

tokopedia

# Facebook Collaborative Ads (CPAS)

**More buyers, more sales!**

English Version 5.0  
February 2025



# CPAS Tokopedia Brand Managed

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1

# Introduction to CPAS Tokopedia Brand Managed



# Do you want to get more buyers?

## Use the Facebook CPAS feature!



### What is Facebook CPAS?

Facebook Collaborative Ads or Facebook CPAS is a feature from Facebook that enabling you to run Performance Marketing Campaign with a purpose to increase their products' sales in Tokopedia.

### What you can do with this feature?

- Target data on Facebook prospective buyers who are already interested in your products or stores on Tokopedia.
- See the performance of ads that are running through the Facebook Ads Dashboard.

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# How Facebook CPAS Works?

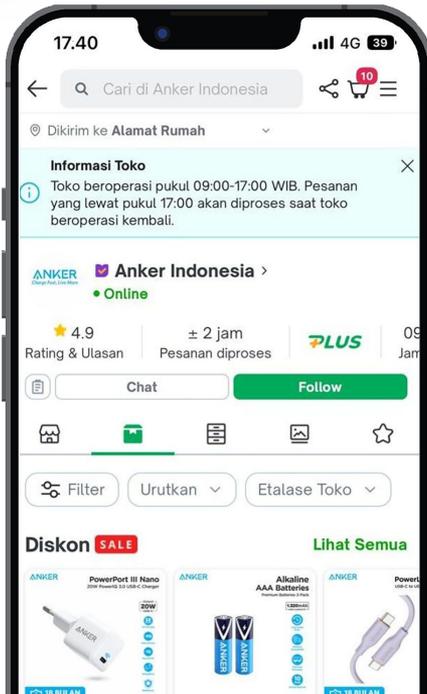
Your Product at Tokopedia



Dynamic product ads in Facebook



Redirected to Tokopedia



## Benefits of Facebook CPAS

Activate your Facebook CPAS and enjoy its benefits!



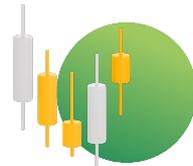
**Relevant product promotion** to potential buyers who are interested in your shop or products.



**Direct traffic** from Facebook to a your shop or products in Tokopedia.



**Ad optimization** for sales that can be made by yourself.



**Measure product conversion** from Facebook CPAS campaigns.



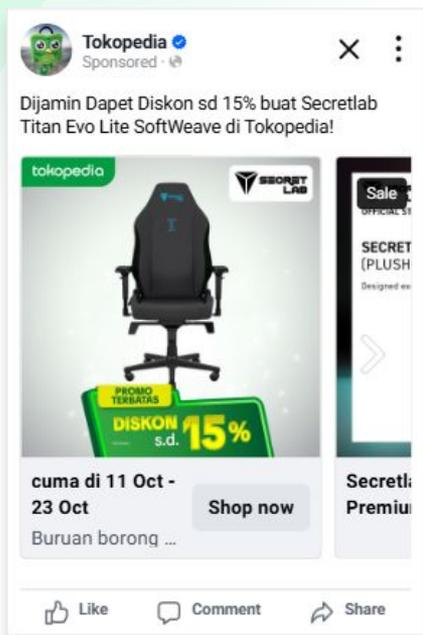
**Reach a wider range of potential buyers** that will visit and buy your products in Tokopedia.



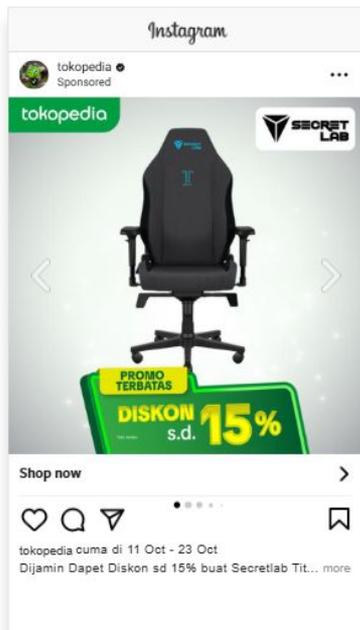
**Measure product conversion** from Facebook CPAS campaigns.

tokopedia

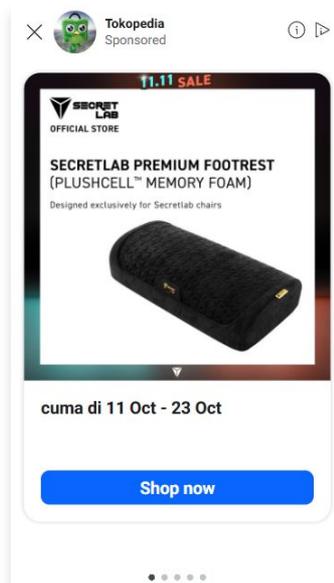
# Placement In Meta & IG



Facebook



Instagram



Audience Network



Messenger



## Domi Bed knows their audience better, thanks to Facebook CPAS!

Since using Facebook CPAS in 2022, Domi Bed has been able to **understand their customer better** so they can **reach potential buyers** who have interacted in its shop in Tokopedia.

**William Wijaya - Chief Business Officer**

*"CPAS helps us understand our customers better and allow us to cater better to our customers' needs."*

**+18%**

CVR  
Increment

**2.54x**

ROAS Achieved  
Compared with  
Benchmark



## Since using Facebook CPAS, Lenovo got higher sales

Since using Facebook CPAS in 2019, Lenovo able to monitor their campaign and know their audience behaviour, so they can run the campaign based on that and got higher sales.

**+1.48 %**

CVR  
Increment

**1.87x**

ROAS Achieved  
Compared with  
Benchmark

### Diantika - Consumer Marketing Lead

*"CPAS helps us monitoring the performance of our campaign so we know how to make our sales higher."*

# Terms and Conditions to use Facebook CPAS for Sellers



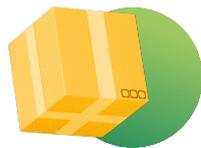
Registered as  
**Official Store**



**Has a Facebook Business Manager account** or agency to run Facebook Ads



Product photo resolution must be  
**600 x 600 px**



**Recommended to have minimum 20 active SKUs** for more optimal campaign performance



**Not selling prohibited and harmful products and services**  
You can check more [here](#).

## Facebook CPAS Terms Glossary (1/2)



### **Ad account**

The account that used to run Facebook ads campaign.



### **Purchase**

Sales inside your Tokopedia shop that can be tracked by Facebook after users clicking your Facebook CPAS ads.



### **Ad set**

One of the structure components in running Facebook ads. One campaign can have several ad sets and one adset can have many ads.



### **Add-to-cart**

Users add your product to their cart after clicking your Facebook CPAS ads.

## Facebook CPAS Terms Glossary (2/2)



### **Catalog**

A catalog consists of your products inside your Tokopedia shop.



### **ROAS**

Return on Ad Spend, return on ads divided by spending on ads.



### **View Content**

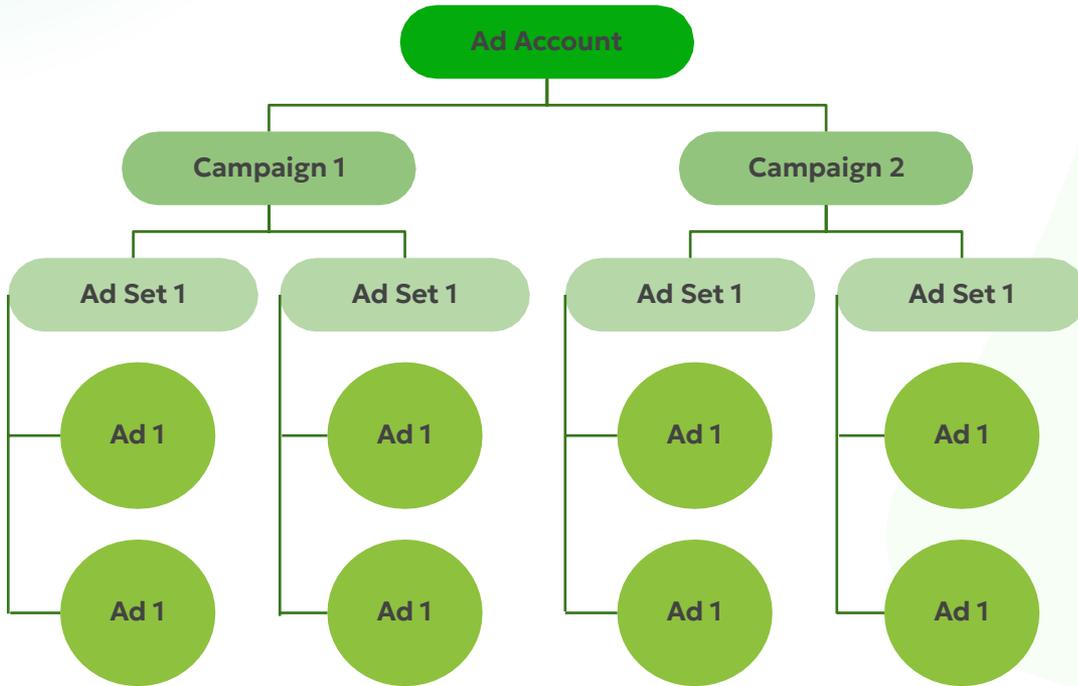
Users enter your product page after clicking your Facebook CPAS ads.



### **Conversion**

An activity whereby users do any action that brings profit to your business (e.g. purchase, add-to-cart, view content, etc.) that is calculated by Facebook after users click the ads.

# CPAS Campaign Set Up Flow



- Total company/brand/product level
- Buy type, objective, split test, campaign budget optimization
- Targeting, budget, placement, optimization, goal, conversion window, delivery type
- Ad format, creative details, FB pixel

# 2

## How to Register Facebook CPAS



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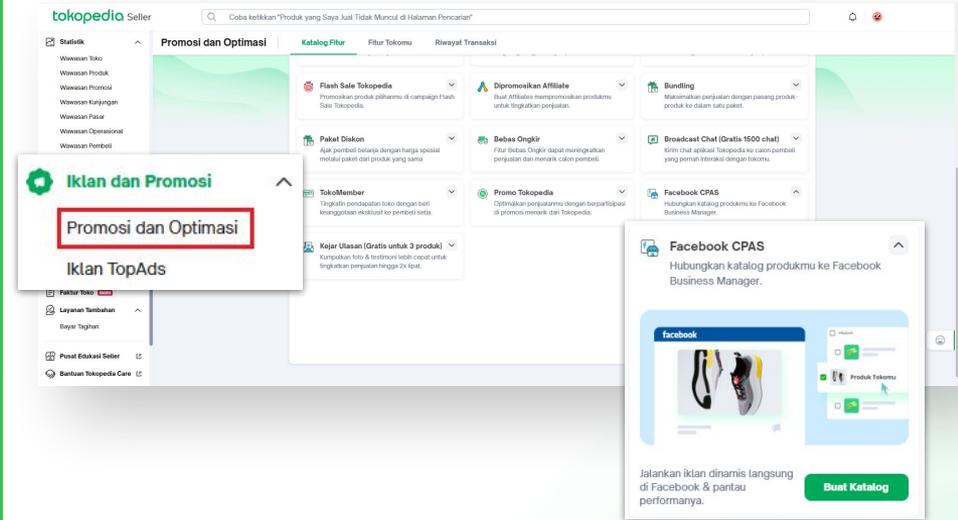
# How to Register Facebook CPAS

1a.

If you still have an access to Tokopedia Seller Dashboard, go to Tokopedia Seller Dashboard in desktop on “Iklan dan Promosi” menu column, click “Promosi dan Optimasi”. Then click “Facebook CPAS” and “Buat Katalog”.

1b.

If your shop already integrated to the new seller dashboard, you can directly go to [tkp.me/cpasregistrationform](https://tkp.me/cpasregistrationform)



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# How to Register Facebook CPAS

2.

please fill all the data needed. Then, click "Submit".

The catalog request will be shared with you within **3-5 days**. Please ensure that you have filled the form properly and share the Ad Account to Tokopedia Business Manager for smooth onboarding.

**CPAS Catalog Request**

This form is for requesting catalog segment from Tokopedia. After the form has been submitted, the catalog segment will be ready in 3 working days, please wait for email confirmation from [tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com)

\*1-> PIC e-mail  
Describe your question  
Answer is entered here

\*2-> Is your shop on Tokopedia an Official Seller?  
Describe your question  
 Yes  
 No

\*3-> Shop Name  
Describe your question  
Answer is entered here

\*4-> Shop ID  
Describe your question  
Answer is entered here

\*5-> Shop Link  
Describe your question  
Answer is entered here

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# How to Register Facebook CPAS

3.

Congratulations! Your catalog is ready to use after receiving confirmation e-mail from [tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com)

Your Tokopedia CPAS Catalog is Ready! 🎉

Summarize this email

Tokopedia Collaborative Ads [tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com)

Dear Valuable Sellers,

Thank you for your request and for your patience. Please find attached the personalized catalog we have prepared specifically for you.

Catalog name = CPAS-BRANDMALL-11871112

After this, there are a few steps that you need to take :

1. Kindly check the catalog whether it is already listed to your business manager, how to check you can see [here](#)
2. In the ads set up, on "Tracking Section", click the "Build a URL Parameter" button and fill in this details :

Campaign Source : facebook

Campaign Medium : cpas

Campaign Name : (from row [UTM Generator](#))

3. Create the unique UTM to be put in the Campaign Name using our UTM Generator [here](#) with format of `adformer_adcontent_startdate_enddate_sShopId` and the guidance [here](#)

Example = `bnvr_gempai68-broadaudience-banner_010824_080824_4456789`

**Build a URL parameter**

If you fill in the form below it will generate a unique URL for your account ID. To understand our parameter codes, click [here](#). You can add as many fields and build a unique parameter code as you wish. Copy the

<b>Campaign source</b>	<input type="text" value="facebook"/>
<b>Campaign medium</b>	<input type="text" value="cpas"/>
<b>Campaign name</b>	<input type="text" value="bnvr_gempai68-broadaudience-banner_010824_080824_4456789"/>
<b>Campaign content</b>	<input type="text" value=""/>

**Generate parameters**

Remember name

Please be aware that UTM creation is sensitive—incorrect setup may result in data not being tracked in Tokopedia's backend. In order to avoid that you need to make sure :

- Ensure your UTM link contains no more than one question mark (?).
- Use only hyphens (-) to separate words. Avoid underscores, question marks, dollar signs, or other special characters.

Once these steps are followed, you can proceed to set up and launch your CPAS Campaign.

If you'd like to access our backend data to monitor traffic, visitors, or other metrics, please contact your Account Manager (AM).

Please find the guidance of CPAS set up campaign [here](#)

Warm Regards,

Tokopedia Collaborative Ads Team

## How to Remove Gift Product In the Catalog?

To Avoid Gift SKU value counted on your Purchase Value, On your product title please include word

**“Not For Sale” or “Tidak Untuk Dijual”**



**Rp950.000** Diskon 50rb

Tanpa Promo: Rp1.000.000

Lebih hemat s.d. 5% pakai bonus di checkout

Rp106.907 x 12 bulan, aktifkan PayLater

**[Not For Sale]** FREE Sarimurni Teh Hitam

5.0 (245) | 24 | 1.765 Terjual

**PLUS** Rp0 Rp11.500

Standard • Estimasi tiba 8 - 12 Mar



**Rp999.999**

Lebih hemat s.d. 5% pakai bonus di checkout

Rp114.134 x 12 bulan, aktifkan GoPay Later

**[Tidak Untuk Dijual]** Konilife Thromboflow 30 kapsul untuk membantu Sirkulasi Darah

5.0 (14) • 50+ Terjual

**Ongkir mulai Rp6.500**

Reguler • Estimasi tiba 8 - 11 Mar

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**3**

# How to Accept Tokopedia's Sharing Request in Facebook Business Manager

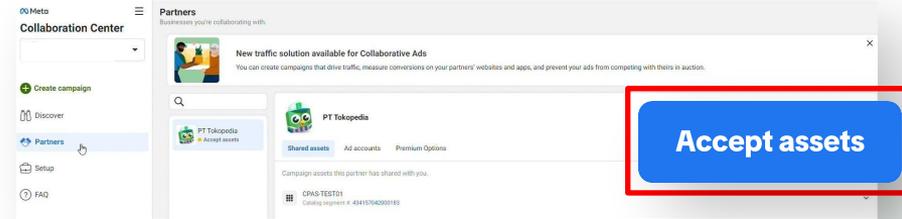


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# How to accept Tokopedia's sharing request in Facebook Business Manager

1.

On Collaboration Centre page, click “Partners”. There will be a request from Tokopedia, then click “Accept assets”.



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# How to accept Tokopedia's sharing request in Facebook Business Manager

2.

Tick the box to agree the terms and condition and click “**Confirm**” to accept partnership request with Tokopedia. It is a **must** to have **admin access** in your Facebook Business Manager.

Collaborative Ads

 Partner with PT Tokopedia

Terms and conditions

Ad account

CPAS-TEST01

### Accept your partnership with PT Tokopedia

Before you start collaborating with PT Tokopedia, there are a few things you need to know to stay in compliance with terms and conditions:

**Dedicated ad accounts**  
Choose a dedicated ad account for your partnership with PT Tokopedia. You'll use this ad account for your campaigns that use PT Tokopedia's assets.

**Website URL safeguards**  
All of your ad campaigns using this partner's assets must link exclusively to their website, app or store Page. Using the wrong website URLs will automatically pause your ads as a safeguard.

**Shared results**  
Your business name, Page names and some ad campaign metrics will be shared with this partner.



By checking the box, you agree to Collaborative Ads terms & conditions

Confirm

tokopedia

# How to accept Tokopedia's sharing request in Facebook Business Manager

3.

You can use the existing Ad Account by clicking “Next” or click “+ New” to create new Ad Account. It is also a must to tick “Share viewing access with PT Tokopedia”.

**Note:** We recommend you to create a new Ad Account designated specially for Facebook CPAS

Partner with PT Tokopedia

Terms and conditions

Ad account

CPAS-TEST01

**Dedicate ad account**  
Assign an ad account for exclusive use with this partner by dedicating a new or existing account. The ad account you assign can only be used to run Collaborative Ads campaigns with this partner.

The ad account you assign will be permanently dedicated to PT Tokopedia. This means that this ad account will only be able to use assets shared by PT Tokopedia.

Share viewing access with PT Tokopedia  
Allow this partner to view the performance of your campaigns by sharing access to this ad account. They won't be able to control any other settings, and you can change permissions in Business Settings at anytime.

**+ New**

**Next**

**Add people to ad account**  
Assign people from your business to this ad account and set permissions.  
Add people

Back

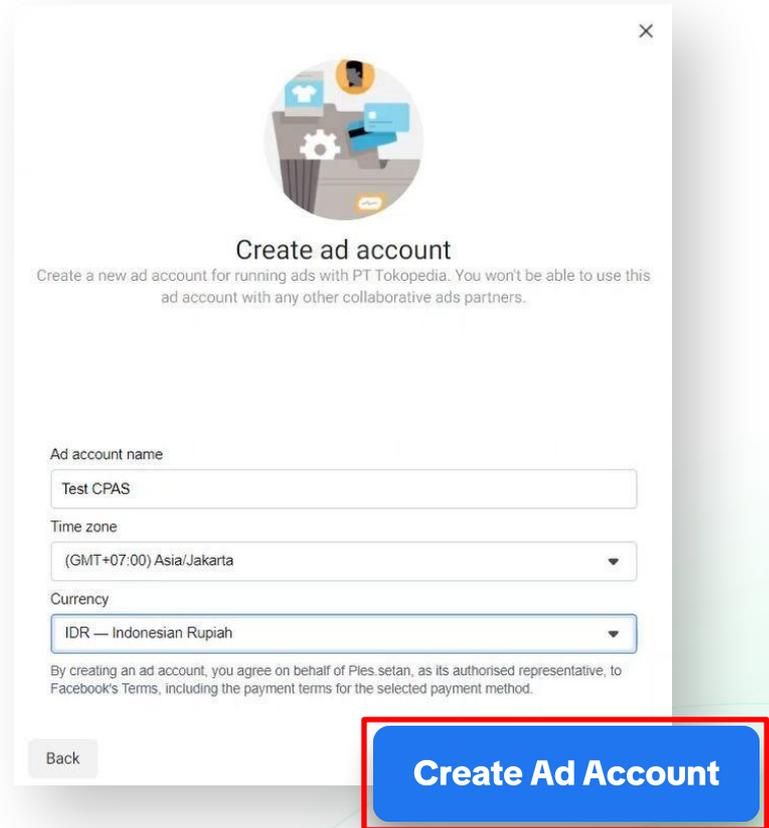
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# How to accept Tokopedia's sharing request in Facebook Business Manager

4.

If you choose to create a new Ad Account, you can manage the Ad Account detail then click **“Create Ad Account”**.

**Note:** You can change the Ad Account name, Time zone, and Currency according to your preferences.



×



### Create ad account

Create a new ad account for running ads with PT Tokopedia. You won't be able to use this ad account with any other collaborative ads partners.

Ad account name

Time zone

Currency

By creating an ad account, you agree on behalf of Ples.setan, as its authorised representative, to Facebook's Terms, including the payment terms for the selected payment method.

Back

**Create Ad Account**

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# How to accept Tokopedia's sharing request in Facebook Business Manager

5.

Check the catalog segment name again whether it is already matched with the one that has been connected from e-mail confirmation. Then, click "Finish".

Partner with PT Tokopedia

✓ Terms and conditions  
✓ Ad account  
● CPAS-TEST01

**Review catalog segment**  
This is a catalog segment PT Tokopedia has shared with you. You can add permissions for people now, or do it later.

CPAS-TEST01  
Catalog segment

113 Products

Campaign source  
Facebook

Campaign medium  
CPAS

Campaign name  
CPAS-TEST01

UTMs

**Add people to asset**  
Assign people from your business to this catalog segment and set permissions.  
Add people

Back

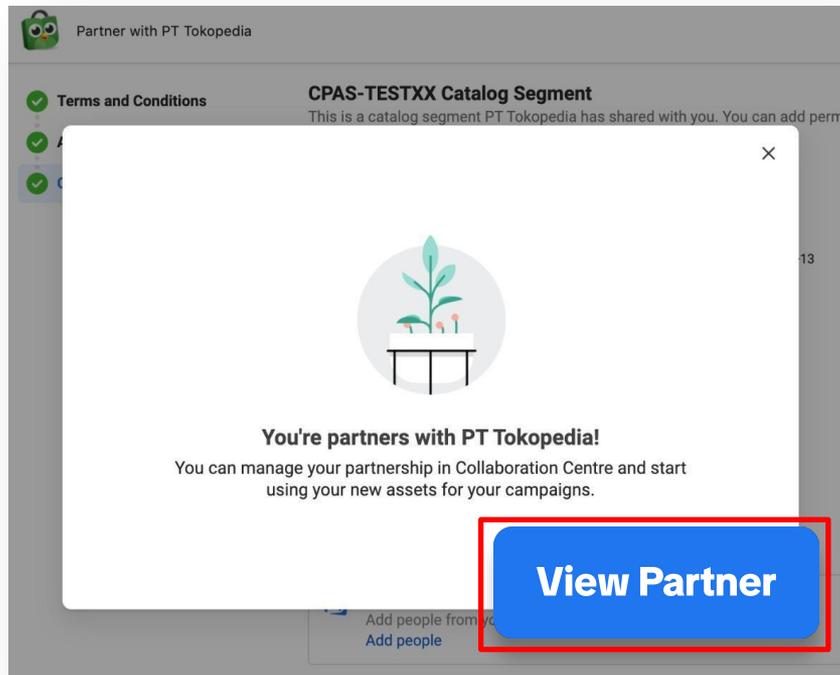
**Finish**

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# How to accept Tokopedia's sharing request in Facebook Business Manager

6.

Congratulations, your catalog has been successfully connected! Click **“View Partner”** to assign user to the catalog.



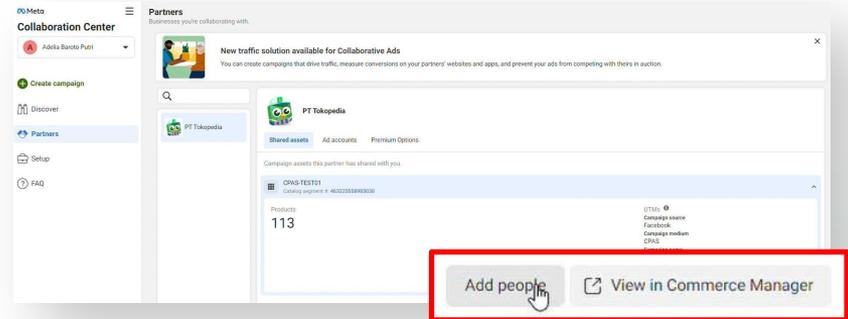
► Click **“View Partner”**

tokopedia

# How to accept Tokopedia's sharing request in Facebook Business Manager

7.

Click “Add People” to assign other user to the catalog.



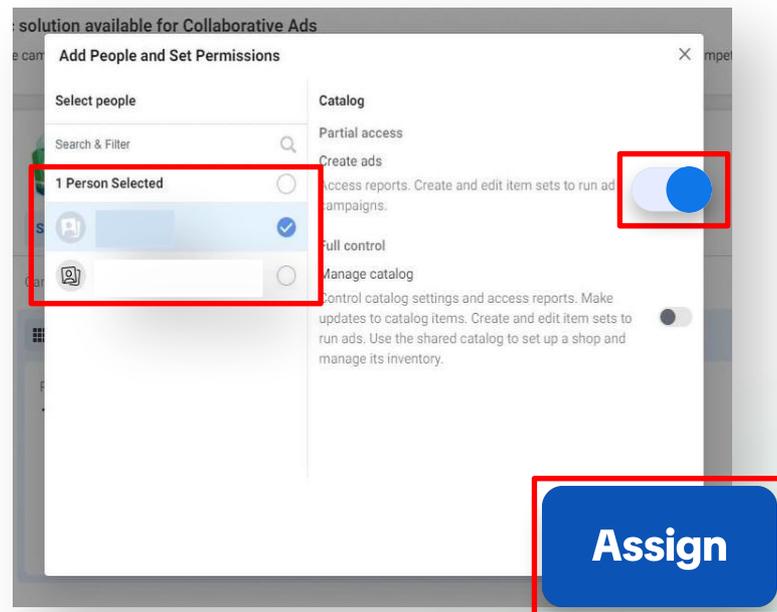
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# How to accept Tokopedia's sharing request in Facebook Business Manager

## Facebook Business Manager

8.

Select the user and assign turn on toggle "Create ads" then click "Assign"



Didn't see “**accept assets**” button or “**Partners**”  
section in Collaborative Center?

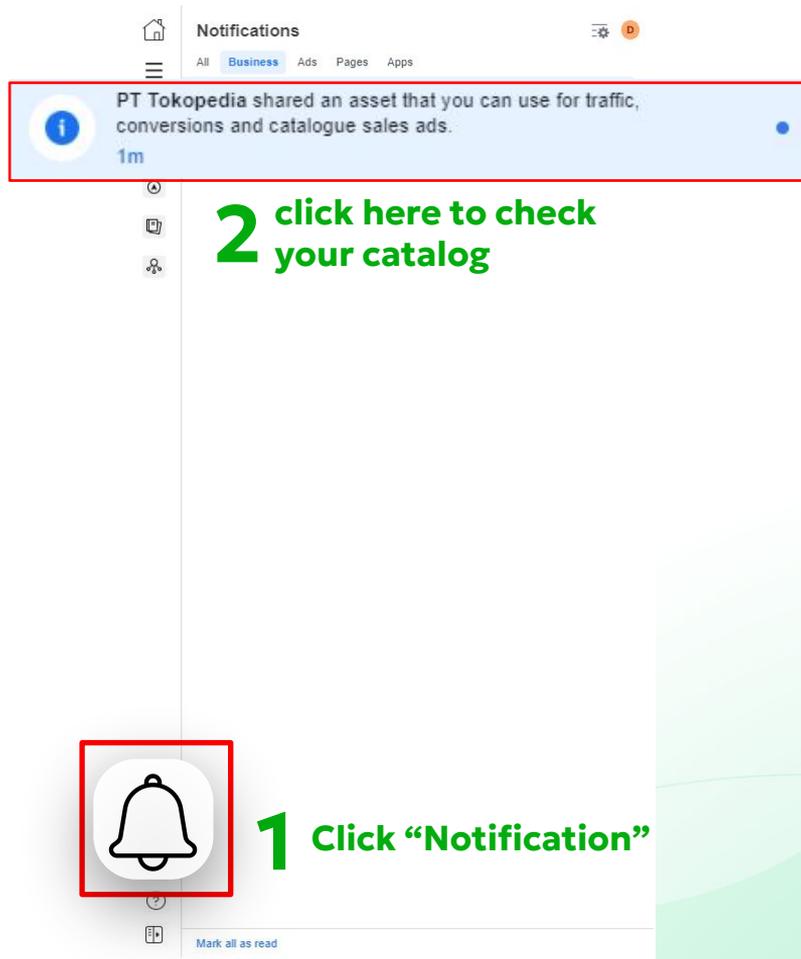
**Please follow this guideline**

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# Accept Tokopedia's sharing request **if the button doesn't appear**

1.

On Collaboration Centre page, click “notifications” and find the shared asset notification there.



The screenshot shows the Facebook Business Notifications interface. At the top, there's a 'Notifications' header with a home icon, a settings icon, and a profile picture. Below the header, there are tabs for 'All', 'Business', 'Ads', 'Pages', and 'Apps'. A notification from 'PT Tokopedia' is highlighted with a red box. The notification text reads: 'PT Tokopedia shared an asset that you can use for traffic, conversions and catalogue sales ads.' Below the text, it says '1m'. To the right of the notification, there is a green text overlay: '2 click here to check your catalog'. At the bottom of the screenshot, there is a bell icon (notification icon) highlighted with a red box, and a green text overlay: '1 Click "Notification"'. Below the bell icon, there is a 'Mark all as read' link.

Notifications

All Business Ads Pages Apps

PT Tokopedia shared an asset that you can use for traffic, conversions and catalogue sales ads.

1m

2 click here to check your catalog

1 Click "Notification"

Mark all as read

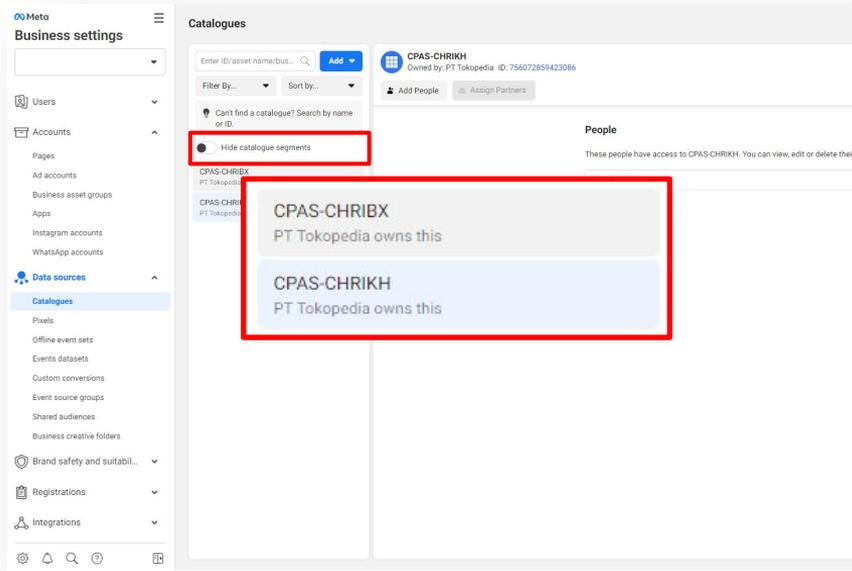
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# Accept Tokopedia's sharing request if the button doesn't appear

2.

Turn off toggle “Hide catalogue segments” and look for your catalogs.

If you can see your catalog in business settings, then your catalog is ready to use.



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# How to Share Ad Account View to Tokopedia

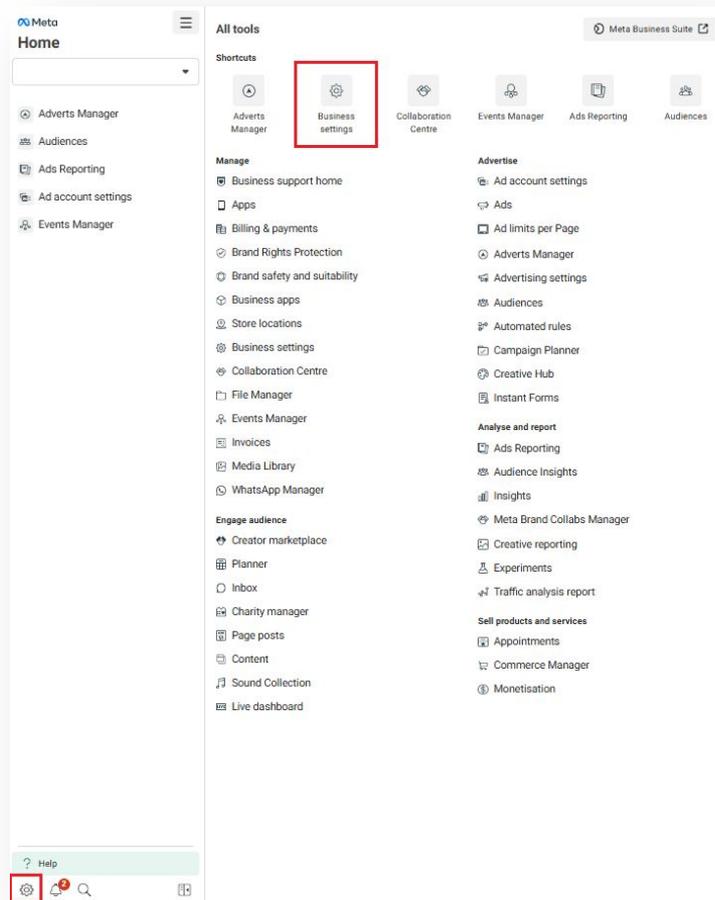
tokopedia

# How to Share Ad Account View to Tokopedia

1.

Go to Business settings in Business Manager or Settings in Meta Business Suite.

You can find 'Business Settings' option on left below side or click 3 stripes beside Meta logo and click to see the dropdown



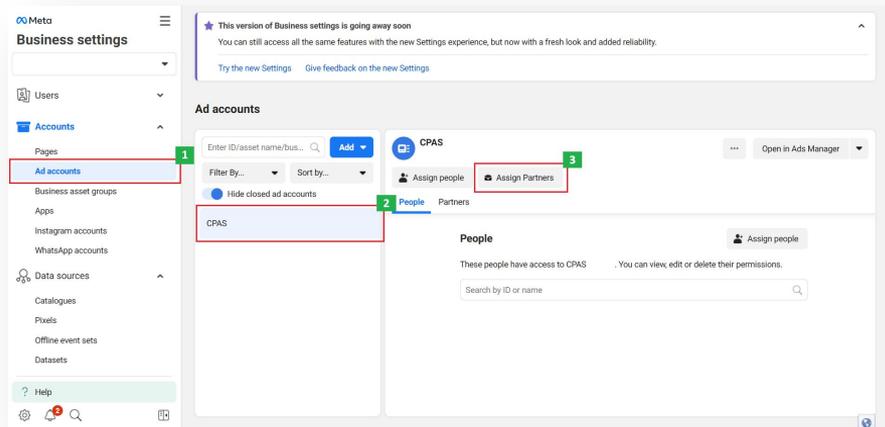
tokopedia

# How to Share Ad Account View to Tokopedia

2.

Go to “Ad Account” and choose your used Ad Account for Tokopedia CPAS. Then click “Assign Partner”

After that Click “Business ID”.



Assign partner

Assign partner by:

Business ID

Get Link to Share

tokopedia

# How to Share Ad Account View to Tokopedia

3.

On this part, enter **Tokopedia**  
Business ID: **10153062958124612**

For the access you only need to  
give us “View Performance”  
Access and then click “Next”

### Share this ad account with a partner

Assign Tokopedia Dummy Account's ad account to a partner by entering their business ID below. The partner can find their business ID in the "Business info" tab.

**1**

Enter partner business ID

**Partial access**

Manage campaigns (ads)  
Create and edit ads, access reports and view ads

**View performance** **2**  
Access reports and view ads

Manage Creative Hub mockups  
View, create and edit mockups in Creative Hub

---

**Full control**

Manage ad accounts  
Control ad account settings, finances and permissions. Create and edit ads, access reports and view ads.

**3**

Back **Next**

tokopedia

# How to Share Ad Account View to Tokopedia

4.

Done!

You have already share your ad account to Tokopedia.



## Assigned business assets

1 ad account was assigned to PT Tokopedia. You can manage this access at any time in [Partner settings](#).

Done

# 4

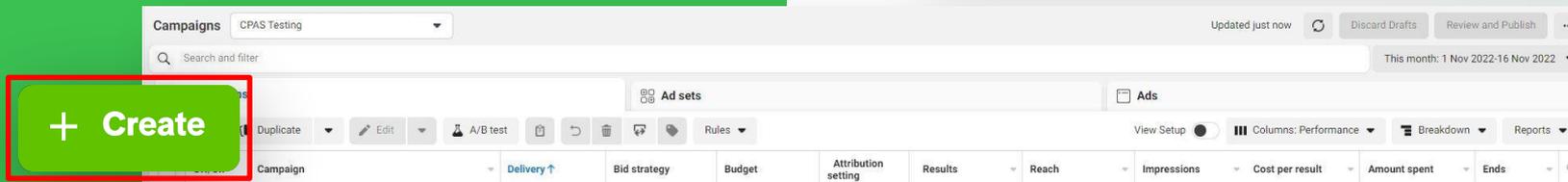
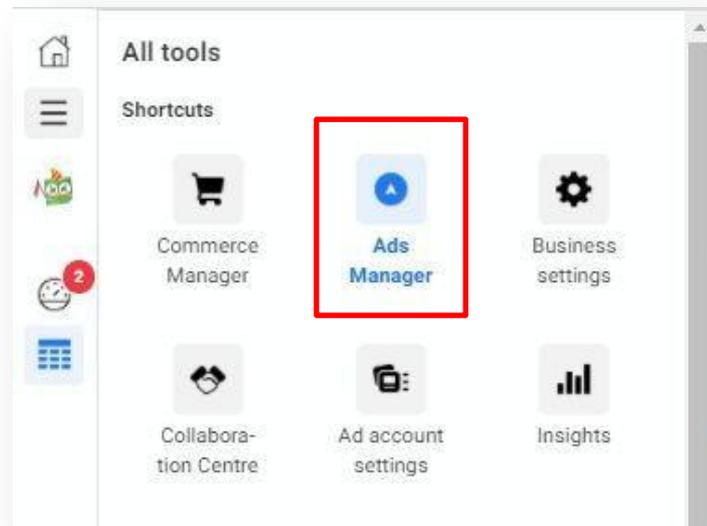
## How to Create your Facebook CPAS campaign



# How to Create Facebook CPAS campaign

1.

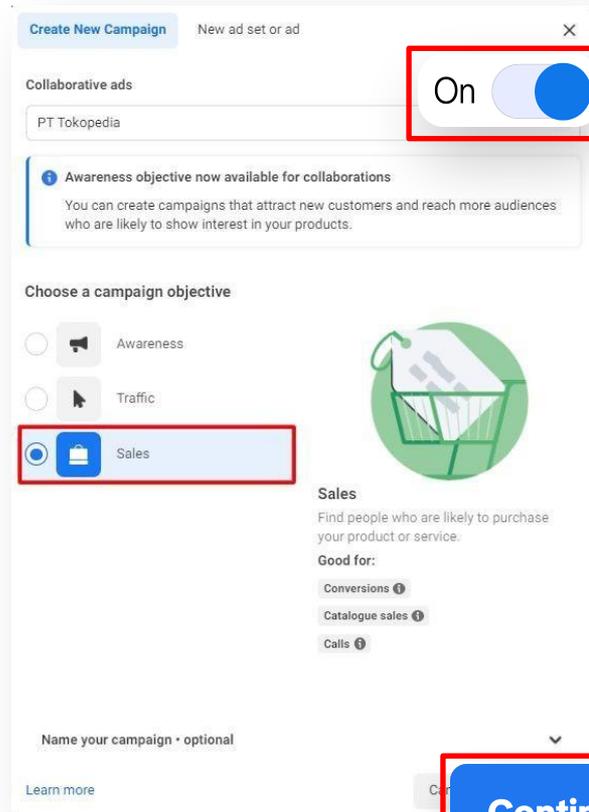
In Facebook Business Ads Manager Dashboard, click “Ads Manager” menu, then click “Create” to create new campaign.



# How to Create Facebook CPAS campaign

2.

Don't forget to **turn on Collaborative ads** toggle. Also, it's a must to choose **"Sales"** objective. Click **"Continue"** to proceed to the next step.



► Choose Sales Objective

CPAS feature can only be used on Facebook catalogue sales campaign

► Don't forget to turn on **"Collaborative ads"** Toggle and choose PT Tokopedia

# How to Create Facebook CPAS campaign

3.

You will be directed to Campaign. In here, you're able to modify the campaign name. Don't forget to turn on Toggle "Promote Catalogue Sales" and choose your catalog. Once it is done, scroll down and click "Next".

Do you need help? Please contact [Facebook Support](#) [here](#).

The screenshot shows the Facebook Campaign creation interface. The 'Campaign name' field contains 'Test CPAS'. The 'Special ad categories' section is expanded, showing 'No categories declared'. The 'Collaborative ads' toggle is turned on. The 'Campaign details' section shows 'Buying type' as 'Auction' and 'Campaign objective' as 'Sales'. The 'Promote catalogue sales' toggle is turned on. The 'Catalogue' dropdown menu is set to 'CPAS'. A 'Next' button is visible at the bottom right.

▶ You can find the catalog that being shared by Tokopedia here

Next

# How to Create Facebook CPAS campaign

4.

On Ad Set page, fill up the Ad Set name. In Promoted products, click **“All Products”** to choose all products under the catalog. You can also create budget for Ad Set on **“Budget & schedule”**.

The screenshot shows the Facebook Ad Set configuration interface. At the top, there are navigation breadcrumbs: "New campaign" > "New ad set" > "1 Ad". To the right of the breadcrumbs are "Edit" and "Review" buttons. Below the breadcrumbs, there are two main sections:

- Ad set name:** A text input field containing "New ad set". To the right of the input field is a "Create name template" link.
- Promoted products:** A section titled "Product set" with a help icon. Below the title is a descriptive text: "This product set contains 386149313 products. Products with images that are less than 500 x 500 pixels won't be used for Instagram ads. Manage your Product catalogue." Below this text is a dropdown menu currently set to "All Products" and a "+" button to the right.

The screenshot shows the "Budget & schedule" section of the Facebook Ad Set configuration interface. This section is highlighted with a red border. It contains the following fields and options:

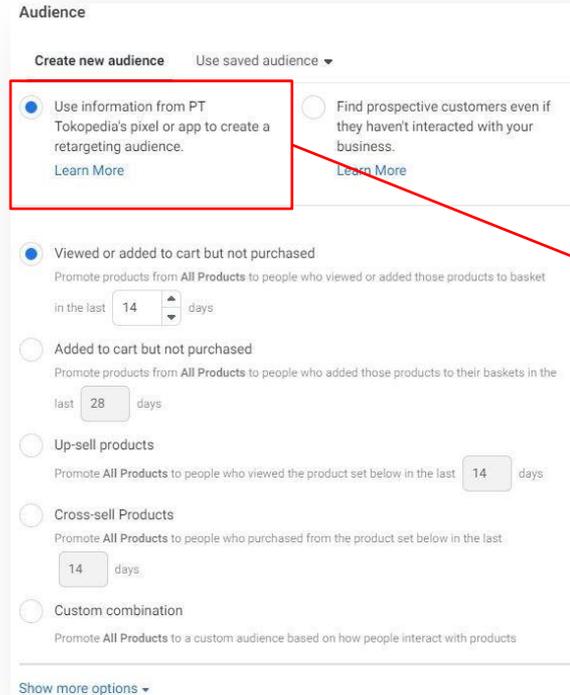
- Budget:** A section titled "Budget" with a help icon. It includes a "Daily budget" dropdown menu set to "Rp1,000,000" and a unit selector set to "IDR". Below this is a descriptive text: "You'll spend up to Rp1,250,000 on some days, and less on others. You'll spend an average of Rp1,000,000 per day and no more than Rp7,000,000 per calendar week. Learn more".
- Schedule:** A section titled "Schedule" with a help icon. It includes a "Start date" field set to "17/11/2022" and a time selector set to "11:26" (Jakarta Time).
- End:** A section with a checked checkbox "Set an end date". It includes an "End" date field set to "30/11/2022" and a time selector set to "00:00" (Jakarta Time).

At the bottom of the section, there is a "Show more options" dropdown arrow.

# How to Create Facebook CPAS campaign

5.

For Audience, use **the audiences that have been prepared by Tokopedia**. You can choose other types of audiences as being shown in the picture. Click **“Next”** to proceed to the next step.



Audience

Create new audience    Use saved audience ▾

Use information from PT  
Tokopedia's pixel or app to create a retargeting audience.  
[Learn More](#)

Find prospective customers even if they haven't interacted with your business.  
[Learn More](#)

Viewed or added to cart but not purchased  
Promote products from **All Products** to people who viewed or added those products to basket in the last  days

Added to cart but not purchased  
Promote products from **All Products** to people who added those products to their baskets in the last  days

Up-sell products  
Promote **All Products** to people who viewed the product set below in the last  days

Cross-sell Products  
Promote **All Products** to people who purchased from the product set below in the last  days

Custom combination  
Promote **All Products** to a custom audience based on how people interact with products

[Show more options ▾](#)

You can target the audience from Tokopedia on Ad Set Level

# How to Create Facebook CPAS campaign

6.

Choose “**Advantage + placements**” on placements.

On Optimisation and delivery, there are two section. For Optimisation for ad delivery, **it’s recommended** to choose “**Conversion Events**”. For Event Type, we recommend to choose “**Purchase**”. Click “**Next**” to proceed to the next step.

The screenshot shows the Facebook Ads campaign setup interface. The 'Placements' section is at the top, with a 'Learn more' link. It features two radio button options: 'Advantage+ placements (Recommended)' which is selected and highlighted with a red box, and 'Manual placements'. Below this is a 'Show more options' link. The 'Optimisation and delivery' section follows, with a red box around the 'Optimisation for ad delivery' dropdown menu, which is currently set to 'Conversion events'. Below that, another red box highlights the 'Event Type' dropdown menu, which is set to 'Purchase'. At the bottom of this section, there is a 'Cost per result goal' field with a placeholder 'RpX.XX' and a brief explanation of the bidding strategy, followed by another 'Show more options' link.

# How to Create Facebook CPAS campaign

7.

On the Ad page, fill up the Ad name. Insert your shop's Facebook Page and Instagram account if there is any. Don't forget to also choose the ad format. We recommend to use 3 ads format per ad set (Single Image, Carousel, and Collection).

**Note: this is the example of carousel format setup. Please find the collection ad format guideline [here](#).**

Do you need help? Please contact **Facebook Support** [here](#).

The screenshot displays the Facebook Ad creation interface with several sections highlighted by red boxes:

- Ad name:** A text input field containing "New Sales ad" and a "Create Template" button.
- Identity:** A section with a "Branded content ad" toggle and a message: "Branded content tags are not supported for this ad format".
- \* Facebook Page:** A dropdown menu showing "Tokopedia".
- Instagram account:** A dropdown menu showing "tokopedia".
- Ad setup:** A section with a checkbox for "Advantage+ creative for catalogue" and a "See how" link.
- Format:** A section with the instruction "Choose how you'd like to structure your ad." and three radio button options: "Single image or video", "Carousel" (selected), and "Collection".

# How to Create Facebook CPAS campaign

8.

You can fill up the Headline and Primary Text (caption) for your ad. Choose the name and the other attributions from your product inside the catalog by click the + button in headline.

**Ad creative**  
Select the media, text and destination for your ad. You can also customise your media and text for each placement. [Learn more](#)

**Catalogue options**

- Multiple products  
Promote a different product from your catalogue in each carousel card.
- Product categories  
Promote product types, brands or thematic images from your catalogue. [Learn more](#)

**Carousel cards**  
1 of 10 cards added

**Catalogue**

**Catalogue cards**  
Items from your catalogue automatically appear in these cards. People see relevant items based on their interests.

**Creative options**

- Single image  
Show one image per card for each item in your catalogue.
- Slideshow  
Create a looping video for each card using multiple images per item.

**Creative tools**  
Edit creative ▾

**Headline** ⓘ  
Add an attention-grabbing headline +

Add description

+ Add Card

**Primary text** ⓘ  
Tell people what your ad is about +

**Call to action** ⓘ  
Shop now ▾

- Name
- Brand
- Retailer ID
- Description
- Short description
- Price
- Current price

# How to Create Facebook CPAS campaign

9.

In Destination, by default from Facebook, “Advantage Destination” is chosen automatically. Thus you **need to change it to “Manual destination”** and fill your URL in see more URL column.

**In the Primary destination of the App part, select App, and in Mobile app select Tokopedia.**

Do you need help? Please contact **Facebook Support** [here](#).

**Destination**  
Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Advantage destination +  
When people tap or click on your ad, we'll send them to your website or app, depending on where they're most likely to convert. If applicable, we'll send them to an app store.

Manual destination  
When people tap or click on your ad, we'll send them to the destinations you specify.

**Website**

\* See more URL

Type or paste the web page URL that you want people to visit

Enter the website URL field for your ad.

**Linking to your partner's website or app**  
Any URLs you use in this ad should link directly to PT Tokopedia's website or app, including the "See more" URL. The deep link URL should link directly to the relevant product's web page. Using the wrong URLs will automatically pause your ad.

Build a URL parameter

"See More" display link

Deep link to website

**App**

Primary destination

App

Mobile app

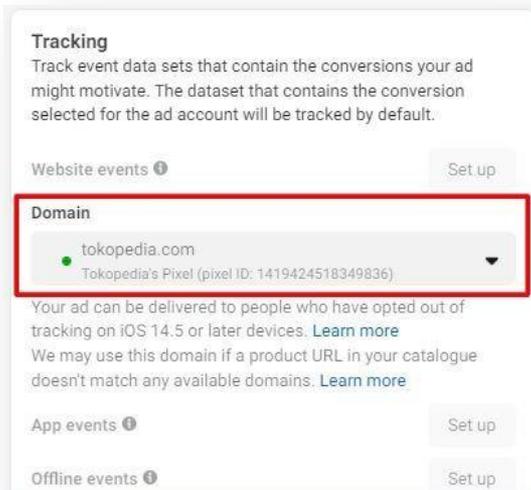
Tokopedia

Event measurement for your app is set up through more than one connection method, but none of them currently allows you to reach people using iOS 14.5+. In most cases, the easiest way to reach people using iOS 14.5+ is to update the Facebook SDK for iOS used in this app to the latest version. [Learn more](#)

# How to Create Facebook CPAS campaign

10.

In Tracking, if the domain not automatically filled, you can choose “tokopedia.com” domain.



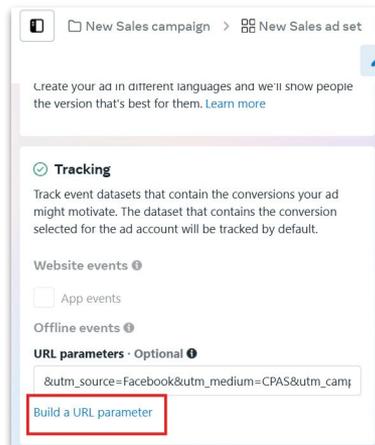
# How to Create Facebook CPAS campaign

11

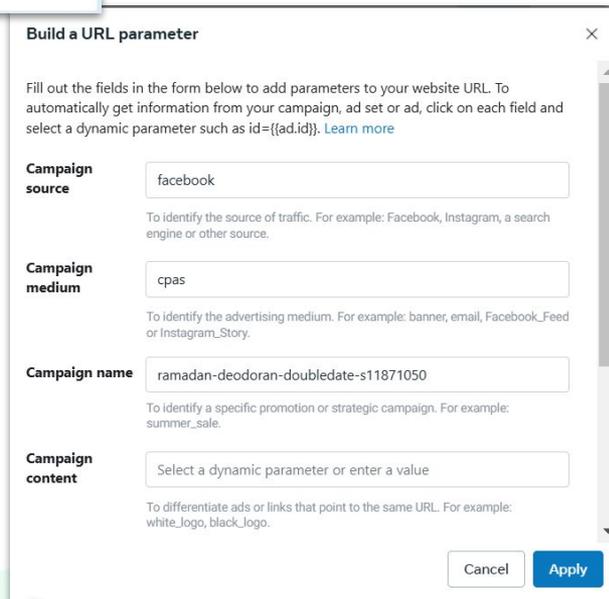
In the Tracking section, click the “Build a URL Parameter”

12

Please fill in the details =  
Campaign Source : facebook  
Campaign Medium : cpas  
Campaign Name : (from row H [UTM Generator](#))



The screenshot shows the Facebook Ads interface for a 'New Sales campaign' and 'New Sales ad set'. The 'Tracking' section is active, showing options for website, app, and offline events. A text box contains the URL parameter '&utm\_source=Facebook&utm\_medium=CPAS&utm\_camj'. A red box highlights the 'Build a URL parameter' link below the text box.



The 'Build a URL parameter' dialog box is shown, containing the following fields and instructions:

- Campaign source:** facebook. To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.
- Campaign medium:** cpas. To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.
- Campaign name:** ramadan-deodoran-doubledate-s11871050. To identify a specific promotion or strategic campaign. For example: summer\_sale.
- Campaign content:** Select a dynamic parameter or enter a value. To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

Buttons: Cancel, Apply

# How to Create Facebook CPAS campaign

**11.**

After that, click “Publish”. Congratulations, you have created your ad campaign! You can see Campaign page, like number of purchases, add to cart, and the other conversion metrics.

Purchase ROAS (return on ad spend)	Purchases	Purchases Conversion Value	Cost per purchase
49.10 <sup>[2]</sup>	96 <sup>[2]</sup>	Rp19,166,057 <sup>[2]</sup>	Rp4,066 <sup>[2]</sup>

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# Step by Step to Setup Collection Format Ads

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# Step by Step to Setup Campaign for Collection Format

1.

Choose “collection” on the ad setup.

Do you need help? Please contact [Facebook Support](#) [here](#).

## ✓ Ad setup

### Format

Choose how you'd like to structure your ad.

- Single image or video  
One image or video, or a slideshow with multiple images
- Carousel  
Two or more scrollable images or videos
- Collection  
A group of items that opens into a full-screen mobile experience

### ⓘ Instant Experience option has moved ✕

You can now add an Instant Experience for your ad in the new Destination section below.

- Multi-advertiser ads  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

[Show more options](#) ▾

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# Step by Step to Setup Campaign for Collection Format

2.

Fill the Primary Text and  
Headline

Do you need help? Please contact [Facebook Support](#) [here](#).

## Ad creative

Select and optimise your ad text, media and enhancements.

- 1 Your catalogue is automatically updated with product videos from your website. You can use them as ad creative to improve your ads.

[Learn more](#)

## Products featured in Feed

- Dynamically selected (Recommended)
- Customise up to four products to feature

## Primary text

Tell people what your ad is about

## Headline

Write a short headline

A headline is required. Complete the field to publish.

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# Step by Step to Setup Campaign for Collection Format

3.

In the destination, click “+Create new” and then choose a template. We suggest you use “Storefront” template.

Do you need help? Please contact [Facebook Support](#) [here](#).

**⚠ Destination**  
Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

**Instant Experience ⓘ**

🔍 Search for an existing Instant Experience

**+ Create new**

❌ Instant Experience Tidak Ada: Anda tidak memilih Instant Experience untuk iklan. Pilih Instant Experience untuk digunakan, atau buat baru.

Choose a template

**Storefront**  
Feature products in a mobile shopping experience. You can use your catalogue so that each person sees relevant products.

**Digital circular**  
Reach local customers with your latest offers and deals that drive traffic to your stores.

Next

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# Step by Step to Setup Campaign for Collection Format

4.

On Instant Experience, the catalog that will be used on above is the catalog that you already set in campaign level.

But you can choose which products that you want to advertise by choosing the product set.

You can also choose which kind of cover that you want to use, either the Dynamic video, Video, or Image.

Do you need help? Please contact **Facebook Support** [here](#).

**Create an Instant Experience**

**Product**

Catalogue ⓘ

1 This ad uses the catalogue you selected for this campaign. To use a different catalogue, edit your campaign.

Your Catalog Name 1

Advantage+ catalogue is not available in campaigns with audiences under 21. Increase the minimum age to use Advantage+ catalogue. [Learn more](#)

Order dynamically ⓘ Choose a specific order ⓘ

Products will be chosen and sections will be arranged in a different order for each person based on what's most relevant to them.

Product set ⓘ 2

All Products

Cover video or image

Image 3

Image

- Dynamic video  
Show relevant products automatically.
- Video  
Choose a video
- Image  
Choose an image.

Automatically upload into relevant sections ⓘ OFF

This option only applies to ads on Facebook.

**Facebook Instagram**

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**BELI PRODUK DARI BRAND RESMI**

Shop Now

Done

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# Step by Step to Setup Campaign for Collection Format

5.

On below, you need to fill the label that will appear in your ads button.

After that click “Done”

The screenshot shows the 'Create an Instant Experience' interface in Facebook Ads Manager. The interface is split into two main sections: a configuration panel on the left and a preview on the right. The configuration panel includes options for 'Order dynamically', 'Product set' (set to 'All Products'), 'Cover video or image' (set to 'Image'), and 'Automatically group into relevant sections' (turned off). At the bottom of the configuration panel, the 'Fixed button' section is highlighted with a red box, showing the 'Label' field with the text 'Shop Now' and the 'Destination' field with the URL 'https://www.tokopedia.com/'. The preview on the right shows a green background with the Tokopedia logo and the text 'BELI PRODUK DARI BRAND RESMI'. Below this is an illustration of a green Tokopedia owl character with a shopping bag and boxes. Two product images are shown below the illustration, and a 'Shop Now' button is highlighted with a red box at the bottom of the preview. A 'Done' button is highlighted with a red box at the bottom right of the entire interface.

Do you need help? Please contact [Facebook Support](#) [here](#).

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# Step by Step to Setup Campaign for Collection Format

6.

On the “Destination post Instant Experience” please choose “Manual destination”.

On App choose “App” as Primary destination and choose “Tokopedia” in Mobile app.

And choose “Website” in Secondary destination.

Do you need help? Please contact **Facebook Support** [here](#).

## Destination post Instant Experience

Tell us where to send people after they use your Instant Experience.

- Advantage destination   
When people tap or click on your ad, we'll send them to your website or app, depending on where they're most likely to convert. If applicable, we'll send them to an app store.
- Manual destination  
When people tap or click on your ad, we'll send them to the destinations you specify.
- Website   
Override catalogue deep links   
This allows you to override any website deep links for items in the selected catalogue.

## App

### Primary destination

App 

### Mobile app

 Tokopedia 

 Your ad won't be delivered to people using iOS 14.5 or later devices because this app isn't connected to your catalogue. You can connect the app to your catalogue in Commerce Manager.

[Go to Commerce Manager](#)

### iOS deep link

Enter the app deep link 

### Android deep link

Enter the app deep link 

### Windows deep link

Enter the app deep link 

### Secondary destination

Website 

### Android deep link



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**What should we  
do if the UTM not  
correctly  
implemented?**

Campaign Source, Campaign Medium, and Campaign Name should be **manually filled**

Please fill the URL parameter with this format:

**Campaign Source : facebook**

**Campaign Medium : cpas**

**Campaign Name : (from row H [UTM Generator](#))**

### Build a URL parameter

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. [Learn more](#)

**Campaign source**   
To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

**Campaign medium**   
To identify the advertising medium. For example: banner, email, Facebook\_Feed or Instagram\_Story.

**Campaign name**   
To identify a specific promotion or strategic campaign. For example: summer\_sale.

**Campaign content**   
To differentiate ads or links that point to the same URL. For example: white\_logo, black\_logo.

## Importance of UTM



**UTM, or Urchin Tracking Module**, is a simple yet powerful tool that helps you track the performance of your marketing campaigns. It's like a detective's fingerprint, leaving a unique mark on every link you create.

Knowing how people are finding your store page and interacting with your ad content is crucial for making informed decisions. UTM helps you answer questions like:

- Which marketing channels are driving the most traffic?
- Are your advertising campaigns performing well?
- How effective are your social media ads?

By understanding these insights, you can optimize your marketing strategies and achieve better results.

## Importance of UTM

**No recorded result = No reward\***



[CLICK HERE](#) to see whether you have the correct UTM or not

Tokopedia is using UTM as main source to understand the brand's performance. If the result is not tracked, then Tokopedia can not understand the brand's performance

Possible risk of failing to meet commercial requirements, that made the performance results seems smaller than it should be. So, the brand won't be able to collect reward accordingly

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# How to use UTM Generator?

# How to use UTM Generator?

BytsDance > Elisatoria Hanifa > TOKOPEDIA - Ads UTM Generator (USE THIS AS TEMPLATE) [Template](#) [Admin](#) [Share](#)

Template created by @Elisatoria Hanifa, used by 60 people. [Use This Template](#)

READ ME (Mandatory) | UTM Maker (Non-NETA CPAS) | **UTM Maker (CPAS Only)** | Channel List

1	A	B	C	D	E	F	G	H	I	J
2	Main URL	Ad Format	Ad Content	Start Date	End Date	Shop ID	Connector	UTM Campaign	Full URL	Tracking ID
3	Mandatory	Mandatory	Mandatory	Mandatory	Mandatory	Mandatory	Automatic Generated	Automatic Generated	Automatic Generated	Automatic Generated
3	Please start with <a href="https://">https://</a> ONLY USE WEB LINK Don't Use applink OR tokopedia.link	Select ad format from the dropdown list and DO NOT type this manually.	Please use LOWER CASE only. Use dash ( - ) for separate. DO NOT TYPE space/ underscore/ fullstop/ other special characters.	Format DDMYYY and in NUMERIC. Please use LOWER CASE only. DO NOT TYPE space/ fullstop/ other special characters.	Format DDMYYY and in NUMERIC. Please use LOWER CASE only. DO NOT TYPE space/ fullstop/ other special characters.	Please insert your Shop ID. Number only.	Please DO NOT DELETE AND CHANGE the formula.	Please DO NOT CHANGE the formula.	Please DO NOT CHANGE the formula.	You can use this parameters to your ads.
4	<a href="https://tokopedia.com">https://tokopedia.com</a>	Banner	video-wb	250624	300624	12345 ?	bmr_video-wb_250624_300624_s12345	<a href="https://tokopedia.com?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=bmr_video-wb_250624_300624_s12345">https://tokopedia.com?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=bmr_video-wb_250624_300624_s12345</a>	<a href="https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789">https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789</a>	utm_source=facebook&utm_medium=cpas&utm_campaign=bmr_video-wb_250624_300624_s12345
5	<a href="https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria">https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria</a>	Video 15s	gempar88-broadaudience-banner	010824	080824	456789 ?	vd15_gempar88-broadaudience-banner_010824_080824_456789	<a href="https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789">https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789</a>	<a href="https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789">https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789</a>	utm_source=facebook&utm_medium=cpas&utm_campaign=vdi5_gempar88-broadaudience-banner_010824_080824_456789

Open link <https://tkp.me/UTMGenerator> , select tab “UTM Maker (CPAS Only)” and click “Use this as template” to make a copy of this sheet.

Please fill in all the details column with following format shared in every row. The guidance is provided in Row 3 and sample in Row 4 and 5. **Check the format properly and follow the instructions. Do not change the format, specifically the UTM generator.**

## How to use UTM Generator?

H	I	J	K
<b>UTM Campaign</b> Automatic Generated	<b>Full URL</b> Automatic Generated	<b>Tracking Parameters</b> Automatic Generated	<b>Character Checks</b> Automatic Generated
Please <b>DO NOT CHANGE</b> the formula.	Please <b>DO NOT CHANGE</b> the formula.	You can use this parameters to your ads. Please <b>DO NOT CHANGE</b> the formula.	Please <b>DO NOT CHANGE</b> the formula. Please ensure does not exceed <b>250 characters</b> .
<a href="#">bnnr_video-wib_250624_300624_s12345</a>  <a href="#">vd15_gempar88-broadaudience-banner_010824_080824_s456789</a>	<a href="https://tokopedia.com?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=bnnr_video-wib_250624_300624_s12345">https://tokopedia.com?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=bnnr_video-wib_250624_300624_s12345</a>  <a href="https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vd15_gempar88-broadaudience-banner_010824_080824_s456789">https://www.tokopedia.com/p/fashion-pria/tas-pria/tas-selempang-pria?utm_source=facebook&amp;utm_medium=cpas&amp;utm_campaign=vd15_gempar88-broadaudience-banner_010824_080824_s456789</a>	utm_source=facebook&utm_medium=cpas&utm_campaign=bnnr_video-wib_250624_300624_s12345  utm_source=facebook&utm_medium=cpas&utm_campaign=vd15_gempar88-broadaudience-banner_010824_080824_s456789	106  174

The final UTM should follow this format:

URL?utm\_source=facebook&utm\_medium=cpas&utm\_campaign=ad format ad content start date end date sshopid

If all the details have been filled, the seller can consume the Full URL on row I and Full UTM on row J.

**IMPORTANT: please ensure your UTM character is less than 250, no space.**

**Note: Please ask your AM representative for the result report.**

## How to use UTM Generator?

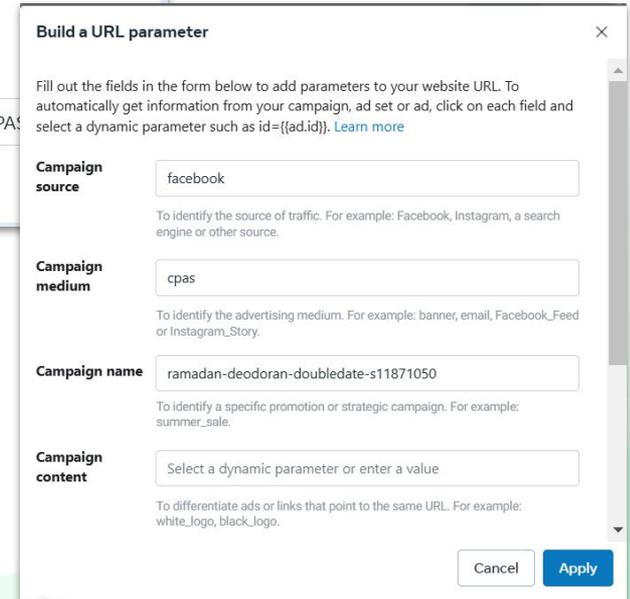
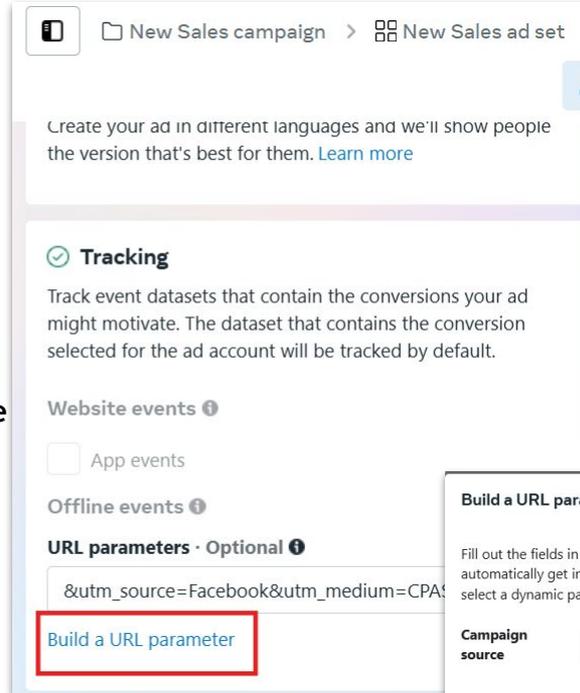
For the implementation, on the ads part, In the Tracking section, click the “Build a URL Parameter” and make sure that the URL parameter filled with this detail:

Campaign Source : **facebook**

Campaign Medium : **cpas**

Campaign Name : (**generated from row H UTM Generator**)

And then click “**apply**”



## How to use UTM Generator?

### Glossary

Metrics	Definition
URL	Landing page link where the user will be headed to.
Ad Format	Choose one of the options. It indicates format of the ads.
Ad Content	Fill in the details of the ads, such as specific campaign and or promo, no space and use dash (-).
Start Date and End Date	Details of when the campaign will start and will end. Please fill in DDMMYY numeric format.
Shop ID	Please fill in with the numeric of shopID

## How to use UTM Generator?

### PLEASE NOTE

- No double UTM. From URL example below, please only use the bold one only  
(only main URL is applicable, please exclude parameter after "?")  
<https://www.tokopedia.com/riskijayabawang/bawang-goreng-brebes-1-kg?extParam=src%3Dshop%26whid%3D9700644>
- Don't use applink/tokopedia.link in the URL.  
Only Web Link is applicable (starts with [www.tokopedia.com/xxx](http://www.tokopedia.com))
- Only channel and ad format on dropdown list is applicable



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# How to Read and Understand Meta CPAS Result

# How to Read and Understand Meta CPAS result

The screenshot displays the Meta Ads dashboard interface. At the top, there are navigation buttons for "All ads", "Active ads", "Had delivery", and "More views". A date range selector is set to "Last month: 1 Oct 2024 - 31 Oct 2024". Below this is a search and filter bar. The main content area shows a table of campaigns with columns for "Off/On", "Campaign", "Delivery", "Actions", "Bid strategy", "Budget", "Attribution settings", "Results", "Reach", "Impressions", and "Cost per result". A "Customise columns" dialog is open, showing a list of available metrics to be added to the table. The dialog includes sections for "Conversion settings" and "Conversions".

Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution settings	Results	Reach	Impressions	Cost per result
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Completed	—	Highest volume	Rp					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Completed	—	Highest volume	Rp					
<input type="checkbox"/>	<input type="checkbox"/>	Off	—	Highest volume	Rp					

**Customise columns dialog:**

- Conversion settings:
  - Cost per Purchased Shared Items
  - Cost per ATC Shared Items
  - Cost Per Content View Shared Items
- Conversions:
 

Conversions	Total	Value	Cost
Adds to cart with shared items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content views with shared items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase ROAS for shared items only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchases with shared items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

On your dashboard, you can see all metrics that you want to know from your ads. If the metrics that you are searching for is not appears, you can custom the column on the “Columns” option.

You also can see the result based on the period you want.

## Meta CPAS Metrics

Metrics	Explanation
Impressions	The numbers of times an ad is displayed on a audience's screen, regardless of whether the user interacts with the ad or not
Outbound Clicks	The numbers of times audience click on a link in your ad that directs them away from Meta to the Tokopedia's platform
(Click-through rate) CTR	A metric that measures the effectiveness of your ad in driving user engagement, specifically the percentage of people who click on your ad after seeing it
Content Views with shared items	The number of content views that contain at least one shared item that attributed to your ads.
Adds to cart with shared items	The number of add-to-cart that contain at least one shared item attributed to your ads
Purchases with shared items	The number of purchases that contain at least one shared item attributed to your ads
Purchase ROAS with shared items	The total of Return On Ad Spend (ROAS) from the shared item that attributed to your ads

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# How to Create Facebook Business Manager & Ad Account

# How to Create Business Manager

- 1.** Go to [business.facebook.com](https://business.facebook.com) in a desktop browser.
  - You must have a personal Facebook account.
  - You will also use this address to log in to Meta Business Suite or Business Manager.
  - If you already have access to Meta Business Suite and Business Manager, you can also click the drop-down menu located at the top of the left navigation bar. Then skip to Step 4.
- 2.** Click **Create an account**.
- 3.** Enter your business details.
  - Business portfolio name.
  - Your name.
  - Business email address.
- 4.** Click **Submit** or **Create** to create your portfolio.

You'll get an email asking to confirm your business email address.



# How to Create Facebook Ad Account

**Meta Business settings**

★ This version of Business settings is going away soon  
You can still access all the same features with the new Settings experience, but now with a fresh look and added reliability.  
[Try the new Settings](#) [Give feedback on the new Settings](#)

**Ad accounts**

Enter ID/asset name/bus... **Add**

Filter By... Sort by...

Hide closed ad accounts

Testing CPAS Tokopedia

- Add an ad account**  
Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.
- Request access to an ad account**  
Your business needs to use this ad account on behalf of another business. For example, you work for an agency and the ad account belongs to a client. The ad account will still belong to its current owner.
- Create a new ad account**  
You need a new ad account for your business.

**Create a new ad account**

Payment information has moved  
You'll be able to add payment information after you've created your account.

Ad account name  
CPAS Tokopedia Testing

Time zone  
(GMT+07:00) Asia/Jakarta

Currency  
IDR - Indonesian Rupiah

By creating an ad account, you agree on behalf of Dummy Account as its authorized representative to Meta [Terms of Service](#), including the [Payments terms](#) for the selected payment method.

Cancel **Next**

1. Go to [business.facebook.com](https://business.facebook.com) and click the “business settings”.
2. Below Accounts, click “Ad accounts” and then click “Add” and click “Create a new ad account”.
3. Fill your “Ad account name”, “Time zone”, and “Currency”. After that click “Next”.
4. Choose “my business” and then create your account.

**Who will this ad account be used for?**

This ad account will be used for

My business

Another business or client

Correctly selecting this is important - it will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their custom audience sizes and the audience overlap tool. [Learn more](#)

Back **Create**

**Account successfully created!**

1296588341697226 has been created and added to your Business Manager account. You can now add payment information for your account.

Close **Add payment info**

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# Account Disabled Issue

- Why is my Ad Account disabled?
- What should merchants do when the account is disabled?
- How to secure an account & prevent it from being disabled?

## Recognize the signs of a disabled Facebook ad account

1. Unable to create new ads
2. Notifications on email or Facebook Ads
3. Rejection of ads
4. No access to ad account
5. No performance is recorded
6. Sudden drop in ad performance
7. Loss of Business Manager access
8. Payment issues
9. Limited support access to Facebook's support channels



## Why is my Ad Account disabled?

### Unusual Activity

Any unusual activity in your ad account will be a red flag for Facebook's algorithm. It can be related to:

- **Account payment Issue**
- **Someone attempt to hack your account**
- **Running a campaign using a fake account**



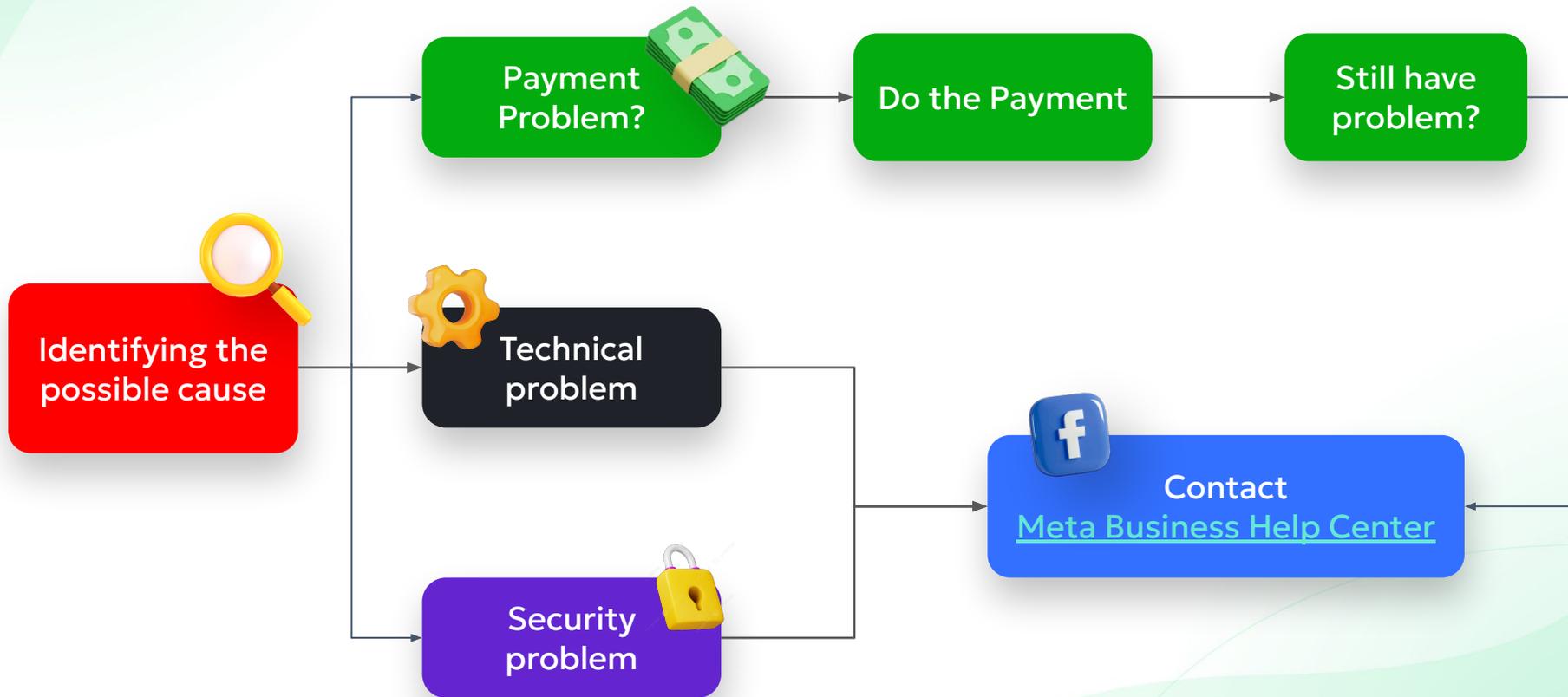
### Breach Facebook Ad Policies

#### **Advertising using an unacceptable, dangerous & objectionable content**

Illegal products and services, misinformation, vaccine discouragement, discriminatory practices, unsafe substances, weapons, or tobacco and related products, Adult content, grammar or profanity, low quality or disruptive content, and etc



# What should merchants do when the account is disabled?



## How to secure an account & prevent it from being disabled?

- **Turn on 2FA**, read more [here](#). 
- **Don't imply or assert any personal attribute**, including religion, age, gender identity or financial status 
- **Don't use sexually suggestive content** 
- **Don't advertise illegal products** 

Please find the complete list of META's restriction [here](#).



# 6

## Extended Audience Targeting (EAT) Feature



# Extended Audience Retargeting Feature

Definition and activation flow



## EXTENDED AUDIENCE RETARGETING

People who viewed/added to card products in the **category** of the brand.

## COLLABORATIVE ADS (Dynamic Ads Retargeting)

People who viewed/added to card products of the **same brand**.

By default, if you use Collaborative ads, you can currently only retarget people who viewed/added to cart/purchased your products.

**Extended Audience Retargeting** will allow you the capability to run Collaborative Ads campaigns by targeting people who viewed or added to cart products in your shop's **category** – including from other brands' products and without the need of sharing audiences.

Currently this feature is only available for OS merchants and to activate it, **kindly contact your respective RM/AM.**

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# Tips to Maximize Facebook CPAS Performance



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# Tips to Maximize Facebook CPAS Performance

1.

Use the **product set feature** catalog to segment your products into different sets that you can use for your CPAS campaign.

1. You can also divide your product set into different price ranges.
2. Avoid using product set that consists of **less than 20 products**.
3. Custom labels that has been set in the catalog are:
  1. **Custom label 0**: contains product category
  2. **Custom label 1**: contains product sub-category

The screenshot shows the 'Create a set' interface in Facebook Ads Manager. At the top, there is a 'Set name' input field. Below it, the 'Match items for' dropdown is set to 'all'. Two filter rules are listed, each enclosed in a red box:

- Rule 1: Custom label 0 is any of these: hadiah
- Rule 2: Custom label 1 is any of these: gantungan kunci

An 'AND' connector is placed between the two rules. Below the rules is an 'Add another filter' button. The 'PRODUCTS' section shows 14 items, with the first six visible as keychains with zodiac signs: CANCER, LEO, and AQUARIUS. Each product has a price tag (e.g., Rp22,900 or Rp9,900). At the bottom right, there are 'Cancel' and 'Create' buttons.

# Tips to Maximize Facebook CPAS Performance

## How to make product set?

- Go to your catalog and click “sets”
- Click “Create Set” and choose how do you want to filter the set
  - Use filters
  - Manually select items
- If you want to use filter, you can filter your product based on name, price, or any other label.
- If you want to manually select your items, you can search it one by one or in bulk.

**Product sets**  
Create and manage sets of items in your catalogue. [Learn more](#)

**Issues**  
 Sets with ads not showing

Search by name or ID 7%

All Products  
9 items - 12 variants

**Feature a group of items together**  
Create sets to feature groups of items from your catalogue with certain attributes.  
For example, all women's shoes that are red.

**Find more help**  
[Creating sets](#)

All Products  
ID:

[Items](#) [Channels](#)

9 12

**Create Set**

**Use filters**  
Create filters to select which items are added to your set.  
Manually select items  
Manually select which items are added to your set.

**Create a product set**  
Apply filters to control which products from your catalogue are added to your set. Product set filters are dynamic, so the products in your set may change over time when your catalogue has been updated. [Learn more](#)

Set name

Items must match:  all filters  at least one filter

Attribute	Condition	Value
Internal label	is any of these	Select internal labels

**Attributes**

- Item group ID
- Product
- Title
- Product type
- Google product category
- Availability
- Brand
- Price

[Learn more about attributes and specifications.](#)

**Create a set**  
Select at least 1 item to add to your set.

Set name

Choose how to add items

Search by item name or ID

Name  Variants  Availability  Content ID  Group ID

**Manually select items**

# Tips to Maximize Facebook CPAS Performance

2.

## Use Audience feature

1. Target **prospecting** audience to get potential customers that.
2. Target **retargeting** audience to target customers that has **interacted with your products or shop before.**

Use both types of audience above to maximize your CPAS campaign.

**Audience**  
Define who you want to see your ads. [Learn more](#)

Create new audience    Use saved audience ▾

Retarget ads to people who interacted with your products on and off Facebook.  
[Learn more](#)    Retargeting

Find prospective customers even if they haven't interacted with your business.  
[Learn more](#)    Prospecting

Viewed or added to cart but not purchased  
-29/06/18 to people who viewed or added those products to basket in the last 14 days

Added to cart but not purchased  
-29/06/18 to people who added those products to their baskets in the last 28 days

Up-sell products  
Promote Official Store Products - Exclude Potentially Controversial -29/06/18 to people who viewed or added products to their basket from the product set below within the last 14 days

Cross-sell Products  
Promote Official Store Products - Exclude Potentially Controversial -29/06/18 to people who purchased from the product set below in the last 14 days

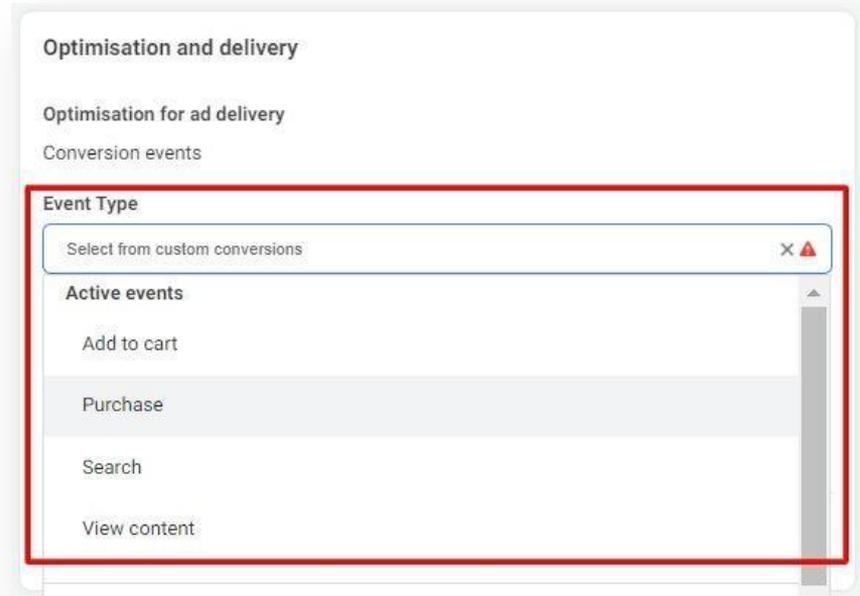
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## Tips to Maximize Facebook CPAS Performance

3.

Utilize *optimisation conversion events* to get

1. When first time running campaign, we suggest to **run with 2 campaign** for Prospecting & Retargeting
  1. For **Prospecting**, we suggest to use View Content or Add to Cart optimization.
  2. For **Retargeting**, we suggest to use Purchase optimization.



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## Tips to Maximize Facebook CPAS Performance

4.

Activate **Advantage campaign budget** on campaign level that will automatically allocate your budget to better performing ad sets.

### Advantage campaign budget

On

Advantage campaign budget will distribute your budget across ad sets to get more results depending on your delivery optimisation choices and bid strategy. You can control spending on each ad set. [Learn more](#)

### Campaign budget

Lifetime budget 

Rp5,000,000

IDR

You won't spend more than Rp5,000,000 during the lifetime of your campaign. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

### Bid strategy options have changed

We renamed our bid strategy options to make them easier to understand and compare.

[Learn more](#)

### Campaign bid strategy

Highest volume

[Show more options](#) 

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## Tips to Maximize Facebook CPAS Performance

5.

Use **Automatic placements** to display your ads on different placements efficiently and more audience can see your ads.

### Placements

[Learn more](#)

- Advantage+ placements (Recommended)**   
Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show more options](#) ▼

# Tips to Maximize Facebook CPAS Performance

6.

## Use Carousel or Collection Format in Ad Setup

1. For Carousel, add a card or supporting image in the front of the carousel to increase your store's brand awareness.
2. Use a different image or branding asset and adjust it to the target audience for each asset.

### Ad setup

- Advantage+ creative for catalogue** 
- Automatically optimise your ad's format, creative and destination for each person when you use a catalogue. This lets you personalise your ads on a larger scale.
- [See how](#)

### Format

Choose how you'd like to structure your ad.

- Single image or video**  
One image or video, or a slideshow with multiple images
- Carousel**  
Two or more scrollable images or videos
- Collection**  
A group of items that opens into a full-screen mobile experience

- Multi-advertiser ads**
- Help people discover your products when they show commercial intent and are in a shopping mindset. Your ads may appear alongside ads from multiple businesses in Instagram feed. [Learn more](#)

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# Tips to Maximize Facebook CPAS Performance

7.

Only fill See More URL.  
Don't fill Deeplink to website.

**Destination**  
Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Advantage destination +  
When people tap or click on your ad, we'll send them to your website or app, depending on where they're most likely to convert. If applicable, we'll send them to an app store.

Manual destination  
When people tap or click on your ad, we'll send them to the destinations you specify.

**Website**

\* See more URL [See more URL](#)

[Preview URL](#)

**Linking to your partner's website or app**  
Any URLs you use in this ad should link directly to PT Tokopedia's website or app, including the "See more" URL. The deep link URL should link directly to the relevant product's web page. Using the wrong URLs will automatically pause your ad.

[Build a URL parameter](#)

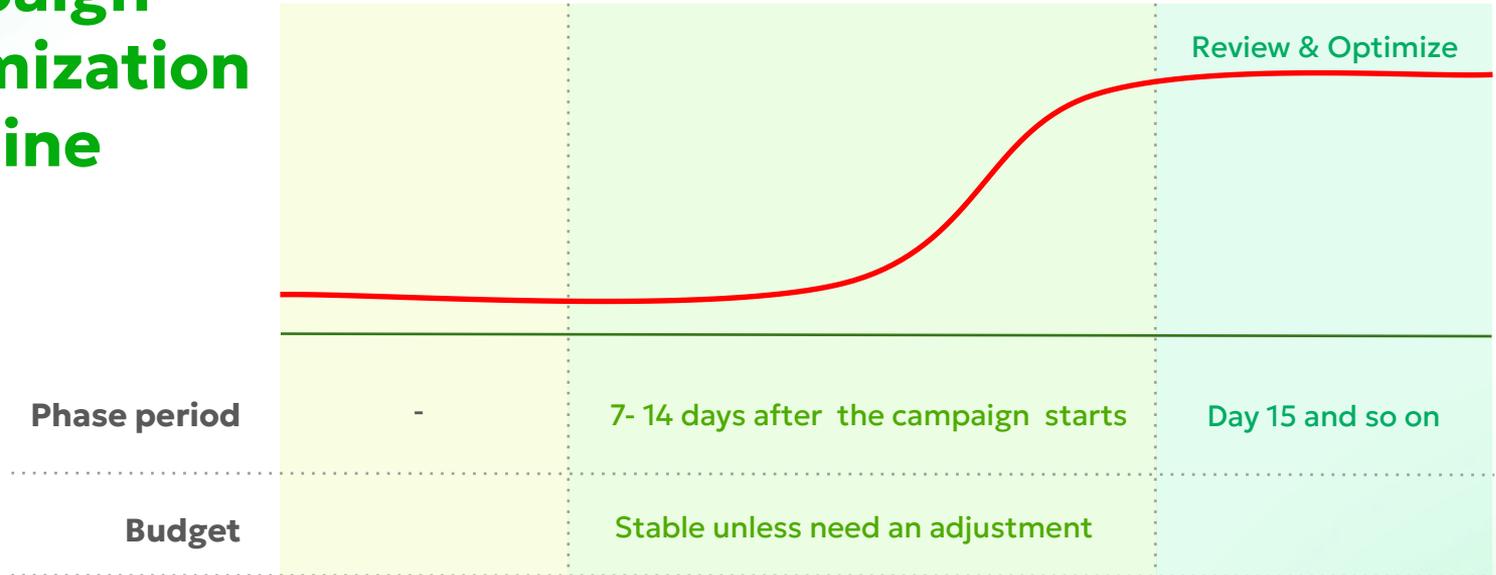
"See More" display link

Deep link to website



Link each item in your partner's catalogue to a specific page on their website.  
**NOT RECOMMENDED**

# Campaign Optimization Timeline



**Notes** While in learning phase, ROAS\* can be around **0.1-1** due to the Facebook system is still optimizing the campaign. While learning, it is recommended to not change any of the campaign setup. This is because the learning phase will be reset if any change is made to the campaign.

*ROAS: Return on Ad Spend, percentage of ad revenue divided by ad cost*

## Checklist Tips

- Make sure the **campaign objective and KPI is clear** (example: use “**Sales**” objective with Collaborative Ads toggle turned **ON**, ROAS >1, sales growth xx%).
- Use your **product catalog** completely.
- Separate **prospecting and retargeting campaign**. Use **CBO** for both of them.
- Use **broad audience for prospecting campaign** and **view content or add to cart but not purchase audience for retargeting campaign**.
- Use **Optimization Event** → **View Content, Add to Cart, dan Purchase**.
- Use **Automatic placement** to get an efficient ad placement.
- Use **auto-bid (lowest cost)**.
- Set **Conversion Window** to **1-day click**.
- Use **minimum 20 active SKUs** for more optimal campaign performance.

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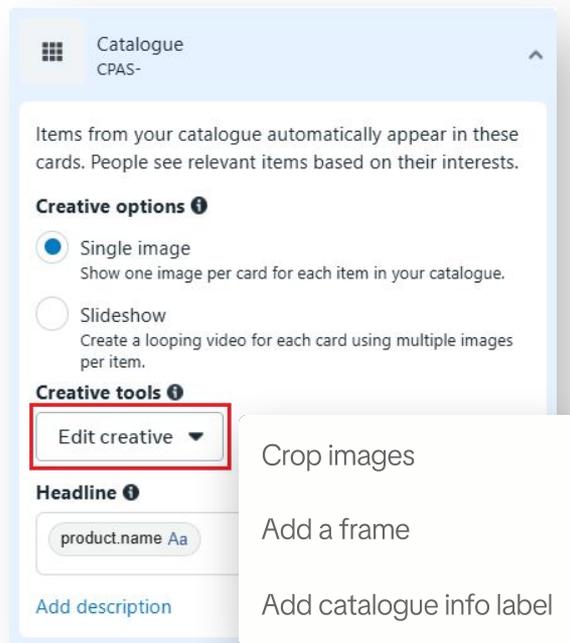
# Creative Tips

## Creative Tips

1.

On Meta dashboard, you can also edit your creative. You can:

- crop images
- add a frame
- add catalogue info label



## Creative Tips

2.

On “Add Catalogue Info Label” you can choose “manual label” and you can show label info on your ads. The info that you can show is:

- Price
- Strikethrough price
- Percentage off
- Free Delivery

For the info label, you can also choose the shape, font, colour, opacity, and position of the label.

**Edit creative**

**Media**  
All Products  
1,199 items

Crop

**Creative tools**  
Frame  
Catalogue information

**Catalogue info label**  
Show information from your catalogue in a label on your ad media. [Learn more](#)  
Catalogue info labels are only supported for ads on Facebook.

**Label text**

- Automatic labels  
We'll automatically display a label when it's likely to increase engagement. Your catalogue info label will adjust to show price, discount or other information.
- Manual label  
Select the label info that you want to show on your ad.

Price  
Only increase

**Shape**  
Rectangle

**Font**  
Open Sans

**Colour**  
 Automatic Color  
Apply a colour to your overlay that matches the product image.  
 Edit colour  
Select a colour for the shape and text of your overlay that will be applied to every image.

**Opacity**  
Solid | Transparent

**Position**  
[ ] [ ]

**Previewing 1-6 of 1,199 items**

IDR60,000 Bluetooth headset	IDR60,000
IDR60,000	IDR60,000
IDR60,000	IDR60,000
IDR60,000	IDR60,000

Cancel Save

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8

Frequently  
Asked  
Questions (FAQ)



# Frequently Asked Questions (FAQ) - General

- 1. What is the difference between Facebook Collaborative Ads (CPAS) and Facebook Ads? Facebook Ads** is a paid feature offers by Facebook for you to advertise/promote products using target audience that available inside Facebook. Your ads will appear on Facebook, Instagram, & Audience Network.

**Facebook Collaborative Ads** or **Facebook CPAS** is a feature from Facebook Ads that enables you to run an advertisement campaign which aims to reach potential buyers outside Tokopedia. This can be done by using a product catalog campaign on Facebook Ads which will display advertisements for the products they sell on Tokopedia. Besides, you can also target users who have interest and have interacted with their products in Tokopedia.
- 2. How to sign up for Facebook Business Manager?**  
You can register via link <https://business.facebook.com>. Make sure you have login into Facebook account then follow [the steps to register and create Business Manager account](#).
- 3. Can Tokopedia share first party audience (custom audience)?**  
In order to maintain the privacy data of all Tokopedia users, *sharing custom audience* can't be done. Your can only use audiences that Tokopedia has shared, namely audiences who have interacted with your products & stores on Tokopedia.

# Frequently Asked Questions (FAQ) - Campaign

## 1. What is the difference between Prospecting and Retargeting?

**Prospecting** is the way of finding new potential customers who have not interacted with your brand before. The goal is to expand your reach and attract new people who may be interested in your products or services. Meanwhile **Retargeting** (also known as remarketing) focuses on people who have already interacted with your brand in some way but have not completed the desired action (e.g., purchase, signup, etc.).

## 2. How much is the ideal budget to run CPAS Campaign?

There is no ideal budget of running CPAS campaign, but for campaign wise, we suggest to not use budget under IDR 100k per day so your campaign can be optimise and run well.

## 3. What to do if the CPAS campaign not perform?

- a. **Review your Targeting Audience** → Please make sure that your target audience is not too broad and not too narrow. If the audience is too broad, you may be reaching people who are not interested in your product. If it's too narrow, you might not be getting enough audience.
- b. **Adjust Budget** → Please use the sufficient amount of budget. The budget that is too small will make your campaign can't perform well.
- c. **Optimize Creative Assets** → Make sure your creative is already contain the promo and any other promotional offer that you have on your store.

# Frequently Asked Questions (FAQ) - Catalog

1. **My Product is not updated. What should I do?**

Reach your AM or email us at [tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com) with this detail provided:

- Screenshot/Screen record of the issue
- Shop ID
- Shop Link
- Product ID that has issue (if you can't find it, please provide us the product link)

2. **What if I have less than 20 SKU?**

You can try to make bundling product to add more SKU.

3. **What if I make too many catalogs? Can I remove it?**

Yes you can! Please reach to your AM or email us at [tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com) and provide us the catalog name that you want to remove.

4. **Can I make more than 1 catalog?**

In order to maintain the CPAS performance and history, we suggest that you can use one catalog.

5. **I change my agency, can I share my existing catalog to my new agency?**

Unfortunately no. One catalog only belong to one Business Manager (BM). if you have new agency, you can ask to create the catalog in Tokopedia Seller Dashboard.

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# Reach More Buyers with Tokopedia Facebook CPAS!

Reach us at  
[tokopedia.collaborativeads@bytedance.com](mailto:tokopedia.collaborativeads@bytedance.com)

