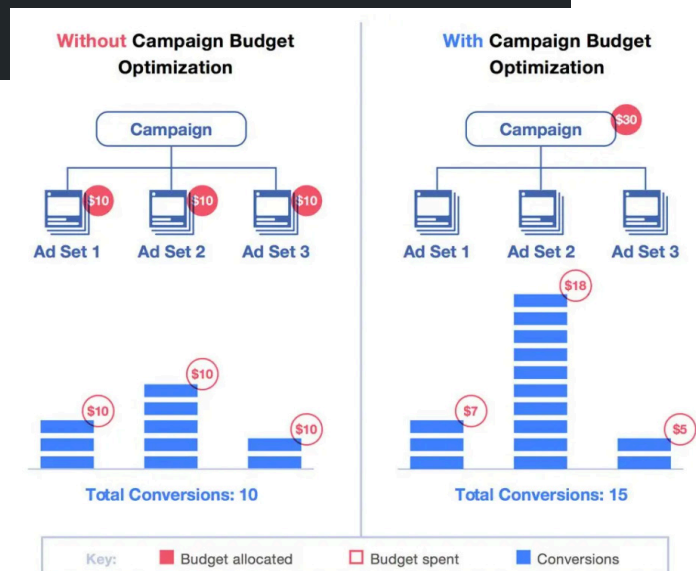


FACEBOOK ADS OPTIMIZATION CHEAT SHEET

K6

Facebook Campaign Budget Optimization

- Launching a copy of an exact same ad set will not generate the same results (even if it's a bit counter-intuitive)
- With CBO, you set your budget at the campaign level instead of the ad set level
- Facebook picks the ad set that performs best and optimizes, for you, your budget to give you optimal results



Why use Facebook CBO?

- Saves you precious time
- Changing your ad set budget demands Facebook to restart the learning phase and can end up costing you greatly - you lose all your optimization

Facebook automatic placements

- Allows to display an ad automatically on the placement that performs best
- You might think if you are getting your results from 1 or 2 placements, you should put all your budget there but don't: you might be missing out on other winning placements
- Allows to test all placements rapidly
- Incredible for scaling ads
- Allows you to keep your cost per acquisition low
- You can always adapt the image size

Auto advanced matching

- With ad blockers, it makes it harder for pixels to record activity and retargeting is losing effectiveness
- This function allows Facebook to capture more information about your audience
- Allows to create bigger custom audiences
- Increase the number of attributed conversions (matching more conversions with people on Facebook to better optimize your Facebook ads)
- Decreases cost per conversion

Here's how you activate it:

- Go to your Events Manager
- Select your Pixel
- Then click on Settings
- Under Details, you can toggle on Auto Advanced Matching
- You will also be asked what data you'd like to collect

At K6, we recommend collection first name, last name, email address and phone number to start. If you have the option, the more data you can gather the better it is. Another positive change you'll see from using Auto Advanced Matching is better attribution which should attribute more sales to your Facebook ads.

DYNAMIC ADS



Dynamic ads are extremely powerful when it comes to improving your Facebook ads result and saving as much time as possible. It's probably one of the most powerful automation used in Facebook ads.

When leveraging Dynamic ads, you can personalize your ads without having to do it yourself. Facebook uses its own artificial intelligence to take products from your product catalog and create ads that perform the best.

Facebook focuses on finding the right people at the right time with the right product to increase your chances of succeeding. Giving as many variables to Facebook allows them to have the freedom to learn and give the best results fast.

It can be hard to do this manually since you have to launch multiple ads with multiple ad copies and call-to-actions. With Dynamic Creative, you can just launch one Facebook ad with all the elements and Facebook will tell you which one is the best. Your only role is to change your product catalogue and ad copy based on your offer.

The awesome thing is that Dynamic Creative are available for customer acquisition and retargeting.

Here's what you can do:

- Upload up to 10 images or videos
- Add up five captions
- Insert five headlines
- Write five link descriptions
- Test five call-to-action buttons



ACCOUNT SIMPLIFICATION

When it comes to account simplification, it really comes down to creating less campaigns. Most advertisers (and we've seen that at K6 a lot from clients) is that they create a new campaign any new ad they want to launch. This often ends up being a Facebook ad account with around 300+ campaigns with names that only Albert Einstein would understand.

The problems with such an ad account strategy are the following:

- Lots of time-wasting having to verify inside each campaign & ad set what it is
- Difficult to optimize because we don't know what is what
- Hard to scale because we lose track of the entire spend
- Doesn't look really good which don't make Facebook ads fun
- It can cause an audience to overlap or be redundant which is two ad sets targeting the same audience and competing for it inside one Facebook ad account

The times where you had to have 300 campaigns and laser-focused audiences are over. Having to create an ad set for each placement, for each demographic and each ad creative is over. It was very easy to create an infinite amount of audiences a few years back but you don't need that anymore. In fact, we would say you are missing out on better results if you are doing that.

By having your competitors leverage Facebook's AI, you'll find yourself in big troubles if you don't do the same. It's now time to focus on creating the best possible advertising campaigns. It's about leveraging ideas, creativity and expertise to drive the best Facebook ads results for your campaigns.

ACCOUNT SIMPLIFICATION

At K6, this is how we structure our Facebook ad accounts:

- Acquisition (Top Funnel) ❄️
- Re-Engagement (Mid Funnel) 🌅
- Retargeting (Bottom Funnel) 🔥
- DPA Retargeting (Bottom Funnel) 🔥
- We always strive to keep a small number of ad sets within those campaigns. Generally, we only keep active 3-5 ad sets with each a different audience that doesn't overlap.

