

A MARKETERS GUIDE TO

FACEBOOK ADVERTISING

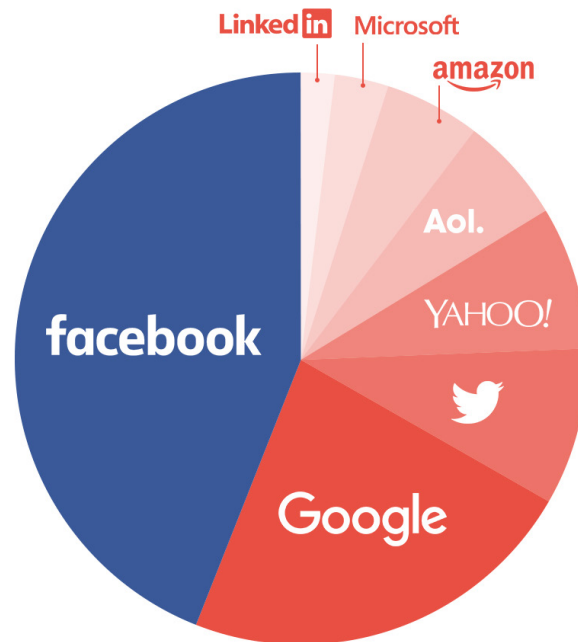
Designed for e-Commerce



INTRODUCTION

Let's start here: 1.65 billion people are actively using Facebook. That's 1 in 5 people on the planet . . . and 64% of these people visit Facebook on a daily basis.

What does this mean for you? Facebook advertising is critically important. In 2015, $\frac{1}{4}$ of the total display ad dollars spent across the internet were spent on Facebook, or **6.82 Billion Dollars**¹.



US Digital Display Ad Marketshare, 2015²

Facebook - 21.1%

Google - 10.9%

Twitter - 4.1%

Yahoo - 3.8%

AOL - 2.9%

Amazon - 2.5%

Microsoft - 1.4%

LinkedIn - 1.0%

¹ Constine, Josh. "Facebook Swells to 1.65B Users and Beats Q1 Estimates with \$5.38B revenue." TechCrunch. N.p., 2016. Web. 18 July 2016.

² Facebook and Twitter Will Take 33% Share of US Digital Display Market by 2017 - EMarketer." Facebook and Twitter Will Take 33% Share of US Digital Display Market by 2017 - EMarketer. N.p., 26 Mar. 2015. Web. 18 July 2016.

In other words, **if you're not using the Facebook Ads platform, start now**; and if you're already running Facebook ads, make sure your campaign strategy is unlocking the most value for your business. As you'll see, Facebook offers the most granular level of targeting of any ads platform, driving the highest return for every dollar spent.

Facebook should be your most impactful and best performing advertising channel. No questions asked.

This guide will provide you with the framework to build a successful eCommerce Facebook advertising strategy. We'll walk through the **3 steps** to ensure you're driving the highest return on your Facebook Ad Spend:

STEP 1. UNDERSTAND YOUR BUSINESS GOAL

With the new Facebook Pixel, a clearly defined objective, a targeted bidding strategy, and an optimized ad delivery plan, start driving returns like you've never seen before.

STEP 2. DEFINE YOUR AUDIENCE

While it's true that one must spend money to make money - make sure you're making the most money possible from every penny you're spending by targeting your most qualified traffic. Think Digital Goldmine.

STEP 3. KNOW THAT IT'S NOT JUST AN AD, IT'S AN EXPERIENCE

The goal of your ad is to get more purchases. Once a user clicks through your ad, it's up to you to ensure that goal is accomplished.

STEP 1

UNDERSTAND YOUR BUSINESS GOAL

(& how to use that business goal to maximize your revenue.)

Think about why you're paying for Facebook ads. Spending money to make money, remember?

& Why should you use Facebook's platform in addition to Traditional Display Advertising Platforms?

FOR 2 REASONS:

- > Facebook has unmatched reach (1 in 5 people on the planet)
- > The new Facebook Pixel (it's a big deal)

There's a new Facebook Pixel? That's right, it turns out Frodo had it wrong this whole time - it's actually the one pixel to rule them all. **ba-dum-tshh**

Sure, you've seen pixels before. Those cookie-based pixels that you have to have your developer drop every time you want to track something new on your web site. Want to track how your ads affect email sign ups? *Add it to the dev queue*. Want to track how your ads affect add-to-cart rate? *Add it to the dev queue*. Want to track how your ads affect the conversion rate of returning customers? *Add it to the dev queue*. And so on, and so forth.

With the new Facebook Pixel, you're no longer required to set up individualized pixel tracking for every campaign. Once the new Pixel is set up, you're ready to become the campaign creating maven you always knew you were destined to be. You'll build countless campaigns, driving the KPIs of your choice while targeting the most profitable traffic segments, based on the behavioral events you deem most valuable to your website.

So, yeah. It's a big deal.

Thinking back to why you're spending money on Facebook ads (to make more money), start by ensuring that you make the most money from each dollar you spend.

How do you do that, you ask?

You use the Facebook Pixel to run each campaign you create with these **3 fundamentals** in mind:



***A clearly defined objective &
using Facebook's goals to your advantage***



***A targeted bidding strategy &
using Facebook's bid structure to get the most value for your spend***



***An optimized ad delivery plan &
using Facebook's delivery to target the best audience within reach***

STEP 1: UNDERSTAND YOUR BUSINESS GOAL

✓ *A Clearly Defined Objective*

For typical eCommerce companies, the ultimate goal of every campaign will be straightforward - ***get more purchases, make more money.***

That said, there are additional goals that work in tandem with purchases that every eCommerce marketer should be aware of and take advantage of when working with the Facebook platform. These goals, “AddToCart” and “CompleteRegistration” to name a few, in addition to the “Purchase” goal are encompassed by Facebook’s **Standard Events**, exclusive to the new Facebook Pixel. [*\(Pro Tip: Find out more about Standard Events in the glossary.\)*](#)

Although the “AddtoCart” and “CompleteRegistration” Standard Events might not immediately lead to money in the bank, they allow you to understand how traffic arriving on your website engages with your website at different stages in the conversion funnel. As long as you add these events to your Facebook Pixel initially, you will be able to see tracking for them regardless of the listed “Conversion Event” in the campaign build.

REAL WORLD SCENARIO

Using Standard Events - Add to Cart Rate

Business Model | eCommerce

Objective | Complete Purchase

FB Ad Test | Campaign A *vs* Campaign B

Results | While Campaign A and Campaign B have similar conversion rates, Campaign A has a drastically higher Add to Cart Rate.



Conclusion | Normally, because Campaign A and Campaign B have such similar conversion rates, you might assume your test is inconclusive at determining a winner & optimize toward Campaign B with its slightly higher conversion rate. However, in tracking and seeing the significantly higher Add to Cart rate from Campaign A, you know the potential for Campaign A to drive increased conversions is much higher. With all this information in mind, it's up to you to determine how to unlock the value from Campaign A's strong Add to Cart rate & achieve your ultimate objective of getting more purchases.

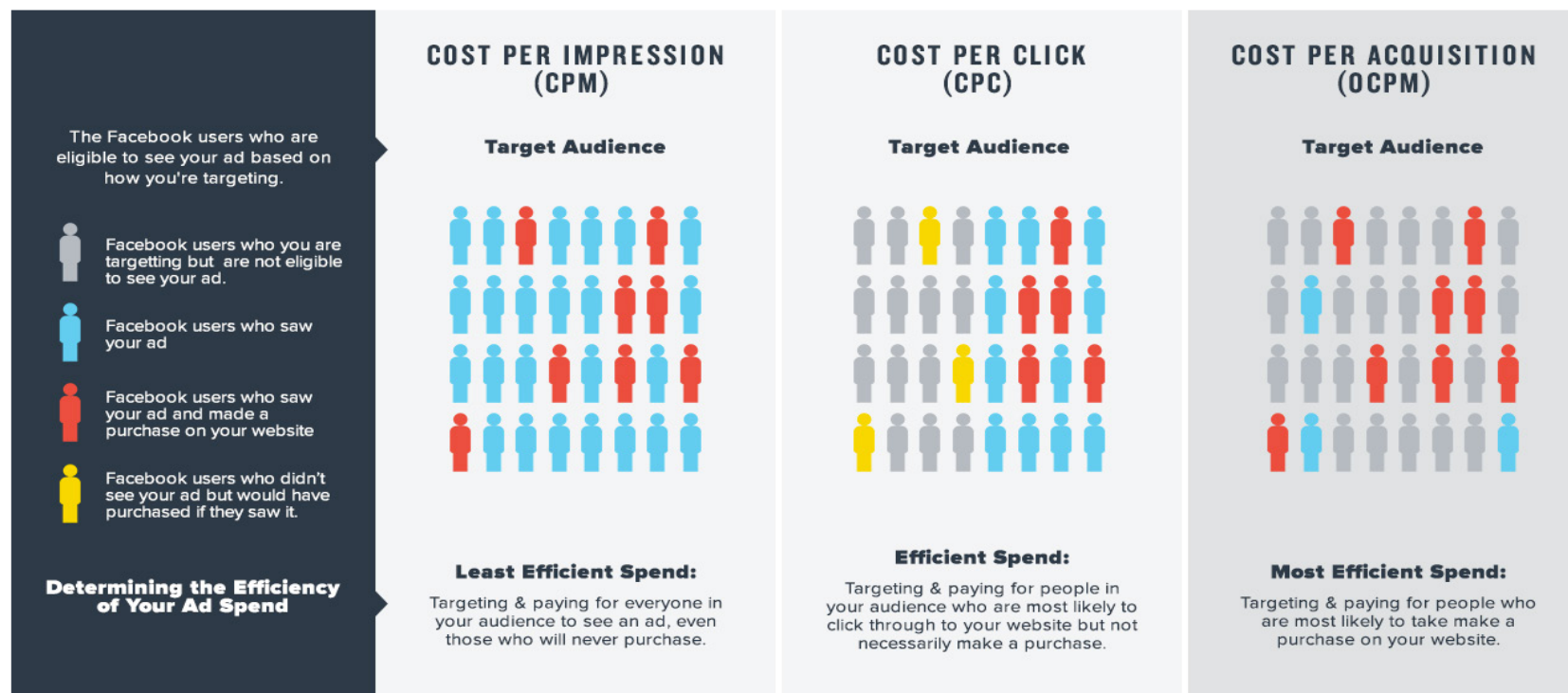
STEP 1: UNDERSTAND YOUR BUSINESS GOAL

✓ *A Targeted Bidding Strategy*

Now that you've defined the overarching objective for your campaign - most likely more purchases - it's time to select your method for achieving that goal. We recommend focusing on **CPA**, cost per acquisition (or as Facebook calls it, **oCPM** - optimized Cost Per Mille), to start.

(Pro Tip: Find out more about CPA & oCPM in the glossary.)

BIDDING STRATEGY EFFICIENCY (& why CPA is the best route)



Because CPA is derived from users who have not only seen (CPM) or clicked (CPC) an ad but also completed a purchase, it is the most efficient metric for getting results on ad spend for eCommerce companies. When using CPA for your bidding strategy, Facebook will focus its bidding to show ads to those people who will most likely complete a purchase, as opposed to most likely to simply see the ad or click the ad.

What really sets Facebook's ad platform apart from that of traditional display ad retargeting models is the fact that it allows you to **segment toward different CPA objectives based on the behavioral cohort**. There is rarely a case to be made for using the same experience to target both prospects and customers. A prospect, new to your website and unfamiliar with your products, will be tougher to convince to make a purchase than a returning customer who already knows and loves what you're offering. Furthermore, encouraging a user to make a first purchase on your website isn't easy with up to 90% of prospects abandoning, even after they've added to cart. Most companies spend more dollars turning prospects into customers, as once a user makes a first purchase, it becomes easier to convince them to make additional purchases.

REAL WORLD SCENARIO

Targeting Behavioral Cohorts Based on CPA Objectives

Scenario 1

Business Model | Standard eCommerce

Behavioral Cohort | Website visitors who have added items to cart and abandoned the website

Prospects

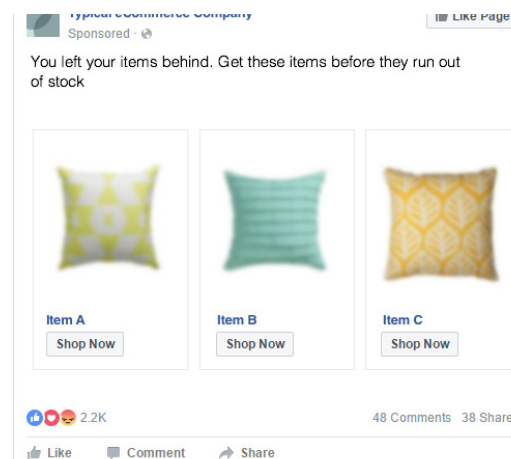
Objective | First purchase.



CPA \$10

Returning Customers

Objective | First purchase.



CPA \$2

Conclusion | While the CPA objective for both prospects and returning customers is to complete a purchase, the treatment of these 2 behavioral cohorts should vary. A company might be willing to offer a discount to prospects to incentivize them towards conversion while relying on dynamic product ads to show returning customers the they most recently showed interest in.

REAL WORLD SCENARIO

Targeting Behavioral Cohorts Based on CPA Objectives

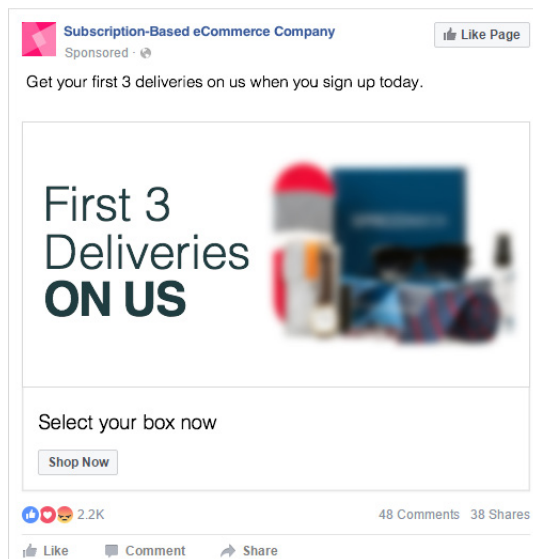
Scenario 2

Business Model | Subscription Based eCommerce

Behavioral Cohort | Website Visitors who have abandoned

Prospects

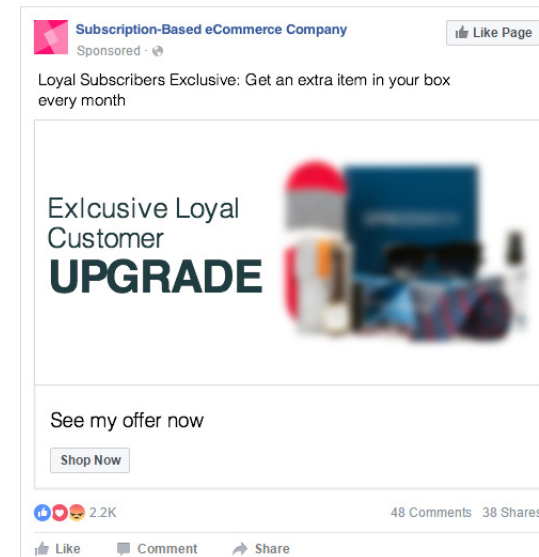
Objective | Start Subscription



CPA \$10

Returning Customers

Objective | Upgrade Subscription



CPA \$2

Conclusion | The CPA objective for a prospect will be to have them start a subscription; on the other hand, for users already subscribed to your product, the CPA objective might instead be to upsell users on an upgrade to their current subscription. Thus, your ad content and spend will vary for each segment of traffic.

STEP 1: UNDERSTAND YOUR BUSINESS GOAL

✓ *An Optimized Delivery Plan*

- ✓ You've determined your goal - more purchases.
- ✓ You've determined your bidding strategy - based on CPA.
- **Now you need to determine how much you'll bid (\$) & where the ads will show to get you the highest returns.**

Facebook provides 2 options for deciding how much to bid on an ad campaign - (1) **Automatic Bidding** & (2) **Manual Bidding**.

For those of us who don't yet understand the value of an acquisition to our websites, go the automatic route when determining Bid Amount. In other words, Facebook will set the bid amount on your behalf, ensuring that you get the most results at the best price based on the criteria specified in your campaign.

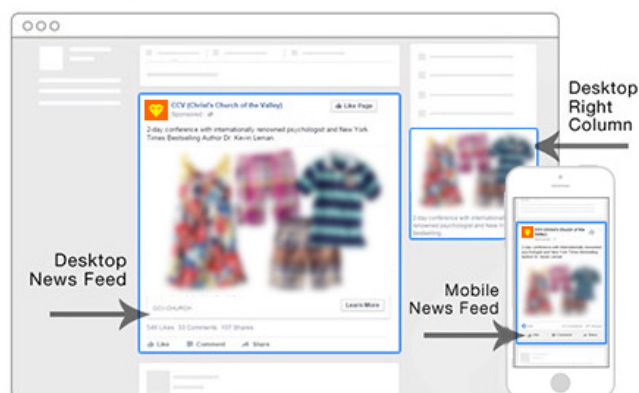
On the other hand, those of us who know the value of an acquisition should use with Manual Bidding, as it allows you to set your target CPA (cost-per-acquisition).

Whether you use Automatic or Manual Bidding, your bid will compete against those of other advertisers targeting the same traffic. Ultimately, Facebook takes into account bid amount, ad quality, and ad relevance when determining the winning bid. So, per Facebook's recommendation, you should always work toward maximizing all three of these factors:

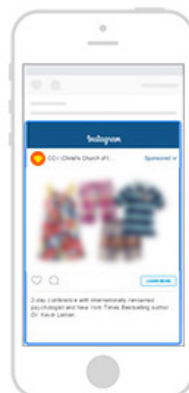
“Bid the maximum you're willing to pay, create compelling ads and target them to the right audience. Doing so allows [Facebook] to show your ad more, which allows us to learn more about your ad and its audience, which leads to even more efficient and effective delivery.”³

Part of that effective delivery includes ad placement. To start, we recommend utilizing the Automatic Placements option. Automatic Placements will run your ads across all available ad placements. (*Pro Tip: Find out more about Automatic Placements in the glossary.*)

FACEBOOK DESTOP AND MOBILE

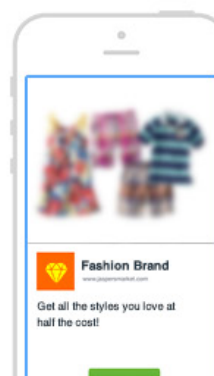


INSTAGRAM MOBILE

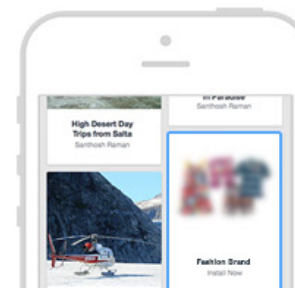


AUDIENCE NETWORK

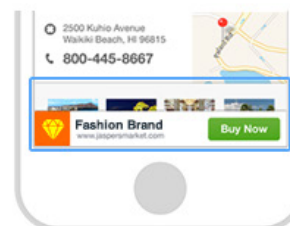
Interstitial Ads



Native Ads



Banner Ads



Running your ad across all placement types allows you to increase your reach in addition to get a better understanding of the audience you're targeting. Facebook will optimize your placements based on performance across all placement types. If a particular placements outperform the rest, Facebook's delivery system will automatically spend more of your budget toward those placements to ensure you're reaching more people. For example, if you have high mobile traffic & get stronger results from ads appearing in mobile newsfeed and instagram as opposed to desktop newsfeed, Facebook will automatically reallocate your spend towards the mobile newsfeed and instagram ads and *away* from desktop ads.

... And just like that, you have a pretty solid start to getting higher return on your Facebook ad spend.

STEP 2

DEFINE YOUR AUDIENCE

(& target the hell out of 'em - well, at least the ones that will make you the most money)

Let's think about why you're reading this guide. You want to drive more traffic to your website in order to make more money. Who doesn't? But how do you ensure that the traffic you're driving to your website will convert?

Focus on the humans.

The humans who choose to click your ad, to arrive at your website, and to spend money on your product. They're the ones driving your revenue, they're the determining factors for whether or not you're getting value from what you're spending to drive incremental traffic to your website.

So how do we, as Advertisers, appease these seemingly all-powerful humans?

Simple. We interest them. We excite them. We remind them.

And no, I'm not telling you to research the interests of - and build ads for - each of the 1.65 billion people on the planet who use Facebook. Facebook will do it for you, with their People-Based targeting model.

*People-Based **vs.** Cookie-Based Advertising*

With traditional display retargeting and its shotgun approach of targeting cookies, the information gleaned about a user is specific only to that device's browser. So, if SuzieQ is browsing for shoes on her mobile safari browser and abandons, you can't target SuzieQ with shoe ads when she gets home and starts browsing on her desktop Chrome browser - you can't even recognize her.

Facebook's People-Based Model, however, targets **the actual individual** who abandoned your website in the first place, instead of relying on a cookie from a specific device in a particular browser. Considering most individuals, on average, own 3.64⁴ online personal devices (including mobile devices, wearable tech, streaming sticks) the ability to target a user regardless of which device or browser they're using and based on a behavior displayed on a single 1 of those device types is game-changing.

MULTI-DEVICE OWNERSHIP

Average number of devices owned per person



The majority of Facebook users are logged in and, lucky for Facebook, they typically remain logged in across their various devices. For this reason, Facebook can identify individuals by their email address in addition to hundreds of other data points depending on the level of information Facebook has gathered about that particular user - information from their Facebook profile (phone number, birthday, gender, interests, jobs) and even information from outside of Facebook.



Simultaneously, Facebook tracks behavioral events via that very wonderful Facebook Pixel. Those Standard Events we discussed earlier actually **serve 2 purposes:**

- > **Conversion Goals** for tracking ad performance (Mentioned in Step 1, Page 6)
- > **Behavioral Events** for targeting specific actions users take on site

Returning to the 3 Standard Events we recommend starting with, Purchase, AddtoCart, CompleteRegistration, you can use these events not only to track how your ads affect purchase rate, add-to-cart rate, and registration rate but also to target users who take or don't take these particular actions. For example, you would only show your cart abandonment ads to users who had completed the "Add to Cart" event but did not complete the "Purchase" event whilst browsing your website. Using these Standard events coupled with that data that Facebook already has will allow you to target your ads strategy towards specific segments of traffic based on the behavioral criteria they meet.

These **3 targeting strategies** will ensure your ads appear to the optimal traffic segments at the most relevant moment, resulting in the highest return on your ad spend:

1.

Website Visitor Retargeting, the People-Based Way | Target the most engaged traffic on your website, regardless of how or where they're browsing.

2.

CRM Targeting | Pinpoint those users in your CRM who are most likely to make a purchase. An email in a sea of promotional emails is the equivalent of a whisper - throw an ad into the mix & demand your voice be heard.

3.

Prospecting | Think of it like commercial fishing. Just as a fisherman would focus all his efforts on finding the tastiest & therefore most profitable sea creatures, Facebook can find the clones of your best customers to ensure you get the highest return from your new traffic.

STEP 2: DEFINE YOUR AUDIENCE

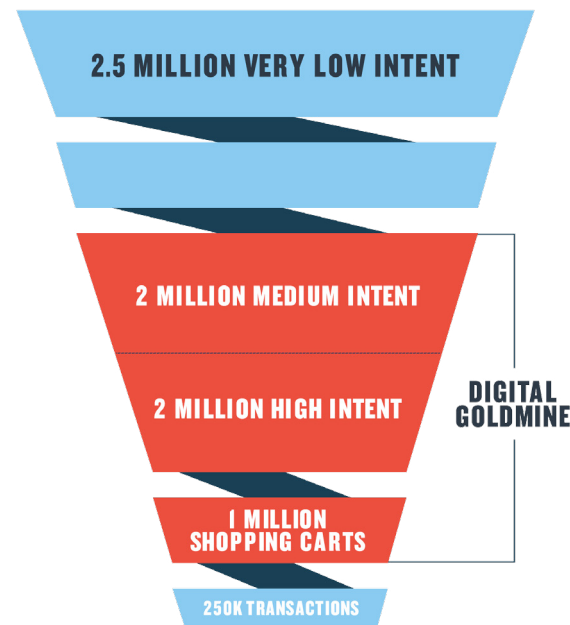
✓ Website Visitor Retargeting, the People-Based Way

You have a lot of high intent traffic - traffic on the verge of making a purchase but still abandoning your website. It's up to you to remind these users why they browsed your website in the first place and convince them to return.

Enter Facebook.

With Website Visitor Retargeting Ads, you now have the real estate to continue an off-site conversation with that abandoning traffic. Don't waste your time and money on worthless traffic - the traffic that never really engaged with your website and your products in the first place.

Focus your attention on the **Digital Goldmine** - the traffic most likely to make a purchase based on particular actions they took while browsing your website. (*Pro Tip: Find out more about the Digital Goldmine in the glossary.*)



A few data points, courtesy of **BounceX**:

- > Greater than 80% of website visitor exhibit purchase intent on product pages without adding these items to cart.
- > Of the users who do add to cart, between 75% - 90% of prospects and roughly 60% of returning customers will abandon their carts.

Returning to our earlier question: *How do we, as Advertisers, appease these abandoning and high intent humans?*

We interest them. We excite them. We remind them. With Facebook's Website Visitor Retargeting Ads.

Using Facebook's People-Based targeting model coupled with those standard events we discussed earlier, you can target the individuals who engaged with and abandoned your website. For an even higher ROAS, try Dynamic Product Ads. Facebook can dynamically populate ads with images of the products that targeted users viewed previously or added to cart while browsing your website. The high relevancy and dynamic nature of these ads result in the highest return across all retargeting methods.

REAL WORLD SCENARIO

People-Based Targeting

Remember SuzieQ who was looking for shoes on her mobile safari browser? Well, she was also logged into Facebook. And since the Facebook Pixel exists on WebsiteShoe.com, the Pixel identified that SuzieQ added 2 pairs of summer sandals to her cart while browsing. So now, when SuzieQ gets home and logs into Facebook on her desktop, she'll see an ad that dynamically pulls in the 2 pairs of summer sandals SuzieQ wanted in the first place in addition to a 25% offer, since she's never purchased at WebsiteShoe.com previously.



What exactly did Facebook do in this scenario?

- > It identified SuzieQ using People-Based targeting across device and browser types
- > It identified the 2 products that SuzieQ added to her cart
- > It dynamically pulled those 2 products SuzieQ added to her cart into an ad
- > It identified that SuzieQ is a prospect & therefore served her an ad with a discount

STEP 2: DEFINE YOUR AUDIENCE

✓ CRM Targeting

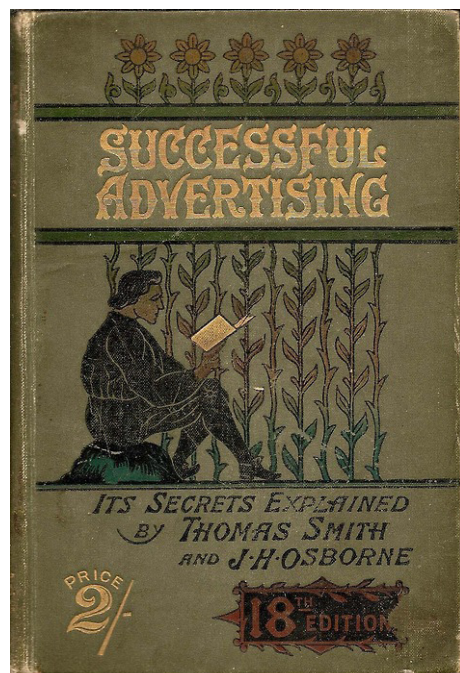
You have an entire CRM full of users who are not currently making purchases on your website. Get more out those email addresses you're capturing by utilizing ads in tandem with your emails to target the users in your CRM who have the highest potential to convert.

Let's take a step back and think about Email. It drives at least 40% of revenue for most eCommerce companies. In 2015, the average open rate for the retail & eCommerce industries was roughly 18%⁵. That 18% represents a highly engaged segment of traffic - users choosing to open the emails because they're interested in what you're offering.

How do we ensure these interested users take the next most product action on your website?

We remind them. & remind them. & remind them again.

In 1885, Thomas Smith revealed the secret to successful advertising in his appropriately named guide, *Successful Advertising*⁶ (and yes, his guide was published in 1885, so yes, Advertising has been around for nearly 2 centuries):



The first time people look at any given ad, they don't even see it.

The second time, they don't notice it.

The third time, they are aware that it is there.

The fourth time, they have a fleeting sense that they've seen it somewhere before.

The fifth time, they actually read the ad.

The sixth time they thumb their nose at it.

The seventh time, they start to get a little irritated with it.

The eighth time, they start to think, "Here's that confounded ad again."

The ninth time, they start to wonder if they're missing out on something.

The tenth time, they ask their friends and neighbors if they've tried it.

The eleventh time, they wonder how the company is paying for all these ads.

The twelfth time, they start to think that it must be a good product.

The thirteenth time, they start to feel the product has value.

The fourteenth time, they start to remember wanting a product exactly like this for a long time.

The fifteenth time, they start to yearn for it because they can't afford to buy it.

The sixteenth time, they accept the fact that they will buy it sometime in the future.

The seventeenth time, they make a note to buy the product.

The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.

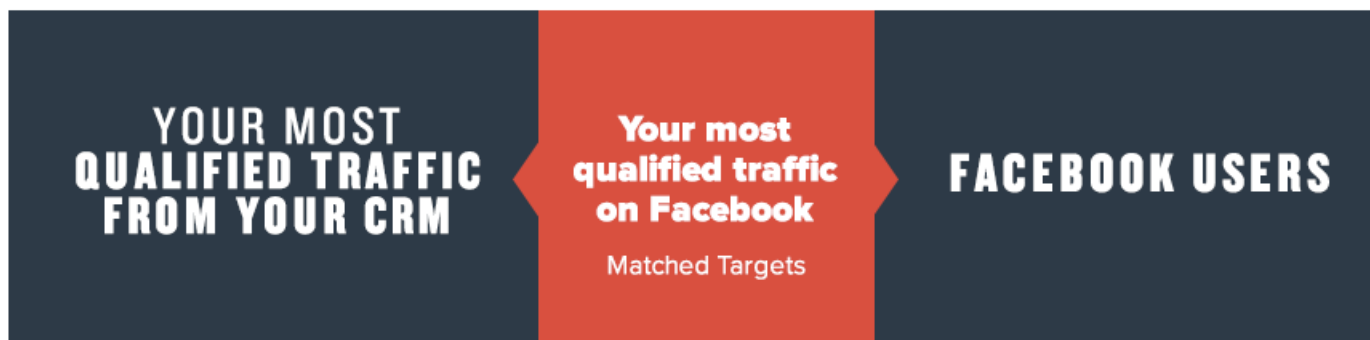
The nineteenth time, they count their money very carefully.

The twentieth time prospects see the ad, they buy what is offering.

And no. I am not telling you to send the same email 20 times. **I am telling you, however, that if you tell someone to do something enough, they just might do it.**

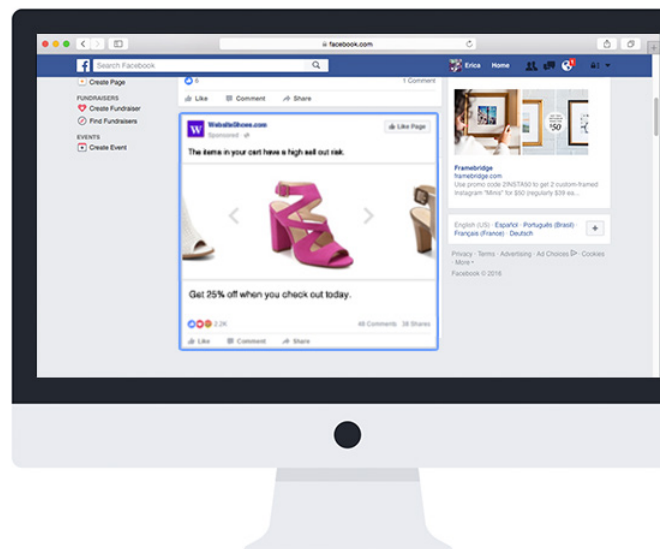
Sp, what can we do to make sure high-intent users on your email list take that next most productive action on your website?

We remind them. With Facebook’s CRM Targeting. Upload your marketing data, or “Custom Audience”, to Facebook & target Facebook ads to those specific high intent users that currently exist in your CRM - those users who open your emails, who are interested in your products, but have yet to make a purchase. ([Pro Tip: Find out more about Custom Audience in the glossary.](#))



Facebook finds the people from your CRM on Facebook, so you’re able to now target those users with ads.

Start by using Facebook Standard Events to focus on the users **you know are interested in your products** and have been **recently active on your website**:



- > Users who just opted into your email marketing program and are a part of your email welcome series (RegistrationComplete standard event)
- > Users, either prospects or returning customers, who have abandoned items in their cart (AddtoCart standard event)

For each of the above traffic segments, use Facebook to mirror the messaging of the relevant email series you have in place - the welcome series for new subscribers and the cart abandonment series for cart abandoners. Now, you'll be spending your ad dollars toward serving ads to your most qualified traffic, pushing them toward the next most profitable action on your website.

STEP 2: DEFINE YOUR AUDIENCE

✓ *Prospecting*

Think about your current new customer acquisition strategy. You're probably throwing out a wide net of ads and hoping that the majority of the traffic targeted will make a purchase on your website. Now imagine a world without that guesswork, without the fear that you might have just spent a good deal of money targeting random people who are fairly unlikely to make a purchase on your website. Now stop imagining it, because it exists.

& Yes, that's exactly what I'm telling you. Facebook is actually a kickass mathematician with a seemingly omniscient algorithm that creates a **"Lookalike Audience"** based on your website traffic and a Custom Audience list that you upload from your CRM. With roughly 100 data points tracked across all its users, Facebook devises Lookalike Audiences based on the degree of similarity between users who have never visited your website and those users included in your Custom Audience. [*\(Pro Tip: Find out more about Lookalike Audience in the glossary.\)*](#)

It's genius.

Still, the Lookalike Audience algorithm does require your guidance. Assuming you want your Lookalike Audience (the new traffic driven to your website) to most closely resemble your best customers, create your Custom Audience accordingly. Keep in mind the characteristics that fit your definition of a “best customer” in order to ensure you’re driving the most profitable traffic to your website.

Who Represents Your “Best Customers”

- > Users that have recently shown high purchase intent on your website
- > Users that typically spend above X dollars on your website (depending on you AOV)
- > Returning Customers with the highest lifetime value
- > Users who get the most value out of your rewards program



Facebook will take that information, run it through their algorithm, and target the users who appear most similar to your Custom Audience - they're basically sending the clones of your best customers, or the next best thing, to your website. So, Facebook is not only driving incremental traffic to your website but it's driving the most qualified, and therefore the most likely to purchase, incremental traffic to your website - ultimately resulting in higher ROAS for you.

And there you have it, folks: **one of the most impactful methods for eCommerce companies to drive new customer acquisition.**

The real beauty of the Lookalike Audience model is the fact that it fuels the 2 previous forms of targeting we discussed - Website Visitor Retargeting & CRM Targeting . Your new traffic from the Lookalike Audience algorithm builds your supply of website visitors to be retargeted. Your growing reservoir of website visitors will help grow your CRM which will continue to be targeted and retargeted by powerful strategies we discussed earlier.

& the world spins [profitably] on.

STEP 3

KNOW THAT IT'S NOT JUST ABOUT
THE AD, IT'S ABOUT THE EXPERIENCE.

*(& ensuring that the experience leads the user directly
from your ad to your website & into the checkout flow -
or as close to it as possible.)*

It's pretty straightforward - a successful ad experience should accomplish following:



The Image: Capturing the Facebook user's attention



The Image + the Copy: Convincing the Facebook user to leave Facebook



The Ad Experience: Creating a seamless transition from Facebook & into your website

A picture may be worth a thousand words, but the perfect ad experience can be worth some serious cash. Maximize the return on your ad experience by following the steps listed above.

STEP 3: IT'S ABOUT THE EXPERIENCE

✓ *The Image: Capturing their attention*

Think about it. Whether on Facebook or Instagram, your ad is going to appear in someone's news feed or very close to it. So, we're working with a sea of relevant photos, pictures of family, pets, honeymoons, along with posts for content that a Facebook user has typically opted to see.

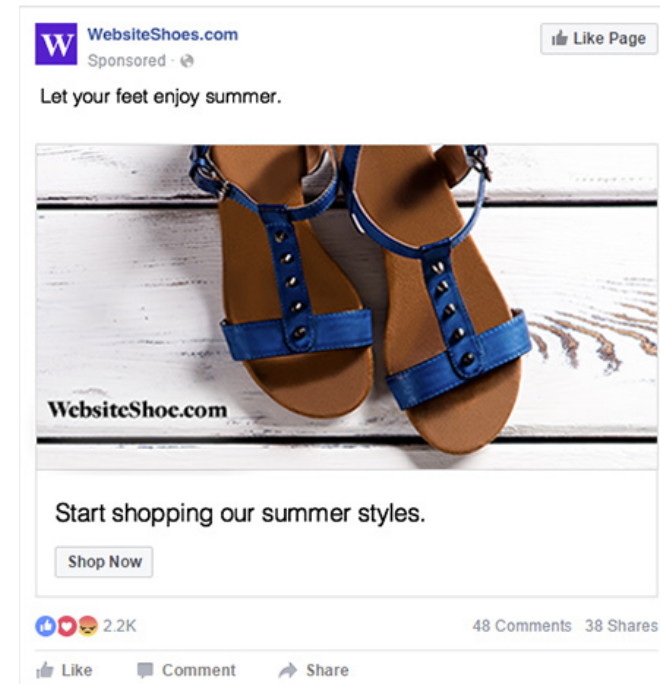
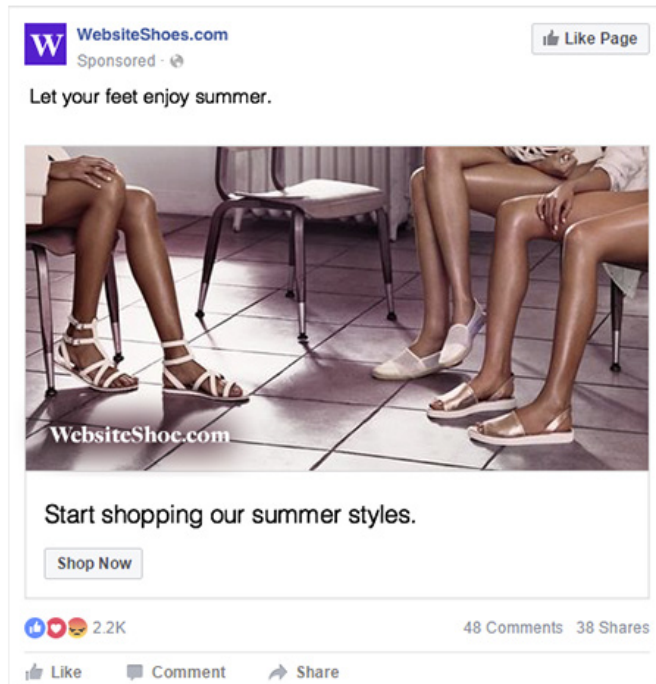
So how do we ensure your ad is more compelling than her nephew's cake smash video?

For starters, make sure there's an image... and a kickass one, at that, especially considering images have the power to influence ad performance by **75-90%**⁶.

Content and quality are the real keys to success here.

Choose the Winning Ad:

Take a look at these 2 ads WebsiteShoe.com was considering:



The goal of both of these ads is to drive more traffic to your website and convert that traffic. Which image do you think won?

That's right. The 2nd one. Why did it work? The image.

Here's Why the Ad Won:

Winning Ad

- > It creates a seamless experience in the Facebook newsfeed. The image feels natural in that sea of user-generated summer beach and vacation photos.
- > It's simply a great photo - it's vibrant and eye catching, causing SuzieQ to spend an extra moment looking at it - maybe trying to find out which of her friends' posted the photo in the first place.
- > It's focused. Whether posted by SuzieQ's friend or a brand - the purpose is clear - to show off some killer sandals.

Suddenly, the ad has SuzieQ's attention

Losing Ad

- > It's not seamless. In a sea of summer beach and vacation photos, this image appears out of place (and in this case, maybe a little frightening).
- > It's not a great photo - at least not for a Facebook ad. While the photo may have been professionally taken, it doesn't feel native to the Facebook environment. In fact, she immediately assumes it's an ad for this reason & therefore doesn't give the image a second thought.
- > It's not focused. Who knows what the purpose of the photo is - maybe to tell us about a new product line that makes skin glow perfectly, or to advertise a new shaving cream, or perhaps, it's an article about the eerie length of supermodels' legs. Who knows?

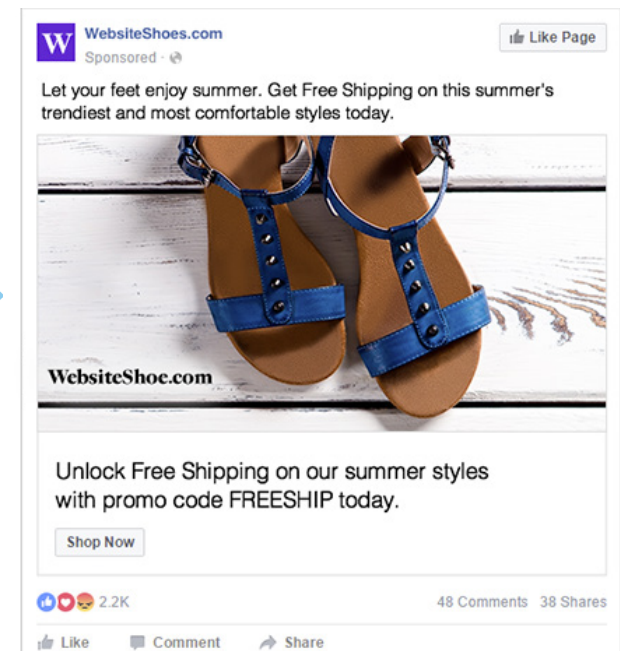
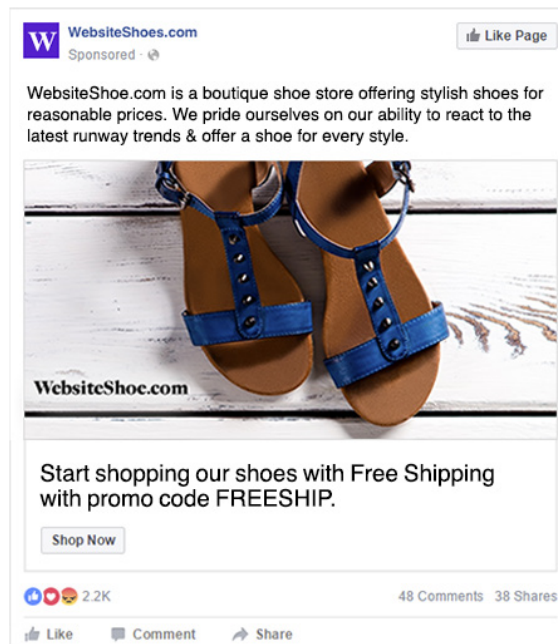
But suddenly, the ad no longer has SuzieQ's attention.

STEP 3: IT'S ABOUT THE EXPERIENCE

✓ *The Image + the Copy: Convincing them to leave Facebook*

Facebook users typically don't browse Facebook with the expectation that they're going to make a purchase. It just sort of happens. The image and ad copy provide you with the real estate to help make that happen by explaining why it benefits the user to leave Facebook and go to your website.

Using the winning image from the previous section, let's take a look at 2 ad variations, this time focusing on the ad copy.



Here's Why the Ad Won:

While both campaigns are clearly focused on selling shoes, the 2nd ad hones in on the immediate value to the consumer: Happy Feet, Trendy Styles, Free Shipping, Free Shipping, Free Shipping. On the other hand, the first ad focuses more on the brand voice: a trendy boutique, shoes for every style, free shipping.

Facebook users are distracted. They're scrolling through their facebook newsfeed, viewing lots of content, friends' photographs, family updates, news articles & blogs.

The message you want to get across, the message that will convince the user to click your ad and leave Facebook - those are the elements your ad should focus on. The 2nd ad ensures that regardless of which part of the ad users might be looking at, top copy, image, or bottom copy, the user understands that she will get free shipping; while in the 1st ad, that same free shipping message is lost at the very end of the ad.

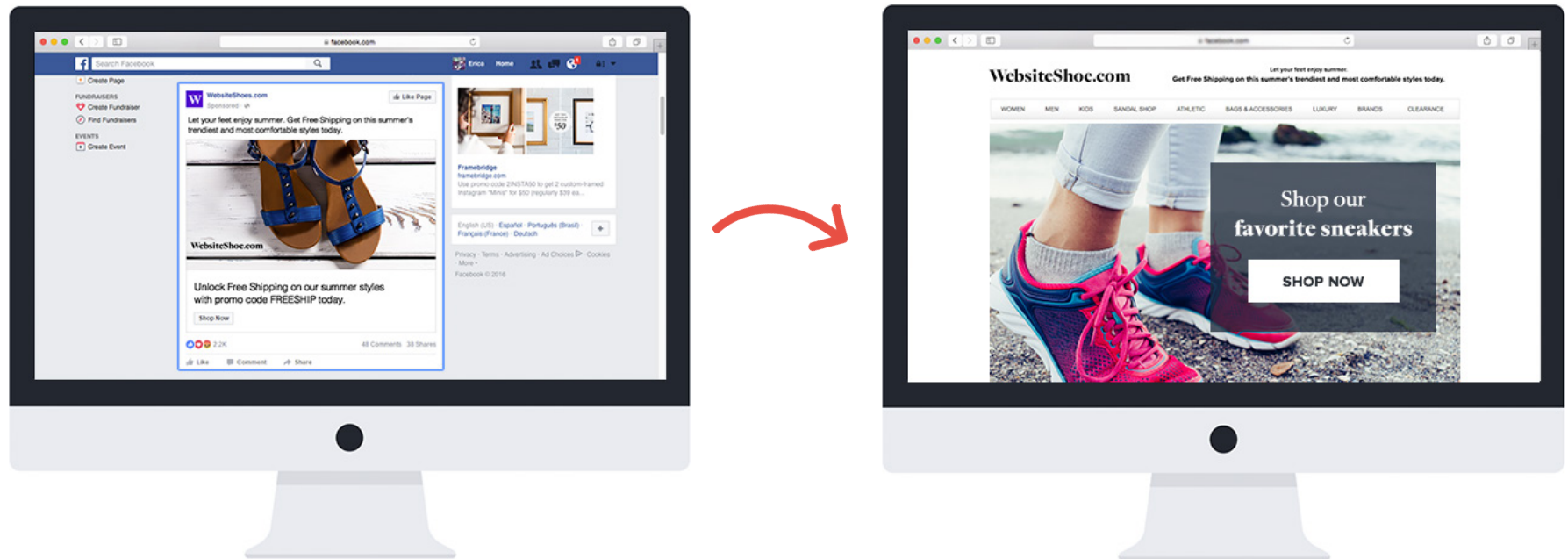
See the difference? Ultimately, you can't expect your audience to look at and digest every element of your ad. (*SuzieQ ain't got time for that.*) A Facebook user, scrolling through her newsfeed, should be able to see your ad and understand the following questions **within 1 second** of glancing at your ad:

- > What are they selling?
- > Why should I buy it?
- > Why should I click the ad & leave Facebook right now?

STEP 3: IT'S ABOUT THE EXPERIENCE

✓ *The Ad Experience - Creating a seamless transition from Facebook & into your website*

Let's take a look at our winning ad from the previous section and the experience SuzieQ encounters once she clicks through the ad and lands on your website:



Let's walk through this experience:

1.

SuzieQ clicks through your ad because she's excited to get Free Shipping on a what appears to be a cute and comfy pair of sandals

2.

SuzieQ lands on your website and sees a hero image featuring sneakers. Nowhere on her landing page does she see the sandals featured in the ad or the Free Shipping message

3.

SuzieQ ain't got time for that

4.

SuzieQ clicks that easily accessible back button and returns to her Facebook browsing ways

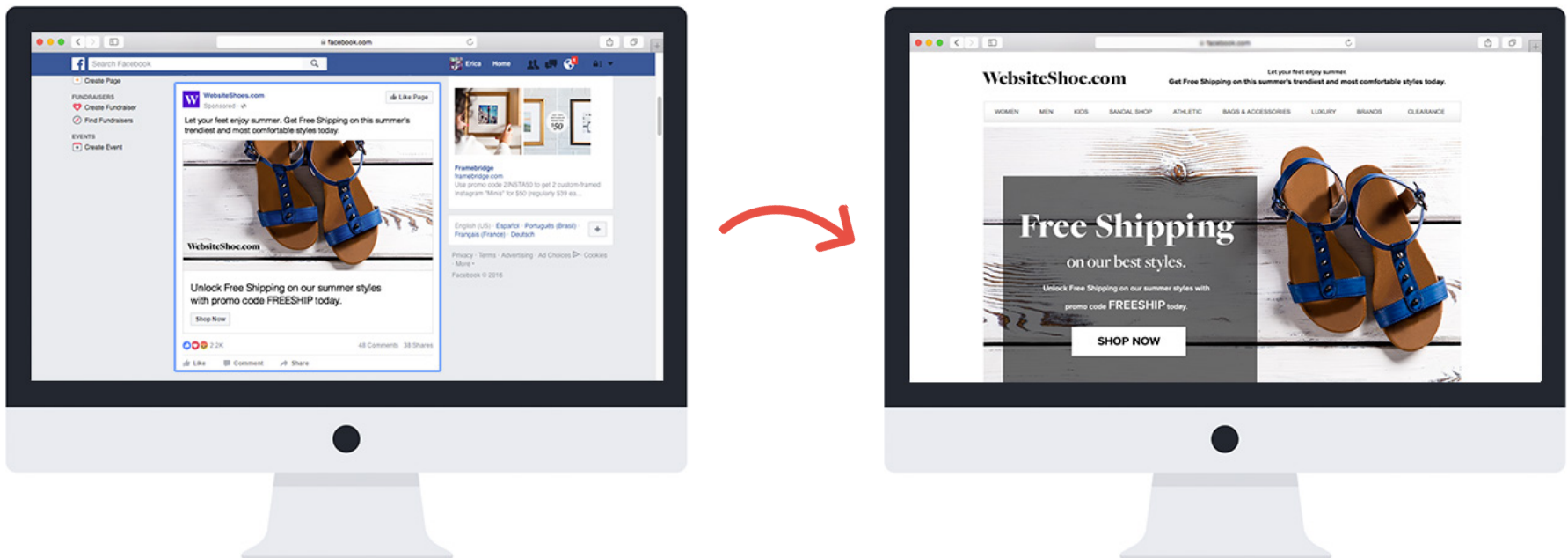
So, what went wrong?

You didn't meet your Facebook ad halfway. The ad started the conversation with SuzieQ and brought her to your website. From there, it's up to you to turn that preliminary conversation into action.

So, what should the experience look like instead?

Start by acknowledging that in clicking your ad, the facebook user is not only being redirected to a new website but is simultaneously making a mental transition - from Facebook browsing mode into **Buy Mode**. Help the user make this transition smoothly by providing a continuous experience from the Facebook ad to your website.

Let's try a new experience with SuzieQ:



Here are SuzieQ's steps:

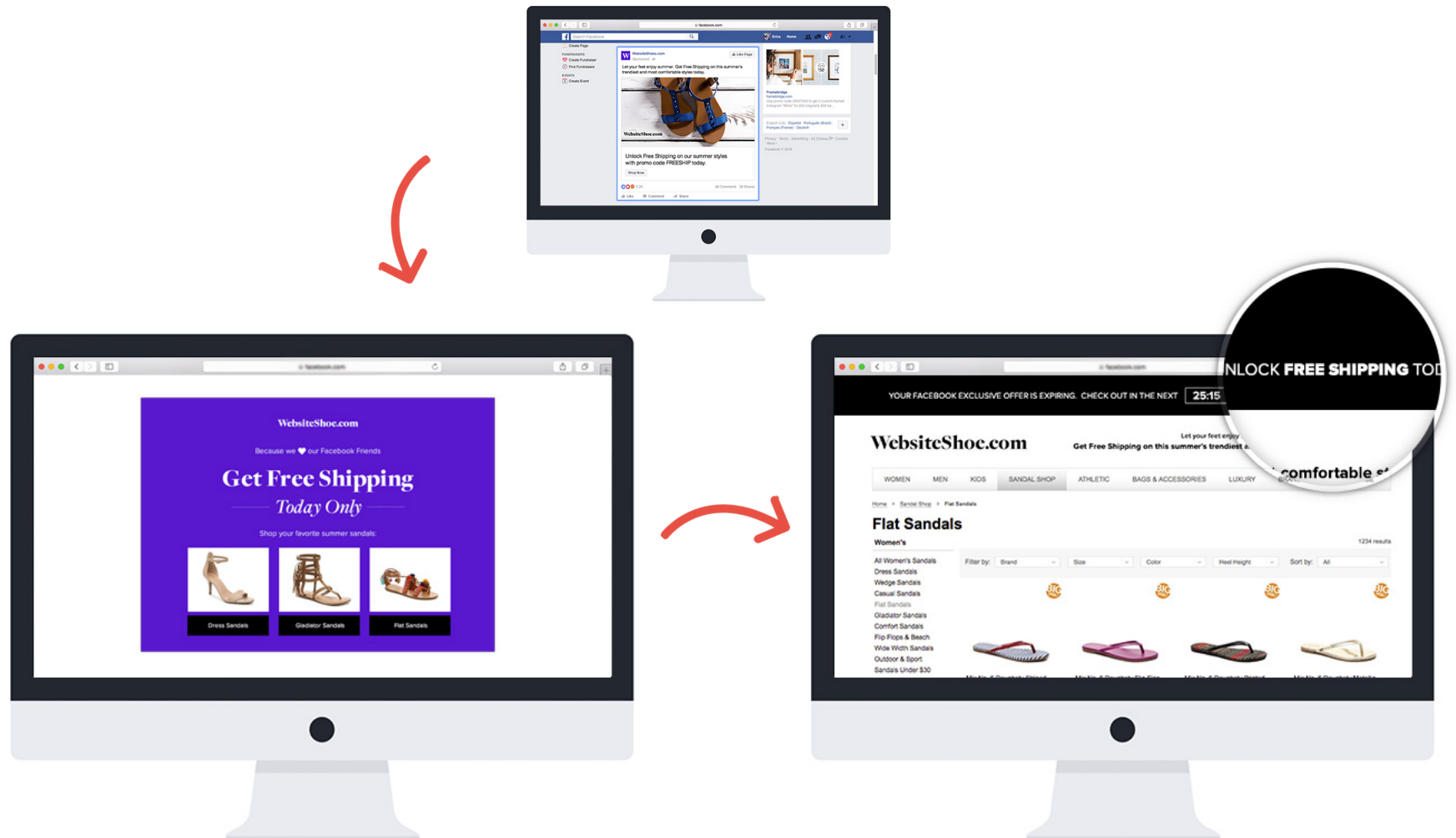
- 1** ■ SuzieQ clicks through your ad because she's excited to get Free Shipping on a what appears to be a cute and comfy pair of sandals
- 2** ■ SuzieQ lands on your website and sees the same hero image used in your ad. On the hero image, she's informed that she should enter FREESHIP at checkout to unlock Free Shipping on her purchase
- 3** ■ SuzieQ clicks through the hero image to the assortment of summer sandals she was looking for
- 4** ■ SuzieQ purchases her summer sandals

In the above scenario, WebsiteShoe.com utilized an **ad-based landing page** to guide SuzieQ from the Facebook ad and into the conversion funnel on WebsiteShoe.com.

While ad-based landing pages are the recommended strategy for maintaining and furthering the ad experience, it will likely be difficult to run unique landing pages for each and every ad campaign.

Never Fear. There are alternate methods for creating a similarly seamless experience using **Overlays** and **Nanobars** to achieve that ultimate goal of guiding a user from Facebook through the conversion funnel on your website.

Let's have SuzieQ walk through this experience one more time:



Here is the flow of events:

- 1.** SuzieQ clicks through your ad because she's excited to get Free Shipping on what appears to be a cute and comfy pair of sandals.
 - 2.** SuzieQ lands on your website and sees an overlay as soon as she enters your website. The overlay welcomes her from Facebook, reminds her of the Free Shipping offer, and asks her what type of sandals she's looking for.
 - 3.** SuzieQ selects the sandals she's interested in and clicks through the overlay.
 - 4.** SuzieQ, now on the sandals category page, sees a nanobar at the top of the page reminding her that her Free Shipping offer is only valid for the rest of the day. In fact, a countdown timer follows her around as she finds the sandals she likes, reminding her that today is her only chance to purchase with Free Shipping - her offer will otherwise expire.
 - 5.** SuzieQ wastes no time and purchases her summer sandals today.
-

Learn more about Behavioral Experiences at

BounceX.com ▶

CONCLUSION

So, let's end here: Humans are smart. But they're lazy. And they're far too busy and far too distracted to pay attention to the millions of ads appearing across the internet.

What does this mean for you? Follow The 3 D's.

1. ***Don't** waste money and advertising real estate showing your ads to people who are unlikely to engage with your ads in the first place.*
2. ***Do** drive higher returns on your ad spend today by unlocking the full value of the Facebook Ads Platform for each of your business objective.*
3. *Despite its brilliance, **don't** depend fully on the Facebook Ads platform. Set your ads up for success by following the steps listed in the guide.*

APPENDIX

Ad Relevance Score: Facebook scores each ad based on the quality and relevance of the ad to its target audience - the ad relevance score. Rated on a scale of 1-10 | 10 being the best. The higher an ad's relevance score, the less it will cost to be delivered.

Audience: A group of people who are eligible to see your ads.

Audience Network: The network of mobile app publishers who've been approved by Facebook to show ads in their apps.

Automatic Bidding: Facebook allows you 2 ways to pay for your ad - Automatic Bidding & Manual Bidding. Select "automatic" if you want to ensure delivery of your campaign since Facebook will find inventory for you at the best price of the auction. We recommend using Automatic Bidding if you're not yet sure what the value of an acquisition is for your website.

Automatic Placement: Choosing to run your ads across all ad placements means your ads will automatically be selected to run across all placement types - Facebook ad placements, Instagram ad placements, and the Audience Network.

Buy Mode: Website visitors who have transitioned from browse mode into buy mode are those that are not just window shopping - they're ready to make a purchase.

Cookie-Based Targeting: Online display advertising has traditionally been driven by "cookies". Cookies can store data about users browsing behaviors and pieces of data about that user but do not translate across different browsers or devices. Additionally, many browsers are now blocking cookies - limiting your ability to target those users effectively.

CPA (Cost Per Acquisition): The cost per action taken by users who saw or engaged with your ad.

CPC (Cost Per Click): The cost per click on your ad. (CPC = Total Ad Spend / Total #Clicks Ad Received).

CPM (Cost Per 1,000 Impressions): The average cost you've paid per 1,000 impressions of your ad.

CRM Targeting: The power of CRM Targeting is derived from the fact that you're bringing your CRM data into the Facebook platform and targeting based on the email lists you have data for. CRM Targeting can be used in tandem with email to drive additional sales from an email list.

Custom Audience: With Facebook Custom Audiences, you're able to upload your own marketing/user data (a list of email addresses, phone numbers, app IDs, etc.) and target those exact users with Facebook ads.

Digital Goldmine: A term used to describe the traffic you should be spending your money on - the traffic that is most likely to spend money on your website. For eCommerce companies, the Digital Goldmine represents those users who display medium to high purchase intent nature, whether or not they add items to cart.

Dynamic Product Ads: A more advanced Facebook retargeting method that dynamically shows product specific ads to users who have viewed or added those same products to their cart. The high relevancy and dynamic nature of Dynamic Product Ads typically result in the highest return across all ad types.

APPENDIX

Facebook Pixel: This is Facebook's latest pixel and it's best to think of this as a "Universal" pixel. It can be used to track any website events (Page Views, Product Views, Add to Carts, Purchases, etc.) and is also used to create audiences through Website Custom Audiences.

Lookalike Audience: Facebook has taken the guesswork out of your new customer acquisition strategy by allowing you to build "Lookalike" audiences using their powerful lookalike audience algorithm. Lookalike audiences should be based on your website's most recent and best customers, to ensure the new traffic you're driving to your website is qualified and therefore most likely to convert.

Manual Bidding: Facebook allows you 2 ways to pay for your ads - Automatic Bidding & Manual Bidding. Select "Manual" if you know the value of an acquisition for your business or if you have a strict goal for cost per click or cost per conversion.

Nanobars: A campaign deployment type that expands the top of a website. The general purpose of this campaign is to serve as a persistent reminder of a particular promotion the user might have activated on the website.

oCPM (Optimized Cost Per 1,000 Impressions): A bid type that shows your ad to those people who are most likely to take the action you want when they see your ad. This is a term exclusive to Facebook and can be used interchangeably with CPA.

Overlays: A campaign deployment type that allows you to overlay a portion of your website. These deployments are typically used to engage and/or reengage traffic depending on where they are in the conversion funnel.

People-Based Targeting: Since users are generally logged in to Facebook on all of their devices - facebook can allow brands to target "users" and track and report on the website behavior of those individuals regardless of where they might be browsing.

Prospecting: The process of driving new potential customers to your website.

Reach: The number of people who actually saw your ad.

Standard Events: A feature of the new Facebook Pixel that allows you to track a particular set of actions as either behavioral events or conversion goals. The new Facebook Pixel includes 9 Standard Events that can be easily added to the the pixel code to track.

Website Visitor Retargeting: Retargeting is one of the most widely used to re-engage website visitors (on and off of Facebook). Facebook Retargeting typically produces the highest returns of all retargeting models due to the expansive reach and high relevancy of these ads.

ABOUT THIS GUIDE

A Marketer's Guide to Facebook Advertising : Designed for eCommerce

Written By:

Ryan Urban

CEO, BounceX

Contributors:

Steve Dong

Product Manager, BounceX

Mili Mehta

Lead Writer, BounceX

Designed By:

Erica Mahoney

Senior Designer, BounceX

Rishi Arora

Senior Designer, BounceX

Contact BounceX:

Enterprise Sales: Enterprise@bouncex.com

Careers: Careers@bouncex.com

Press Inquiries: Press@bouncex.com

By Phone: (212) 292 - 3162

About BounceX:**Unlock Your Highest Conversion Revenue.**

BounceX is a behavioral marketing automation platform created to maximize your revenue per website visitor. BounceX experiences are deployed in real time based on the digital body language displayed by your website traffic to push them toward the next most productive and most profitable action on your website. Leveraging insights from 3 billion behavioral impressions run across our network weekly, the BounceX conversion scientists will work with our in-house design studio and cutting-edge developer teams to empower the bottom line for your business.

Whether onsite, via email, or with ads - the team at BounceX will ensure you're getting the highest returns on your website traffic.

There are no magic wands. There are no silver bullets. There is BounceX.