

Facebook Ads Optimization Guide



The Facebook Mission

Give people the power to
share and make the world
more open and connected

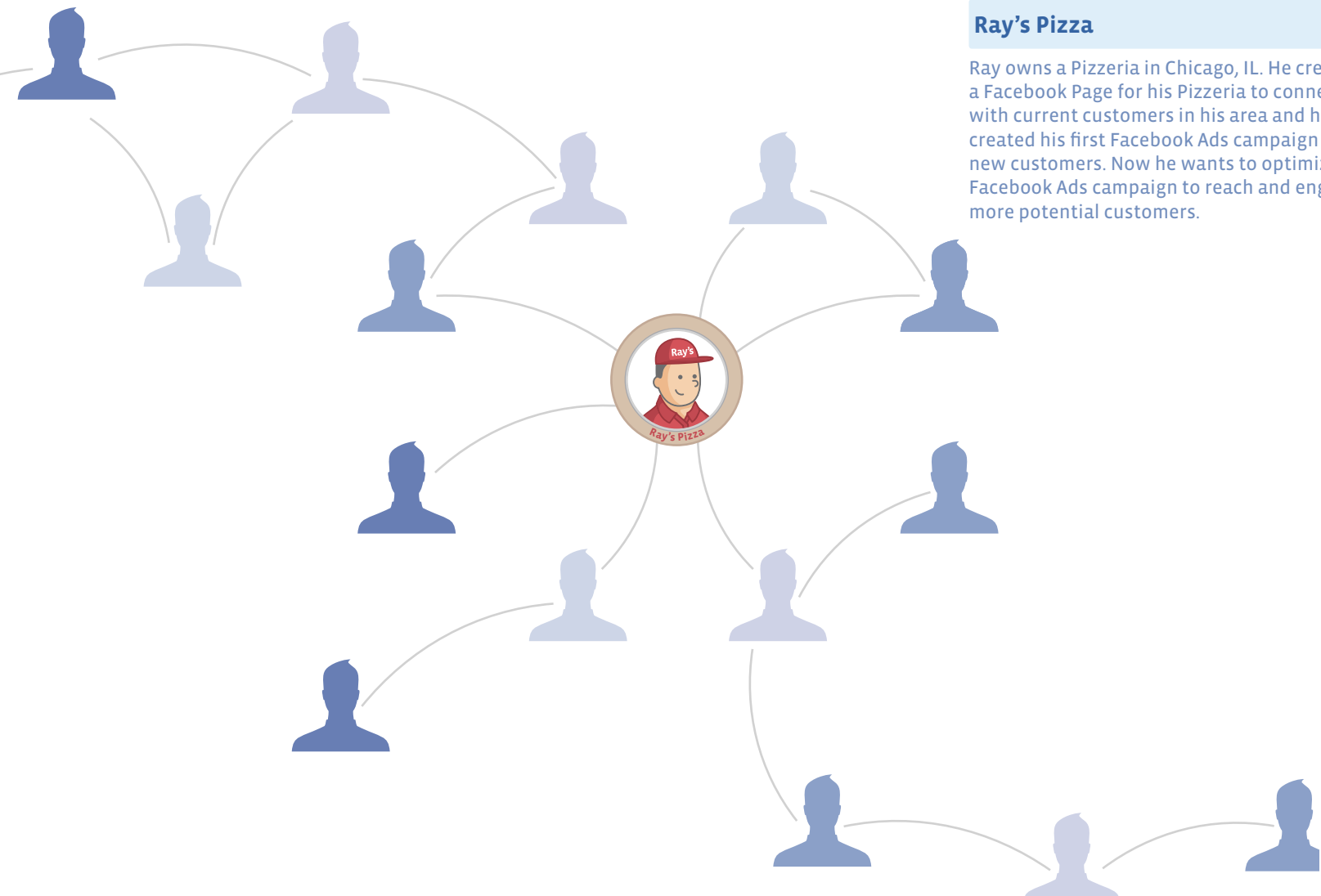
Introduction

Congratulations on creating a Facebook ad campaign! Hopefully, you referenced the Getting Started Guide for Facebook Ads when building your first ad campaign. If not, please refer to that guide for helpful tips on how to get set up for success with Facebook Ads. The Getting Started Guide is available in the resources guide section on www.facebook.com/facebookads.

Now that you've created a Facebook ad, it's time to learn how to optimize your ads to improve your results and reach more of the right customers. This guide will introduce useful tools and best practices to help you optimize your ad's performance. You will see the best results from your campaigns if you continue to monitor your ads progress and optimize your ads on a regular basis. Even the best performing ads should be optimized regularly to keep your customers engaged with new content or images. We recommend that you review your ads performance at least once a week, if not more often, to assess the ad's performance against your objectives and determine what to optimize.

Agenda

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Ray's Pizza

Ray owns a Pizzeria in Chicago, IL. He created a Facebook Page for his Pizzeria to connect with current customers in his area and he just created his first Facebook Ads campaign to reach new customers. Now he wants to optimize his Facebook Ads campaign to reach and engage with more potential customers.

Successfully Optimize your Ads

To successfully optimize your ads you need to:

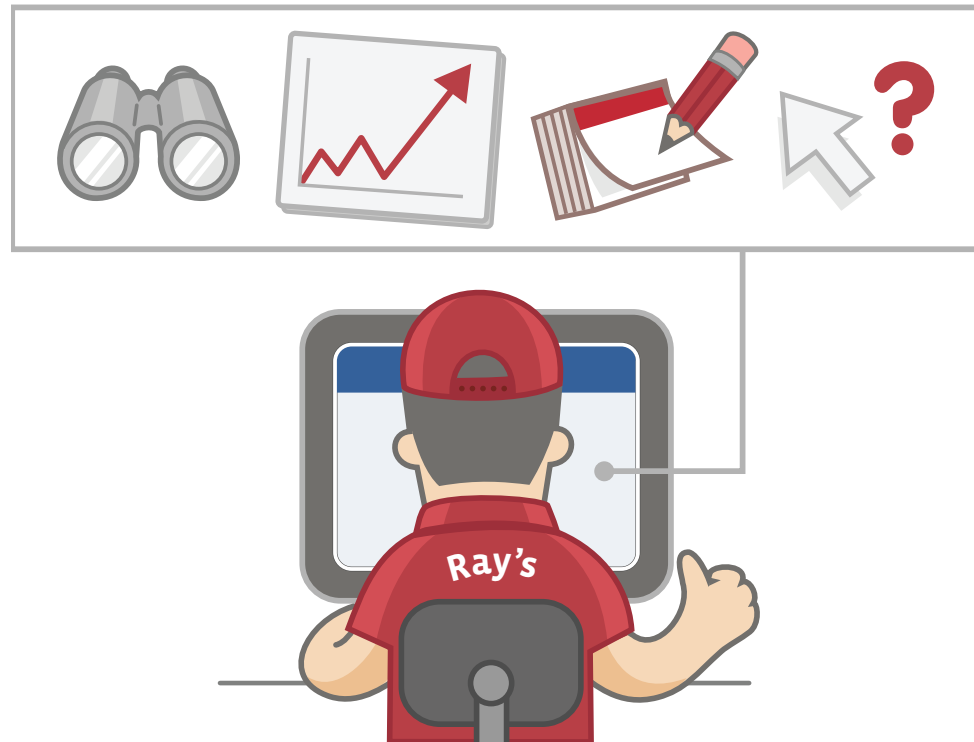
- 1 Understand the 3 Rs – reporting, results, & reallocation**
- 2 Utilize our ad creative best practices**
- 3 Continue ongoing management & optimization of your ads**

1 The 3 Rs – reporting, results & reallocation

After creating your Facebook ad campaign, we recommend that you regularly monitor the performance of your campaign. When you log into your Ads Manager tool (facebook.com/ads/manage) you can see the main statistics for each campaign and schedule regular reports to stay up to date on your campaign results.

You should understand what metrics and reports you need to see what results you're getting based on your goals. After doing this you can reallocate your budget to the ads or campaigns that are performing well. You can then create new ads using what you've learned.

Remember you can use the Ads Manager to track metrics for your campaigns and individual ads, such as the social percentage of the campaign engagement, clicks, impressions, CTR, and CPC.



In the Getting Started Guide, Ray created his first Facebook Ads campaign to promote his pizzeria. Initially, Ray only created one ad that targeted all of his potential customers using the following criteria:

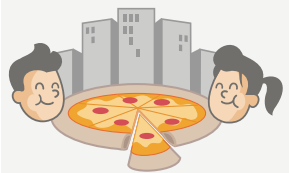
- People located in Chicago, IL
- Anyone over 18 years old
- Both men & women
- People that like pizza

There are several reports and metrics that Ray can analyze within his Ads Manager to analyze the performance of his ad. After looking at the initial results for his first campaign in his Ads Manager, Ray is able to identify his top customer segments. He then decides to test three new ad campaigns targeting his top three customer segments to see which ad creatives will work best for each customer segment. Let's take a look.


Important metrics in Ads Manager:

- **Social %:** The percentage of impressions where your ad was shown with the names of viewers' friends who liked your Page, RSVPed to your event, or used your app.
- **Clicks:** each time a user clicks on your ad
- **Impressions:** each time an ad is shown to a user, regardless of whether the user clicks or takes any other action on the ad
- **CTR (click-through rate):** the number of clicks your ad receives divided by the number of times your ad is shown on the site (impressions) in the same time period
- **Avg. CPC (cost-per-click):** the amount you're paying on average for each click on your ad

Ray's Pizza ×



Chicago Professional
Pizza Deal. Any 2 pizzas
for the price of 1!

 Like · David Nguyen likes this.

In order to build out his first ad campaign and gain deeper insights from his Ads Manager reports, Ray ran a test to determine which target audience would respond best to which type of ad creative. To run this test Ray created three separate campaigns for each of his three target audiences. Within those three campaigns he tested three different ad creatives for each target audience.

Target: Males 18–25

Test 1

Ray's Pizza ×




Crazy Campus Pizza Deal! Buy any pizzas & soft combo and get another one free!

👍 Like · David Nguyen likes this.

Target: Males 26–30

Test 2

Ray's Pizza ×




Date Night Pizza Deal! Buy any pizzas & soft combo and get another one free!

👍 Like · David Nguyen likes this.

Target: Females 31–35

Test 3

Ray's Pizza ×



Crazy Campus Pizza Deal! Buy any pizzas & soft combo and get another one free!

👍 Like · David Nguyen likes this.

Ray's Pizza ×



Group Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

👍 Like · David Nguyen likes this.

Ray's Pizza ×



Family Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

👍 Like · David Nguyen likes this.


Ray's Pizza ×



Family Feast Mega Deal! Ex-large pizza & 2 Garlic breads for only \$12.99!

👍 Like · David Nguyen likes this.


Ray's Pizza ×



Great Value Meal Deal! Any large pizza with soft drink 1/2 price! Offer valid Monday-Friday

👍 Like · David Nguyen likes this.

Ray's Pizza ×



Great Value Meal Deal! Any large pizza with soft drink 1/2 price! Offer valid Monday-Friday

👍 Like · David Nguyen likes this.

Ray's Pizza ×



Great Value Meal Deal! Any large pizza with soft drink 1/2 price! Offer valid Monday-Friday

👍 Like · David Nguyen likes this.

After completing this test, Ray decided to run a report in his ads manager to analyze the performance of each ad within each campaign. For example, let's look at the responder demographic report for Ray's campaign specifically targeting Males 18–25 to analyze which of the three ads he tested worked best for this group. This report contains details on the gender, age, region, and country of users who saw or interacted with your ad.

This responder demographic report can provide valuable insights into your customer base, including a breakdown of which subsets of your audience are providing the highest CTR or engaging the most with each ad in your campaign. In Ray's case, the highest CTR for the campaign targeting males 18–25 is coming from the ad named Ray's Pizza Deal – Test 1.

Date	Campaign	Ad Name	Gender	Age	% of Impressions	% of Clickers	CTR
Mar-11	Ray's Pizza Campaign	Ray's Pizza Deal – Test 1	M	18–25	18.75%	15.00%	0.04%
Mar-11	Ray's Pizza Campaign	Ray's Pizza Deal – Test 2	M	18–25	16.17%	10.00%	0.02%
Mar-11	Ray's Pizza Campaign	Ray's Pizza Deal – Test 3	M	18–25	15.44%	8.00%	0.01%

So what can you do with this responder data?

- You can see which subsets of your target audience are engaging most with your ads.
- From there you can divide your audience into smaller buckets to optimize your bidding strategy and make your ads more relevant.
- Focus on buckets that are helping you meet your goals and objectives, like engaging with your Facebook page or generating conversions and sales.

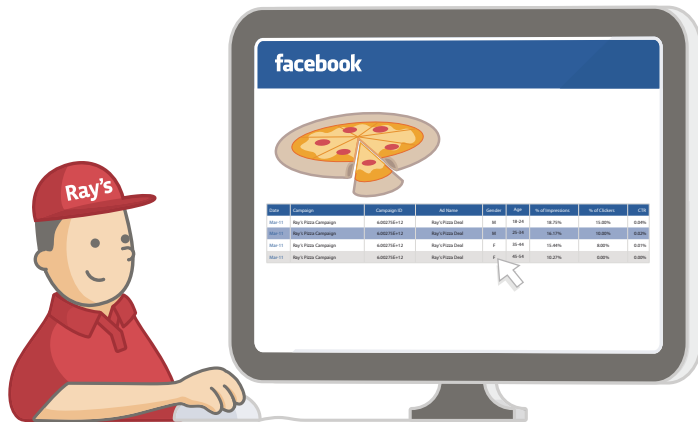


Tip

The Responder Demographics report provides demographic information about users who are seeing or clicking on your ads. This report will only appear in your account when a demographically diverse cross-section of an audience has interacted with your ads.

Ray can continue to run a test of these three campaigns for 2–3 days to understand which ads resonate best with which target audience. After testing these campaigns for a day or two, Ray can pull another responder demographics report to see which ads are meeting his objectives, while pausing the ads that are not providing the results he wants to see. This test will allow Ray to reallocate his budget to the highest performing ads within each campaign.

There are several other reports Ray can run to analyze the effectiveness of his campaigns and ads within each campaign. For example, the advertising performance and responder profile reports are also very helpful when testing changes to your ads. These reports can be found within your Ads Manager and exported for additional analysis.



Tip 1

You can also use the responder demographics report to help optimize performance with subsets of customers who are clicking on your ad, but not as frequently as you would like.

Tip 2

You can easily replicate an ad by clicking on “Create a Similar Ad” when looking at a specific ad in Ads Manager.

Tip 3

When multiple ads are running within a single campaign, our system will allocate more of your daily budget to higher performing ads. However, creating separate campaigns will allow each of your ads to run evenly during the same time period. This will give you a more accurate understanding of the results.

2 Utilize our ad creative best practices

Ad creative best practices


Now that you have identified which customer subsets you want to test creating different ads for, you need to determine which images, body text and headline to test with each subset of customers.

For example, Ray could test different body text for the same customer subset to identify which version works better.

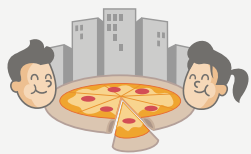
Ray's Pizza ×




Visit Ray's Pizza before March 31st and receive 10% off any large pizza!

 Like · David Nguyen likes this.

Ray's Pizza ×



Stop by Ray's Pizzeria, a Chicago favorite, for great deals and delicious pizza!

 Like · David Nguyen likes this.

Then Ray can run a second separate test comparing two different ad images in an ad targeting the same customer subset.

We recommend running these ad creative tests for 2–3 ad days and then using your reports in Ads Manager to determine which text and images are working the best. You can then pause the ads that are not performing as well and reallocate your budget accordingly to the highest performing ads.

Tip

We recommend creating separate ads to test each change you want to make to the ad, to ensure you can identify what is causing a change in the ad results.

More best practices

- Avoid logo-only images, use images that illustrate the ad's offer or images with people using your product or service, as they tend to drive more engagement from consumers
- Specific calls to action in an ad's body text like "Sign up now to save 50%" tend to work better than generic calls to action like "learn more"
- Using clear and concise messages, as well as asking a question, tends to be more engaging
- If you're referencing a promotion in your ad remember to include an end date to drive a sense of urgency and encourage potential customers to act sooner
- Avoid using jargon or abbreviations that potential customers who are unfamiliar with your product or services will not understand

3 Continue ongoing management & optimization of your ads

Ongoing Management & Optimization

By now you should know which customer subset groups you want to reach and what tests you want to run to customize your ads for each subset. Optimizing your ad campaigns should not be a one-time event. It is important to refresh your ad on a regular basis to keep your customers engaged by sharing new content, which will likely lead to higher engagement and stronger results. A good practice to follow is to refresh your ad's creative anytime you see a decrease in CTR and use the reports from your Ads Manager to better understand how to improve your ads performance. Even the best performing ads should be refreshed to maintain their good performance.

Below are a few helpful questions to keep in mind when reviewing your reports in Ads Manager:

- How are each of my ads performing versus the goals and objectives I previously outlined for this campaign?
- Which customer segment is most receptive to my ads?
- Which headline, body text or image seems to do the best given my goals for this campaign?
- Which ad seems to be underperforming compared to my goals? What is different about this underperforming ad versus the other ads I created and could that be the cause of the difference in performance?

Determining the strongest version of your ad

Below are a few tips to keep in mind when testing multiple ads against each other to determine the strongest version:

Have a test and control

Use an original version of the ad as a control to test your changes against and give yourself a solid point of reference.



Change one part at a time

Make sure you only change one part of the ad at a time. This will allow you to clearly see which change is causing a change in the ads performance.



Run test for 2–3 days

Run your test for at least 2–3 days to ensure you are receiving reliable results and enough data to make a decision on which ad is performing best.

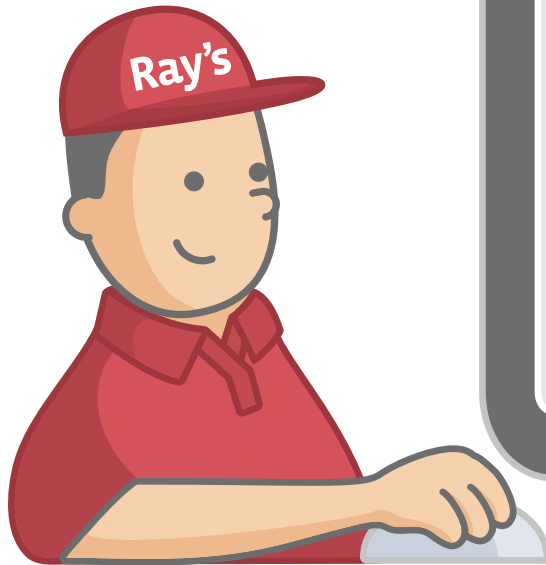


Use separate campaigns for testing

When multiple ads are running within a single campaign, our system will allocate more of your daily budget to higher performing ads. To prevent this, you may want to create separate campaigns for your ads when testing them against each other.



Additional Resources



facebook

Key Resources

Manage your existing ads:
www.facebook.com/ads/manage

Advertising guidelines & policies:
www.facebook.com/ads_guidelines.php

Guide to Facebook Ads:
www.facebook.com/adsmarketing

Receive ongoing tips:
www.facebook.com/facebookads

Create a Facebook Page:
www.facebook.com/pages/create.php

Use social plug-ins:
www.developers.facebook.com/plugins

Advertising help center:
www.facebook.com/adshelp



