It's a Must Read for All
Facebook Marketers...

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From the Founder of
a Performance
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49 TIPS FOR RUNNING SUCCESSFUL FACEBOOK ADS: A 5 CRORE CLIENT EXPERIENCE

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Let's dive into making your ads better with each tip mentioned below

1. **Check your pixel connectivity thoroughly as conversion campaigns are dependent on them. If your pixel is not properly installed, you won't be able to optimize ads.**

   When running conversion campaigns on Facebook, it is important to make sure that your Facebook pixel is properly installed and functioning. The pixel is a small piece of code that you place on your website, which allows Facebook to track and collect data on the actions that users take on your site. This data is used to optimize your ads and ensure that they are shown to the most relevant audience possible.

   If your pixel is not properly installed, Facebook will not be able to track and collect data on user actions, which means that your ads will not be optimized. This can lead to lower conversion rates, higher costs per conversion, and a less effective overall campaign. Therefore, it is important to check your pixel connectivity thoroughly before launching a conversion campaign on Facebook, to ensure that it is properly installed and functioning.

2. **If you have created more than one pixel then make sure to check the selected pixel at the ad level before publishing it.**

   When creating Facebook ads, it is important to ensure that the correct pixel is selected at the ad level before publishing. A pixel is a small piece of code that is placed on your website to track conversions, build audiences, and retarget visitors. If you have created multiple pixels for different campaigns or purposes, it is essential to double check which one is selected before publishing your ad.

   For example, if you have a pixel for tracking conversions on your e-commerce website, and another pixel for building a custom audience for retargeting, you want to make sure that the correct pixel is selected for the ad you are publishing. If you accidentally select the wrong pixel, it could result in inaccurate tracking and targeting for your ad campaign. To avoid this, you can check the selected pixel at the ad level by going to the 'Ads Manager' and checking the pixel information for the ad you want to publish.

3. **If your ad account is new, start your campaign with a low-priority event. For example, for an e-commerce company, add-to-cart or checkout is a low-priority event and purchase is a high-priority event. This is not a standard rule but alot of times to have decent cpm's, cpc and to get sufficient traffic, running ads on checkouts or add-to carts works better than running a direct purchase ad.**

    When setting up a Facebook ad campaign for an e-commerce company, it is important to consider the priority of the events that you want to track and optimize for. For a new ad account, it is recommended to start with a low-priority event, such as add-to-cart or checkout, rather than a high-priority event like purchase.

    This is because a low-priority event typically generates more traffic and can result in lower costs per impression (CPM) and costs per click (CPC). By targeting these events first, you can gain more visibility and reach for your ads, which can help to build momentum and increase conversions over time.

    Additionally, running ads on add-to-cart or checkout events can also help to identify and optimize for key customer behaviors, such as browsing habits and purchase intent. This can provide valuable insights that can be used to improve your overall ad performance and increase conversions over time.

    Overall, starting with a low-priority event like add-to-cart or checkout can be a smart strategy for new e-commerce companies looking to build their presence on Facebook and drive more conversions.

4. **Different audiences behave differently with different events, so regularly test your audiences with different events. For example, if your Audience A is running on checkout and not giving results, you may test add-to-cart event before changing the audience.**

    When it comes to Facebook ads, it's important to regularly test different events with different audiences in order to understand how they respond to different types of ads and offers. For example, if you are running a checkout event for Audience A and not seeing the results you were hoping for, you may want to test an add-to-cart event before making any changes to the audience. This will give you a better understanding of how Audience A responds to different types of ads and offers, and will allow you to make more informed decisions about how to target them in the future. Additionally, testing different events with different audiences can help you identify which types of ads and offers are most effective for different segments of your audience, allowing you to optimize your campaigns for maximum performance.

5. **Try to exit the learning phase as soon as possible. As per Facebook, you need 50 events to be fired every week to exit the learning phase. When you exit the learning phase, you can expect consistent results sooner.**

   Exiting the learning phase in Facebook Ads refers to the period of time in which the Facebook Ads algorithm is gathering data and learning about your target audience and ad campaign. During this phase, the algorithm is adjusting the delivery and targeting of your ads to optimize performance. To exit the learning phase, Facebook suggests that you need to have 50 events (such as clicks or conversions) per ad set per week. Once the learning phase is over, you should see more consistent results from your ad campaign, as the algorithm has had enough data to make informed decisions about targeting and delivery. It's important to note that the learning phase can vary in duration depending on the complexity of your ad campaign and the amount of data available.

6. **If your ad account is fairly new, take the approach of account simplification. Create a limited number of campaigns, so that audiences can be monitored properly. Scaling can be done once the results pour in.**

   When creating a new Facebook ad account, it is important to take a simplified approach to ensure that your campaigns are being monitored and optimized effectively. This means creating a limited number of campaigns, with clear and specific goals for each one. By focusing on a small number of campaigns, you will be able to track the performance of each audience and make adjustments as necessary. This can include adjusting targeting options, creating new ad creatives, or testing different ad formats.

   Once you have a good understanding of the results of your campaigns, you can then start to scale up your efforts. This can include increasing your

budget, expanding your targeting options, or creating new campaigns. However, it is important to remember that scaling should always be done with caution, as it can be easy to lose control of your ad spend if you are not careful.

Overall, account simplification is an important step in the process of creating effective Facebook ad campaigns. By keeping your campaigns focused and simple, you will be able to monitor and optimize your results more effectively, and set yourself up for success as you scale up your efforts in the future.

7. **Optimizations at the adset, ad level are to be made one by one. Making lots of changes at once will only complicate the understanding of results.**

   When optimizing Facebook ads, it is important to make changes one by one so that you can clearly understand the impact of each change on your campaign's performance. If you make multiple changes at once, it will be difficult to determine which change had the greatest impact on your results. For example, if you change the targeting, ad copy, and ad image all at the same time, it will be difficult to know which change led to an improvement in your campaign's performance.

   Instead, it is recommended to make changes at the adset level and ad level one by one. For example, first, you can make changes to the targeting, such as narrowing down the audience or increasing the age range. Once you have made the changes, you can monitor the results for a few days to see if there is an improvement in performance. Then, you can move on to making changes at the ad level, such as experimenting with different ad copy or images. By making changes one by one, you can better understand how each change is impacting your campaign's performance and make more informed decisions about future optimizations.

8. **Use automatic placements at the adset level while creating ads but if you choose to manually place then try all placements atleast once and have right format for ads for all the placements . This can be experimented with separate adset/audiences**.

   When creating ads on Facebook, there are two options for placing your ads: automatic placements and manual placements. Automatic placements allow Facebook to automatically place your ads across various platforms and placements, such as Facebook, Instagram, and Audience Network. This can be a convenient option for those who want to reach a wider audience without having to manually select placements.

However, if you choose to manually place your ads, it's important to try all placements at least once. This allows you to see which placements perform the best and tailor your ads to those placements. For example, if you find that your ads perform better on Instagram than Facebook, you can focus on creating ads specifically for Instagram.

Additionally, it's important to have the right format for your ads for all placements. For example, if you're placing ads on Instagram, you'll want to make sure that your images are square and that your text is short and concise. On the other hand, if you're placing ads on Facebook, you may want to use a carousel format to showcase multiple images.

Experimenting with different placements and ad formats can be done with separate ad sets and audiences. This allows you to test different strategies and see which ones perform the best for your specific audience. Overall, using automatic placements can be convenient, but manually placing your ads and experimenting with different placements and formats can lead to better results and a better understanding of your audience's preferences.

9. **Set UTM parameters for every ad or ad set or campaign that you create. Helps track the results better.**

Module) parameters for each ad, ad set, or campaign. UTM parameters are unique tags that can be added to the end of a URL to track the performance of specific ads or campaigns.

For example, if you are running a campaign for a new product launch, you can add a UTM parameter to the URL of the landing page for the campaign. This will allow you to track the specific performance of that campaign and see how many clicks, conversions, and sales are coming from that specific ad or ad set.

By setting UTM parameters for every ad or ad set or campaign, you can better track the results and see which ads or campaigns are performing the best. This information can then be used to make informed decisions about which ads or campaigns to continue running and which to stop or adjust. Additionally, UTM parameters allow you to track the performance of your campaigns across different platforms and devices.

Overall, setting UTM parameters is an essential step in creating effective Facebook ads and tracking the results of your campaigns.

10. **If you are running a lead generation campaign, you can use Facebook form built on custom questions and not just the prefilled questions. This will improve the quality. Always go with the Higher Intent option while creating forms.**

Form type

Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead. Learn more

● More volume
Use a form that's quick to fill in and submit on a mobile device.

○ Higher intent
Add a review step that gives people a chance to confirm their information.

When running a lead generation campaign on Facebook, using custom questions in your form can greatly improve the quality of leads you generate. By asking specific questions that are relevant to your business or product, you can better qualify potential leads and ensure that they are more likely to convert into paying customers.

For example, if you are a real estate agent, you may want to ask questions about the type of property a potential lead is looking for, their budget, and their

timeline for purchasing. This information will allow you to better understand their needs and determine if they are a good fit for your services.

Another important aspect to consider when creating forms for your lead generation campaign is to choose the higher intent option. This option will allow you to ask more detailed questions and gather more information from potential leads, which can help you better qualify them and increase your chances of converting them into customers.

Overall, using custom questions and the higher intent option in your Facebook form can greatly improve the quality of leads you generate and increase your chances of converting them into paying customers.

11. **Use a conversion campaign even if your objective is a high-quality visitor. When your objective is just the traffic you can choose a low-priority existing event that will ensure to have decent quality traffic who may do checkout or add to cart and they may purchase later.**

12. **Catalog ads are best suited for remarketing audiences. You can choose an add-to-cart audience or checkout audience and Facebook will automatically show ads to those entered in your rule.**
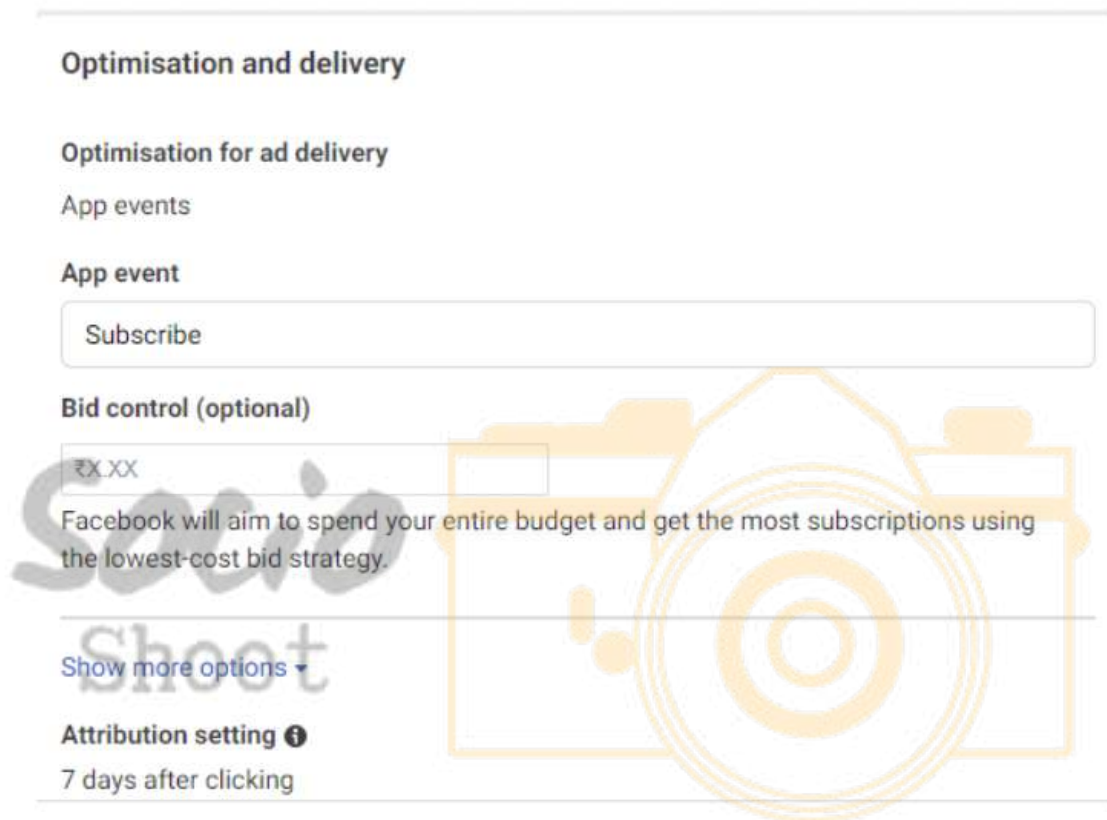
Facebook offers a feature called "Custom Audiences" which allows advertisers to create targeted advertising campaigns using specific groups of people. One type of Custom Audience is called a "remarketing audience," which is made up of people who have previously interacted with your business.

One way to use remarketing audiences is by creating a "Catalog Ads" campaign. This type of campaign allows you to connect your product catalog to your Facebook Ads account and show ads to people who have previously added items to their cart or completed a purchase on your website. By using a remarketing audience, you can target people who have shown interest in your products before, increasing the likelihood that they will make a purchase.

Another way to use remarketing audience is by creating a "Checkout Audience" campaign . This type of campaign allows you to show ads to people who have started the checkout process on your website but haven't completed the purchase. By using a remarketing audience, you can target people who have shown interest in your products and encourage them to complete the purchase.

Overall, remarketing audiences can be a powerful tool for increasing conversions and sales on Facebook Ads. By targeting people who have previously interacted with your business, you can create more effective and personalized advertising campaigns.

13. **Create custom app events and optimize at the adset level. This will help increase the volume of in-app actions.**

Optimisation and delivery

Optimisation for ad delivery
App events

App event

Subscribe

Bid control (optional)

₹X.XX

Facebook will aim to spend your entire budget and get the most subscriptions using the lowest-cost bid strategy.

Show more options ▾

Attribution setting ❶
7 days after clicking

Custom app events on Facebook allow you to track specific actions within your app and use that data to optimize your ad campaigns. By setting up these events, you can gain a deeper understanding of how users interact with your app and use that information to create more effective ad campaigns.

To create custom app events, you will need to have the Facebook SDK installed in your app and set up the events using the SDK. Once you have set up your events, you can track them using the Facebook Ads Manager. This will allow you to see data such as the number of times the event occurred, the number of unique users who performed the event, and other information.

Once you have this data, you can use it to optimize your ad campaigns at the ad set level. For example, if you find that a particular ad set is driving a high volume of in-app actions, you can increase the budget for that ad set to try to drive even more actions. Similarly, if you find that a particular ad set is not

performing well, you can adjust the targeting or creative for that ad set to try to improve its performance.

In summary, by creating custom app events and optimizing at the ad set level, you can gain a deeper understanding of how users interact with your app and use that information to create more effective ad campaigns on Facebook.

14. **Ad copy must be planned, curated with enough thought and strategy, it is what sells first.**

S.No	Product	Audience	Ad Format	Creative Text	Ad Copy
1	Gathered Cuff Sleeves Mini Shirt Dress	Prospect	Short Clip Video	Mini Shirt Dress, Wear Everyday, Style with a cute pair of sneakers, Your OOTD- Basic and Beautiful	Give your warbrobe a subtle change with these mini shirt dresses
2	All Dress	Prospect	Carousel	Fashion, Trending, Comfort, Be You, Styled for you, Be Effortless	Look your stunning best in these exclusive designs. Get the latest styles at an introductory offer of 25%
3	Dress Testimonial	Prospect	Testimonial Video	1"I got a Poplin Shirt dress which had a cute litte cross tie up on the waist and it looked just amazing. Styled this over the weekend and it looked great for the ocassion-the colour was so good!!!!." 2."This is what I am entirely crushing on right now. Got this marie sleeved dress and i tell you it looks gorgeous. What I love the most are the dainty button and those sleeves in this beautiful colour" 3." Like most of us I am never prepared for a party but this time I actually was!!!! Came across this brand called Seahiba which	We love that our customers look great in our dresses
4	Jumpsuit	Prospect	Feature Point Out Video	Video 1 Belted Jumpsuit- 3 colour Variations Text:- Lantern sleeves, Overlapped neckline, Side pockets, Relaxed fit,Tie Up Waist Belt	Are you also unsure of wearing jumpsuits everywhere? Of course you are!! Get this beautiful looking belted jumpsuits which are very easy to wear out

Ad copy refers to the text that appears in an advertisement, and it is an important aspect of any Facebook ad campaign. Ad copy plays a crucial role in catching a user's attention and convincing them to take action, such as clicking on the ad or visiting a website.

When planning ad copy for Facebook ads, it is important to consider the target audience and the message that you want to convey. The ad copy should be written in a way that is relevant and resonates with the target audience. The language and tone used in the ad copy should be consistent with the branding and overall message of the campaign.

It's also important to make the ad copy clear and concise, so that it can be easily understood by the target audience. Try to avoid using industry jargon or complex language that may be difficult for some users to understand.

Additionally, the ad copy must be compelling and persuasive, highlighting the benefits of the product or service being advertised. Use action words and phrases to encourage the user to take action.

It's also important to include a clear call-to-action (CTA) in the ad copy, such as "Learn More" or "Sign Up Now," to guide the user on what they should do next.

In summary, Ad copy plays a crucial role in catching a user's attention and

convincing them to take action. It must be planned, curated with enough thought, and strategy, it is what sells first. The ad copy should be written in a way that is relevant and resonates with the target audience, clear and concise, compelling and persuasive, and include a clear call-to-action (CTA) to guide the user on what they should do next.

15. **Add multiple primary text and headlines and let Facebook decide which works best through permutations and combinations.**

When creating Facebook ads, it is common practice to test multiple variations of the ad's primary text and headline in order to determine which version performs the best. This can be done by creating multiple ad sets with different primary text and headlines, and allowing Facebook to automatically test different permutations and combinations of the ads. The ad that performs the best, as determined by factors such as click-through rate and conversion rate, can then be chosen as the final version to be used for the campaign. It's also important to keep in mind that ad's images, videos, and call-to-action buttons also play a role in the ad's performance, so it's good to test different variations of these elements as well.

16. **Reviews and Testimonials must be in the ad copy if the ad is targeted towards the remarketing audience.**

When creating a Facebook ad that is targeted towards a remarketing audience, it is important to include reviews and testimonials in the ad copy. This is because these types of audiences have already interacted with your brand or website in some way, and are more likely to be familiar with your products or services. By including reviews and testimonials in the ad copy, you can demonstrate to these audiences that other people have had positive experiences with your brand, which can help to increase their trust and likelihood of making a purchase. Additionally, it can also help to increase the social proof of your brand.

17. **Ad copy must reflect the solution your product is providing the customer- essentially sell your solution, not your product.**

When creating ad copy for a Facebook ad, it's important to focus on the solution that your product or service provides to the customer, rather than just promoting the product itself. This is because people are often more interested in how a product or service can solve a problem or meet a need that they have, rather than just the features or specifications of the product.

For example, instead of simply saying "Buy our new product X," you could say "Say goodbye to problem Y with our new product X." This approach highlights the problem that the customer is facing and how your product can solve it, making it more likely that the customer will be interested in learning more about your product.

Additionally, you can also mention the benefits of your product, how it can improve their life or business, and try to create a sense of urgency by highlighting the limited time offers. This can help to increase the chances that a customer will take action and make a purchase.

18. **Give a value proposition- Benefit, Quality in the ad copy and the creative.**

A value proposition is a statement that clearly communicates the benefits and value that a customer can expect to receive from your product or service. When creating ad copy and creative for a Facebook ad, it's important to include a value proposition to help convince potential customers that your product is worth their time and money.

To create a value proposition for a Facebook ad, you should focus on the benefits that your product offers to the customer. For example, if your product is a new skincare line, you could say "Say goodbye to dry, dull skin with our new skincare line - Infused with natural ingredients that nourish and hydrate." This statement highlights the problem that the customer may be facing (dry, dull skin) and how your product can solve it (nourish and hydrate).

Additionally, you should also mention the quality of your product. For example, if your product is made with high-quality, natural ingredients, you could say "Our skincare line is made with natural, high-quality ingredients that are gentle on your skin." This statement emphasizes the quality of your product and helps to build trust with potential customers.

A well-crafted value proposition can help to increase the chances that a customer will be interested in your product and make a purchase. Also, it can help to create a sense of urgency and exclusivity which can further increase the chances of conversion.

19. **Your ads must convince the user to take some action, add the necessary hook to it. Add-in offers discount codes on the headlines.**

When creating a Facebook ad, it's important to include a "call to action" (CTA) that encourages the user to take a specific action, such as visiting your website, making a purchase, or signing up for a newsletter. The CTA should be prominently displayed in the ad and should be clear and compelling.

One way to increase the effectiveness of a CTA is to include an offer, such as a discount code or a limited-time promotion. This can help to create a sense of urgency and encourage the user to take action right away. For example, you could include a headline such as "20% off your first purchase with code SAVE20" or "Limited time offer: Buy one, get one 50% off."

You can add the hook to your ad copy by highlighting the benefits of your product and how it can improve their life or business, also by creating a sense of urgency by mentioning the limited time offers.

It's also important to keep in mind that the CTA should be consistent with the overall goal of the ad. For example, if the ad is promoting a new product, the CTA should be to "Learn more" or "Shop now," whereas if the ad is promoting a sale, the CTA should be "Shop sale" or "Save now."

Overall, adding an offer or a hook to your ad copy can help to increase the chances that a user will take action and convert into a customer.

20. **Create Social Validation/ Credibility of your product, use a lot of User Generated Content if possible.**

Social validation and credibility can be established for a product by using user-generated content (UGC) in Facebook ads. UGC is content created by users, such as reviews, testimonials, and photos, that can be used to promote a product.

Here are a few ways to use UGC in Facebook ads:

Share customer reviews: Share customer reviews in the ad copy or as a quote in the ad image. This can help build trust and credibility for the product.

Use customer photos: Use photos of customers using the product in the ad. This can help potential customers envision themselves using the product and can also help establish social proof.

Share user-generated videos: Share videos created by users that showcase the product in action. This can help potential customers see the product in use and can also help establish social proof.

Encourage user-generated content: Encourage customers to create and share content about the product. This can help build a community around the product and can also help establish social proof.

By using UGC in Facebook ads, you can establish social validation and credibility for your product and help increase conversions.

21. **Convey the best / most important part of your ad copy in the first three lines itself if your ad is placed on Facebook and in the first line if the ad is shown in Instagram.**

22. **Keep the language simple, direct, and convincing. Too much jargon is not what can make your product sell.**

    When creating a Facebook ad, it's important to remember that the language you use should be simple, direct, and convincing. This means avoiding jargon or technical terms that the average person may not understand. Instead, use language that is easy to understand and clearly communicates the benefits of your product or service.

    For example, instead of using technical terms like "target audience" or "ROI," you could use language like "people who are most likely to be interested in your product" or "the return on investment you can expect from using our service."

    By keeping the language simple and direct, you'll be more likely to grab the attention of potential customers and convince them to take action. Additionally, Facebook ads that use simple, straightforward language are more likely to be approved by Facebook's ad review team, which can help ensure that your ad is seen by the right audience.

    In summary, when creating a Facebook ad, it's important to use language that is simple, direct, and convincing. This will help your ad stand out and be more effective in reaching and converting potential customers.

23. **Remove remarketing audiences (custom audiences) from your prospect audiences.**

    Remarketing audiences, also known as custom audiences, refer to groups of people who have previously interacted with your business, such as visiting your website or engaging with your Facebook page. These audiences are created by using tracking pixels or other forms of data collection to identify individuals and group them together for targeted advertising.

    When creating prospect audiences, the goal is to reach new potential customers who have not yet interacted with your business. By removing remarketing audiences from your prospect audiences, you are ensuring that your advertising is reaching a new and untapped market, rather than targeting individuals who have already shown an interest in your business.

To remove remarketing audiences from your prospect audiences on Facebook, you can go to the "Audiences" section of your Facebook Ads Manager and select the custom audience you wish to exclude. Then, when creating a new ad campaign, you can choose to exclude that custom audience from your target audience. Additionally, you can also create a new audience that is composed of people who have not interacted with your business before, and use that audience for your prospecting campaigns.

Overall, removing remarketing audiences from your prospect audiences is important for reaching new potential customers and expanding your customer base. It also helps in avoiding wastage of ad spend on people who have already shown interest in your business, and focus on those who haven't yet.

24. **Create campaigns on CBO while testing multiple audiences**
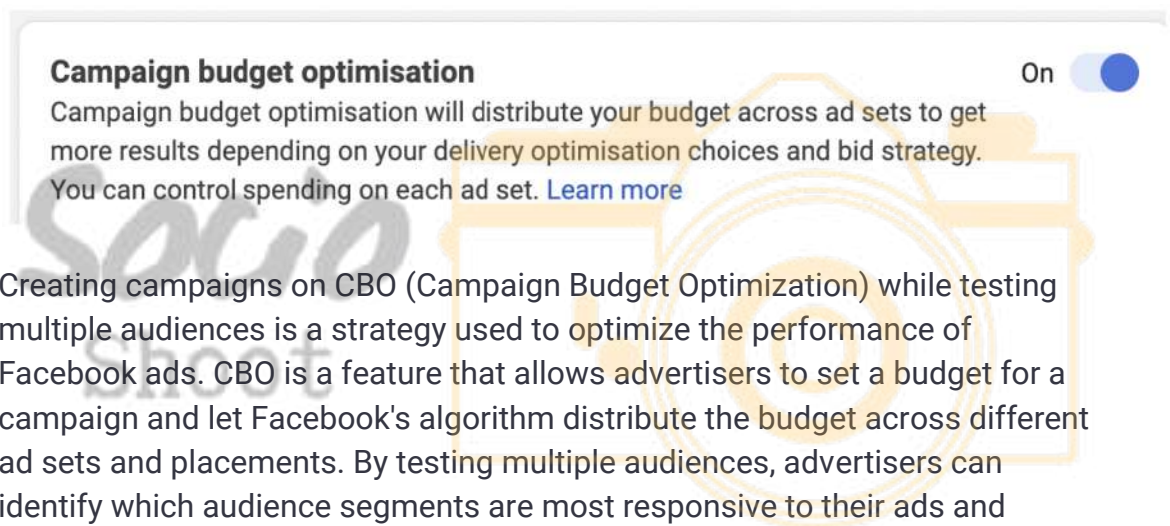
Creating campaigns on CBO (Campaign Budget Optimization) while testing multiple audiences is a strategy used to optimize the performance of Facebook ads. CBO is a feature that allows advertisers to set a budget for a campaign and let Facebook's algorithm distribute the budget across different ad sets and placements. By testing multiple audiences, advertisers can identify which audience segments are most responsive to their ads and allocate more budget to those segments.

To implement this strategy, advertisers would first create a campaign on CBO and set a budget for the campaign. Next, they would create multiple ad sets targeting different audience segments. For example, one ad set could target users who have shown interest in a specific product or service, while another ad set could target users who have recently visited the advertiser's website.

Once the ad sets are created, the advertiser would run the campaign and monitor the performance of each ad set. By analyzing the data, they can identify which audience segments are most responsive to their ads and allocate more budget to those segments. This can be done by increasing the bid for the ad sets targeting the most responsive audience segments or by decreasing the bid for ad sets targeting less responsive audience segments.

By testing multiple audiences and allocating budget accordingly, advertisers can optimize the performance of their Facebook ads and achieve better results for their campaigns.

25. **Consistent 10-15% increase in budget for an ad set performing well if you want to scale your ads.**

The concept of increasing the budget for an ad set that is performing well is a strategy used to scale your Facebook ads. The idea is that if an ad set is performing well and generating positive results, increasing the budget will allow for more exposure and reach, ultimately leading to more conversions and revenue.

The suggested increase in budget is 10-15%. This percentage is recommended as it allows for a significant increase in reach without risking overspending on the ad set. It also allows for gradual scaling, as opposed to a large increase in budget that could potentially lead to poor performance if the ad set is not ready for such a high level of investment.

When implementing this strategy, it's important to monitor the performance of the ad set after the budget increase. It's also important to keep in mind that an ad set that is performing well in one market or target audience may not perform as well in another, so it's important to test and monitor performance in different markets and target audiences before scaling the ad set's budget.

In summary, the concept of increasing the budget for an ad set that is performing well is a strategy used to scale your Facebook ads. The suggested increase in budget is 10-15%, and it's important to monitor the performance of the ad set after the budget increase to ensure that it continues to perform well.

26. **If your budget is less than INR 1000, don't use CBO to test the audience. Instead, run those adset at ad set level optimization.**

When running Facebook ads, there are two main ways to optimize your ad delivery: at the campaign level or at the ad set level.

Campaign Budget Optimization (CBO) is a feature that allows you to set a budget for your entire campaign and have Facebook automatically distribute that budget across your ad sets based on their performance. This can be useful if you have multiple ad sets targeting different audiences or targeting the same audience but with different ads.

However, if your budget is less than INR 1000, it may not be worth using CBO. The reason for this is that with a limited budget, the algorithm may not have enough data to accurately optimize your ad delivery. In this case, it's better to run your ad sets at ad set level optimization.

Ad set level optimization allows you to set a budget for each individual ad set, giving you more control over how your budget is being spent. This can be more effective when you have a limited budget because you can ensure that your budget is being spent on the ad sets that are performing well, rather than spreading it out across multiple ad sets.

In summary, if your budget is less than INR 1000, it's better to run your ad sets at ad set level optimization instead of using CBO to test the audience. This will give you more control over how your budget is being spent and allow you to focus on the ad sets that are performing well.

27. **If your budget is more than INR 1000, you should use CBO to test multiple audiences. In this case you can add 7-8 audiences in one go and find the best ones.**

When it comes to Facebook ads, the concept of CBO (Campaign Budget Optimization) is a powerful tool that allows you to test multiple audiences at once and find the best performing ones. With a budget of more than INR 1000, you can afford to test multiple audiences and see which ones generate the most conversions or engagement.

Here's how it works:

Set up your Facebook ad campaign with a CBO budget. This means that you will set a total budget for the entire campaign and Facebook will automatically distribute it among the different ad sets (i.e. audiences) based on their performance.

Create multiple ad sets with different audiences. For example, you could create one ad set targeting people who have recently visited your website, another targeting people who have engaged with your Facebook page, and another targeting people who have shown interest in similar products or services.

Monitor the performance of each ad set. Facebook will automatically adjust the budget for each ad set based on its performance. For example, if one ad

set is performing well and generating conversions, Facebook will allocate more budget to it.

Analyze the results and optimize your campaign. After a few days or weeks, you can analyze the results of your campaign and see which audiences performed the best. You can then optimize your campaign by pausing or deleting the underperforming ad sets and focusing on the top performers.

By using CBO and testing multiple audiences, you can optimize your Facebook ad campaign and get the best results for your budget.

28. **Shift the best-performing ad set in the CBO audience to ABO (ad set optimization) if you want to scale the campaigns.**

When running Facebook ads, it is important to constantly monitor and optimize your campaigns to ensure that you are getting the best possible results. One way to do this is by using the Campaign Budget Optimization (CBO) feature, which allows you to set a budget for your entire campaign and then automatically allocates it to the ad sets that are performing the best.

However, as you scale your campaigns and try to reach more people, you may want to consider shifting your best-performing ad set from CBO to Ad Set Optimization (ABO). This will give you more control over the budget allocation for that specific ad set, allowing you to target specific audiences and optimize your ads for specific performance metrics.
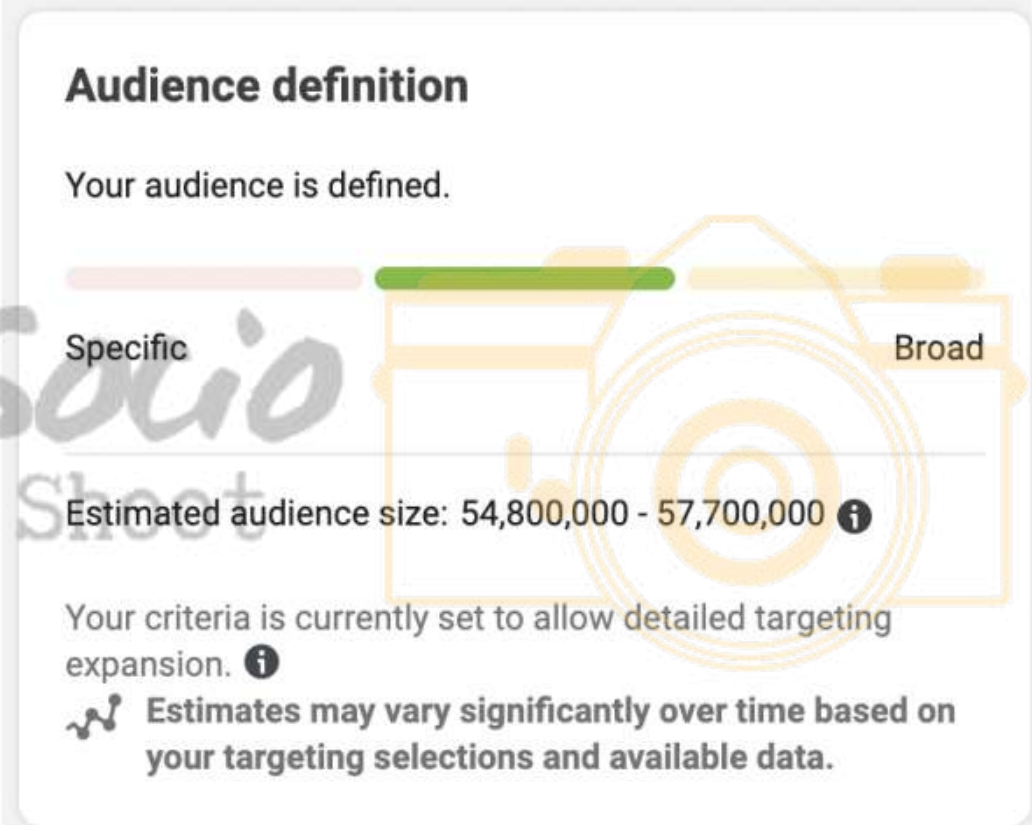
For example, if you have an ad set that is performing well with a specific audience, you may want to shift it to ABO so that you can increase the budget for that ad set and target that audience more effectively. This will allow you to reach more people within that audience and potentially increase your conversion rate.

Overall, shifting your best-performing ad set from CBO to ABO can be a great way to scale your Facebook ad campaigns and improve your overall performance. It allows you to focus on specific audiences and metrics, giving you more control and flexibility over your ad budget.

29. **In the prospect audience, make sure to have an audience size of 10,00,000 at least. If your audience is narrower than that then it might give costly results.**

Having a larger audience size for your Facebook ads can be beneficial

because it increases the potential reach of your ads. A larger audience size means that your ads will be shown to more people, which increases the chances of your ads being seen by people who are interested in your product or service. Additionally, a larger audience size can also help to lower your cost per click (CPC) and cost per thousand impressions (CPM) because Facebook's ad auction system takes into account the size of your audience when determining ad prices. However, it is important to note that a larger audience size does not guarantee success and you should still focus on targeting the right audience to ensure that your ads are being shown to the people who are most likely to covert.

30. **If your custom audience is small then combine all custom audiences to make a big one and show them a common ad for better performance.**

When creating a Facebook ad campaign, it's important to target the right audience to ensure the ad reaches the people most likely to engage with it. One way to do this is by creating custom audiences, which are groups of people who have interacted with your business in some way, such as visiting your website or engaging with your Facebook page.

However, if your custom audience is small, it may not be as effective in reaching a large number of people. In this case, it's a good idea to combine all of your custom audiences into one big audience to increase the reach of your ad.

For example, if you have a small custom audience of people who have visited your website and another small custom audience of people who have engaged with your Facebook page, you can combine these two audiences into one big audience. This way, the ad will reach a larger group of people who have already shown interest in your business.

By showing a common ad to this bigger audience, you'll likely see better performance in terms of engagement, click-throughs, and conversions. The audience will already have an interest in your business, so the ad will be more relevant to them and therefore more likely to be successful.

In summary, if your custom audience is small, combining them into one big audience and showing them a common ad will increase the reach of your ad and improve its performance.

31. **If your custom audience is huge. For example, your add to cart, checkout, purchase audience is independently large say each has 5000 plus audience. Then these should run as a different ad.**

    If your custom audience for different stages of the purchasing funnel, such as add to cart, checkout, and purchase, are each large (e.g. over 5000 people), it is generally recommended to run them as separate ad sets within your Facebook ad campaign. This allows you to target each audience segment specifically and optimize your ad campaign for their behavior. Additionally, you can measure and track the performance of each ad set separately, which can help identify which segments are most likely to convert and inform your future ad targeting strategy.

32. **Make lookalike audiences and test different lookalike percentages to find the best audiences for your business.**

    When it comes to Facebook ads, creating lookalike audiences can be a powerful way to reach new potential customers who are similar to your current customers. Here's how you can create lookalike audiences and test different percentages to find the best audiences for your business:

Start by creating a custom audience of your current customers. This can be done by uploading a list of email addresses or by using the Facebook pixel to track website visitors.

Once you have your custom audience, go to the Audiences section of your Facebook Ads Manager and click on the "Create Audience" button. Select "Lookalike Audience" as the audience type.

Choose the custom audience you created in step 1 as the source audience for your lookalike audience.

Select the country or countries where you want your lookalike audience to be located. You can also select the percentage of the population that you want your lookalike audience to represent.

Create different lookalike audiences with different percentages (1%, 2%, 3%, etc.) and give them distinct names so you can keep track of them.

Once you have created your lookalike audiences, start testing them by running ads to each audience. Keep an eye on the performance of each audience, such as the click-through rate and conversion rate.

After a few days, compare the performance of each audience and see which one had the best results. This will give you a good idea of the percentage that works best for your business.

Use the best-performing lookalike audience for your future ad campaigns to reach more potential customers who are similar to your current ones.

By creating and testing different lookalike audiences, you can find the best audiences for your business and improve the performance of your Facebook ads.

33. **If you are receiving a huge volume of add-to-carts and checkouts, make a custom audience on the last seven, fifteen days visits and show ads that can convert this audience faster.**

Creating a custom audience on Facebook Ads using the last seven or fifteen days of website visits is a way to target individuals who have recently shown interest in your products by adding them to their cart or completing a checkout. By targeting this audience specifically with ads, you can increase the likelihood of converting them into paying customers.

To create this custom audience, you will need to use Facebook's pixel tracking code on your website, which will allow Facebook to track and record the actions of visitors on your site. Once the pixel is installed, you can create a custom audience in the Facebook Ads Manager by selecting "Audiences" and then "Create a Custom Audience." From there, you can select "Website Traffic" and set the date range to the last seven or fifteen days. Then, you can target this audience with ads specifically designed to convert them into paying customers. This can include retargeting ads that show the items they added to their cart or abandoned at checkout, or offering a limited-time discount or promotion to incentivize them to complete their purchase.

	Off/On	Ad set name	Purchases	Website purchases	Purchases Conversion Value	Website purchases conversion...
☐	⚫	Last 5- Last 3 days	.35	12	12	₹32,291.70	₹32,291.70
☐	⚫	Last 7- Last 5 days	.88	11	11	₹15,789.00	₹15,789.00
☐	⚫	Last 9- Last 7 days	.32	8	8	₹14,742.10	₹14,742.10
☐	🔵	New 2 days	.83	5	5	₹12,585.00	₹12,585.00
☐	⚫	Last 2 Days Audiences	.88	5	5	₹9,814.00	₹9,814.00
☐	🔵	New Last 7-5 Days	.97	5	5	₹7,750.00	₹7,750.00
		> Results from 8 ad sets ❶	7.93 Spent	48 Total	48 Total	₹96,167.80 Total	₹96,167.80 Total

34. **For video view custom audiences, use 100% video watch views as a custom audience.**

Creating a custom audience based on 100% video watch views on Facebook Ads is a way to target individuals who have engaged with your video content by watching it in its entirety. This audience is likely to be more interested in your brand and products, as they have shown a willingness to invest time in watching your video.

35. **For some campaigns, you can test state-level or city-level targeting based on product acceptability. We usually take the help of google trends to find out the location for prospective buyers and include those only as our targeting.**

When using Facebook Ads, targeting specific geographic locations can be a useful strategy for certain campaigns, particularly if your product or service has a higher likelihood of being accepted in certain areas. One way to identify these areas is by using Google Trends to analyze the search interest in your product or service by location.

To use this approach, you will first need to research the location-based search interest for your product or service using Google Trends. This will give you an

idea of which states or cities have the highest level of interest in your product. Once you have this information, you can then use it to target your Facebook ad campaign to those specific locations.

When setting up your ad campaign in Facebook Ads, you can select the "Location" targeting option and specify the states or cities that you want to target based on the data from Google Trends. This will allow you to reach individuals who are most likely to be interested in your product or service, increasing the chances of conversions. Keep in mind that you should always keep an eye on your ad performance, and adjust your targeting accordingly if it's not working as expected.
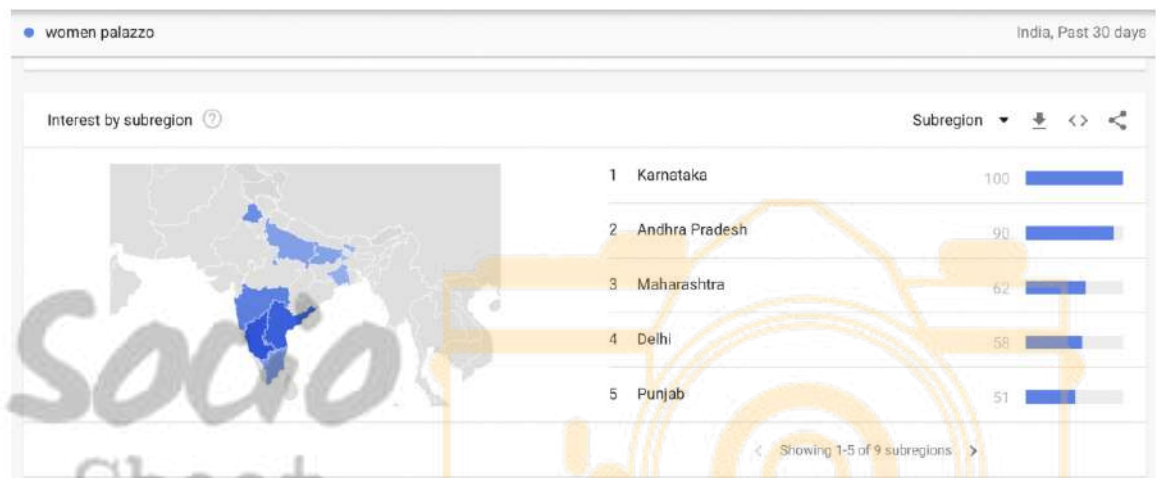
36. **Use Dynamic Creative Optimisation when you have creatives and ad copies that are already tested.**

Dynamic Creative Optimization (DCO) is a feature offered by Facebook that allows advertisers to automatically test and optimize different combinations of ad elements, such as headlines, images, and calls to action, in order to find the best performing combination for a particular audience. This can be used to improve the performance of ads that are already tested, by identifying the elements that resonates most with the target audience, and delivering those elements to users more often.

DCO can be used to test different variations of ad creative and ad copy, and then automatically deliver the best performing combination to the target

audience. This allows advertisers to optimize their ad campaigns in real-time, and can help to increase conversions and reduce costs.

In order to use DCO, advertisers need to create a set of ad creative and ad copy variations, and then set up a DCO campaign on Facebook. The ads will then be automatically tested and optimized based on the performance data collected by Facebook. This can be a powerful tool to improve the performance of ad campaigns, and can help to increase conversions and reduce costs.

37. **Test all ad formats- static images, carousels, videos, slideshows for any given audience.**

When testing ad formats on Facebook, it is important to consider the target audience and the message that is being conveyed in the ad. Each ad format has its own strengths and weaknesses, and it is important to find the right one that will resonate with the audience.

Static images are the simplest and most basic ad format on Facebook. They are best used for simple messages or products that do not require a lot of explanation. They are also the most cost-effective option, as they are the least expensive to create and run.

Carousels allow for multiple images or videos to be included in one ad, which can be useful for showcasing different products or features. They are also great for storytelling, as they allow for a series of images to be shown in succession.

Videos are a great way to capture attention and convey a message quickly and effectively. They are best used for product demonstrations, tutorials, or other types of content that can be easily explained in a short amount of time.

Slideshows are similar to carousels, but they use a series of images that automatically transition to create a slideshow. They can be useful for showcasing a series of products or features, or for telling a story in a dynamic way.

Overall, it is important to test different ad formats to see which one performs the best for your specific audience and message. This can be done by running multiple ads with different formats and then analyzing the results to see which one has the highest engagement and conversion rates.

38. **Use testimonials or review ads to the remarketing audience as they are likely to convert sooner**.
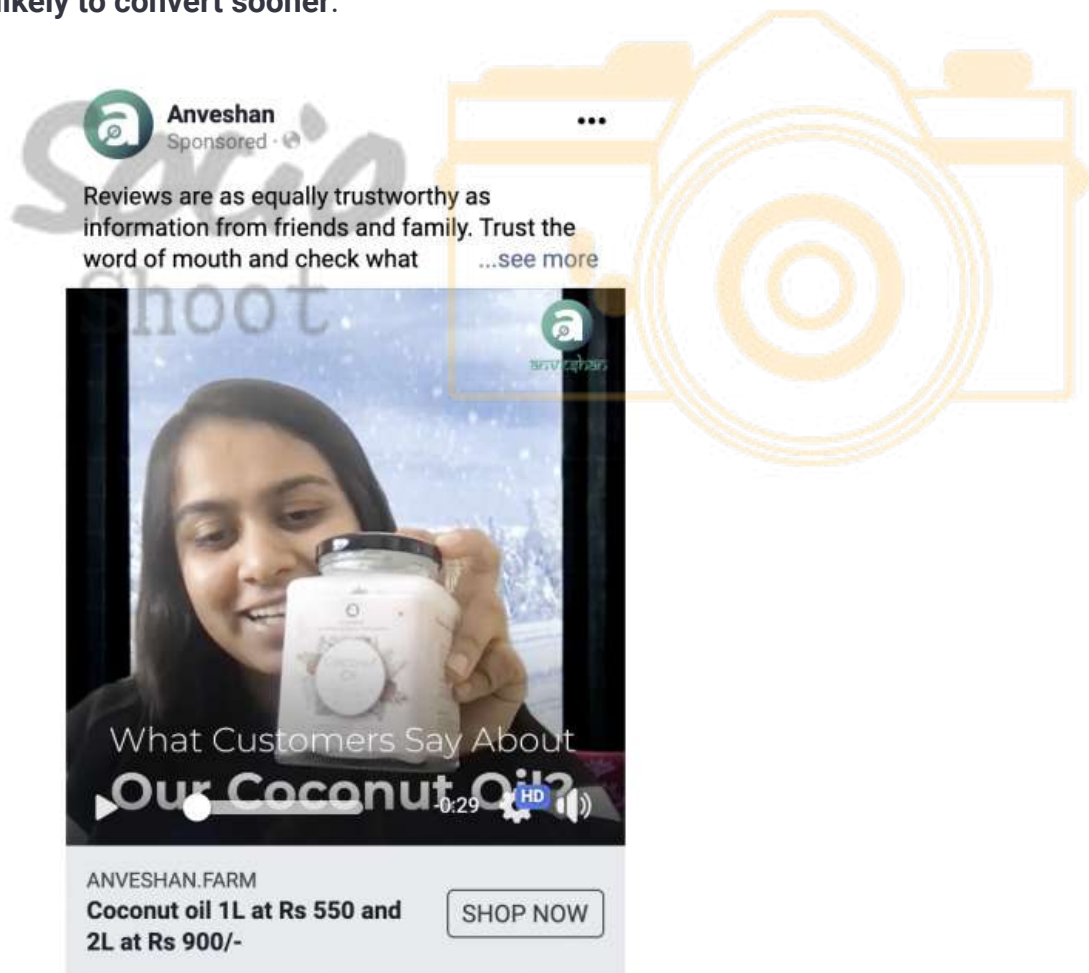
Testimonial or review ads are a type of advertisement that feature positive feedback or reviews from past customers. These ads can be particularly effective when targeted to a remarketing audience, as these individuals have

already shown interest in your product or service by visiting your website or engaging with your brand on social media. By displaying positive reviews or testimonials from satisfied customers, you can further build trust and credibility with your remarketing audience, increasing the likelihood that they will convert and make a purchase.

On Facebook, you can create a remarketing audience by using the Facebook Pixel, which is a small piece of code that you can add to your website to track visitors. Once the pixel is in place, you can create custom audiences based on different actions that users take on your website, such as visiting a specific page or adding an item to their cart. You can then target your testimonial or review ads to these custom audiences, ensuring that they are only shown to individuals who have already shown interest in your product or service.

39. **Upload Creatives in all dimensions required, even when placed for automatic placements.**

   When creating an advertisement on Facebook, you have the option to choose between manual and automatic placements. Manual placements allow you to select specific locations where you want your ad to appear, such as on Facebook's news feed, in stories, in the right column, or on Instagram. Automatic placements, on the other hand, allow Facebook to automatically display your ad in the most effective locations across its network, which can include Facebook, Instagram, Audience Network, and the Facebook Marketplace.

   To ensure that your ad looks its best and reaches the widest possible audience, it's important to upload creatives (i.e. images or videos) in all the dimensions required for both manual and automatic placements. This means that you should upload different versions of your ad with different aspect ratios, resolutions, and sizes to ensure that your ad looks great no matter where it's placed.

   Facebook recommends to use these dimensions for the different placements:

   Facebook News Feed: 1200x628 pixels
   Instagram Feed: 1080x1080 pixels
   Instagram Stories: 1080x1920 pixels
   Facebook Right Column: 1200x627 pixels
   Facebook Marketplace: 1200x628 pixels
   Audience Network: 1200x628 pixels

By providing multiple versions of your ad, you can ensure that your ad will look great and be optimized for each specific placement, maximizing the chances of your ad being seen and engaged with by potential customers.

It's also worth noting that Facebook's ad format and placement are continuously evolving, so it's best to check Facebook's ad guidelines and best practices on their website regularly to stay updated on the recommended dimensions and placements.

40. **If you're running any offer then give it a special space on your creative so that it is visible.**

When running an offer on Facebook, it's important to make sure that it is prominently featured in your ad creative so that it is easily visible to potential customers. This can be done by allocating a special space for the offer in the ad design, such as by using a banner or a call-out box.

For example, if you are running a sale or a discount, you can add a banner with the text "Sale!" or "Discount!" on the top of the ad, or use a call-out box with the text "Limited time offer!" or "Save X%!" on the side of the ad. This will help to draw attention to the offer and make it clear to potential customers that there is a promotion happening.

Additionally, you can use elements such as colors, typography, and imagery that contrasts with the rest of the ad to make the offer stand out even more. For example, using bright colors or bold typography for the offer text, or by placing the offer on top of an image with high contrast.

It is also important to make sure that the offer and its terms and conditions are clearly stated in the ad copy, to avoid any confusion and to ensure that potential customers understand the details of the offer.

By making the offer prominently visible in your ad creative, you can help to increase the chances of potential customers engaging with your ad and taking advantage of the offer.

41. **For the remarketing campaigns, keep a check on frequency. It should not go beyond 4.**

    In Facebook advertising, remarketing campaigns allow you to target users who have previously interacted with your business, such as visiting your website or engaging with your content. These campaigns can be highly effective in bringing users back to your site or increasing conversions.

    However, it is important to keep a check on the frequency of these ads to avoid showing them too frequently to the same users. A high frequency can lead to ad fatigue, which means users will start to ignore your ads and it could also lead to lower engagement and conversion rates. To avoid this, it is generally recommended to limit the frequency of remarketing ads to no more than 4 impressions per user per day.

    This can be done in the Facebook Ads Manager by setting a frequency cap at the ad set level. You can set the frequency cap as per your requirement and test it over time to see what works best for your campaigns. It's also a good idea to keep an eye on the ad performance metrics like Click-through-rate (CTR) and conversion rate to see if the campaign is still effective or if the frequency needs to be adjusted.

42. **Creative layout can be experimented with, but the text must be clear, with a readable font and size.**

When creating a Facebook ad, it's important to have a clear and easy-to-read layout that highlights the key message of your ad. Experimenting with creative design elements can help to make your ad stand out, but it's essential to ensure that the text is clear and easy to read. This includes using a font that is legible and a size that is easy to read on a variety of devices.

A clear layout also means that it should be visually appealing and easy to understand, with the main message and call-to-action easy to find. Use images and videos that are clear, high-resolution and relevant to the ad message. Organize the text and images in a way that guides the viewer's eye and makes it easy to understand the ad's purpose.

It's also important to keep in mind that Facebook ad's are viewed on a variety of devices, such as smartphones and tablets, so it's essential to make sure your ad looks great on all of them.

Overall, a clear, readable and visually appealing layout can help to make your Facebook ad more effective and increase the chances of people engaging with it.

43. **While running a dynamic ad, make sure to check which creative is taking the maximum budget. Sometimes low-performing creatives take the maximum budget. In such cases, remove the overspending creative.**

Off/On	Ad name	Link clicks	CTR (link click-through rate)	Cost per result	Amount spent	Mobile app installs
⬤	Dynamic App Installs	1,388	1.56%	₹33.80 Per Mobile App Install	₹7,840.58	232
	Image "WhatsApp Image 2021-10-13 at 2.57...	863	2.04%	₹30.01	₹3,721.43	124
	Image "WhatsApp Image 2021-06-15 at 22.3...	328	1.02%	₹39.29	₹2,985.94	76
	Image "WhatsApp Image 2021-10-13 at 2.57...	129	1.28%	₹32.70	₹752.05	23
	Image "WhatsApp Image 2021-10-13 at 2.57...	43	1.94%	₹47.50	₹142.49	3
	Image "WhatsApp Image 2021-03-08 at 12.5...	17	0.95%	₹39.49	₹197.47	5
	Image "WhatsApp Image 2021-06-04 at 20.4...	3	1.79%	–	₹14.75	–
	Image	3	1.49%	₹16.92	₹16.92	1
>	Results from 1 ad ❶	1,388 Total	1.56% Per Impressions	₹33.80 Per Mobile App Install	₹7,840.58 Total Spent	232 Total

44. If you are planning to create a funnel using a video campaign. Try to use videos with a length of more than 30 seconds and less than 1 min because when you will create a custom audience for the same you will have better quality audience.

45. In the carousel ad don't forget to check the "Automatically show the best-performing cards first" option on the ad level. Keeping it on has improved our ROI's. But this is only valid if your order of carousel does not require any sequence to understand.

46. Always check your competitor's ads - Their creatives, ad formats used and ad copies. You can check this on Facebook Ads Library (https://www.facebook.com/ads/library)
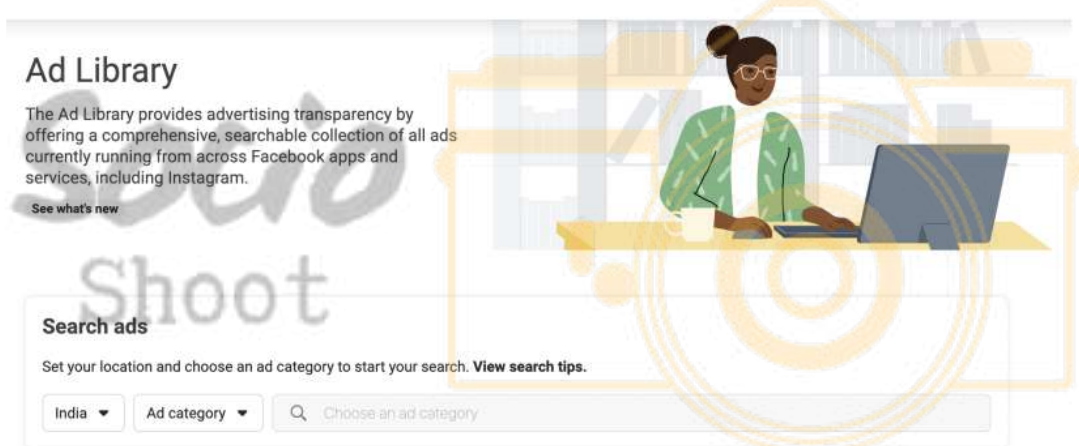
47. **Analyzing your data frequently and consistently helps to make optimizations better. For example, if the CTR is decreasing and the CPC is increasing, it is time for you to change the creatives.**

Analyzing data on a regular basis is a crucial aspect of running effective Facebook ads. By monitoring key metrics such as click-through rate (CTR) and cost per click (CPC), you can make informed decisions to optimize your ad campaign.

For example, if you notice that your CTR is decreasing and CPC is increasing, it may indicate that your ad creatives are no longer resonating with your target audience. This can be a sign that it's time to change your ad creatives and experiment with different visuals, messaging or targeting to improve performance.

By continuously analyzing and making data-driven decisions, you can ensure that your Facebook ads are reaching your target audience effectively and delivering the desired results.

48. When running Facebook ads, it's important to constantly monitor key metrics such as cost per click (CPC), click-through rate (CTR), and cost per thousand impressions (CPM) to optimize your ad campaign's performance.

If you find that your CPC is high but CTR and CPM are constant, you can try testing different conversion events. Conversion events refer to actions taken by users on your website that indicate they have engaged with your ad and are a valuable lead.

For example, in the case of the health and wellness brand, the initial conversion event was "Trial_payment_success", which meant that a user had paid for a trial class. However, this event resulted in a high CPC of INR 42. To reduce the cost per lead, the event was shifted to "lead captured", which meant that the user had only entered their details but not yet paid for the trial. As a result, the CPC went down to INR 12 and the overall cost per lead was reduced.

By experimenting with different conversion events and tracking the results, you can find the optimal event that will help reduce your costs and improve your campaign's performance.
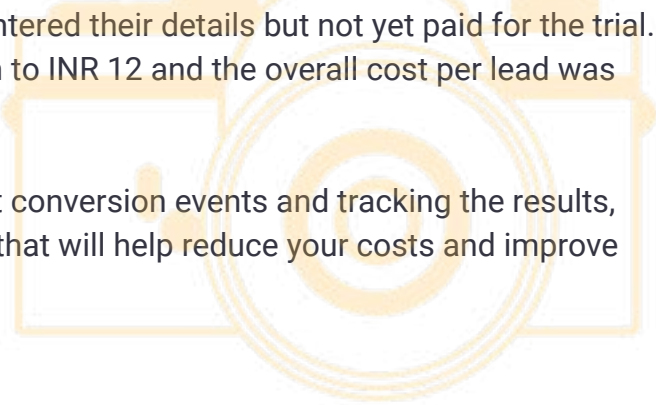
49. Make your ads reporting structure very simple with all necessary information needed to analyze at a daily level. Here is the sample reporting for one of our clients that we maintain on a google sheet. This sheet needs to be updated daily and it is shared with the client.

	Spend	Link Clicks	Impressions	CTR	Leads	Cost per Lead	Click to Lead Percentage	CPM	CPC
Total May	31514	1852	200089	0.93%	360	87.54	19.44%	157	17.0
Total June	105425	8067	965196	0.84%	2191	48.57	27.16%	110	13.2
Total July	146204	16077	1997664	0.80%	3269	44.72	20.33%	73	9.1
Total Aug	279577	28930	3113110	0.93%	4117	67.91	14.23%	90	9.7
Total Sep	233543	47418	2401662	1.97%	3125	74.73	6.59%	97	4.9
Total Oct	326283	65213	3343749	1.95%	4239	76.97	6.50%	98	5.0
Campaign till date	1123546	167557	12021470	1.39%	17301	64.94	10.33%	93	6.7
October 24, 2021	11832	2100	134004	1.57%	174	68.00	8.29%	88	5.6
October 25, 2021	12702	1506	132750	1.13%	190	66.85	12.62%	96	8.4
October 26, 2021	13379	1177	133210	0.88%	222	60.27	18.86%	100	11.4
October 27, 2021	12287	1102	122415	0.90%	186	66.06	16.88%	100	11.1
October 28, 2021	13084	874	122822	0.71%	158	82.81	18.08%	107	15.0
October 29, 2021	10484	722	93311	0.77%	144	72.81	19.94%	112	14.5
October 30, 2021				#DIV/0!		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
October 31, 2021				#DIV/0!		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Total	326283	65213	3343749	1.95%	4239	76.97	6.50%	98	5.00

Based on the numbers we report daily, we take our optimization decisions. If your reporting structure is well maintained, you can make logical decisions. For example, when click-to-lead % was low and rest numbers were constant, we worked on our headlines and CTA's.
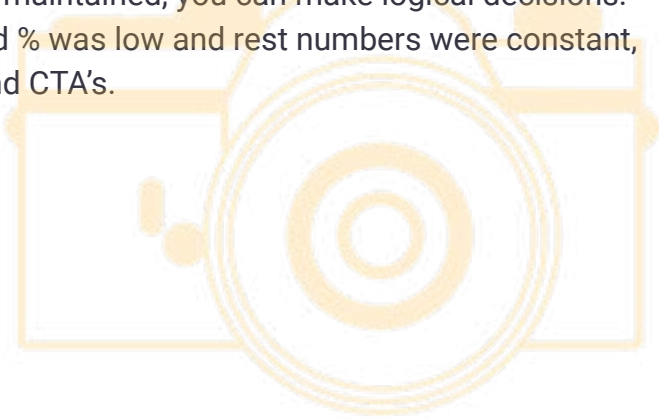
OUR SERVICES

1. Facebook and Instagram Ads Management Services
2. Google Ads Management Services
3. Youtube Ads Management Services
4. Funnel creation using Facebook and Google Ads

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