Drive Sales with Facebook

THE GUIDE FOR RETAIL MARKETERS

facebook

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In this guide

In this guide, we'll share how you as a retailer can best market across Facebook, Instagram and Audience Network. For each of your key objectives, we'll show you how to align with the customer journey.

Each retailer is unique and has its own specific goals and challenges. Based on your objectives, we will help you plan, set the foundation and provide the toolkit to help you keep up with potential customers. We'll also take you through solutions to measure true business value.

Whether you're entirely new to digital marketing or have already seen success with it, this guide is designed to help all retail marketers get the most out of their campaigns.

Know what you're you looking for? Skip ahead to a section:

1 Sales:
Turning purchase intent into a sale

2 Acquisition:
Ignite interest and find more shoppers

3 Awareness:
Have your brand message be top-of-mind

Meeting the challenge

Look out for tips along the way:

This is a regular tip box, sharing useful information with you.

This is an advanced tip box, helping you get the most out of your campaigns.

The digital revolution has impacted the customer path-to-purchase, changing the retail landscape. Traditional brick-and-mortar retailers face ongoing challenges as the e-commerce industry continues to grow at a faster rate[1]. Retailers have shifted to become omni-channel, and must continue to adapt to customer behaviors and expectations in order to keep up with the competition and drive sales.

The customer journey is fragmented - people are shopping in multiple channels using different devices. Someone may see an ad for headphones on their phone, browse for headphones later that day on their laptop and then purchase them two days later in-store. And with the path-to-purchase being so complex, cross-channel conversions both online and offline are more challenging than ever for marketers to measure.

Despite the obstacles, retailers have a great opportunity to reclaim some ground from online stores. Mobile is the constant companion of the omni-channel shopper. It's always with us and has the ability to influence us along every step of the customer journey. As a matter of fact, while more than 90% of sales still happen in physical stores in the US [2], 50% of those have a digital touchpoint where products are discovered online (mainly on mobile devices), and then bought in the store[3]. ▶

Shoppers now reach for their smartphones for many different reasons, from "I want to be inspired" and "I want to learn more," to "I want to buy" and "I want to buy again" moments. With mobile, marketers have the unique power to match marketing messages with signals of intent, identity and context. What kind of person is shopping? What is that person looking for? Where is that person right now? However, when comparing where retailers are advertising, the investment in digital overall and in particular mobile, is lagging way behind where people spend their time.

Retailers need to evolve in today's digital world to keep up with market changes and consumer expectations. People increasingly discover and engage with products and services on mobile with Facebook, Instagram and Audience Network. We connect businesses to people at all stages of the customer journey. We provide personalized targeting options and measurement solutions to help retailers of all sizes drive in-store sales, while maximizing omni-channel sales.

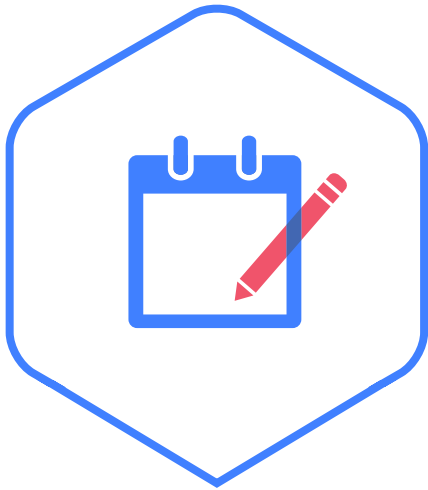88% of millennials access mobile while shopping in store[4]

1: Forrester, March 2015
2: US Retail Ecommerce Sales, 2013-2018, eMarketer, September 2014
3: Deloitte Digital, The New Digital Divide, September 2016
4: PwC, "Total Retail 2016" Global Results Feb 2016

Planning

Before we jump in, start by asking yourself a few questions. The answers to these questions will define your strategy. They will also help you measure the effectiveness of your advertising campaigns across the Facebook family of apps and services as well as other marketing channels.

What are my business goals?

Match your goals to the objectives available to you such as increasing awareness of your brand or product, acquiring new customers, scaling eCommerce sales or driving in-store sales.

Who is my audience?

You can use existing segments or build new audiences, based on your campaign objectives, so you can deliver the right message to the right people.

How will I measure and track results?

Before launching your campaign, identify the key performance indicators (KPIs), or what's important to define the success of your campaign.

What key moments should be considered?

The objective and timing of seasonal promotions, new product launches, weekend deals, store openings and Back-to-School will feed into your media strategy and your creative approach.

Preparation Checklist

When planning your marketing campaign, you first need to set up foundational tools and insights to serve as the backbone. These tasks will set up a seamless user experience for your potential customers, and give you the right foundation for effective retargeting and measurement of your advertising.

Must-do's:

☐ **Track the online and offline actions people take after viewing your ad, optimize delivery and build audiences based on actions they take:**

- Set up Offline Conversions to measure the efficacy of your ads in influencing in-store sales.

- Implement the Facebook pixel on your website or our Facebook SDK with App Events on your mobile app.

- Use an existing customer list to build audiences of people who have already engaged with your brand.

☐ **Include your locations:** if you want to drive people to your store, be sure to link your store locations to your ad.

☐ **Define your audience:** Based on your campaign objectives, you can use existing segments or build new audiences to deliver the right message to the right people. ▶

☐ **Choose your creative:** Use any existing creative you have, like videos or product imagery, or develop new creative for your Facebook campaigns.

☐ **Allocate your budget:** Design a budget for always-on campaigns to drive sales, and be sure to plan for key high-volume moments or events such as Black Friday, as well as other offer or event pushes.

☐ **Define variables to test to help make future campaigns more effective:** Consider what variables you could test to develop a measurable hypothesis based on your key performance indicators (KPIs). For example, you could test different audiences to see which audience performed better, or test delivery optimizations to determine which yield the best results. Get tips on A/B or split testing. ▶

☐ **Pull in your product catalog:** For dynamic ads, which target users who have expressed interest in specific products on your site or app, use your online product catalog.

☐ **Make sure you are set up for cross-device retargeting:** Dynamic ads allow you to automatically promote your product catalog to people across devices. Get started with dynamic ads.

☐ **Set up Offline Conversions to measure the impact of your ads on in-store sales:** Ensure auto-tracking is enabled to track ad impressions and clicks for offline attribution down the road. Before your campaign begins, you can visit Offline Event Manager and assign an event set to your campaign to turn on tracking for offline conversions.

☐ **Get the most out of your eCommerce platform:** You can automatically set up dynamic ads for your business if your website is powered by one of our partners, including Shopify, Magento or BigCommerce.

☐ **Explore Facebook Mobile Measurement Partners:** More accurately measure your Facebook mobile app ad campaigns, making it easier to understand how Facebook drives installs and revenue for your app compared to other ad networks. Connect with a Facebook Mobile Measurement Partner today.
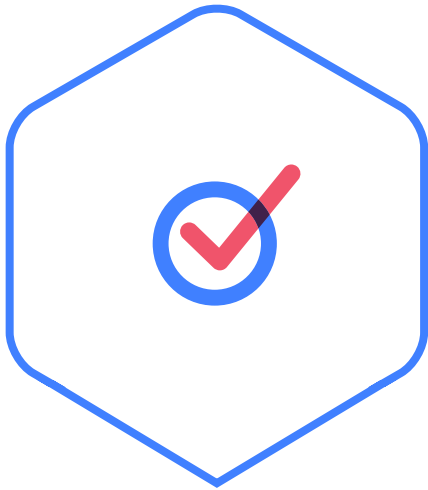
Choose Your Objectives

Your campaign starts with choosing an objective. The objectives you choose depend on the needs of your business, or the goals you have for your campaign.

Facebook solutions can track actions across devices through the entire purchase journey, and include solutions to help you achieve your goals, both online and offline. We have divided goals across the purchase funnel into three sections: Sales, Acquisition and Awareness. We will get into the details of each as you go through the guide.

Sales:
Turning purchase intent into a sale

Acquisition:
Ignite interest and acquire more shoppers

Awareness:
Have your brand message be top-of-mind

1.0

Sales:
Turning purchase intent into sales

Jump ahead:

Driving sales starts with reaching people already interested in your products and services. Ads on Facebook, Instagram and Audience Network are designed to reach people who have shown purchase intent to actually purchase your products or services.

This section of the guide provides solutions and strategies for driving sales on your website, in your mobile app or in your store.

Choosing the right ad objective

1.1

There are several objectives on Facebook that can help you drive sales. Choose your goal(s) to see the recommended Facebook ad objective to use.

Goal: Reach people with ads for products they've browsed, online or on mobile, including in-app.

We recommend: The Product Catalog sales campaign objective. This objective leverages **dynamic ads** to automatically promote relevant products from your catalog to people who visited your website or mobile app across Facebook, Instagram and Audience Network. This means that you don't have to create a separate ad for each product and target it to a specific person. You just create a template and we will automatically slot in the specific products people have expressed purchase intent toward. Then we'll show people ads for those products based on your template.

What you need: This objective requires the Facebook pixel or the Mobile SDK (purchase, add-to-cart and product catalog). Check out our guide on setting up and running dynamic ads.
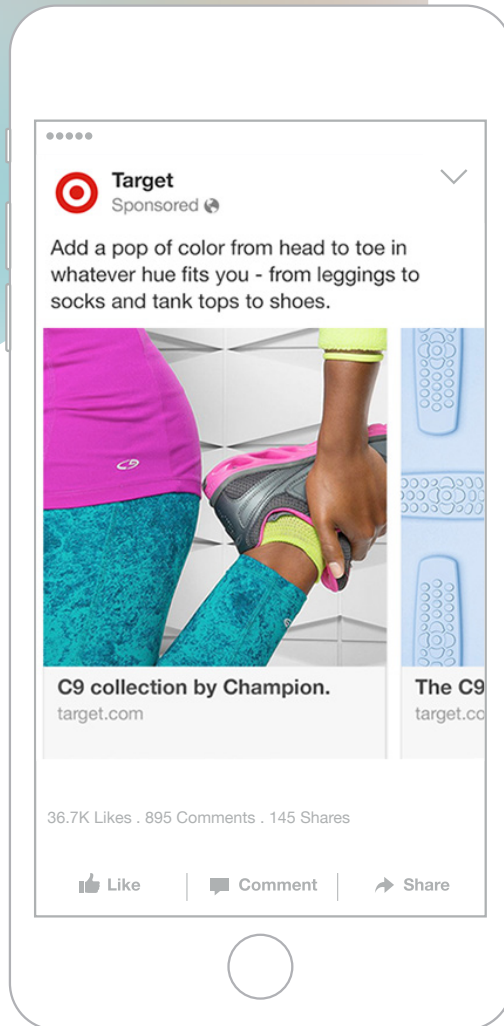
Case Study

[Target](#) used dynamic ads to increase conversions across their large product catalog. They saw a 20% increase in conversion compared to other Facebook ads and 2 times the increase in conversions across devices.

"With dynamic product ads, Target has been able to more easily engage consumers with highly relevant creative. The early results have exceeded expectations, with a 20% increase in conversion compared to other Facebook ads. Performance has also been especially strong with people shopping on mobile devices — an important and fast-growing area for Target — where we're seeing two times the conversion rate."

– Kristi Argyilan, Senior Vice President, Target

Target
Sponsored

Add a pop of color from head to toe in whatever hue fits you - from leggings to socks and tank tops to shoes.

C9 collection by Champion.
target.com

The C9
target.co

36.7K Likes . 895 Comments . 145 Shares

Like   Comment   Share

Toolkit:

Campaign objective: Product Catalog Sales

Placements:	Facebook	Instagram	Audience Network	
Buying type:	Auction			
Targeting:	Dynamic Custom Audiences from your Website or Mobile App			
Optimization:	Optimize for Product Sales			
Creative formats:	Dynamic Ads: Link Ads	Dynamic Ads: Carousel Ads		
Measurements:	Campaign Reporting	Conversion Reporting	Facebook Conversion Lift	Attribution

> Use the **Traffic** objective if you do not yet have the FB Pixel. You'll still be able to track how many visits your ads generate, but you won't be able to track the actions people take once they're on your site. Next, implement the FB Pixel in order to track results and optimize your ad delivery to get more of the outcomes that you care about.

> **Promote an offer** to drive people to your website. If you want to turn purchase intent into sales on your website, and promote discounts and special deals through offer codes, we recommend setting up an offer through the Conversions objective. This allows customers to save your offers and get in-app reminders before they expire.

If you aren't using dynamic ads, and don't have a product catalog, but want to re-target people with ads showcasing upcoming promotions, top products or categories of products.

To drive sales through your website, choose the Conversions ad objective. To drive sales through your mobile app, choose the Traffic ad objective . These objectives allow you to automatically promote ads to people who took specific actions on your website or app. You can showcase upcoming promotions, top products or categories of products through engaging creative formats like video or the carousel format.

> **What you need:** The **Conversion** ad objective requires the Facebook pixel. **It is recommended to implement** the Facebook SDK and App Events to track, target and measure your Mobile App Ads.

1.2

Choose the right audience for your ads

To drive sales, we recommend reaching people who you've already built a relationship with. These include those who know your brand, have purchased from you before or have already expressed interest for your products or services.

Once you have the Facebook pixel and mobile SDK installed, you can identify highly engaged users within your website or app, and reach people who have expressed interest in your products and services. To reach people you know, we recommend using Custom Audiences.

> **What are Custom Audiences?** Custom Audiences is a targeting option that enables you to reach your existing audiences through first-party data, like an email list, website and mobile app visitors or those who have interacted with your business offline. This can be done across Facebook, Instagram and Audience Network."

Here are some ways you can use them effectively:

- **Customize your audiences around visits.** Customize your audiences based on the URLs they've visited, the length and frequency of their visits and the devices they used to get to your site.

- **Reach loyal customers you already know.** Reach loyal customers and past buyers by uploading your CRM data to Facebook Custom Audiences. For example, you could promote a product refill if you know roughly when a customer will be running low on it.

When creating a website Custom Audience, click the Website Traffic dropdown and select Custom Combination to mix and match customization options.

People who meet any of your criteria can be included or excluded from a Custom Audience. For example, you can include people who visited a page selling dresses on a mobile device, and exclude those who have purchased one of those dresses in the last 30 days.

Timing is another important consideration for targeting. If you know that people are not likely to purchase unless you reach them within 48 hours of adding something to their cart, for example, make sure you target them with ads within that time period.

Consider segmenting your CRM data by purchase made, amount spent and frequency of purchase. You can specifically target those who have made high-value purchases before or have consistently made purchases over a long period of time.

- **Reach people who have expressed purchase intent on your website or in your app.** Using website or mobile app Custom Audiences, you can create target audiences made up exclusively of people who have, for example, visited certain pages or added products to their carts. You can layer custom combinations of inclusion and exclusion rules to reach the audience most likely to purchase.

- **Important:** Website Custom Audiences are only available if you've implemented the Facebook pixel. Mobile app Custom Audiences are only available if you've implemented the Facebook SDK.

Creative best practices for your dynamic ads

1.3

The most important things to keep in mind when designing your creative is to make sure you align it to where people are in the purchase cycle, and optimizing it for the outcome you want.

Capture your audience's attention with great creative

- **Remember that your audience has already expressed purchase intent and you're trying to convince them to follow through.** Call-to-action buttons like Apply Now, Book Now, Donate Now, Sign up, Play Game, Shop Now or Listen Now are a great way to inspire people to act.

- **Use the carousel product to display products at the point of purchase to engage customers.**

- **Branding:** Ensure you have distinctive and consistent brands that are recognizable and memorable to your audience.

- **Activation:** Your creative needs to drive action. Make sure you have a very clear call-to-action that implies immediate action is required.

Check out more tips for effective ad creative.

Buy your ads

1.4

We recommend buying your ads through our ads auction.

The ads auction determines which ads to show in order to create the most value for both the targeted individual and the advertiser. This results in people seeing ads that they're more likely to find interesting and useful. It also enables advertisers to reach people who can help them meet their campaign objectives.

Learn more about how the ad auction works.

Optimize for Result

1.5

We recommend optimizing the delivery of your ads to people likely to purchase.

With our optimization options, such as optimize for conversions or product sales, we'll deliver impressions to people in your target audience that are more likely to convert after seeing your ad. We determine the likelihood based on historical data from that ad, the individual and from people with similar characteristics.

1.6

Measure your results

Make sure you measure the results of your campaigns after you've set them up. Doing so allows you to see the effectiveness of your ads, which in turn allows you to identify successes and build on them. It will also allow you to make smart adjustments when you're not getting the results you want.

Facebook Campaign Reporting

Allows you to measure people-based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports via Ads Manager, Power Editor and the Ads Insights API to see your most important ad metrics, and learn how you're reaching your business goals.

Facebook Conversion Reporting

Enables you to measure online and offline conversions based on people-based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports to see your most important ad metrics, and to learn how you're reaching your business goals.

Advanced measurement tools

Facebook Conversion Lift

Allows you to measure the true impact Facebook ads have on people. Using Conversion Lift, you can determine the additional business driven online, offline or in their mobile app.

Facebook Offline Conversions

See the direct connections between ads and results. Whether it's a sale in a store, a booking over the phone or an in-person meeting.

Attribution

Provides rules-based attribution and results-driven multi-touch attribution to help advertisers understand how their campaigns drive online, offline and cross-device conversions across their entire digital media spend.

What you'll need: To measure conversions online, you'll need the Facebook pixel. To measure conversions in mobile app, you'll need the Facebook SDK and App Events. To measure conversions in store, you'll need the Offline Conversions API.

Check out our guides for reporting in Ads Manager and Power Editor.

Acquisition:

Ignite interest and acquire more customers

Jump ahead:

Facebook, Instagram and Audience Network can be a great way to get people interested in your store's products, services and/or promotions, which can help you generate demand, acquire new customers and grow your app business.

Generating demand can lead to people considering new products and increasing the lifetime value of your customers. It can also be helpful in acquiring sales from new customers, cross-selling and upselling. The challenge for acquisition lies in reaching the right people. At a time when attention is a scarce commodity, marketers not only have to find potential customers, but also need to make it as easy as possible for them to share information about themselves. This enables marketers to understand purchase intent and build a relationship, resulting in customers completing their first purchase, whether on a website or in-store.

The number of apps available is growing incredibly fast. Almost 90% of time spent on mobile is spent in apps and 58% of mobile purchases in the US are made through apps. However, not every person who installs an app will take action. In fact, thirty days after people install an app, only 6% of them are still using it. Therefore, the business challenge is not just app discovery, but app discovery by the types of customers who will engage with your app over time.

Using this section of the guide, you can set up your campaigns to spark interest among people who are already familiar with your brand, or generate incremental traffic among new audiences online, offline, in-app or through store traffic. You can also track app installs by using the Facebook SDK to optimize your ads based on the actions you want people to take once they've installed your app.

Choosing the right ad objective

2.1

There are several Facebook campaign objectives that can help you drive acquisition depending on what you want to do.

Choose your goal(s) to see the recommended Facebook ad objective to use.

Apply a geo-targeting radius around each of your store locations to reach customers who are within your business area. Radii can even be set automatically based on population density or manually defined even down to a decimal point, for example "0.3 miles."

If you have multiple locations, you can use Business Manager to set up and manage them on your ad account. Then, you can target all your locations simultaneously with one dynamic ad set. This ad set will show a localized ad to each person who sees it. For example, if your locations have different hours and addresses, we'll show the information for the location closest to the person seeing the ad.

Objectives to drive customers in-stores

Goal: Drive customers in-stores for your products or services.

We recommend: The Store Visits objective. With the Store Visits objective you can easily create ads that dynamically localize messaging to each store location using a single creative template. Ad formats include image, video, carousel and a native store locator to provide information the customer needs to get to their nearest location. These formats are combined with unique CTAs that are actionable in the physical world: Get Directions, Call Now or Send Message.

Goal: Drive customers into your single store location.

We recommend: The Reach objective. If you have one business location, make sure to choose the Reach objective with geo targeting to reach local people near your business and drive foot traffic.

75% of US smartphone users are more likely to take an action after seeing a location-specific message

Toolkit:

Campaign Objectives: Store Visits

Placements:	Facebook	Instagram	Audience Network	
Buying type:	Auction	Reach and Frequency		
Targeting:	Lookalike Audience	Custom Audiences	Core Audiences	Location Targeting
Optimization:	Optimize for Reach	Optimize for Store Visits*		
Creative formats:	Photo Ads	Video Ads	Carousel Ads (Video + Image)	Store Locator
Measurement:	Reach (Number of Impressions)	Cost Per Reach	Store Vistis Reporting*	

*only available for a limited number of eligible clients

Make sure you place the pixel on all the pages that matter to your business so you can track actions such as viewing content, or adding to a cart.

Use the **Traffic** objective if you do not yet have the FB Pixel. You'll still be able to track how many visits your ads generate, but you won't be able to track the actions people take once they're on your site. Next step: implement the FB Pixel in order to track results and optimize your ad delivery to get more of the outcomes that you care about.

Facebook dynamic ads connect your products to people who may be interested in them, at scale and across devices. You can target dynamic ads to a broad audience beyond your website and app visitors to drive sales by new customers. Each dynamic ad is personalized for every shopper, showcasing single or multiple products, all without having to configure thousands of individual ads.

Objectives to grow your online customer base

Capture a sale by a new customer on your website:

We recommend: The Conversions objective. After you implement the Facebook pixel, this objective will allow you to show ads to people that are likely to take actions on your website, such as make a purchase. You can track actions taken on your website and see metrics on your ads, like how many visits and purchases they led to. Learn more about optimizing your ads for conversions.

What you need: This objective requires the implementation of the Facebook pixel. The Pixel will allow you to track actions taken on your site, engage with your online page visitors and customers, and optimize your ad delivery to get more of the outcomes you care about.
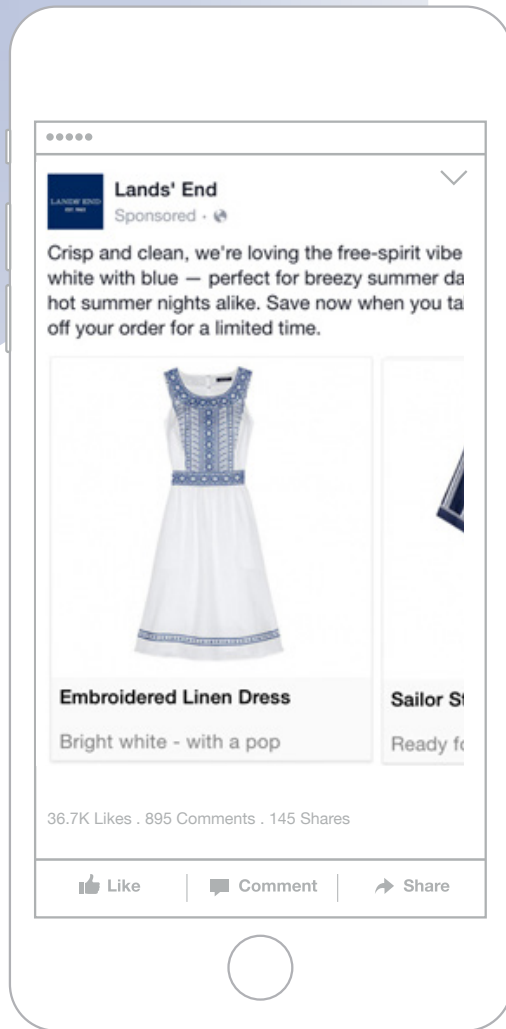
Case Study:

Lands' End used carousel ads to increase online sales and attract new shoppers for a summer campaign, seeing a 31% increase in website visits and boosting total sales by 4.4% in less than a month.

"I loved how carousel ads let us see which images people were interested in: this really helped us to optimize our creative. And the Lookalike Audiences targeting is a very exciting feature—with this campaign, we were able to see a lift in our ads and truly reach people who hadn't shopped with us before!"

– Giovanna Dimperio, Digital Marketing/Social Media Manager, Lands' End

Lands' End
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Crisp and clean, we're loving the free-spirit vibe
white with blue — perfect for breezy summer da
hot summer nights alike. Save now when you ta
off your order for a limited time.

Embroidered Linen Dress
Bright white - with a pop

Sailor St
Ready fo

36.7K Likes . 895 Comments . 145 Shares

Like | Comment | Share

Toolkit:

Campaign objective: Conversions

Placements:	Facebook	Instagram	Audience Network		
Buying type:	Auction				
Targeting:	Lookalike Audience	Custom Audiences	Core Audiences		
Optimization:	Optimize for Conversions				
Creative formats:	Photo Link Ads	Video Link Ads	Carousel Ads	Canvas	Collection
Measurements:	Campaign Reporting	Conversion Lift	Conversion Reporting	Attribution	Split Testing
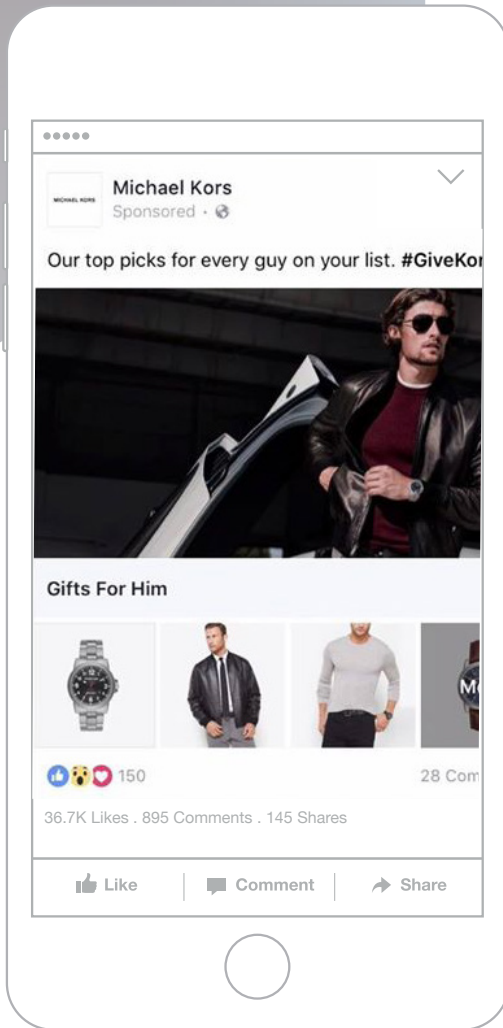
Case Study:

Michael Kors used the collection ad format to encourage sales and saw a 42% drop in cost per conversion. Collection features a main video or photo, with 4 smaller product images below it. The ad format opens to a fast-loading, full-screen shopping experience that people can instantly browse and shop for more products.

"We're always looking for innovative ways to connect with our customers on the platforms they love, so we partnered with Facebook to test the collection ad format. Our ad featured a selection of must-have holiday gifts for men from our product assortment that people could tap into to browse additional products, resulting in a 42% drop in cost per conversion."

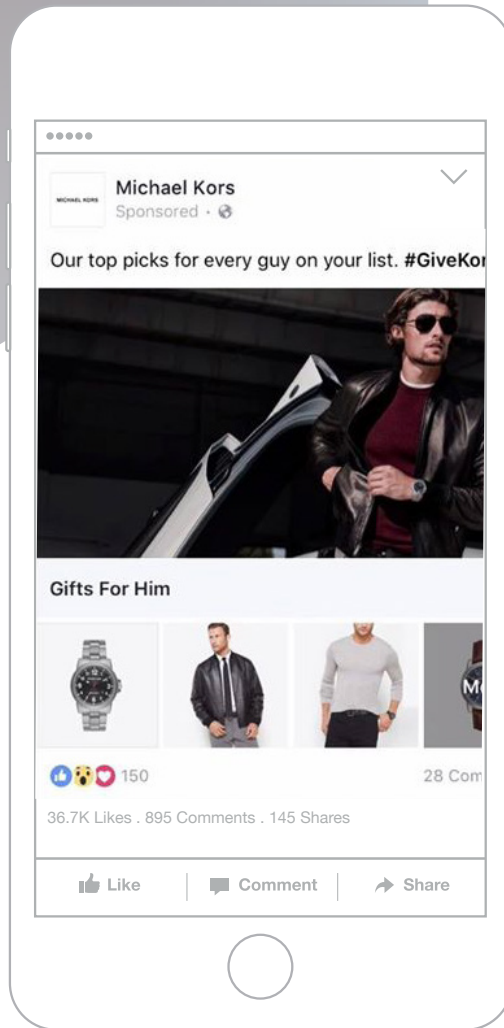– Michael Kors Marketing Team

Michael Kors
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Our top picks for every guy on your list. #GiveKor

Gifts For Him

👍😮❤ 150   28 Com

36.7K Likes . 895 Comments . 145 Shares

👍 Like   💬 Comment   ➔ Share

Case Study:

[Michael Kors](#) used offline conversions to measure the impact of its Facebook ads resulting in a 31% increase in attributed in-store transactions.

"We're always looking to refine our attribution methods. Adopting offline conversions has enabled us to better connect our in-store sales to our Facebook campaigns. As a result, we've gained greater visibility into our customers' overall path to purchase. When we reevaluate performance in this way, we see a 5.3X increase in return on ad spend."

– Lisa Pomerantz, Senior Vice President Global Communications and Marketing, Michael Kors

Michael Kors
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Our top picks for every guy on your list. #GiveKor

Gifts For Him

😊😮❤️ 150   28 Com

36.7K Likes . 895 Comments . 145 Shares

👍 Like   💬 Comment   ➤ Share

Consider working with Facebook's Mobile Measurement Partners for app measurement and analytics.

When you reach people who have not yet downloaded your app, you can choose to automatically show them a Mobile App Install ad.

Choose the link click optimization delivery goal to show the mobile app ads to people who are most likely to open and engage with their apps.

Goal: Generate more customer engagement with your mobile app.

We recommend: The Traffic objective. Traffic is used to get more people to open and engage with their apps. After you implement the Facebook SDK, you will be able to track actions people take in your mobile app, which will allow you to see metrics like how many opens and purchases your ads led to.

What you need: To take advantage of this objective, you will need the Facebook SDK implemented in your mobile app. Check out our guide on how to implement the Facebook SDK.

Toolkit:

Campaign objective: Conversions

Placements:	Facebook	Instagram	Audience Network		
Buying type:	Auction				
Targeting:	Lookalike Audience	Custom Audiences	Core Audiences		
Optimization:	Link Clicks	Link Clicks			
Creative formats:	Photo Link Ads	Video Link Ads	Canvas	Carousel Ads	
Measurements:	Campaign Reporting	Conversion Lift	Conversion Reporting	Analytics for Apps	Split Testing

Goal: Acquire high quality contact information for your mailing lists.

We recommend: The Lead Generation objective as one entry point to get people to take an action that signals their interest in interacting with your brand, which can lead to conversions. Lead Generation is the only ad objective on Facebook that allows you to add contact forms to your ads. Within these contact forms you can request names, email addresses or other relevant contact information from people who click on your ad. Lead ads can be used to collect sign-ups for newsletters, price estimates, follow-up calls and business information.

If you aren't able to meet these requirements, we recommend: The Conversions objective to acquire leads. To use the Conversion objective, you'll need to implement the Facebook Pixel and use a standard event such as Lead or Complete Registration. These standard events will allow you to track things like form submissions, sign ups and more.

If you can't use the Lead Generation or Conversions objective, we recommend: The Traffic objective instead. You can optimize your ad for link clicks and choose from call-to-action buttons like Apply Now, Download and Sign Up.

What you need: There are several requirements for using lead ads, including a privacy policy. You cannot share or sell any data you collect while using the **Lead Generation** objective with other parties. The reason the sharing of leads is prohibited is so that people submitting their information on your lead form know who is receiving it. For more information on our policies, see the Lead Ads Terms.

Toolkit:

Campaign objective: Lead Generation

Placements:	Facebook			
Buying type:	Auction			
Targeting:	Lookalike Audience	Custom Audiences	Core Audiences	
Optimization:	Optimize for Leads			
Creative formats:	Single Image	Carousel	Video	Slideshow
Measurements:	Campaign Reporting	Conversion Reporting	Attribution	Split Testing

Did you know that 30 days after install, only 6% of people have been found to still be using the app?[1] That means advertisers can easily waste money on people that never become passionate about the app. App Event Optimization allows you to better connect with the people who are likely to take valuable and repeat actions within your app to maximize long-term app value, beyond the install. If you are not yet tracking high intent App Events, you can choose to have your campaign optimize for installs by selecting App Installs as your optimization method. Learn more about App Event Optimization.

Consider using dynamic ads to promote relevant or interesting items from your product catalog to drive installs of your mobile app among your target audience. You can target your Dynamic Ads for Mobile App Install to reach a broad audience or high intent audience, such as people who have added items to their cart. When deciding between allocating budget among Dynamic Ads, driving sales, and Dynamic Ads for Mobile App Installs to drive high quality app installs, consider your business goals. It is recommended to make budget and bid decisions based on how much you value an online conversion or a high intent app install.

Goal: Getting New Users for Your Mobile App:

We recommend: The App Installs objective in ad creation. This objective was created to help you drive high value installs of your app by directing people to the Apple App Store or Google Play Store. A key advantage of mobile app installs with Facebook is that you can deliver your ads to people who are most likely to take an action (ex, making a purchase) after installing your app, so you can track what aligns best with your business goals.

What you need: In order to acquire mobile app installs effectively, you'll want to implement the Facebook SDK and App Events to your mobile app, which will allow you to: track app installs, optimize your ad delivery to find people who will become a long-term user of your app, remarket to people already using your app to drive revenue and engagement, and grow your app by helping you reach people who are similar to your most valuable customers.

If you choose to retarget high intent audience across both campaigns, keep an eye on:
• frequency and ad performance to avoid creative fatigue or audience over-saturation
• delivery and audience size to avoid ad under-delivery

1: "Are Mobile Users Returning to Apps After Trying Them Out?", e-marketer June 2016

Toolkit:

Campaign objective: App Installs

Placements:	Facebook	Instagram	Audience Network	
Buying type:	Auction			
Targeting:	Core Audiences	Lookalike Audiences	Custom Audiences	
Optimization:	Optimize for Installs	Optimize for in-App Conversions & App Installs		
Creative formats:	Video Ads	Carousel Ads	Canvas Ads	Link Ads
	Dynamic Ads: Mobile App Install Ads	Dynamic Ads: Carousel Mobile App Install Ads		
Measurements:	Campaign Reporting	Conversion Reporting	Mobile Measurement Partners	Split Testing

Choose the right audience for your ads

2.2

There are many ad targeting options you can use to help generate online demand for your products or services.

Growing audience to drive offline Acquisition

Bring people who have already engaged with your brand to your stores:

- **Segment audiences by pages visited, time spent, frequency of visits, device used and more.** To more effectively target people with products, service and promotions likely to drive them into your store.

- **Reach people who have expressed purchase intent on your website or in your app.** When creating a website Custom Audience, click the "Website Traffic" dropdown and select **Custom Combination** to mix and match customization options.

Here are some considerations on how to make the most of Custom Audiences:

- **Reach and retarget people engaging with your content or ads.** Reach people who have viewed a video, engaged with a Canvas ad, or started filling out a Lead Ad form to more effectively target them with products, services and promotions likely to drive them into your store.

- **Reach and retarget loyal customers you already know.** Reach and retarget loyal customers and past buyers by uploading your CRM data to Facebook Custom Audiences. A customer list Custom Audience uses combined customer data to match the people valuable to your business to people on Facebook. Read our list of best practices for getting the highest match rate from your data.

People who meet any of your criteria can be included or excluded from a Custom Audience. With Offline Conversions, your custom audience will automatically refresh based on recent in-store purchases.

- **Layer location targeting to reach people near your stores.** If you have multiple store locations, use location targeting on top of your Custom Audience to make sure you're reaching people near your store(s).

> **What you need:** For location targeting near your stores, you will first need to add your business locations.

- **Increase loyalty among highly engaged customers.** Reach highly engaged users of your website, including people who have made either online or offine purchases before. By retargeting them with new products that can drive them into your store, you can increase their lifetime value and brand loyalty.

> **Important:** Website Custom Audiences are only available if you've implemented the Facebook pixel. Mobile app Custom Audiences are only available if you've implemented the Facebook SDK. However, you can still upload a list of your valuable customers from your CRM. You can also use custom conversions in Offline Events Manager to create Custom Audiences.

> Experiment with optimizing your audience size for reach if you'd like to find more customers.

> Choose a seed audience that represents high value customers such as online or in-store purchasers.

Drive incremental traffic to your stores:

You can use your Custom Audiences, Pixel, SDK or Offline Conversion data to create a Lookalike Audience to drive incremental store traffic. This type of audience is made up of people who approximate your most valuable app users, website shoppers or customers who have responded positively to your Offline Conversion campaigns. We find people who share characteristics with those who have shown interest in discovering your products, services and/or promotions and are therefore more likely to have the same too.

You can also use <u>Audience Insights</u> to see what your existing customers have in common. You can leverage that information when choosing your core targeting.

Bring people who meet certain demographic and behavioral criteria to your stores:

For identifying and attracting people to your store that meet certain demographic or behavioral criteria as part of your **store visits** campaigns, we recommend using our <u>core targeting features</u>, You can do this either alone or in combination with the options detailed above. With core targeting, you can reach people based on their demographics, interest in things related to your products and services, and/or behavior consistent with people who take actions that align with your goals.

Here are a few specific ways to use core targeting features:

- If you have different creative for different types of people (for example, people in different age groups or of different genders), you'll want to use demographic targeting to make sure the right people are seeing the right creative.

- If you're running a Store Visits campaign, you'll be able to use radius location targeting. Make sure your radius contains at least 50,000 people, doesn't extend beyond the area you cover with your service and keeps in mind how far a person is likely to travel to visit your location.

- Core targeting can be an effective scaling strategy to reach new people that will likely be interested in your products or services.

> You can leverage cross-objective signals that are available. For example, you can use app signals to drive online sales, store traffic or lead form completion. Similarly, use online signals to drive app installs and in-store traffic.

Growing audience to drive online Acquisition

Generate demand among people who have already engaged with your brand:

Reach people who have expressed purchase intent on your website or in your app or offline. Once you have the Facebook pixel, mobile SDK

or offline conversions installled, you can focus your demand generation efforts on customers you already know with Custom Audiences. You can identify highly engaged users within your website or app, and reach people who have expressed interest in your products and services. Customize your audiences based on the URLs they've visited, the length and frequency of their visits and the devices they used get to your site or app. When creating a website Custom Audience, click the Website Traffic dropdown and select **Custom Combination** to mix and match customization options.

Make your dynamic ads work harder. You can expand your dynamic ads to reach anyone on Facebook, Instagram and Audience Network and automatically show them relevant product ads. Just select a broad audience when setting up your campaign and your dynamic ads will match your audience's interests captured from your site, app or elsewhere on the web (e.g. Facebook or other websites) to drive more demand and sales for your product catalog. This option is only available to a limited number of advertisers.

Here are some considerations on how to make the most of Custom Audiences:

Reach people interacting with your content or ads. Advertisers can use Engagement Custom Audiences to identify, reach and retarget people who have taken such actions as: viewing a video, engaging with a Canvas
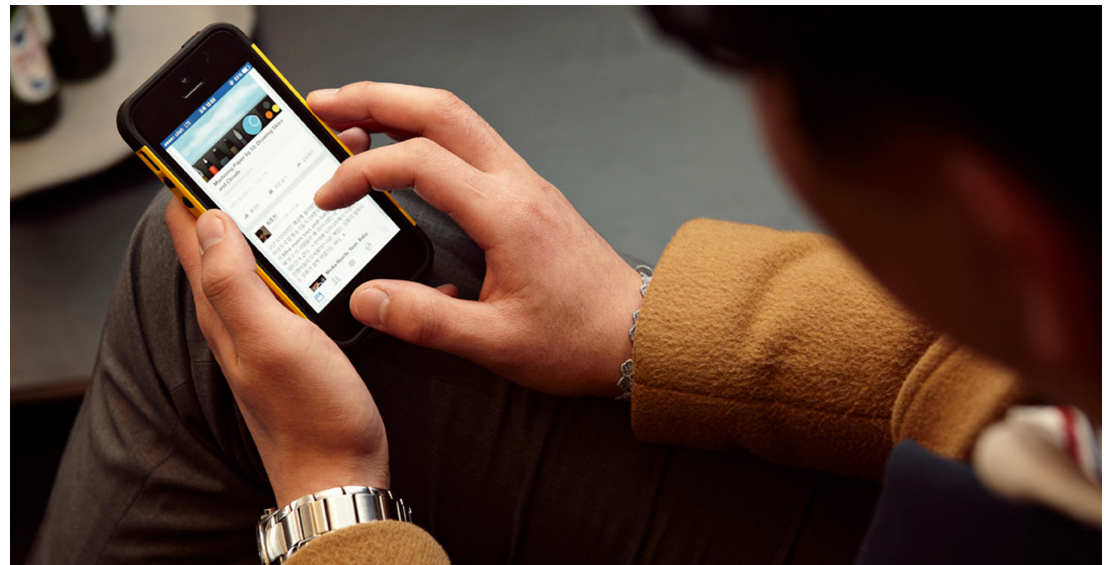
> Using Custom Audience, you can drive app installations by reaching a highly targeted seed list of customers who have made frequent purchases in-store. You can also leverage the Pixel to reach highly qualified customers who have made online transactions of large basket sizes.

> You can drive online sales by reaching people who have filled out a lead form, expressing interest in your business, or people who have installed your mobile app and have been highly engaged.

ad, started to fill out a Lead Ad form showing interest, or people who have installed your mobile app and have been highly engaged. You can choose the type of engagement and the window for engagement (how far back you go to find people who engaged) for people in your audience. Try various combinations to see what works. You can even target ad sets to different audiences, and bid more or less depending on the value of reaching people in that audience.

Leverage signals from available sources to reach and retarget your loyal customers. Reach loyal customers and past buyers by uploading your CRM data to Facebook Custom Audiences. A customer list Custom Audience uses combined customer data to match the people valuable to your business to people on Facebook. Read our list of best practices for getting the highest match rate from your data.

> ✔ Try to retarget people who have viewed a video for more than 3 seconds with a Direct Response ad.

> ➕ You can even reach audience segments based on their mobile connection for your Mobile App Ads. ex. connection speed (2G, 3G, 4G), new smartphone owners, operating system (Android, iOS, Windows), Carrier (AT&T, T-Mobile, Sprint).

> ➕ Retarget and upsell your customers who have made a purchase on your site or installed the app with **new offers** and/or lead ads asking them to sign-up to receive samples of your new product or service you offer.

Once you have set-up your lookalike audiences, demographic, and behavioral targeting, you can try retargeting:

Use available signals and consider the type of engagement a customer has had with a brand or product to help choose the type of ad to use for retargeting.

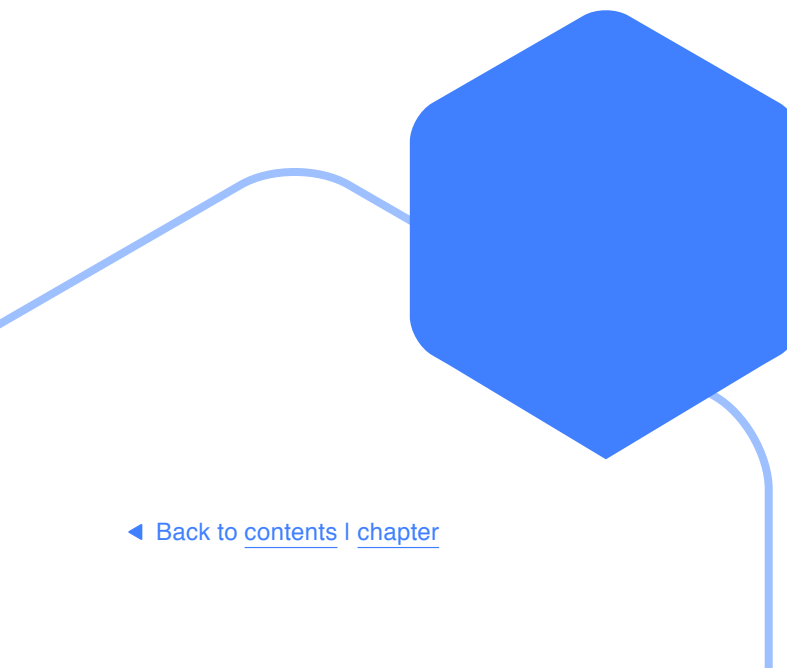## Target ads to people based on demographic and behavioral information:

You can use Facebook's core ad targeting features, either alone or in combination with the advanced options. You can target people based on their interest in things related to your products and services and/or behavior consistent with people who take actions that advance your goals. You can also use Audience Insights to see what your existing customers have in common. You can leverage that information when choosing your core ad targeting.

Creative Best Practices

2.3

After you've chosen your target audience, you have to set the creative for the ads they'll see.

Ad creative can have a large impact on the success of your campaign to acquire customers:

Below is a recommended list of creative best practices to implement for all your campaigns designed to ignite interest and acquire more customers:

- **Showcase your product or service.** For the people in your audience who haven't yet expressed purchase intent, drive interest by showing your best selling products or services, key features, benefits and other selling points.

- **Create a sense of visual consistency.** Use images that are high resolution and crisp, paying attention to camera angles and lighting. This will help with your branding, which is essential to ad recall.

- **Use different calls-to-action, depending on your audience.** For the people in your audience who haven't yet expressed purchase intent, use strong call-to-action buttons to generate interest like: Apply Now, Book Now, Contact Us, Donate Now, Learn More, Shop Now, Sign up and Watch More. For your audience that has already expressed purchase intent, you're trying to convince them to follow through. Call-to-action buttons like Apply Now, Book Now, Donate Now, Sign up, Play Game, Shop Now or Listen Now are a great way to get them to act.

- **Run different creative for each audience.** If you've divided your audience by intent level using a website or mobile app Custom Audience, you should run ads with different creative for each audience.

- **Direct people where you want them to go.** Link ads to direct people from

your ad to your website or mobile app ads in order to complete a purchase. We generally recommend the carousel format, but you can use a single image or video as well.

- **Branding:** Ensure you have distinctive and consistent brands that are recognizable and memorable to your audience.

- **Activation:** Your creative needs to drive action. Make sure you have a very clear call-to-action that implies immediate action is required.

There are also some creative best practices specific to the objective you chose.

Store Visits: Best Practices

After you've chosen your target audience, you have to set the creative for the ads they'll see. The two most important things are:

- **Use calls to action.** For **store visits** campaigns, we recommend a call-to-action button with text like Call Now, Get Directions or Send Message. In the text of your ad, regardless of objective, we recommend incorporating elements of urgency (ex: "Limited time offer!") and drawing attention to special deals (ex: "50% off in-store" or "Free gift with a purchase"). Consider incorporating elements of urgency ("Limited time offer!") or special deals ("50% off in-store or free gift with a purchase") into your ad copy.

- **Show people your product or service.** Regardless of your campaign objective, make sure you're showing people your product or service through compelling imagery. We recommend taking advantage of the carousel format to showcase multiple images and/or videos.

Check out more tips for effective ad creative.

Increase Engagement In Your App: Best Practices

If you're running an **increase engagement in your app.** Campaign, we recommend using incentives to prompt people to use your app, especially if they don't use it frequently or have uninstalled it. Examples of incentives include discounts, coupons toward future purchases and exclusive bonus content.

Generate Leads for My Business: Best Practices

- **Give potential customers enough information to take action.**
  When creating a lead ad, you need to provide enough context about your
  product or service to ensure potential customers feel confident about
  filling out your form. You can do this by adding a context card to your ad.
  A context card allows you to give more details about your product or
  service before people are asked to fill out your form. This can help you
  find high-quality leads because those submitting the form have more
  knowledge about your product or service and may therefore be more
  interested and likely to become customers later on. For example, if you
  want to find new email subscribers, use your context card to explain the
  type of content you're offering in those emails.

- **Incentivize potential customers to share.** In your ad creative, consider
  offering an incentive like a free item. People may be more likely to share
  personal information with your business if they're offered something in
  return.

- **Let people know what comes next.** In your ad text, let people know
  how they can benefit from filling out your form or clicking through to
  your website. For example, you can let them know that when they sign
  up for your newsletter, they'll get exclusive access to special offers and
  discounts.

- **Don't overwhelm people with questions.** The fewer questions you ask, the more likely it is that potential customers will complete your form. Each additional question decreases the chance of form completion.

- **Make it easy for people to answer your questions.** You can add a maximum of 3 custom questions to your lead ad. Within these questions, you can ask potential customers to either choose their responses from a list of options or to type their response. Whenever possible, we recommend providing a list of options for people to choose from because asking people to type a response decreases the likelihood that they will complete your form.

- **Consider adding a custom disclaimer to your lead ad.** Before people submit your form, you can provide an optional, custom disclaimer. Within your custom disclaimer, you can include a hyperlink to additional information. You can also add a checkbox for people so that you can get permission to share their information, which may be helpful for advertisers in countries where double opt-in is required.

Mobile App Installs: Best Practices

- **Choose compelling text, images and calls to action.** In your image or video, try to use creative that shows your app on a mobile device.

- **Showcase what your app does.** Demonstrate the value of your app. For example, if your app helps people keep track of their daily fitness, show some of the different tools, and why they're valuable. If you have numbers or stats related to your app, share those. For example, you could showcase the number of songs available on your music app.

- **Use promotional ad creative that helps drive the action you care about.** We recommend the carousel format to show multiple features or products, but a clear single image will also work.

- **Use a strong call-to-action button like Install Now.**

- **Create a great post-click experience for potential customers.** Send people who click on your ad's link or call-to-action button to the Apple App Store or the Google Play store. With deep linking you can send people directly to information they're interested in when they open your app for the first time. We recommend taking advantage of this feature and sending people who click your ad to specifically relevant in-app product pages. Remember that your app developer has to enable deep linking before it can be implemented and used in ads.

Check out more tips for effective ad creative.

Remember to implement the Facebook SDK so that you can track installs of your app, see your ad's performance metrics and find people who look similar to your current app users.

Buy your ads

2.4

We generally recommend buying your ads through our ads auction.

However, if you have a high market share (meaning many people are likely already customers), want to reach as many people as possible and are running either an **Increase brand awareness** or **Get video views** campaign, you can also consider buying through Reach & Frequency.

Buy To Drive Online Acquisition:

If you already have a high market share (meaning many people in your target audience are likely already customers), want to reach as many people as possible, or are running either an increase conversions on your website or send people to my website campaign, you can also consider buying through Reach & Frequency.

If your goal is to drive new acquisitions using the Lead Generation ad objective, it's recommended that you choose auction as your buying type. The auction buying type gives you control, allowing you to choose your target audience as well as the duration and budget of your ad. You can make edits to your ads at any time.

Optimize for results

2.5

To get the most out of your ad, we recommend using the bid type that most aligns with the objective you've chosen.

Optimization to Drive Online Acquisition:

You should optimize your ad set for the result you want (ex: website conversions) and bid what the result is worth to you. If you don't have a maximum value in mind, use automatic bidding. Learn more about how bidding and ad auctions work.

To get the most out of your ad, we recommend using the bid type that most aligns with the objective you've chosen. With the **Lead Generation** objective, it's recommended that you optimize for leads. With the **Website Conversions** objective, it's recommended that you optimize for Conversions and pay for link clicks (CPC). The recommended tools to to drive acquisitions are **Lead** and **Complete Registration**. Finally, there is the **Clicks to Website** objective, where it's recommended that you optimize for link clicks (CPC) and pay for link clicks (CPC).

Measure your results

Make sure you measure the results of your campaigns after you've set them up. Doing so allows you to see the effectiveness of your ads, which in turn allows you to identify successes and build on them, as well as make informed adjustments when you're not getting the results you want. Use the following measurement tools to evaluate the performance of your campaigns:.

> Use the Offline Events Manager interface to upload a CSV file of offline transactions to integrate offline sales into your attribution.

> Use our direct integration with the Offline Conversion API to get real-time measurement and attribution of your Facebook Ads. You can easily create audiences based on offline sales. Learn how to set up Offline Conversions here.

Measurement To Drive Offline Results

Facebook Campaign Reporting (Store Visits): For a limited number of advertisers eligible for store visits reporting, you can report on store visits, which are an estimate of unique visits to your business locations by people who have paid attention to, or clicked on your ads.

Facebook Offline Conversions: With the Offline Conversions, you can connect your ad performance to business transactions that take place in stores, call centers and more. You can measure the impact of your digital spend on business outcomes, online and offline, and target more of the right people to optimize your performance.

Facebook Conversion Lift: Facebook's Conversion Lift enables you to measure the true impact Facebook ads have on people. Using Conversion Lift, you can determine the additional business driven online, offline or in mobile apps from people reached by Facebook ads across devices.

Attribution: Attribution provides rules-based attribution and results-driven multi-touch attribution to help advertisers understand how their campaigns drive online, offline and cross-device conversions across their entire digital media spend.

Mobile Measurement Partners: Working with Facebook's Mobile Measurement Partners (MMPs) will help you more accurately measure your Facebook mobile app ads, making it easier to understand how Facebook drives installs and revenue for your app compared to other ad networks.

Measurement To Drive Online Results

Facebook Campaign Reporting: Use Facebook Campaign Reporting to measure people-based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports via Ads Manager, Power Editor and Ads Insights API to see your most important ad metrics and learn how you're reaching your business goals.

Facebook Conversion Reporting: Use Facebook's Conversion Reporting to measure online and offline conversions based on people-based metrics for ads served on Facebook, Instagram and Audience Network. Create and export reports to see your most important ad metrics and learn how you're meeting your business goals.

Split Testing: Split Testing helps you understand which ad strategies have the strongest impact on campaign performance. You can use the insights you gain from a Split Test to improve your future media plans. You can split-test ads across Facebook, Instagram and Audience Network. Audiences are randomized based on people, not cookies. The potential reach within the test will be divided among the ad sets for accurate results.

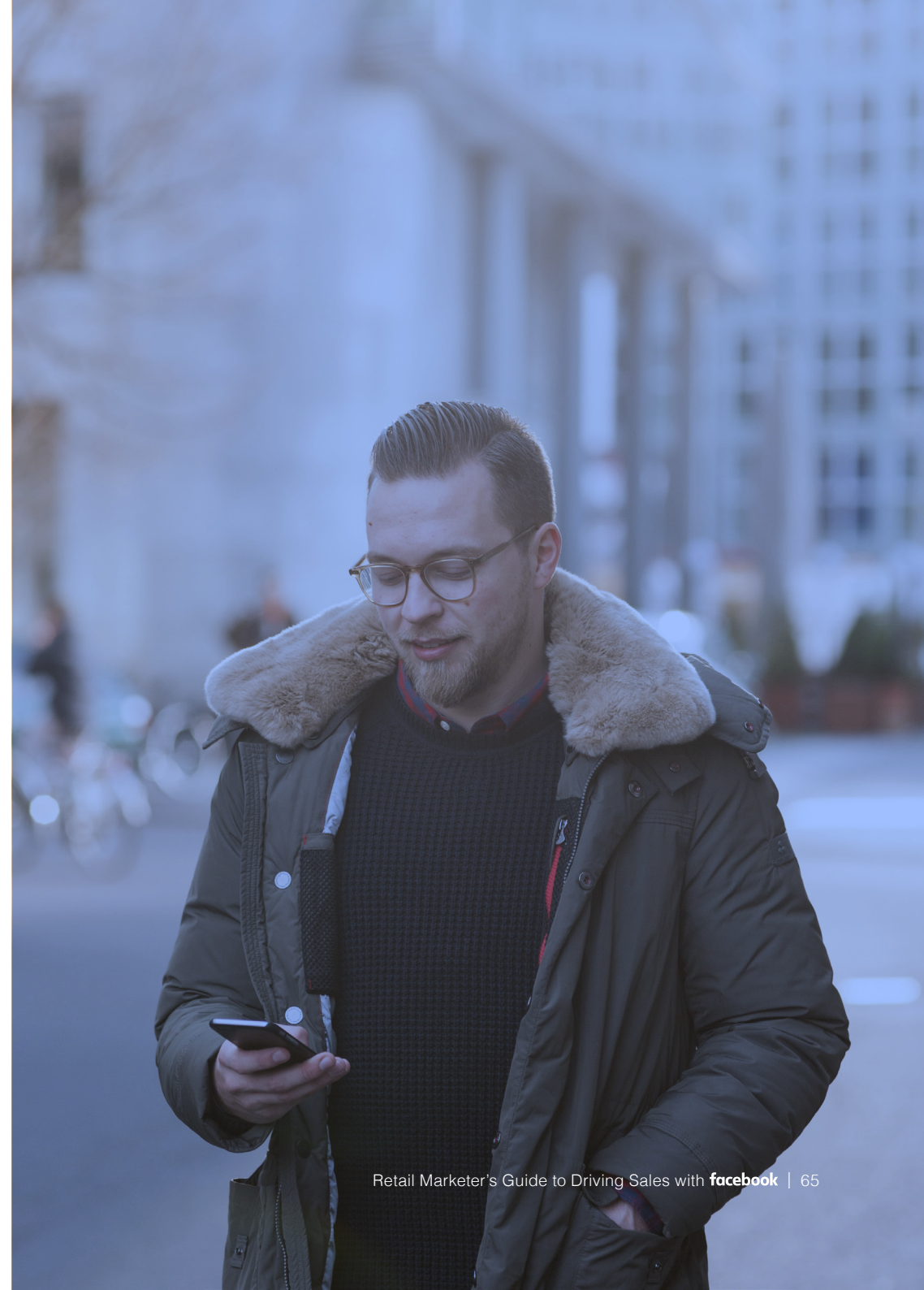Check out our guides for reporting in Ads Manager and Power Editor.

3.0

Awareness:
Have your brand message be top-of-mind

Jump ahead:

Building brand awareness is the first step toward building and maintaining a strong brand and driving sales. Having your store, product or service be top-of-mind when a customer is making a purchase decision is essential. Our belief is that there are many factors that come into play when driving a successful brand campaign, with reach and attention being two of them.

Many retailers use TV to drive brand awareness. Facebook, Instagram and Audience Network provide incremental on-target reach over TV, meaning that they can reach people that TV can't throughout the day. This incremental reach increases when targeting younger audiences, with the quality of the attention being higher on mobile than on TV. [1]

In this section, we will show you how you can reach customers and build your brand using Facebook, Instagram and Audience network.

1 - Nielsen Total Ad Ratings meta analysis, 2014-2015. Nielsen FB + TV Brand Effect study, 2015

Choose the right ad objective

3.1

There are several Facebook campaign objectives that can help you generate brand awareness..

Choose your goal(s) to see the recommended Facebook ad objective to use.

If you want to just run a Canvas ad, we recommend you use Traffic as your objective.

Goal: Build or strengthen your brand or products by maximizing ad recall and shifting brand metrics.

We recommend: The Brand Awareness objective. The Brand Awareness objective is a way for advertisers to show ads to people who are more likely to pay attention to them. And the longer someone spends with an ad, the more likely they are to remember it, increasing ad recall.

We also recommend: The Video Views objective. It is a great way to compliment your brand campaign. Video ads help engage your audience and bring your brand to life, as well as drive awareness. Videos engage your audience with sight, sound and motion. They also provide unparalleled reach and mobile engagement, along with fine-grained targeting capabilities.

Toolkit:

Campaign objective: Brand Awareness & Video Views

Placements:	Facebook	Instagram	Audience Network
Buying type:	Reach & Frequency	TRP	
Targeting:	Core Audiences		
Optimization:	Optimize for Attention	Optimize for Video Views	
Creative formats:	Video Ads	Canvas	Carousel Ads
Measurements:	Reach	Brand Lift	Nielsen DAR

Optimizing for Reach using the auction will typically provide more flexibility. For instance, when your target audience is smaller than the minimum required for using Reach and Frequency, the Reach optimization provides a suitable alternative.

Goal: Drive awareness by maximizing the number of people who see your ads over a specific time period.

We recommend: The Reach objective optimizes your campaigns to maximize the number of people who see your ad in a given time frame, delivering the most efficient reach available.

Case Study:

[Lowe's](#) used Canvas to share renovation ideas and inspire young homeowners to take on DIY projects, yielding a 6.7X return on ad spend.

"Facebook's Canvas enabled us to tell a compelling home improvement story outside the confines of a typical News Feed ad. This allows customers to get a complete understanding of Lowe¹s coordinated style without ever leaving the platform. The experience provides a unique opportunity for the customer to explore the path of inspiration to conversion seamlessly."

– Brad Walters, Director of Social Media & Content Strategy, Lowe's Home Improvement

The Cromlee Bath Collection

Swipe to discover how the Lowe's Style Team hand-selected this year's freshest trends to create the Cromlee Bath Collection.

👍 Like | 💬 Comment | ➤ Share

Toolkit:

Campaign objective: Reach

Placements:	Facebook	Instagram	Audience Network	
Buying type:	Auction	Reach and Frequency		
Targeting:	Lookalike Audiences	Custom Audiences	Core Audiences	
Optimization:	Optimize for Reach			
Creative formats:	Photo Ads	Video Ads	Carousel Ads (Video + Image)	Canvas
Measurements:	Reach (Number of Impressions)	Cost Per Reach		

Choose the right audience for your ads

3.2

There are many ad targeting options you can use to help build brand awareness and shift brand metrics.

We recommend that you don't target an excessively narrow target audience. By having a relatively wide audience, the optimization is able to target the people who are more likely to pay attention to the ads and reach, and is not overly constrained. Experiment to identify the right size of target audience.

Target your ads to people based on demographics, interests, behaviors and location:

If you are looking to create and build brand awareness among new customers, you can use Facebook's core targeting features, either alone or in combination with the advanced options. With core targeting, you can reach people based on their demographics, interest in things related to your products and services, and/or behavior that is consistent with people who take actions that advance your behavior.

Reach people similar to your most valuable customers:

You can reach people who look like your best customers using Lookalike Audiences. Lookalike Audiences can be created from a Custom Audience, pixel or SDK data or CRM data from offline conversions. Keep in mind that you can create Custom Audiences from customer lists, people who've filled out a lead form from a Facebook lead ad and more. We find people who share the same characteristics with people who have already shown interest in discovering your products, services and/or promotions. They are therefore more likely to be interested in doing that as well.

3.3 Creative Best Practices

Creative best practices:

- **Help increase ad recall.** Use different creative in your ads to make it more relevant and memorable to each segment of your audience.

- **Test different creative for performance by changing one variable at a time.** For example, you could test performance of the same creative ads to different audiences and see where it performs better. You could also try different video lengths within the same audience.

- **Movement is key.** Videos/thumbstopping moments can make a video stand out, even if they don't have assets* boomerang. Anything that moves is better than still in Feed.

- **Elevate your brand.** Ensure you have distinctive and consistent brands that are recognizable and memorable to your audience.

- **When using video, use the PockeTVC principles.** Capture attention in the first 3 seconds (lead with attention grabbing visuals), frame your story (square format or vertical), design for sound off (subtitles or supers). More info and examples can be found here and download the PDF here.

- Make sure you have a **creative idea** that is true to your brand and works across your different advertisements.

Buy your ads

3.4

To run successful brand campaigns, you need to reach enough of your audience, often enough, to get your message across.

The Reach & Frequency tool provides accurate and predictable media planning and delivery features that allow you to control who sees your message and how many times they see it. This helps you build maximum brand impact.

Reach and Frequency buying on Facebook and Instagram gives you:

- **Transparent media planning and buying:** To maximize your budget, plan and buy the optimal reach and frequency levels for your campaign up to six months in advance.

- **Predictable delivery:** Have confidence that what you planned will be delivered. You can minimize the possibilities of under-pacing and under-delivery.

- **More control:** With features like frequency capping and sequencing, Reach and Frequency gives you the highest levels of control and flexibility over media delivery.

> Major holidays or sporting events can make reaching your audience more expensive, so plan ahead. With the Reach and Frequency tool, you can buy campaigns of up to 90 days, 6 months in advance.

> It is not currently possible to manually set a frequency cap for ads optimized toward brand awareness within the auction. If you highly value the ability to manage frequency, then it is recommended that you use Reach and Frequency and optimize to brand awareness, as this allows you to be more prescriptive with frequency.

When should you use Reach and Frequency?

Reach and Frequency is an alternative to buying through the Facebook auction. If you care about reaching your target audience at scale, this will be a valuable tool for you to achieve your campaign goals. We recommend reach when predictability, reach and pricing is important to an advertiser, as well as frequency control for their messages. It also allows advertisers to compare media plans on Facebook and Instagram with media plans on other channels like TV and print.

Reach and Frequency is best suited for those who want to target an entire country and not a local area as the minimum audience required is 200,000.

When should you use auction buying?

If your goal is to drive the most cost efficient direct response outcome (for example, a click or conversion), Reach and Frequency is not generally the best choice. We recommend using the auction buying method for these types of campaigns to maximize impact against your goals.

See the key differences between the auction and reach and frequency buying.

Optimize for results

3.5

The two optimization options maximize against different objectives. Brand awareness is trying to maximize the number of people that are more likely to pay attention to the ad, while reach optimization is trying to maximize the number of people reached over a defined period of time.

Campaigns set up with the reach objective in auction are optimized to maximize the reach within a give time frame (e.g. one week), including the option to cap frequency within auction. You should optimize your ad set for the result you want, and bid what the result is worth to you. If you don't have a maximum value in mind, use automatic bidding. Learn more about how bidding and ad auctions work.

Campaigns set up with the reach objective within reach & frequency also optimize toward the maximum amount of reach, but gives you more predictability and options like ad sequencing. You also have the ability to select a frequency goal over a set time period, eg. one impression every 7 days. Learn more about the Reach and Frequency tool.

Measure your results

3.6

Make sure you measure the results of your campaigns after you've set them up. Doing so allows you to see the effectiveness of your ads, which in turn enables you to identify successes and build on them. It also allows you to make informed adjustments when you're not getting the desired results.

Solutions for Measuring Brand Outcomes:

Estimated Ad Recall Lift (people): Estimated Ad Recall Lift is the primary reporting metric for brand awareness. It's the best prediction that we can currently make about how many people are likely to remember seeing an ad if they were asked. By looking at this historical ad recall lift and real-time information on the reach and attention of the campaign, we are able to extrapolate how much lift in ad recall the campaign is able to drive.

Facebook Brand Lift: We recommend brand polling for you to see how your ads are resonating with your audience, and polling results are immediate. By comparing poll results from people who saw your ads (exposed group) with people who didn't see your ads (control group), you can measure the lift in ad recall as a result of your campaign. Please speak to your Facebook representative to set up your study.

Use these metrics to:

- **Gauge campaign effectiveness.** Provides real time direction on how your campaign is performing.

- **Compare effectiveness of different creative for different demographics.** Byidentifying particular age groups in which your ad got noticed most or least, you could tailor upcoming campaigns for a specific demographic.

- **Understand the right frequency.** By comparing ad recall lift with average campaign reach and frequency, you could gain insights about what the media weight of your future campaigns should be.

> If you already have a brand polling solution set up, use Estimated Ad Recall Lift representatives to give you real time direction on the type of result you can anticipate from the brand poll.

> If you plan on using one of these more intensive measurement methodologies, curate your questions around the specific branding goal you are trying to achieve. For example, if you want to see how your brand compares with competitors, you can ask a question such as "Which Brand do you associate with [messaging]?"

If you require advanced service, you can work with our third-party solutions including, **Nielsen Brand Effect** and **Millward Brown Digital: Brand Lift Insights**, as well as leveraging Facebook Account Teams for assistance.

Solutions for Measuring Reach:

Nielsen Digital Ad Ratings (DAR): Nielsen Digital Ad Ratings uses a combination of census data and Nielsen panel data to provide advertisers with an independent read on their reach by age and gender, by channel, as well as their on-target percentage. Also, DAR is the only digital measurement solution available that views a campaign's full digital audience across desktop and mobile devices.

Nielsen Total Ad Ratings (TAR): Nielsen Total Ad Ratings uses single-source panel data to measure the reach of a campaign across TV and digital, revealing who saw your ad online, who saw it on TV and who saw it in both places. The more you can understand the reach and frequency that your campaigns can achieve via different media, the better you can optimize your marketing budgets. TAR can help you invest in ways to maximize Gross Rating Points (GRPs) and manage costs among cross-platform buys.

Reporting for video views:

A range of metrics exist, including: the number of impressions, how many people viewed your video, the duration, if the source was organic or paid, the number of completed views, quartile views, shares, link clicks, and more.

Page Insight Views: See the number of views that reached certain parts of video (for example, 25%).

Ads reporting view: Using "data breakdowns" feature in Ads Reporting, you can learn how specific audiences responded. For example, age, gender, country.

Reach Reporting:

(Device, On-Target and Unique Reach with Overlap measure how many people saw your ads, how often they saw them across devices and how much each publisher contributed to your campaign's unique reach. Metrics include reach, frequency (cookies vs. people-based), device breakdowns and unique reach analysis of a campaign's publisher mix.

Objective Summary

Now that we've covered what to do to achieve your different goals across Sales, Acquisition and Awareness in detail, here is a summary of each to use for quick reference.

1. Sales: Turning purchase intent into a sale

Your goals:	Sell Your Products In-Store	Share Promotions / In-Store Offers / Coupons / Catalog	Sell Your Products Online	Sell Your Products In-App	Upselling / Cross-selling Online	Promotion Through Inserts
Buying type:	Auction					
Targeting:	Dynamic Custom Audience	Audiences From Your Website Or Mobile App	Location Targeting			
Optimization:	Product Sales					
Creative formats:	Online and Offline Offers	Dynamic Ads: Link Ads	Carousel Ads			
Measurements:	Campaign Reporting	Conversion Reporting	Conversion Lift	Attribution	Offline Conversion	

2. Acquisition: Ignite interest and acquire more shoppers

| Your goals:	Drive People In-Store	Acquire Online Shoppers	Promotions, Generate List Of Prospects (Mail List)	New App Download	Subscriptions	
Buying type:	Auction	Reach and Frequency				
Targeting:	Lookalike Audiences	Custom Audiences	Core Audiences	Location Targeting		
Optimization:	Reach	Store Visits*	Conversions	Leads	Installs	In-App Conversions and In-Stalls
Creative formats:	Photo Ads	Video Ads	Carousel Ads	Canvas	Store Locator	Photo Link Ads
	Video Link Ads	Slideshow Ads	Dynamic Ads: Mobile App Install Ads	Dynamic Ads: Carousel Mobile App Install Ads	Collection	
Measurements:	Campaign Reporting	Conversion Reporting	Mobile Measurement Partners	Conversion Lift	Attribution	Analytics For Apps

(Measurements row also includes: Split Testing)

3. Awareness: Have your brand message be top-of-mind

You goals:	Build Your Brand Message	Strengthen / Reposition Your Brand	Product Launch / Relaunch		
Buying type:	Reach and Frequency	Video Views			
Targeting:	Lookalike Audiences	Custom Audiences	Core Audiences	Location Targeting	
Optimization:	Attention	Video Views			
Creative formats:	Photo Ads	Video Ads	Carousel Ads	Canvas	
Measurements:	DAR	Brand Lift	Neilsen DAR	Reach (Impressions)	Cost Per Reach

4.0

Reach more people more efficiently on Instagram and Audience Network
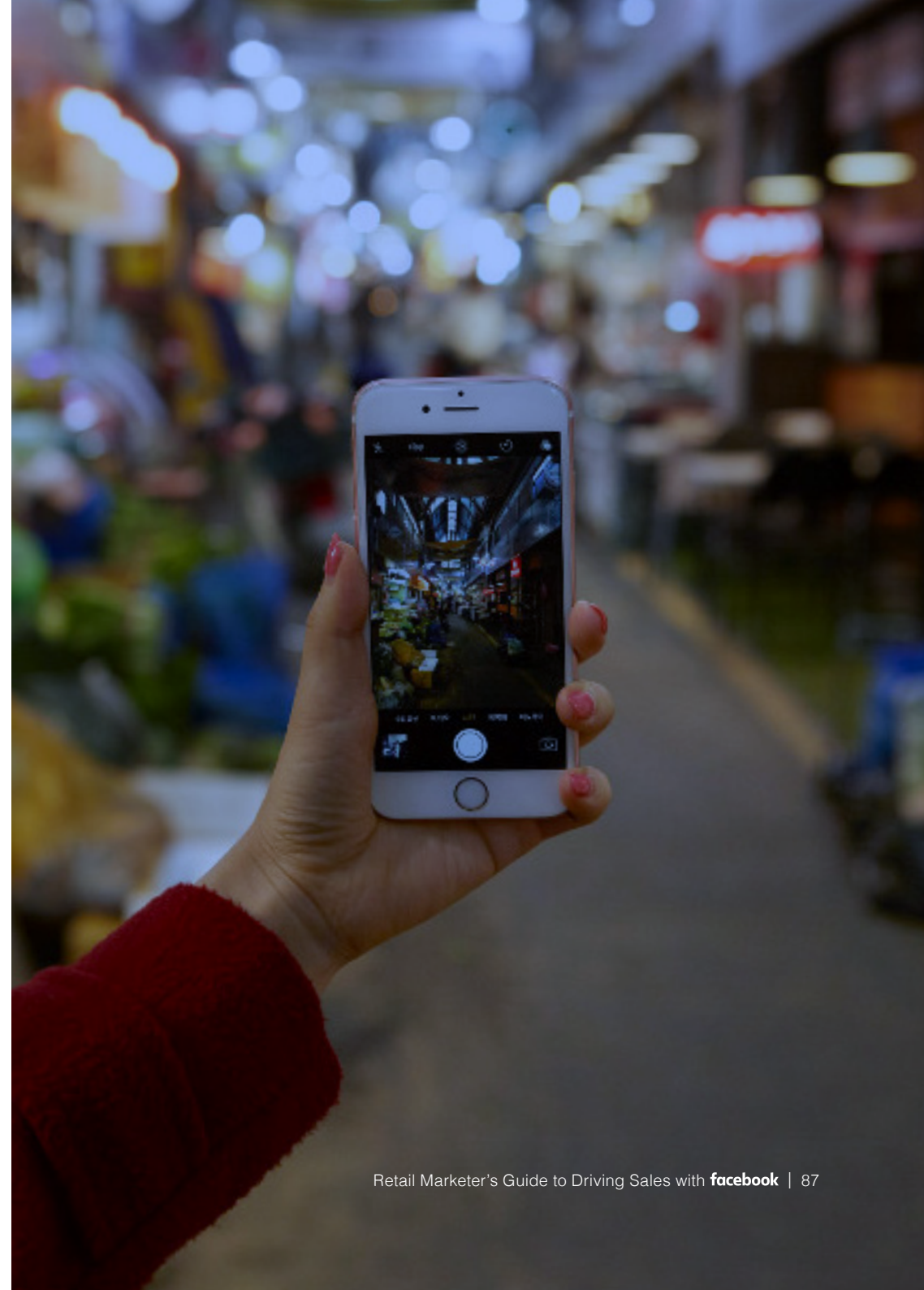
> Running ads across Facebook's family of apps and services allows you to reach more people and spend your budget more efficiently. For example, if you're only running ads on Facebook, you might be able to get results for $2 each, and then have to move up to results that cost $4 each to spend your entire budget. However, if you add in Instagram and/or Audience Network opportunities, you may be able to get 15 results for $2 each before having to go after higher-cost results. Or you could get some $3 results before having to move up to $4 results. This approach can lead to lower average cost per result.

> Why not try Instagram Stories? 1 in 3 of the most viewed stories are from businesses. The full-screen, vertical format provides an immersive experience that encourages action. Advertisers can upload photos and videos with filters, text overlay and drawing tools. Ads appear only between stories when a user is in the immersive view.

Depending on your campaign, we recommend advertising across specific platforms to increase your reach. When you create an ad on Facebook for News Feed, your ads will also be delivered in Audience Network. Eligible ads are converted into different formats including native, banner, interstitial or video ads on a growing number of Facebook-approved publishers.

Increase brand awareness: ◼ ◻

Get video views: ◼ ◻ ◻

Other objectives: test creative, messaging, and targeting across our platforms to see what works best for your campaign.

For any additional questions, don't hesitate to reach out to your Facebook representative, refer to the Facebook Help Center, or gain additional training through Blueprint.

facebook

Drive Sales with Facebook

THE GUIDE FOR RETAIL MARKETERS