar shows a list of campaigns, with the 'New Campaign' selected. The main area is divided into three sections: 'New Campaign', 'New Ad Set', and 'New Ad'. The 'New Campaign' section is active, showing the 'Buying Type' as 'Auction' and the 'Campaign Objective' as 'Conversions'. Below this, the 'A/B Test' section is highlighted with a red arrow. It contains a notification box titled 'A/B test creation has changed' with a 'Get Started' button, also highlighted by a red arrow. The 'Campaign Budget Optimization' section is shown as 'On', and the 'Campaign Budget' is set to 'Daily Budget' with a value of '\$100.00 USD'. A 'Next' button is visible at the bottom right.

Campaigns Cardell Media Training (27689... 3 Ads With Er

Search and filter

+ Create Duplicate Edit A/B

Campaign Name

New Campaign

New Campaign

NEW PROSPECTING CAMPAIGN

Results from 3 campaigns

New Campaign

New Ad Set

New Ad

New Campaign > 1 Ad Set > 1 Ad

In Draft

Edit Review

Buying Type
Auction

Campaign Objective
Conversions

Show More Options

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results.

Learn More

A/B test creation has changed

Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original.

Get Started

Campaign Budget Optimization On

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. Learn More

Campaign Budget

Daily Budget \$100.00 USD

Close All edits saved

Next

A/B TESTING IS CHOSEN AT CAMPAIGN LEVEL IN ADS MANAGER "GET STARTED"

6 HOW TO A/B TEST IN ADS MANAGER

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows a list of campaigns under the heading "Campaigns". The main area is titled "New Campaign" and shows a hierarchy: "New Campaign" > "New Ad Set" > "New Ad". The right-hand panel contains configuration options for the campaign, including "Special Ad Categories" (turned off), "Campaign Details" (Buying Type: Auction, Campaign Objective: Conversions), and "A/B Test" (which is currently disabled). A red arrow points to a confirmation message that appears in the A/B Test section: "This Campaign is Now Your Control Campaign". The message includes the text "Continue setting up your control and you can add variants to your test after publishing." and an "Undo" link. At the bottom of the interface, there is a "Close" button, a status indicator "All edits saved", and a "Next" button.

Campaigns Cardell Media Training (27689... 3 Ads With Er

Search and filter

+ Create Duplicate Edit A/B

| ✓ | Campaign Name | Deliv |
|-------------------------------------|--------------------------|-------|
| <input checked="" type="checkbox"/> | New Campaign | In |
| <input type="checkbox"/> | New Campaign | In |
| <input type="checkbox"/> | NEW PROSPECTING CAMPAIGN | Off |

> Results from 3 campaigns

New Campaign > 1 Ad Set > 1 Ad In Draft

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details
Buying Type
Auction
Campaign Objective
Conversions
[Show More Options](#)

A/B Test
Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

✓ This Campaign is Now Your Control Campaign ✕
Continue setting up your control and you can add variants to your test after publishing.
[Undo](#)

Campaign Budget Optimization On

Close ✓ All edits saved [Next](#)

6 HOW TO A/B TEST IN ADS MANAGER

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows a list of campaigns under the heading "Campaigns". The main area is titled "New Campaign" and shows a breadcrumb trail: "New Campaign > 1 Ad Set > 1 Ad". The "Special Ad Categories" section is turned off. The "Campaign Details" section shows "Buying Type" as Auction and "Campaign Objective" as Conversions. The "A/B Test" section is active, and a confirmation message is displayed: "This Campaign is Now Your Control Campaign". A red arrow points to the checkmark icon in the message. The "Campaign Budget Optimization" section is turned on. At the bottom, there is a "Close" button, a status "All edits saved", and a "Next" button.

Campaigns Cardell Media Training (27689... 3 Ads With Er

Search and filter

+ Create Duplicate Edit A/B

| ✓ | Campaign Name | Deliv |
|---|--------------------------|-------|
| ✓ | New Campaign | In |
| | New Campaign | In |
| | NEW PROSPECTING CAMPAIGN | Off |

> Results from 3 campaigns

New Campaign > 1 Ad Set > 1 Ad

In Draft

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective
Conversions

[Show More Options](#)

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

✓ This Campaign is Now Your Control Campaign ✕

Continue setting up your control and you can add variants to your test after publishing.

[Undo](#)

Campaign Budget Optimization On

Close ✓ All edits saved [Next](#)

6 HOW TO A/B TEST IN ADS MANAGER

Create A/B Test

Finish setting up your A/B test by creating a variant or selecting another campaign to compare against the original

Create a Variant Compare Existing Campaigns

Choose the variable you want to test.

Campaign

NEW PROSPECTING CAMPAIGN

Variable

Select a variable to test

Continue to Experiments

Close Discard Draft Publish

6 HOW TO A/B TEST IN ADS MANAGER

FACEBOOK

Experiments

Tests

Results

Cardell Media Training (27689... [Create New Test](#))

will no longer be reported. [Learn More](#)

s here.

Create A/B Test

Choose the video you want to test. Then confirm your test budget and schedule. We'll create 2 new campaigns based on the ad you selected and compare them to see which performs better.

Version A (Control)

New Control Campaign

Version A - NEW REMARKETING CAMPAIGN

ALL WEBSITE VISITORS 180 DAYS

GIF 1

Version B (Variant)

New Variant Campaign

Version B - NEW REMARKETING CAMPAIGN

ALL WEBSITE VISITORS 180 DAYS

GIF 1

Variable

Length: 0:07
Resolution: 1080 x 1080

Update Video

Test Settings

Edit or review your settings before publishing your test

[Create Test](#)

Your Personal Ad Account .Je...

6 HOW TO A/B TEST IN ADS MANAGER

The screenshot displays the Facebook Ads Manager interface. On the left sidebar, the 'Experiments' section is active, with 'Results' highlighted. The main content area shows a notification about upcoming changes to A/B test results. Below this, under the 'Scheduled' tab, there is a card for a 'Video Test - NEW REMARKETING CAMPAIGN'. The card includes the text 'Scheduled | Starts 09/13/2020 at 12:00 AM | A/B Test' and a 'See Report' button. Two red arrows are overlaid on the image: one points to the test name, and the other points to the 'See Report' button.

FACEBOOK

Experiments

Tests

Results

Cardell Media Training (27689...)

Create New Test

Upcoming Changes to A/B Test Results
Starting October 2020, results from A/B tests containing ads metrics data older than 37 months will no longer be reported. [Learn More](#)

Scheduled

Video Test - NEW REMARKETING CAMPAIGN New

Scheduled | Starts 09/13/2020 at 12:00 AM | A/B Test

See Report ...


6 HOW TO A/B TEST IN ADS MANAGER


Ads Cardell Media Training (27689... 4 Ads With Errors Updated just now

Search and filter

Campaigns 1 Selected Ad Sets 1 Selected Ads for 1 Ad Set

[+ Create](#) [Duplicate](#) [Edit](#) [A/B Test](#) [Preview](#) [Rules](#) [View Setup](#) [Columns](#)

| | Ad Name | Delivery | Ad Set Name | Bid Strategy | Budget | Last Significant Edit | Results | Reach | Imp |
|--------------------------|--|-----------------------------|---|-----------------------------|-------------|-----------------------------------|---------------|-------------|-----|
| <input type="checkbox"/> |  GIF 1 View Charts Edit Duplicate | ● Campaign Off | INTEREST TARGET DRESS 0 active ads | Lowest co... Conversions | Using ca... | Aug 29, 2020, 2... 14 days ago | — Purchase | — | — |
| | > Results from 1 ad | | | | | | — Purchase | — People | |



8 SCALING UP (VERTICAL) VS SCALING ACROSS (HORIZONTAL)

- TWO STRATEGIES FOR SCALING AN ACCOUNT. I.E. WAYS TO INCREASE YOUR CONVERSIONS.
- SCALING UP IS PRIMARILY INCREASING THE BUDGET TO THE SAME AUDIENCE ON WINNING CAMPAIGNS AND ADSETS. INCREASE BY 20-30% AT A TIME. AVOID LARGE JUMPS. DON'T INCREASE UNTIL ITS OUT OF THE LEARNING PHASE
- SCALING ACROSS FOCUSES ON EXPANDING THE AUDIENCE TO NEW PEOPLE. THIS WILL BE THROUGH NEW LOOKALIKES AND INTEREST TARGETING.



9 COST CAP BIDDING

- **COST CAP IS COST PER ACTION (CPA) BIDDING. YOU TELL FACEBOOK THE AMOUNT YOU ARE WILLING TO PAY FOR A CONVERSION WORTH TESTING ONCE YOU'VE GOT SOME INITIAL RESULTS.**
- **LOWEST COST WITH BID CAP WILL GET YOU CONVERSIONS AT YOUR CPA, OR LOWER IF POSSIBLE. ALSO WORTH TESTING.**



10 LEAD ADS.

 **Cardell Media Ltd**
Sponsored · 



 **Cardell Media Ltd**
Sponsored · 



YOUR AD TEXT

YOUR AD TEXT



FORM ON FACEBOOK
CLICK TO FIND OUT MORE

LEARN MORE

FORM ON FACEBOOK
CLICK TO FIND OUT MORE

LEARN MORE

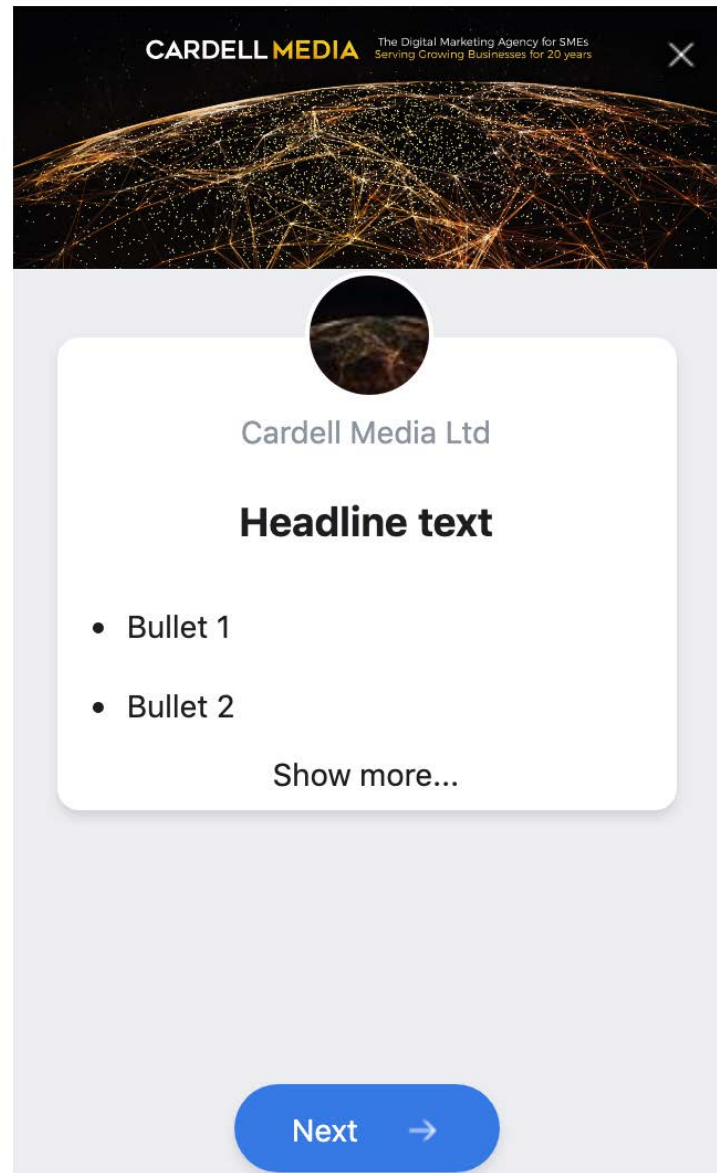
 Like

 Comment


 Like

 Comment

10 LEAD ADS.



CARDELL MEDIA The Digital Marketing Agency for SMEs
Serving Growing Businesses for 20 years



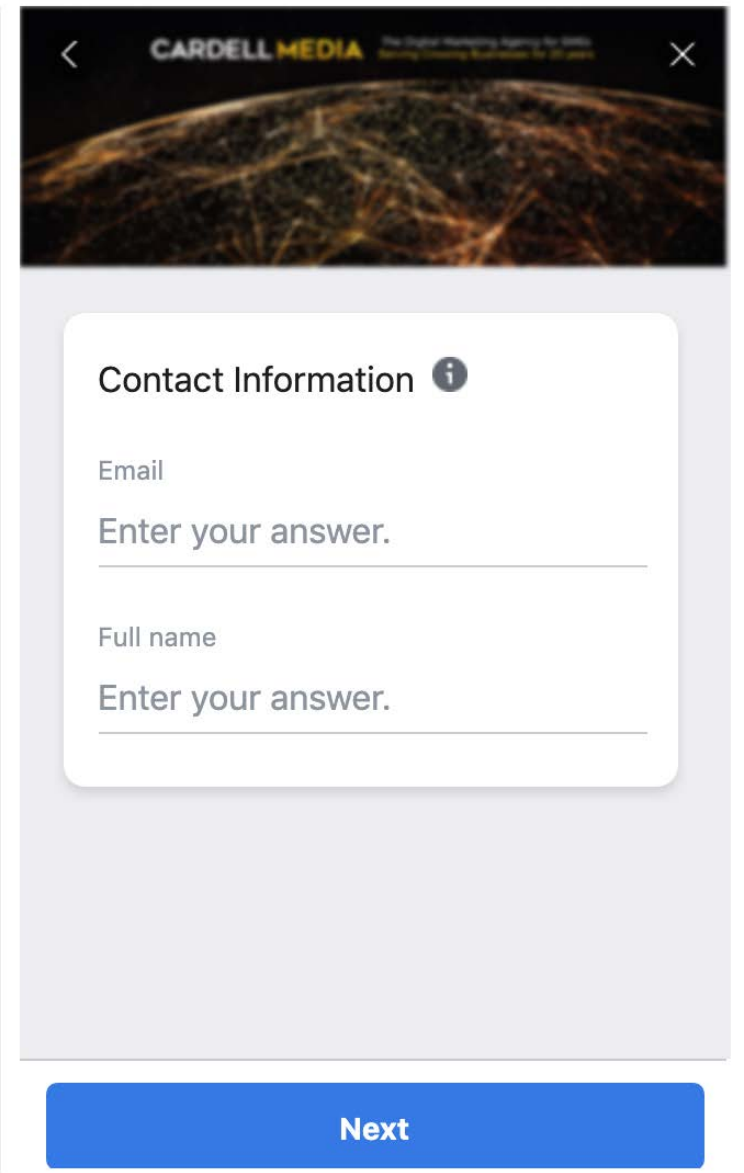
Cardell Media Ltd

Headline text

- Bullet 1
- Bullet 2

Show more...

Next →



CARDELL MEDIA The Digital Marketing Agency for SMEs
Serving Growing Businesses for 20 years

Contact Information ⓘ

Email
Enter your answer.

Full name
Enter your answer.

Next

10 LEAD ADS.

The screenshot shows a mobile interface for a Facebook lead ad. At the top, the status bar displays signal strength, Wi-Fi, 9:41 AM, and 100% battery. Below is a navigation bar with a back arrow, a search bar, and a profile icon. The ad is from 'Jasper's Market', marked as 'Sponsored'. The text of the ad asks if the user is interested in test driving a vehicle and provides instructions to fill out a form. The main visual is a collage of three images: a car's interior, a car driving on a road, and a scenic landscape. Below the images are three buttons: 'Sign Up', 'Schedule A Test Drive', and 'Sign Up'. The 'Schedule A Test Drive' button is highlighted with a red circle and a mouse cursor. At the bottom of the ad are 'Like' and 'Comment' buttons. The bottom of the screen shows the standard Facebook mobile navigation icons.

9:41 AM 100%

< Search

Jasper's Market
Sponsored

Interested in test driving one of our vehicles? Simply fill out the form below and choose a date and time to come in.

Sign Up Schedule A Test Drive Sign Up

Like Comment

10 LEAD ADS.

Cardell Media : GBP 2...

Campaign

- Special Ad Category
- Objective**

Ad Set

- Page
- Dynamic Creative
- Audience
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Media
- Text & Links
- Instant Form
- Tracking

Close

Create New Campaign ⓘ Use Existing Campaign ⓘ

Campaign: Choose your objective. Switch to Quick Creation

Special Ad Categories

You're required to declare if your ads are related to credit, employment or housing opportunities or related to social issues, elections or politics. [Learn More](#)

No categories declared

What's your marketing objective? [Help: Choosing an Objective](#)

Auction Reach and Frequency

| Awareness | Consideration | Conversion |
|-----------------|--|---------------|
| Brand awareness | Traffic | Conversions |
| Reach | Engagement | Catalog sales |
| | App installs | Store visits |
| | Video views | |
| | <input checked="" type="checkbox"/> Lead generation | |
| | Messages | |

**LEAD
GENERATION**

10 LEAD ADS.

The screenshot displays the Facebook Ads Manager interface for an Ad Set. The left sidebar shows the navigation menu with 'Ad Set' selected. The main content area is divided into several sections:

- Ad Set Name:** GB - 18+ (with a gear icon and a 'Switch to Quick Creation' button).
- Page:** Choose the Facebook Page you want to promote. The selected page is 'Cardell Media Ltd'. A notification states: 'You've accepted Facebook's Lead Ads Terms for this page. View Terms'.
- Dynamic Creative:** A toggle switch is currently set to 'OFF'. Text below reads: 'Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. Learn More'.
- Audience:** Define who you want to see your ads. Learn More. It includes options for 'Create New Audience' and 'Use Saved Audience'. Under 'Custom Audiences', there is a field for 'Previously created Custom or Lookalike Audience' and a 'Create New' button.
- Locations:** A dropdown menu is set to 'People living in or recently in this location'. Below it, 'United Kingdom' is selected, and there is an 'Include' button and a 'Browse' button.

On the right side, there are two summary cards:

- Audience Size:** Features a gauge showing 'Specific' to 'Broad' and text: 'Your audience selection is fairly broad.' Below it, 'Potential Reach: 43,000,000 people'.
- Estimated Daily Results:** Text: 'Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.'

Two blue callout boxes with red arrows point to specific elements:

- The first box, labeled 'ADSET TARGETING', points to the 'Page' option in the left sidebar.
- The second box, labeled 'SET TARGET / INTERESTS / PLACEMNETS', points to the 'Audience' section in the main content area.

10 LEAD ADS.

Cardell Media : GBP 2... Ad Name - Lead generation

Instant Form
Choose a form to use in your ad.

Duplicate + New Form

| Form Name | Created Date |
|--------------------------|--------------|
| Untitled form 14/01/2019 | Jan 14, 2019 |

INSTANT FORM

NEW FORM

More Volume - Form Preview

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7 Essential Strategies for Pay per Click Success.

How to Use Google Adwords to Attract Customers to Your Business

24/7

Are you Currently Doing Google Adwords?

Next

Custom Questions 1 of 4

Tracking

Conversion Tracking

Facebook Pixel

Cardell 2016 Pixel ID:762565687221646

10 LEAD ADS.

Cardell Media : GBP 2... Ad Name - Lead generation

Switch to Quick Creation

Create Form

Content Settings

Form Name
Untitled form 9/15/20, 11:12 AM

Form Type
Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn More](#)

- More Volume**
Use a form that's quick to fill out and submit on a mobile device.
- Higher Intent**
Add a review step that gives people a chance to confirm their info.

Intro

Questions

Privacy

Completion

More Volume - Form Preview

Intro 1 of 4

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Headline Text

Next →

Save Draft Publish

Conversion Tracking

Facebook Pixel



Cardell 2016 Pixel
ID: 762555587221645

11 VIDEO ADS.


- THIS CAN ALSO BE A GIF- THINK ABOUT BEING MORE INTERACTIVE AND CONNECTING WITH YOUR AUDIENCE.
- CAN ACHIEVE GREAT RESULTS IN ECOMMERCE
- TEST, TEST, TEST
- BEWARE WHAT ANYONE TELLS YOU ABOUT 'BEST PRACTICE'






11 VIDEO ADS.




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   Funmilol... 12 Comments 40 Shares

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12 DYNAMIC ADS.


- DYNAMIC ADS ALLOW FACEBOOK TO DELIVER DYNAMIC, RELEVANT ADS TO THE RIGHT PEOPLE.
- THIS MEANS FACEBOOK SHOWS ITEMS FROM YOUR CATALOGUE IT THINKS ARE THE MOST RELEVANT TO THE VIEWER AND THUS INCREASING THE LIKELIHOOD OF A CONVERSION.
- THIS IS SET UP USING A CATALOGUE IN YOUR FACEBOOK ADS MANAGER- PERFECT FOR ECOMMERCE.
- IT'S ALSO A GREAT WAY TO ROTATE ADS AUTOMATICALLY.

12 DYNAMIC ADS.

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2018 Elantra G [Learn More](#)

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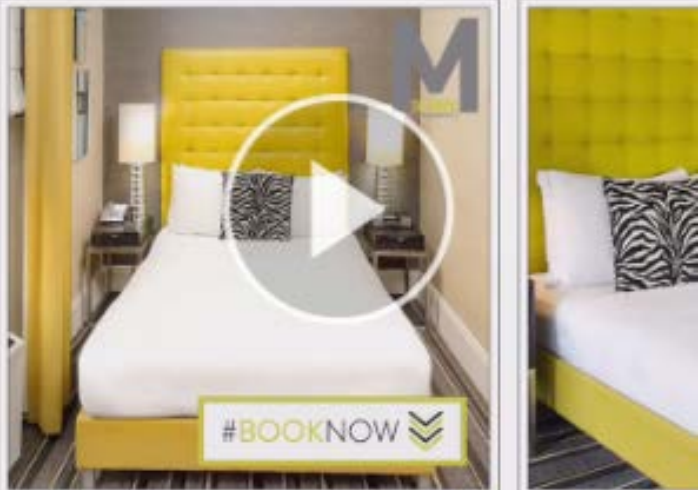
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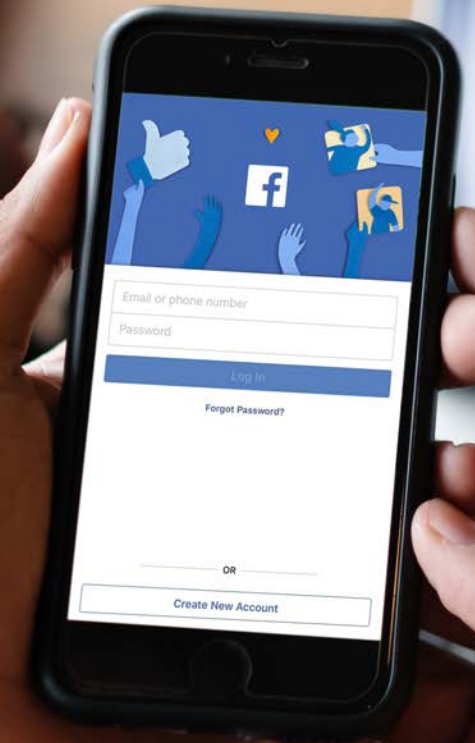
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