

Facebook Ads - Optimization

Using the Insights tool, Reaching your exact audience,
Writing engaging text

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Facebook Optimization

You've created an ad on Facebook. Now what?


Well, you'll want to optimize. The following will cover some tools and best practices to help you better optimize your ad performance on Facebook for better CTR and CPC.


Using the Insights Tool

Real-time analytics and easy ad replication are just some of the tools to help you optimize your advertising campaign on Facebook. You can access the insights tool from your profile in the application called "Ad Manager" or "Ads and Pages". Note that only the profile from which the ad was created can view the ad's analytics.


In the Ad Manager tool, you can track near real-time impressions and clicks to judge your ads' effectiveness. These insights will help you spend your money where it's the most successful. For instance, a cooking school opened a new location in Austin, Texas and advertised on Facebook to get the word out. After launching four different ads with the same image but various levels of targeting and title, they were able to gather insights about which ad formula was performing best. The cooking school paused the ads that were underperforming and created more ads replicating the advertising formula, the mix of targeting filters and relevant copy, from the successful ads. See below for an example of their first attempt.

Examples of the original ads (first is broad targeting, second is more targeted):

Ad Name:	Grand Opening	Grand Opening
Audience:	You are targeting people age 18 and older in Austin, TX.	
Campaign:	My Ads (New Campaign)	Visit our new cooking school in downtown Austin to learn to cook just like your favorite TV chefs. Grand opening this weekend!
Bid Type:	CPC	
Bid:	US\$0.98 per click	
Daily Budget:	US\$25.00	
Duration:	Continuous	
Please review your ad for accuracy. Change Ad		http://www.example.com

Ad Name:	Love Food Network?	Love Food Network?
Audience:	You are targeting people age 18 and older in Austin, TX who like 30 Minute Meals, Cooking Shows, Emeril Live, Everyday Italian, Food Network, Iron Chef, Jamie Oliver, Paula's Home Cooking, or Rachel Ray.	
Campaign:	My Ads (New Campaign)	Visit our new cooking school in downtown Austin to learn to be just like your favorite TV chefs. Grand opening this weekend!
Bid Type:	CPC	
Bid:	US\$0.98 per click	
Daily Budget:	US\$25.00	
Duration:	Continuous	
Please review your ad for accuracy. Change Ad		http://www.example.com

Ad Name:	Grand Opening	<p>Grand Opening</p>  <p>Visit our new cooking school in downtown Austin to learn how to do more than boil water. Grand opening this weekend!</p> <p>http://www.example.com</p>
Audience:	You are targeting people age 18 and older in Austin, TX.	
Campaign:	My Ads (New Campaign)	
Bid Type:	CPC	
Bid:	US\$0.98 per click	
Daily Budget:	US\$25.00	
Duration:	Continuous	
Please review your ad for accuracy. Change Ad		


Ad Name:	Tired of Eating Ramen?	<p>Tired of Eating Ramen?</p>  <p>Visit our new cooking school in downtown Austin to learn how to do more than boil water. Grand opening this weekend!</p> <p>http://www.example.com</p>
Audience:	You are targeting people age 18 and older in Austin, TX who are in college.	
Campaign:	My Ads (New Campaign)	
Bid Type:	CPC	
Bid:	US\$0.98 per click	
Daily Budget:	US\$25.00	
Duration:	Continuous	
Please review your ad for accuracy. Change Ad		

Replicating ads

Replicating ads is easy. Once your ad is running, click on the ad name to see the more detailed ad view within “Ad Manager”. There is a button called “+ Create a Similar Ad”, just press it and go. Generally, you will want to refine your target filters, creative and/or budget when copying a current ad. The insights derived from the Ad Manager tool should guide what filter(s) you optimize.

For instance in the examples above, the cooking school replicated the more targeted ads that contained relevant content in the title copy since they were out performing the more generally targeted ads. Once the targeted ad was replicated, they added more specific targeting and adjusted their copy for specific class promotions - adding “sushi” to their keyword targeting and adjusting their copy to include the word “sushi” in their title.

Sushi ad:

Ad Name:	Make your own sushi	<p>Make your own sushi</p>  <p>Visit our new cooking school in downtown Austin to learn to make your own delicious sushi. Grand opening this weekend!</p> <p>http://www.example.com</p>
Audience:	You are targeting people age 18 and older in Austin, TX who like Cooking or Sushi.	
Campaign:	My Ads (New Campaign)	
Bid Type:	CPC	
Bid:	US\$0.98 per click	
Daily Budget:	US\$25.00	
Duration:	Continuous	
Please review your ad for accuracy. Change Ad		

Best Practice: Try multiple ads with various targets and creative and optimize successful ads with the Create a Similar Ad tool.

Reaching your exact audience

Facebook Ads give you unprecedented precision in reaching exactly the audiences you want. You are able to target according to any combination of these filters:

- Country
- State
- City
- Gender
- Age
- Any Interest Keyword
- Educational Status
- Workplace
- Relationship Status and Interested In

Most of our targeting filters are self-explanatory and all except for location are acquired from users' profile information (location is IP address of the last login). We'll spend a little time talking about keywords since this filter is unique to Facebook. Keywords are users' interests and favorites (music, movies, books, activities, general interests, etc.) listed within their profile. In order for a keyword to be available, approximately 1,000 users must have it listed in their profile. Choosing keyword filters is an "or" rather than an "and" function. For example, let's say that you choose these keywords: cookies, chocolate, candy. Users who have either cookies, chocolate, or candy listed in their profile under "Interests" will be targeted—they don't need all three.

Your ad is more likely to perform better and continue running successfully if it is being displayed to the users who are most likely to be interested in your product or service. We recommend targeting your ads to smaller, more specific groups of users at one time.

For instance, a high-end men's fashion boutique in San Francisco might choose to target only male college graduates over 25 living in San Francisco who have listed an interest in "fashion," "suits," "Armani," and "Saks Fifth Avenue." While you're building your audience, Facebook tells you exactly how many users fit within your target. With traditional advertising, you have to guess where your mass messaging is likely to hit the most relevant consumers. But Facebook's ultra-customized targeting ensures that you never waste a penny on irrelevant audiences.

Best Practice: Your ads will appear more relevant if they are targeted to a smaller, more specific group of users through filters relating to the product or service you're promoting.

Write Engaging Ad Text

To encourage users to click on your ads and take action, write ad text that is more personally engaging and includes a clear call to action. A call to action helps users understand what action they should take once they click on your ad. For instance, a bookstore near Stanford University might have the following call to action in their Facebook Ad: "Visit ABC bookstore this Saturday to receive a 10% discount coupon on all books." However if you optimize per the "Reaching your exact audience" section above, you can write your ad text to speak directly to the user. Using the same bookstore example above, ABC bookstore targets only students at Stanford who have listed Harry Potter in their keywords producing the following engaging ad text: "J.K. Rowling will be at ABC bookstore on Saturday. Bring your Stanford student ID and receive a free Harry Potter book."

Best Practice: Match your ad copy to your audience and objective.