

drouc

# FB RETARGETING & AD OPTIMIZATION

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*Clark Boyd & Ximena Sanchez*

# AGENDA

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INTRODUCTIONS

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POWER EDITOR &  
ADS MANAGER

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PIXEL

---

AUDIENCES

---

AUCTION

---

PROSPECTING

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RETARGETING

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CREATIVE

---

CAMPAIGN SET UP



# INTRODUCTIONS

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# INTRODUCTIONS

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*Ximena Sanchez*

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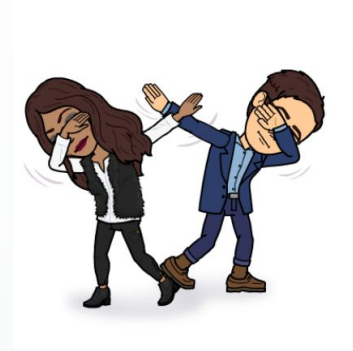
2 years in digital marketing  
Croud USA's first employee  
Loves travel, exercise and puppies

*Clark Boyd*

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7 years in digital marketing  
Moved to NYC in early 2016 to launch Croud USA  
Loves travel and puppies, not exercise





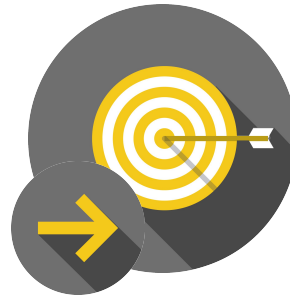
# OUR APPROACH

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# DUAL STRATEGY: ALWAYS ON



PROSPECTING



REMARKETING



# POWER EDITOR & ADS MANAGER

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# LET'S HOP RIGHT IN

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[WWW.BUSINESS.FACEBOOK.COM](http://WWW.BUSINESS.FACEBOOK.COM)

croud

# FACEBOOK OBJECTIVES

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# THREE MAIN CATEGORIES

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## AWARENESS

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*Brand Awareness*  
*Local Awareness*  
*Reach*



## CONSIDERATION

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*Traffic*  
*Engagement*  
*App Installs*  
*Video Views*  
*Lead Generation*



## CONVERSIONS

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*Conversions*  
*Product Catalog Sales*  
*Store Visits*





# AWARENESS: REACH

*To reach the maximum number of people in your audience*

**DKNY** Sponsored · 🌐

Introducing the new Spring 2017 Watch Collection, worn by DKNY Heroine, Bella Hadid



Discover the collection [Shop Now](#) Discover the Ellington Watch

272 Reactions 4 Comments 1 Share

👍 Like    💬 Comment    ➦ Share


# CONSIDERATION: TRAFFIC

*Send people to your website,  
messenger, or app*

Watch out for click bait!

**Mouth**  
Sponsored · 🌐

The holidays are coming, people! Sweater, mug, pair of socks? Been there, done that. Give them something you know they'll eat up – an expertly curated gift bag with the most outstanding, hard-to-find small-batch goodies – all created by makers from across America. They will be thanking you long into 2017...




**HOLIDAY SWEET & SAVORY FIX**

Give the best of both worlds!

15% off with code HOL15

[Shop Now](#)



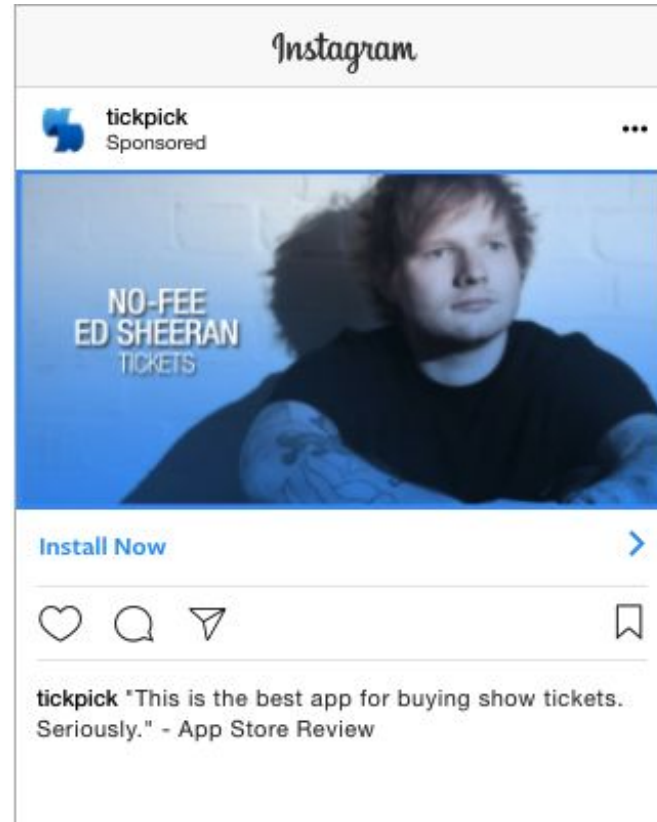
**HOLIDAY SPARKLING COCKTAIL KIT**

Total fizz-fest

15% off with code HOL15

# CONSIDERATION: APP INSTALLS

*Drive app installs to iOS or Android*




# CONSIDERATION: LEADS

*Gather emails or other info from your audience*



**Shudder (Default)** Sponsored · 🌐 Like Page

Shudder is coming soon to the UK. Sign up FREE to get exclusive, invite-only access to the site that "kills Netflix on selection" -- Before it launches!



**Horror Has A New Home**  
Stream the UK's largest selection of horror and thrillers films 24/7 Sign Up

142 Reactions · 48 Comments


Like Comment

# CONVERSIONS: CONVERSIONS

*Drive actions on website or app*

**Beltology**  
Sponsored · 🌐

A belt so comfortable you'll never want to take it off. A style so versatile you'll never have to.



"The Next Frontier in Men's Accessories" - WSJ

**15% Off Your First Purchase.**  
Get the Style & Comfort You Deserve


[Shop Now](#)

158 Reactions 20 Comments 17 Shares

👍 Like    💬 Comment    ➦ Share


# CONVERSIONS: PRODUCT CATALOG SALES

*Promote your products and target interested individuals*


 **The Cambridge Satchel Company** Like Page  
Sponsored (demo) · 🌐

You can't beat a classic! Stylish, iconic and versatile - our bags are the perfect hybrid of smart and casual, making them the perfect fit for every occasion

- 100% leather
- Handmade in the UK
- Personalise with embossing



**The Saddle Bag in Leather**  
Free Delivery [Shop Now](#)

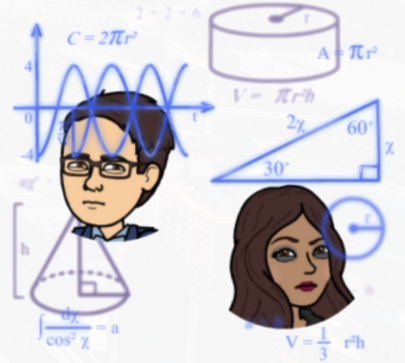


**The 13 Inch Satchel with Magn Closure**  
Free Delivery

Like Comment Share



# PIXEL



# EVENTS

TRACK

OPTIMIZE

TARGET

## Conversion

Choose the website or app you want to promote, then select a conversion event. You'll see instructions for creating one.

Website

Please select a conversion event.

- Initiate Checkout  
Pixel: DKNY's Pixel
- Add Payment Info  
Pixel: DKNY's Pixel
- Purchase  
Pixel: DKNY's Pixel

## Offer

Drive

## Audience

Define

+ Define a New Custom Conversion

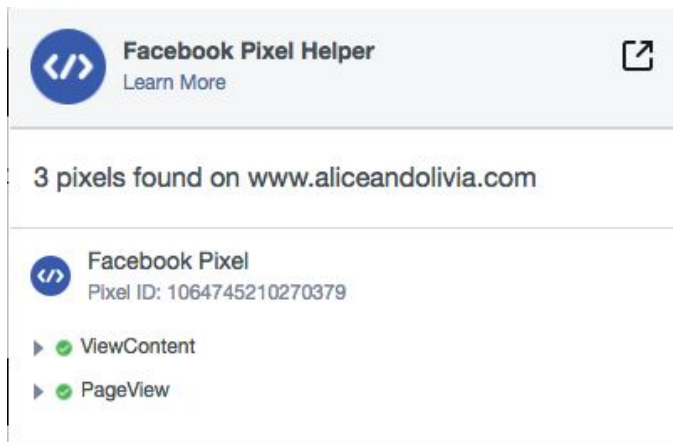
# THE (IN)FAMOUS PIXEL

*Communicator between Facebook and your website*

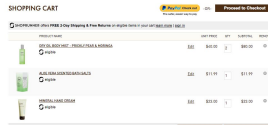
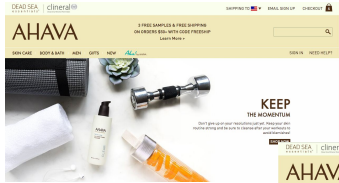
Can track full journey of site behaviors

One piece of code across your entire site, with events

Double check with FB Pixel Helper Chrome Extension



# FACEBOOK PIXEL IMPLEMENTATION

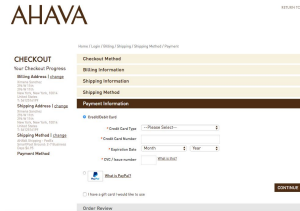


*New FB Pixel  
- Site-Wide*

*Visited Sun  
Protection Page*

*Add to Cart*

*Entered Payment Info*



*Completed Checkout*

**AHAVA SKINCARE LINES**  
Dead Sea Osmoter Concentrate



Skin-optimizing formulas that recharge, rehydrate and illuminate with 3 times the Osmoter™.



# AUDIENCES

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# HOW TO TARGET ON FB

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## CUSTOM

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*Upload own CRM list*

*Create pool from website traffic*

*Gather app users*

*Create a list of people who have engaged with your FB*



## LOOKALIKE

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*Create people that are similar to a custom audience*

*Choose country*

*Create most similar (1%) to broadest (10%)*



## SAVED

---

*Create a mix from custom, lookalikes, interests, and behaviors*

*Choose geo, demographics*



# DEEPER DIVE INTO LOOKALIKES



**STEP 1**

*Choose source*



**STEP 2**

*Choose country/region*



**STEP 3**

*Choose percentage*



**STEP 4**

*Double check  
audience overlap*

# SEED AUDIENCES

*Segmented from your CRM*



## CORE CUSTOMERS

*Highest LTV*

*Highest AOV*

*This is your  
very best customer*



## SPECIFIC PURCHASERS

*People who bought x  
category*

*People who bought x  
category*



## HOLIDAYS

*People who bought  
during holiday seasons*

*People who bought last  
Mother's Day*

# DEFINING AUDIENCES

*Growing seed audiences to target highly qualified individuals*

## SEED AUDIENCES

*Need to understand current implementation*



- Top customers

## 1% LAL

*Taking the seed of 1000, and targeting lookalikes of that subset*



## 2-10% LAL



*Based on success and using the same principles we'll then look a broader lookalikes from 2-10%*

## CUSTOM AUDIENCES

(Retargeting)

*Based on site behavior and CRM lists, we'll retarget and re-engage customers at certain points in the funnel*



## PARTNER LISTS

*Tapping into more granular third party audiences from Axiom, Datalogix & Experian, Bombora etc.*

## USE INTEREST & BEHAVIOUR

*Using FB we'll use interests and behaviors to build prospecting pool*



# AUDIENCE OVERLAP

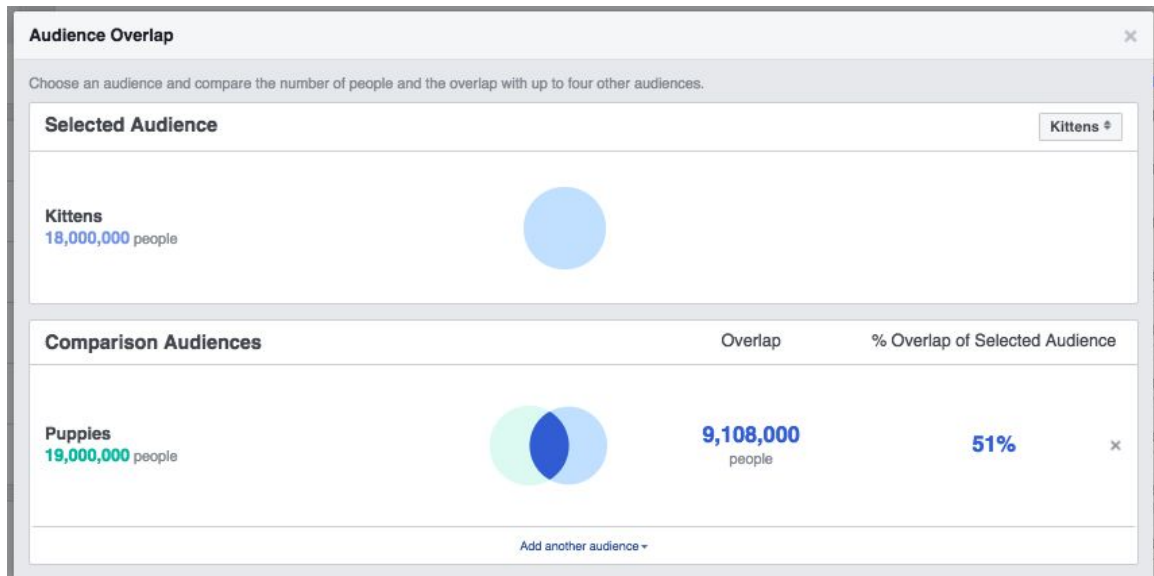
*Should not be >30%*

## HIGH OVERLAP

*Sometimes not as different as you would think*

*Always check to make sure not speaking to same people*

*E.g. Cat vs Dog Owners*



# CAMPAIGN SET UP BEST PRACTICES

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# CAMPAIGN SET UP

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## OPTIMIZE PER AD SET

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*Organize on campaign level*

*Optimize on ad set level as FB will*

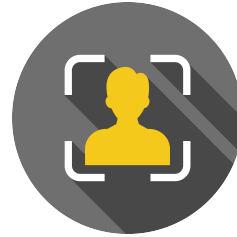


## BUDGET: BID RATIO

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*If using manual bid, ensure budget is 5x bid*

*If on automatic, analyze how much you are paying per action*



## AUDIENCE EXCLUSIONS

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*Avoid audience overlap*

*Should not separate if high overlap*



## 3-4 ADS PER AD SET

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*Should have 3-4 ads per ad set*

*Let FB optimize*





LET'S LET IT ALL SOAK IN

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ANY QUESTIONS?

MAKES SENSE





LET'S PIECE IT ALL TOGETHER

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# WHAT MATTERS ON FACEBOOK

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## AUDIENCES

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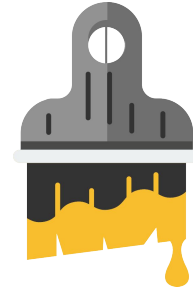
*Targeting*



## BIDDING

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*Setting the right bids, selecting  
the right ad format*



## CREATIVE

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*Text, video, image*



# HOW DOES THE AUCTION WORK?

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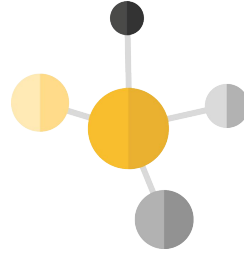
# WHY THE AUCTION EXISTS

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**1** CREATES VALUE FOR  
ADVERTISERS



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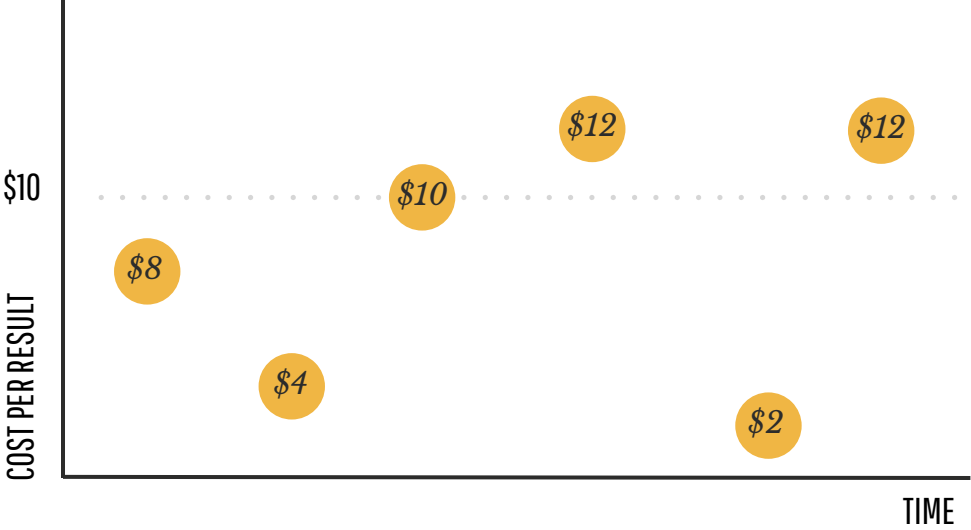
**2** PROVIDES POSITIVE, RELEVANT  
EXPERIENCES TO FB USERS

# HOW TO AUCTION WORKS





# HOW THE AUCTION WORKS



*Two types of bid:*

- Automatic
- Manual
  - Average
  - Maximum

**BID 5X BUDGET**



# HOW THE AUCTION WORKS

25 ACTIONS/  
ADSET/WEEK

CAMPAIGN OBJECTIVE	BRAND AWARENESS	CONVERSIONS	LEAD ADS	PRODUCT ADS	CLICKS
Why	Cheap impressions to reach a broader audience	Identify people most likely to complete purchase	Easy way to collect emails and phone numbers at very reasonable prices	Bottom of Funnel - high conversion rates	Bring cheap traffic to your website
Targeting	Interests, behaviors, demographics	Retargeting, look-a-likes	Retargeting, look-a-likes	Retargeting	Interests, behaviors, demographics
Creative	Video, carousel, canvas	Video, carousel, standard ads	Lead ads	Dynamic Product Ads	Video, carousel, canvas, standard ads

# BUT WHAT IF BEST PRACTICE FAILS?

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*We're here to help*



# ABC'S OF FACEBOOK

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## AUDIENCES

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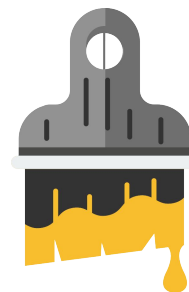
*How to properly target and segment*



## BIDDING

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*How to find the right bid with rising CPMs*



## CREATIVE

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*How to create Facebook-friendly, "thumb-stopping" assets*

# AUDIENCES

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# AUDIENCES: THREE MAIN PROBLEMS



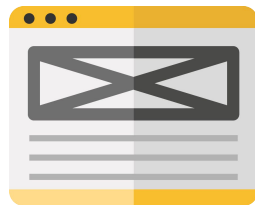
## HYPER TARGETING IS MAKING PERFORMANCE WORSE

Are you too granular?

Or simply do not segment...

Only segment when truly necessary

Better to give Facebook more data per ad set



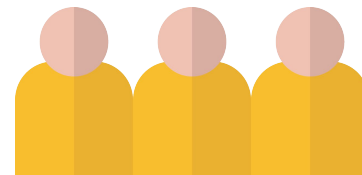
## ADS STOP SHOWING

Correct bid and budget, but delivery is not there...

Check website, CVRs, pixel

Check negative comments

Check audience fatigue



## AUDIENCE STOPS PERFORMING

Are your audiences competing for one another? Is there overlap?

Check audience overlap tool to ensure under 30%

Correct CRM data

# AUDIENCE EXAMPLES

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## *Before*

Used LALs and interest targeting but segmented by:

- Device
- Gender
- Age
- Placement

LALs were of all customers and website visitors. Interests were very broad.

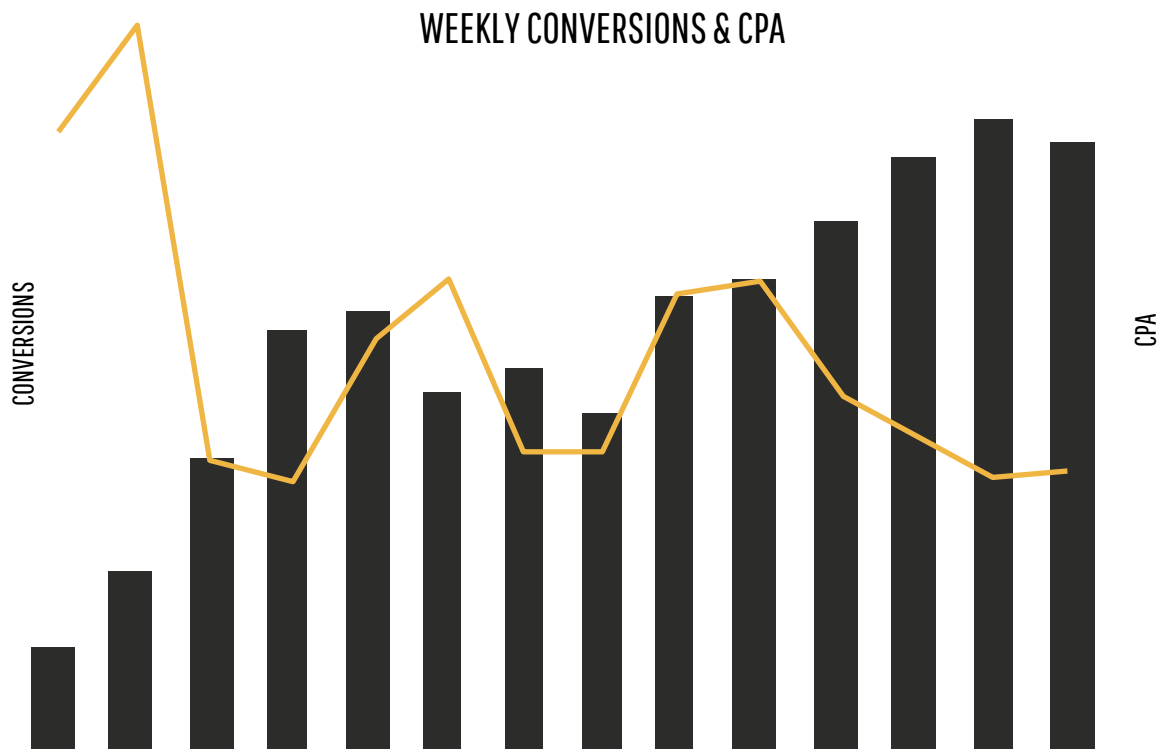
## *After*

Used stronger LALs and did not segment unless absolutely necessary

Example of where it makes sense to segment: 30 day website visitors vs cart abandoners.

Example of strong LAL seed audience: Subscribers who have been with the company for over 2 years.

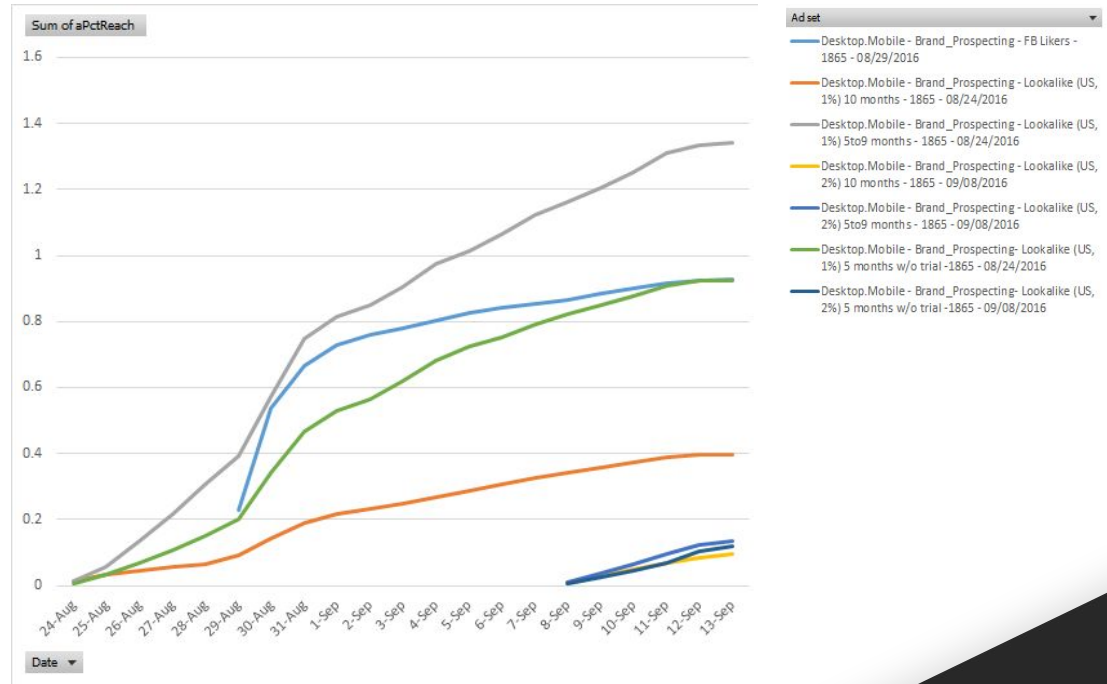
# THE RESULT





# TESTING AUDIENCE FATIGUE

- Something we like to do is have audience fatigue reporting
- Systemized approach to identifying creative fatigue via frequency and reach metrics.
- Once you run for a while, you'll understand when you're audiences start to become fatigued
- It's very easy to burn through top audience quickly if not controlled

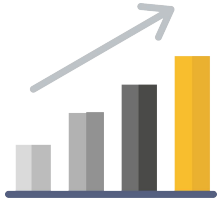


# BIDDING

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# BIDDING: THREE MAIN PROBLEMS



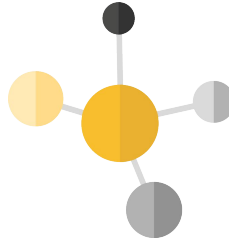
## RISING CPM'S

Told to bid "true value" but simply not competitive enough

Test other forms of objectives - e.g. link clicks

Use FB to find relevant audience and use retargeting in more expensive campaigns

Paid media as blended channel

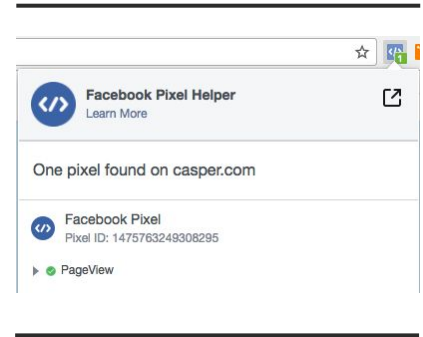


## PIXEL PROBLEMS

Implementing it correctly is key, especially for conversion campaigns

Use the FB Pixel Helper Chrome extension

Tag events properly



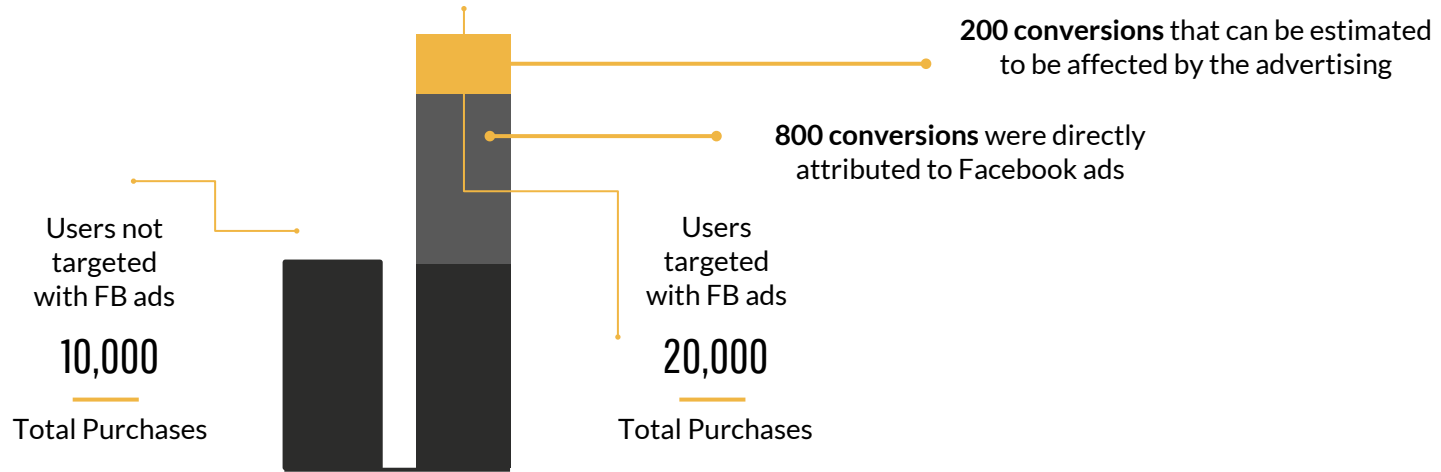
## OPTIMIZING GA DATA

Why are they so different?

Decide on a company attribution

We would say the actual value is somewhere in the middle.

# GA. VS FACEBOOK: CONVERSION LIFT TESTS



*This same logic applies for comparing ad groups within Facebook*

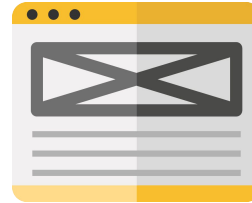
# BIDDING EXAMPLE



## 2-3 WEEKS BEFORE

Launched a link clicks campaign

Getting people to the website at a cheaper cost.



## EXPERIMENT

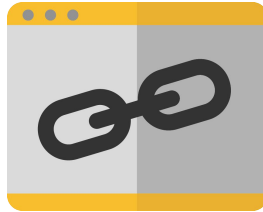
Idea is to test new ways to use the platform.

Find a better way when the algorithm is too expensive to use.

## BLACK FRIDAY

CPMs for conversion campaigns were at \$23, meanwhile link clicks at \$8

Most competitive time of the year.



## DURING BLACK FRIDAY

Continue prospecting campaign.

Targeting website visitors from the last month with a link clicks campaign and a compelling offer



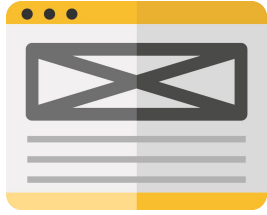
CREATIVE



U GET ME

croud

# CREATIVE: THREE MAIN PROBLEMS

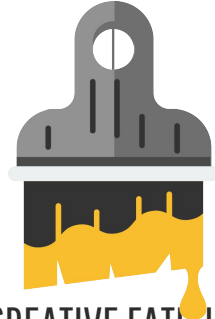


## ADS NOT RELEVANT

Having irrelevant ads will cause negative feedback

Need to ensure creative resonates with audience

Need to make it FB friendly

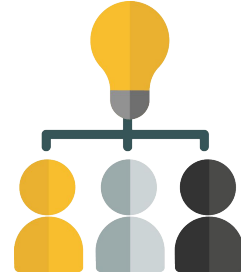


## CREATIVE FATIGUE

Found an ad that works well but is slowing down?

Have you tested it on another audience?

Recommend refreshing creative every 2-4 weeks



## LACK OF CREATIVE RESOURCES



Difficult to create assets


List of available apps

Don't need a huge production  
to create something that will work




# CREATIVE CONSIDERATIONS: THOUGHTS?

 **AHAVA**  
Sponsored · 



Discover the story of our latest breakthrough. Learn more here:  
<http://bit.ly/CrystalOsmoter>




The video player shows a sunset over a large body of water, likely the Dead Sea. The sky is a mix of orange, yellow, and purple, with the sun low on the horizon. The water is dark and calm. The video player interface includes a play button, a progress bar, a volume icon, a settings gear, and a share icon.

# CREATIVE EXAMPLE



A belt so comfortable you'll never want to take it off. A style so versatile you'll never have to.

A coiled braided belt in shades of blue, red, and black, with a gold-colored buckle. A semi-transparent play button icon is overlaid on the center of the belt, with the text "BELT ONLY" written across it.

"The Next Frontier in Men's Accessories" - WSJ

**15% Off Your First Purchase.**  
Get the Style & Comfort You Deserve

Shop Now

158 Reactions 20 Comments 17 Shares

Like Comment Share

# CREATIVE EXAMPLE

## BELTOLOGY

1

Facebook is only  
Paid channel

364%

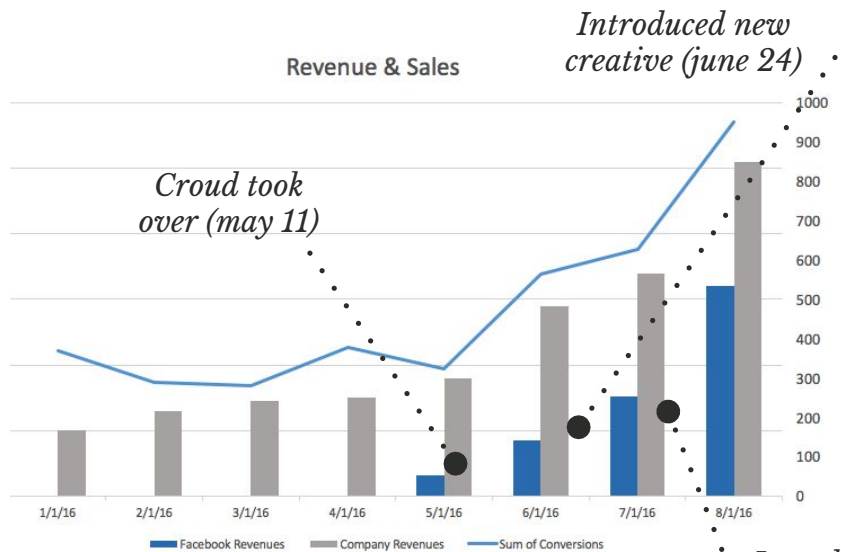
Increase in monthly  
revenues from fb  
in 3 months

2x

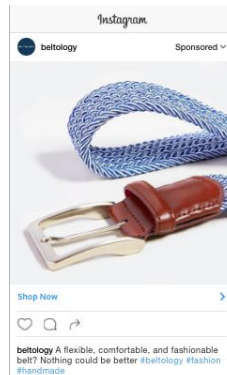
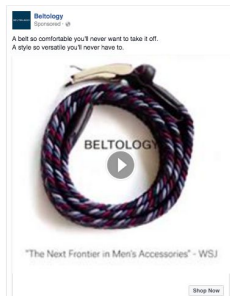
ROI target

240%

Increase in  
overall revenues



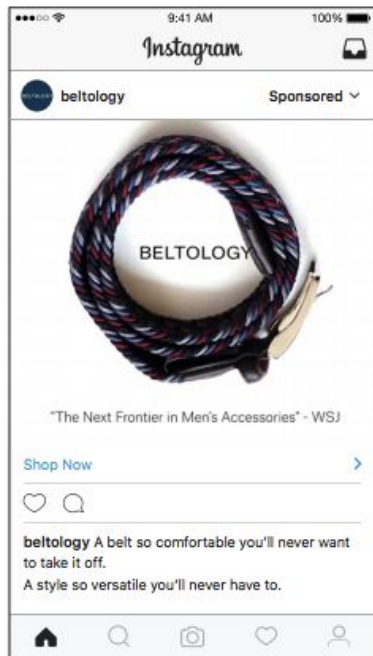
Introduced new  
video (july 28)



## BELTOLOGY

## Tightening Online Sales

Modern belt brand Beltology wanted to boost its online sales by using Instagram to target people similar to its current customer base, resulting in a significant return on ad spend.



## STORY

## Reinventing the belt

Beltology is a modern belt brand that was founded in 2014. Conceived in Sweden and headquartered in New York City, its belts are unique for their stretch woven material that requires no confining pre-punched holes, ultimately allowing for a better fit.

## GOAL

## Looping in online sales

The brand wanted to use Instagram to promote its unique line of belts, encourage people to visit its website and ultimately increase online sales.

## SOLUTION

## Viewing belts differently

Because Beltology wanted to boost its online sales, it turned to Instagram video ads to help better explain the key features of its product.

Beltology enlisted the help of creative agency Croud to develop a video that would showcase the style and comfort of its belts. The video was set to electronic pop music and showed men and women wearing and using the belts. It also showed a series of minimalist product shots to further promote the belts' modernity and efficiency.

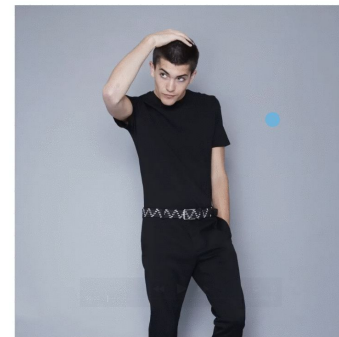
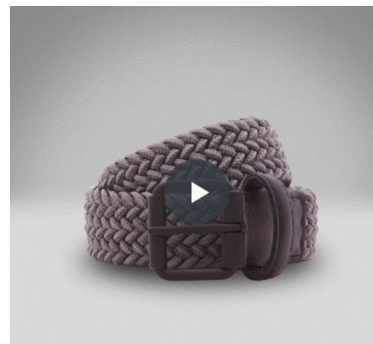
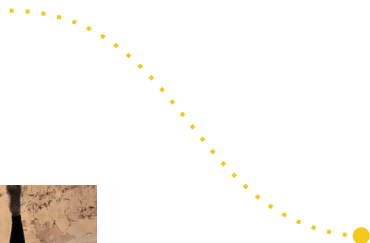
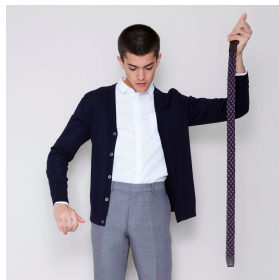
The company used demographic targeting to reach its core audience of males aged 20-65. It also created a Custom Audience based on its current customer list, and then developed and targeted a lookalike audience based on that group.

Finally, the belt maker also used the Facebook pixel on its website to measure the results of its month-long campaign. After the campaign ended, Beltology saw a 2X return on ad spend with its video ads, as well as a 50% reduction in cost per action compared to other channels.

“*Instagram has proven—yet again—that it is capable of promoting direct response success. Not only were we able to reach millions of people, but the cost associated with their purchases was much lower than on other channels.*”

Andrew Heffernan  
Co-Founder/CEO  
Beltology

# CREATIVE CONSIDERATIONS



beltology Sponsored

MADE IN NYC

Shop Now

♡ 🔍 ➔

**beltology** New belt, new man. Get the style you deserve.

# CREATIVE EXAMPLE



## CAPTURE

*Your audience's attention quickly.*

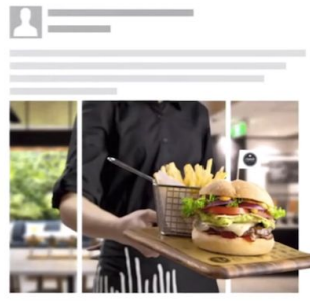
Make sure there are moving parts and captivating moments, so they can identify your brand early on.



## DESIGN

*For sound off.*

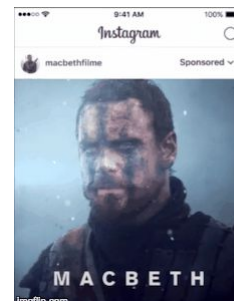
85% of video is watched without sound. Use captions, and split screens with subtitles to communicate via words as well as video.



## FRAME

*Your story in creative ways.*

Create visual surprises to keep the user engaged and watching longer



## EXPERIMENT

*and make it fun.*

Keep using creative ways to present your products and story. Using visual effects, vignettes and gifs.



**ANY QUESTIONS THUS FAR?**

---

*Can I help you?*







# PROSPECTING: DEEP DIVE

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# PROSPECTING

---

*Assuming they have never heard of your brand...*



## BRAND AWARENESS

---

*Cheaper traffic to get in front of people*

*Using interests and behavior targeting*



## CONVERSIONS

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*Telling FB directly what you want from these people; e.g. purchase*

*Strong lookalikes, e.g. 1% best customers*

# WHAT HAVE WE SEEN WORK BEST?

*Across different spend levels and verticals...*



## SOCIAL PROOF

*Using other's reviews*  
*Any publication*



## STRONG CREATIVE

*Dual images: showcasing  
your product along how it  
is used*  
*Strong video that is  
eye-catching*



## DON'T JUST SELL

*Engage the user by asking  
questions*  
*Show how service or  
product will help*  
*Customer-centric not  
product - centric*



## PROMOTIONS

*Doing a first time  
customer offer*  
*Careful not to become  
discounted brand*

# PROSPECTING EXAMPLES

## BRAND AWARENESS



Like Page

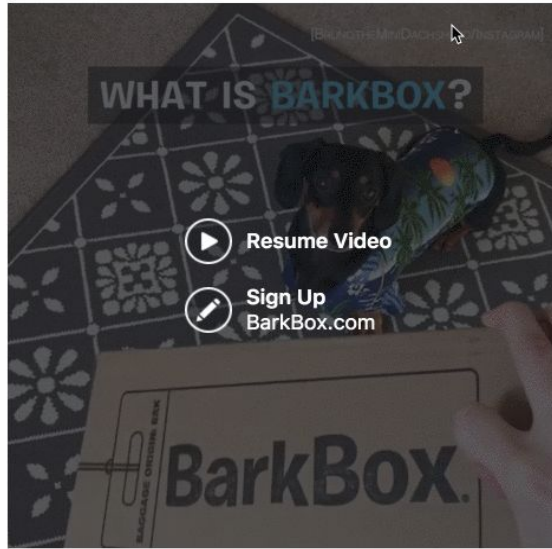
Milk and cookies. And coffee. Make your own Speculoos Cookie Latte.

1. Add 2 Tbs. cookie butter to the bottom of the mug
2. Froth 4 oz. milk and add to mug
3. Brew 2 espressos into the mug... [See More](#)



## CONVERSIONS


can spend more time on important things...like belly scratches and fetch. Start any multi-month subscription by Friday and get your first box for just \$5!




NOW - FRIDAY: Get your 1st BarkBox for just \$5

# PROSPECTING EXAMPLES





## CUSTOMER-CENTRIC

 Lemonade ...

hi there new yorker!




[Learn More](#) >

13,722 views

New Yorker? Get your phone, laptop, bike, and more covered with Lemonade, starting at \$5!

## CUSTOMER REVIEWS

 PreHeels  
September 22 · 🌐

Never get a blister again! PreHeels goes on in seconds and protects your feet all day. 🦋



**PreHeels | One Quick Spray Prevents Blisters**  
Curious? Buy now for 30% OFF

PREHEELS.COM | ★★★★★ [Shop Now](#)



# RETARGETING: DEEP DIVE

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# RETARGETING

---

*Speak to them dependent upon where and when were on site*



## TIME FRAME

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*Visitor within 7 days vs 30 vs 90 days*

*Relevant, timely content*



## PAGES VISITED

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*Did someone bounce off home page?*

*Viewed content?*

*Added to cart?*



# WHAT HAVE WE SEEN WORK BEST?

*Speak to them dependent upon where and when were on site*



## TAILORED CREATIVE

*Treat each retargeting pool separately*

*E.g. Ask questions to cart abandoners*



## DIFFERENT CREATIVE

*Don't use the same creative as prospecting*

*They have already seen it*



## DON'T OVERDO IT

*Ensure to have a clean funnel*

*Don't target them for 90 days with the same ad*



## DYNAMIC PRODUCT ADS

*Showing what people want to see*

*High ROAS, even on GA*

# RETARGETING

30 DAYS

30 DAYS



boohooMAN

Sponsored (demo) · 🌐

Shop new season styles from £6



Knitwear from £10

Shop Now

Coats and Jackets from £12

👍👎🗨️ 487

34 Comments 30 Shares

👍 Like    💬 Comment    ➦ Share

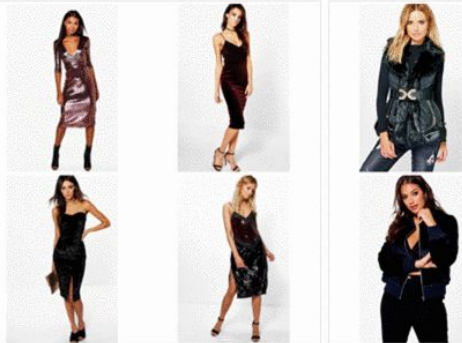
## BASKET ABANDONERS



boohoo.com (Default)

Sponsored (demo) · 🌐

Hey girl, we see you checking us out! We think these would look fab on you..



Shop dresses from \$16

Shop Now

Shop outerwear from \$20

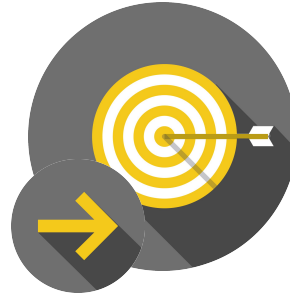
👍👎🗨️ 204

2 Comments 3 Shares

# DUAL STRATEGY: ALWAYS ON



PROSPECTING



REMARKETING

# SEQUENTIAL STRATEGY

## FIRST TOUCH

*Prospecting Ad.*

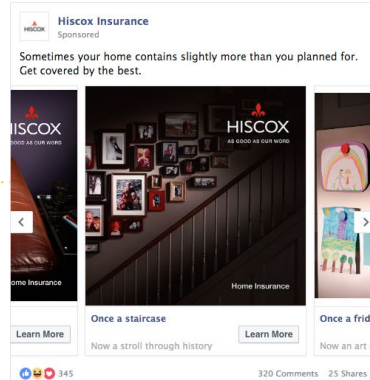
Awareness-driven only targeting  
new users - clear message  
directed at custom audience.  
Video Ad would be ideal



## REMINDER

*Reminder about services to audience in week 2.*

Carousel ads showing the  
whole campaign.



## SOLUTION

*Retargeting ad focussed on services, benefits and solutions.*

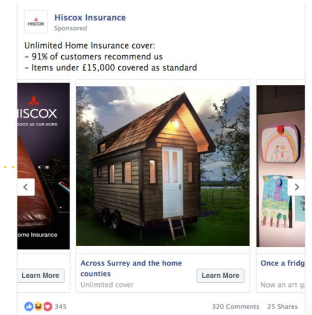
Targeting those who have not yet converted.



## PERSONAL

*Retargeting continued based on site activity.*

Ads they have seen and locations they're based in.



# GOOGLE ANALYTICS VS FACEBOOK

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# GA vs FB

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*Will always be drastically different, why so?*

---

*Decide on company attribution*



## GOOGLE ANALYTICS

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- Full credit to last click within a single session
- FB does not share impression data
- Not able to track cross-device



## FACEBOOK

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- 1 day post **view**, 28 day post click
- Tracks people, not cookies
- Want it to be the end of last-click

# WHAT CAN YOU DO ABOUT IT?

*Different ways to look at data to prove your point*

*Holistic Approach*



## ASSISTED CONVERSIONS

*Where was FB involved  
but not the last click?*



## TIME LAG

*How many days does your  
sale cycle on a click-basis  
last?*



## CONVERSION PATHS

*What do these conversion  
paths look like?*

*The longer, the more  
difficult*



## PATH LENGTHS

*What is your average  
conversion path length?*





# CAMPAIGN SET UP

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# CAMPAIGN SET UP

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## ORGANIZATION

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Recommend splitting out by retargeting and prospecting and show value to people who have never heard of you before



## CAMPAIGN OBJECTIVE

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Set the campaign objective to the end goal of the campaigns; e.g. link clicks is not the best to drive sales



## AUDIENCES

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Use creative to resonate well with the audience you are speaking to; e.g. basket abandoners are very different from website visitors 90 days ago



## SEGMENTING

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Only segment where it makes sense and have different messaging

# FEW QUESTIONS



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When do you want to segment your audience?

How many actions should you get per week?

What should you do if you are not receiving that many?

If you wanted to drive a CPA of \$30, what budget/bid should you use?

Ummm...



croud

THANK YOU!  
QUESTIONS?

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