



META ADS

Meta ads, also known as Facebook Meta ads (after the rebranding of Facebook to Meta), are advertisements that businesses and individuals can create and run across the Meta ecosystem, which includes Facebook, Instagram, Messenger, and the Audience Network. These ads allow businesses to reach a broad audience through targeted advertising based on user data and behaviour.

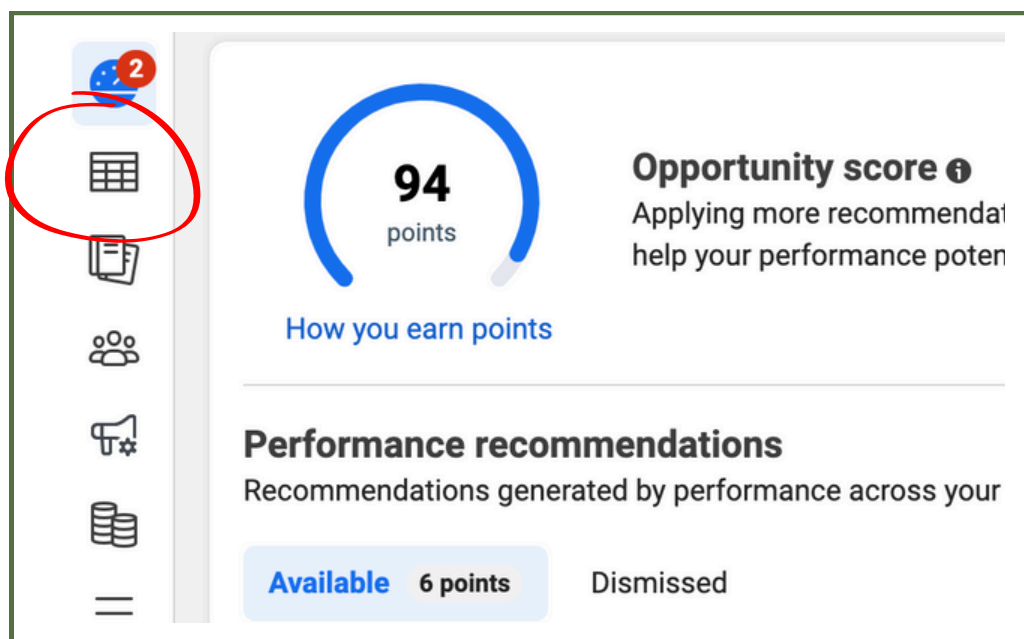
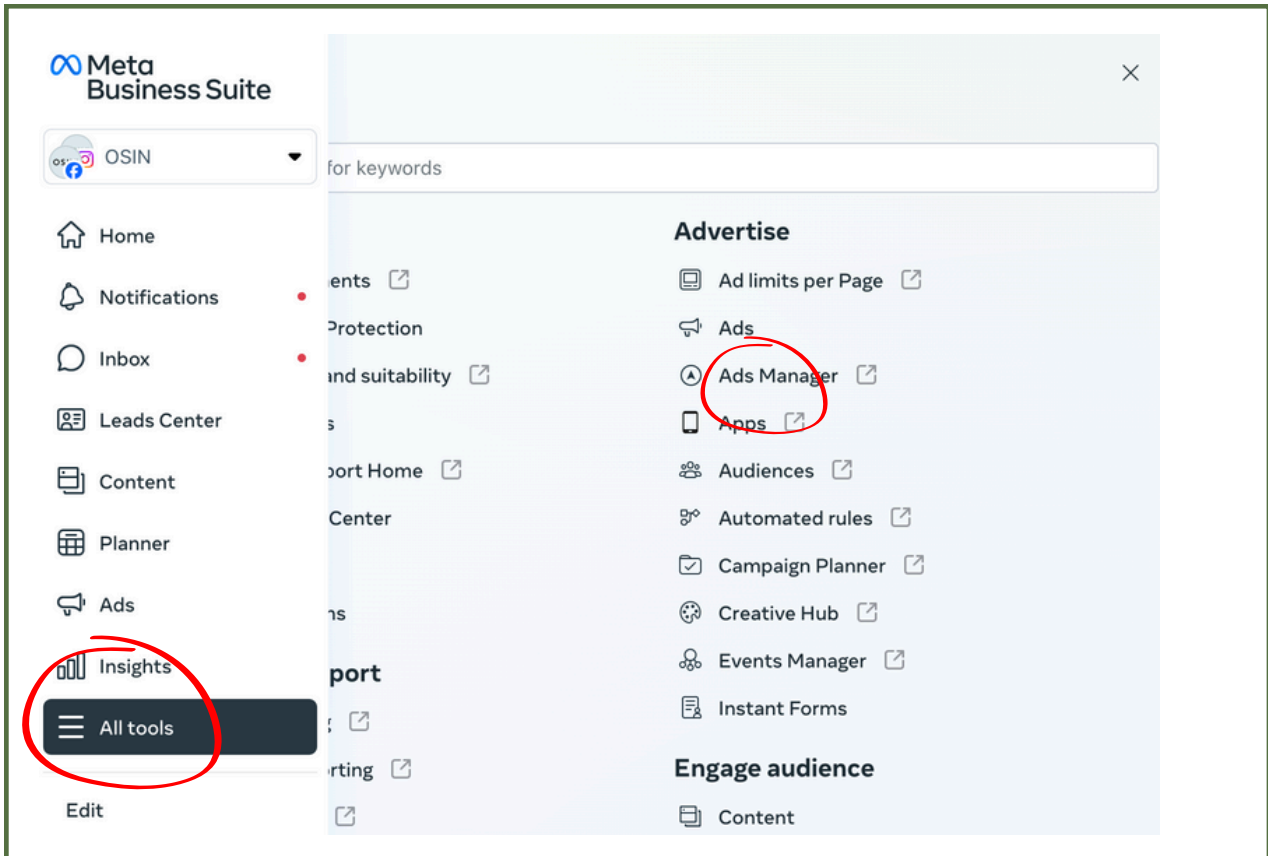
CHECKLIST

Do you have a <u>Meta Business Account</u> ?	
Have you installed the Meta Pixel to your website?	
Plan Your Ads: Target Audiences, Landing Pages, Text, Creative, Budget	
Place Your Campaign	
Define Your Audience	
Create Ads	
UTM Tracking	
Refine Your Ads	

LET'S GET STARTED..

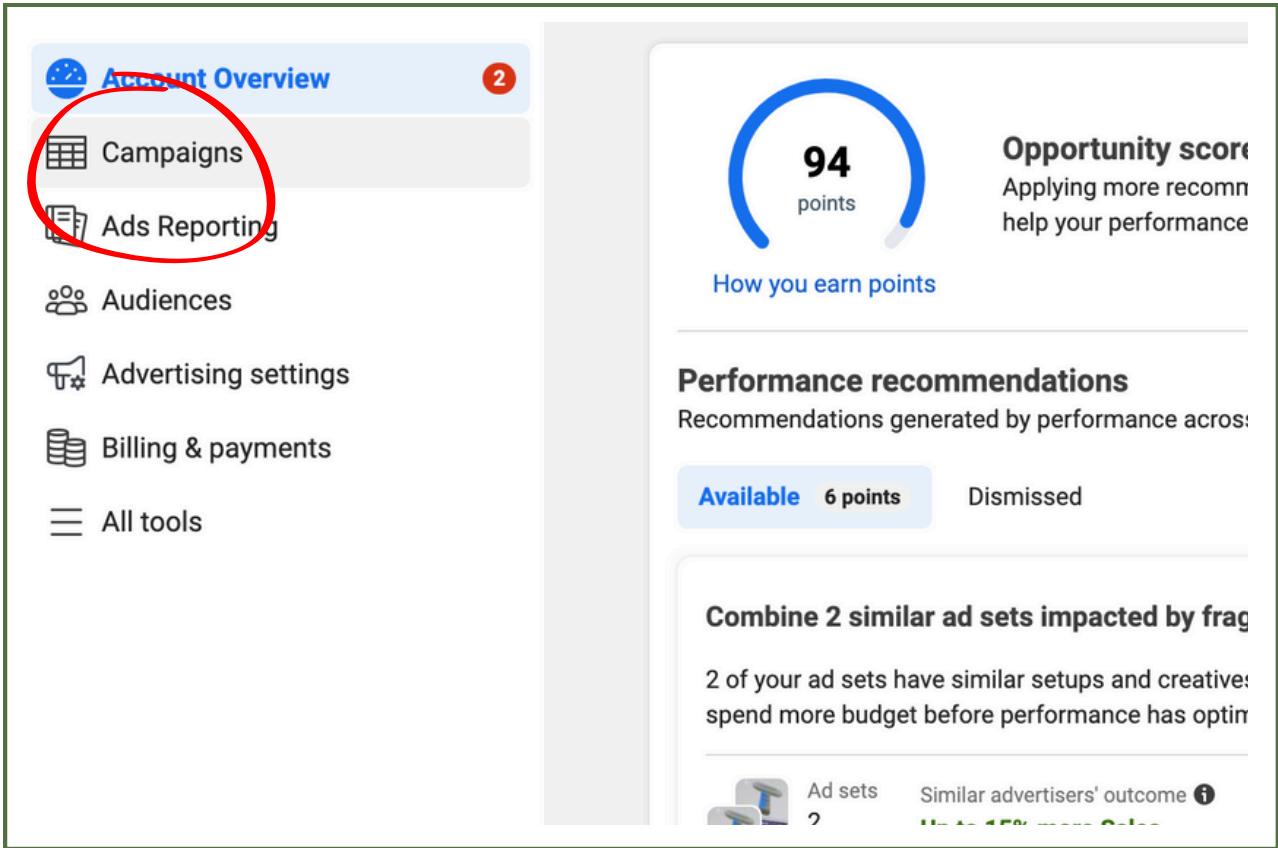
ADS MANAGER

HEAD TO META BUSINESS SUITE. CLICK ON 'ALL TOOLS' AND THEN
CLICK 'ADS MANAGER'



This will take you to the Ads overview page

Click on the campaigns icon

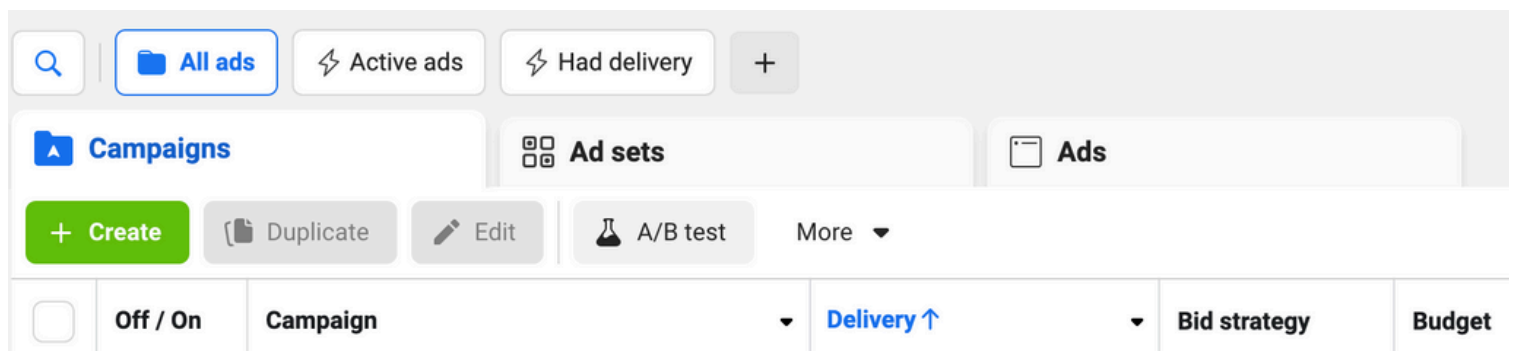


THIS IS WHERE YOU WILL CREATE YOUR CAMPAIGNS

The screenshot shows the Facebook Ads Manager 'Campaigns' page for account 'My Cup NZ (505671010164891)'. The page includes a search bar, filters for 'All ads', 'Active ads', and 'Had delivery', and a 'Review and publish (3)' button. The main table lists the following campaigns:

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	New Sales Campaign	In draft	Using ad set bid ...	Using ad set bud...	-	-	-	-	-
<input type="checkbox"/>	Period Cramps	Active	Highest volume	\$25.00 Daily	7-day click or 1...	Website Purchase	6,556	11,847	-
<input type="checkbox"/>	Bundles Campaign	Active	Using ad set bid ...	Using ad set bud...	7-day click or 1...	7 Website purchases	15,778	57,996	Per
<input type="checkbox"/>	Reusables General	Active	Using ad set bid ...	Using ad set bud...	7-day click or 1...	5 Website purchases	10,231	23,412	Per

STRUCTURE OF ADVERTISING



In Meta Ads Manager, the structure of advertising is organised into three levels:

- 1 Campaigns
- 2 Ad Sets
- 3 Ads

Each level serves a distinct purpose and provides specific settings that contribute to the overall strategy and execution of your advertising efforts.

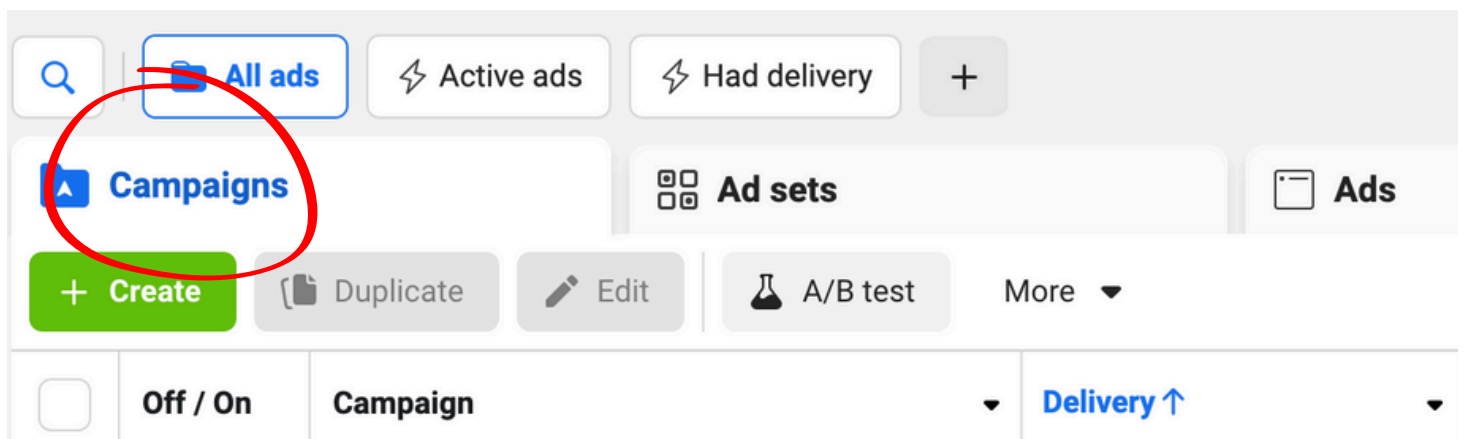


CAMPAIGNS

The campaign is the top level in the hierarchy and is where you define your overall advertising objective.

Key Features:

- Objective Selection: At the campaign level, you choose the objective that aligns with your business goals, such as sales.
- Budget Optimisation: You can set a budget at the campaign level which Meta will then distribute across your ad sets to optimise for the best performance.



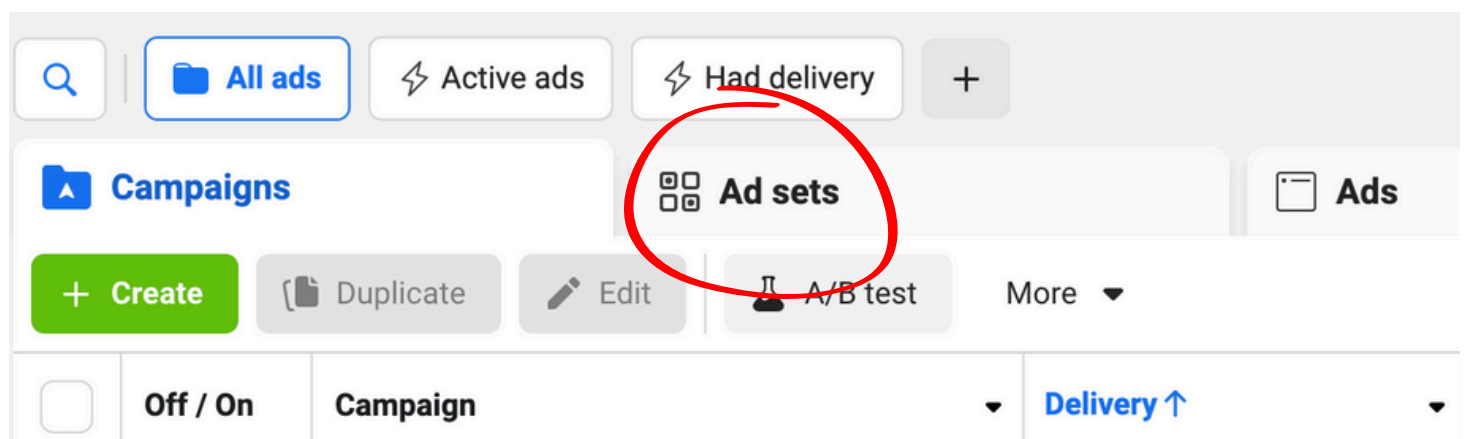
AD SETS



Ad sets sit within campaigns and allow you to specify targeting, budget, schedule, and placement for your ads.

Key Features:

- **Audience Targeting:** Define who you want to see your ads based on demographics, interests, behaviours, custom audiences, and lookalike audiences.
- **Budget and Schedule:** Set a budget (daily is our recommendation rather than lifetime) and schedule for the ad set, determining when your ads will run.
- **Placements:** Choose where you want your ads to appear (e.g., Facebook News Feed, Instagram Stories, Messenger, Audience Network). You can use automatic placements or manually select placements.
- **Optimisation and Delivery:** Choose how you want to optimise your ad delivery, such as for clicks, impressions, conversions, etc. This affects how Meta bids in the ad auction.



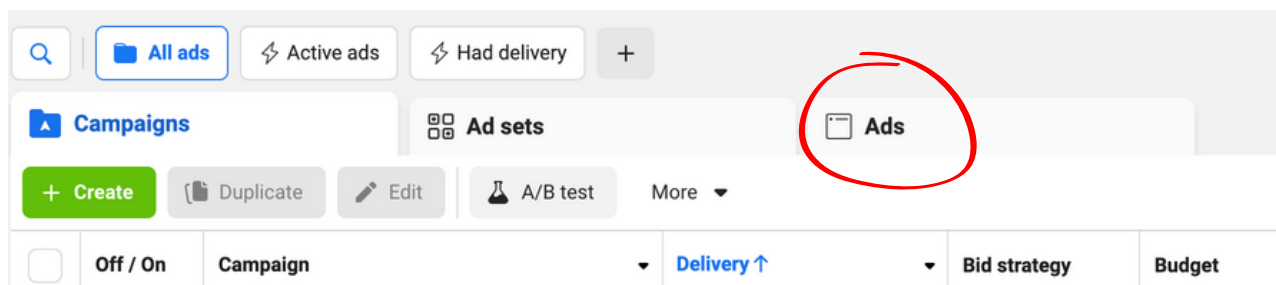
ADS

Ads are the individual pieces of content that users will see.

Each Ad Set can contain multiple ads.

Key Features:

- **Creative:** Create the actual content of the ad, including images, videos, text, links, and calls to action. This is what users will see and interact with.
- **Format:** Choose the format of the ad, such as image, video, carousel, slideshow, or collection.
- **Tracking:** Implement tracking options such as Facebook Pixel, UTM parameters, or app events to measure the performance of your ads.



Planning Your Ads

To effectively target both a broad and remarketing audience, you can create a structured Meta ad campaign with separate ad sets for each audience. **Each ad set can include different ad formats: image, video, and carousel.** This allows you to test audiences, and ad creative for best ROI.

HOW DO THEY ALL WORK TOGETHER?

Campaign Level:

You start by creating a campaign and selecting an objective (i.e sales)

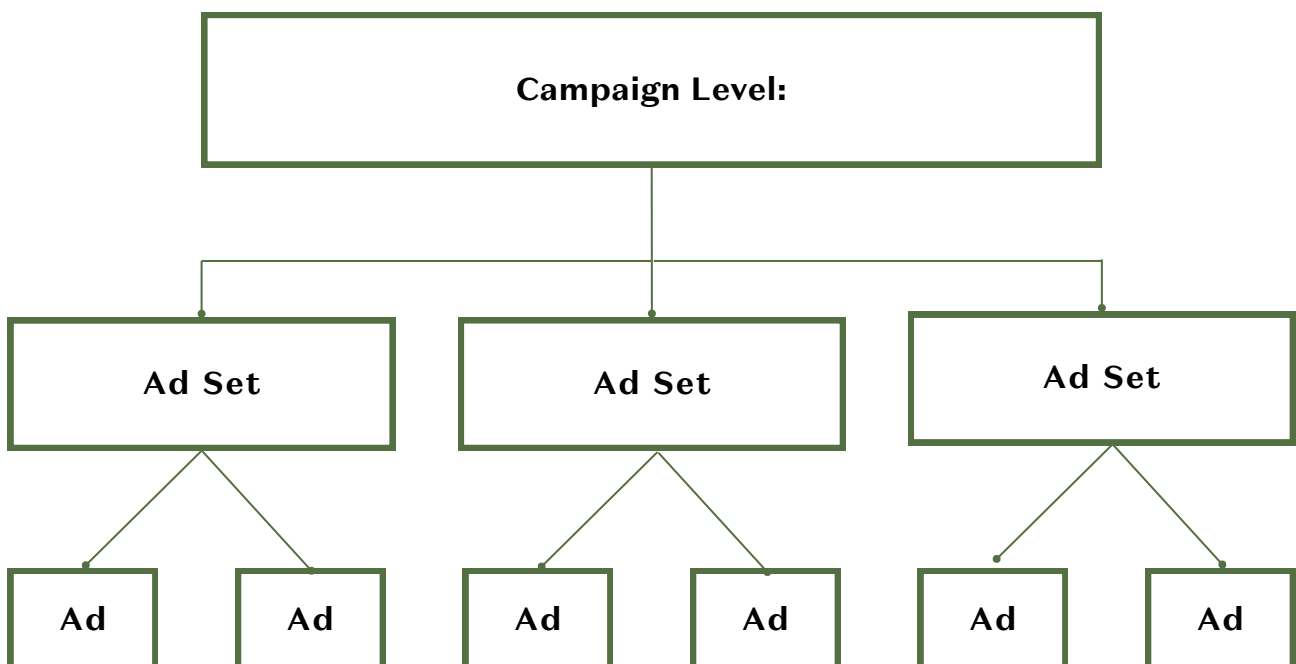
Ad Set Level:

Within the campaign, you create one or more ad sets.

For each ad set, you define the target audience (e.g., age, gender, location, interests), set the budget and schedule, choose ad placements, and decide on the optimisation goal.

Ad Level:

Within each ad set, you create the actual ads.
You can experiment with different creative options, such as varying images, videos, headlines, and copy to see which performs best.



✦

THE META PIXEL



The Meta Pixel, formerly known as the Facebook Pixel, is a powerful tool for enhancing the effectiveness of your advertising campaigns. By installing the Meta Pixel on your website, **you can unlock several key benefits** that help you optimise your marketing efforts and achieve better results.

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The Meta Pixel **enhances your ability to create highly targeted and personalised ads.** With the data collected, you can build custom audiences based on specific actions users have taken on your website, such as adding items to their cart or viewing particular pages.

The Pixel **enables the creation of lookalike audiences, allowing you to reach new potential customers who share similar characteristics with your existing audience.** This precision targeting helps increase the relevance of your ads and improve conversion rates

The Meta Pixel **facilitates effective retargeting**, allowing you to reconnect with users **who have previously visited your website.** By showing relevant ads to these users as they browse other sites within the Meta network, you can remind them of your products or services and encourage them to return and complete their purchase.

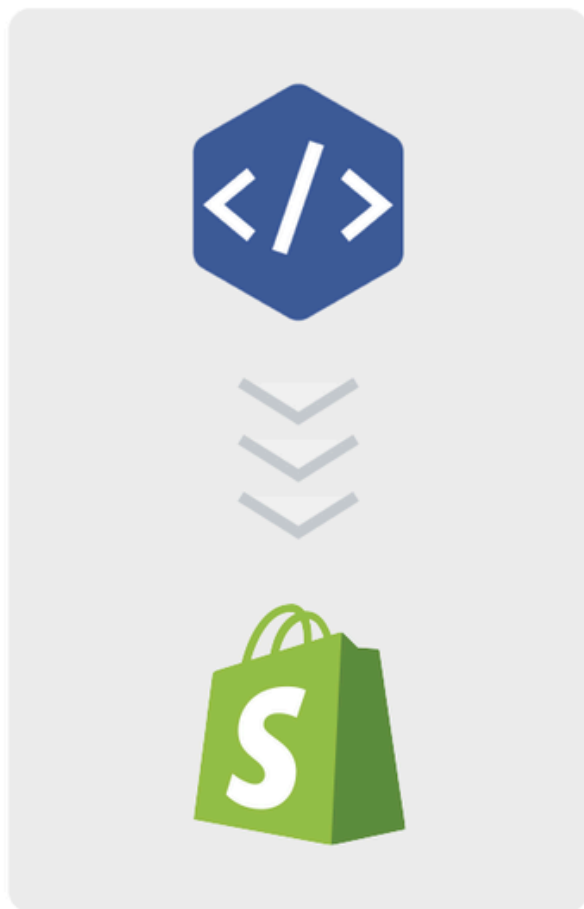
Retargeting with the Meta Pixel helps keep your brand top-of-mind and can significantly boost your overall conversion rates.

META PIXEL + SHOPIFY

Adding a Meta Pixel to your Shopify store helps you track customer behaviour, create targeted ads, and retarget visitors who didn't complete purchases.

It also allows for better ad optimisation, conversion tracking, and personalised recommendations.

With the pixel, you can reach new audiences and gain valuable insights to improve both your marketing and store performance.



1. Log in to Your Shopify Admin:

2. Navigate to Sales Channels:

- In the Shopify admin, click on "Sales Channels" on the left-hand side.
- Click the "+" button next to Sales Channels if Meta (Facebook) is not already listed, and add Facebook as a sales channel.

3. Set Up Facebook in Shopify:

- Click on "Facebook" in the Sales Channels list.
- Click on "Start setup" under Facebook Marketing.

4. Connect Your Meta Account:

- Follow the prompts to connect your Meta account with Shopify.



META PIXEL + WIX

Adding a Meta Pixel to your Wix website enables you to track visitor actions, such as page views and purchases, helping you understand your audience better. It allows you to create targeted Facebook ads, retarget users who didn't convert, and measure the effectiveness of your campaigns.

The pixel also improves ad optimisation by using data to enhance performance and lower costs. It also provides insights for building lookalike audiences and personalised ads, all of which can drive more traffic and increase conversions on your site

1. Log in to Your Wix Account

2. Access the Site Dashboard

3. Navigate to Marketing

Integrations:

In the site dashboard, click on "Marketing & SEO" from the left-hand menu. Select "Marketing Integrations."

4. Set Up Facebook Pixel:

Click on "Facebook Pixel", and then Click the "Connect" button.

5. Log in to Your Meta (Facebook) Account:

Follow the prompts to connect your Meta account with Wix. See steps outlined in the 'Adding The Pixel' section below.



META PIXEL + WORDPRESS

Adding the Meta Pixel to your WordPress site involves using plugins or manually inserting the Pixel code.

Using a Plugin:

1. Log in to Your WordPress Admin

2. Install a Meta Pixel Plugin:

- Go to “Plugins” > “Add New.”
- Search for “Facebook Pixel” or “Meta Pixel.”
- Choose a reputable plugin such as “PixelYourSite” or “Facebook for WordPress” and click “Install Now.”
- After installation, click “Activate.”

3. Configure the Plugin:

- Go to the plugin settings (usually found in the left-hand menu after activation).
- Log in to your Meta (Facebook) account if prompted.
- Enter your Pixel ID. You can find your Pixel ID in the Meta Events Manager under your Pixel settings.

4. Save and Verify:

- Save your settings in the plugin.
- Use the Meta Pixel Helper Chrome extension to verify the Pixel is correctly installed and firing on your pages.



META PIXEL + WORDPRESS

Manually Adding the Pixel Code:

1. Get Your Meta Pixel Code:

- Log in to your Meta Business Manager.
- Go to the Events Manager and select the Pixel you want to use.
- Click “Add Events” > “From a New Website” > “Install Code Manually.”
- Copy the Pixel base code.



2. Log in to Your WordPress Admin

3. Edit Theme Header:

- Go to “Appearance” > “Theme Editor.”
- In the Theme Files section on the right, find and select the “header.php” file (this is usually where you’ll add the Pixel code so it loads on every page).

4. Insert the Pixel Code:

- Paste the Meta Pixel base code just before the closing </head> tag.
- Click “Update File” to save your changes.

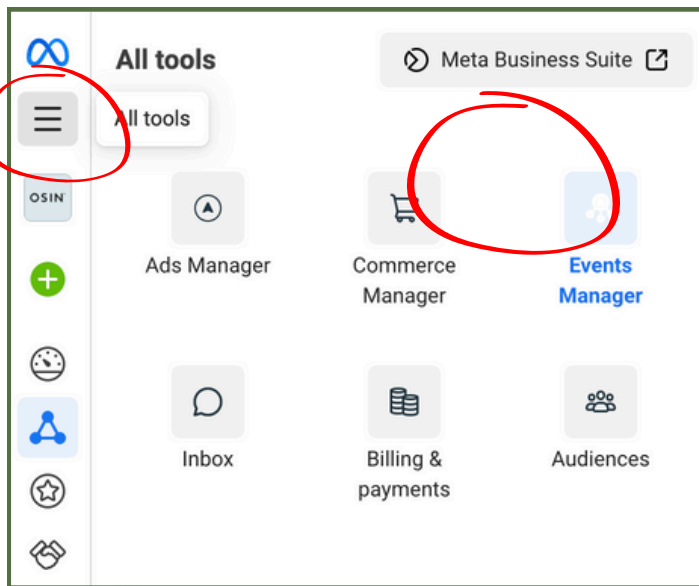
5. Verify Installation:

- Use the Meta Pixel Helper Chrome extension to ensure the Pixel is firing correctly on your website.

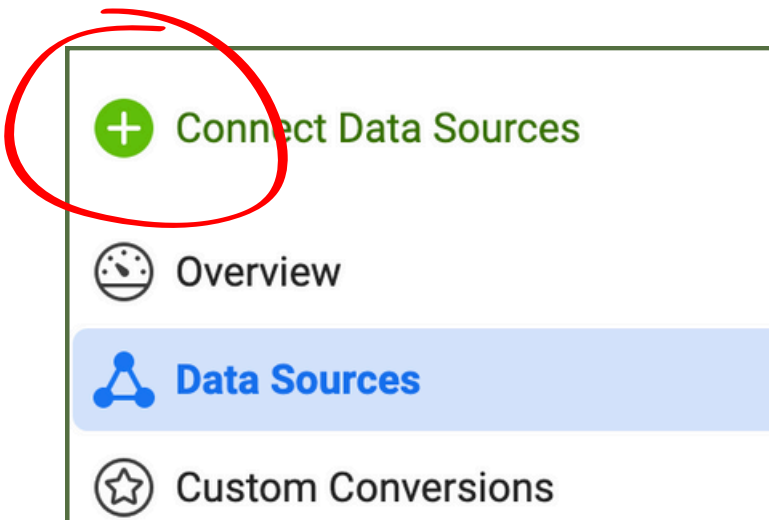


ADDING THE PIXEL

Step by Step



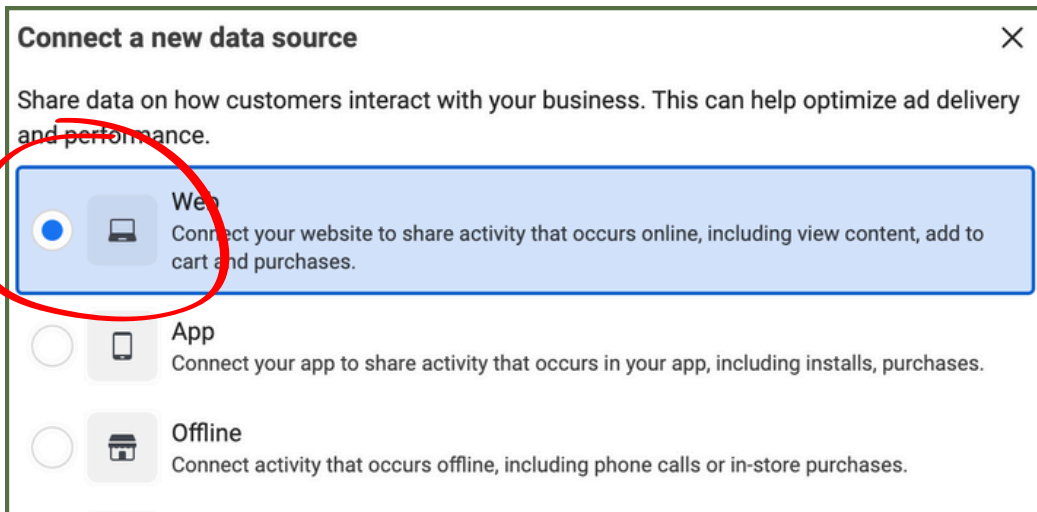
**1. Log into
business.facebook.com
and navigate to Events
Manager**



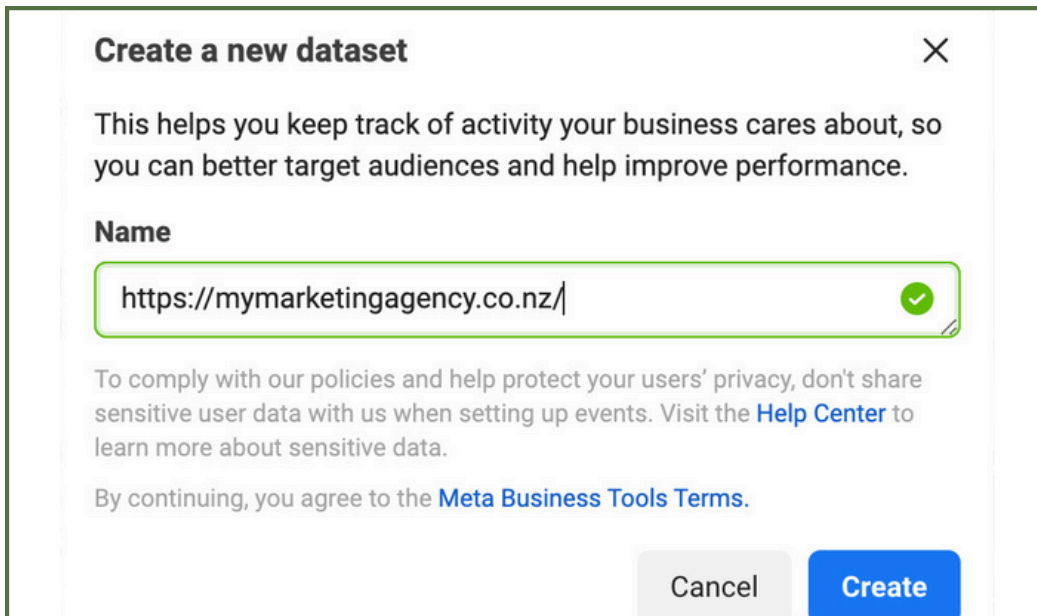
**2. Click 'Connect Data
Sources'**



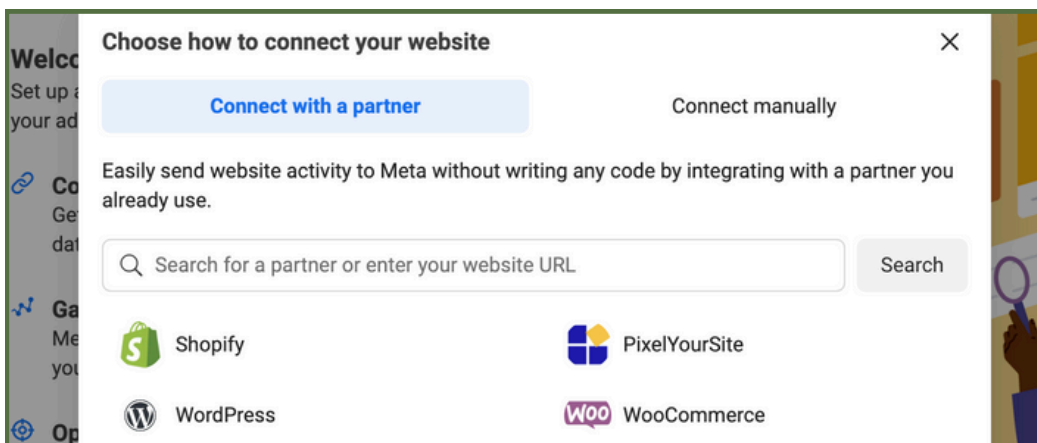
3. Select Website



4. Add Your URL

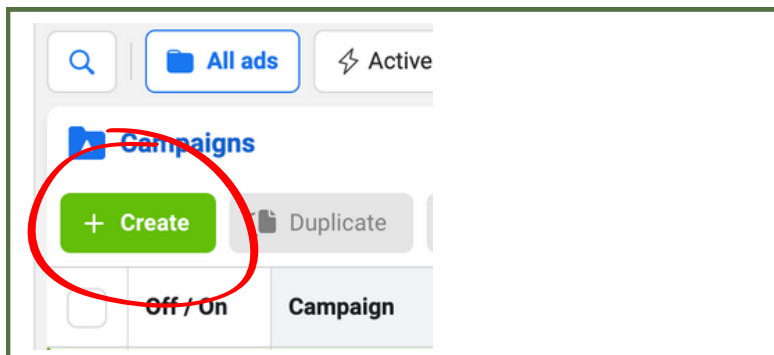


5. Select Your Website Platform

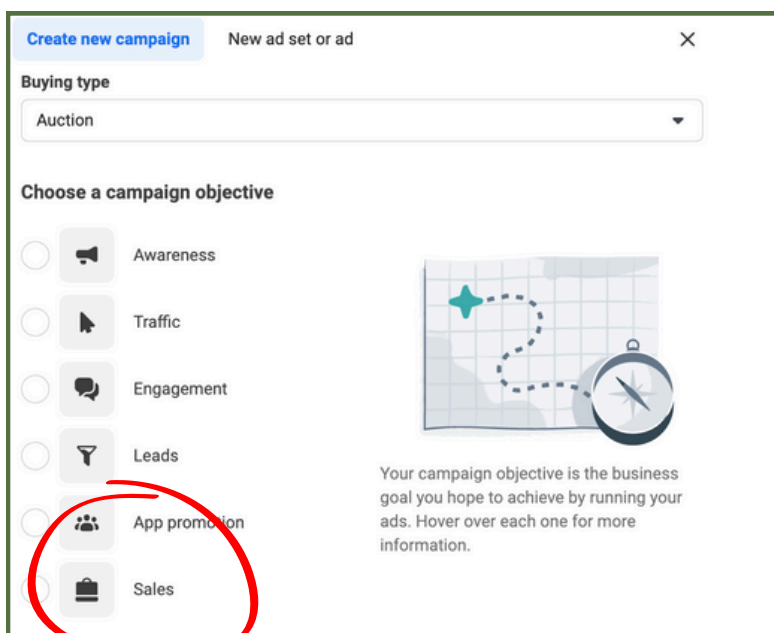


6. Follow the prompts to complete your set up

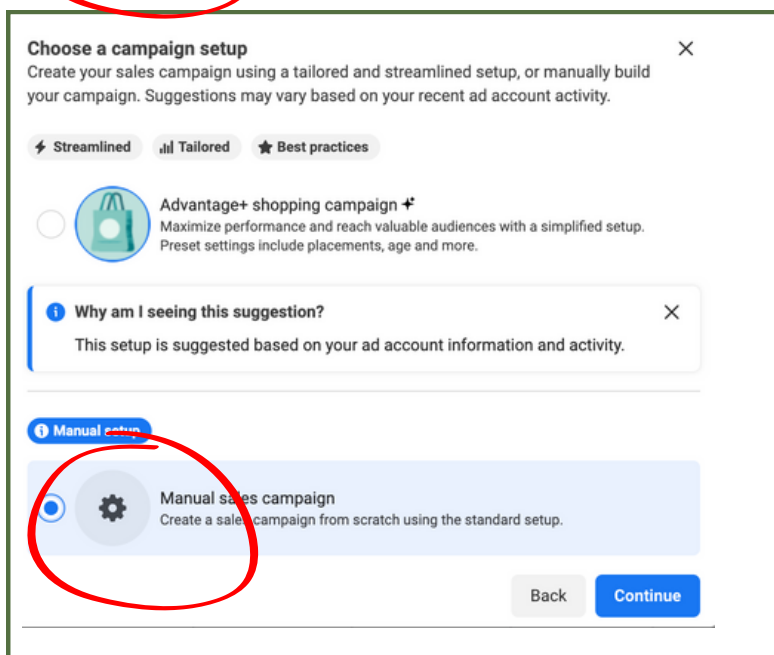
CREATE A CAMPAIGN



Log in to your Meta Ads Manager, Click on the "Create" button

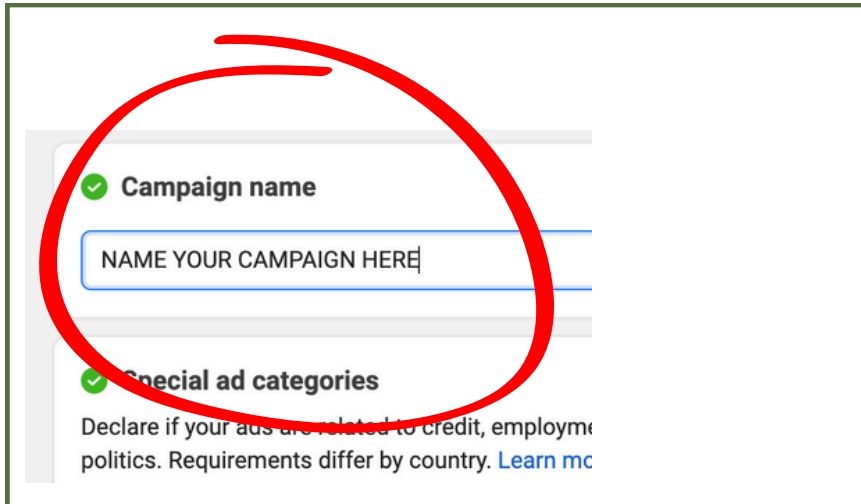


Choose your campaign objective (sales)



Choose manual sales campaign set up. Click "Continue."

CAMPAIGN SETTINGS



✓ Campaign name

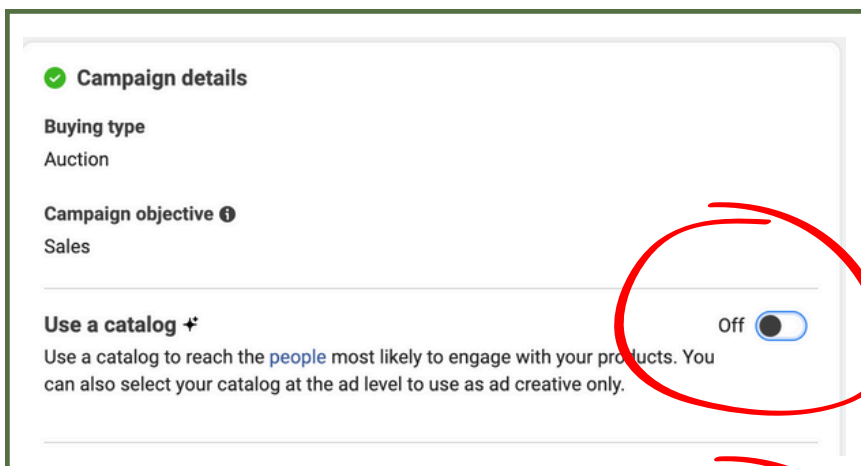
NAME YOUR CAMPAIGN HERE

✓ Special ad categories

Declare if your ads are related to credit, employment, politics. Requirements differ by country. [Learn more](#)



TOP TIP FOR NAMING YOUR CAMPAIGN:



✓ Campaign details

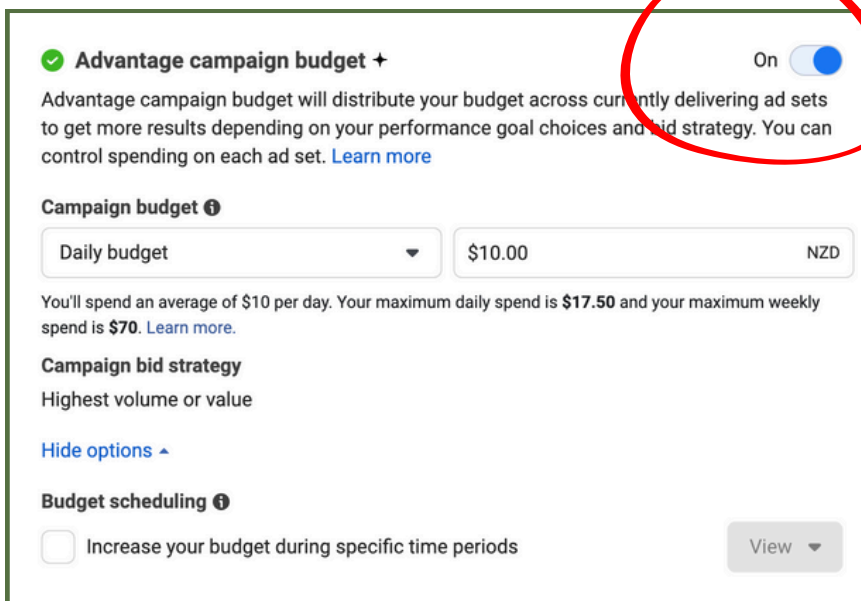
Buying type
Auction

Campaign objective ⓘ
Sales

Use a catalog + Off

Use a catalog to reach the [people](#) most likely to engage with your products. You can also select your catalog at the ad level to use as ad creative only.

MAKE SURE CATALOG IS TURNED OFF!



✓ Advantage campaign budget + On

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

Campaign budget ⓘ

Daily budget NZD

You'll spend an average of \$10 per day. Your maximum daily spend is \$17.50 and your maximum weekly spend is \$70. [Learn more](#).

Campaign bid strategy
Highest volume or value

[Hide options](#) ^

Budget scheduling ⓘ

Increase your budget during specific time periods

MAKE SURE ADVANTAGE CAMPAIGN BUDGET IS TURNED ON if you want Meta to optimise your budget across ad sets

AD SET CREATION

Ad set name

NAME YOUR AD SET HERE [Create template](#)

Conversion

Conversion location

Choose where you want to drive sales.
[About conversion locations](#)

Website
Drive sales and conversions on your website.

NAME YOUR AD SET (E.G. BROAD AUDIENCE)

CHOOSE WEBSITE FOR YOUR CONVERSION

Performance goal ⓘ

Maximize number of conversions

Pixel ⓘ

YOUR COMPANY PIXEL

Conversion event ⓘ

Purchase (ID 1177614043613085)

CHOOSE YOUR PIXEL

CHOOSE PURCHASE (OR LEAD) AS YOUR CONVERSION EVENT.

Budget & schedule

Budget ⓘ

Your budget was set using Advantage campaign budget. Visit the campaign level to make updates.

Schedule ⓘ

Start date

Jul 16, 2024 08:09 PM NZST

End date

Set an end date

[Hide options](#) ^

Budget scheduling ⓘ

[Add entries in campaign setup](#)

Ad set spending limits

None added

MODIFY YOUR BUDGET & SCHEDULE AS NEEDED

NEW AUDIENCE REMARKETING

✔ Advantage+ audience ↗

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

Save audience [Switch to original audience options](#)

SWITCH TO ORIGINAL AUDIENCE OPTIONS

We recommend using original (**custom**) audience options in Meta advertising because they enable precise targeting and higher engagement by leveraging your own data, such as customer lists and website visitors.

Using Advantage+ audience may improve performance ×

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. [Learn more about Advantage+ audience](#)

Potential outcome
Up to **33%** lower cost per result
Based on our experiment ⓘ

Use original audience Use Advantage+ audience

This approach allows for effective retargeting, creating lookalike audiences, and gaining valuable insights into audience behaviours and preferences.

Create new audience Use saved audience ▾

Custom audiences [Create new ▾](#)

🔍 Search existing audiences

Add exclusions

* Locations [Edit](#)

Location:
• New Zealand

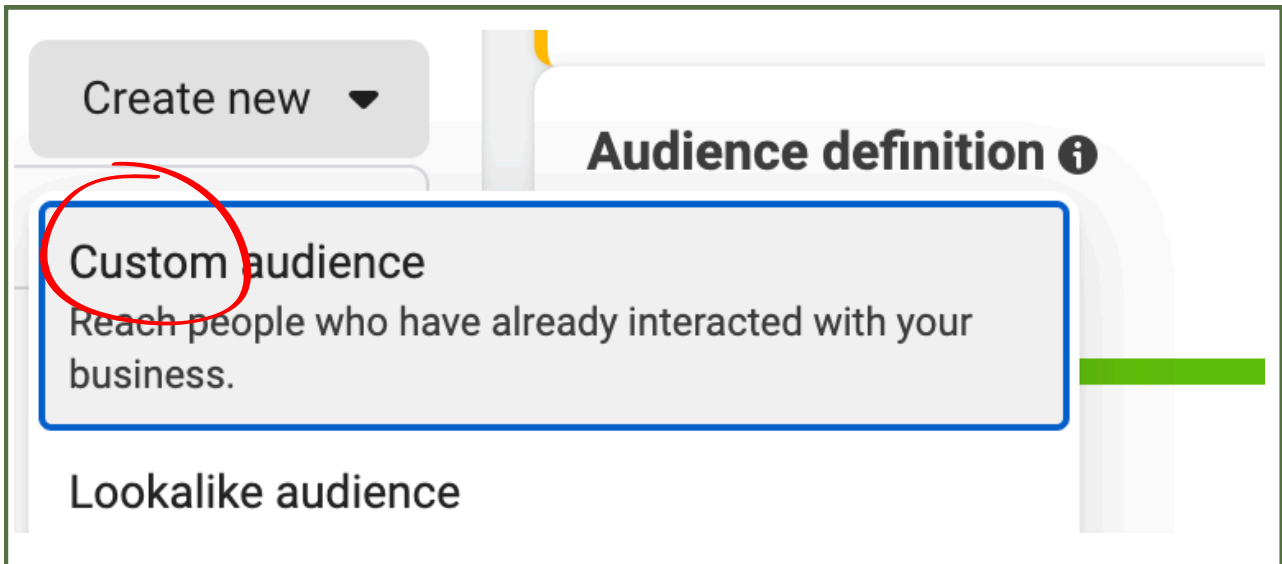
Age
18 - 65+

Gender
All genders

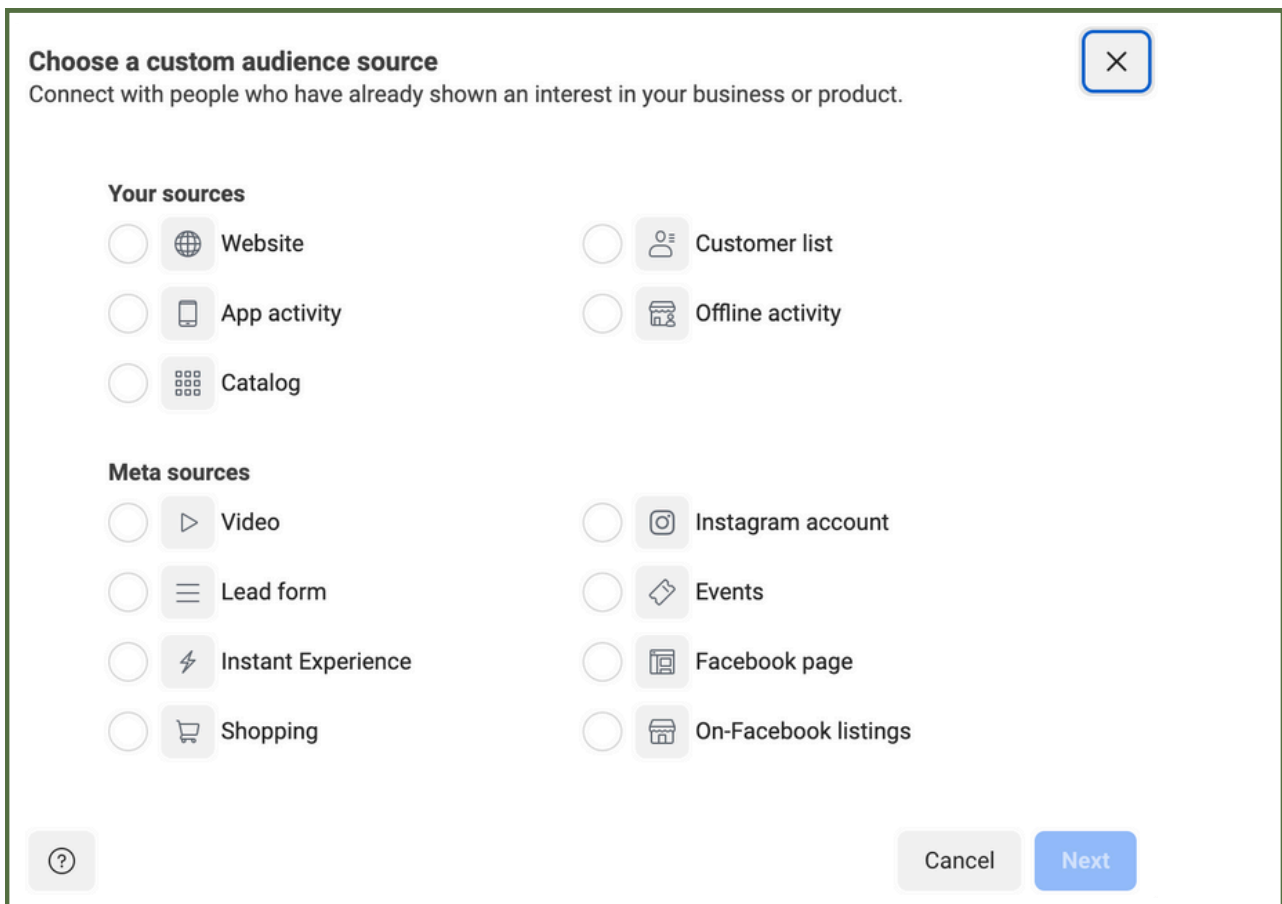
Advantage detailed targeting ↗

Create a new audience from your pixel data or other platforms.

CLICK ON 'CREATE NEW'



Custom Audiences in Meta (formerly Facebook) ads allow you to target specific groups of users based on various data sources



MAIN SOURCES FOR CREATING CUSTOM AUDIENCES:

Customer Lists

- You can upload your own customer data, such as email addresses, phone numbers, or other identifiers.
- Use Case: Targeting existing customers with special offers or re-engaging inactive customers.

Website Traffic

- Using the Meta Pixel, you can create audiences based on actions taken on their website, such as page visits, purchases, or time spent on the site.
- Use Case: Retargeting users who have visited specific pages or abandoned their shopping carts.

Engagement on Meta Platforms

- Audiences can be built from people who have interacted with content on Meta platforms (Facebook and Instagram), such as page likes, post comments, video views, and event responses.
- Use Case: Targeting users who have shown interest in the brand by engaging with its content.

Facebook and Instagram Followers

- Audiences can be created from people who follow a business's Facebook page or Instagram profile.
- Use Case: Targeting followers with exclusive offers or updates.

Lookalike Audiences

- Meta can create a Lookalike Audience by finding users similar to an existing Custom Audience. This source uses various signals and patterns to identify potential customers.
- Use Case: Expanding reach by targeting users who have similar characteristics to current customers.

App Activity

- Audiences can be created based on user interactions within a mobile app using the Meta SDK.
- Use Case: Engaging app users who have completed specific actions like in-app purchases or reaching certain levels.

Offline Activity

- Using offline conversion data, businesses can create audiences from people who have interacted with their business in physical locations, such as in-store purchases.
 - Use Case: Bridging online and offline marketing efforts to retarget in-store customers.
-

MAIN SOURCES FOR CREATING CUSTOM AUDIENCES:

Select the rules you want to set for the audience and save. You can adjust the age and other audience rules in the audience setting under the ad set.

Create a website custom audience ✕

Include [Accounts Center accounts](#) who meet Any ▾ Of the following criteria:

Source

My Cup NZ's Pixel ▾

Events

All website visitors ▾

Audience retention ⓘ

days

Audience Name

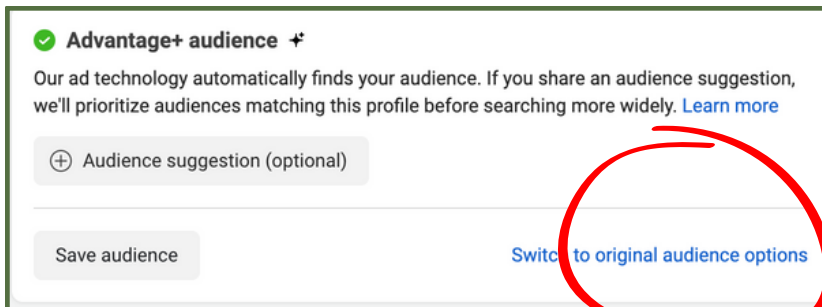
Website Remarketing. 21/50

Description · Optional

0/100

NEW AUDIENCE

BROAD



Advantage+ audience ⁺

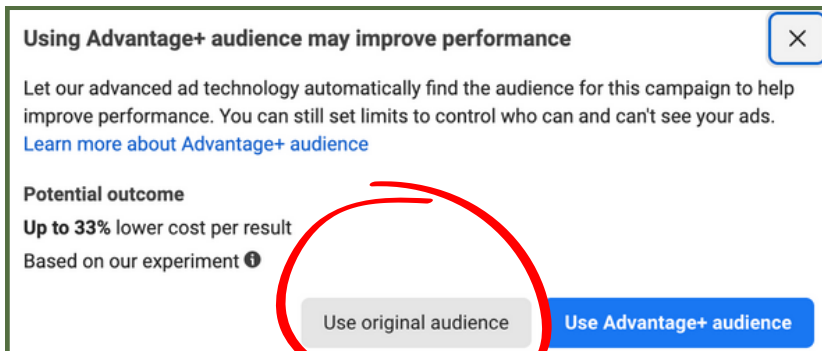
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⊕ Audience suggestion (optional)

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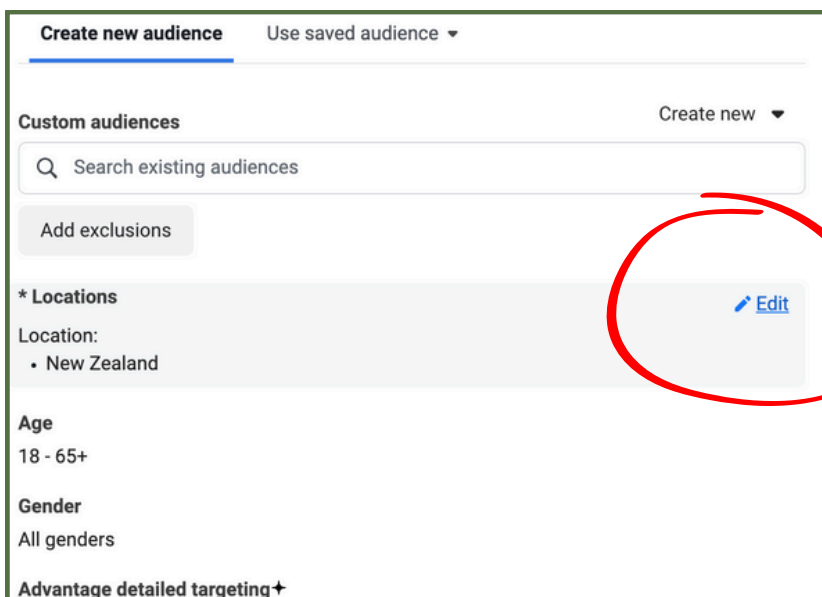
Using Advantage+ audience may improve performance ×

Let our advanced ad technology automatically find the audience for this campaign to help improve performance. You can still set limits to control who can and can't see your ads. [Learn more about Advantage+ audience](#)

Potential outcome
Up to **33%** lower cost per result
Based on our experiment ⓘ

Use original audience Use Advantage+ audience

This approach allows for effective retargeting, creating lookalike audiences, and **gaining valuable insights into audience behaviours and preferences.**



Create new audience Use saved audience ▾

Custom audiences Create new ▾

🔍 Search existing audiences

Add exclusions

* Locations [Edit](#)

Location:
• New Zealand

Age
18 - 65+

Gender
All genders

Advantage detailed targeting ⁺

Locations:

- Create a new audience if you don't have any saved audiences.
- Click on the "Edit" button next to "Locations and start typing e.g. Christchurch, Wellington, Dunedin, and Auckland.

DEFINE YOUR AUDIENCE

Add exclusions

*** Locations**
Location:
• New Zealand

Age
18 - 65+

Gender
All genders [Edit](#)

Advantage detailed targeting+
Include people who match ⓘ

Q Add demographics, interests or behaviors [Suggestions](#) [Browse](#)

Add exclusions

Languages
All languages

Age: Set the age range e.g. 24 to 45. Select Gender: e.g. Select "Women."

In the "Interests" field, type and select "Online Shopping."

Age
18 - 65+

Gender
All genders

Advantage detailed targeting+
Include people who match ⓘ

Q online shopping [Suggestions](#) [Browse](#)

Online shopping Employers

Online Shopping Employers

Online shopping (retail) Interests

Online shopping rewards (retail) Interests

Shopping Online - Clothes (apparel) Interests

Daraz Online Shopping (apparel) Interests

Audience definition ⓘ
Your audience selection is fairly broad.

Specific Broad

Estimated audience size: 2,500,000 - 3,000,000 ⓘ

Estimates may vary significantly over time based on changes in user behavior, interests and data and do

Size: 1,347,410,025 - 1,584,554,190

Interests > Shopping > Online shopping (retail)

Description: People who have expressed an interest in or like pages related to *Online shopping (retail)*

for this ed across

💡 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

DEFINE YOUR AUDIENCE

Placements

- Leave Advantage + placements
- Or, Select the platforms and placements where you want your ads to appear (e.g., Facebook Feed, Instagram Feed, Stories, etc.).
- You can keep most of the default settings unless you have specific preferences.

Set the Budget & Schedule

- Set your desired daily or lifetime budget.
- Set a start and end date for your campaign if needed.
- Click next

Budget & schedule

Budget

Your budget was set using Advantage campaign budget. Visit the campaign level to make updates.

Schedule

Start date

 Jul 15, 2024

 11:10 PM NZST

End date

Set an end date

[Hide options](#) 

Budget scheduling

[Add entries in campaign setup](#)

Ad set spending limits

None added



CREATE YOUR ADS

Ad Name:

Enter a name for your ad

Identity:

Select the Facebook Page and Instagram account you want to represent in your ads.

Ad Set Up:

Choose your ad format (e.g., single image, carousel, video)

The screenshot shows the Facebook Ads creation interface. The 'Ad name' section is highlighted with a red circle, showing a text input field with 'New Sales Ad' and a 'Create template' button. The 'Partnership ad' section is also visible, with a toggle switch set to 'On' and a text input field for a partnership ad code. Below this, a light gray box contains a lightbulb icon and text: 'It looks like you're partnering with mycupnz, so partnership ad has been turned on. This can help improve performance.' The 'Identity' section is highlighted with a red circle, showing a dropdown menu with 'My Cup NZ, @mycupnz' as the first identity, and a 'Select second identity' button. The 'Ad setup' section is highlighted with a red circle, showing a dropdown menu with 'Create ad' selected. Below this, the 'Creative source' section has two options: 'Manual upload' (selected) and 'Catalog'. The 'Format' section has four options: 'Flexible', 'Single image or video' (selected), 'Carousel', and 'Collection'.



Ad sources

Connect ad sources to include more information in your ad that can help inspire action. [Learn more about ad sources](#)

Website URL ⓘ
Add a website URL to automatically enhance your ad with site links and offers.

Website URL:

You can leave the website URL under ad sources blank unless you would like to automate some of your ad delivery (**not recommended**)

Ad creative

Select the media and text for your ad. You can also customize your media and text for each placement. [Learn more](#)

*** Media** ⓘ

Ad Creative:

Upload your media (images or videos) and enter your ad copy (headline, text, call-to-action).

Primary text ⓘ

Primary Text:

This is the main body of your ad, providing key information and engaging the audience with compelling copy.

Headline

Headline:

The headline is a concise, attention-grabbing statement that highlights the main message or offer, appearing prominently to capture interest.

Description ⓘ

Description: optional, offers additional details about the product or service, further enticing users to take action.

Call to action ⓘ

Click on the call to action drop down to select Shop Now, Book Now etc.



Info labels

Use info labels to highlight attractive information about your business, such as number of Page likes or free shipping.

[Learn more](#)

11 info labels selected

3 more available

Edit info labels



A/B test catalog versus manual upload

Run a 4-day test with your existing budget to see how using your catalog can impact performance.

Info labels:

Info labels are not recommended for most ecommerce and lead generation businesses in Meta ads because they can clutter the ad and distract from the main message, reducing its effectiveness.

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)



Website

Send people to your website.

* Website URL ⓘ

Enter the website URL field for your ad.

[Build a URL parameter](#)

Display link

Call ⓘ



Add a call button on your website



Instant Experience

Send people to a fast-loading, mobile-optimized experience.



Facebook event

Send people to an event on your Facebook Page.

Website URL:

Enter the URL where you want to drive traffic and sales.

To ensure you can track where your website traffic is coming from it is best to ensure your URL has a UTM on it

(Please read the UTM document).



Tracking

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

Website events

My Cup NZ's Pixel
Dataset ID: 57436126670394

App events

Offline events

[Edit tracked offline event sets](#)

You no longer need to select a domain for your web events. There's nothing you need to do for this change.
[Learn more](#)

URL parameters ⓘ

key1=value1&key2=value2

[Build a URL parameter](#)

By clicking "Publish," you agree to Facebook's [Terms and Advertising](#)

Close ✓ All edits saved

Tracking:

Ensure your Pixel is selected to track conversions.

Review Your Ad:

Double-check all the settings, targeting, and ad content.

Publish:

Click the "Publish" button to launch your campaign.

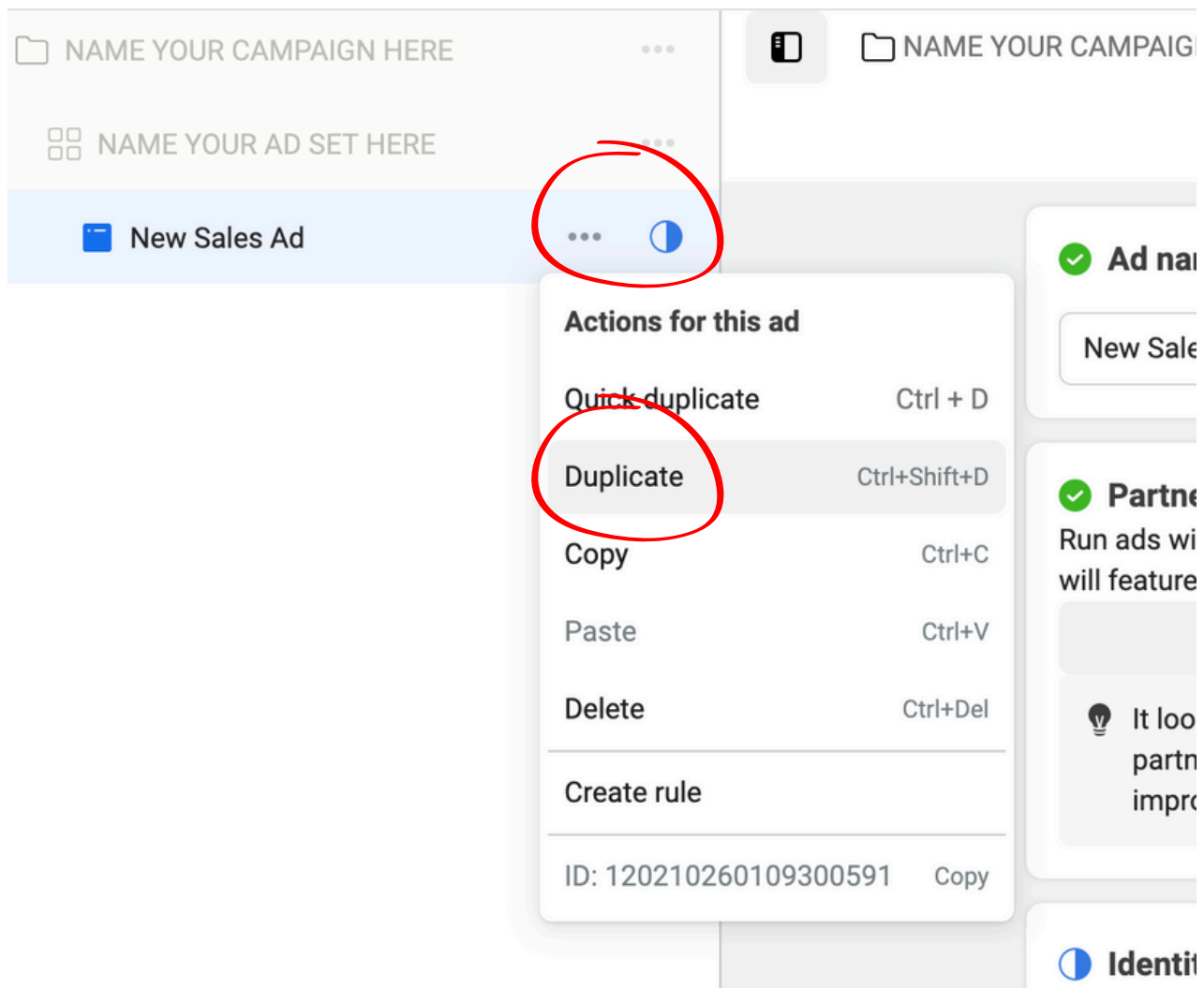


DUPLICATING YOUR AD

You can edit the duplicated ads to keep the text the same and change the image to a video, or keep the image and change the text.

The goal is to test your ads to identify what gets best cost per result, lowest cost per click and most engagement.

1. Once you have created an ad, you can click on the ad level action menu
2. Click duplicate to create a second, (third, fourth etc) ads.





Duplicate your ad ×

1 copy of 1 ad will be duplicated into 1 ad set and 1 campaign

Select a campaign for your ad.

Original campaign
Duplicate your ad into the same campaign.

Existing campaign
Duplicate your ad into another campaign.

New campaign
Create a new campaign for your duplicated ad.

NAME YOUR CAMPAIGN HERE

Select an ad set for your ad

Existing ad set
Duplicate your ad into a pre-existing ad set

You selected 1 ad set Remove all

NAME YOUR AD SET HERE ×

New ad set
Create a new ad set to duplicate your ad into

Number of copies

1

Show existing reactions, comments and shares on new ads ⓘ

Cancel Duplicate

Choose Existing Campaign

Number of Copies:
Choose number of copies (how many test ads do you want to create)

Note - campaign budget is per campaign and will not increase based on the number of ads you test.

TESTING CAMPAIGNS



To effectively target both a broad and remarketing audience, **you can create a structured Meta ad campaign with separate ad sets for each audience.**

Each ad set can include different ad formats: image, video, and carousel. This allows you to test audiences, and ad creative for best return on investment.

For each ad set, you will create three ads: an image ad, a video ad, and a carousel ad.

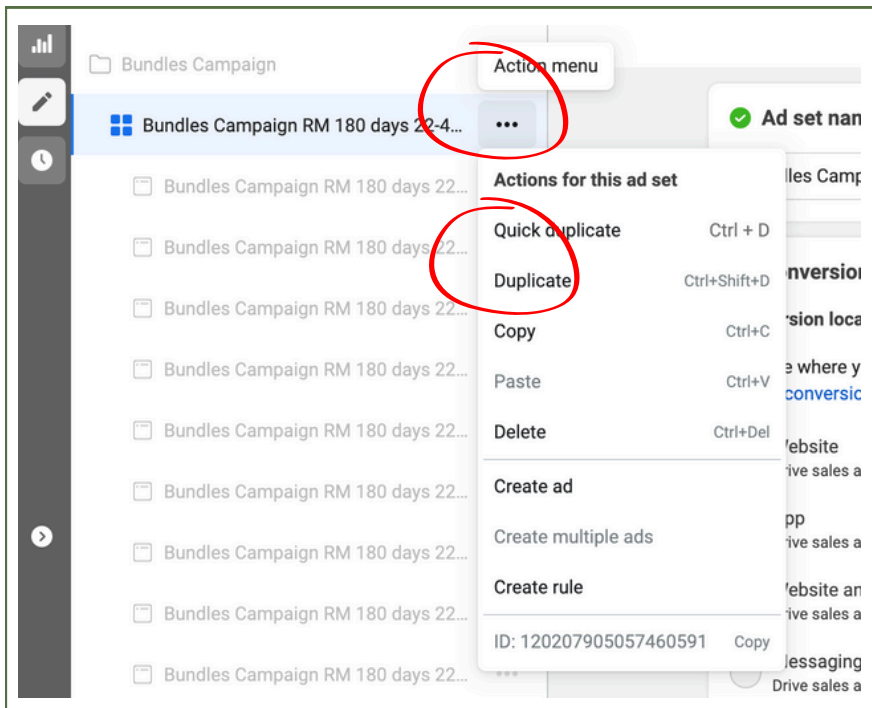
- Ad 1: Image Ad
 - Name your ad (e.g., Broad Audience Image Ad).
 - Select the Facebook Page and Instagram account for the ad.
 - Choose the "Single Image" format.
 - Upload your image, write your primary text, headline, and description.
 - Set the destination URL (if tracking ensure a UTM is applied to the URL) and call-to-action button.

-
- Ad 2: Video Ad
 - Name your ad (e.g., Broad Audience Video Ad).
 - Select the Facebook Page and Instagram account for the ad.
 - Choose the "Single Video" format.
 - Upload your video, write your primary text, headline, and description.
 - Set the destination URL (if tracking ensure a UTM is applied to the URL) and call-to-action button.

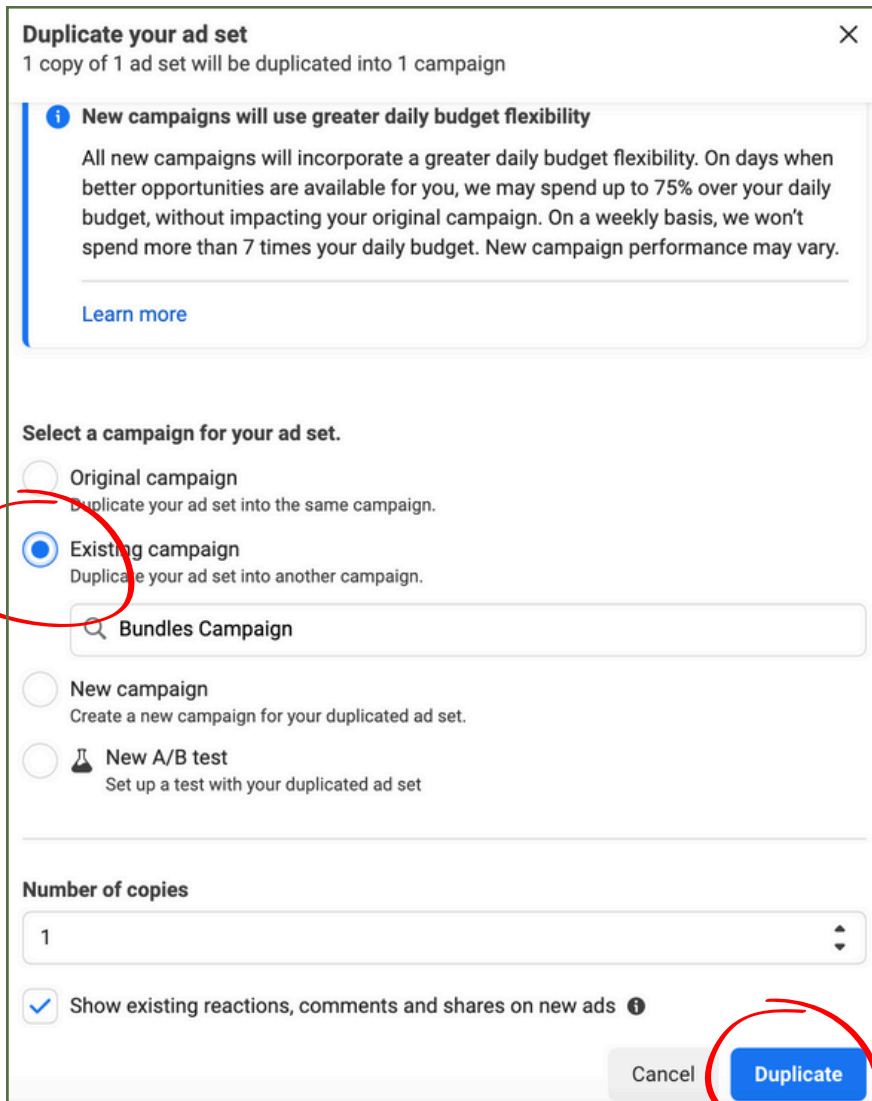


-
- Ad 3: Carousel Ad
 - Name your ad (e.g., Broad Audience Carousel Ad).
 - Select the Facebook Page and Instagram account for the ad.
 - Choose the "Carousel" format.
 - Add multiple images or videos for each carousel card, each with its own headline, description, and link (if tracking ensure a UTM is applied to the URL).

DUPLICATING YOUR AD



Once you have created the three ads (image, video, carousel) for the Broad Audience ad set, click on the ad set folder and duplicate.



Choose existing campaign (rather than original campaign which is the default option)

AD SET 2: REMARKETING AUDIENCE

Ad Set 2: Remarketing Audience

- Audience Targeting:
 - Name your ad set (e.g., Remarketing Audience).
 - Choose a custom audience based on your website visitors, past purchasers, or engagement with your content.
 - Ensure you have your Meta Pixel installed and active on your website to gather this data.
- Placements:
 - Choose "Manual Placements" to select specific placements if desired, or leave it on "Automatic Placements" for Meta to optimise.
- Budget and Schedule:
 - Set a specific budget for this ad set if not using campaign budget optimisation.
- Adjust Creative if Needed:
 - You can modify the creative content (images, videos, copy) to better suit the remarketing audience, highlighting different aspects such as special offers, reminders, or testimonials.

Review and Publish

1. Review Settings:

- Double-check all ad sets and ads to ensure targeting, placements, and creative content are correct.

2. Publish Campaign:

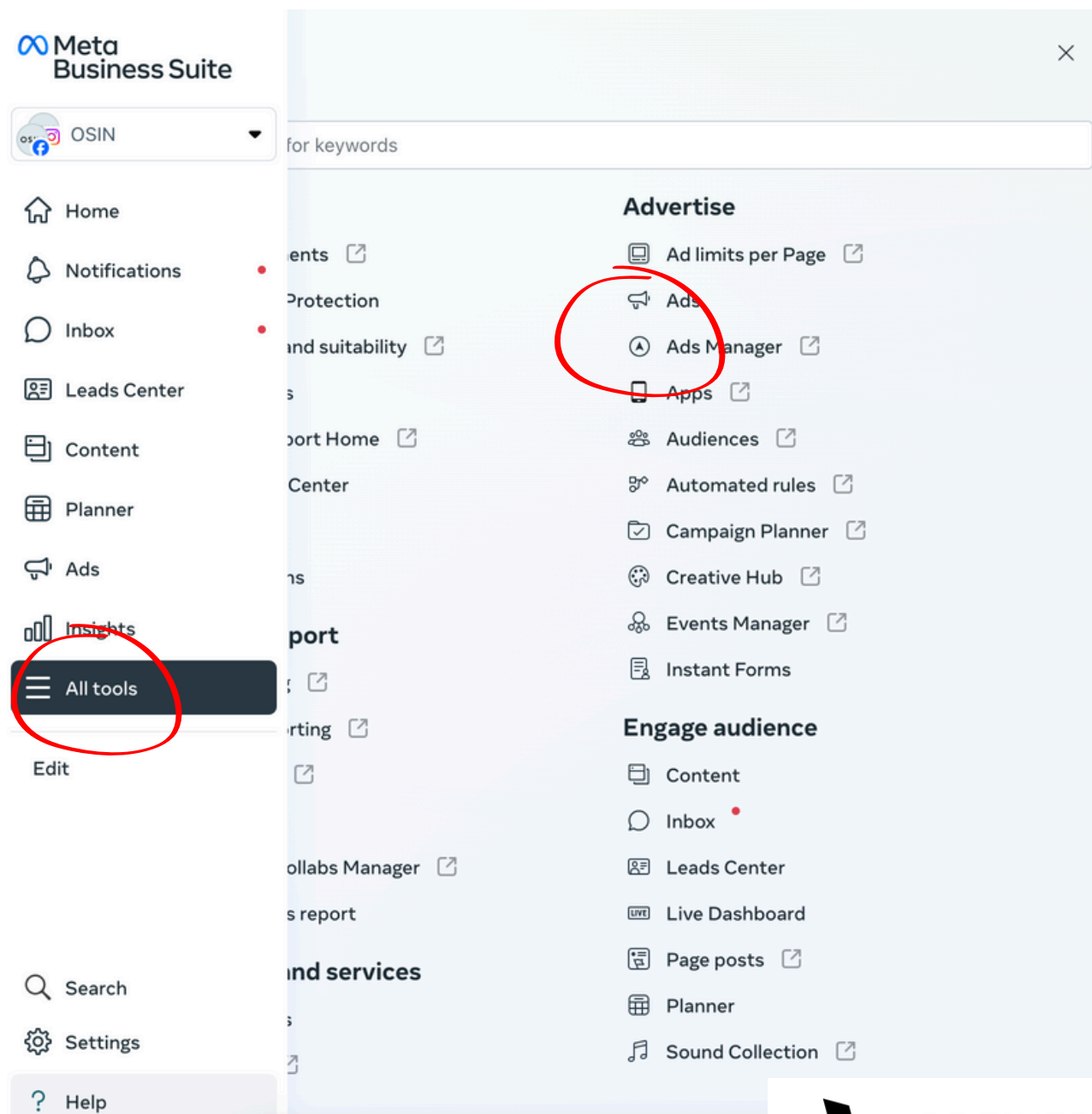
- Click the "Publish" button to launch your campaign.

REFINING YOUR ADS

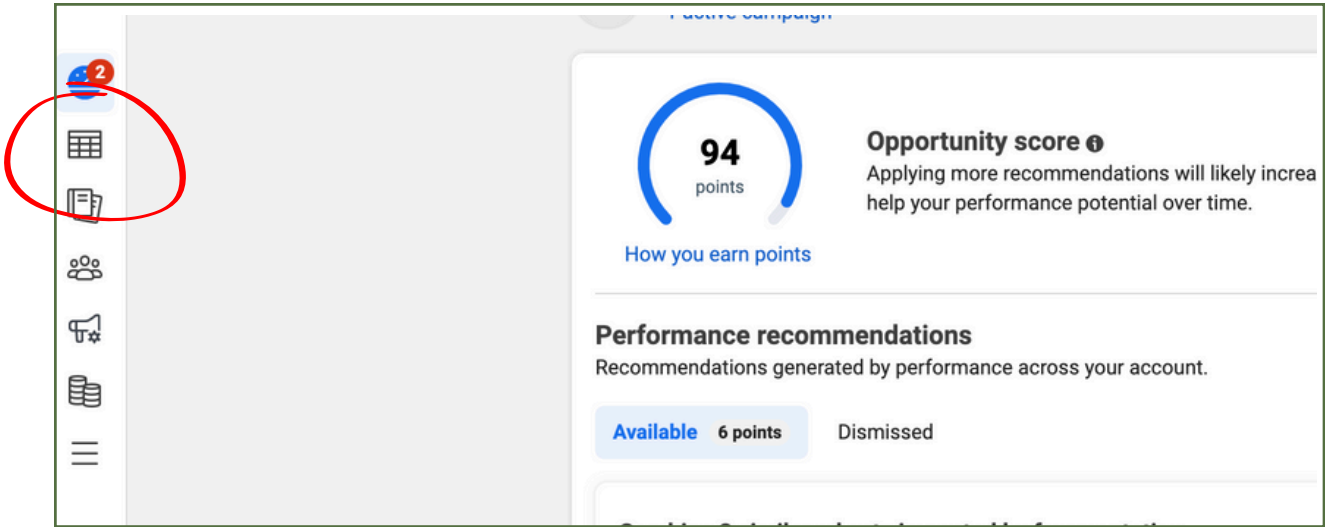
Ads refinement is best performed every 3 to 5 days until you are satisfied with the campaign performance.

Navigate to Ads Manager: <https://business.facebook.com/>

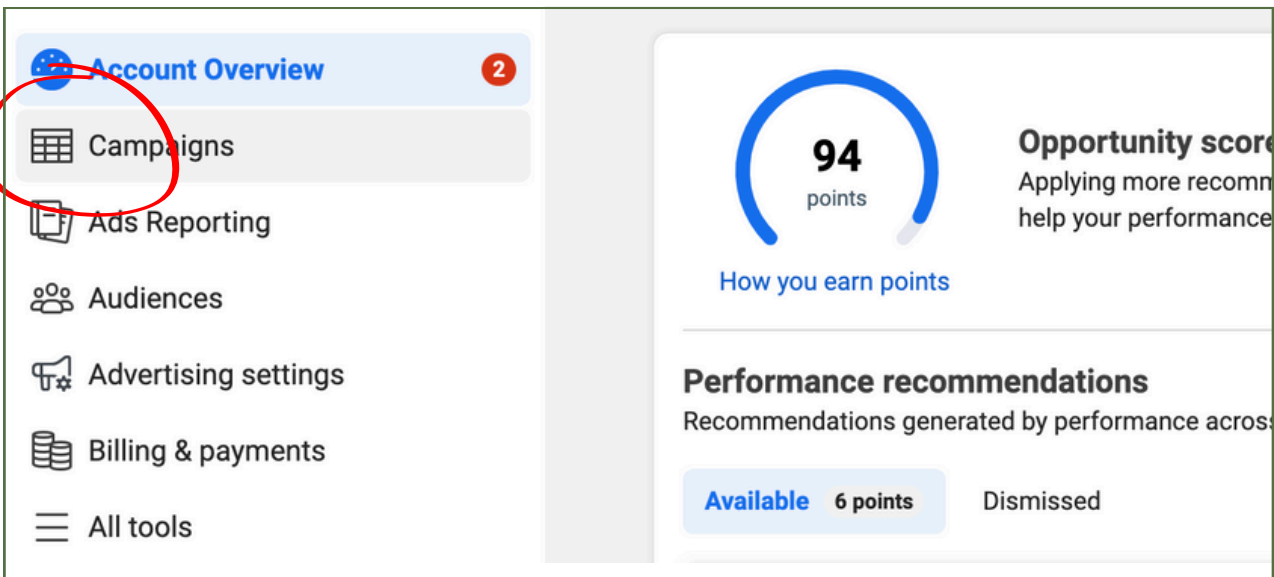
On the drop down menu click on 'All Tools' and then click on Ads Manager.



This will take you to the Ads overview page



Click on the campaigns icon



This is where you can view and manage your ad performance

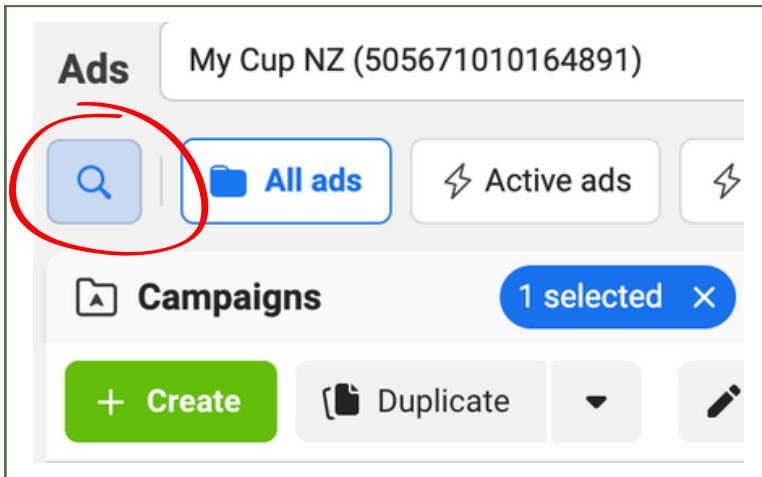
Updated just now Discard drafts Review and publish (3)

This month: Jul 1, 2024 - Jul 1

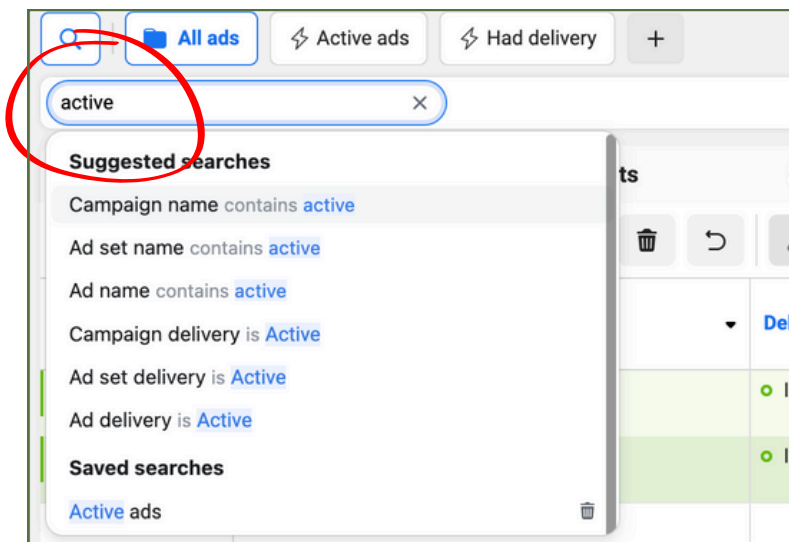
1-200 of 222

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per
<input type="checkbox"/>	New Sales Campaign	In draft	Using ad set bid ...	Using ad set bud...	-	-	-	-	-
<input type="checkbox"/>	Period Cramps	Active	Highest volume	\$25.00 Daily	7-day click or 1...	Website Purchase	6,556	11,847	
<input type="checkbox"/>	Bundles Campaign	Active	Using ad set bid ...	Using ad set bud...	7-day click or 1...	Website purchases	15,778	57,996	Pe
<input type="checkbox"/>	Reusables General	Active	Using ad set bid ...	Using ad set bud...	7-day click or 1...	Website purchases	10,231	23,412	Pe

REVIEW YOUR DATA

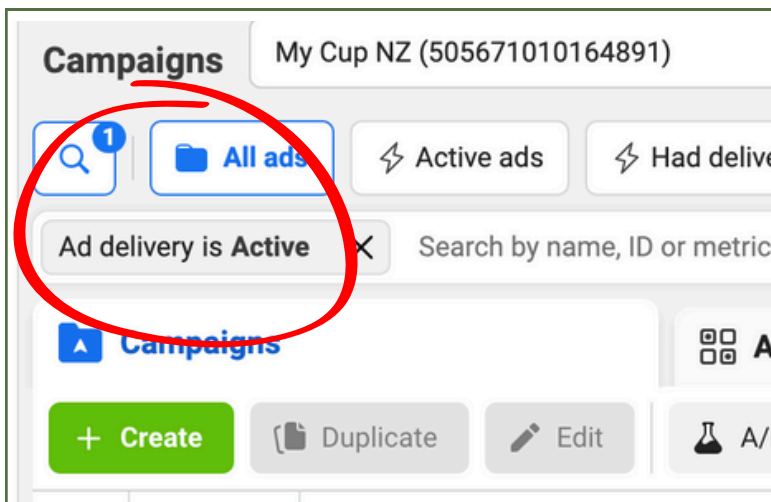


Find the **search filters** for your reporting dashboard - usually a magnifying glass icon.



Click on the magnifying glass to bring up the search panel.

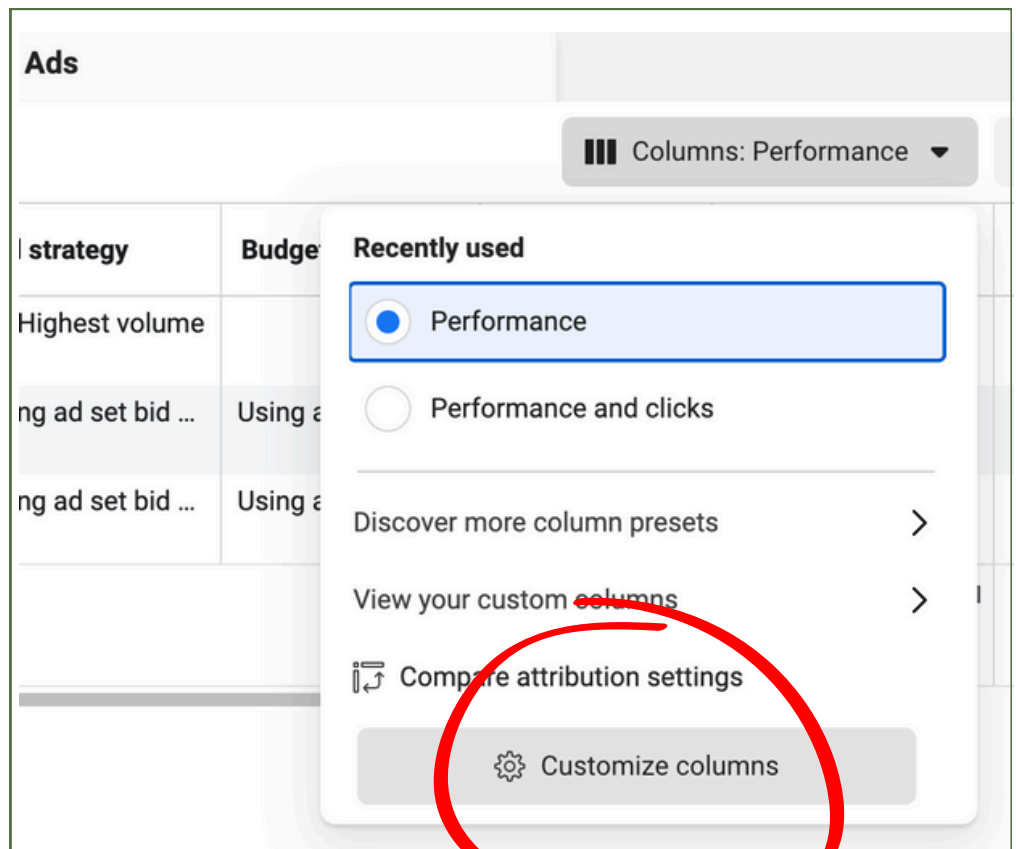
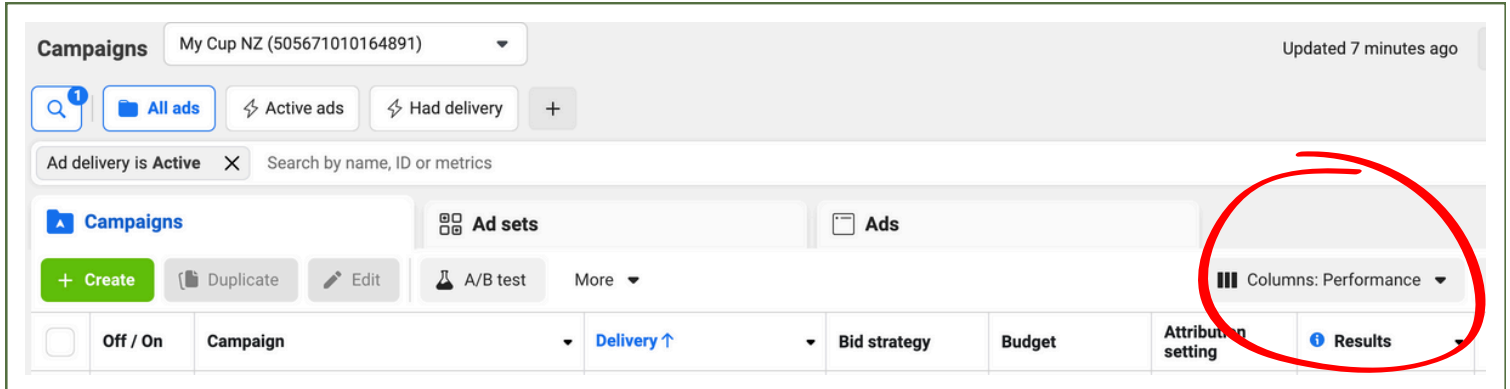
Type in 'active' so you can see all the creative for each campaign that is currently in circulation.

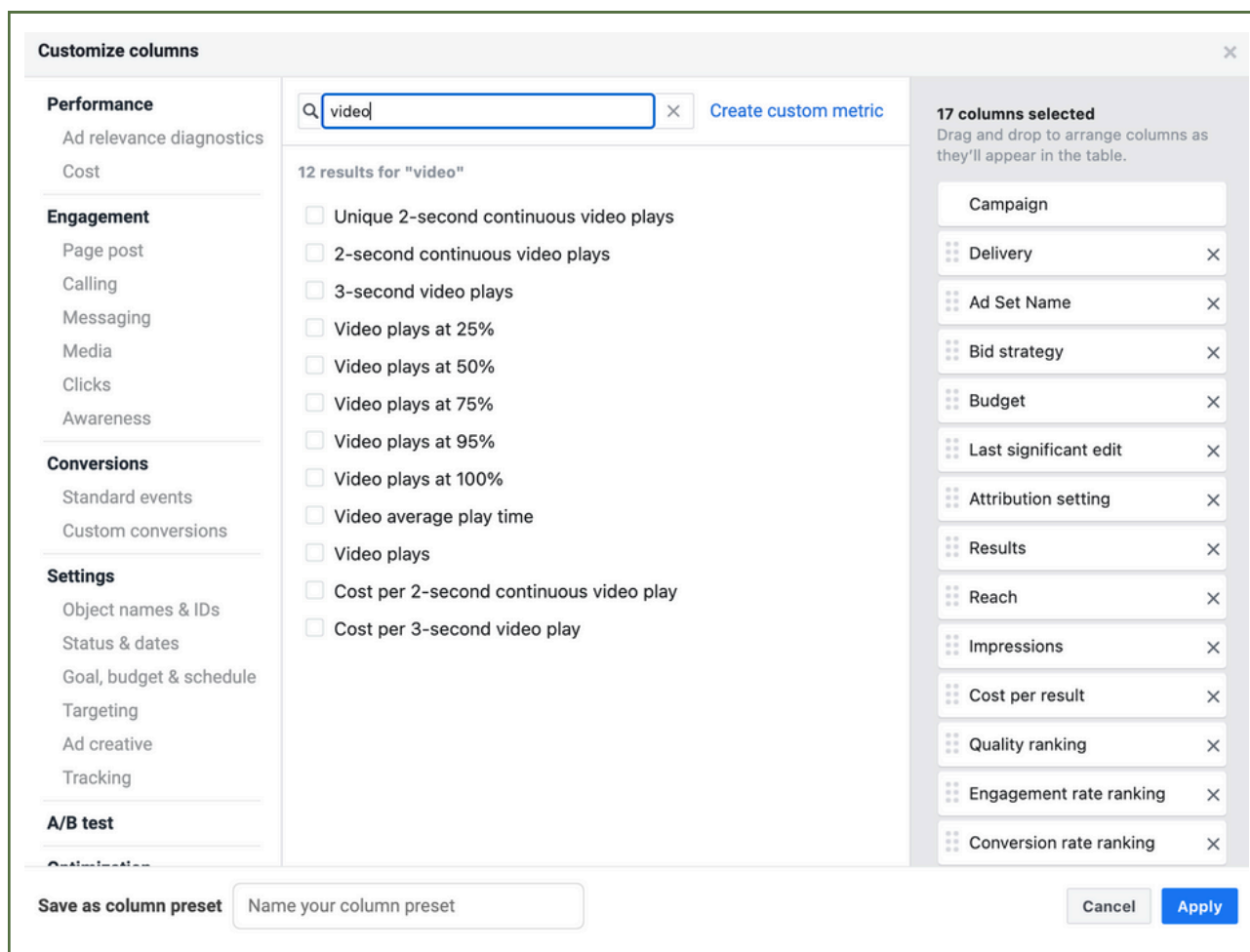


Select Ad Delivery is Active

If the campaigns are named correctly it is easy to see the ad creative used for the ad, the audience group (ad set), and the individual campaigns.

The view you want to look at when refining the ads includes some customised columns, once you customise your view, save it so you can always pull the same report without custom building it each time.





Reporting View:

Ad Set Name

Bid strategy

Budget

Ad set

Link clicks

CTR (link click-through rate)

CPC (cost per link click)

Post engagement

Adds to cart

Meta Add to Cart

Purchases

Purchase ROAS (return on ad spend)

Reach

Results

Website purchase ROAS (return on ad spend)

Mobile app purchase ROAS (return on ad spend)

Video plays at 95%

Video plays at 75%

Video plays at 50%

Amount spent

REVIEW YOUR DATA

Go through and work out what is performing better.

The way to do this is to:

- divide the purchases by the total spend,
- the reach divided by the total spend,
- total spend divided by link clicks,
- the total spend divided by add to cart
- total spend divided by the Results.

You are refining ads against themselves, so there is no golden rule but the idea is **you keep turning down the spend, or turning off the ads which don't work as well as the ones which do**, and those which do perform well, you increase the budget as budget allows.

When you finish the refinement process you usually have a campaign with 3 really good performing pieces of creative, after testing up to 10 to get the results you want.

Checklist:

Turn Off:

- Any piece of creative that is more than \$2 per click (with no cost per sale data or cost per sale that is too high)
 - Creative that has not had one sale in 7 days (or sales have dropped over the last 7 days versus the 7 days prior)
 - Creative that has had no cart, sale or result activity for the last 7 days (or sales have dropped over the last 7 days versus the 7 days prior)
-

REVIEW YOUR DATA



TOP TIP: Make a list of all creative you turn off and replace so there is a minimum of 3 pieces of creative per campaign.

Remarketing lists will perform well with a piece of successful creative for 1 to 2 months. However, after the audience has seen it on repeat, it will generally start to perform less well and you will need to switch out the creative to keep momentum for the campaign.

Checklist:

Turn On:

-
- Turn up the ad spend on campaigns that have received more than 3 sales in 7 days
(check cost per result to check it is within your marketing margin).
-
- Turn up ads with a higher number of ads to cart.
-
- Replace / turn on the new creative for campaigns that have less than 3 sales
-
- The more content you test at the beginning the quicker you will get through the refinement process but you can only do this with a monthly budget over \$500 or you will be diluting the effectiveness of the campaigns.
-



META ADS

If you would like us to help you place your ads, refine them, develop audience groups and test your content, then please don't hesitate to get in touch!

My Marketing Agency understands that Meta Ads are a powerful way to drive better traffic, reliable sales, and create valuable data that you can use to develop your growth strategy further in the future.

We are here to highlight their power at driving high quality traffic to your website. Increasing both the number of new eyes on your website for brand awareness, and remarketing to past visitors for higher ROI.



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