

Collaborative Ads Best Practices

What One factor that you can influence your clients?

BEST PRACTICES – CAMPAIGN SETUP	DEFINITIONS
1. Audience	<ul style="list-style-type: none">• Split campaigns by prospecting & retargeting• Spend at least 30% on Prospecting and Remarketing
2. Placement	<ul style="list-style-type: none">• At least 95% of spend apply Automatic Placement or 6+ Placement
3. Optimization	<ul style="list-style-type: none">• Optimize for purchase to achieve the best sales outcomes except during the teasing phase, when View Content/ Add To Cart should be used to collect signals for retargeting• Use Catalog Sales as core strategy or optimize for ROAS or conversions (with atleast 80% spends)• If able to achieve sufficient investment to efficiently exit learning, supplement with Conversion Objective at 80:20 ratio which can drive more focused efforts
4. Ad Sets	<ul style="list-style-type: none">• Simplify and maintain <= 4 Adsets per campaign
5. Always - On	<ul style="list-style-type: none">• Keeping always on investment both during sales and non-sales periods
6. Learning Phase	<ul style="list-style-type: none">• Ensure campaign exits learning phase and ramps up quickly by decreasing number of ad sets or increase conversion• Maintain <41% Learning Phase Spend



Audience

Best Practice: Split campaigns by prospecting & retargeting. LATEST guidance: 30-70% prospecting spend during always-on

Based on historical analysis of lift studies, we observe that a range of 30 – 70% Prospecting spend for Always On provided the best CPA and buyer volume outcome.

During MSD week, a range of 70 – 100% Prospecting spend has the highest buyer volume with no noticeable difference in CPA



Source: Meta-analysis of 274 studies and 395 cells from CPG advertisers in APAC using Collaborative Ads from Oct 2019 – July 2021.
Facebook company

PRO TIP 1:

Do not mix Prospecting and Retargeting in a campaign that has CBO turned on, as Retargeting Ad Sets will get more delivery over Prospecting Ad sets

40% of campaigns today are still mixing retargeting and prospecting ad sets under one campaign!*

PRO TIP 2:

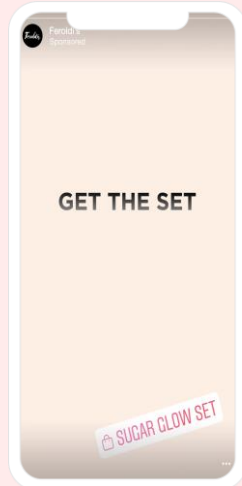
Keeping at least 30% spends on prospecting & remarketing leads to efficient CPA and also higher weekly buyers

*Source: Auction drivers research for collaborative ads - Data science analysis of all Collaborative Ads campaigns running from Mar-May 2021

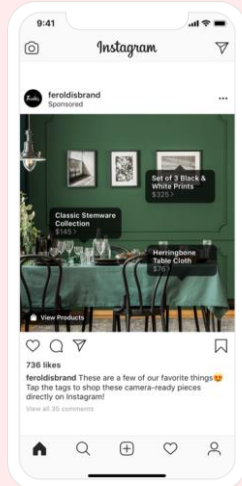


Placement

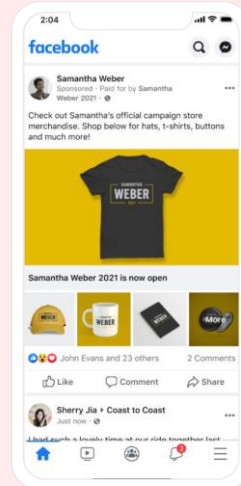
Best Practice: At least 95% of spend apply Automatic Placement or 6+ Placement



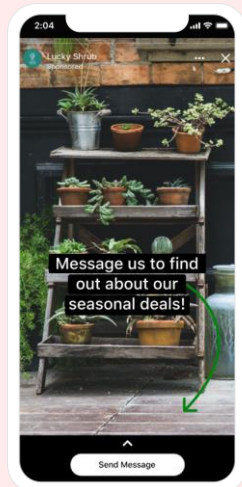
FACEBOOK STORIES



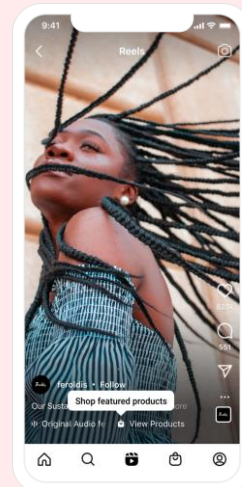
INSTAGRAM FEED



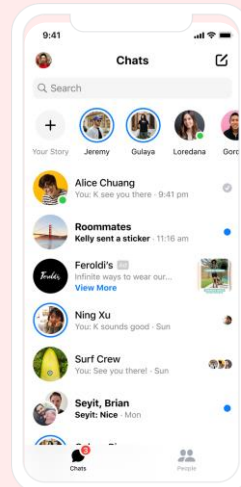
FACEBOOK FEED



Facebook company
INSTAGRAM STORIES



REELS



MESSENGER

Show your ads across 6 or more Placements

From Brand and Conversion lift studies for Purchases, campaigns running across 6 or more placements marginally outperformed campaigns running across 4 or fewer placements with a **73%** probability

For Ad Recall, Brand Awareness, and Purchase Intent Lift, the 6 or more placement strategy outperformed campaigns running across 4 or fewer placements with a **99%** probability



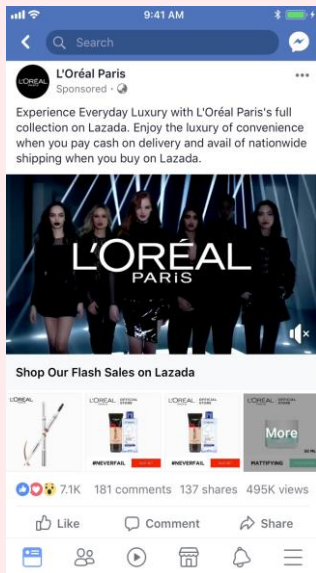
Optimization Event

Best Practices: % Investment optimized for purchase > 80%

First ensure sufficiency of investment on Catalog Sales to exit learning phase, then experiment with Conversion Objective (suggested 80:20)

CATALOG SALES – MAIN PLANNING OBJECTIVE FOR COLLECTION OR CAROUSEL FORMATS

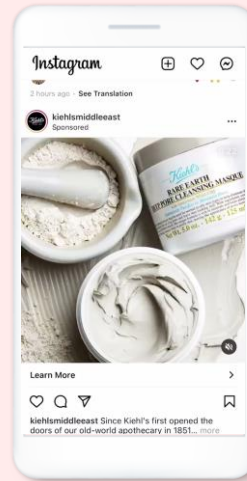
Important! Ensure spend for campaign is enough to efficiently exit learning phase before using Conversion Objective



CONVERSION – SUPPLEMENTARY PLANNING OBJECTIVE FOR FORMATS INCLUDING STATIC/VIDEO, IN-STREAM, BRANDED CONTENT AND AR

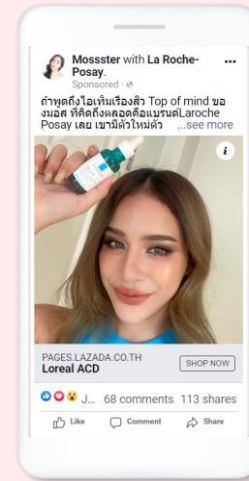
5x

Higher purchase intent vs. CPG norm when using Conversion Objective for AR (beauty advertiser in Thailand)



4x

More purchases when using Conversion Objective for BC (beauty advertiser in Thailand)



Conversion objective has been observed to work well for more focused campaigns

This could be smaller ranges where there are fewer opportunities for catalog sales to match right product to right person

It is also suited to high priced, high-consideration SKUs requiring rich brand experiences and advocacy along the path-to-purchase



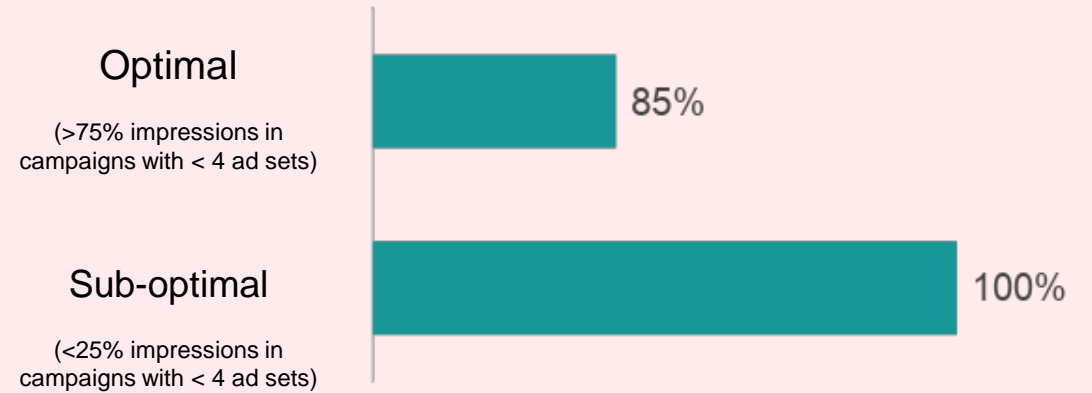
Ad Sets

Best Practices: Simplify and maintain ≤ 4 Adsets per campaign

Potential Simplification

- 4 ad sets, 4 ads
- Prospecting
 - Broad demo targeting
- Retargeting
 - Added to cart or viewed
 - Past purchasers
 - Lookalikes or Custom Audience

Based on historical analysis of lift studies, campaigns with fewer Ad Sets (4 or less) spent 15% less budget in Learning Phase



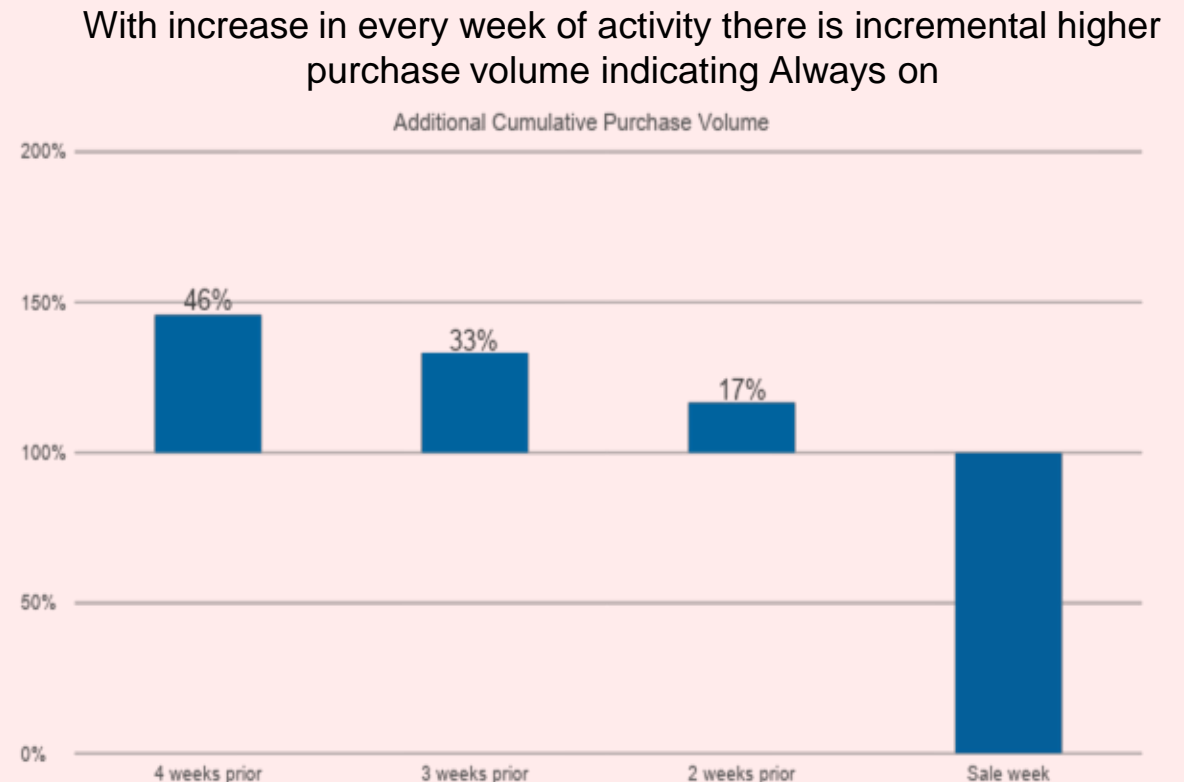


Always on

Best Practices: Always on % (% of weeks with \$0 minimum spend) = 100%

Keeping continuity beyond sale period in an always on fashion leads to lower CPA and higher purchase volume

- Additional Purchase Volume: There was additional volume opportunity in the weeks leading up to sale period. Each week sees additional cumulative purchase volume.
- CPA: CPA was up to 19% cheaper than MSD in preceding weeks, providing additional efficiency opportunity to marketers.
- These trend are similar across different periods, with larger MSD's offering additional efficiency benefit outside of sale week.



Add to Cart, Purchase Volume & CPA's are indexed to sale week.
Analysis includes 62,000 ATC events and 33,000 Purchase events



Learning Phase

Best Practices: Ensure campaign exits learning phase and ramps up quickly by decreasing number of ad sets or increase conversion. Maintain <41% Learning Phase Spend

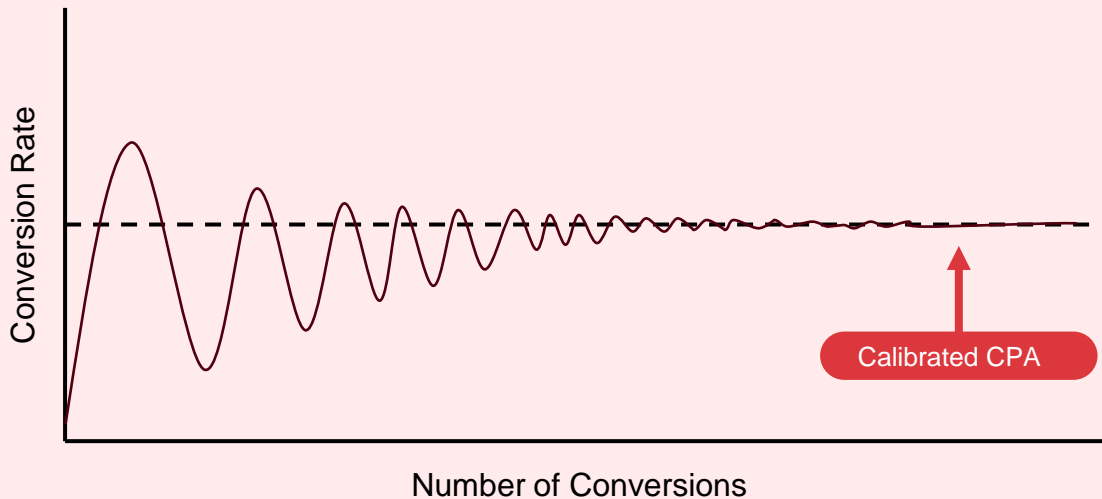
The learning phase is when the delivery system is actively exploring audiences, placements and more to optimize campaign outcomes

60%

Of all ad spend today is stuck in learning phase

18 – 29%

CPA reduction upon exiting learning phase



Delivery	Results	Reach	Impressions	Cost per Result	Bu
Active (Learning) ? 2 Approved	Learning phase progress Since last significant edit (Apr 01, 2018 8:28pm)				
Active (Learning) ? 2 Approved	About 50 purchases recommended Based on 7-day click and 1-day view attribution windows				
Active (Learning) ? 3 Approved	After you create a new ad set or make a significant edit to an existing one, our system starts learning who to show ads to. This learning isn't a change to the way our system works, but we're showing the status to let you know when performance is still stabilizing. Learn more.				
Active (Learning) ? 23 Approved					

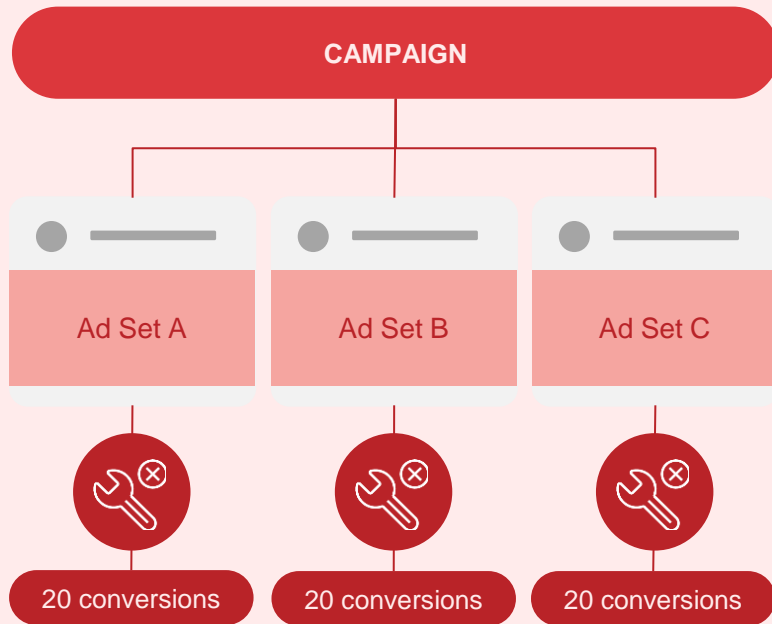
Ad sets exit the learning phase as soon as performance stabilizes – the rule of thumb is 50 optimization events per ad set.

During the learning phase, ad delivery has not yet optimized, so ad sets in the learning phase are less stable and have higher CPA.

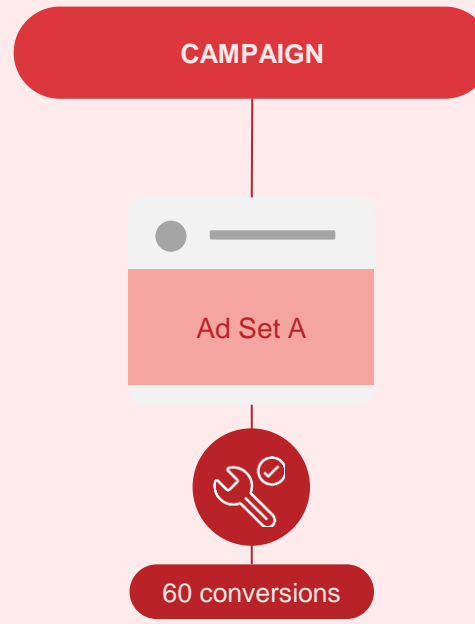
Keeping spends below the median learning phase of 41% leads to higher CPA reduction.

Understanding the learning phase

To ensure a campaign exits learning phase and ramps up quickly, it is recommended to decrease number of ad sets or increase conversions



60 UNOPTIMIZED CONVERSIONS



10+ OPTIMIZED CONVERSIONS

FACTORS CAUSING LOW CONVERSIONS:



Small audience size




Infrequent conversion events




Insufficient budget

Suggested Scorecard

Dyson Sponsored · 


COMING SOON: Lazada's 8th Birthday Sale

Collect vouchers worth up to \$200* ...see more









Save up to 40%
on 27th March

Collect your vouchers



Dyson V6
Fibre

   42 6 shares

 Like  Comment  Share

Scorecard

Collaborative Ads Best Practice Scorecard

	Audience	Always On	Placement	Optimization	Ad Sets	Learning Phase
	% Investment Prospecting - Remarketing	% of weeks with >0 spend	% Investment that apply Autoplacement or 6+ placements	% Investment optimized for purchase	Number of Ad sets	% of Investment campaign still on learning phase
Brand 1	50:50	70%	50%	100%	90%	20%
Brand 2						
Brand 3						
Brand 4						
Brand 5						
Brand 6						
Optimal Target Goal:	> 30%	100%	95%	80%	=<4	<41%

Analysis Period:

Facebook company

DUKUNGAN CONCIERGE

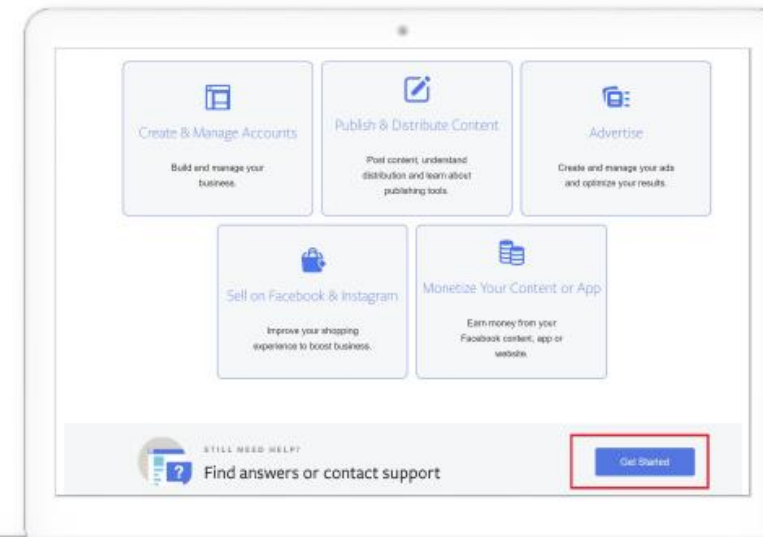
Bagaimana cara menghubungi Dukungan Concierge untuk kebutuhan pemecahan masalah Anda?

CARANYA?

- 1) Buka fb.com/business/help
- 2) Pilih Mulai

TIPS PRO

- 1) Berikan informasi sebanyak mungkin dalam kasus Anda
- 2) Berikan informasi seperti cuplikan layar, rekaman layar, ID akun iklan, ID iklan, dan tautan
- 3) Apabila masalah Anda tidak terdaftar di bawah ini, silakan hubungi Perwakilan Akun Anda



KAPAN?

Obrolan: Senin sampai Minggu
08.00 sampai 20.00



Jawaban pertama dalam 90 detik

Email: 24 X 7



Jawaban pertama dalam 2 jam

APA?

Seorang agen concierge dapat mengatasi semua masalah di bawah ini

KEBIJAKAN IKLAN

- Waktu tunggu tinjauan iklan
- URL destinasi atau tagar
- Iklan yang tidak disetujui
- Gaming/perjudian
- Pertanyaan umum tentang kebijakan
- Klaim atas kekayaan intelektual
- Akun iklan yang dinonaktifkan karena kebijakan
- Masalah kebijakan teks

INSTAGRAM

- Penghapusan akun Instagram
- Admin Instagram bermasalah
- Penggabungan Instagram
- Klaim nama pengguna Instagram
- Verifikasi Instagram

HALAMAN

- Verifikasi halaman
- Penghapusan konten
- Admin bermasalah
- Halaman Global
- Halaman Diretas
- Struktur lokasi
- Promo
- Kategori, info, atau antarmuka halaman
- Penerbitan, moderasi halaman
- Penggabungan halaman
- Perubahan nama halaman atau nama pengguna
- Pencarian halaman
- Kebijakan halaman
- Halaman yang Tidak Sah
- Daftar putih (tidak ada komentar, dll.)

PERTANYAAN/MASALAH TEKNIS

- Unit, penempatan, fitur iklan
- Antarmuka iklan
- Audience Network
- Pengelola Bisnis
- Pixel Konversi
- Penayangan
- DPA
- Iklan Instagram (umum)
- Instagram shopping
- Artikel Instan
- Iklan in-stream
- Kesadaran lokal
- Video siaran langsung
- Messenger
- Iklan Messenger
- Aplikasi seluler Pengelola Iklan
- Iklan penginstalan aplikasi seluler
- Halaman
- Jangkauan dan frekuensi
- Pelaporan dan insight
- Penargetan
- Pertanyaan tentang akun pengguna

PERTANYAAN/MASALAH TEKNIS

- Anggaran, batas pengeluaran akun, pengaturan iklan
- Masalah kupon
- Kegagalan pembayaran dengan kartu atau pembebanan biaya yang tidak diketahui
- Penambahan/penghapusan/pengubahan metode pembayaran
- Masalah metode pembayaran prabayar
- Permintaan Pengembalian Dana
- Ambang batas, batas pengeluaran harian
- Penambahan akun iklan ke lini kredit yang sudah ada
- BONCL
- Penambahan batas kredit
- Ketidaksesuaian invoice
- Permintaan invoice atau portal layanan mandiri
- Penyiapan lini kredit baru
- Kredit terpisah
- Pra-pembayaran invoice
- Pembaruan akun Salesforce atau CRM (kredit)

ADMIN AKUN

- Akun iklan diretas
- Penonaktifan Pengelola Bisnis karena risiko
- Akun pengguna Facebook diretas
- Masalah login akun pengguna Facebook
- Masalah profil pengguna palsu
- Hilangnya akses ke akun Instagram
- Akun Instagram diretas
- Aktivasi ulang akun iklan yang dinonaktifkan karena risiko
- Pembaruan akun Salesforce atau CRM (penjualan)
- Daftar putih

PENGELOLA BISNIS

- Penghapusan Pengelola Bisnis
- Admin Bisnis bermasalah
- Masalah akun abu-abu
- Pengelolaan akun iklan
- Pengelolaan Halaman
- Pencantuman ke daftar putih untuk lebih banyak izin

Thank you



FACEBOOK
f m i s o