

META MILLIONS



TURN \$1 ADS INTO \$1M REVENUE

**HOW TO CRAFT IRRESISTIBLE META ADS THAT
CONVERT LIKE CRAZY**

AUTHOR'S NOTE

When I first ventured into the world of digital marketing, I was driven by a simple yet powerful idea: to create offers so compelling that people would feel foolish saying no. This book, “Meta Millions,” is the culmination of years of experimentation, learning, and refining that idea into a practical, actionable strategy.

Meta paid ads have revolutionized the way we reach and engage with our audience. The ability to turn a \$1 ad into \$1 million in revenue isn't just a catchy tagline—it's a reality I've seen time and again. My goal with this book is to share the secrets and strategies that have worked for me and countless others, so you too can achieve extraordinary results.

This isn't just another marketing book filled with theory and fluff. It's a hands-on guide packed with real-world examples, proven tactics, and actionable insights. Whether you're a seasoned marketer or just starting out, you'll find valuable tools and techniques to elevate your ad game and drive significant growth. Thank you for joining me on this journey. I hope “Meta Millions” empowers you to create ads that not only capture attention but also convert like crazy. Let's turn those \$1 ads into \$1 million revenue together.

-Amar varate

Author's Note	0.	1.
Marketing Funnel V/S Facebook Funnel		
2. Finding The Right Audience		2
2.1 TOFU (Top Of The Funnel) Audience		1
		2
2.1.1 First Strategy To Find TOFU		7
2.1.2 Second Strategy To Find TOFU		7
2.2 BOFU (Bottom Of The Funnel) Audience		7
		14
2.2.1 Website Visitors		17
		17
2.2.1.1 Add To Cart		17
2.2.1.2 Add To Wishlist		17
2.2.1.3 Visitors By Time		20
2.2.1.4 Upselling/Cross-selling		21
2.2.1.5 Email List		21
		22
2.2.2 Non-Website Visitors		22
		22
2.2.2.1 Organic Post/Ads Engagers		22
2.2.2.2 Video Viewers		23
		23
2.3 MOFU (Middle Of The Funnel) Audience		24
		30
2.3.1 Super Lookalike Of Purchasers		30
2.3.2 Lookalike Of Cart Abandoners Or Website		30
Visitors		30
2.3.3 Lookalike Of Email List		31
2.3.4 Lookalike Of Video Viewers		33
2.3.5 Lookalike Of Instant Experience Ad Engagers		33
		43
3. How to Structure Your Ad Account?		43
		43
3.1 The First Structure		45
3.2 The Second Structure		62
3.2.1 Type 1		63
3.2.2 Type 2		64
4. Ads		64
5. Campaign Objective		68
6. Bidding Strategy		69
7. Combatting The Devil Named Learning		77
Limited		
8. Optimization & Timeline		
8.1 Dashboard Organisation		
8.2 Analysis		

8.3 How to Scale? 8.4 How to Revive an Ad?	82
	83
	85
8.5 When to Finally Shut the Campaign?	87
	89
8.6 What To Do When Nothing Works?	90
9. CPC and CPM	98
10. FAQs	99
10. Conclusion	100
Glossary	101
Acknowledgements	
Author bio	

0. INTRODUCTION

This book is for people who want to learn the advanced techniques pro Facebook advertisers are currently using. As the title indicates, the book is for people who already know the basics of advertising with Facebook and what ROAS stands for. If you are not aware of the terms, I would ask you to stop reading the book. I have not covered any basics. Though, I wouldn't leave the amateurs to fend for themselves either. Here's a [YouTube playlist of videos](#) you can watch to upskill yourself or brush up on your knowledge.

The playlist includes:

- 1.Difference between Facebook Profile, Facebook Page and groups
- 2.How to set up a business manager account?
- 3.How to get access to your client's ad account?
- 4.How to set up your first Facebook campaign?
- 5.How to choose an audience?
- 6.What are demographics?
- 7.How to set up dynamic UTM?
- 8.Why should we have funnels?
- 9.Types of ads, their sizes and respective placements
- 10.CBO Vs ABO
- 11.And all the basic stuff!

The book includes practical and executable strategies. It covers different strategies that are not freely discussed on the internet, like managing the Ads when you hit a block and they stop performing, combatting audience and ad fatigue, important metrics to keep in mind, identifying trends using Facebook graphs very early and a lot more. I have also discussed the psychological aspect of why any strategy works. You will be tempted to skip those parts. But I recommend reading those insights. They will help you communicate and set clear expectations with clients or your boss.

1. MARKETING FUNNEL V/S FACEBOOK FUNNEL

Let's start with the basics. In short, funnels are a visual representation of the journey your customers travel from knowing about the problem or brand to finally purchasing your product. If you want to read up more about funnels - Google.

It might feel like a trivial topic to start the advanced level book with, but it is very important to cover this at the start with reference to this book. As per my understanding, the Facebook funnel is completely different from the marketing funnel.

A marketing funnel (Fig 1.1) is generally product/problem-oriented, initially at the top and eventually shifts towards or revolves around the brand when you reach the consideration and decision making.

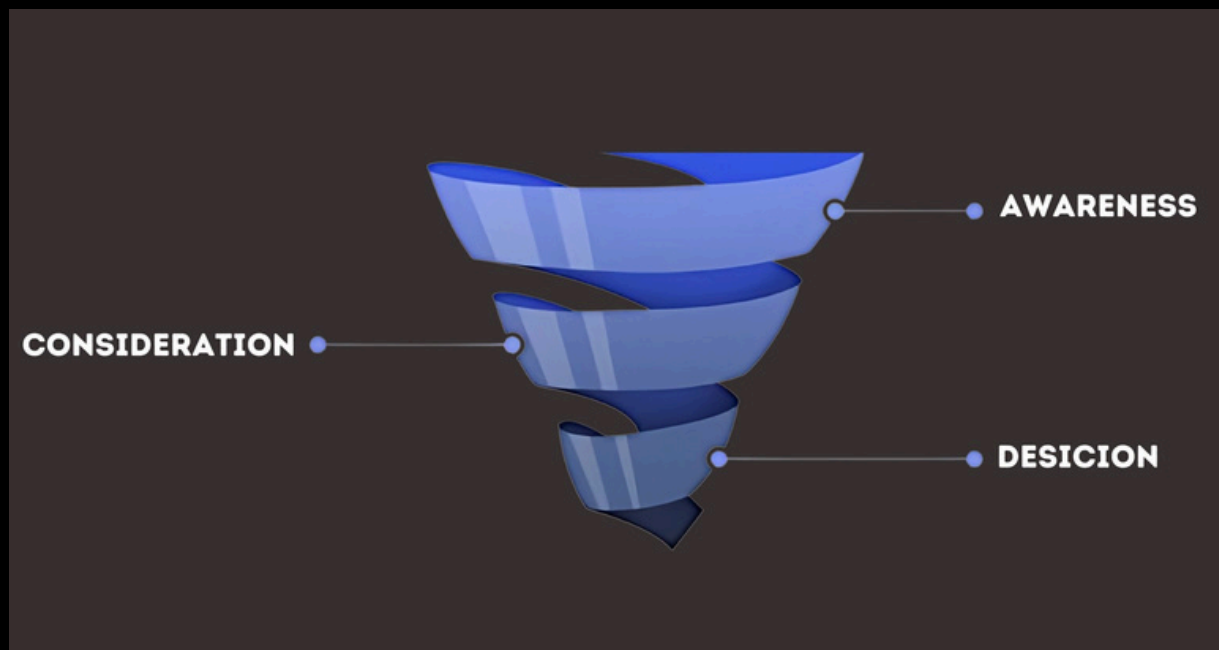


Fig 1.1

Whereas the Facebook funnel (Fig 1.2) is generally brand-oriented from the start itself. That's because mostly people are already aware of the product and the problem statement. So we choose the audience which either has an interest in that product, or our conversion events train the ad account to only find that audience that knows about the product. Therefore, the task of making people aware of the problem or the product goes out of the window. (Also, I am assuming you know what the terms TOFU, MOFU, and BOFU stand for and if you don't, just read along. And if you are wondering what they consist of, then also read along.)

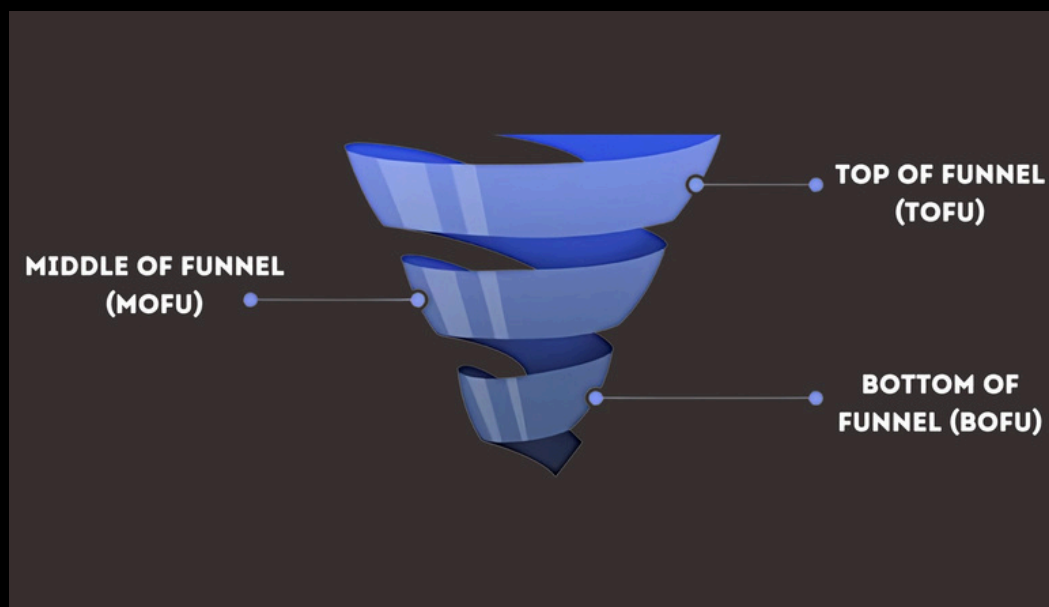


Fig 1.2

Let me elaborate.

In the marketing funnel, at the top of the funnel, the job is to build awareness around the problem or the product because people generally don't know about the product or sometimes even the problem. For example, let's pick up a product like a keto diet. This diet was not widely known ten years ago. Therefore, the marketing teams had to create awareness around the problem and then use that to spread awareness around the solution, which is the keto diet. And finally, tell them about the brand and why they are better than any competition available in the market.

Similarly, there are a lot of innovations that constantly happen around us like electric vehicles, personalised dining, Starlink, new kinds of health insurance, this book itself and a lot more. So for these kinds of products you need to first spread awareness about the problem, then talk about the product. When people have come down the funnel then talk about the brand and why they should choose you. So, for the simplicity of this book, I will say that people on the top of this marketing funnel are Cold audiences and people who are on the bottom of this funnel will be Warm audiences. (Fig 1.3)

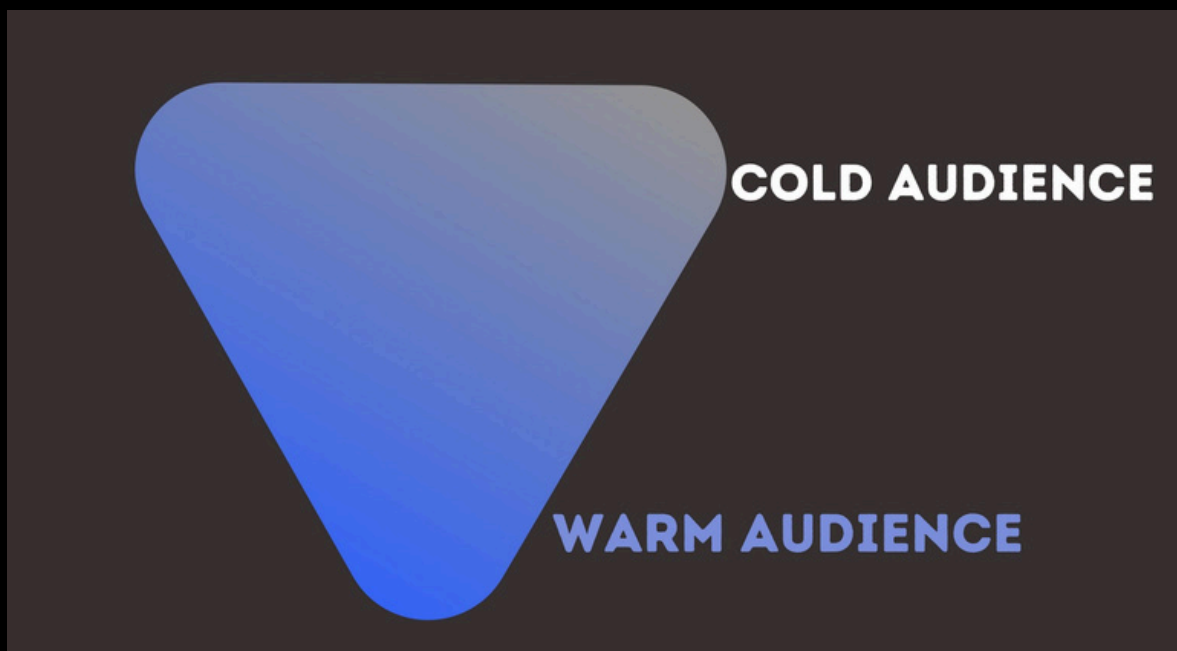


Fig 1.3

But all these things change when I talk about the Facebook funnel because most of the time, you are not going to advertise a product that will be this unconventional and unique. And even if that happens and you have to publicise an unconventional product, the lookalike audience after a month or so will make it super simple to find people who are aware of the problem. In addition to that, your conversion event and pixels will train your ad account to find the audience that is aware of the problem even in your ads that are targeting the Cold audience, given that you play your cards correctly. So, on Facebook, you will often come across people who don't need enlightenment in terms of the problem or the product but those people want to know why you. What's that extra element you offer which your competition is not offering? Generally, they belong to the Warm audience who might have never heard of you or might not have thought of buying from you. But they would definitely know about the problem, and you just need to build a rapport and trust factor with them, and they will automatically purchase from you.

But

But

But

That doesn't mean that you will not have people who are unaware of the problem/product. If your budget is huge, then there will always be some people who might not know about the product or maybe don't want the product right now. But they might be your future customers. For example, I don't want to travel right now, but that doesn't mean I will never want to! And it is

a good idea to always provide value to the future customers before the competition so that whenever they think of buying something that you offer, you are the first one they think of!

Now, look at the Facebook funnel (Fig 1.4). Currently, we have three sections. The first one is Top of the Funnel (TOFU), people who have never heard about your brand and comprise only interest-based audiences. Then, Middle of the Funnel (MOFU) is mostly made up of lookalikes of customers and people who have shown a very high intent of purchasing from you in the past. Finally, we have the Bottom of the Funnel (BOFU), which comprises the Retargeting audience.

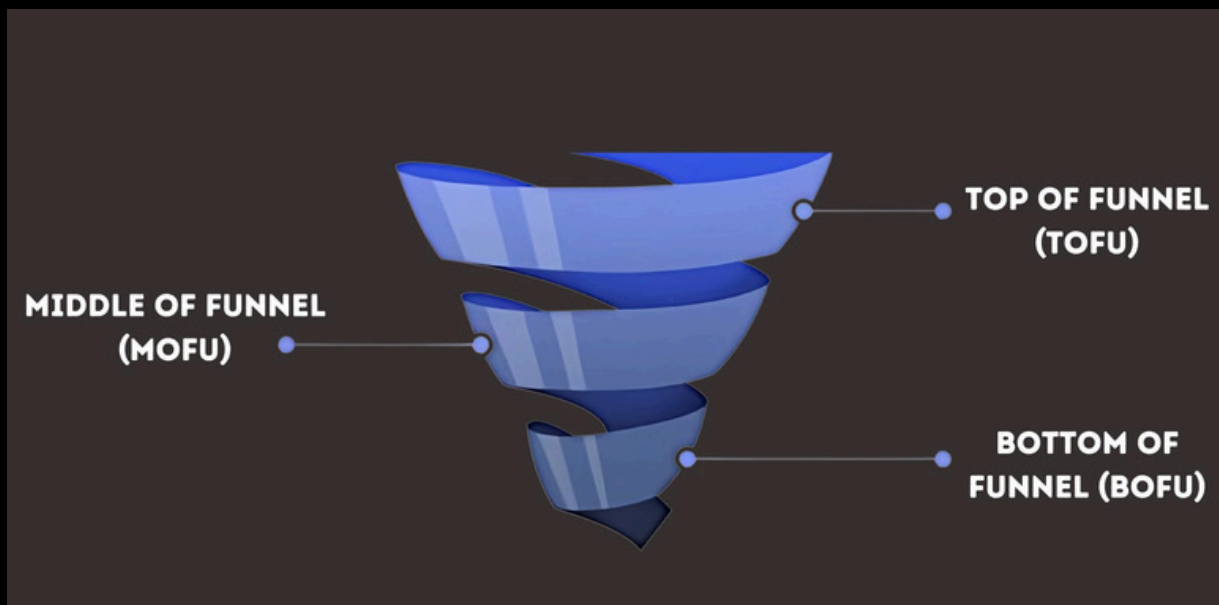


Fig 1.4

But this doesn't include people I just mentioned, the people who might be your future customers and are currently either not aware of your product or are not aware of the problem. And these will be comparatively colder people than the audience that is at least aware of the product, even if that's your competitor's product.

Now you know that there will be a warm audience and a cold audience inside the TOFU. I will modify our Facebook funnel by bifurcating TOFU into two audiences TOFU cold and TOFU warm. This is how the Facebook funnel looks like (Fig 1.5)

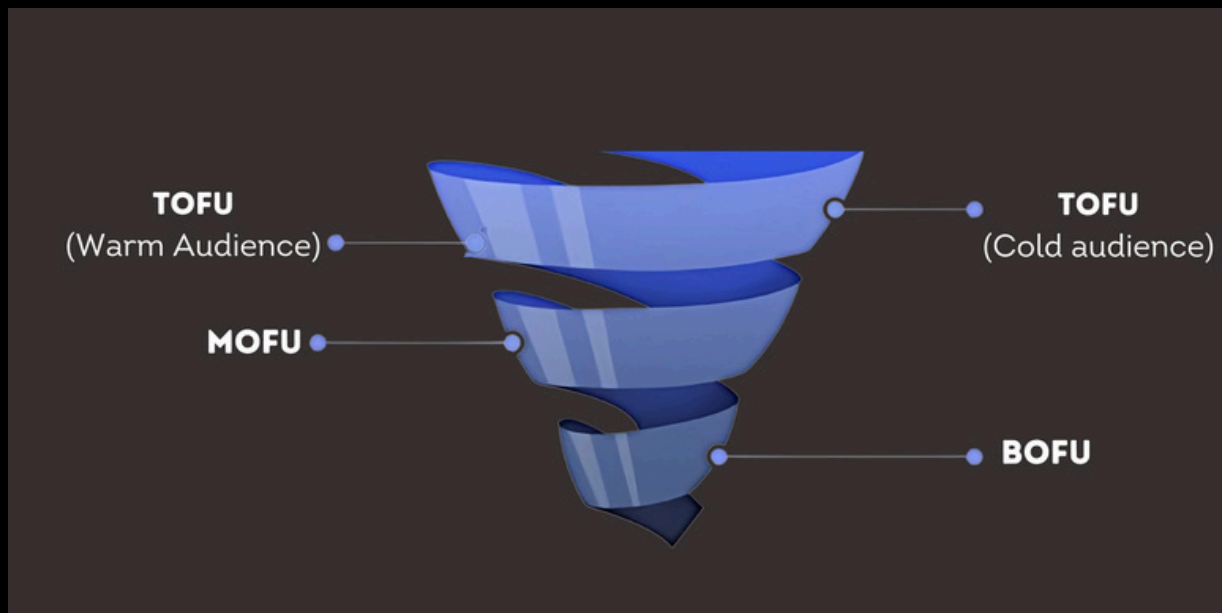


Fig 1.5

There might also be this sort of bifurcation in MOFU but read on to find out why this isn't the case. (section 2.2)

And with that, we move on to our next section, where I will walk you through the strategies I use to find the right audience.

2. FINDING THE RIGHT AUDIENCE

You have a product, and you need to set up an Ad campaign to sell it. But before setting up any campaign, you need to have clarity over the people you want to target. And we all know how easy it is to find relevant audiences on Facebook. And if you think it wasn't that easy, then it became easier when Apple decided to roll out the very famous iOS14 update.

Just in case you didn't get it, it is sarcasm.

In this section, I will walk you through all the funnels from the top to the bottom and find out the ideal audiences for all your funnels categorically.

2.1 TOFU (Top Of The Funnel) Audience

If you are starting an ad account from scratch and you have no data point whatsoever, then this is the place where you start. And even if that is not the case and you already have a well-established account and you have been running it for a while or you are taking over an already well-settled account, reading this would give you a better perspective for the next time when you need to start everything with a clean slate or you want to restructure an old ad account.

There are two strategies I use to find the top of the funnel audience. Both of these have never failed me. These strategies will make your brain think in the right direction and increase the empathetic power of your brain. Getting a clear understanding of this part will help you incorporate a strong storytelling element inside your ads as well.

Note: I haven't bifurcated TOFU warm and TOFU cold because initially, you don't know which interest-based audience will give you low returns and which one high. Also, many times a well-performing interest-based audience saturates and at that point, we have to change the strategy and show those people different kinds of ads. Also, whenever a TOFU audience doesn't give you results, treat it as your TOFU cold audience; otherwise, it is a TOFU warm audience.

2.1.1 First Strategy To Find TOFU

For the first strategy, you need to know the **basic details** about your target audience, such as

- 1.Age, gender, and income
- 2.Education background

3. Part of the town they live in. (Helps you go super aggressive in those specific areas)
4. Purchasing power
5. Consumption habits
6. Political views
7. Hobbies

These details will help you set your broad targeting options like location, age, gender, etc (Fig 2.1). In addition, they will help you in building a basic foundation and understanding of what kind of interests you can target.

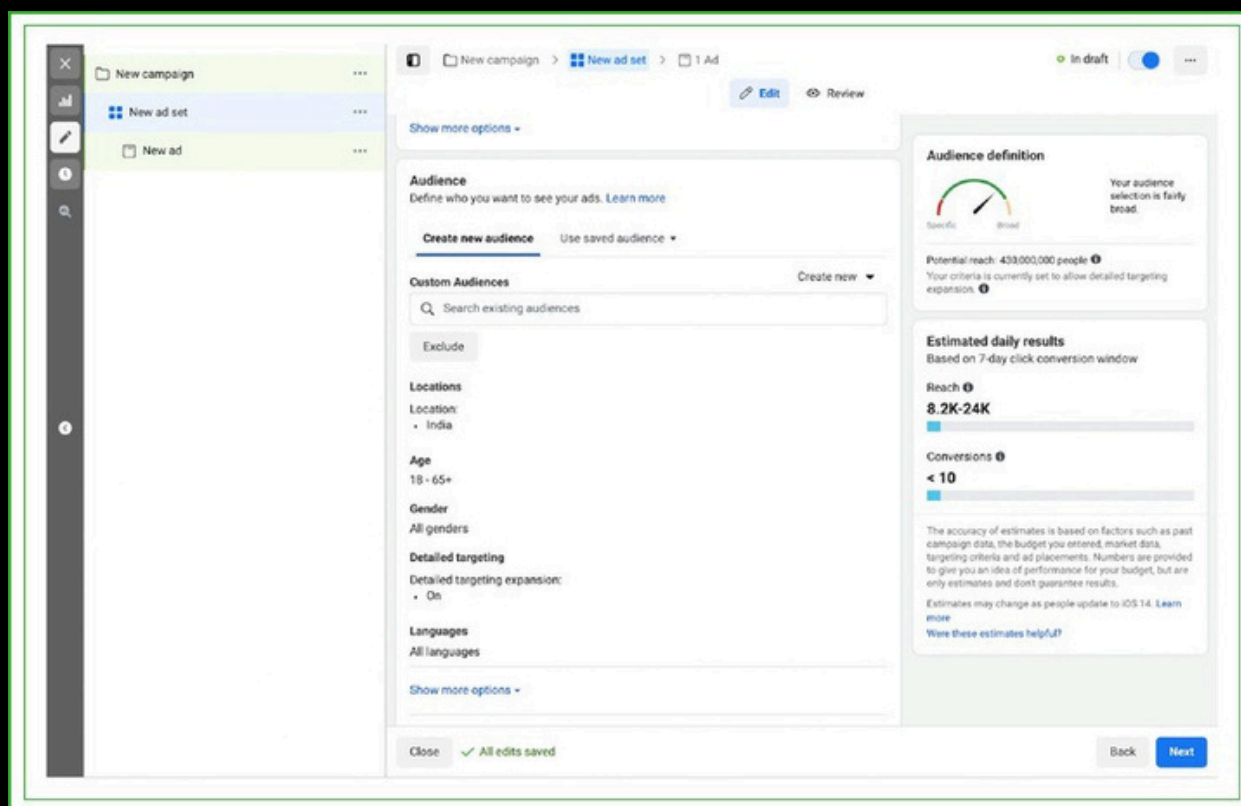


Fig 2.1

But to come up with better interests to target your ideal audience, use these details to answer the below-mentioned questions. This will help you get relevant interests that you can target.

While covering these questions, I have included diverse examples that illustrate how the tone and content of ads will change depending upon the context, how different aspects of a target audience will help you identify numerous interests and much more.

So get a pen and paper and begin answering these questions to figure out the ideal audience.

For the interests of the audience, you will have to dive a little deeper and think of the following:

1. What sort of music do they listen to, as well as the names of any music artists they may be interested in?

For example, the target audience of a snooty jewellery brand would love to listen to the songs of Dua Lipa, Bad Bunny, Billie Eilish, BTS etc. On the other hand, the audience of a sports gear brand might listen to Eminem, Nipsey Hussle, and a general rap genre.

So filling up the basic details will give you a fair idea of who your customers are and that in return will help you empathise better with them and finally all of this will help you figure out their interests which you can use to target people for your products on Facebook.

Now, let's not stop and hop on to the next questions.

2. Would they be interested in any particular sport?

For example, if you are a high ticket real estate brand, your target audience will most likely be interested in sports like golf, tennis, boxing, horse racing etc. On the contrary, if you are a low ticket rent broker, your target audience will be much interested in sports like football, cricket, hockey etc.

3. Identify the types of books or authors they enjoy reading.

For example, there is no way your target audience can read both Shakespeare as well as Chetan Bhagat. (There can be exceptions. But still the products you will be selling to one and the Ad copy used will be entirely different from another.)

4. What food brands would they trust?

For example: If the target audience makes an informed decision then they will purchase from brands that are not mainstream. But if they are impulsive buyers and add the first thing they come across on the shelf of a supermarket to their cart then you can target interests like Nestle, Pepsico, ITC etc.

5. What kind of relaxing activities would they be interested in?

Depending upon which part of the world they live, their economic health, their social awareness, the relaxing activities will vary over a vast spectrum from Mud Bath to Steam Bath from going to a Spa to going to a book club, from Meditating to Fishing the list goes on. Still, it will give you a fair idea of whom to target.

6.What kind of publication/news outlet would they consume?

Depending upon their political leaning, they would either watch FOX or CNN and same either NDTV or any other news channel.

7.What is their profession?

Is your product for self-employed people working from home or is it for people who visit their office regularly? For example, an ergonomic chair is best for freelancers and content creators, while pencil skirts are for office going working professionals.

8.Which lifestyle brands do they use the most?

I don't think I need to explain anything here. The spectrum is quite visible here.

9.Which similar Facebook pages would they trust?

Stalking (not in a creepy way) your different customer personas will help you answer this question. Also, if you don't know the difference between the target audience and customer persona, then check section 2.1.2.

10.Which motivational speaker do they follow?

You can try Jay Shetty as well as Gary Vaynerchuk while targeting, but there are higher chances that only one would show the best results because the majority of your audience would listen to one of them. And if there is a case where your audience likes both then there will be two kinds of customer personas who like them, and you will need to alter the messaging and creatives for the respective category.

11.What kind of entertainment activities would they indulge in?

Extroverts often enjoy theatre or ballet, while introverts prefer watching Netflix or reading a book when they want to relax.

12.Which TV series would be popular amongst them?

13.What are their hobbies?

This list can go on and on. The point is not to overwhelm you but to give you some perspective and let your brain come up with new ideas.

Answering these questions will provide you with the relevant interests to help you run different Ad sets in the same theme of the campaign. For example, one campaign can be around jobs and the Ad sets will have audiences that fit your customer persona. For example, in the figures below, there is a campaign around the theme job and four ad sets focussing upon various categories of the theme job. Another campaign can be around music interest with the audience interested in the artists that you listed above.

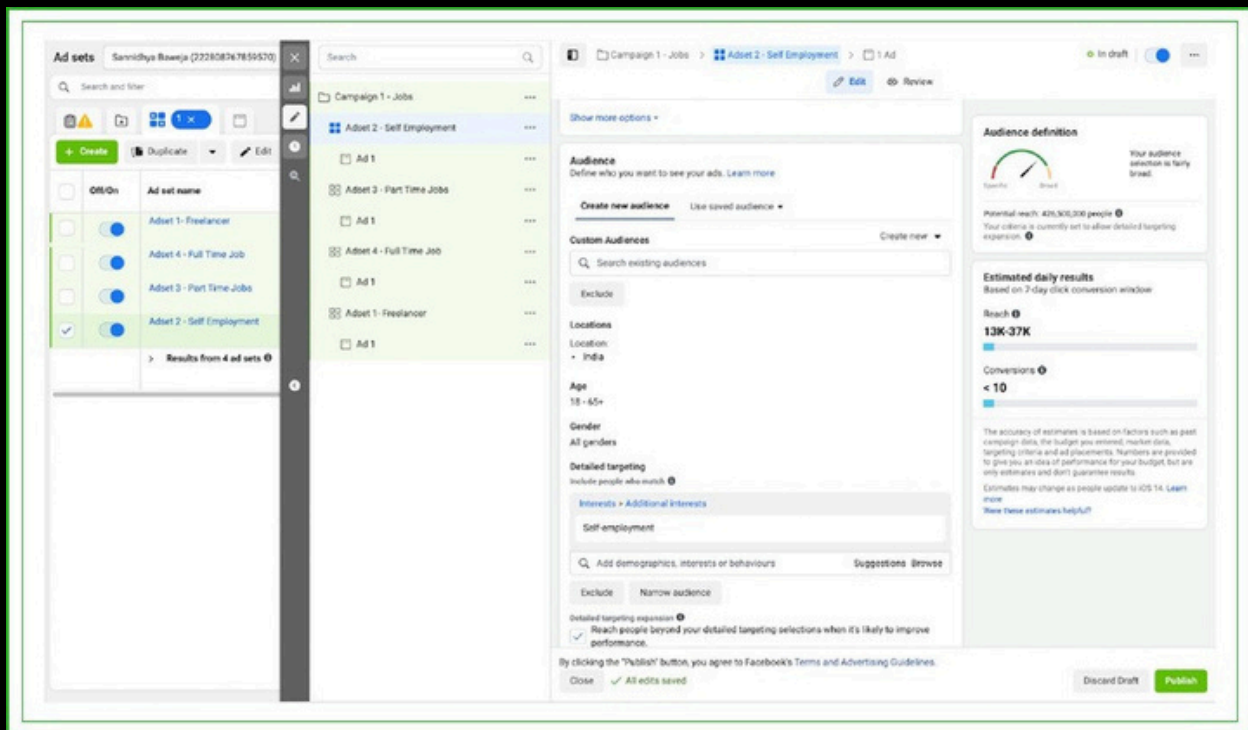


Fig 2.2

Ad set name	Delivery	Bid strategy	Budget	Amount spent	Results	Cost per result	Impressions	CPM (cost per 1,000 impressions)	CTR (link)
Adset 1 - Freelancer	In draft	Lowest cost Conversions	Using campaign...	₹0.00	0	₹0.00	0	₹0.00	0%
Adset 4 - Full Time Job	In draft	Lowest cost Conversions	Using campaign...	₹0.00	0	₹0.00	0	₹0.00	0%
Adset 3 - Part Time Jobs	In draft	Lowest cost Conversions	Using campaign...	₹0.00	0	₹0.00	0	₹0.00	0%
Adset 2 - Self Employment	In draft	Lowest cost Conversions	Using campaign...	₹0.00	0	₹0.00	0	₹0.00	0%
Results from 4 ad sets				₹0.00			0	₹0.00	0%

Fig 2.3

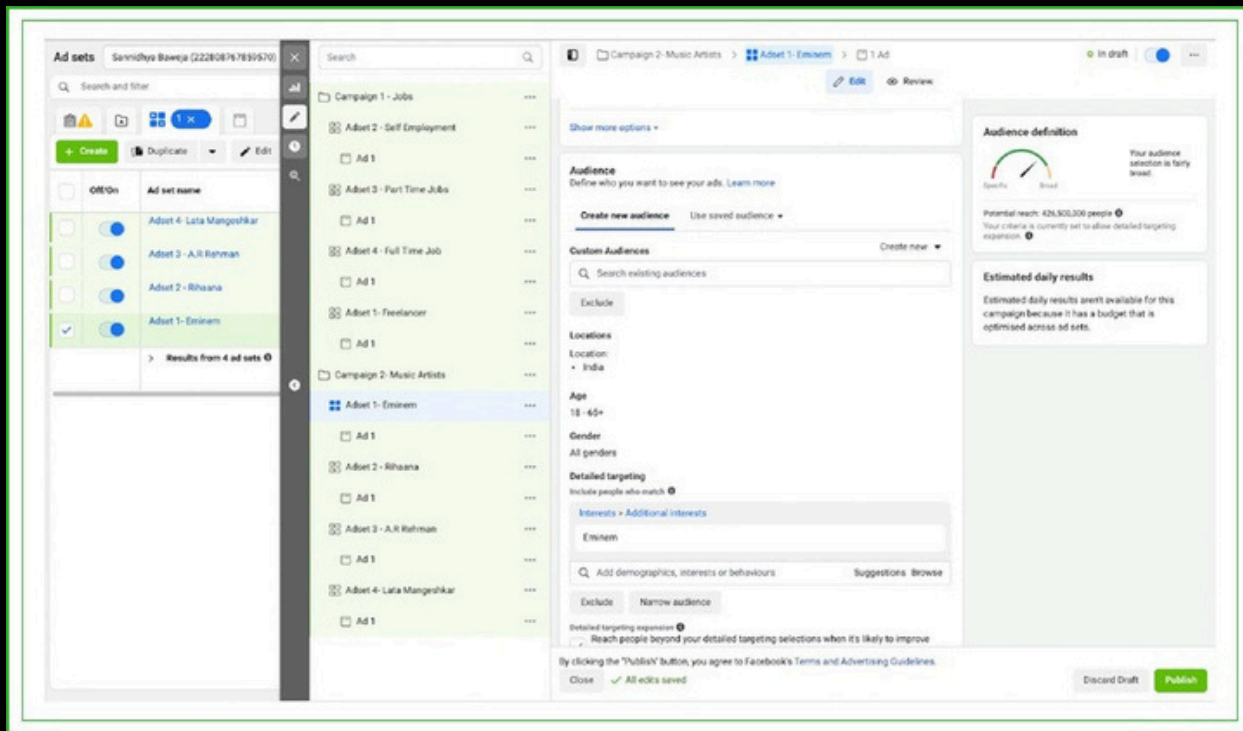


Fig 2.4

Ad set name	Delivery	Bid strategy	Budget	Amount spent	Results	Cost per result	Impressions	CPM (cost per 1,000 impressions)	CPI link
Adset 4 - Lata Mangeshkar	In draft	Lowest cost Conversions	Using campai...	--	--	--	--	--	--
Adset 3 - A.R Rahman	In draft	Lowest cost Conversions	Using campai...	--	--	--	--	--	--
Adset 2 - Rihaana	In draft	Lowest cost Conversions	Using campai...	--	--	--	--	--	--
Adset 1 - Eminem	In draft	Lowest cost Conversions	Using campai...	--	--	--	--	--	--
Results from 4 ad sets				₹0.00 Total Spent					

Fig 2.5

Initially, keep only one interest per Ad set to identify which audience performs the best (as you can see in Fig 2.2 to Fig 2.5). If you clubbed all of them from the start, you would be just throwing everything on the wall and expecting something to stick. In the end, you will know that the campaign is working but would never know why it is working? Which audience is making it work?

Once you have identified which audience works, it will help you design personalised Ad designs for the audience. I know I have been saying this for a while to get customised messaging and

creatives depending upon the interest you are targeting but let me make it clearer and pick up an audience that follows Gary Vaynerchuk. We all know people mostly follow Gary for his motivational rant, so the tone should be optimistic and upbeat. Your creatives should look similar to Fig 1.11. Look at the font and colour theme. Try replicating it in your design, and you will get really good results.



Fig 2.6

Furthermore, once you start filling these interests, Facebook will give you suggestions as you can see in Fig 2.6. It's a helpful feature but given the history of how often Facebook updates itself, the feature might not be there for long (just like audience insight). So if you can still see this feature, then use it.

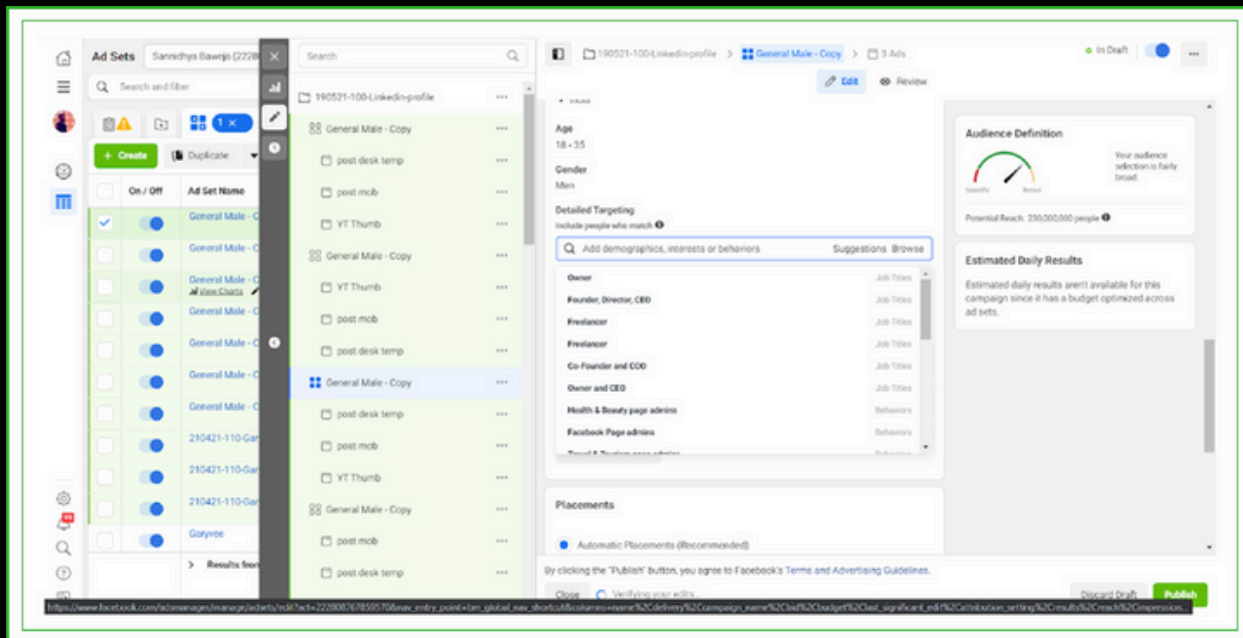


Fig 2.7

2.1.2 Second Strategy To Find TOFU

Continuing with my second strategy, I call it Contained Procrastination. It sounds confusing, but I will explain. For starters, it is crucial to know the difference between the target audience and the customer persona. Let's take an example to understand the terms better. Once you have the terms down, you can make up your own definition.

Male, 30 to 45-year-old with a bachelor's degree living in London with an annual income of £40,433: This is the target audience.

The customer personas would look like this-

Matt- a computer science engineer, working as a software developer in a reputed software firm, is married with two kids. He loves football and goes to the gym to stay in shape. Has a passion for wrestling and collects vintage action figures of WWE stars.

Jim- an electronics engineer, turned marketer, bachelor, and newly single. He loves to play cricket on weekends. In his free time, he watches thriller TV series. Has an evident social media presence where he showcases his gardening skills. Maintains a close eye on all the social media events online to upskill himself because his career and education don't coincide.

Sam- a mechanical engineer, engineer at an automobile workshop, loves to travel with his girlfriend and vlogs regularly. An avid yoga practitioner who has recently adopted yogi practices.

Likewise, he is deeply involved in local pet shelters and dedicates two hours a week to work for their welfare.

So in short the target audience comprises a lot of customer personas. (Fig 2.8)

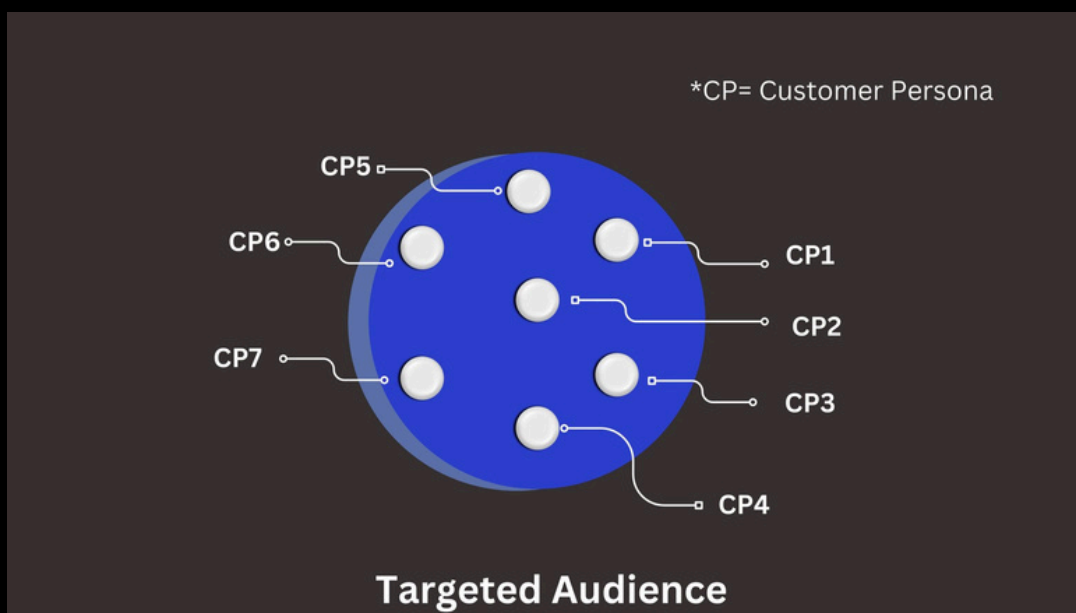


Fig 2.8

Now let's understand why "Contained Procrastination"? Contained Procrastination derives from the fact that I get all of my best ideas when procrastinating or doing some mundane tasks. Most of the time, I do everyday tasks because I am procrastinating. I get the best ideas while procrastinating because my basal ganglia get occupied with the routine task, freeing my prefrontal cortex to work quietly in the background on finding a solution or new creative ideas. Also, it has to do with my obsession with the problem statement because then and only then my prefrontal cortex will take this task up and serve me with a few solutions.

Now how does this work?

There is a reason why I have added contained! Because it is time-bound. And the trick behind keeping it time-bound is to pick up one of the customer personas you have identified. Start with imagining their typical day in the next 10 minutes and not more than that.

How do they wake up? What's their morning routine? What all gadgets do they come in contact with during their morning routine? What task will their morning routine majorly be occupied

with? Do they meditate? What kind of meditation? Do they exercise? If yes, then which chain of gym or workout program do they most rely upon? What do they eat for breakfast? Any specific type of milk do they prefer? Any particular diet they follow? How do they commute to the office? Is there any brand of cars they trust the most? What kind of clothes do they wear? Is it formal or casual? If casuals, then which brand? What do they do in the afternoon? How would they have prepared their lunch? Whom do they talk to in the office? Which social media platform do they use the most and why? Where do they go in the evening? Do they hang out at a local bar? What does their night routine look like? Do they read a book before sleeping? Do they watch a series before going to sleep? Do they have any side hustle that they work upon? How do they spend time with their family?

Use your creativity and ask a lot of questions. Just let your brain roam around. For the next 10 minutes, repeat the same exercise for their non-typical/vacation day.

And stop!

By doing so, you have made your brain follow them through the course of their life. With this exercise, you will already have 30% of your interest-based audiences.

The rest of the 70% will come by the next day. When you do menial tasks during the day, your prefrontal cortex will be busy reliving the situation again and again and will give you more interests for each customer persona. This is how ideas come. You need an incubation period to get ideas.

With strategy one, you will get organised interests. In strategy two, you will have to organise the interests to run experiments uniformly, but you will get more options and enhanced creativity. When you walk through someone's life, you unravel a lot of aspects that you might have never thought about. Think like a mentalist (watch the series if you haven't already, and you'll know what I am talking about).

Also, if the second strategy overwhelms you with all the interests and you have a hard time organising your ad account (with the same theme of campaigns), don't worry. I have covered the same in section 3 of this book.

Always remember that 90% of your TOFU audience wouldn't work (as they will be your TOFU cold audience). So the rule of thumb here is to be practical and not fall in love with the idea. There is a very thin line between being optimistic and being delusional. So as soon as you find out that the audience is not working (which we will discuss later in section 8.5) shut it off or as I already mentioned consider it as your TOFU cold audience and start showing them ads that build awareness, interest, and consideration.

So, now you have a good starting point and a lot of TOFU audience. With that, let's move on to our next audience.

2.2 BOFU (Bottom Of The Funnel)

Audience

I am taking up the Bottom of the Funnel Audience first because the middle of the funnel audience is mostly the lookalike of the (best) bottom of the funnel. The bottom of the funnel consists of all the people who have interacted with your company in one way or another. They could have seen a video on social media, they could have added something in the cart, or they might have already bought something from you. In essence, they are aware of you. So to say, you will be retargeting all these people. This is called retargeting audience, and initially, marketers assign 10% of their budget to this audience (35% to MOFU and 55% to TOFU). The numbers might vary eventually as your account gets old.

You remember I told you at the end of section 1 that MOFU doesn't have a cold and warm audience but only warm audience. This is the reason they don't have that bifurcation. Since it is the lookalike of the best BOFU audience so they must know the product even if it is your competitor's and not yours, but they do know the product.

If you are well versed with the Audience Manager, then you must already be aware of the endless possibilities it offers for creating custom audiences. Still, here I will list down all the ones that actually work and give me double-figure ROAS and are actually at the decision stage and just a step away from conversion.

Before diving right into the audiences, I wanted to tell you I have bifurcated them into two categories. One of them is very warm because they have visited the website and taken a few actions which show their interest in buying products. The other hasn't visited the website yet but has interacted with the brand on Facebook and Instagram positively.

2.2.1 Website Visitors

2.2.1.1 Add To Cart

It is a no brainer for every e-commerce store. But why I am covering this here is because of the occurrence. Make one campaign with four Ad sets of cart abandoners (people who abandoned the cart) to start.

a. 2-day cart abandoners

The screenshot shows the Facebook Ads configuration for an ad set named "2-day cart abandoners". The left sidebar contains a "BOFU" folder with "2-day cart abandoners" and "New ad" options. The main area is divided into "Audience" and "Performance" sections.

Audience Configuration:

- Create new audience:** Use saved audience.
- Custom Audiences:**
 - INCLUDE people who are in at least ONE of the following:**
 - Website: 2-day cart abandoners
 - Search existing audiences
 - EXCLUDE people who are in at least ONE of the following:**
 - Warning: Some people using iOS 14.5 or later devices may not be excluded from your audience. Read more about how iOS 14 may affect your ads.
 - Website: Purchasers- 90 days
 - Search existing audiences
- Locations:** India
- Age:** 18 - 55+
- Gender:** All genders
- Detailed targeting:** Detailed targeting expansion

Performance and Audience Definition:

- Performance may be affected:** Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.
- iOS 14:** Apple has released changes to iOS 14.5 and later devices that may negatively affect your ad set's performance. Your ads may not be delivered to people who have opted out of tracking on these devices.
- Audience definition:** Audience definition is not available. Specificity scale: Specific to Broad.
- Estimated audience size:** 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. Reach: < 10.

Fig 2.9.a

b. 3-7 day cart abandoners

The screenshot shows the Facebook Ads configuration for an ad set named "3-7 day cart abandoners". The left sidebar contains a "BOFU" folder with "3-7 day cart abandoners", "New ad", "2-day cart abandoners", and another "New ad" option. The main area is divided into "Audience" and "Performance" sections.

Audience Configuration:

- Create new audience:** Use saved audience.
- Custom Audiences:**
 - INCLUDE people who are in at least ONE of the following:**
 - Website: 7 day cart abandoners
 - Search existing audiences
 - EXCLUDE people who are in at least ONE of the following:**
 - Warning: Some people using iOS 14.5 or later devices may not be excluded from your audience. Read more about how iOS 14 may affect your ads.
 - Website: 2-day cart abandoners
 - Purchasers- 90 days
 - Search existing audiences
- Locations:** India
- Age:** 18 - 55+
- Gender:** All genders
- Detailed targeting:** Detailed targeting expansion

Performance and Audience Definition:

- Performance may be affected:** Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.
- iOS 14:** Apple has released changes to iOS 14.5 and later devices that may negatively affect your ad set's performance. Your ads may not be delivered to people who have opted out of tracking on these devices.
- Audience definition:** Audience definition is not available. Specificity scale: Specific to Broad.
- Estimated audience size:** 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. Reach: < 10.

Fig 2.9.b

c. 8-15 day cart abandoners

Ad set
8-15 day cart abandoners

Search

BOFU

- 8-15 day cart abandoners
- New ad
- 3-7 day cart abandoners
- New ad
- 2-day cart abandoners
- New ad

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience

Custom Audiences Create new

INCLUDE people who are in at least ONE of the following

Website

15 day cart abandoners

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Some people using iOS 14.5 or later devices may not be excluded from your audience. [Read more about how iOS 14 may affect your ads.](#) [Learn more](#)

Website

7 day cart abandoners

Purchasers- 60 days

Search existing audiences

Locations
Location:
India

Age
18 - 65+

Gender
All genders

Performance may be affected
Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.

iOS 14
Apple has released changes to iOS 14.5 and later devices that may negatively affect your ad set's performance. Your ads may not be delivered to people who have opted out of tracking on these devices. [Learn more](#)
This may affect your ad set because of your selections:
Conversion event [Edit](#)

Audience definition
Audience definition is not available.

Specific Broad

Estimated audience size: Unavailable
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Based on 7-day click and 1-day view conversion window

Reach
< 10

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

Fig 2.9.c

d. 16-30 day cart abandoners

Ad set
16-30 day cart abandoners

Search

BOFU

- 16-30 day cart abandoners
- New ad
- 8-15 day cart abandoners
- New ad
- 3-7 day cart abandoners
- New ad
- 2-day cart abandoners
- New ad

Audience
Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience

Custom Audiences Create new

INCLUDE people who are in at least ONE of the following

Website

30 day cart abandoners

Search existing audiences

EXCLUDE people who are in at least ONE of the following

Some people using iOS 14.5 or later devices may not be excluded from your audience. [Read more about how iOS 14 may affect your ads.](#) [Learn more](#)

Website

15 day cart abandoners

Purchasers- 60 days

Search existing audiences

Locations
Location:
India

Age
18 - 65+

Gender
All genders

Performance may be affected
Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.

iOS 14
Apple has released changes to iOS 14.5 and later devices that may negatively affect your ad set's performance. Your ads may not be delivered to people who have opted out of tracking on these devices. [Learn more](#)
This may affect your ad set because of your selections:
Conversion event [Edit](#)

Audience definition
Audience definition is not available.

Specific Broad

Estimated audience size: Unavailable
Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results
Based on 7-day click and 1-day view conversion window

Reach
< 10

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

Fig 2.9.d

Going beyond this time range wouldn't make sense. The best ROAS will be of 2 day Cart abandoners, then 3 to 7 days, then 16 to 30 and finally 8 to 15.

16-30 is better than 8-15 day cart abandoners because there are more people in the pool of 16 to 30 days and that decreases CPC and CPM while maintaining approximately the same conversion rate in comparison to 8 to 15 days. But you will have to test this out and validate this hypothesis. There will always be one of these four audiences that won't work.

Once you have identified the same you can either pause that audience or you can add it up with the audience next to it. For example, if 8 to 15 days doesn't work, then mix it up with 16 to 30 days, making the audience 8 to 30 days. This makes the pool of audience even bigger, decreasing your CPC and CPM.

2.2.1.2 Add To Wishlist Just copy-paste everything from the previous section. Same bifurcation, same thought process and a bit more aggressive offer because people are not that interested, so you need a higher push here.

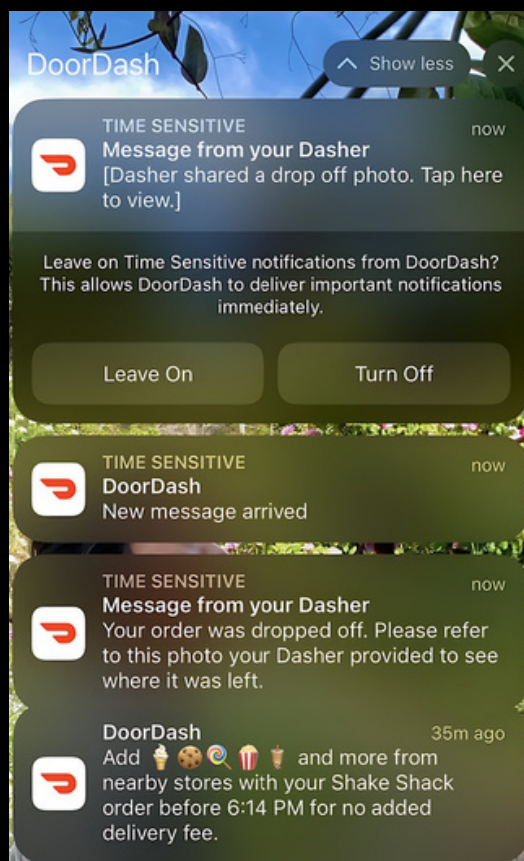


Fig 2.11

Also, pursue this set of audience with push notifications or app notifications with a 10% or 5% discount to achieve a higher ROAS.

Also, a push notification is a message sent by the website to the customer's device which is clickable and redirects them to the desired page as seen in Fig 2.11.

2.2.1.3 Visitors By Time

You can also use this for e-commerce. But this kind of retargeting audience works best for the business that wants leads instead of direct payments from the website or the average order value of the products is very high. So the customer would prefer interacting with the salesman to clear any doubts. And since the average order value is high, people want to research before investing money or making any commitment. All the process of finding numbers, finding information and filling up the form increases the time spent of a serious customer more than others. And this is the best way to use the time spent data to retarget your audience.

There are currently three options available on Facebook: Top 5%, Top 10% and Top

25%. If you are a local business or target national but have a small budget then mostly your daily traffic will be comparatively small so targeting the top 25% would make sense because it will decrease the CPC and CPM as you will have a bigger pool of audience to target and the conversion rate will remain almost the same.

If you are targeting national or local and have a huge pool of audience, then the top 5% would make more sense.

2.2.1.4 Upselling/Cross-selling You might have the list of all your existing customers, right? Ask them to purchase again from

you. Depending upon the nature of your business, you will either upsell or cross-sell. Now let me walk you through what I am trying to say. For example, I sold you this book, and now I will target

you for my high ticket course and yes that is why you are seeing my ads all over the place. Cross-selling is when I have sold you an item from domain X, and now I want to sell you something from domain Y. For example, if I have a jewellery company and you purchased a necklace, now I will try to sell you earrings.

Please understand that if you are selling water purifiers, don't keep pushing them for more water

purifiers. Your customers don't have a prolific hobby of collecting purifiers. Instead, you can sell them many days can you start retargeting them with different sets of products. With every niche, it is

different so you will have to find the sweet spot on your own. Generally, for any e-commerce industry, on an average, amount of days after which you can upsell or cross-sell is approximately 7 to 15 days and sometimes even 40 to 60 days post their purchase. (explained further in FAQs).

In order to make this list, you will need to upload the data physically. After the iOS update, you can't simply rely on the Pixel to do the magic for you. The data from the Pixel is highly inaccurate and leads to lower ROAS than what you can achieve by physically updating the audience regularly.

2.2.1.5 Email List If you are one of those companies who go with double opt-in and have the patience of building your email list from scratch properly then you have my respect already.

Also, now is the time to target those people with ads as well. Okay but understand this, taking the audience from some other channel is a twin edged sword because if you aren't cautious, then you can do more harm than good. For example, here, you can eat up orders from your email

marketing channel. You need to be very vigilant in not letting this thing happen. Try running ads for a month and see the effect on the revenue from the email channel and if the overall ROI and revenue figures don't seem viable, then you can go ahead and pause the campaign. But if that doesn't happen then, this is a really good list to target.

2.2.2 Non-Website Visitors

Let's move on to the audience that has not visited the website till now **2.2.2.1 Organic Post/Ads**

Engagers

When you run ads or post on Facebook or Instagram, a lot of people see you for the first time. You get a lot of exposure (organic as well as paid). Some of them hate you. Some of them report you. And a few of them like your content and they interact with your content. They immediately follow you on Facebook or Instagram. They may or may not have visited your website but surely they like your free content.

These people are your warmest audience because they trust you and also like your free content.

Targeting these people will get you sales as well as followers because it isn't necessary that they would have followed you the first time they saw your Ad. There are higher chances of them buying your product if you keep on appearing in front of them. Anyway, it takes almost 7 touchpoints for a person to purchase a product from you.

It would be best to target them within 30 days of them interacting with the Ads. Reducing the period/window increases (because of limited audience available) the CPM and CPC; thus the CPL or CPA and going above 30 days decreases the conversion rate. So, 30 days is the sweet spot here.

Note: If your budget is huge, then you can try the 0 to 15 days window and 15 to 30 days window separately.

2.2.2.2 Video Viewers Let's say you are a travel company and you are selling packages to the Maldives. You will have a lot of videos educating your audiences about the Maldives (such as walking them through the itinerary).

So, while you are marketing your Maldives package, you can run a TOFU Ad on the general interest of Maldives and then retarget people who have watched 75% of those videos with a limited offer deal (book before midnight to get 10% off).

Most people watch 75% of an educational/itinerary based video when they want to travel to that place. That's how you assert your authority and finally convert prospects into high paying customers.

Just remember that the sweet spot is always 75% of the video watched in most of the cases and 50% in the rest.

Depending upon your business, you can keep on experimenting with new BOFU audiences, but these are the ones that have always given me the highest ROAS.

2.3 MOFU (Middle Of The Funnel) Audience

MOFU (Middle of the Funnel) audience is the one that is more qualified than your TOFU audience. They are already down the funnel and have a higher tendency of purchasing from you.

In order to create these kinds of audiences, you need to have some data in your Ad account. So basically, if you are setting up an Ad account from scratch, you wouldn't be able to create most of these audiences. You will need to run ads for two weeks with a fresh account to create this audience.

Here is the list of audiences that will give the best ROAS (starting from best)

2.3.1 Super Lookalike Of Purchasers

This was a huge finding that made my life easy. I will thank Social Media Examiner for the same. You can create this audience by

a. Uploading the list of your customers (the more details, the merrier).

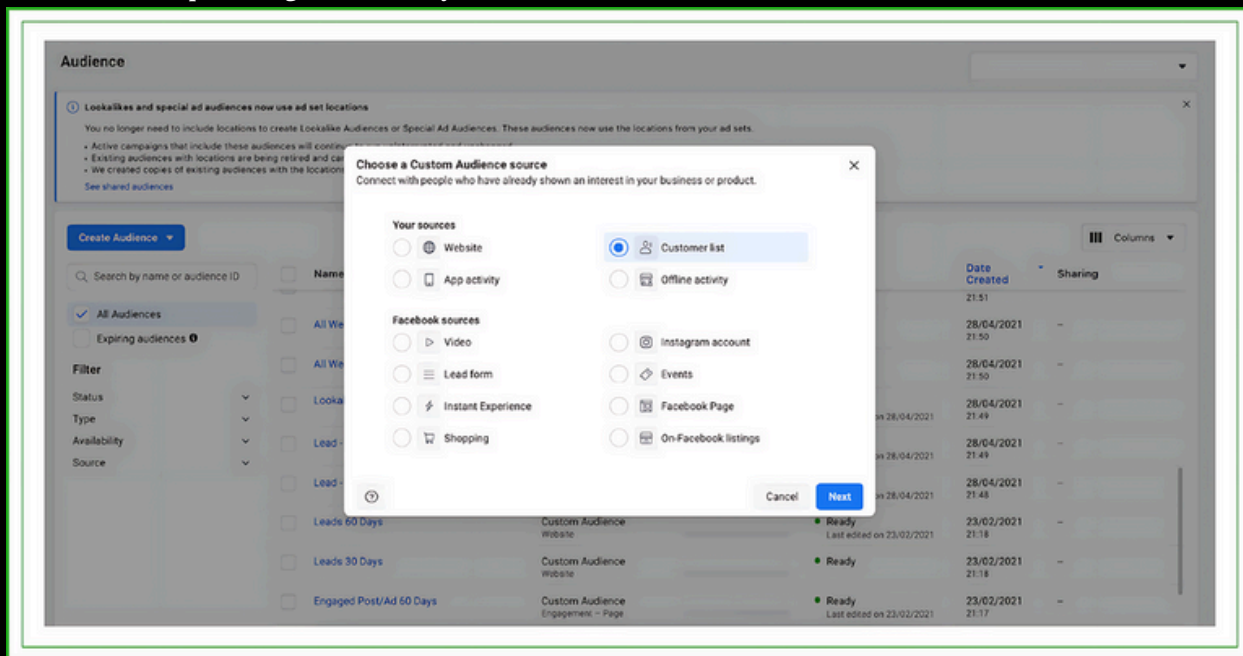


Fig 2.12

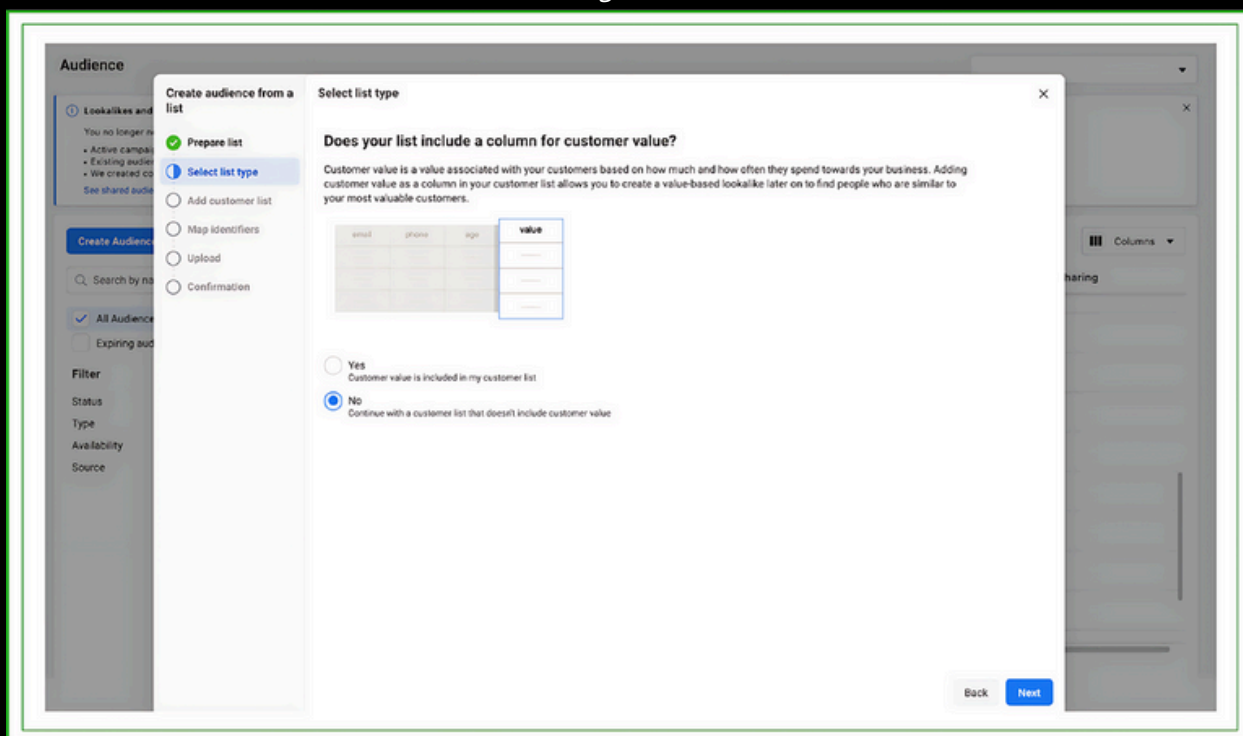


Fig 2.13

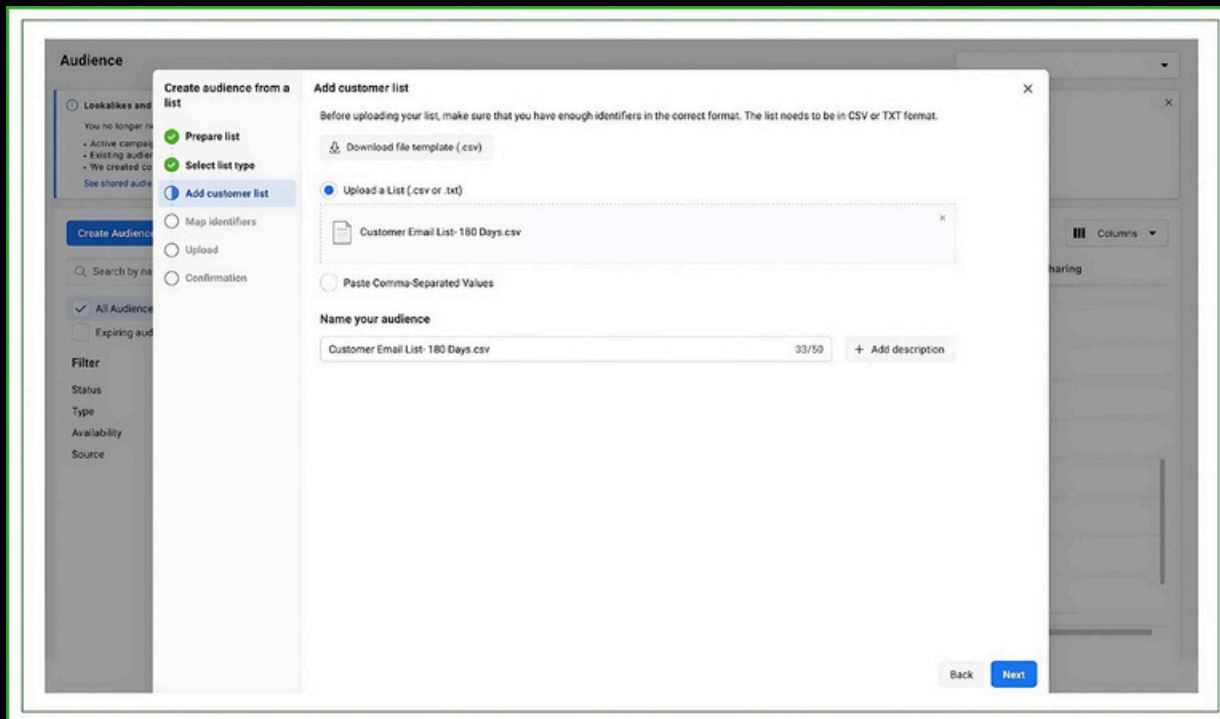


Fig 2.14

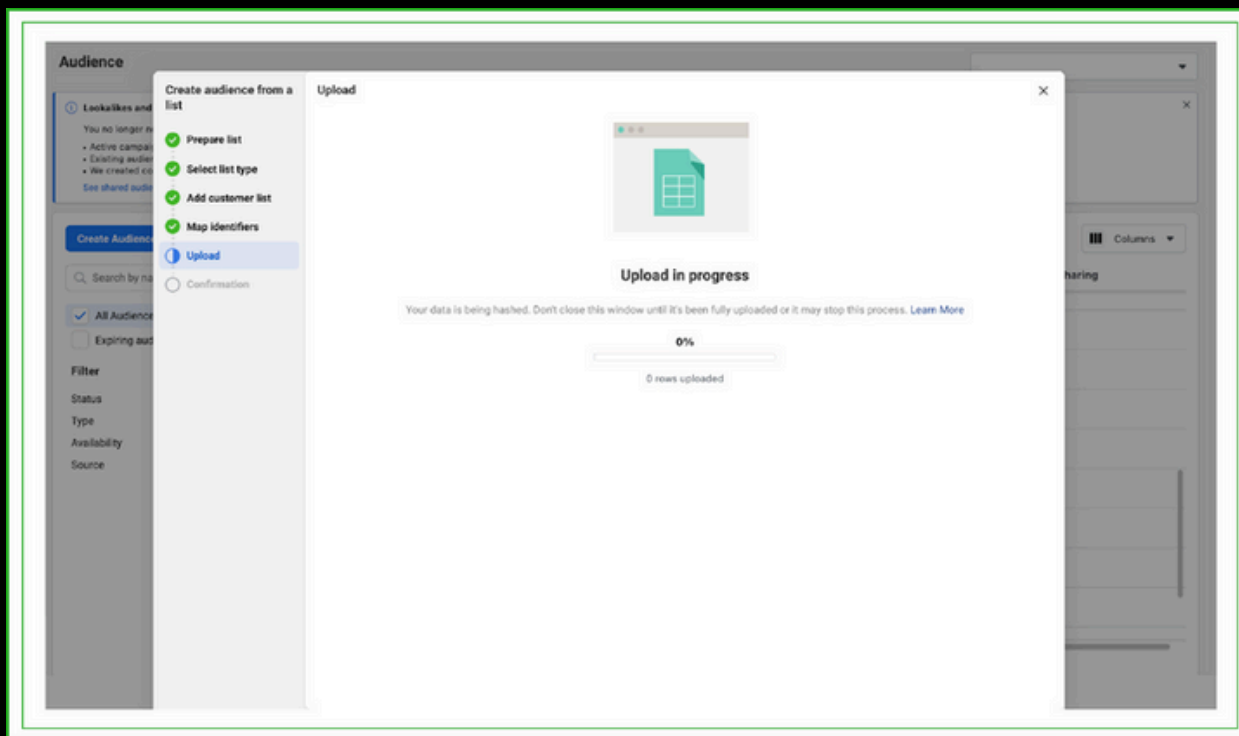


Fig 2.15

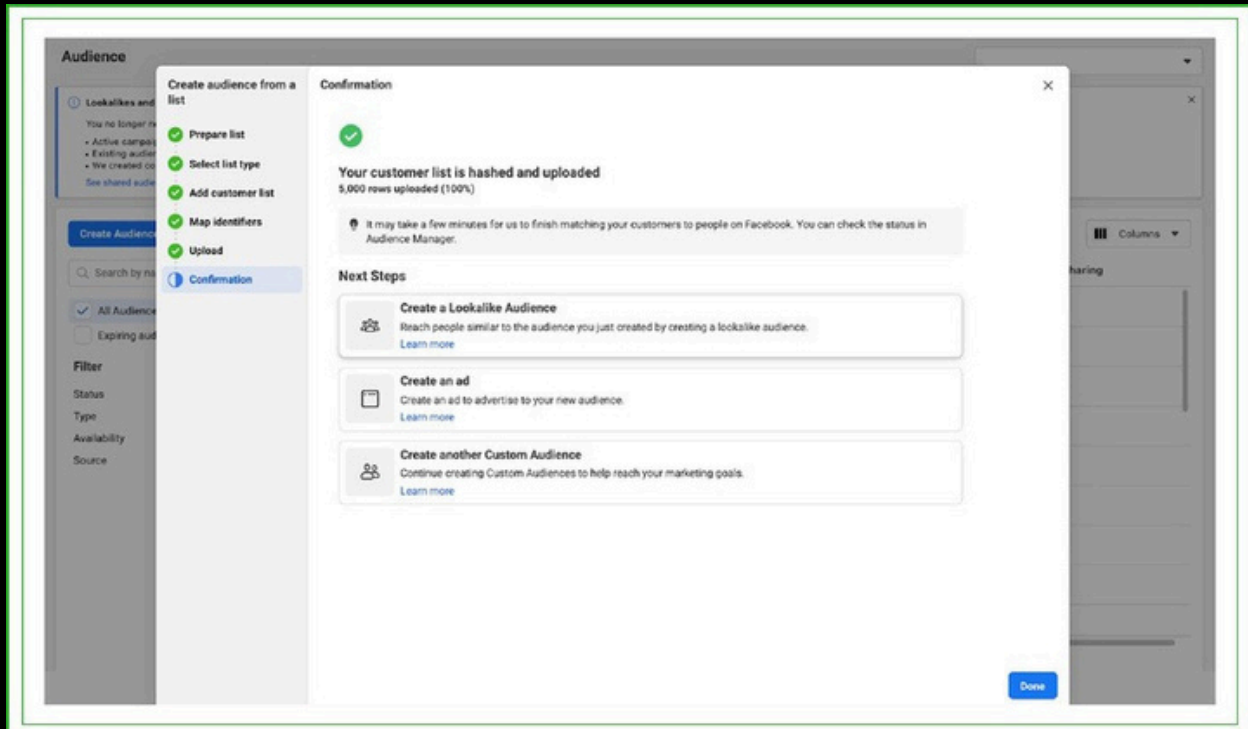


Fig 2.16

b. Creating 4 sets of lookalike audiences, namely 0-1% lookalike, 0-2% lookalike, 0-3% lookalike and 0-4% lookalike of the list of customers you have uploaded.

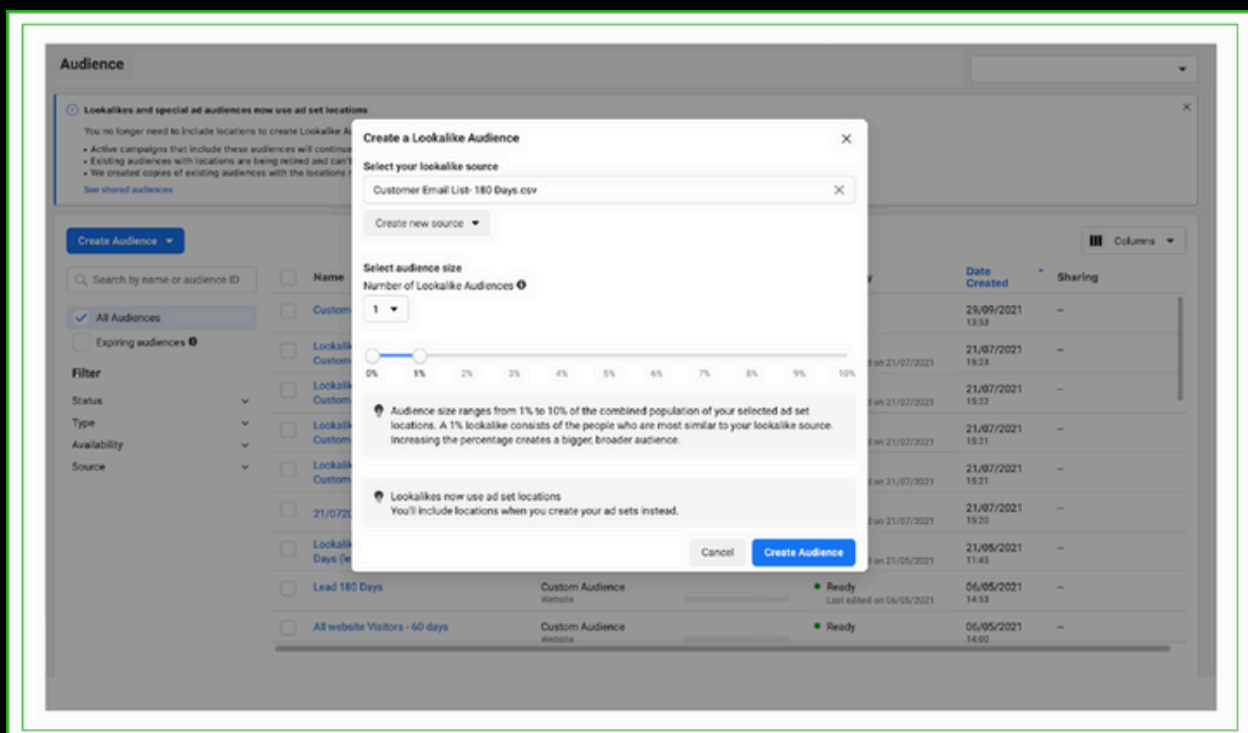


Fig 2.17

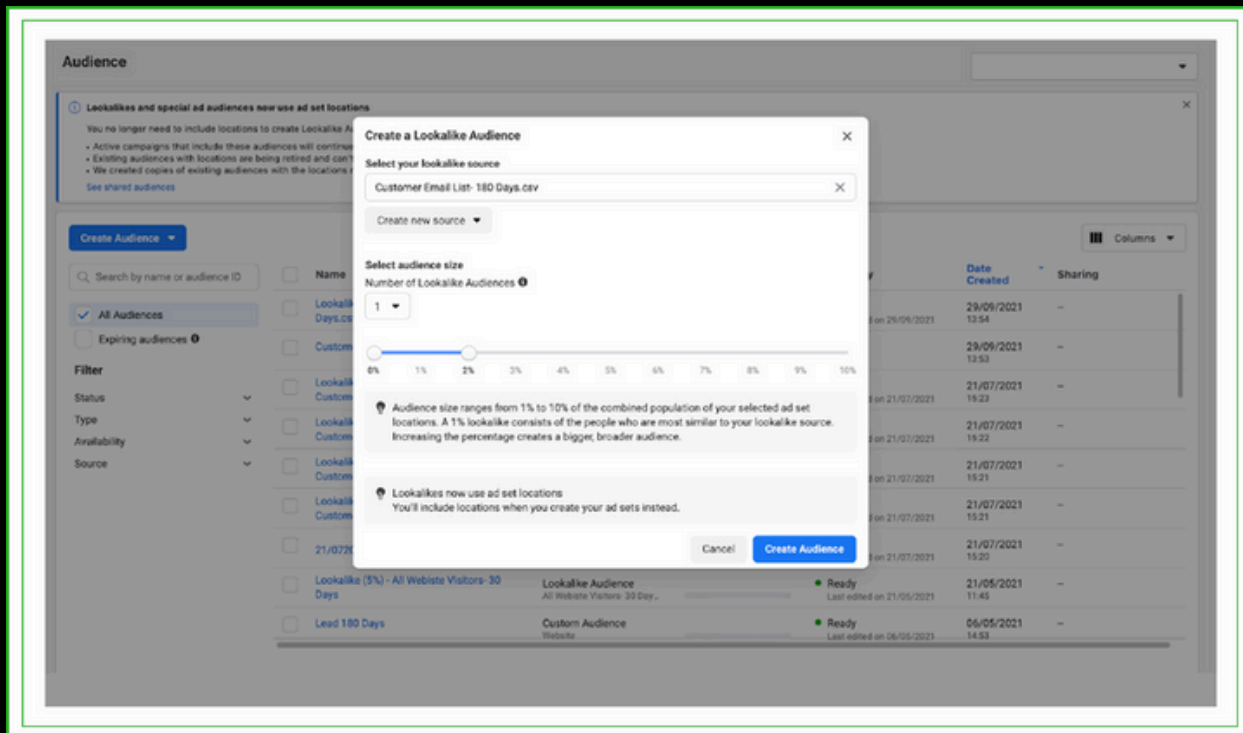


Fig 2.18

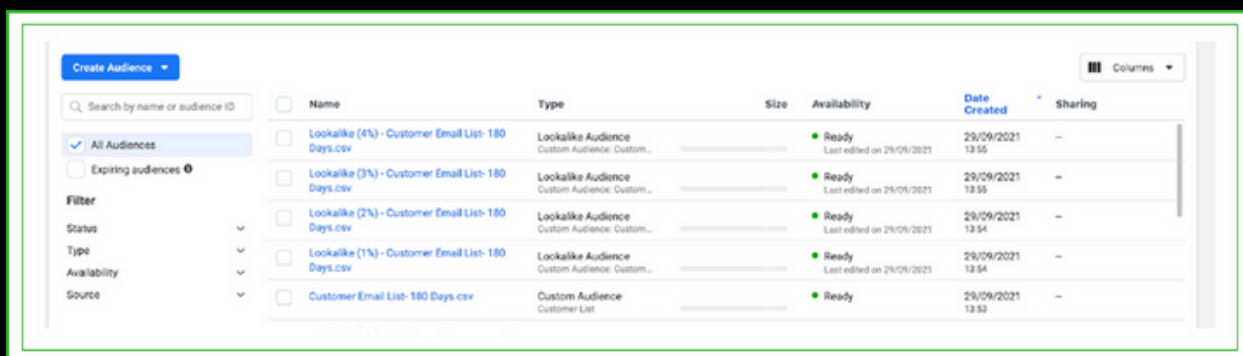


Fig 2.19

- c. Creating a saved audience where you include/club/choose all the audiences that were just mentioned.

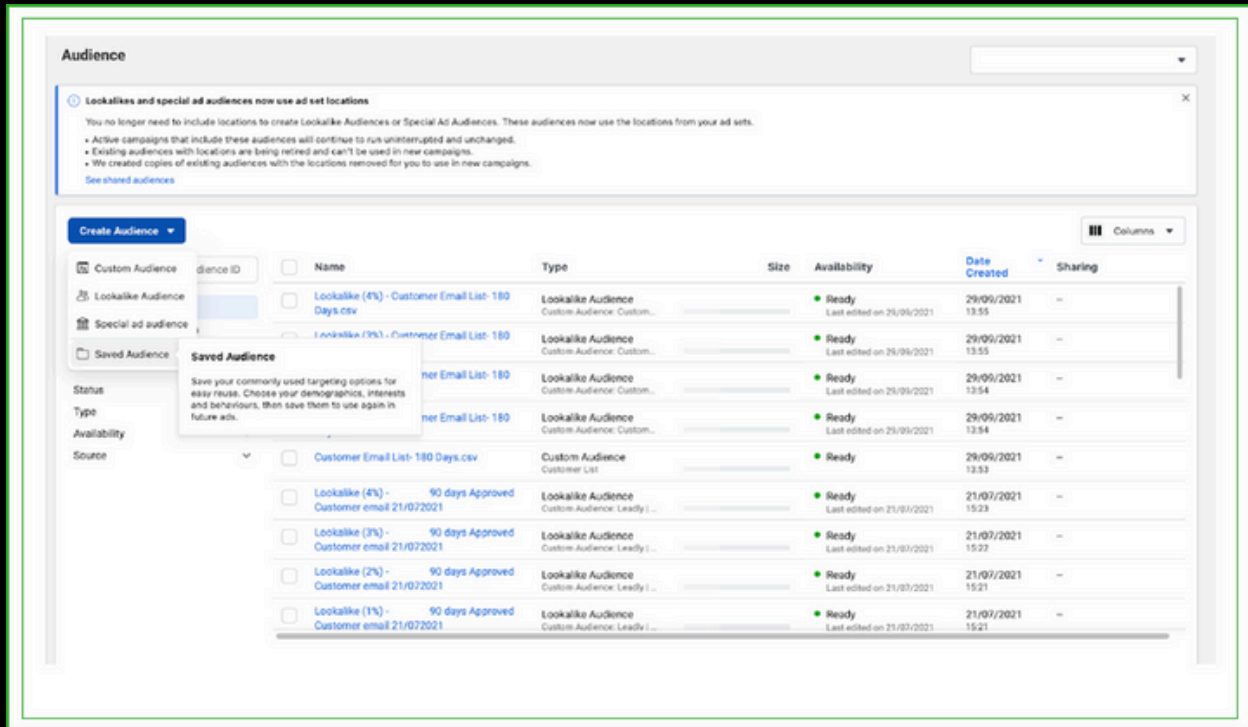


Fig 2.20

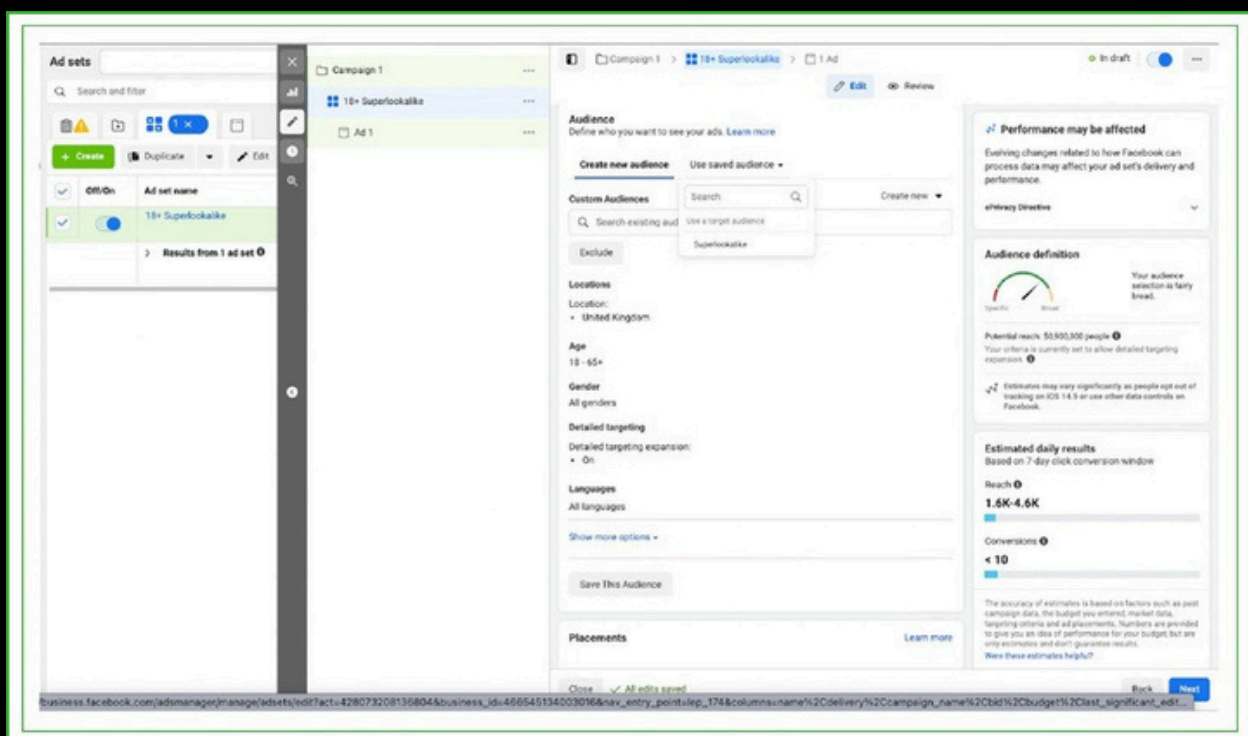


Fig 2.21

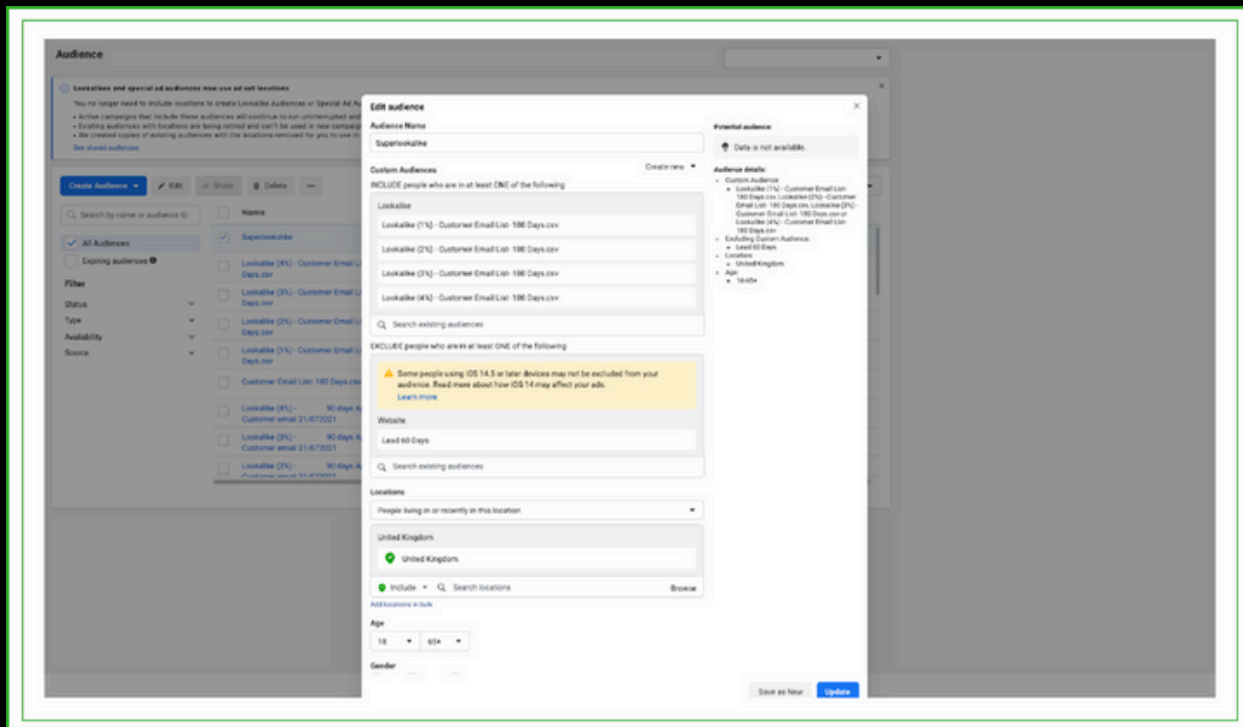


Fig 2.22

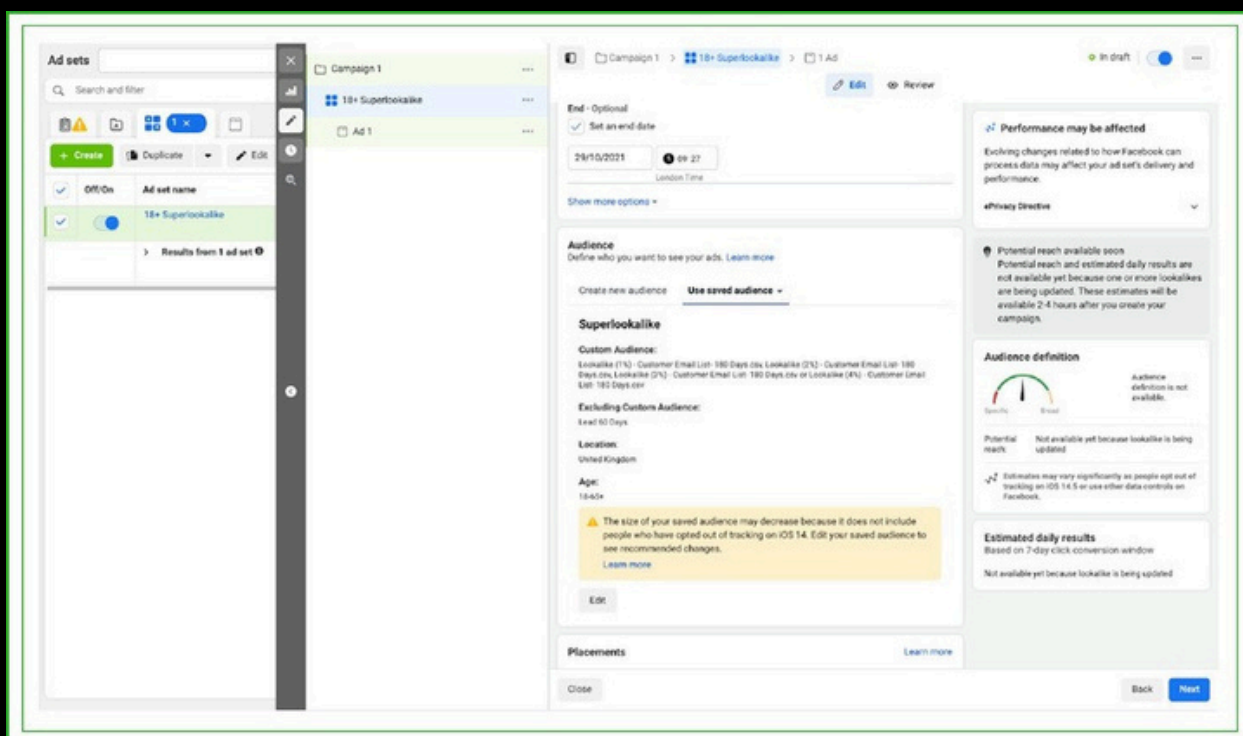


Fig 2.23

d. Excluding the people who have already bought from you to avoid waste.

Voila!

This audience gives the highest ROAS in this category.

2.3.2 Lookalike Of Cart Abandoners Or Website Visitors

As the title suggests, for B2C, make a lookalike of the cart abandoners and as the same functionality is not available in B2B so go ahead with the Top 5% website visitors.

The best results are received with 1% lookalike but if the size of the lookalike audience is really small then you can either follow the super lookalike method or extend the bar to 4% and use an audience of 0 to 4% likeliness.

I have received similar results from both the super lookalike and 0 to 4% lookalike.

Note: You can use the lookalike of website visitors for B2C as well and check which one works better.

2.3.3 Lookalike Of Email List

This is supposed to perform better than the last audience, and I am aware of the same. But for me, it never did. Every time I have run Ads on this audience, thinking it will perform better than the lookalike of website visitors, it hasn't. However, it has undoubtedly given me good ROI but it was never able to beat the lookalike of website visitors.

It can be totally different for you. Feel free to experiment and get a completely opposite result.

2.3.4 Lookalike Of Video Viewers

The highest ROAS will be given by the lookalike of people who have watched 95% of your videos. But you need to have at least 5000 people in the base audience for its lookalike to give you a significant result.

But initially, this happens rarely! So go ahead and choose people who have watched 75% of the video as your source and create a lookalike of the same. Also, after the iOS 14 update having a broad source audience for a lookalike delivers better results.

Pro Tip: Consider going for 180 days while creating the main source audience.

2.3.5 Lookalike Of Instant Experience Ad Engagers

Have you ever come across the situation where you noticed 100 unique people clicked on your link, but google analytics registered only 30 people through that ad.

Sometimes Facebook strips off the UTM and the traffic goes unregistered. And other times because of low internet connectivity, people are not even able to go through and reach your website. It harms the warm audience set.

But imagine a situation where the same phenomenon is happening but now with an instant experience ad. The affinity increases significantly in this case.

So making a lookalike here would not only cover the people (inside the source audience) who visited your website but would also cover those who couldn't reach the website because of low internet connectivity. You can try a lot of audiences while scaling up your ad account, but if you use these audiences judiciously, you wouldn't need to find any other audience. And even if you do try another audience, the results will be sub-par.

What should be the ideal size of a source audience when making a lookalike?

Prior to the iOS14 update, we could have gotten away with a very small source audience. Fewer than 1000 next to a source audience (in the size field) wouldn't have troubled me that much given that the action performed by people in the source audience is of very high intent like a purchase.

But since the iOS 14 update, this has changed. Now I would focus more on the quantity of the source audience instead of the quality of the action performed by them. So, I will make more lookalikes of add to cart or wishlist kind of source audiences if the purchasers are not more than 5000 in source audience. It is simply because I want to give Facebook more data to make a better lookalike.

This is the reason why I emphasised a bigger source audience in the above points.

Also, now you must be thinking about:

What should be the ideal audience size?

This is a common question with a complicated answer. The answer varies depending upon the funnel and the geographical location you are targeting.

For the BOFU audience, there is no ideal audience size here. If you are getting good CPL/CPA then the audience size you are going with is the best for you. But if I were to give you a ballpark number, it would be between 1.5k to 50k. The range depends on the niche, the budget, and also geographical location. If you have a B2B niche in a specific geographical area, then you will have fewer people to target and if you are a B2C company running national ads then you will have a lot of people in your BOFU.

In the end, finding the sweet spot requires a lot of experimenting.

Talking about TOFU and MOFU, I keep my audience between 250k to 7Mn. But if the geographical location has a meagre population, you can go as low as 100k but not less than that (with a few exceptions).

Also, if there is a scenario where you have to go below 100K then make sure that the ad creatives are getting replaced every week to avoid ad fatigue as much as possible.

Note: Exclude BOFU audience from MOFU and TOFU campaigns else the auction overlap will increase and you won't have anything conclusive here. You wouldn't know why MOFU is performing. Is it because Facebook has started targeting people who have already interacted with the ads or landed the website or they are actually bringing people for the first time. In addition, when you are making BOFU campaigns, try excluding the one BOFU audience from the other campaigns as well. (For Example: remove Add to cart 30 days and Purchasers from your Add to wishlist campaign.)

3. HOW TO STRUCTURE YOUR AD ACCOUNT?

This section is divided into two parts

The first one is for the scenario where the accounts are completely new, or you have just taken it over from someone, and you have no idea what works and what doesn't work in the industry, or you want to experiment with the old account and find more audiences that work.

The second one is for the scenario where you have now worked with the account for a few days, and you know what works and want to double down on things that work, and also, you strive for stability.

3.1 The First

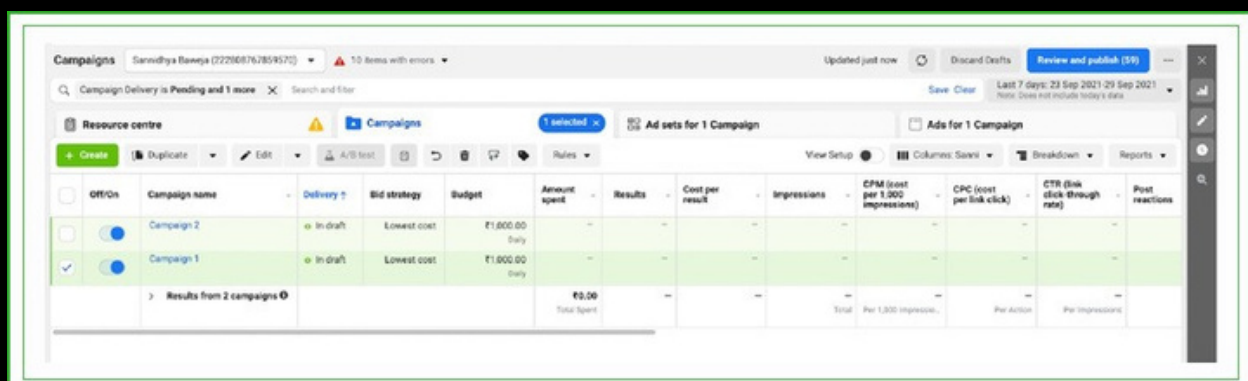
Structure. We have already discussed how to find the ideal audiences across the funnel. The next concern is to structure them in an Ad account. But before that, it is important to remember that you are doing this to identify your top-performing audiences and ones which are duds. So initially make sure of two things:

- 1.You are targeting all the audiences separately and individually.
- 2.Every audience is getting enough budget to conclude the experiment.

The second point is vital because Facebook is notoriously famous for dedicating all the budget only to one campaign if it isn't able to find a suitable audience within a few hours of the launch of an ad set/campaign.

You can achieve the above-mentioned objectives via three methods

1. Have a separate campaign with one ad set in each campaign and one audience in each ad set. As demonstrated in Fig 3.1 - Fig 3.5



The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with 'Campaigns', a user profile 'Sarojya Rawja (22068767854572)', and a status '10 items with errors'. Below this is a search bar and a 'Campaign Delivery is Pending and 1 more' notification. The main table lists campaigns with columns: Off/On, Campaign name, Delivery, Bid strategy, Budget, Amount spent, Results, Cost per result, Impressions, EPM (cost per 1,000 impressions), CPC (cost per link click), CTR (link click through rate), and Post reactions. Two campaigns are listed: 'Campaign 2' and 'Campaign 1', both in 'Draft' status with a 'Lowest cost' bid strategy and a budget of '£1,000.00 Only'. A summary row at the bottom shows 'Results from 2 campaigns' with a total spend of '£0.00'.

Off/On	Campaign name	Delivery	Bid strategy	Budget	Amount spent	Results	Cost per result	Impressions	EPM (cost per 1,000 impressions)	CPC (cost per link click)	CTR (link click through rate)	Post reactions
<input type="checkbox"/>	Campaign 2	In draft	Lowest cost	£1,000.00 Only								
<input checked="" type="checkbox"/>	Campaign 1	In draft	Lowest cost	£1,000.00 Only								
Results from 2 campaigns					£0.00 Total spent							

Fig 3.1

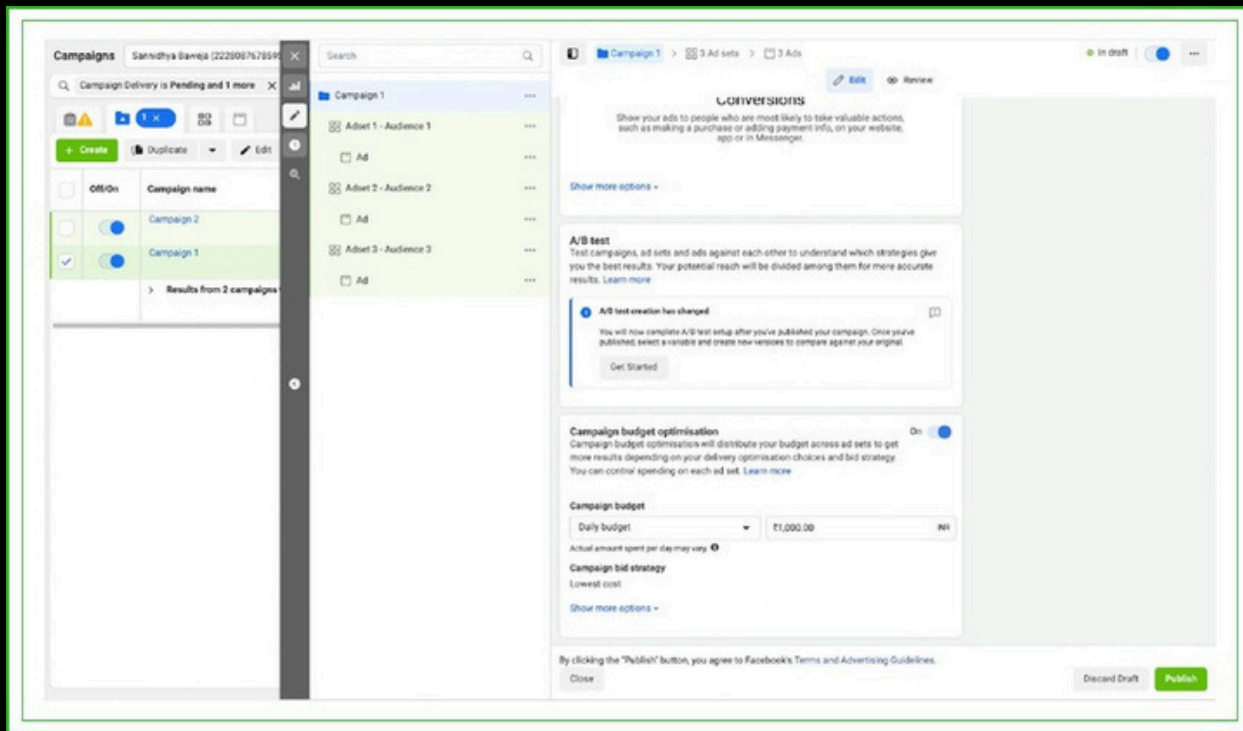


Fig 3.2

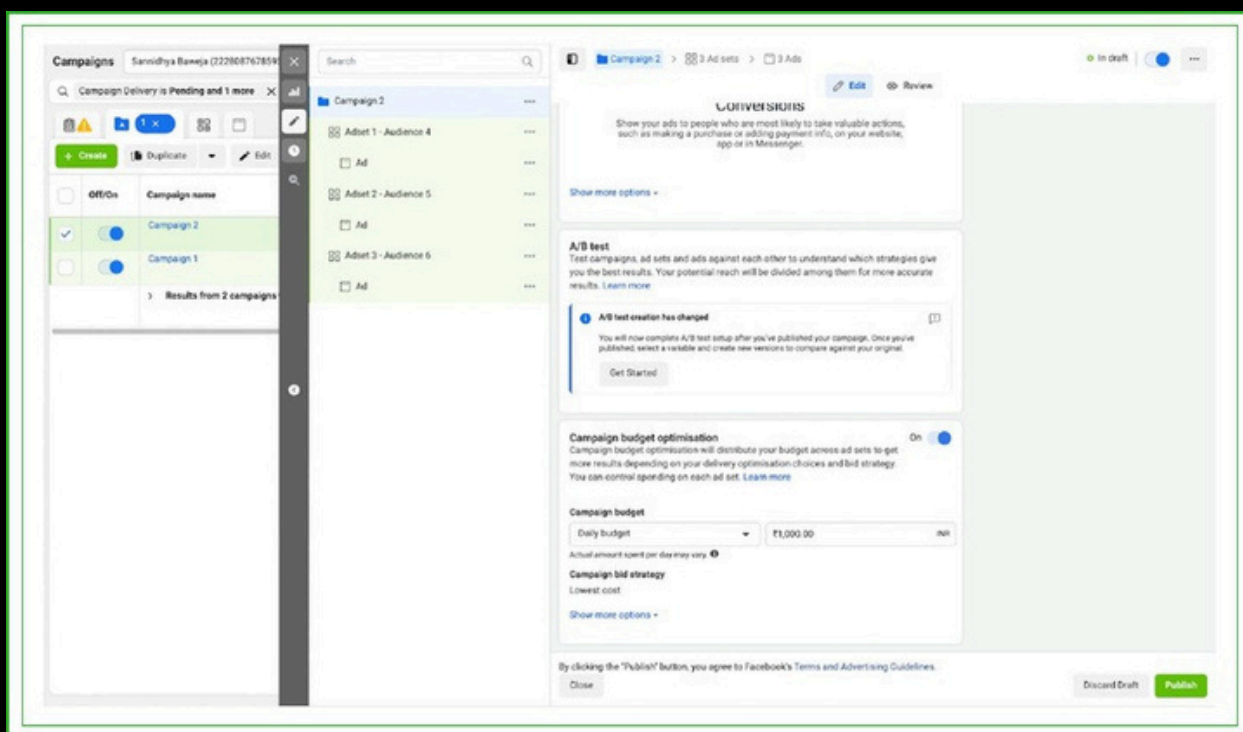


Fig 3.3

On/Off	Ad set name	Delivery	Bid strategy	Budget	Amount spent	Results	Cost per result	Impressions	CPM (cost per 1,000 impressions)	CPC (cost per link click)	CTR (link click-through rate)	Post reactions
<input type="checkbox"/>	Adset 3 - Audience 3	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
<input type="checkbox"/>	Adset 3 - Audience 6	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
<input type="checkbox"/>	Adset 2 - Audience 2	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
<input type="checkbox"/>	Adset 2 - Audience 5	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
<input type="checkbox"/>	Adset 1 - Audience 4	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
<input checked="" type="checkbox"/>	Adset 1 - Audience 1	In draft	Lowest cost Conversions	Using campaign...	---	---	---	---	---	---	---	---
Results from 6 ad sets					₹0.00	---	---	---	---	---	---	---
					Total Spent	---	---	Total	Per 1,000 impressions	Per Action	Per Impressions	---

Fig 3.4

Ad sets Sankhya Bawja (222808767859578) 10 items with errors

Updated just now Discard Drafts Review and publish (5%)

Campaign Delivery is Pending and 1 more Search and filter Save Clear Last 7 days: 23 Sep 2021 - 29 Sep 2021 Note: Does not include today's data

Resource centre Campaigns 2 selected Ad sets 1 selected Add for 1 Ad set

+ Create Duplicate Edit A/B test Rules View Setup Columns: Summary Breakdown Reports

Ad set 1 - Audience 1 In draft

Ad set name Adset 1 - Audience 1

Conversion See updates

Conversion event location Website (selected), App, Messenger, WhatsApp

Pixel Generic Pixel Pixel ID: 2544899372282551

Conversion event Choose an event Select an event to use as the conversion for this campaign

Dynamic creative Off Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats or templates based on one or more elements. Learn more

Offer Off Drive more conversions by creating an offer that people can save and receive reminders about. Learn more

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Discard Draft Publish

Performance may be affected
Evolving changes related to how Facebook can process data may affect your ad set's delivery and performance.

Audience definition
Your audience selection is fairly broad.
Potential reach: 432,000,000 people
Your criteria is currently set to allow broad targeting exposure.

Estimated daily results
Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.

Fig 3.5

- Have one campaign on ad set budget optimisation and distributing budget across all the audiences with the help of ad set budget. As demonstrated in Fig 3.6 - Fig 3.7

The screenshot shows the Google Ads 'Campaigns' page. At the top, it says 'Campaign Delivery is Pending and 1 more'. Below the header, there's a table with columns: Campaign name, Delivery, Bid strategy, Budget, Amount spent, Results, Cost per result, Impressions, CPM (cost per 1,000 impressions), CPC (cost per link click), and CTR (link click-through rate). The table contains one row for 'Campaign 1' which is in 'In draft' status. The bid strategy is 'Using ad set bi...' and the budget is 'Using ad set budget'. The amount spent is ₹0.00. The table also shows a summary row for 'Results from 1 campaign' with a total spend of ₹0.00.

Fig 3.6

The screenshot shows the Google Ads 'Ad sets' page. At the top, it says 'Campaign Delivery is Pending and 1 more'. Below the header, there's a table with columns: Ad set name, Delivery, Bid strategy, Budget, Amount spent, Results, Cost per result, Impressions, CPM (cost per 1,000 impressions), CPC (cost per link click), and CTR (link click-through rate). The table contains three rows for 'Adset 3 - Audience 3', 'Adset 2 - Audience 2', and 'Adset 1 - Audience 1', all in 'In draft' status. The bid strategy is 'Lowest cost Conversions' and the budget is ₹500.00. The amount spent is ₹0.00. The table also shows a summary row for 'Results from 3 ad sets' with a total spend of ₹0.00.

Fig 3.7

- Doing CBO with a lot of audiences each in every individual ad set with minimum spend (required to conclude the experiment) enabled. As demonstrated in Fig 3.8 - Fig 3.11

The screenshot shows the Google Ads 'Campaigns' page. At the top, it says 'Campaign Delivery is Inactive and 1 more'. Below the header, there's a table with columns: Campaign name, Delivery, Bid strategy, Budget, Amount spent, Results, Cost per result, Impressions, CPM (cost per 1,000 impressions), CPC (cost per link click), and CTR (link click-through rate). The table contains one row for 'Campaign 1' which is in 'In draft' status. The bid strategy is 'Lowest cost' and the budget is ₹3,000.00. The amount spent is ₹0.00. The table also shows a summary row for 'Results from 1 campaign' with a total spend of ₹0.00.

Fig 3.8

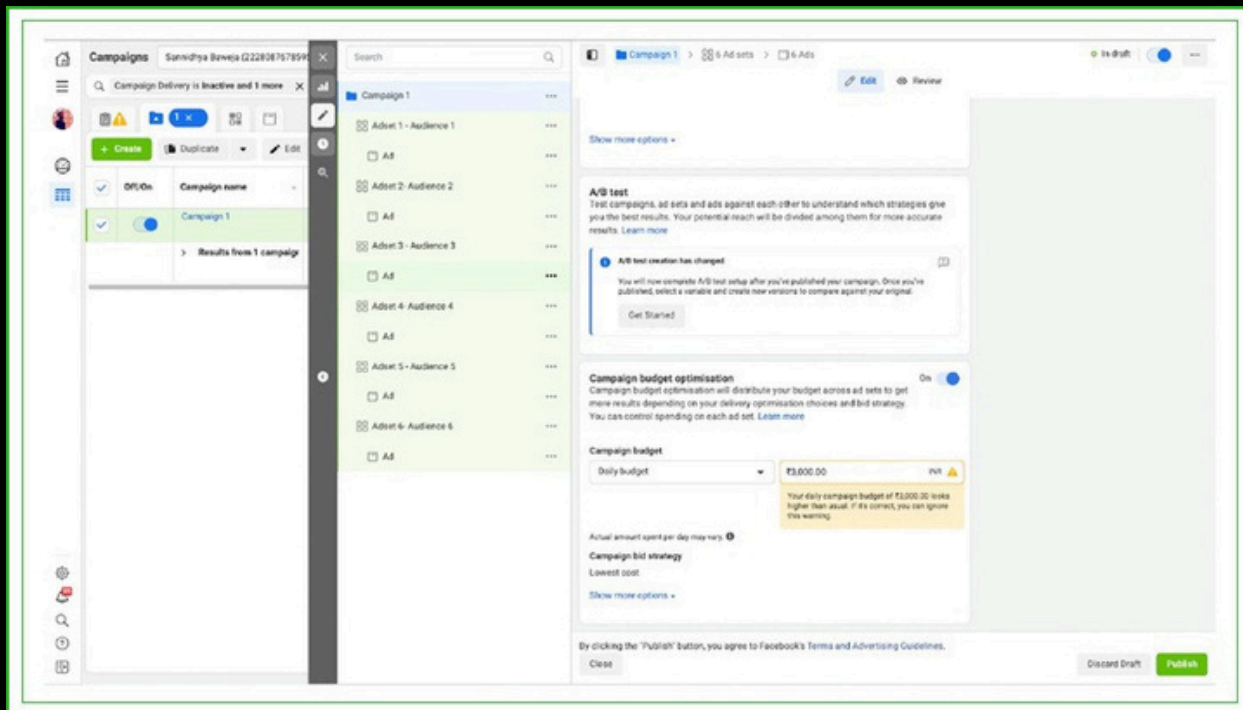


Fig 3.9

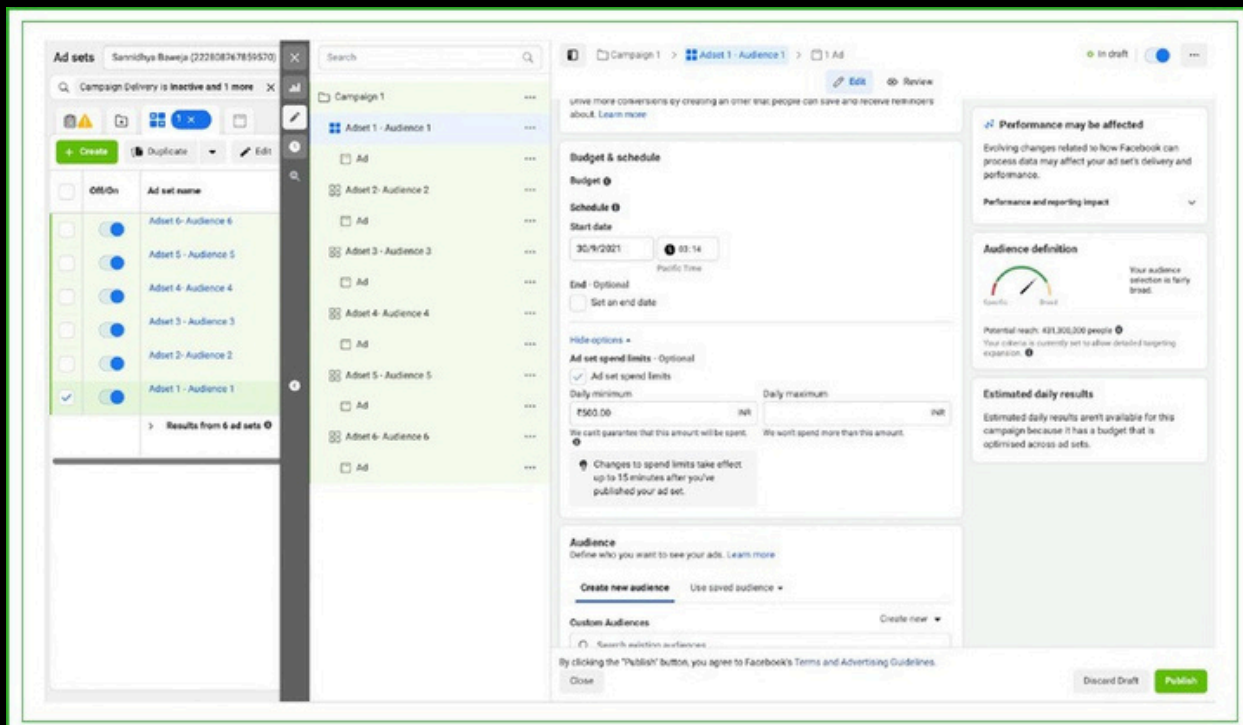


Fig 3.10

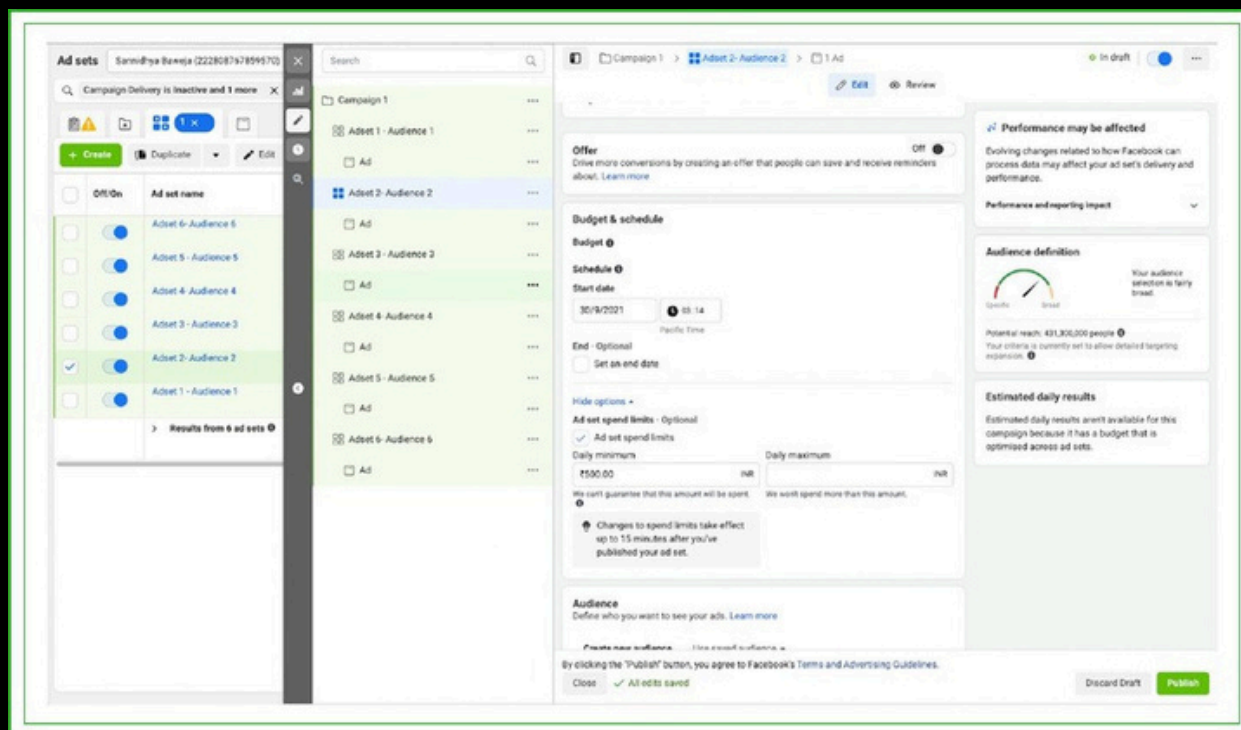


Fig 3.11

To gain a better understanding of what works and what doesn't, it is extremely important to avoid clubbing the audiences here initially.

Note: When you are doing CBO, keep in mind that the audience size of all the audiences in each ad set should be comparable. For example, don't put audience 1 (with 200k Facebook users) with audience 2 (with 4 Mn Facebook users.) Obviously, Facebook will try to spend everything on the larger audience and even if you enable minimum spend, it is not logical to do so. Because you would also want to spend more on the larger audience, so, if you want to run experiments on an audience with such a big difference, then obviously go for the 1st and 2nd structures.

Also, here's a pro tip. My favourite one is the 3rd one because of the problem named auction overlap. There is a very new feature that turns off ad sets if they have auction overlap with other audiences but the best way to reduce the auction overlap is simply putting all the budget in one campaign and enabling the CBO. That's the only reliable method that helps control the damage auction overlap causes.

After choosing your structure, it is time to implement it. Let's dive in further.

In order to have a better and organised structure to compare relevant campaigns with each other, this is something you should do-

Categorise the campaigns into three stages of the customer journey TOFU, MOFU and BOFU inside your ad account.

Let me give you examples of all three methods to simplify and visualise things better!

In the first method, let's say you identified 15 audiences: 5 for TOFU, 5 for MOFU and the remaining 5 for BOFU

So you will have 5 campaigns with 1 Ad set inside each of the campaigns with 1 audience inside each Ad set. Let's say these are TOFU campaigns. (Fig 3.12)

Similarly, you will have 5 campaigns with 1 Ad set inside each of the campaigns with 1 audience inside them for MOFU as well as BOFU category (Fig 3.13 & Fig 3.14) and let's call them MOFU and BOFU campaigns, respectively.

Now you can compare the metrics like CPC, CTR, CPM, etc., of the 1 TOFU campaign only with the other 4 TOFU campaigns and not with the other 5 BOFU or MOFU campaigns.

Similarly, you will compare the metrics of BOFU campaigns with each other and not with TOFU or MOFU campaigns.

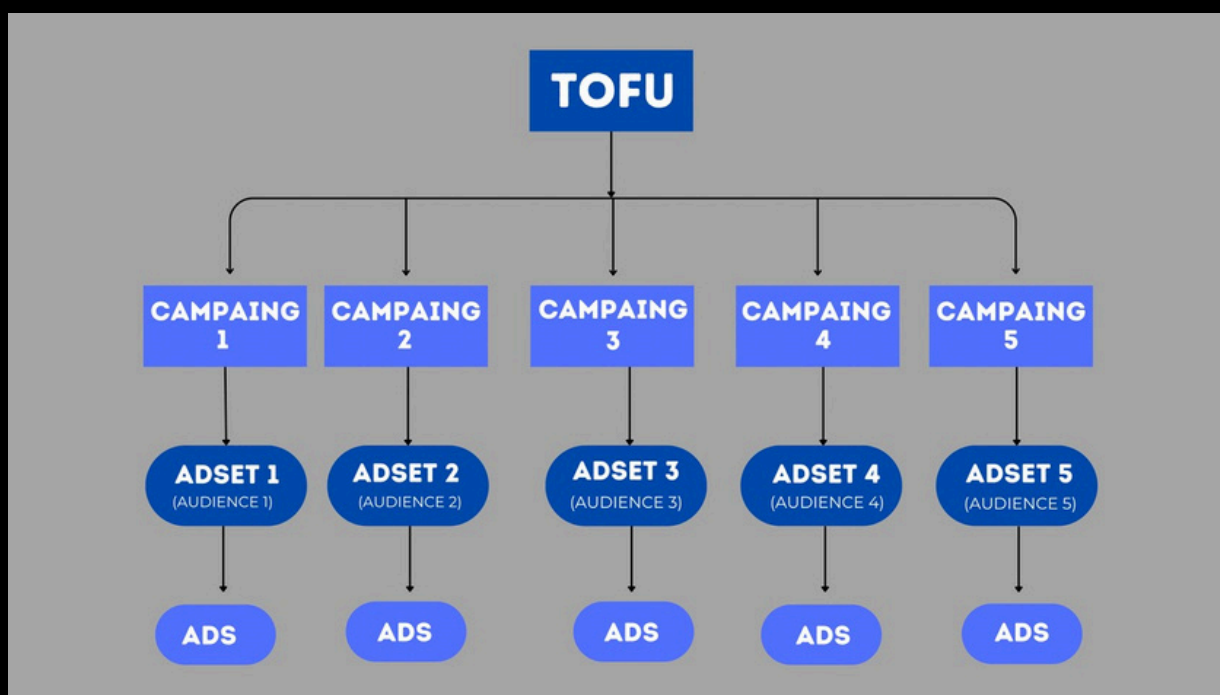


Fig 3.12

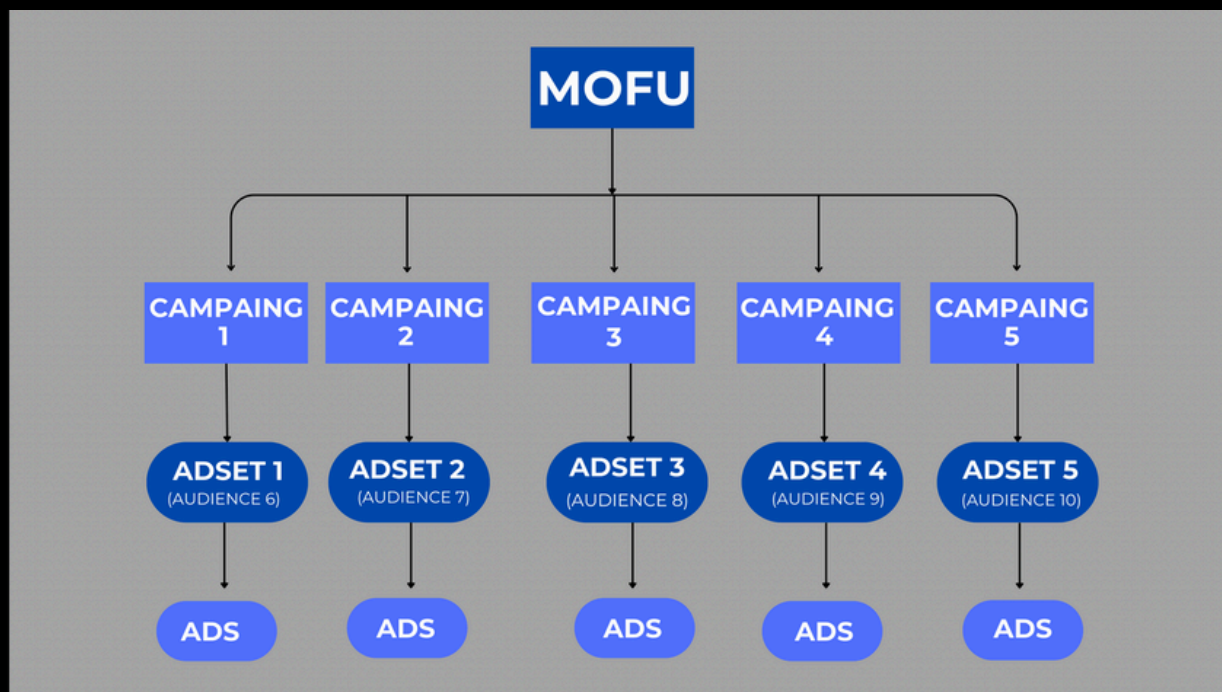


Fig 3.13

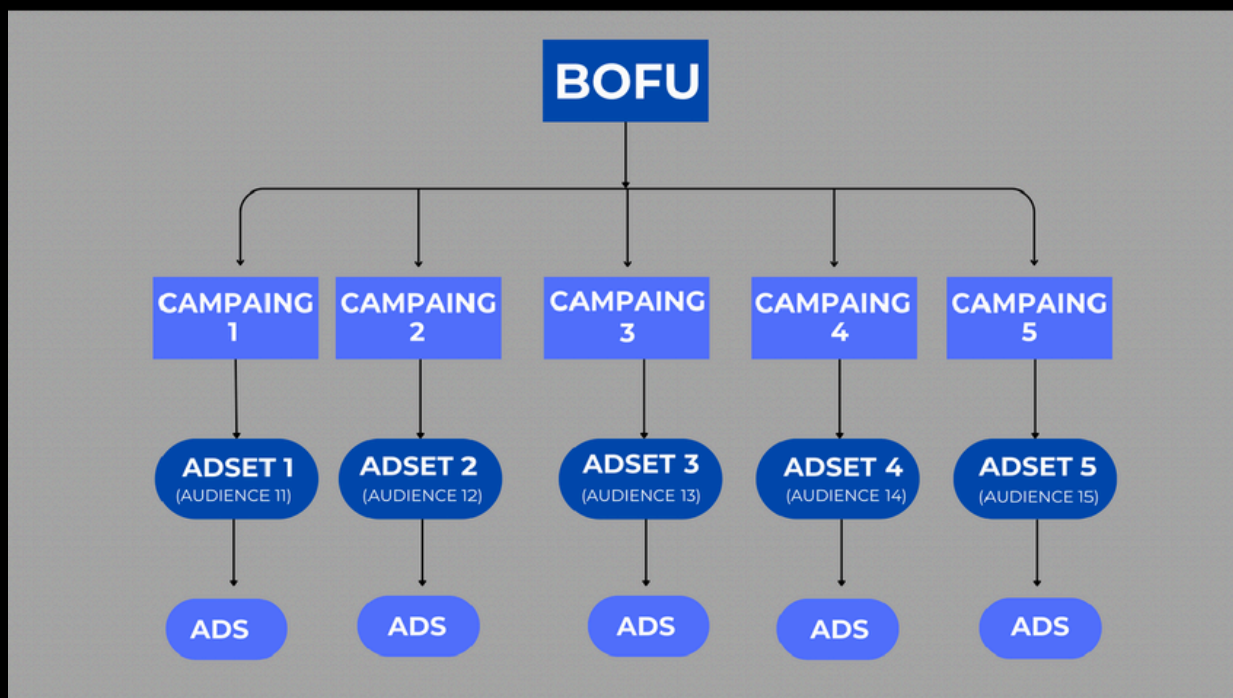


Fig 3.14

In the second and third methods (for these same above mentioned 15 audiences), you will have only 1 campaign each for TOFU, MOFU and BOFU. So a total of 3 campaigns

Each campaign will have 5 ad sets. SO 3×5 , we will have 15 ad sets. (Fig 3.15 - Fig 3.17)

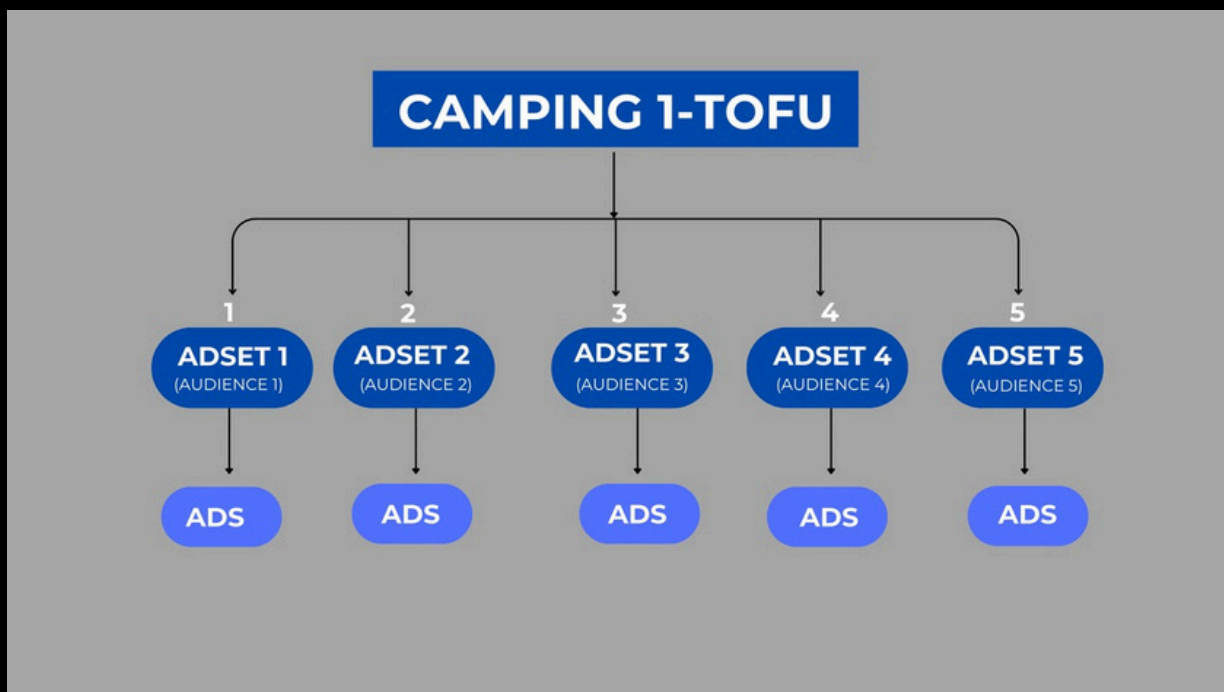


Fig 3.15

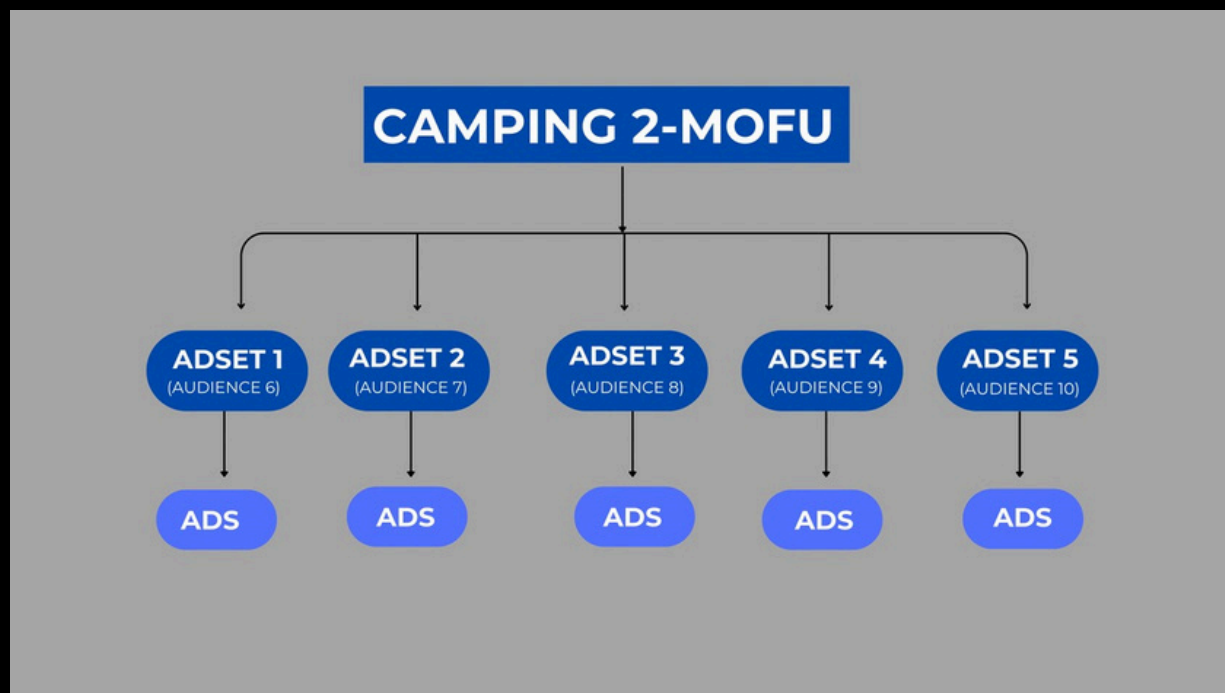


Fig 3.16

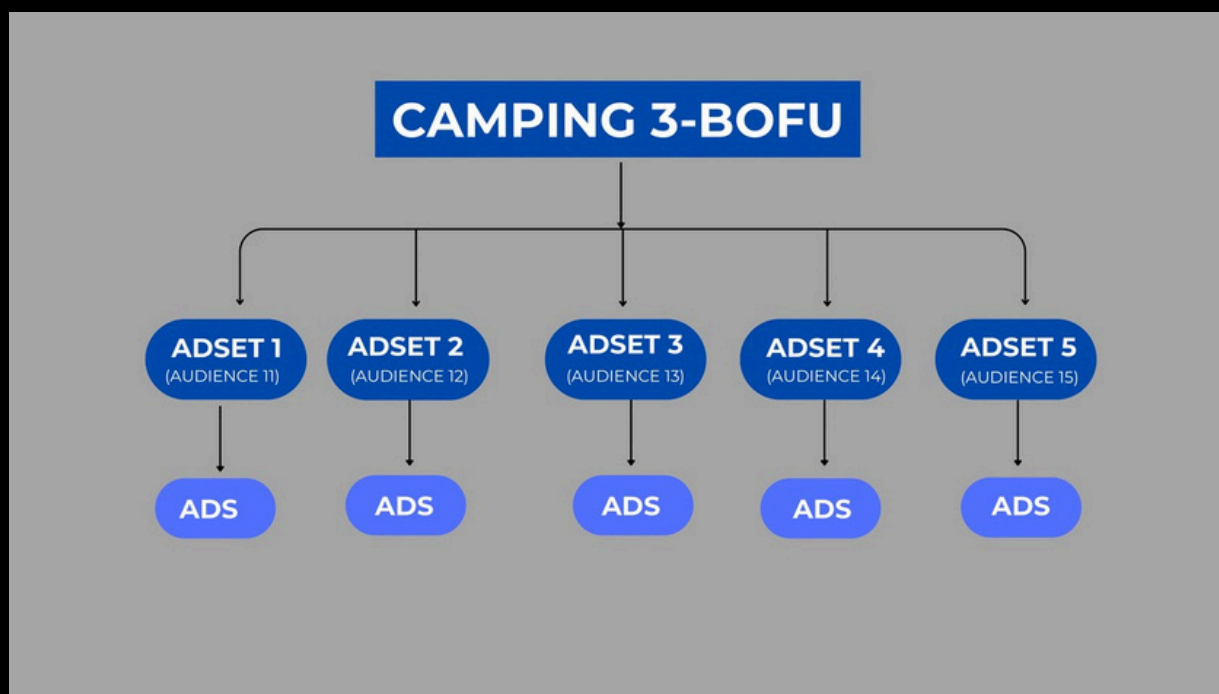


Fig 3.17

Similarly, here as well you can compare the metrics of the Ad sets inside TOFU only with the other Ad sets inside that campaign.

In future, this method of categorisation will help you to compare metrics like CPM of one TOFU campaign or Ad set with another TOFU campaign or Ad set.

Apples to apples!

To give you an example, generally, the CPC of the TOFU audience is much lower than the BOFU audience, but the CPA or CPL of the BOFU audience is much smaller than the TOFU audience. You'll confuse everything in your head if you bring MOFU up as a comparison with TOFU.

After structuring, we move to budget distribution

When I just take up a new account, this is how my distribution looks like

Budget distribution

TOFU 55% Mofu

35% Bofu 10%

Simply because we don't have enough retargeting audience to target and make powerful lookalikes. Therefore the major budget goes to TOFU and the upper side of MOFU.

Once the account has matured, I go ahead with the following distribution

Budget distribution

TOFU 30% Mofu

50% Bofu 20%

The distribution varies quite a bit depending on the industry, so I recommend experimenting. Many companies spend up to 40% of their budgets on remarketing only due to the strong brand value/equity or great SEO.

Let these experiments run for two weeks, and post that, you can move to the second kind of structure we will discuss now.

3.2 The Second Structure

In the second kind of structure as well, there are 2 kinds of structures. Let's call them- Type 1 and Type 2.

3.2.1 Type 1

Through the first structure, you have already identified which audiences work for you. Take all those audiences and make a campaign with one Ad set where all of those audiences are clubbed inside that Ad set.

By doing so, you will end up making 1 campaign for each stage of the funnel.

Note: Combine one TOFU audience with another TOFU audience and not with another BOFU audience that works (and I hope by now you know the reason why I am saying this). Also, at times combining BOFU audiences is not a good idea, so you can try clubbing only at TOFU and MOFU and avoid doing so at BOFU

In the long term, keep finding audiences that work through the first structure and clubbing them using the second structure type 1.

3.2.2 Type 2

For type 2, go granular into analytics.

Once you have identified which audience works, figure out which particular attribute works in terms of:

1. Age
2. Gender
3. Location
4. Time of the day
5. Placement

Make a new campaign and allocate the budget to only that segment of the audience.

Bonus tip: Post iOS 14 update the conversions in most of the accounts don't get reflected against these segments inside the Facebook Ad manager dashboard, so you can use dynamic UTM to fetch placement. Make sure to set up a system on your website where you are fetching UTM in cookies.

Such targeting allows you to create highly personalised creatives. Once you know you have to sell a beauty cream to a 22-year-old, the whole pitch will become different from when pitching it to a wider age group. Use the vocabulary they use and focus more on the problems that a 22-year-old girl faces. They are completely different from the problems of a 27-year-old. Visit the pages of the influencers that resonate with your audience and make content visually similar to theirs. Doing so decreases the CPC and CPL drastically. Though it requires time and patience, the results are well worth the effort. The odds are high that you won't succeed with both of these substructures simultaneously, but one will work for sure.

Please note: Since the iOS 14 update, we can no longer view data in the breakdown in many ad accounts, so use the data in your backend. Ask for in-depth details like age, gender, location, etc. This information will help you drill down and focus only upon those highly converting people.

4. ADS

In the past 5 years, I have spent millions on Ad creatives and therefore, it is bound to happen that I ran a lot of experiments. It is inevitable as well when you work with 13 clients at once. Based on all the experiments I've carried out, I have only one thing to say: the more amateur it looks, the better it will perform. [Tai Lopez's garage advertisement](#) became so popular because of this. It is raw, it looks real and more relatable to people (because of the video quality and not the content. Nobody has a library in their garage). Therefore, the majority of viral videos are amateur videos with low production quality and no fancy camera settings.

However, I can understand why brands will discourage you from using amateur images. Brands need to be mindful of their image, and using amateur images can dent their image and brand equity. However, when possible, use amateur and informal creatives and videos.

This section discusses different creative types, elements and pointers that can be used to increase CTR or engagement of your ads (because that is what ultimately brings the CPC and CPM down.)

It is imperative to remember that maximum traffic is generated through smartphones. Therefore make sure that whatever you do is designed to work on your phone or it won't make any sense.

Let's talk about the important pointers you can keep in mind while doing the images:

1. **Include prices:** People don't like brands beating around the bush. They want to save as much amount of time as they can while they are surfing the internet. So it is a good idea to show them the old price with the strikethrough and bolden the new one just like Fig 4.1

Ensure that there is no price discrepancy, for example, one price on the Ads and another on the website. If the price is higher on the website, your customer will lose trust. Most likely, they would end up purchasing from a brand that is trustworthy even if it's much more expensive than your brand. However, if it is the other way round (as in the pricing on the Ads is higher than on the website), then you can give it a try. There is a possibility that the customer might think there is a miscommunication between the Marketing and Pricing team. They might end up purchasing from your brand immediately. I have done it a lot. CTR decreases but conversion rate increases.

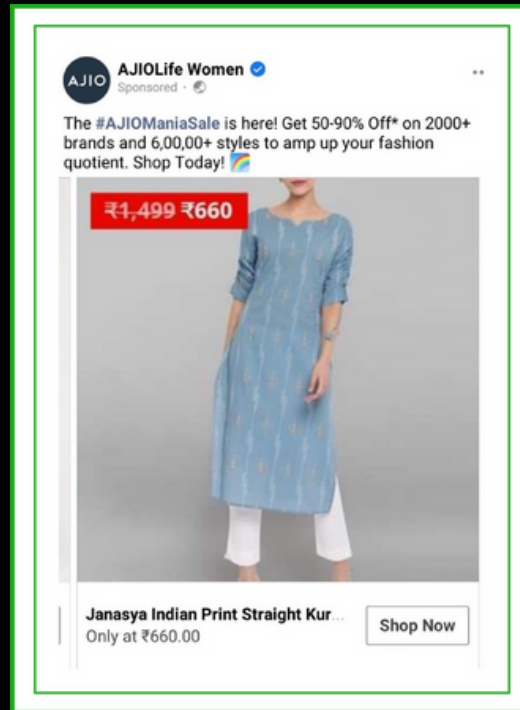


Fig 4.1

2. **Highlight the offer:** When running a particular sale, highlight the word sale or the offer you are running. It increases the CTR and decreases the CPC as well as your CPA or CPL. Make sure to refresh the offers periodically because running the end of season sale all year is frankly not an effective strategy.

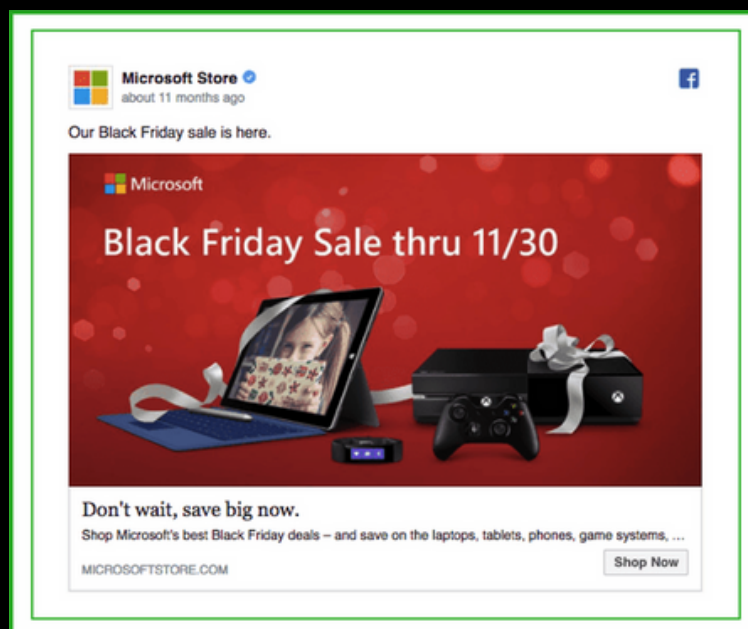


Fig 4.2

3. **Highlight the benefits:** Most people are dopamine-driven and believe in getting rich quick schemes. I know that it is a sad reality but the market operates as it does. There is no changing that. And a debate on human behaviour won't be exactly productive. Instead, use this as an opportunity to ethically present the benefits of the product. Communicate what they will get after using the product for a month. Chances are that a lot of people, because of that visualisation, might end up purchasing your product.

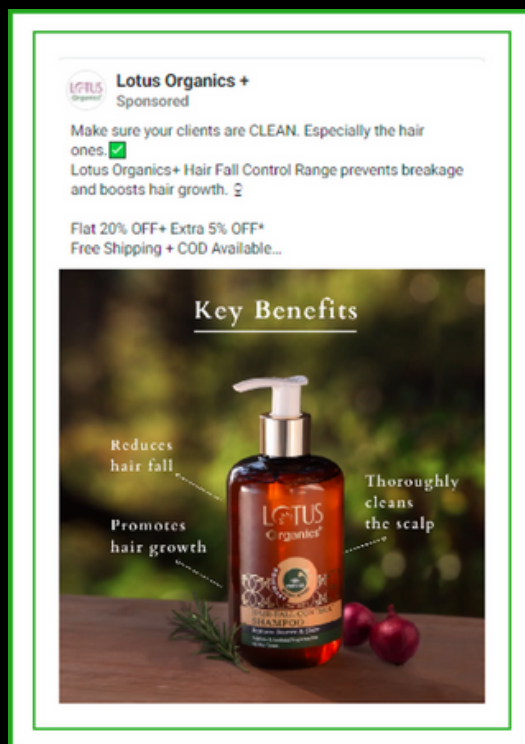


Fig 4.3 4. **Sell the problem, not the solutions:** If the above method doesn't prove to be effective,

you need to make your audience experience the pain - the pain that they go through every day because they are not using your product. For example, fitness is not an option but a lot of people treat it as an option. So if you are a fitness brand, you can talk about what happens when someone doesn't exercise. Not exercising results in the lack of endorphins and serotonin, thus they feel tired most of the time. You have a chance of hitting the right note, and customers tend to trust brands more when they feel the brand is empathetic with their issues. Never underestimate the power of empathy. Also, the hero is only as good as his or her villain. So make your villain as strong as you can.

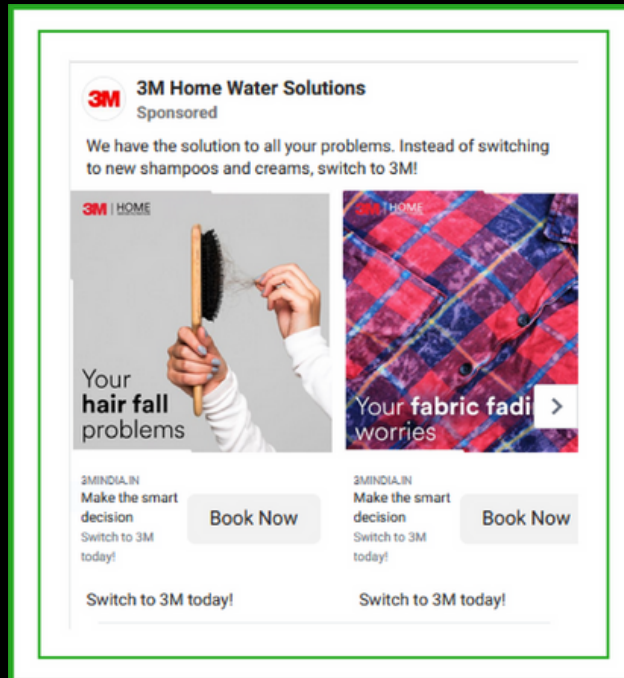


Fig 4.4.a

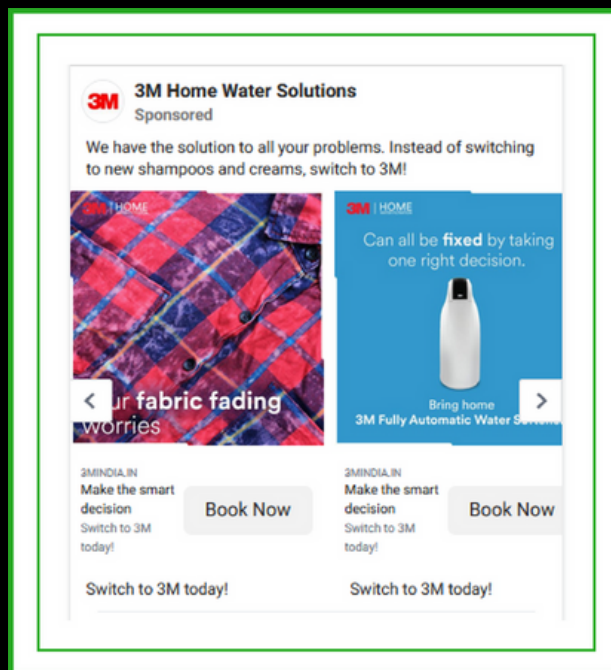


Fig 4.4.b

5.Create FOMO: FOMO is the by-product of the lack of self-esteem. Now, I'm not asking you to take advantage of a person's insecurity and force them to do something they will regret. Not at all! FOMO works, and I'm just explaining why. For example: Creating this

visage that there is limited stock available or the sale ends at midnight is a good idea. Scarcity always grabs attention.



Fig 4.5

6. **Use green ticks:** Green ticks greatly improve the CTR, especially when targeting women. Since it instigates positive vibes, it works better than a bullet point when used to emphasise the benefit or function of the product.



Fig 4.6

7. **Avoid using arrows:** Facebook allows using green ticks but penalises for putting mouse cursor, play button, and arrows inside the creative. Consequently, the ads are usually disapproved. However, even if they get approved, Facebook eventually catches these Ads and disapproves them later on or gives you a very high CPC which is not beneficial for the business.



Fig 4.7

8. **Use eyes:** If you are using the face of the person inside the creative, try zooming-in as much as you can. We all must have heard “eyes are the windows to the soul”, and probably because of that people are attracted towards the creatives where eyes are clearly visible. They tend to consume the information written on the creative better and if the Ad copy and other elements are relevant then they tend to click on it as well.

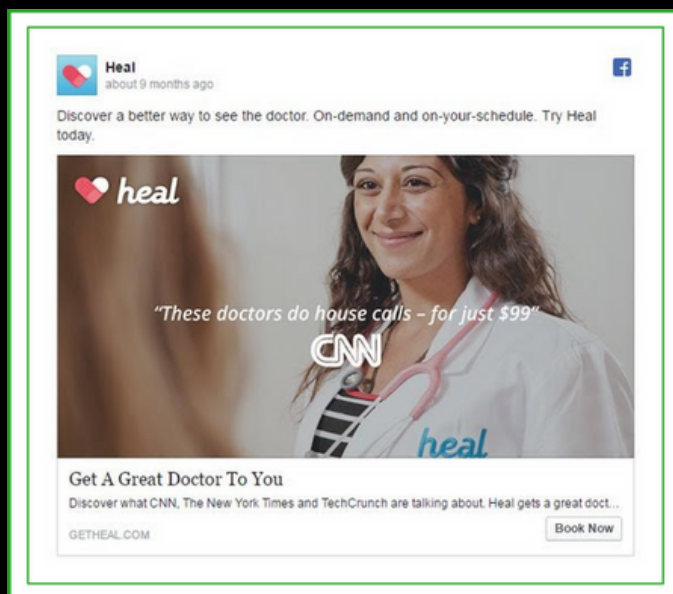


Fig 4.8



9. **Use contrasting colours:** Avoid using the Facebook brand colours such as blue, white and black(as many people have enabled the dark theme option). Some of the coolest colours to try will be bright yellow, neon green, crimson red, orange and magenta. Depending upon the brand colour and tone, you can use various shades of these colours. Explore Coolors, Canva or Adobe to figure out a suitable colour palette.

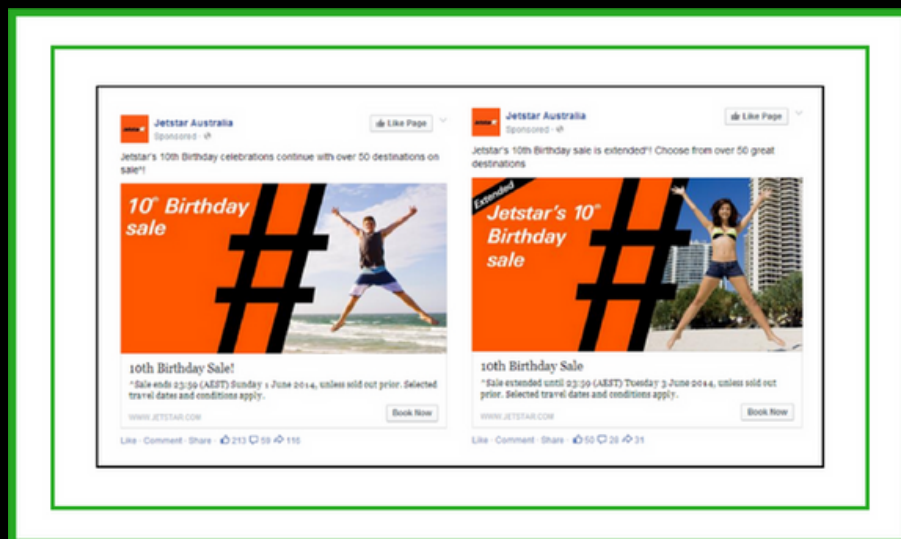



Fig 4.9

10. **Sequential carousels:** These are ideal for presenting educational content. Trust me! This is the best. They work well with images that smoothly glide from one slide to another with a pinch of AIDA rule inside them (If you want to learn more about the AIDA rule, go to YouTube and type AIDA by Chris DO). You can use these to spread awareness and warm up your TOFU cold audience smoothly. Apart from that, if you are an e-commerce brand, then having catalogue Ads are a lifesaver for you. People love to have options in front of them without leaving the Facebook platform.

DECODE RETENTION AND CHURN WITH 5 EASY STEPS



YOU WILL HAVE:

- A clear understanding of **Customer Lifetime Value (CLV)**
- Insights into **CAC to CLV** ratio
- Knowledge of **Customer Retention Rate**
- Awareness of **Revenue Churn**
- Understanding of **Customer Churn Rate**

At a digital marketing enthusiast, one of my major focus areas has always been **Customer Success**. Over time, I've come to understand that measuring customer success requires more than just intuition. It needs a **systematic approach**. Here are five advanced digital marketing formulas I've learned that can effectively gauge your

LIFETIME VALUE (CLV)

- Determine the revenue an **average customer** generates.
- Multiply the average revenue per customer by the customer's **average lifespan**.

EXAMPLE:

WRONG:
"CLV IS SIMPLY THE TOTAL REVENUE."

RIGHT:
If annual revenue per customer is \$100,000 and the average lifespan is 5 years.

RATIO

- Compare the **customer acquisition cost (CAC)** to the customer's lifetime value (CLV).
- Subtract CAC from CLV to determine the value.

EXAMPLE:

WRONG:
"CAC to CLV is just a comparison."

RIGHT:
If CAC = \$500 and CLV = \$500,000, CAC to CLV = $\$500,000 - \$500 = \$499,500$.

RETENTION RATE

- Calculate the **percentage of customers retained** over a period.
- Subtract new customers from the **total number** at the end of the period and **divide by the starting number** of customers.

EXAMPLE:

WRONG:
"Retention rate is just the number of customers you keep."

RIGHT:
If customers at start = 100, end = 90, and new customers = 5.

CHURN RATE

- Calculate the **percentage of customers lost** over a specific period.
- Divide the number of lost customers by the total customers at the start, then multiply by 100.

EXAMPLE:

WRONG:
"CUSTOMER CHURN RATE IS JUST THE NUMBER OF CUSTOMERS LOST."

RIGHT:
If 500 customers at the start and 50

CONCLUSION

These formulas have greatly enhanced my understanding of customer success, and I hope they can be of help to you too.

JOIN WITH US




Fig 4.10

11. **Instant Experience Ads:** The logic is simple. These are cheaper because people stay on the platform and don't leave it. The basic aim of every social media platform is to increase the time people spend on their platform. This Ad helps other Ads lower their acquisition cost because it acts as a cheaper touchpoint and thus, it reduces the overall CPA of the account.

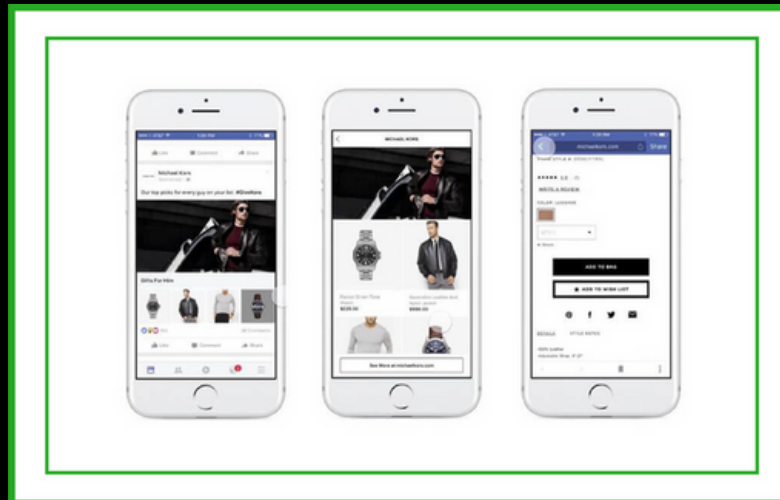


Fig 4.11

12. **Collage:** It's hard to explain, but they do work. Probably because they act as a pattern interrupt. People now rather post all the images as a slideshow than make a collage. It doesn't have to be fancy; just a random collage on Canva with all the products will do.

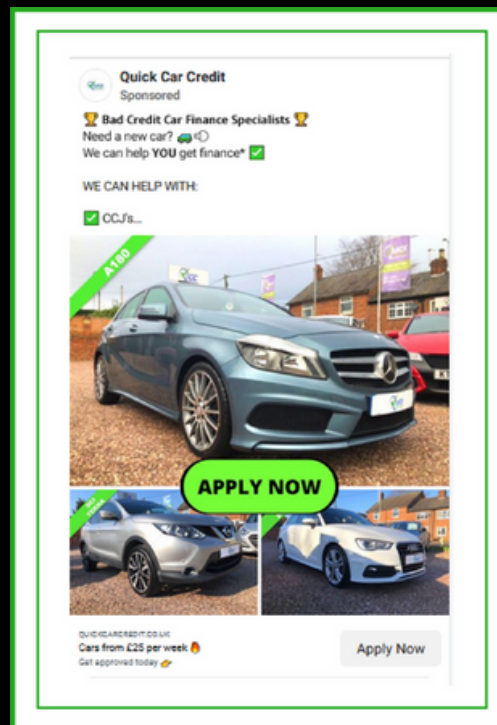


Fig 4.12

13. **Testimonials:** Social proof is one of the best ways to get more validation and acquire more customers. Before purchasing anything with your brand, a prospect will have at least 7 touchpoints with your brand. Adding a testimonial reduces those touchpoints from 7 to 4 or 5. Word of mouth was always the way, and it will continue to be.

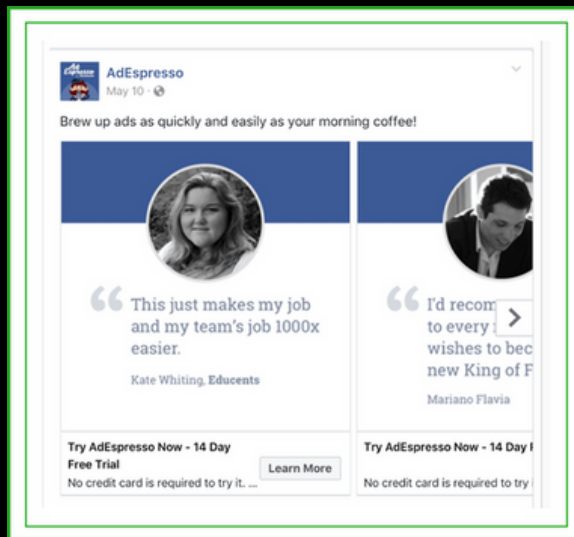


Fig 4.13.a

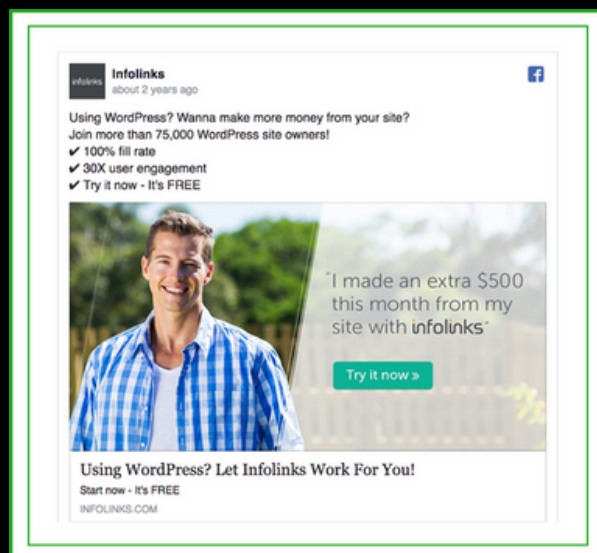


Fig 4.13.b

14. Influencer pics: This works just like word of mouth. But instead, people recognised in your niche will be talking about the product. Try identifying nano (from 1k to 10k followers) and micro-influencers (10k to 25k followers) in your niche. Influencers with less than 100k followers typically have very loyal and engaged followers as opposed to those with more (Mr Beast is one of the few exceptions). You can offer them something that will benefit them to enter in a barter exchange. Explain to them how having their face in the ads will benefit their personal brand. Given the benefits, most will agree. This will drastically increase the CTR and decrease the CPC.

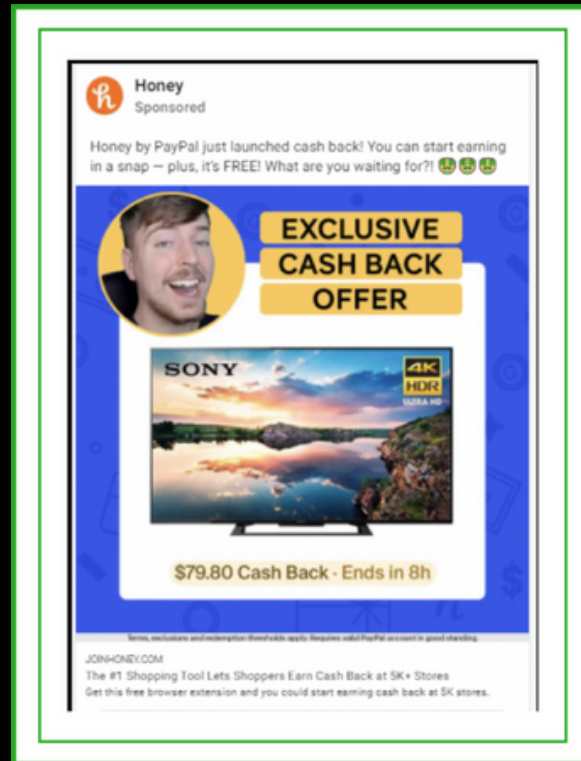


Fig 4.14

15. **Memes:** Social media is a meme fest. People come here to enjoy and relax. So if you entertain them with your Ads they will interact and engage more with your Ads. Chances are, if they genuinely liked it then they might also share the Ads with their peers. There are a lot of meme ads where the CPM is so low that we were not even able to believe it and we realised that it was because people started sharing those meme ads. Just pick up a trendy meme and customise it for your brand. It is possible that you may not see instant success, but over time people will associate you with your out of the box creative approach. It will help drop the CPC and CPM for the overall ad account as well.

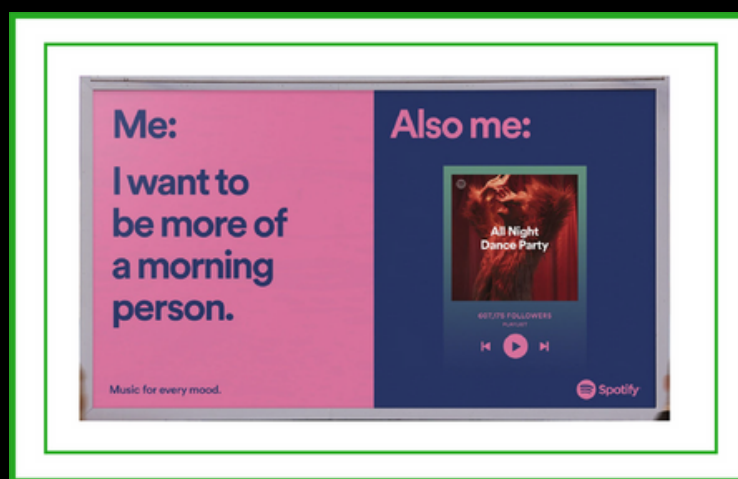


Fig 4.15

16. Address FAQs: Acknowledging the elephant in the room as early as possible is always the best strategy to have. Whenever people have apprehensions or doubts about your product, take advantage. Resolve the doubts as early as possible. While you are at it, run ads around that theme for your BOFU audience because this is what is going to push them off the edge and purchase products from you.

17. Multiple dimensions for multiple placements: 1.91:1, 9:16 and 1:1 if you recognise these ratios then you are already aware of this. You can jump to the next point. Including reels, there are now 18 placements that you can target on the Facebook Ads platform. Every placement has a certain dimension. Instagram story dimensions are 9:16, Facebook posts are 1:1 and Facebook's right column has the dimension of 1.91:1. Similarly, all the other placements also lie in one of these three dimensions. The best practice is always to make three variations of your creatives corresponding to all three dimensions I mentioned. Because when you insert a single image, Facebook tries to customise the creative for all the dimensions and while doing so it creates a lot of errors. For maximum impact, make the creative for all three dimensions and, depending upon the requirement, place them accordingly.

18. Use native platform settings to implement animation: There are so many options available to animate the creatives. Recently, Facebook has done a great job making those features easy to use. Movement on the screen catches attention easily. Therefore using these native features will help increase your CTR.

19. Keep it simple: I know I know! I gave you so many of these, and now I am asking you to keep it simple. The idea is not to overdo it. Pick up one of these tips and incorporate it. Don't try to shove everything inside one creative. Think about why you want someone to click on the creative so that you can emphasise that.

Now, let's talk about the important pointers you can keep in mind while doing the videos:

1. **Instagram Reel like videos:** Now that you can choose Reels as your ad placement, having native Ads that exactly look like reels will drive your results like anything.
2. **Video with a lot of movements in the beginning:** In premiere pro, there are a lot of animations available for text, frame, images etc. To grab the viewer's attention, you can use a few of them in your video's intro.

Example:

<https://www.instagram.com/p/CRVVIHphyLn/>

3. **Pattern interrupt videos:** I really really like Ecomworld Conference ads. They are the masters of pattern interrupt. Here is an example of the same. Ecomworld used the nostalgic VCR rewind effect to showcase what one is going to get watching these

videos, and also they were able to grab attention.

<https://www.instagram.com/p/CPF1CnBgxAs/>

4. **Videos with a lot of jump cuts or B rolls:** A jump cut is a cut in film editing in which a single continuous sequential shot of a subject is broken into two parts, with a piece of footage being removed in order to render the effect of jumping forward in time - as stated on Wikipedia. And B roll is any supplemental video that is considered to be secondary to your primary footage. I have a youtube channel and an Instagram account, where I have uploaded more than 200 videos till now. Whenever I make a video with a lot of jump cuts or B rolls, it performs exceptionally well (provided that video was watch worthy). Doing jump cuts for your videos can be really hard but getting B rolls for your ads are pretty easy. You can find good quality stock footage at websites like Pexels, Canva, Videvo, Videezy etc. https://www.instagram.com/p/Bl_wqJnDiod/

5. **Big heading and caption:** Remember Gary Vaynerchuk IGTV video I showed? Watch it here but a different one. There is a big heading on the top with captions and a progress bar at the bottom. It became a norm after he used it. By displaying the progress bar, the user is aware of how much time is left. The top headline grabs your attention. Subtitles in the footer allow the user to watch the video on mute. These three factors make such forms of advertising very effective. You can club this tip with any of the other tips, and you will see an unusual trend inside your Facebook Ad account.

<https://www.instagram.com/p/CLmJ2UKJHBI/>

<https://www.instagram.com/p/CGTXXywgP0q/>

6. **Video with storytelling:** Since the dawn of civilization, people have been consuming endless stories. It is one of the best ways to retain someone's attention. Storytelling helps in brand building and letting people know what you stand for. Mindvalley is the master at producing such content. It is very easy to create a story, and there are a lot of formulas in the market which can be used to create a story. However, I would recommend using the AIDA rule to do the same. Tell them a problem or what the problem is, how the subject matter affects their life daily and heavily, ask them how would they feel if they have the thing that they wanted and finally with the help of a call to

action offer them a solution amalgamated

<https://www.instagram.com/p/CVenkfJj048/>

7. **Stop motion:** This works best for the e-commerce industry to upsell products. Take a box and after every frame, start filling it with daily essentials and give that box a fancy name. Show this to people who have purchased one of those products. Once someone has bought something from you once, it is relatively easy to upsell anything. <https://youtu.be/T0BtU5tG-Lc> <https://www.youtube.com/watch?v=zZj7tsyBbZs>

8. **Customer Testimonial Interview:** A video testimonial always works better than a picture testimonial. Try mixing this tip with tips 1 and 5.

<https://www.instagram.com/p/CVnNOuLCio/>

9. **Mute ads:** As the name says, there is no sound in these Ads. Despite their relative newness in the market, they are very, very creative. The convincing facial expressions of the actor persuade the user to read whatever comes on the screen. It increases the watch time, thus increasing the brand awareness and one can use that video to make more quality-lookalike after the iOS update as the source audience here is pretty huge because of high retention on the ad. <https://www.instagram.com/p/CSW0UnTAEYb>

Also, here is a list of all the ads that I like:

<https://docs.google.com/document/d/1IrEa60oqFzUF-v1ZienVKw69elF0iNoYP0Avusymur8/edit?usp=sharing>

These links might not always work, in case of deletion. Take a screenshot of these or save them the way you like to.

Above, I have given examples of what works. Now I will take you one step towards contextual creativity. As a buyer, we all have been at different stages in our customer journey, and we all know the type of content that draws our attention varies depending upon where we are in the customer journey.

The kind of content you use for the people who are about to convert is entirely different from the people who are your cold audience. You simply can't bombard your cold audience with your offer ads, and you can't bombard your warm audience with educational content. Simply because one doesn't know anything about you and the other knows everything about you, and if they want to read it, they will visit your website on their own.

For this book and simplicity, I will consider two kinds of audiences: Cold and Warm. If you remember this figure below (Fig 4.16), you will know from where I picked it up.



Fig 4.16

Also, as I have already mentioned in the earlier sections, this strategy largely depends upon the budget, niche, market, location, average order value etc. For example, if you are targeting an industry with a massive audience like apparel and everyone knows about it and you have a very small budget to spend then you can very easily get away with only showing ads only to the warm audience namely TOFU warm, MOFU and BOFU and offer ads.

But if you are a Facebook marketing agency (where you need to nurture the prospect at every step of the process) you can't expect conversions if you just put '39% off on our prices and sale ends at midnight' in your ad copy regardless of at what stage your customer is and however warm that lead is. You need to create a funnel here for them to understand who you are and then trust you enough to hand over their business to you.

Let's pick up the cold audience, and I will lay out the kind of content that works for them.

The cold audience is not at all aware of the product or problem. Therefore, educational content in any form will help increase the awareness amongst the audience. Also, if you can mix education with entertainment like memes and satire, the ads will not feel like ads and people would rather enjoy it. In addition to that, sharing news from your field and how it is going to affect the end consumer is also a very handy way to make people aware of the current dynamics and thus instill trust. Also, if you want to go one step ahead and increase the engagement, you can run a contest or a quiz to increase the user-generated content, making customers do word of mouth for you.

The main motive is to give them free information about the company or the product they weren't aware of. Once they get that piece of information from the brand, they automatically start associating the brand as an authority in that field, increasing the chances of them being receptive to the pitch coming up in front of them later.

Whereas for the warm audience, you can use: before and after ads, customer testimonials in both video and image format, Incentive ads and product demo ads, case studies, webinar clips with FAQs and finally, the FOMO ads with limited time deal to hit the final nail in the coffin.

Remember, you are trying to answer the question “why you?” All these methods implicitly or explicitly position you as a recognised authority in your field. Providing the best customer experience even before they become your customers is the most effective way to showcase that you care for them, which in return will bolster trust and reflect in the revenue numbers.

With this, I would like to add, do as much A/B testing as possible. Depending upon the niche, location, budget and a lot of other factors. Don't assume that if x thing works with A client, then the same will work with the other. Do your experiment and find out for yourself.

Note: Never put an out of stock product inside your ads. If it is not available, they will simply go and buy it from the competitor. Don't expect them to buy something else in place of the same.

Let's move on and talk about Ad Copies: Although they are not as important as creatives, people read captions and headlines of the ads. When you write an ad copy that resonates with your audience, they might end up interacting with your ads more and also look forward to having your ads inside their feed.

Here are a few pointers that you can keep in your mind while writing an ad copy:

1. **Keep it about them:** Nobody is interested in you or your brand. Everyone wants to know what's in it for them. So, the more you talk about them, the more they will be inclined towards buying the products.

2. **Call To Action:** You have got them all pumped up, and then you forget to put a call to action. It is an unacceptable mistake. If they read your caption, they are the warmest prospect. They will do anything you ask them to do. Check out this Article About Instagram carousel to write a persuasive call to action:<https://www.iubenda.com/en/help/127219-mastering-the-call-to-action-instagram#:~:text=Use%20action%2Doriented%20language%3A%20use,you%20want%20them%20to%20take.>

3. **Storytelling:** I have already covered this one earlier, and since I am mentioning it again, you know how persuasive this technique is.

4. **Use surveys and numbers:** How many times did you stop to read a paragraph as it started with “According to a study”. I hope I made my point. People trust numbers and

solid figures. Their trust is directly proportional to the amount of solid evidence and data you provide.

5. Asking about their opinion: Always ask what they are going to do about the information they just consumed. Putting a little sentence like “What are your thoughts” shoots the engagement off the roof.

In this interview, she mentioned that she used the following resources to upskill herself, and I use these similar resources to train my team.

Tools Used

1. Copyscape: <https://www.copyscape.com/>
 2. Hemingway: <https://hemingwayapp.com/>
 3. Grammarly: <https://app.grammarly.com/>
 4. Quetext: <https://www.quetext.com/>
 5. Rhymezone: <https://www.rhymezone.com/>
 6. Coschedule: <https://coschedule.com/headline-analyzer>
 7. Hubspot: <https://www.hubspot.com/blog-topic-generator>
 8. Advanced Marketing Institute: <https://aminstitute.com/headline/>
-

Newsletters

1. <https://www.alexcattoni.com/>
2. <https://www.verygoodcopy.com/>

Podcasts

1. Good copy bad copy: <https://spoti.fi/3weaJuN>
2. Hot copy: <https://spoti.fi/3vfEA4H>

This interview and the resources mentioned will help you craft a powerful and persuasive ad copy for your next ad.

5.CAMPAIGN OBJECTIVE

While making these campaigns, you must be thinking what kind of campaign objective do I use depending upon the funnel stage?

Well, my main objective is to maximise revenue for my clients.

Most of the time, I run a campaign with the objective of conversion. But for e-commerce, objective changes to a mix of catalogue sales objectives.

If the budget is massive, I tend to go for traffic objective, or reach & frequency objective. I use these objectives at times to see what might reduce the overall CPL or CPA.

If you want to understand the same in detail then I would recommend going through this video from the Facebook Ads course.

In this video, I have contextually explained which objective to choose depending upon various real-life scenarios.

6. BIDDING STRATEGY

I always go for the default bidding strategy and let Facebook decide the fate.

Why
?

If you try anything other than the default bidding strategy (lowest cost or anything default depending upon the campaign objective) and try to put a cap in the form of bid cap, cost cap etc. it won't do any good. If your creatives, messaging, offer etc. are good, people will automatically click on your ad, and you will have a low cost per result. If the creatives are not good, they won't, and you will have a high cost per result.

Putting a cap on will give you a false sense of achievement for 2 to 3 days. That's it!

So let the beast run wild and use the data to better your ads.

7. COMBATTING THE DEVIL NAMED LEARNING LIMITED

The Ads are set up and enabled. But the hurdles are not over. The first hurdle that you are going to face after launching your campaigns is learning limited.

The learning phase is when the delivery system still has a lot to learn about an Ad set. During the learning phase, the delivery system explores the best way to deliver your Ad set – so performance is less stable and cost per result is usually worse - as per Facebook.

In essence, it takes at least 50 optimisation events for an ad set to come out of the learning phase post a significant edit. Generally, if you have a huge budget, then you must not have been bothered by this. However, if you have a smaller budget then, seeing half your ad account always in the learning phase must have been tiring. The performance during the learning phase is highly unstable and because of that advertisers are not able to make concrete decisions.

Now there are two questions that everyone has with regards to the learning phase.

How to exit the learning phase faster?

And

How to never again enter the learning phase?

But before that, you must understand the significant edits to avoid pushing the ads back to the learning phase. This is what Facebook's official page says about the list of significant edits:

The following are considered significant edits:

- Any change to targeting Any change to Ad creative Any change to optimisation event
- Adding a new Ad to your Ad set Pausing your Ad set for 7 days or longer (the Ad set re-enters the learning phase once you unpause the Ad set)
- Changing bid strategy

Note: When using campaign budget optimisation, switching your campaign bid strategy might cause multiple ad sets within the campaign to re-enter the learning phase.

A change to any of the following areas may or may not be significant, depending on the magnitude of the change:

- Ad set spending limit amount Bid control, cost
- control or ROAS control amount Budget amount

Methods to escalate the learning phase

1. **Controlled experiment:** I advised on conducting numerous experiments. However, there is no point running so many ads at a very low budget that the ad sets don't even come out of the learning phase. So let's say your one optimisation event costs \$10, and you need 50 optimisation events so you need to spend \$500 to get 50 optimisation events and if you want the ad set to come out of the learning phase within seven days then you need to spend $\$500/7 = \71 per day. Therefore, you need to conduct a controlled experiment for ads to breathe and work for you.

2. **Increase the budget:** Depending upon the situation and budget in hand, you can try increasing the Ad set budget to speed up the process. You can always decrease the budget once the campaign has stabilised. But it is very important to give money to Facebook initially to get the ads out of the learning process to see a stabilised performance.

3. **Create all the ads:** Ad creatives need to be refreshed to prevent ad fatigue. As soon as we do so, the ad set goes into learning. So if you are in a business where there is not a lot of uncertainty around the prices or trends, you can create a lot of ads inside the ad set (and pause a portion of them). When the ads stop performing, you can disable them and enable the unused ones, avoiding the learning phase altogether.

4. **Avoid significant edits:** Make a list of all the significant edits that I mentioned above. Before you launch a campaign, make sure all of those things are perfect. Double-check with your client if you have to. It is imperative that you do not change any of those later on. Suppose you have to make changes, then instead of making changes in the existing one make a new campaign with similar creatives and settings (other than the one that you have to change) simultaneously with those settings and run that. If the campaign

doesn't start performing, then you can always go back to the previous campaign, and it won't affect your ads that much.

Also, **note** that if an ad isn't performing in the learning phase at least once in all the days it spent learning, there is no point continuing it. You can successfully conclude that these creatives don't work with these kinds of audiences. 9 out of 10 times, the campaign usually doesn't perform, so it is better to not wait for that one campaign and waste loads of money being overly optimistic. However, there is an exception to this rule where if the CPC of that campaign is really good and the campaign doesn't perform even for a single day then you can let it run because eventually Facebook does find a highly converting audience and brings your cost per result down. But I have rarely seen a case where Facebook miraculously found an audience where CPC starts decreasing.

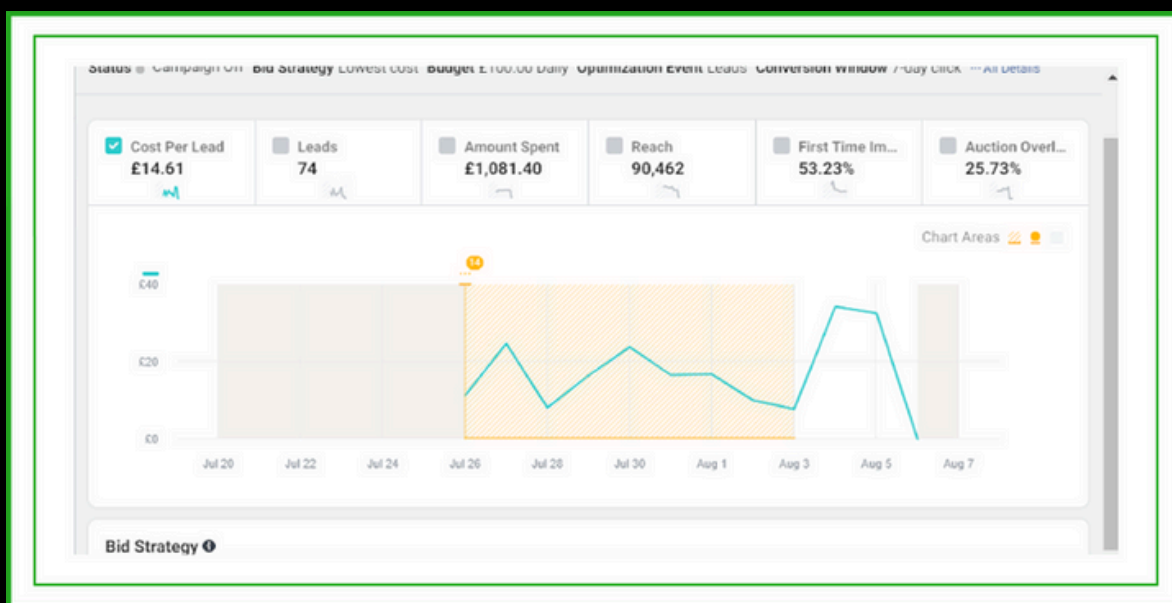


Fig 7.1

In Fig 7.1, the ad set did perform for a day, and that's why I allowed it to run even after coming out of the learning phase. But it tanked and started giving a very high CPL after coming out of the learning phase.

Also, don't worry if you didn't understand what I just mentioned. I will explain the same at great length in the next section.

Recap

Now let's take a pause, and let me tell you everything we have covered till now.

We talked about finding new audiences.

Then we discussed the ideal audience size.

Then we talked about how to structure your ad account in great detail.

Then we discussed various kinds of ad creatives that work.

And finally, we discussed the devil named limited by learning.

Now that you have launched your campaign and run it for a few days, you will need to know how to optimise them, when to optimise them and how to scale things up.

So let's discuss this in our next section.

8. OPTIMIZATION & TIMELINE

Disclaimer: This is the most important section in the whole book. So read it with undivided attention.

This section talks about setting up the dashboard to get an overall picture of the funnel, identifying problematic metrics, and your next actions depending upon your metrics.

The first thing you need to understand is when to make changes. Tweaking every day is not an option. It will disrupt the learning as well as make everything inside the account unstable. Follow the suggested pattern to avoid problems.

Also, if your account is local or your target audience is small then obviously you will have to repeat this process frequently.

Why

?

Simple reason!

Since the audience is less, you will hit ad fatigue and audience fatigue frequently.

Therefore, you will have to increase the frequency of tweaks.

Tweaking the Ad for the first time in a new ad set/campaign or making a significant edit in an old one, a decision like this depends upon the budget and client requirement. If the budget is pretty low, start tweaking the campaign three days after launching the new one or after making a significant edit to the old one. If the budget is huge, then after letting them run for 5 to 6 days. If the budget is small, the campaign gives a lower CPL even in the learning phase, and that's a rule of thumb. There are far too many low hanging fruits that you can target, and because of that, even in the learning phase, the cost per optimisation event should be significantly lower. If it isn't, then you need to rethink your creatives, offer, messaging and everything that we have discussed till now.

On the other hand, if your budget is high, you will see instability at a very high rate during the learning phase because Facebook needs more data to give stable results on that kind of budget for the campaign. So it takes the liberty of putting in more money just to find the audience that converts, thus high instability. National or local targeting does not play a role in this decision. National and Local will only help you realise if the budget is huge or not. For example, \$200 per day for a local account with only a 50k audience to target can be huge, but targeting a national

campaign with the same budget and the audience size of 7Mn can be very small depending upon the industry.

Let's assume 5 to 6 days (or 3 days in small budget cases) have passed, and it's time to analyse the campaign.

First thing first, always remember your north star. It can be anything CPA, CPL, ROAS, CPC, CPM etc. If the north star is good, then no need to worry about anything else. But if it isn't and is fluctuating a lot, then you need to dive in further and figure out why that is the case.

But before all of this, you should know how to structure the metrics inside the dashboard. There is a certain way how the dashboard should be organised so that you can instantly find out why ads are not performing. In the next section, I will walk you through the dashboard organisation

8.1 Dashboard Organisation

At the campaign or ad set level, it will be different for the businesses where you can directly purchase from the website (Ideally a B2C). It will be different for businesses where one has to submit a lead and then the sales executive calls them up (ideally a B2B). But at the ad level, it will be the same across all the types of businesses. I know you didn't understand. Just ride along, and you will.

I want to mention Jorden Platen, who introduced me to this kind of reporting. I used to do the same already, but she refined it further for me via her video on Social Media Examiner.

For a B2C business where one can complete the purchase from the website itself-we will organise the metrics in a way that it maps the customer's journey. It will help you understand the journey of the customer and identify the leakages corresponding to every step. First, choose the amount spent to know how much the ad set or the campaign is spending. Then choose results and cost per result. As I mentioned earlier, you need to take care of your north star first. If that isn't good, then and only then we will go and check other metrics.

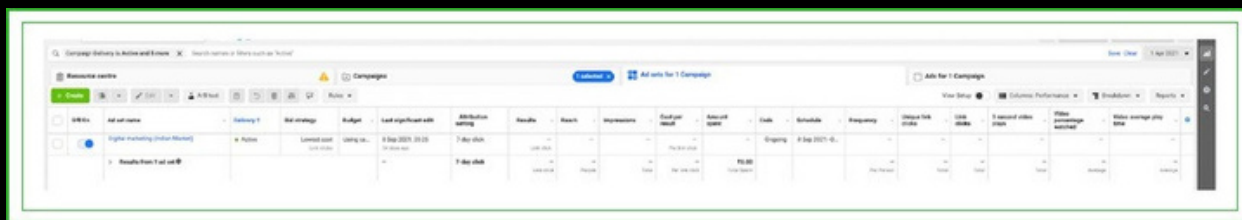


Fig 8.1

Our next step is to drill all the way down to the ground, from showing ads to the customer to finally purchasing the product. With this kind of reporting, you will be able to point out the leakages inside the customer journey easily. You won't have to depend upon google analytics to tell you what's wrong with your website.

Then choose impression and CPM. These metrics will help you understand how much you are paying to serve your ads in front of your audience. If the CPM is obnoxiously high compared to other same stage campaigns or ad sets then you should understand that you need to work on the ads and find out the culprit. There can be a possibility that this particular audience doesn't resonate with these kinds of creatives.

Post that, you choose link clicks and CPC (cost per link click). This will tell you how much it would take to get one person to visit your website.

Then select CTR (Link Click-Through Rate), and this, in addition to CPC, would help you validate if people are actually clicking on the ads or not.

If CPC is high and CTR is low, then obviously your creative isn't click-worthy, and also, it isn't grabbing their attention.

If CPC is low and CTR is also low, it means they are sharing and engaging with the content but don't want to leave Facebook to visit your website.

If CPC is high and CTR is also high, that means people find it click-worthy, but it fails to stop scrolling thumb, so you might need to get creatives that act as a pattern interrupt.

Then there is also a fourth scenario which is an ideal one where CPC is low and CTR is high.

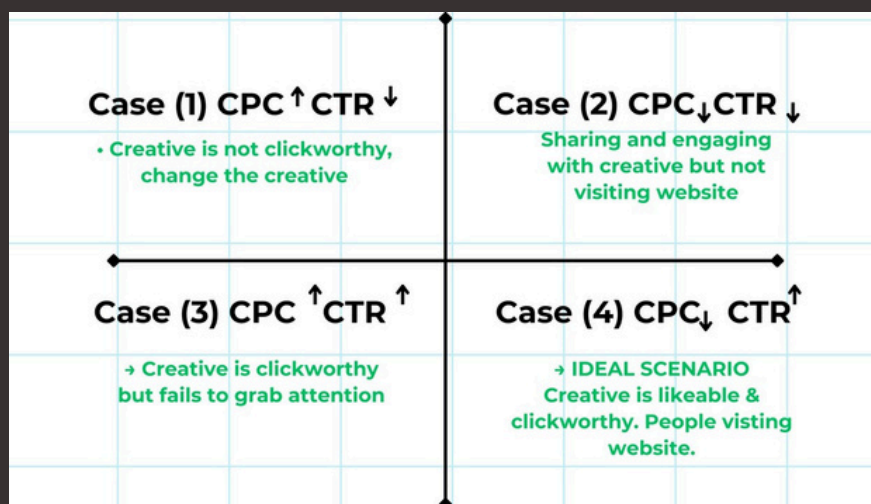


Fig 8.2

Now that the customer has clicked on the ad, the journey brings her to the website. Let's discuss the metrics you should be tracking on the website. Select the first significant event which will be on the website. In my case, it is mostly 'add to cart' and then 'cost per add to cart'. But you also need to know how many people out of website visitors are doing 'add to cart'. Make a custom metric with this formula- $\text{unique add to carts} / \text{unique link clicks} \times 100$ (Fig 8.5). This will give you the ratio of how many people perform add to cart after coming to the website. It is a very important metric to find out if the targeting is correct or not. With these three metrics, you can decipher if you need to introduce any promo code while people are on the product page or your products aren't performing anymore, and you need to do market research to find out what works and what doesn't.

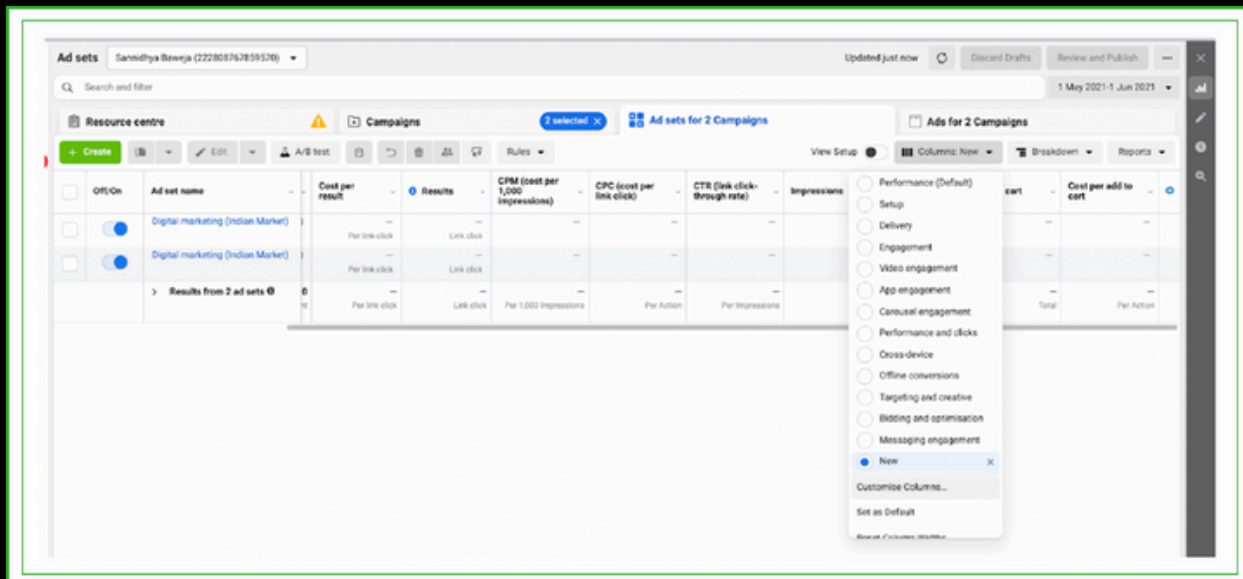


Fig 8.3

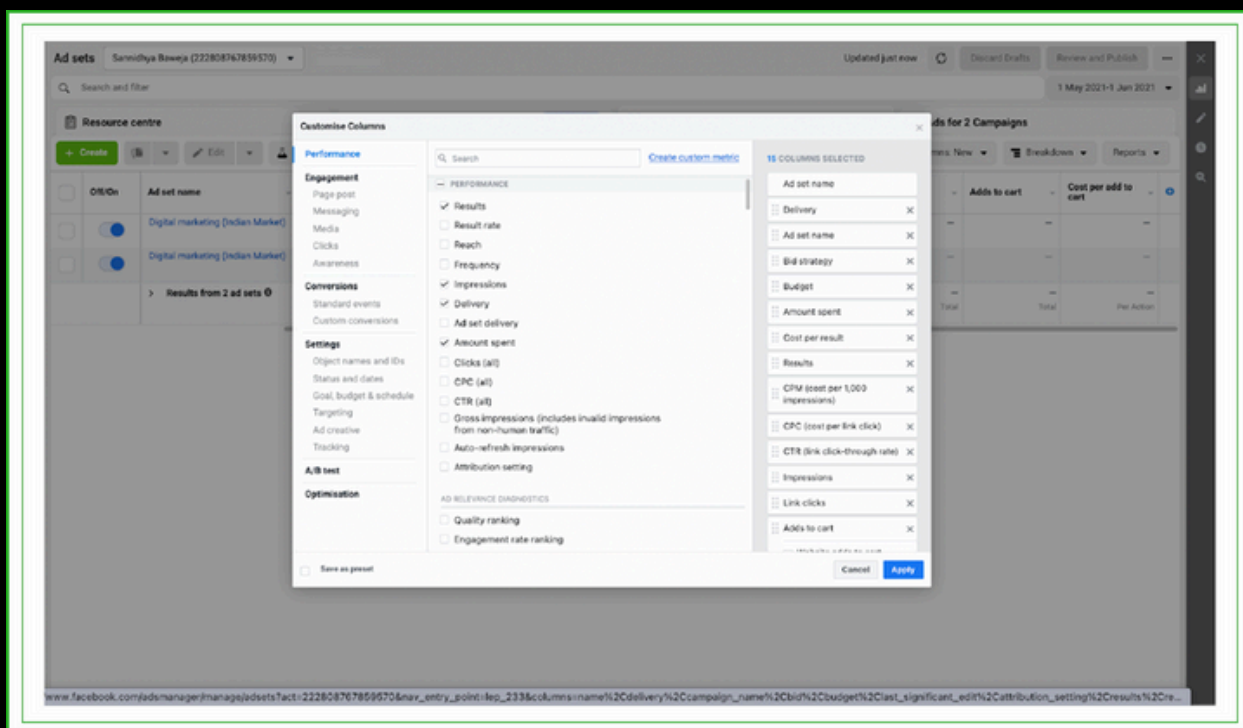


Fig 8.4

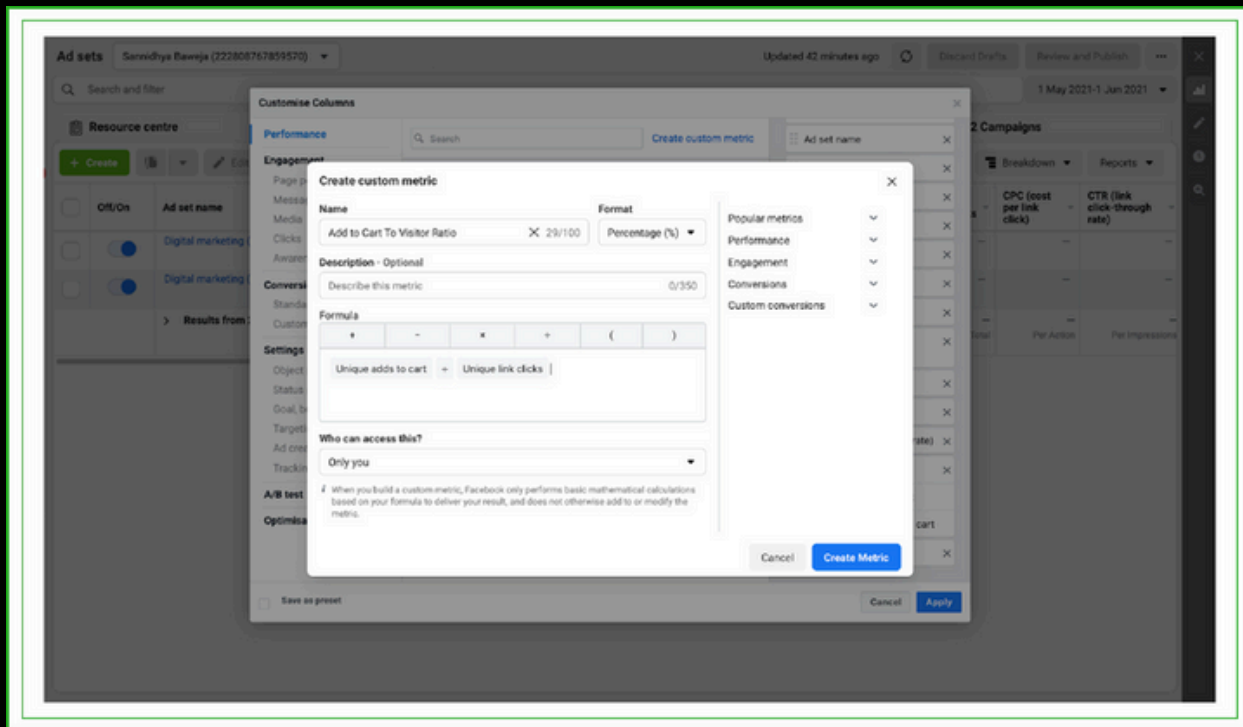


Fig 8.5

Off/On	Ad set name	Strategy	Budget	Amount spent	Cost per result	Results	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Adds to cart	Cost per add to cart	Add to Cart To Visitor Ratio
<input checked="" type="checkbox"/>	Digital marketing (Indian Market)	Cost per link click	Using ca...	₹0.00	Per link click	Link click								
<input checked="" type="checkbox"/>	Digital marketing (Indian Market)	Cost per link click	Using ca...	₹0.00	Per link click	Link click								
Results from 2 ad sets				₹0.00										
				Total spent	Per link click	Link click	Total	Per 1,000 impress...	Total	Per Action	Per Impressions	Total	Per Action	

Fig 8.6

Post that you will select the number of purchases, then cost per purchase and then conversion rate (Fig 8.7). After this, you need to find the percentage of purchases to add to cart. We are doing this to find the leakage, and these metrics will help you understand if there is something broken between people adding to cart to purchase journey, and you can easily fix it.

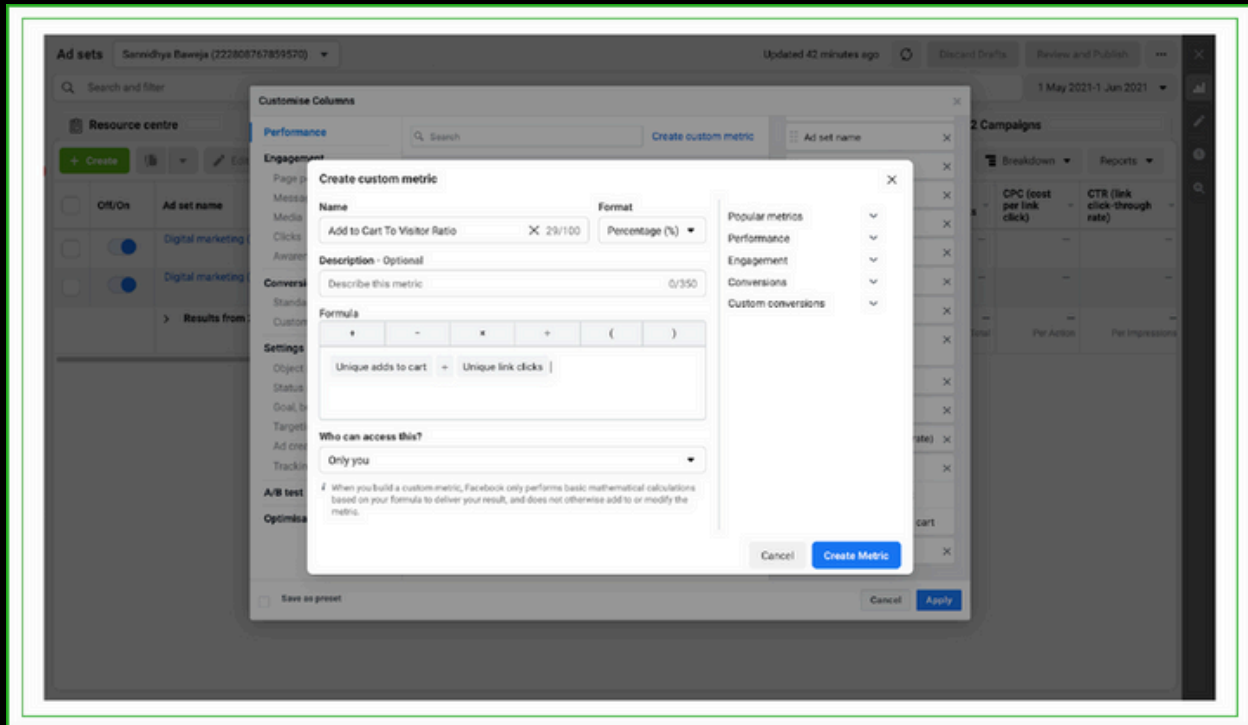


Fig 8.7

Off/On	Ad set name	Strategy	Budget	Amount spent	Cost per result	Results	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Adds to cart	Cost per add to cart	Add to Cart To Visitor Ratio
<input checked="" type="checkbox"/>	Digital marketing (Indian Market)	Cost per link click	Using ca...	₹0.00	Per link click	Link click								
<input checked="" type="checkbox"/>	Digital marketing (Indian Market)	Cost per link click	Using ca...	₹0.00	Per link click	Link click								
Results from 2 ad sets				₹0.00										
				Total spent	Per link click	Link click	Total	Per 1,000 impress...	Total	Per Action	Per Impressions	Total	Per Action	

Fig 8.8

Purchases to add to cart is not available currently so you will have to make custom metrics with the following formula $\text{purchases} / \text{add to cart} * 100$ (Fig 8.9)

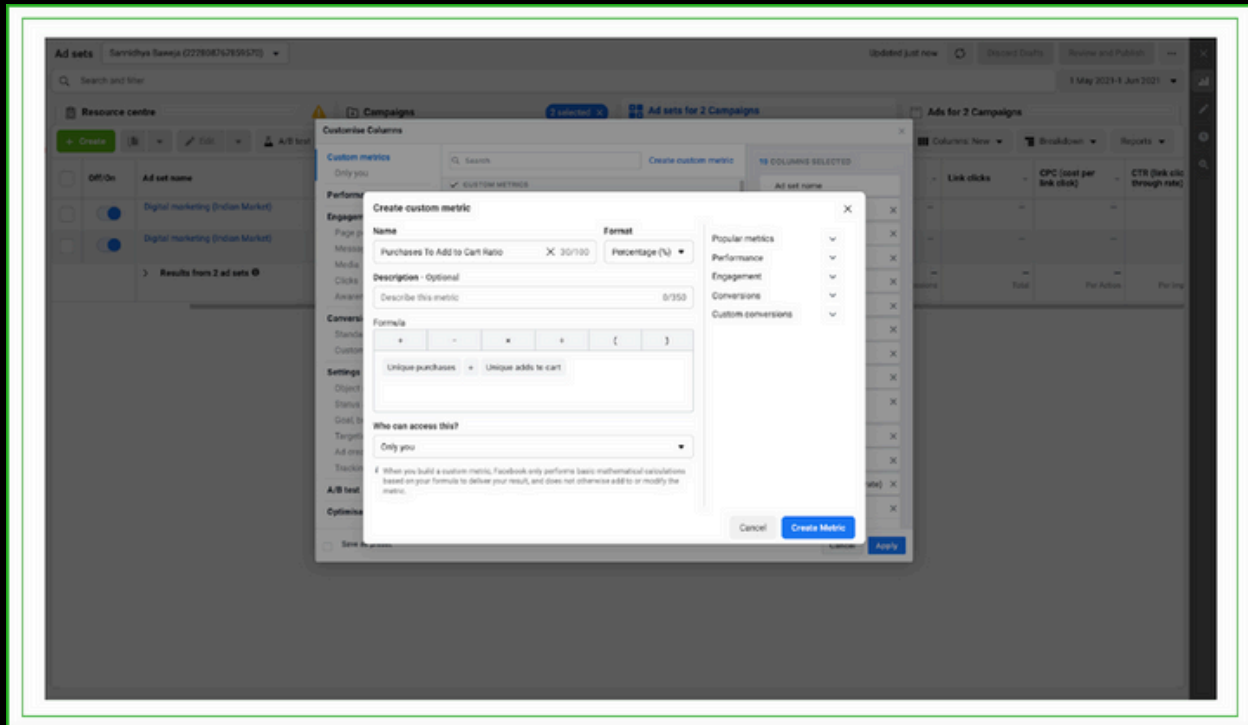


Fig 8.9

Ad set name	Amount spent	Cost per result	Results	Impressions	CPE (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click through rate)	Add to cart	Cost per add to cart	Add to cart to purchase ratio	Purchase	Cost per purchase	Purchase to add to cart ratio	Purchase to add to cart ratio
Digital marketing (Indian Market)	₹1.00	₹1.00	1	100	₹1.00	1	₹1.00	1%	1	₹1.00	1	1	₹1.00	1	1
Digital marketing (Indian Market)	₹1.00	₹1.00	1	100	₹1.00	1	₹1.00	1%	1	₹1.00	1	1	₹1.00	1	1
Results from 2 ad sets	₹2.00	₹2.00	2	200	₹2.00	2	₹2.00	1%	2	₹2.00	2	2	₹2.00	2	2

Fig 8.10

If you think that your conversion rate is low, then these metrics will tell you where the problem is; on the product page or the checkout completion journey.

Finally, you want to know how much revenue did you generate from this ad and how much ROAS did that campaign generate for your ads

And this is how it should look when you are done creating this preset.

Off/On	Ad set name	Budget	Amount spent	Cost per result	Results	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Post comments	Post reactions	Post shares	Post saves	Cost per post engagement
On	Digital marketing (Indian Market)	₹5.00	₹0.00	Per link click	Link click										
On	Digital marketing (Indian Market)	₹5.00	₹0.00	Per link click	Link click										
Results from 2 ad sets		₹0.00	Total Spent	Per link click	Link click	Total	Per 1,000 Impressions	Total	Per Action	Per Impressions	Total	Total	Total	Total	Per Action

Fig 8.11

Save this and name it **User Conversion Journey**.

Now, let's set the metrics for B2B with leads. We will do the same thing (in order) here as well. First, choose the amount spent here, post that we will pick up the result and cost per result, our north star. Afterwards, we will choose both impressions and CPM. This will again let us know if the creatives are good enough and resonate with the audience or not. Our next step will be Clicks, followed by CPC and then CTR, which will reveal whether or not the creatives are persuasive enough. Lastly, we have a conversion rate that will tell us if the landing page is effective or not.

Now let's talk about the dashboard that you need to set up for the ads. The dashboard would look a bit different when you diagnose the ads. The dashboard will remain the same till CTR but we will add a few more metrics after that.

To be on the same page this is how your dashboard should look like for now (Fig 8.12).

Off/On	Ad set name	Budget	Amount spent	Cost per result	Results	Impressions	CPM (cost per 1,000 impressions)	Link clicks	CPC (cost per link click)	CTR (link click-through rate)	Post comments	Post reactions	Post shares	Post saves	Cost per post engagement
On	Digital marketing (Indian Market)	₹5.00	₹0.00	Per link click	Link click										
On	Digital marketing (Indian Market)	₹5.00	₹0.00	Per link click	Link click										
Results from 2 ad sets		₹0.00	Total Spent	Per link click	Link click	Total	Per 1,000 Impressions	Total	Per Action	Per Impressions	Total	Total	Total	Total	Per Action

Fig 8.12

With Ads, we need to understand the reason the ad is performing. Is it because of engagement? If yes, then what kind of engagement? How much are we paying for that engagement? To answer all of these, we will choose post likes, post comments, post shares, post saves and cost per engagement. You will gain a better understanding of how your ads should perform.

Here are a few metrics that you should append to evaluate the performance of your video ads.

Select 2-second continuous video views, 10-second video views, video watches 25%, video watches 50%, video watches 75%, and finally, video watches 100%

This will give you enough idea on whether the video is good for retention or not.

In the end, the dashboard should look like this. (Fig

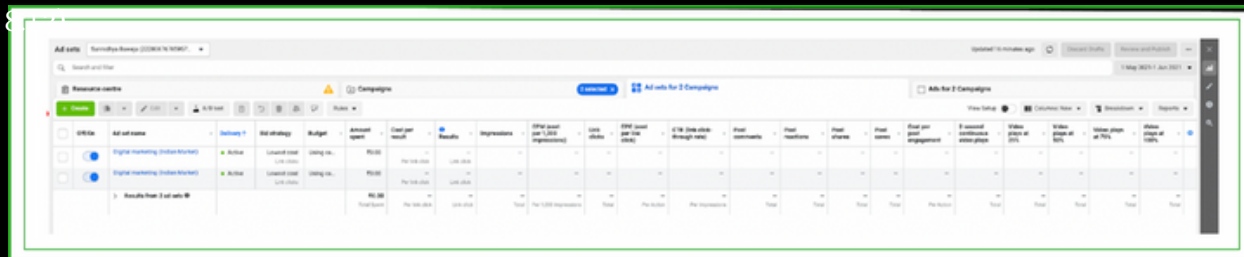


Fig 8.13

8.2 Analysis

Back to the timeline part, let's say 5 to 6 days have now passed. There will be two scenarios in front of you.

A.Your campaign has a satisfactory Cost per result B.Your campaign doesn't have the satisfactory Cost per Result

In the first scenario, you don't need to do anything. Just note down all the other metrics that we have discussed till now to know what the metrics of the campaign that works look like. It will set a benchmark, and the next time an ad goes berserk, you will know which parameter is the culprit immediately.

In the second scenario, go to the individual ad set and inspect the ad set. There can be a lot of scenarios why that could have happened. Let me cover a few scenarios by showing you real data to help you understand.

For this book, I am taking a client I have worked with and showcasing it as a case study here.

This is a client from the traveling industry from the UK and their north star is CPL.

In this industry, the ideal CPL is below £8.5. After waiting for 5 to 6 days, I inspect the ad set and try to see what is the trend of the CPL. On the first day, the CPL was at £77.70 on July 23rd. I haven't included that day in Fig 8.14 because that would have minimised everything on the y axis for you.

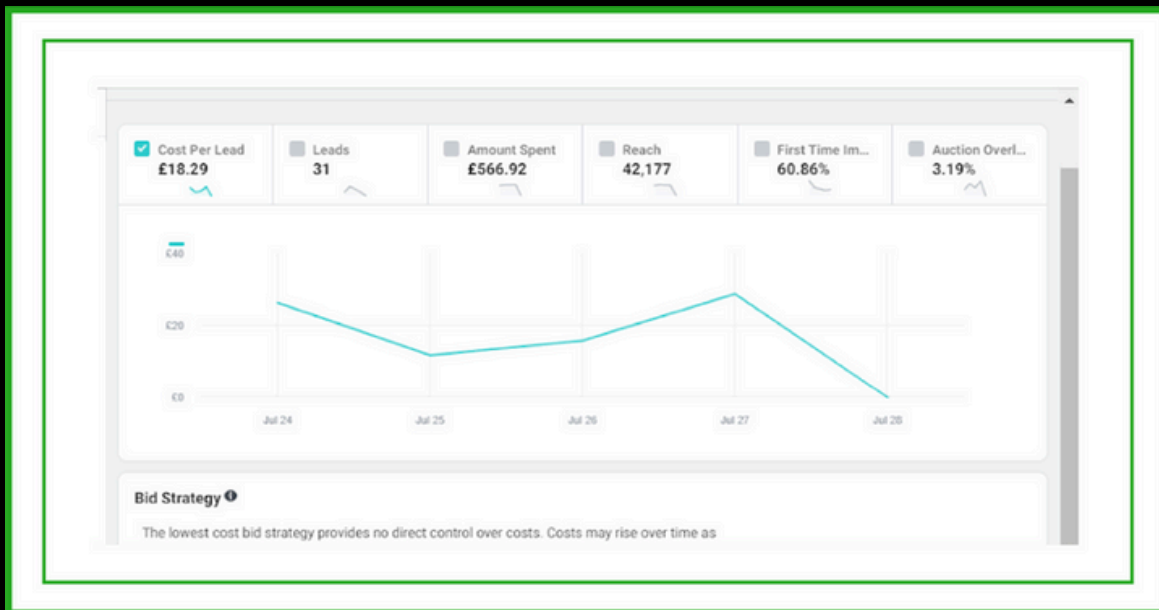


Fig 8.14

This is a typical scenario where I won't hesitate to pause it because the CPL on all the days is above the ideal CPL of £8.5. (but do remember the exception of CPC I referred to earlier)

So here is a very important lesson, if your ad doesn't give you the desired result even for a single day, then it isn't going to perform in the future as well. (but do remember the exception of CPC)

The least CPL this ad set gave me was £11.75, which is nowhere near the desired CPL of £8.5. So, I paused the same.

Since Facebook does not show the Learning phase in this graph (because there are bugs inside the ad account), here is another graph (Fig 8.15) from some other ad set that showcases similar characteristics to make sure you understand what I am saying.

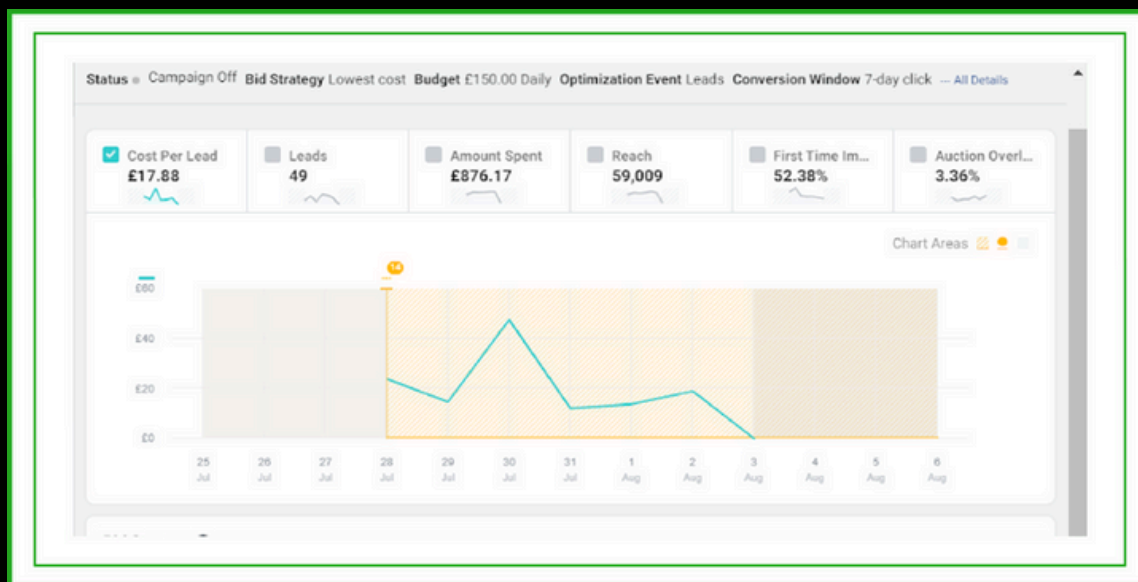


Fig 8.15

If you are wondering about the last day inside this graph, then don't wonder there were no results and that's the day I paused the campaign. Before pausing the campaign, I had spent a bit and that's why you can see the line extending to that day. I am telling you this because you will see the same in a few more graphs moving forward. So don't assume the CPL has come down miraculously.

Also, in case you don't know how to access these graphs, then simply:

1. Go to the Ad set tab.
2. Under the Ad set name, you will find the Inspect option.
3. Click on the inspect.

You will be able to access these graphs.

The screenshot shows the Google Ads 'Ad sets' tab. The table lists two ad sets, both of which are active and using the 'Lowest cost' bid strategy. The total amount spent is ₹0.00.

Off/On	Ad set name	Delivery	Bid strategy	Budget	Amount spent	Cost per result	Results	Impressions	CPM (cost per 1,000 impressions)
<input checked="" type="checkbox"/>	Digital marketing (Indian Mar...)	Active	Lowest c... Link clicks	Using ca...	₹0.00	Per link click	Link click	--	--
<input checked="" type="checkbox"/>	Digital marketing (Indian Market)	Active	Lowest cost Link clicks	Using ca...	₹0.00	Per link click	Link click	--	--
Results from 2 ad sets					₹0.00	Per link click	Link click	Total	Per 1,000 impress...

Fig 8.16

Another very straightforward example (Fig 8.17) of an increasing trend in the learning phase

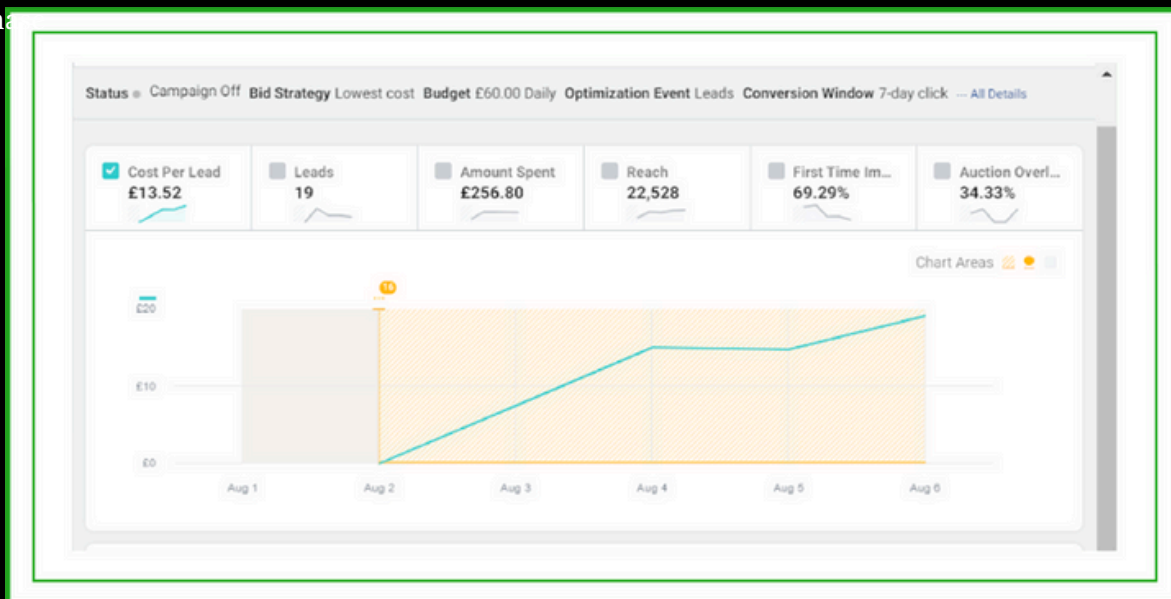


Fig 8.17

The second scenario can look like Fig 8.18 (Does the graph look familiar?)

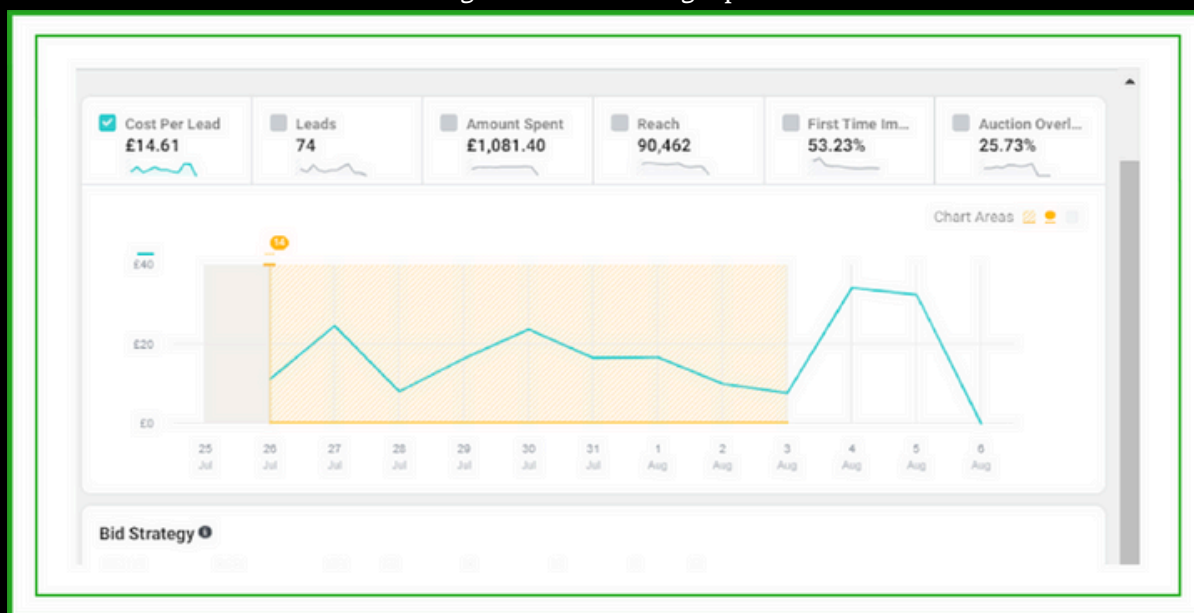


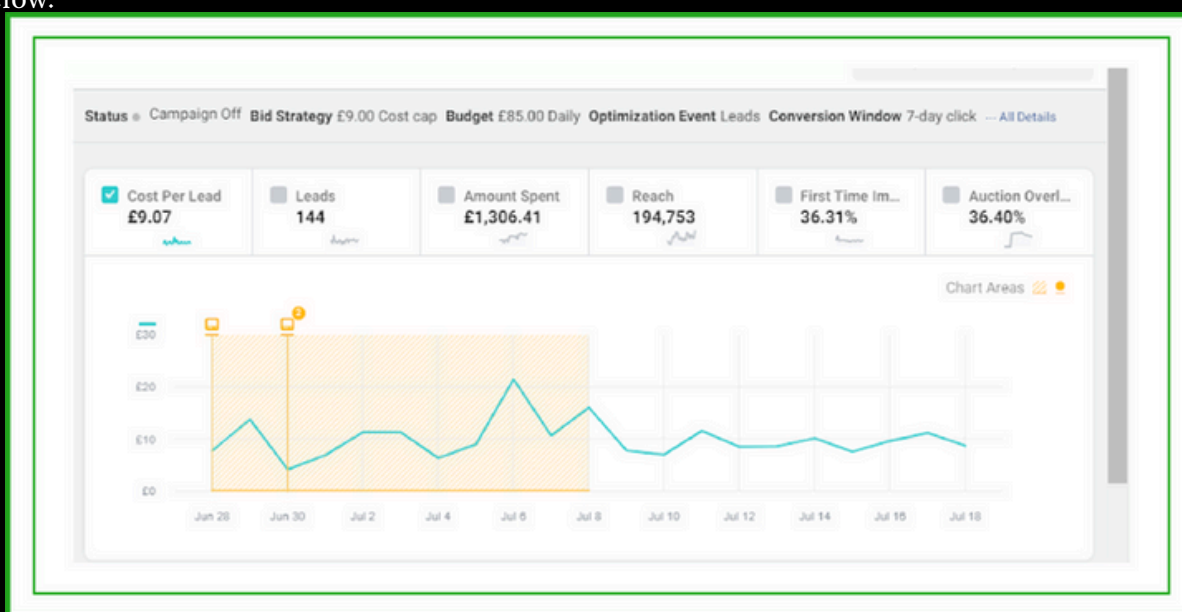
Fig 8.18

In Fig 8.18, there is a dip on 28th July. The CPL was £7.6, which is almost similar to what I wanted. Therefore, I let this run for more than 5 to 6 days and then it showed a good day on 3rd August again, so I let it run for a few more days. But as soon as it leaves the learning phase, it goes totally out of hand and shows CPL more than any learning day. That's when the decision to shut this off was taken.

It is completely acceptable to have a CPL really high in the learning phase for a couple of days. After the learning phase, the ad is supposed to show stable symptoms. If it shows an unstable behaviour after exiting the learning phase, that ad will not perform at all, even if the CPC is perfectly fine here. It is simply because the CR has taken a hit, and Facebook is trying to say that it can't find you an audience with a high conversion rate with the data points it collected in the learning phase.

The best idea is to rerun the same ad set with the same ads or come up with better creatives, messaging, offer etc.

The third scenario is below.



Fg 8.19

I call this rise of the phoenix scenario. By the end of the learning phase, the graph shows very high volatility. You might feel tempted to pause the ad set but look at the start. It was able to find cheap CPL on a lot of initial days and the desired CPC. I didn't pause it and you can see it stabilises.

This is how you can identify which audience will work for you and which one won't work for you.

I have already mentioned and I will mention it again regardless of your campaign objective always focus on bringing cheaper traffic, which translates to decreasing your CPC. If your CPC is low, everything else will fall in place. Because Facebook will be able to find better audiences with high CR, or you can make changes on the landing page to increase the CR but the only thing that will bring your cost per result significantly down is the CPC. But obviously, in your journey, you will come across a few alternate scenarios mentioned above and at that point, you have to cut the cord.

Now comes the next part, where you scale the campaign.

8.3 How to Scale?

There are two ways you can scale the campaign- horizontal and vertical.

In horizontal, you try to find new audiences by running experiments on the unexplored audiences, which you found in section two of this book.

Now, how to do that?

By now, you would have written down a lot of audiences that you want to experiment with. In addition to that, you must have also found the ads that work best for you.

Use those same ads and run them across the audiences you want to experiment upon. If the audience gives the desired result, then they are the ideal audience and if they don't, then just pause them or start running cold audience ads on them to build awareness and interest.

This method helps you find new audience that works on a continuous basis and this is horizontal scaling. You can club the performing audiences as I mentioned in section 3.2.1, or dig down further and run the attributes that work as I discussed in section 3.2.2, or you keep them as it is as I discussed in section 3.1.

And in vertical, you gradually increase your budget on the campaign and see what the threshold of that audience is.

By threshold, I mean there will always be one point while scaling where you will find that the campaign is no more profitable, and it's only then you will stop scaling it further. If you pass the point where campaigns have now stopped being profitable then scale the campaign back to the last point where it was profitable.

Let me explain with the help of an example!

You launched a campaign with one Ad set and one audience at a budget of \$50/day.

That campaign gave you a cost per result of \$3 and to be profitable; you need to have your cost per result below \$5.

Now, let's say you increase the spend by \$30. We already know that scaling up increases the cost per result. Let's say the cost per result increases to \$4, which means there is more scope to scale the campaign.

Now, increase it further by \$30 and this time, the cost per result raises to \$5.5. Since the campaign is no more profitable, bring the budget back to \$80, which was the last point with favourable results.

In the future, as the Pixel matures, you can repeat this exercise consistently. Generally, the cost per result decreases eventually, even on very high budgets.

Note: A few businesses, instead of profitability, look for the desired ROI. So perform the same exercise, keeping in mind the ROI instead of profitability.

Also, this must have brought up a question in your mind.

How much percentage of the budget should we increase?

An increase in budget completely depends upon you. Facebook recommends 20% increase in the budget every time you want to increase it but that isn't possible when your current budget is \$10 and you want to scale the campaign to \$500. It will take a lot of days to reach there. Let me explain what that would look like.

You can increase the budget as much as you like when the budget is small, and you think there is a lot of potential in the audience. For example, I will raise the budget from \$10 to \$100 per day in one jump on a national account because I know I am far from achieving the threshold. However, if the daily budget is \$1000, I will think a lot before raising the budget even to 20% because I am already running the campaign at a massive scale and raising it to \$1200/day might exhaust the audience. So I might increase it only to \$1050/day.

So basically, it is contextual, and only you can decide the jump.

8.4 How to Revive an Ad?

Everything is going good but one day, you wake up and realise that everything has fallen apart because your campaign has stopped performing. Now, what should you do? Generally, this is the next hurdle you will face inside a campaign. Before pausing a campaign and giving up all your hopes, try to revive a poorly performing campaign, and if none of these tactics works, give up and pause the campaign.

And what are those things?

First, wait for three days and see if the trend continues. Most of the time, it will be back to normal but if it doesn't go back to normal, then refresh the creatives. Usually, this happens because of ad fatigue. How can you check that? Just have a look at the frequency of the creatives being replaced, if it is more than 2.5 for TOFU and MOFU audience and 4 for BOFU audience then it is because of the ad fatigue. To validate it further, have a look at the CTR which will be on a continuous downward trend and the CPM which will be continuously on a rising trend. Mostly, refreshing the ads works. Ideally, instead of going with totally new creatives, try to copy those that are working but are being used in other campaigns and not in this one. But if there are no such creatives, then you have no option but to go with new creatives.

Therefore, always have one campaign dedicated only to experiment on your best-performing audience but with new creatives. This will help you deduce if the new creatives will work or not and make a reservoir of creatives that have proven to work. And if they do, then you can have them ready for these kinds of situations. And if they don't, then, either way, keep repeating the process till you do. (Also, this is a very important point that I casually mentioned :P)

Secondly, if the ad fatigue is not the reason, freshen up the offer. If it is a mid-season sale, change it to a monsoon sale and add a new set of offers. Please note that you need to consult with the pricing team before making such a decision.

In addition, you can put an element like a button on the same creative or put stripes or make any small change and create a new ad inside the same ad set. This works regardless of ad fatigue or no ad fatigue. Because this resets the learning of the creatives. Facebook starts looking for new pockets of audiences that would convert.

If all of the above things don't work then, add transitions and effects on the still images (with the help of Canva) and that generally increases the CTR and thus decreases the CPC, making the campaign sustainable for us again.

Also, do you remember the dashboard that I set up for you earlier in section 8.1?

Yes, that dashboard will help you diagnose which step is the problem.

If the CPM has increased, we need to refresh the creative. If the CPM is the same and CPC has increased and CTR has decreased, the offer is not lucrative enough. If CPM, CTR, and CPC are the same but spend per add to cart has increased, then the audience is good but the landing page needs a revamp or some trigger or a FOMO.

Use that dashboard to identify the problem first and then use your logical reasoning to find out why that is happening in the first place.

If any of this doesn't work, put the cost cap on. Although I am not a fan of cost caps, this will be the only place where I will put one.

Generally, by this time the ads must have started performing.

But if it still doesn't work then just duplicate the campaign with all the old set of creatives that have worked in the past and you will see a miracle.

8.5 When to Finally Shut the Campaign?

If none of the things I mentioned worked and the graph is still on an upward trend and CPL is continuously rising - pause the ad set and make a new one with fresh new creatives.

Basically, we are giving up and trying new things. Although, it is hardly the case that you will have to do this because you would have revived your campaign by following the steps in the previous section by now. But Facebook is a very unpredictable platform and anything can happen there. So you should know what to do when you land up here.

There is a theory to understand why this happens in the first place and why the proposed strategy is the answer. I believe in this theory because I have seen a lot of examples validating the same.

When the campaign starts around an audience let's say X, Facebook doesn't start targeting all the people there are in that audience. They pick up a sample space and show it to all the people. After a few days, Facebook finds out that there are certain people who give a better CPL. Let's say they all lie in pocket 1 of the overall audience. And this pocket consists of only a few people out of the whole audience X that we are targeting. Depending upon the behaviour and attributes there would be a lot of pockets inside that audience. But when we let the ad run for a lot of days the machine learning restricts the campaign from showing the ads to anyone else outside that pocket because they now believe that it's the only audience that's going to convert.

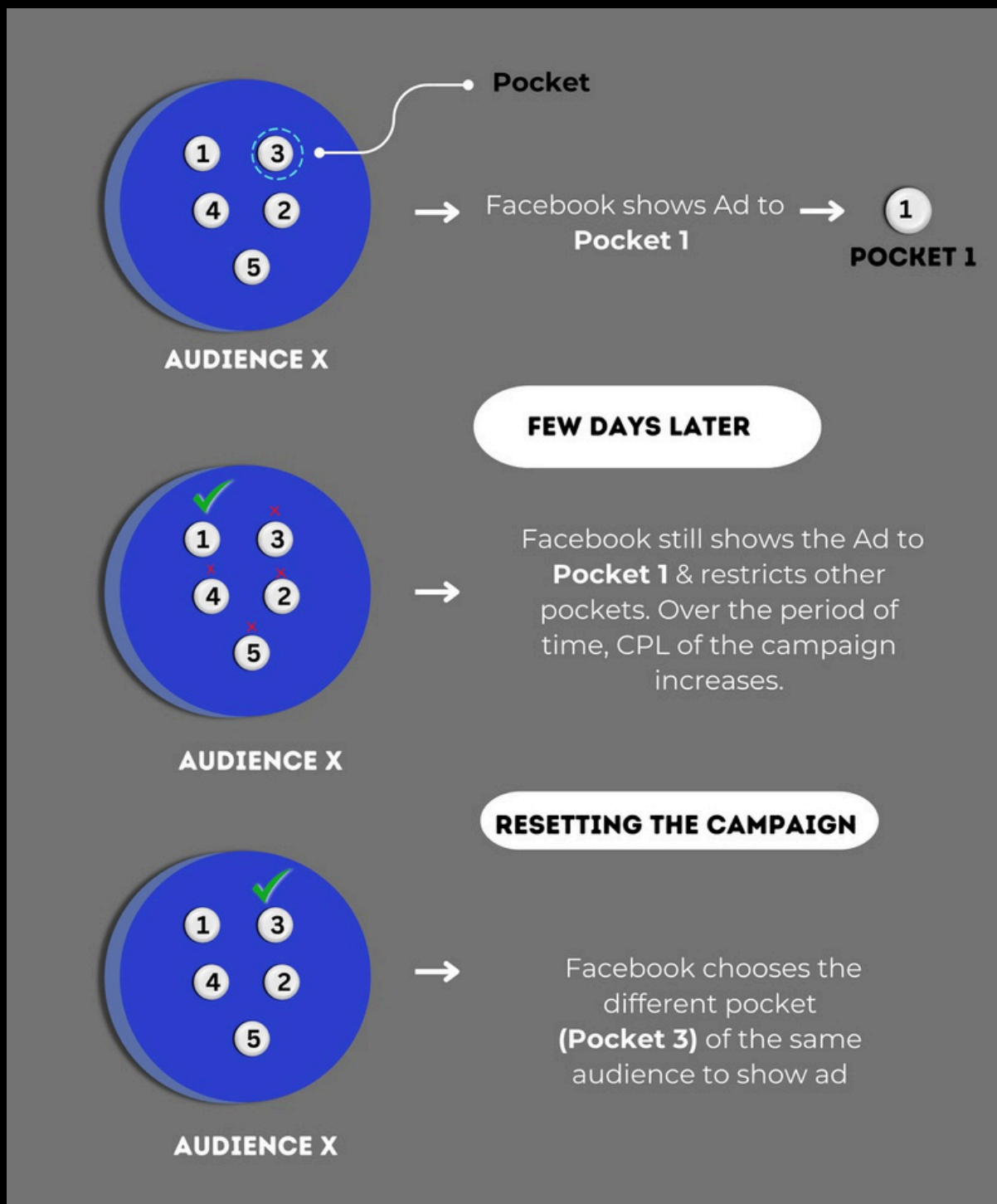


Fig 8.20

Please note that this works regardless of your targeting and your budget scale.

So to build new learning from scratch and find new pockets inside that audience, we need to set up new campaigns with totally new creatives and the same audience.

Now let me show an example (Fig 8.21) that will help you make things clearer.

I tried everything! New creatives, change of offer, change on the landing page but the upward trend didn't stop and that's when I paused it.

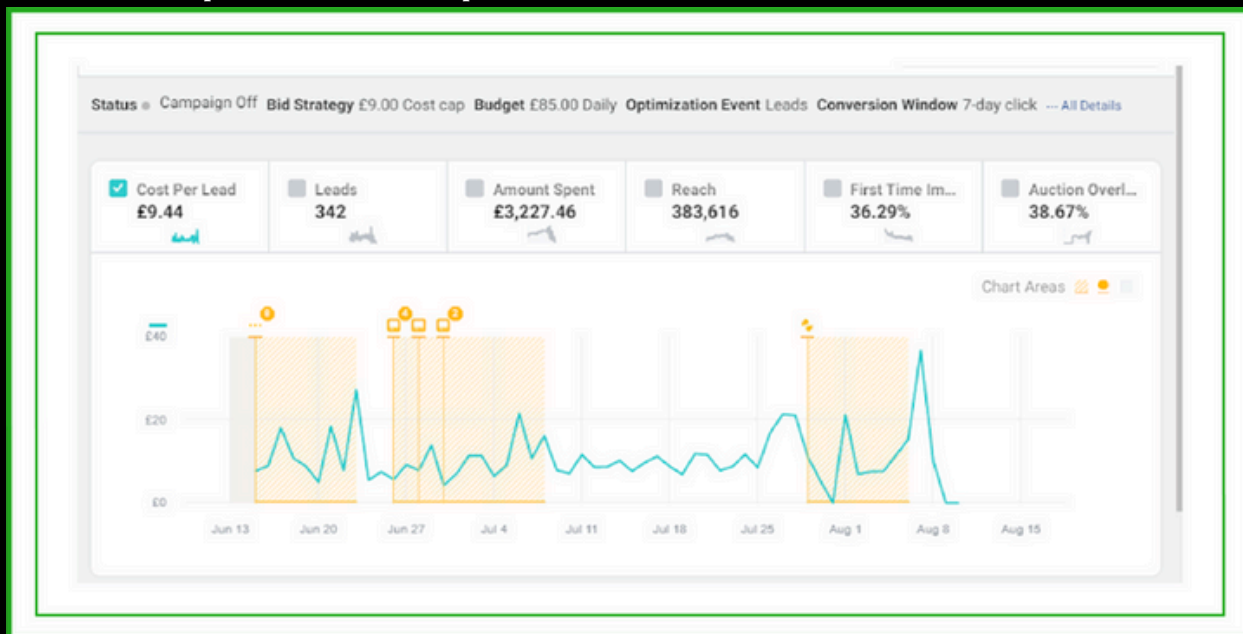


Fig 8.21

8.6 What To Do When Nothing Works?

Well, after trying all of these things, sometimes the account goes downhill, and you cannot revive it by doing anything whatsoever.

This happens with everyone.

Even with the best who are out there.

So the most important thing is to accept that your account has gone downhill and it is not your fault and it happens.

The next step should be to turn off the highly unstable ads immediately. Figure out all the audiences that once showed stable results. Duplicate those campaigns with those audiences

with the same set of ads but with significantly lower budgets. Also, don't experiment with new creatives; try to use the old evergreen creatives that haven't been active for a while or if they are active, are giving you good results.

Low budget traffic is quality traffic, as we all know.

Trying to identify which metric is the culprit is also not feasible because overall all of them would seem okay but on an everyday basis, one out of all of them will screw up the system. One day it will be CTR another day it will be CPM some other day it will be CPC. So the conventional dashboard that I had set up earlier goes out of the window.

Let this run for a couple of days and everything will go back to normal and then you can scale it up again.

9. CPC AND CPM

You can skip this section if you want. I am going to reiterate something here. But since it is too important and has been a part of my strategy, I wanted to mention it explicitly.

CPC and CPM are the only metrics that I am most of the time concerned with. Facebook is generally able to find an audience that provides an average conversion rate. Also, we can make a lot of changes to our landing page to increase the conversion rate. Also, a lot of teams are involved when we do so.

But with CPC and CPM, you only need a go-ahead from the marketing manager. Also, once you have the branding guidelines in place, you might not even want/need that.

So my main focus is always to control the CPC and CPM.

There is one more reason why I focus only on CPC and CPM.

Let me give you an example.

It is easier to bring the CPC down from \$1 to \$0.65 than bringing the conversion rate up from 10% to 13.5%.

If you don't agree with the above statement, then follow all the things that I mentioned in the book and wait for a month, and you will agree with the statement.

Coming back to the point. In both cases, you made an impact of 35%, but one of them is far easier to achieve. Doing so will bring your Cost per Result 35% lower quickly and easily.

This is the reason I introduced the rule of exception in the learning phase. Therefore if you don't get good results in the learning phase because of conversion rate but you have a mind-boggling CPC then let the campaign still run because Facebook will eventually find a highly converting audience. But Facebook will never be able to find an audience that suddenly starts interacting with your creatives and lowers the CPC and CPM.

This is all you need in order to set up and get going.

10. FAQs

How much is reasonable to spend on a test budget? It depends upon your circumstances. For example, if you are just setting up a new account or launching a new offer, obviously 100% would be on the experiment. But if that's not the case and you want to identify a new audience and new creatives, then somewhere around 10%.

For me, if the account is national and the budget is high, then 10% would be to try new things and identify more audiences for myself as well as creatives.

For a local account with a very small budget, there is hardly any room for any experiment.

Why would you make a super lookalike when you already have everyone included in the 0 to 4% lookalike?

I saw the video by the Social Media Examiner where they gave this idea of making a super lookalike. I thought of giving it a try. I ran many experiments where I ran ads dedicatedly on a 0 to 4% lookalike and a super lookalike. I got drastically better results with super lookalike 90 per cent of the time, and that's why I included it.

It is a fairly new strategy, and not many professionals are trying.

How many days' audience (BOFU) should you exclude from (TOFU)? For the purchasers, it depends upon the repeat days rate/frequency of your customers. Using the loyal audience, you will have to figure out the cool-off period. For example, if it is a food and beverage company, people might need a refill every week, and if it is an apparel company, it will take 40 to 50 days before you can start selling them again. And in the case of car finance, it may take 4 to 5 years before advertising to them again.

Do you recommend using detailed targeting on local businesses? Or it's better to use just the basic demographics (age/gender) and run it in the whole city/area?

Don't be afraid of doing an a/b experiment because you never know what will perform as soon as you restrict Facebook to a local level. For me, the result has been 50/50 till now. But if the Pixel is mature and has a lot of data, I have generally seen that the latter works the best.

What if I don't have a customer list initially? Can I run super lookalike? Since the iOS 14 update, I wouldn't recommend anyone to start running on any kind of lookalike till the time the base/source audience is not large enough (at least 1000 people). iOS14 has made it difficult to collect the data. If the base of your lookalike is not much, then Facebook won't be able to use its AI and mathematical modelling to extrapolate a good lookalike audience. Therefore, I wouldn't recommend using it at the start of your account.

But there is an alternative as you can make a super lookalike of people who have interacted with your instant experience ads or spent a lot of time on your website. Those people will be comparatively quicker to populate in the audience list. They will give you a better ROI or CPL because the base audience will be comparatively bigger.

How can I test the interests after the Facebook team disables audience insights?

You might be interested in going through this article by Facebook; depending on when you read this book, you may or may not have access to the business suite. If you have it, then Mazal Tov and if not, then try doing the things I mentioned while [telling you](#) about how to find audiences in section 2.

When first running adverts, should I warm up the pixel with traffic or engagement ads or go straight into conversion ads for purchases?

The pixel will be immature only in two cases. A. It's a new account. B. You have just made a new conversion event that wasn't getting tracked earlier.

In the first scenario, you have to run experiments on both the objectives with 80% on traffic and 20% on conversion for the initial few days and as soon as you start seeing better results on the conversion campaign, shift everything on the conversion objective (given that it is your end goal).

In the second scenario, 90 per cent of the time, you can run all the campaigns with the objective of conversion. But if you aren't getting the desired results, then you can replicate what I just mentioned above.

They reject all of my ads. What could I possibly be doing wrong?

If you think you are following all the things mentioned in the [Facebook Ad policy](#) then you need to talk to their support to get the problem resolved. At times the automated system that reviews your ad rejects it because of a glitch. Also, if you want to understand how does the reviewing process work, then [click on this link](#)

I would like to add here- Never use Facebook and Instagram logos in your ad if you don't want your ad account to get suspended. Although you will get the account back after raising the support ticket anyway, you will have to pause such ads. So it is better not to use them in your creatives and save yourself from this cumbersome process.

How many ad creatives would you recommend per ad set?

It depends on the account and the budget. But I want every ad to receive at least 8000 impressions within the span of 2 to 3 days. So divide your average CPM with the budget that you are allocating, and you will have the number in front of you. Generally, the maximum I ever go for is 6 enabled ads in an ad set, not more than that.

If you have a CBO campaign running, can you make changes like adding a new ad set, creating a new ad set, increasing the budget eventually?

If your account is going through a stable phase, you can do all the changes mentioned above once every fortnight. But if you are unsure or your account has been behaving weirdly lately then, it would be a better idea to make a new campaign instead of disturbing the old one and pushing them into a learning phase unnecessarily.

I have more creatives that I'd like to test but I am wondering if I add them to the ad sets, why would FB even show it if it's been collecting data on the ad creatives that have been running?

If old ads and new ads are running simultaneously inside an ad set then Facebook will always spend money on old ads. ALWAYS!! The best way to test new ads is by completely replacing old ads with new ones or running a new campaign or ad set with those new ads.

But as I mentioned in section 3 you need to allocate budget to a campaign that is there only for the experimental purpose. So, put all those new creatives in that campaign and see which one works and when the creatives in the main campaign stop giving you results, copy the best performing ads from the experimental campaign into the old one.

Can I use CBO to test different creatives (video or single photo, or carousel, or dynamic products etc.) while keeping the same audience for each ad set? So I'll have three ad sets (same audience) and for each ad set different creativity.

I think this is the best way to identify which kind of creatives will work for that particular kind of audience. It is the best-case scenario to run an experiment as this also reduces the chances of audience overlap and gives you a fair picture of what works and what doesn't.

How to structure the Campaigns when running an E-Commerce? We have many different product segments that the same group of people purchases.

For TOFU and MOFU, stage one campaign on CBO for one kind of product group with all the audiences in different ad sets inside that campaign. Similarly, a second campaign dedicated to a different product group.

And for BOFU, all the product groups inside one campaign but different campaigns based on the events. For example, one campaign with all the products but only add to cart action, and different ad sets one ad set targeting 0 to 2 days another 2 to 7 days, another 7 to 14 days and so on. Then another campaign only for add to wishlist people and another campaign with an email list and so on.

How many interest-based audiences do you typically choose for an Ad-set?

If the budget is low, then two to three, and if the budget is good enough to get me 8000 impressions for all the ads within three days, then six to eight.

Every Ad-set of mine now stays in the "learning limited" phase, and I'm using the same ads and audiences previously very successful. Any idea why this is happening?

I think I have covered everything in section 7. There is nothing more to it. If you still feel that the account has gone for a toss, refer to section 8.6, where I discussed how to deal with an account where nothing is working.

I am running a local business. The audience size is small. The frequency will get high quite quickly. What would be your recommendation on combating that?

Sometimes in a local business, the CPL remains under control even after reaching the frequency of 4.

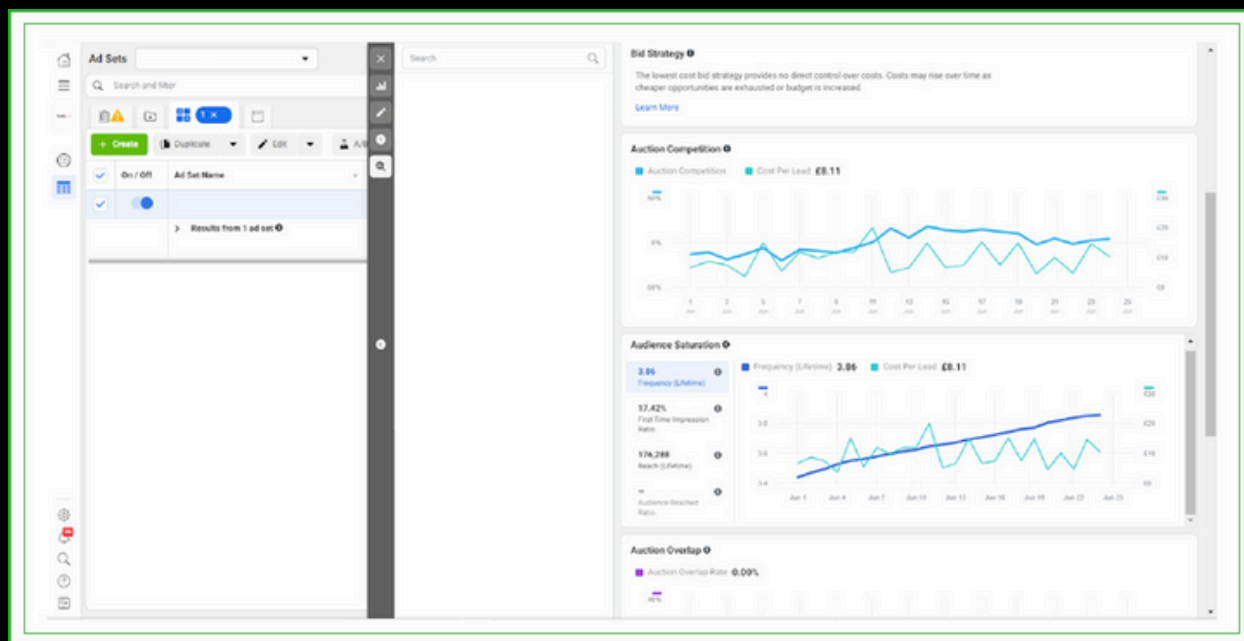


Fig 10.1

But if that's not the case, try to replace the ad creatives after every week.

Do you suggest one interest per Ad-set or grouping similar interests per Ad-set? Or should I group similar interests only when I see my pool of audiences is less or close to 1 mil?

Initially, you need to run the audiences individually to determine which one works. Then, when you have figured out the audience that works, you can go on and shut the audiences that don't work and amalgamate all the audiences that work in a single ad set. But in the scenario where you are not able to reach the number of audiences of 250k, then you can club them from the beginning as well.

Say you are targeting specific towns in an area, does it charge you more if you add like 20 individual towns? Would it be cheaper to just target the town in the centre and then create a radius?

The CPL or CPA of both of them is almost the same. I would recommend going with the latter options to reduce your work and focus on other things which will bring you better results.

What if I have five stores in one (large) city? Should I add all of those locations in the same ad? Or should I run separate ads for each location?

It depends upon the purpose of your experimentation. If you want to check which location is the most profitable for you, target them separately. If you want to reduce overall CPL or CPA, then

use that particular location. Because when you give Facebook more control, the campaigns become cost-effective.

Which one is more effective, bid cap or cost cap? Which one to use when?

Cost cap is more beneficial. I like to have all my campaigns mostly on the lowest cost (refer to section 6 for detail). There are a few ad accounts that work the best on cost cap. That could happen because of past learning, the audience being targeted or a lot of other reasons. You will be able to identify if you have that kind of ad account by conducting a few A/B tests. But in the long run, I would suggest having an ad account on lowest cost and letting Facebook optimise the same for you.

What KPI do you think is the most important when running a Facebook ad?

The most important metric on a campaign level is the cost per objective of that campaign, and on the account level, it is always revenue or ROAS. Refer to section 8.1 to understand how to diagnose if these metrics go downhill.

Audience Test or Ad Creative Test, which one should go first?

Always go for Ad creatives test first. Because firstly, there is always a very basic audience for all the kinds of industries that is supposed to work. For example, engaged shoppers for apparel e-commerce, travel enthusiasts for travel, vehicle leasing for car finance etc. Secondly, you never know when the current creatives that you think work will go south. Once you have an arsenal of creatives that work, go ahead and put in money to find new audiences.

Is the Automatic placement option better than manual placement, in case I have to run my Ads on every possible placement?

Automatic placement is great when you are new to an account, but once you have identified which placement gives you the best result and which one's worst, start exploiting and avoiding them, respectively. 90% of the time, you will see an improvement but don't overdo it as Facebook doesn't like being told what to do at a very granular level. Therefore, if a placement is giving you good results, then go ahead and make a campaign on just that placement.

Which one is better- Ad scheduling or using Facebook rules?

Ad scheduling using the lifetime budget is far better than using rules. If there is an option to use rules, take that. Use the rule only if that's the last option; otherwise, you will have to do things manually.

What to do if my campaign works poorly even after completing the learning phase?

Refer to section 8.2

What if I'm spending \$10-\$30 a day on a small audience (local biz) around 80,000 - 100,000 people. Will turning on Detail targeting expansion be good for me?

It is one of the biggest dilemmas whether to enable detailed targeting or not. But if the budget is this small and the audience size near 100k, you don't need to. This becomes a heated discussion when the audience size is in the thousands or the budget is in the thousands. If that is the case with you, always do an A/B test to come to a conclusion. (Anyway they have now removed the choice and enabled it for all the ad sets)

For my campaign, I have diagnosed a high CPC issue. And thus, the plan now is to edit the ad creative/offer. However, should I pause the previous ads and make new ones, or edit the old ad and make these changes instead? What would you suggest?

Both the scenarios work. But I try to create new ads because sometimes new creatives increase the CPC even more and then you have nothing to fall back upon if you replace the creatives in the old ads. So a wiser choice will be to make new ads.

What does it indicate if CPM is excessively high from the very start when audience response is untested?

It is very hard to deduce anything before 8000 impressions and post that if the CPM is still very high, it means the audience is not resonating with the ads. You need to try that creative with some other audience and try new creatives for this audience. But you also need to figure out why CPM is so high. Refer to this section 8.1 of the book to identify that.

By what amount/percentage can I tweak the budgets so that the active campaign does not go into the learning phase or the learning of that campaign doesn't get reset?

20% is the answer, but if your budget is really low, then it doesn't matter! But you have to be smart here. You can increase the budget in whatever way you like. What I mean is if the budget is \$10 then you can increase it to \$200. The campaign will enter the learning phase, but it doesn't matter as it should. On the contrary, if your budget is \$1000 and you increase it by 20% (\$200) then it will be way too much even if the ad set doesn't go into learning. For more detail refer to section 8.3

At first, I was running my ad at the lowest cost. When it started giving me high CPL/CPA, I switched to cost cap bidding. After that, my ads stopped spending entirely. What should I do next?

It's time to duplicate the campaign with the same creatives and be prepared with a new set of creatives if the old creatives in the duplicated campaigns still don't work. We are giving a benefit of the doubt that the algorithm screwed up everything, given that the frequency is below 2.5 (if it is already above 2.5 then you shouldn't replicate old ads and install new ads anyway). But if your frequency is below 2.5 and still the new duplicated campaign doesn't perform, you will have to use new creatives.

If the CPA or cost per conversion increases after you scale, how can you decrease it if the absolute best audiences already have been reached?

If you have tried everything that I have mentioned in this book then only changing the creative and experimenting with various offers is your only way out from this. Look at your best creatives that have performed in the past and replicate similar ads. This is a sure-shot way to get back on track.

Many people recommend duplicating instead of increasing the budget or tweaking the existing campaign in order to keep the old results intact. What do you think about this?

I think creating new ones instead of making changes to the old ones is a better option. There are very high chances that an ad might go south without any reason at all. Real money is involved here! Salary of a lot of people is dependent on the same. You can't throw a hail mary when you have so much to lose. It is always a good idea to keep the old ads in the arsenal and make new ads because if the new ones don't work, you can go back to the old ones for the time being. But it is always contextual at the end of the day.

10. CONCLUSION

Over the past two years, I have observed people generating significant wealth by embracing new opportunities early on. These individuals, known as early adopters, include many YouTubers and Instagrammers who gained an unfair advantage by being among the first to join these platforms. However, their success is not solely attributed to their early adoption. They also demonstrated patience and resilience by conducting numerous experiments. It would be unwise to assume that their success is solely due to their timing.

"Everything becomes easier if you have the patience and courage to run experiments. In this book, I provide an organized approach to running experiments and identifying successful strategies early in the process. The methods discussed, if implemented correctly, will help you grow your business, even if you were not an early adopter. For example, the next time Facebook introduces a new advertising feature like Instagram reels, you should be the first to take advantage of it. The main purpose of this book is to offer insight into the mind of someone who has been running ads for five years.

Even after all these years, I still encounter new scenarios that I had never considered. However, by using the strategies I mentioned, I have successfully overcome all of them. I strongly believe that after reading this book, you won't feel stressed when your account performance fluctuates or when you deal with large advertising budgets. You will know exactly what to do and how to do it. Given the rapid pace at which Facebook is currently releasing updates, I am sure there will be many new features coming up. It doesn't matter when you read this book; the last sentence remains relevant. Therefore, I would like to leave you with this thought: Change brings new opportunities if you have the right perspective and the correct tools to deal with it."

GLOSSARY

ROAS: Return On Ad Spend

UTM: Urchin Tracking Module

TOFU: Top Of The Funnel

MOFU: Middle Of The Funnel

BOFU: Bottom Of The Funnel

CPC: Cost Per Click

CPM: Cost Per Mille or Cost Per Thousand Impression

ROI: Return On Investment

CPL: Cost Per Lead

CPA: Cost Per Action

B2C: Business To Consumer

B2B: Business To Business

CBO: Campaign Budget Optimisation

ABO: Adset Budget Optimisation

CTR: Click Through Rate

SEO: Search Engine Optimisation

FOMO: Fear Of Missing Out

AIDA: Attention-Interest-Desire-Action

CR: Conversion Rate

ACKNOWLEDGEMENTS

This book is the culmination of countless hours of research, experimentation, and learning. It wouldn't have been possible without the support and insights of many incredible individuals.

First and foremost, I want to thank my family for their unwavering support and patience. Your belief in me has been my greatest motivation.

To my mentors and colleagues in the digital marketing world, your guidance and shared wisdom have been invaluable. Special thanks to those who challenged my ideas and pushed me to think bigger and bolder.

A huge shoutout to the Meta Ads community. Your feedback, case studies, and success stories have been a constant source of inspiration.

Lastly, to every reader and aspiring marketer out there, this book is for you. May it empower you to create offers so good, people feel stupid saying no.

-Amar varute