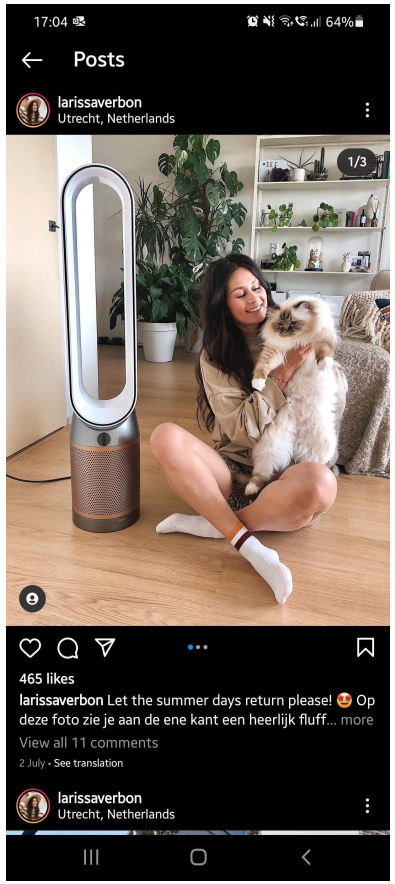
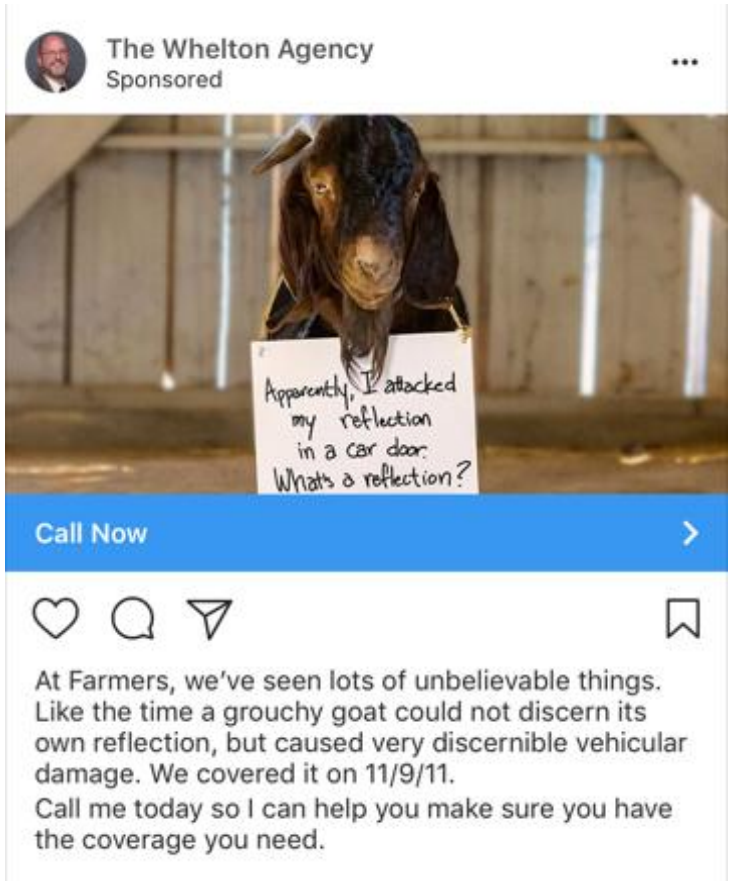
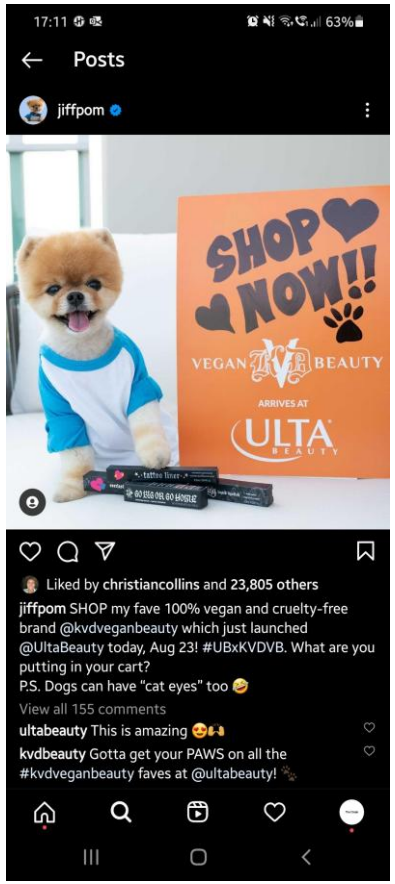
FB Ads - learnings & insights.

Best Performing Content

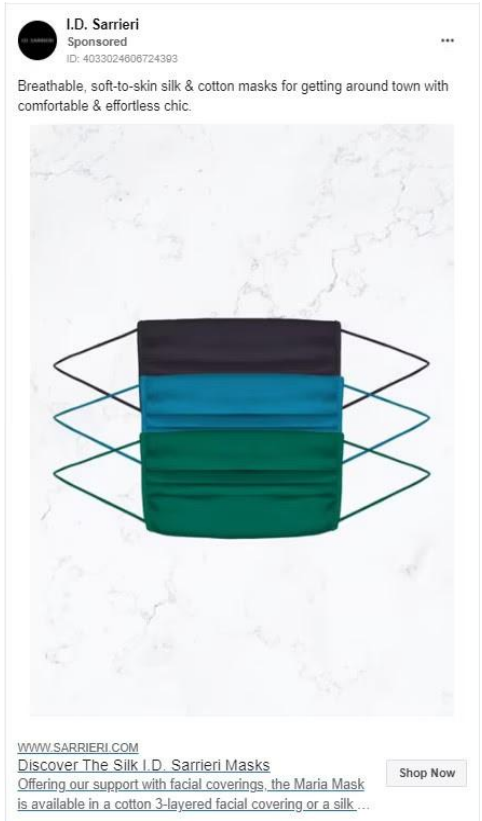
Try working with influencers who have Pets

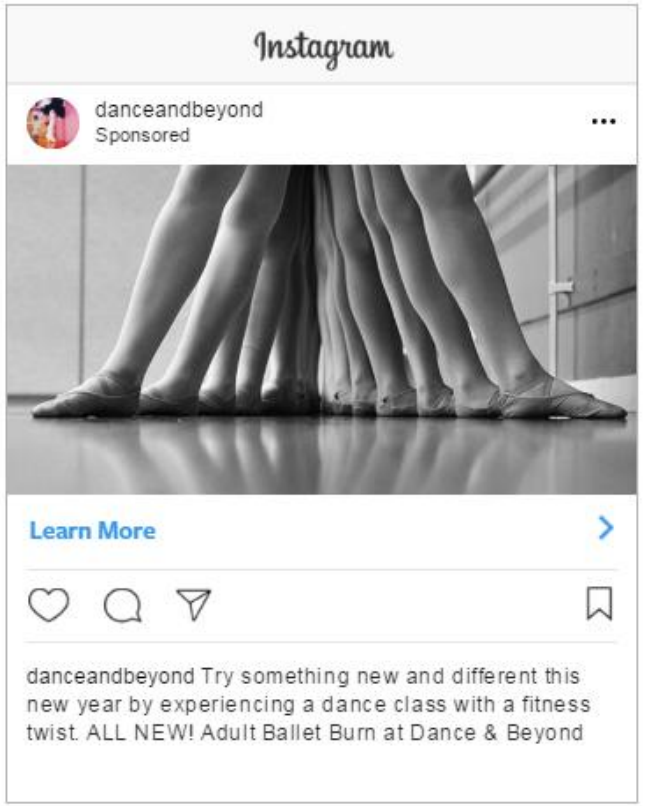


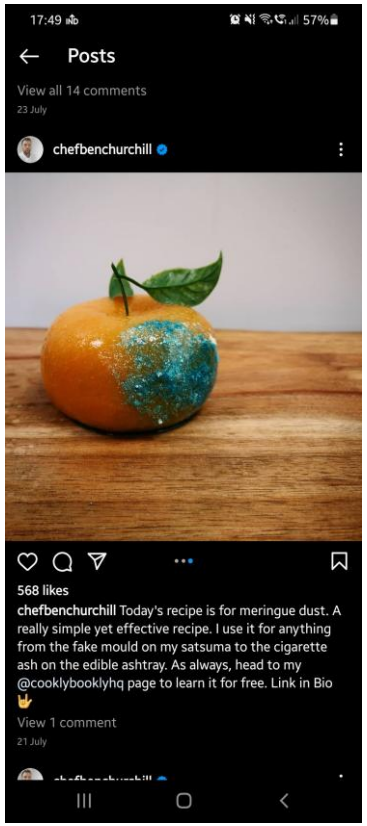




When possible, work with photographers who take artsy illusional photos. (Higher Engagement)



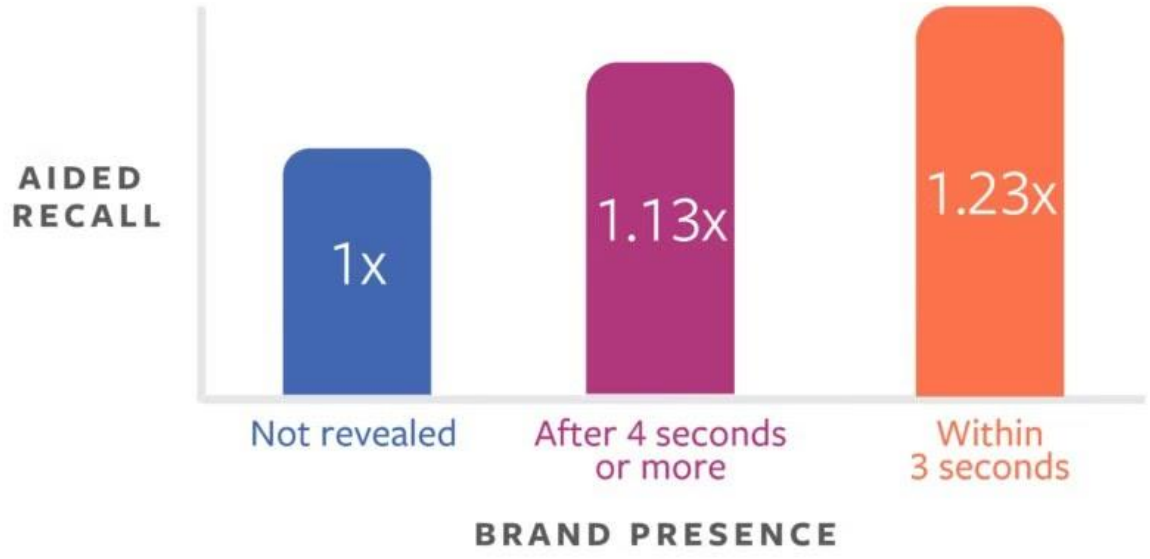




Ideal Video length for ads

Videos under 15 seconds perform best, 6 seconds is ideal

Aided recall works best, when brand is shown within first 3 seconds



Amplification Habits

Upload.srt (Subtitle) files with videos

- Helps with seo (Google crawlers)
- Captions increase view time by 12%
- Not available for ig story ads (.srt file)
- Video ads on IG and FB have limited reach if over 20% of the thumbnail image is covered with text, but captions uploaded as a separate file will not count toward this text total.
- Try keeping 14% of the top and bottom part the video Text free

Best Instagram content with objective

Objective	Feed	Stories	Explore	IGTV	Reels
Brand awareness	✔	✔	✔	✔	✔
Reach	✔	✔	✔	✔	✔
Traffic	✔	✔	✔	✔	✔
Engagement	✔		✔		
App installs	✔	✔	✔		✔
Video views	✔	✔	✔	✔	✔
Lead generation	✔	✔	✔		
Messages	✔	✔	✔		
Conversions	✔	✔	✔		✔
Catalog sales	✔	✔	✔		
Store traffic	✔	✔			

Daily vs Lifetime Budget

Daily

Pros:

1. More evenly spread out spend
2. Easier to predict finances and performance
3. Will make it easier to predict kpi end dates

Cons

1. Facebook will spend money regardless of performance (so better to set rules)
2. To fill up the budget, Facebook might use more impressions

Tip: Keep budget adjustments within 20% of their original level for each day

Life time

Pros:

1. More performance conscious.

Cons

1. Hard to predict the result on a given day, since spending fluctuates
2. Not good if budgets tweaked mid campaign (Budget or time wise)

When to use what?

Choose daily budgets when:

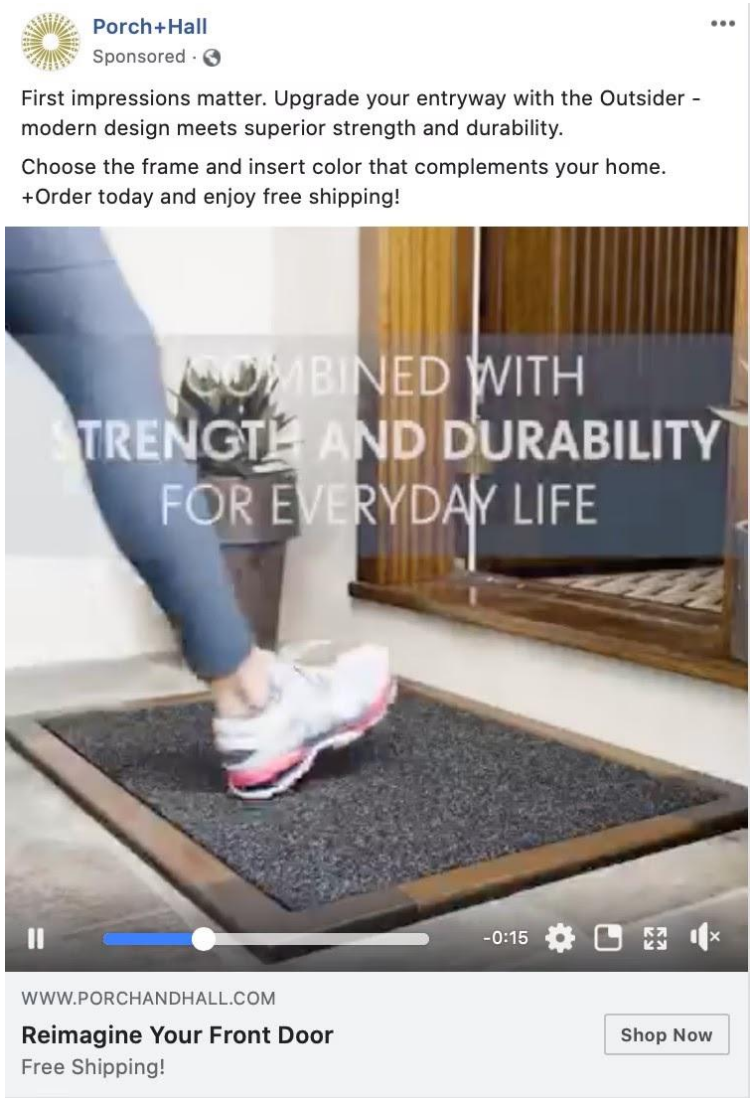
1. Your campaign will be evergreen
2. You want to maximize strong performance
3. You expect to change your budget regularly

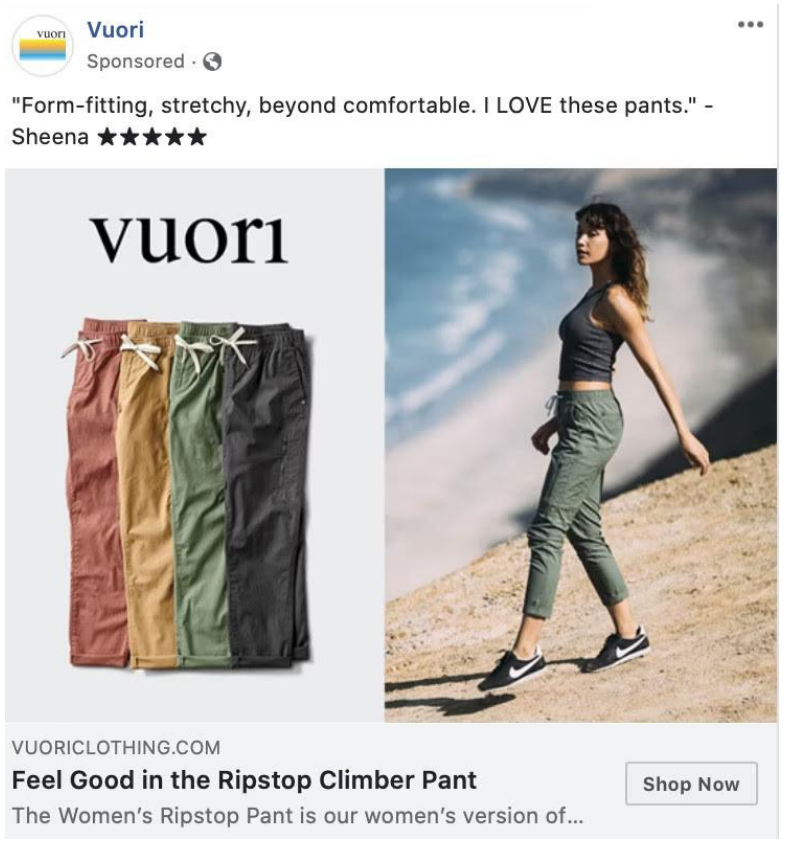
Choose lifetime budgets when:

1. You need to run your ads on a schedule
2. Your campaign has a set budget and end date

Ideal Campaign Duration

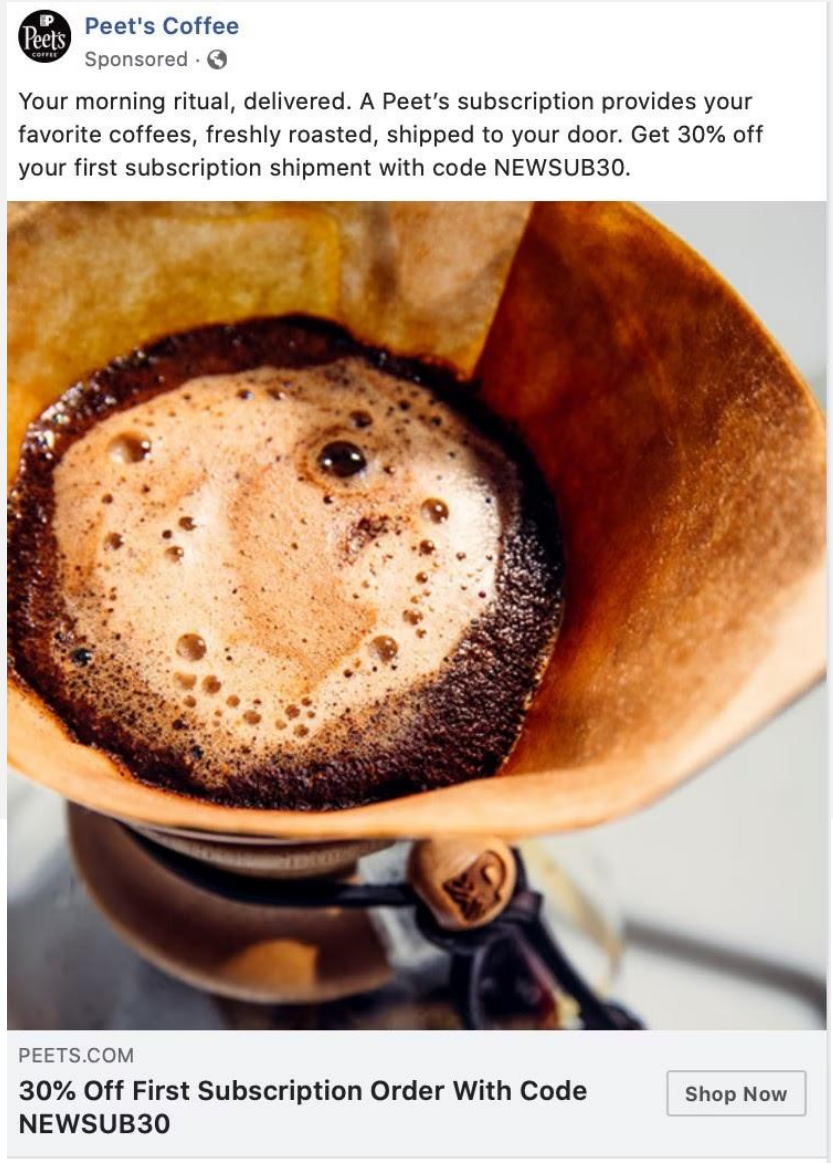
Minimum
2 weeks





Ads Headline

Use text that helps feel connected with the brand





Emphasize sales or deals





Highlight brands USP

Try CTAs


Purple
Sponsored
No more being jostled awake when your sweetheart 💗 moves or your kids crawl into bed 👶🏽. Just sleep great through it. 😴
purple.com
PURPLE.COM
Try 100 Nights Risk-Free
Mother's Day Gift Guide
Learn More

Try explaining the product



Campaign Naming Ideas

Date + Influencer Name + Funnel + Campaign Objective + Conversion

Funnel:

1 = Awareness = Top of Funnel

2 = Consideration = Middle of Funnel

3 = Conversion = Bottom of Funnel

Examples for Campaigns:

1 - Engagement

1 - Video Views - ThruPlay

2 - Conversion - Add To Cart

3 - Conversion - Purchase

3 - DPA (Dynamic Product Ads)

Ad Sets

Influencer Name + Audience Type (Custom, Saved or Lookalike) + Targeting + Location (if needed)

Examples:

- Lookalike - 1% LAL Purchasers
- Custom - 30 Day Engagers

Ads

Ad + Type of Ad + Ad Number + Tracking #’s

Examples:

- Check Rides Testimonial - Video 1 - #QWERTY
- Kinfill Features - Video 1 - #1234
- Spring Story 2 - Image 3 - #QAZX

Example of Campaign

Date + Influencer Name + Funnel + Campaign Objective + Conversion

Campaign:

19/09/2021 + Mbappe + T.F + Engagement + CBO

Influencer Name + Audience Type (Custom, Saved or Lookalike) + Targeting + Location (if needed)

Ad Set:

Mbappe + 30 Day Engagers + Interests(PSG) + France

Date+ Ad + Type of Ad + Ad Number + Tracking #

Ads:

19/09/2021 + Home Jersey story 1 + Ad 1 + #YNWA

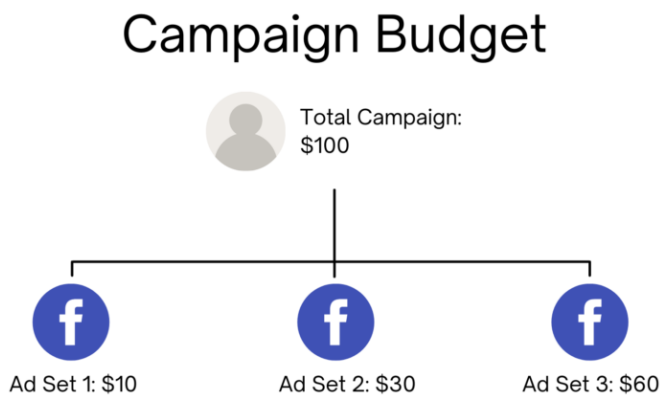
Budget splits across funnels

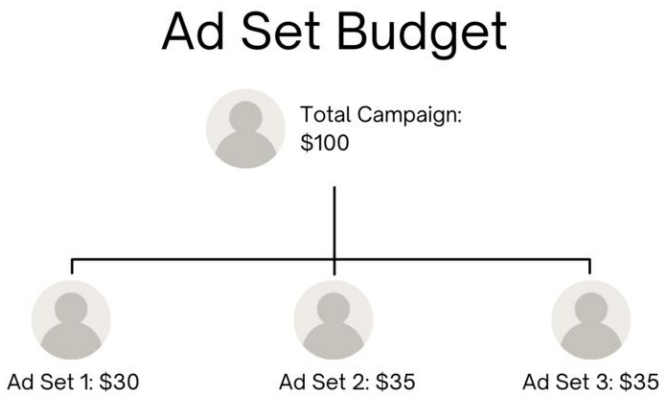
Campaign budgets or CBOs are best for people who:

- Are more interested in optimizing at the campaign level rather than ad set level
- Manage campaigns with lots of ad sets

Ad set budgets or ABOs are best if:

- Are testing ads to see how they perform
- Have ad campaigns that have only a couple of ad sets
- Have ad campaigns that have mixed audiences or campaign goals





Best Audience size for conversion

500,000 – 1,000,000