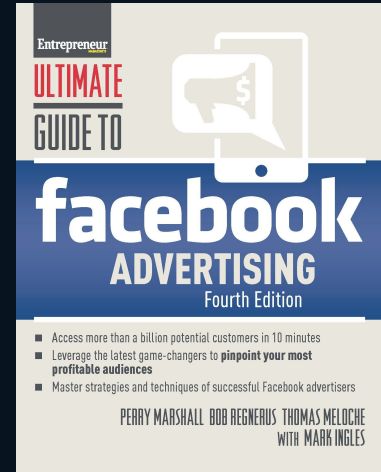


How To Leverage Facebook's Advertising Algorithm To Maximize Results



BOB REGNERUS



ADVERTISING GOAL:

Build Highly Responsive Facebook Ad Campaigns That Deliver The **Right Content** At The **Right Time** To The **Right Audience**

CATCH THE REPLAY:

***Building a Perfect Audience
To Attract Your Best
Customers on Facebook***

Entrepreneur.

Winning Facebook Auctions

a THE AD COACHES

Entrepreneur.

“We are scary good at giving you what you want,
so select the right objective for your campaign.”

- The head engineer for the FB Ad platform

FACEBOOK HAS 3 GOALS

1. Maintaining A Wonderful User Experience
2. Maximizing Ad Revenue
3. Maximizing Value For Its Advertisers

NOTES

- The Ad Platform is Not Equitable
- Limited Space
- 100+ BILLIONS of Auctions Per Day

AUCTION FORMULA

$$\text{Total Bid} = \text{Bid} + \text{eCTR} + \text{eCVR}$$

-OR-

$$\text{Total Bid} = \text{Budget} + \text{Ad Quality} + \text{Action rate}$$

There Are Three Ways You “Win” In The Facebook Ad Auction

- Have a higher CTR (Click-Thru-Rate) on your ad than Facebook expects
- Have a higher engagement or result on your ad than Facebook expects
- Have a higher bid/budget

Choosing Campaign Objectives

Facebook Campaign Objective Use



4 Popular Campaign Objectives

1. Conversion - Optimize for a Website Event
2. Traffic - Optimize for Clicks
3. Lead Generation - Optimize for on Facebook Leads
4. Video Views - Optimize for Views

4 Popular Campaign Objectives

Conversion - Optimize for a Website Event

- E-Commerce
- Information Marketers
- Event Promoters

4 Popular Campaign Objectives

Traffic - Optimize for Clicks

- Advertisers
- Bloggers
- News outlets

4 Popular Campaign Objectives

Lead Generation - Optimize for on Facebook Leads

- Information Marketing
- Service Providers
- Sales Organizations

4 Popular Campaign Objectives

Video Views - Optimize for Views

- App Publishers
- Influencers
- Entertainers

3 Winning Campaigns

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#1 - Retargeting (Warm Traffic)

Retargeting

Campaign Name	Amount Spent	Landing Page Views	Cost per Landing Page View	Adds to Cart	Website Purchases	Website Purchases Conversion	Purchase ROAS (Return on Ad Spend)
Nurturing (FS)	\$41,700.41	15,724	\$2.65	1,954	1,161	\$126,803.82	3.04
Prospecting (FS)	\$19,229.01	34,149	\$0.56	119	51	\$5,528.21	0.29
> Results from 2 campaigns ⓘ	\$60,929.42 Total Spent	49,873 Total	\$1.22 Per Action	2,073 Total	1,212 Total	\$132,332.03 Total	2.17 Average

RETARGETING ROAS

Amount Spent	Adds to Cart	Cost per Add to Cart	Checkouts Initiated	Cost per Checkout Initiated	Purchases	Purchase ROAS (Return on	Purchases Conversion Value	Cost per Purchase
\$260.66	107	\$2.44	79	\$3.30	52	110.68	\$28,850.00	\$5.01
\$260.66 Total Spent	107 Total	\$2.44 Per Action	79 Total	\$3.30 Per Action	52 Total	110.68 Average	\$28,850.00 Total	\$5.01 Per Action

1. Retarget Non-Buyers From a Sales Presentation
2. Retarget Abandoned Carts From Your Ecomm Store
3. Retarget Visitors To Your Lead Magnet Page

#2 - Video Strategy (Cold Traffic)

1. Produce a 1 minute **Video**
2. Create a **Video View Campaign** to show that video to a **1% Lookalike Audience** of your Customers
3. Run a **Retargeting Campaign** using a **Reach Objective** to the people that watched **95%** of your Video
4. Drive them to a **Landing Page** with your **Offer**

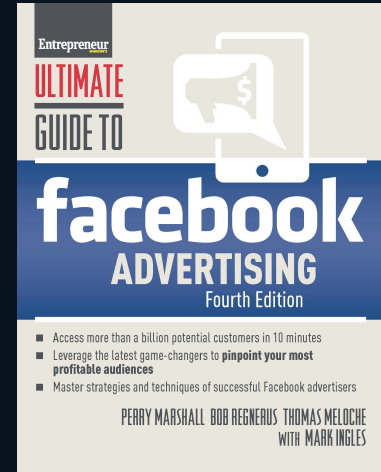
#3 - Reactivation Strategy (Warm Traffic)

1. Create an offer for a **Webinar** or **Lead Magnet**
2. Create a **Reach or Conversion Campaign** and target all your **Non-Buyers** that you upload as a **Custom Audience**
3. Send traffic to a **Landing Page** to collect registrations

THANK YOU



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