

Targetare și campanii eficiente

Campanii eficiente pe Facebook

Adelina Oprea

Fashion & lifestyle
ecommerce agency

BLOG

CHAMPAIGNS!

FIZZ YOUR BIZZ



conversion
rate optimization



brand awareness
campaign



ecommerce
development



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Sanda|andala

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zonia

Setarea Obiectivelor & Buget











Campaign: Choose your objective.

[Switch to Quick Creation](#)

[Help: Choosing an objective](#)

[Use existing campaign](#)

What's your marketing objective?

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	<input checked="" type="checkbox"/> Conversions
 Reach	 Engagement	 Product Catalogue Sales
	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	
	 Messages	



Campaign: Choose your objective.











Switch to Quick Creation

Help: Choosing an objective

Use existing campaign

Auction ⓘ

Reach and Frequency ⓘ

Awareness	Consideration	Conversion
 Brand Awareness	 Traffic	 Conversions
 Reach	 Engagement	<input checked="" type="checkbox"/> Product Catalogue Sales ⓘ
	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	
	 Messages	



[Create Audience](#) ▾[Filters](#) ▾[Customise Columns](#) ▾[Create Advert](#)[Actions](#) ▾

<input type="checkbox"/>	Name	Type	Size	Availability	Date Created ▾	Sharing
<input type="checkbox"/>	CompleteRegistration	Custom Audience Website	100	● Ready	10/10/2017 13:50	--
<input type="checkbox"/>	AddPaymentInfo	Custom Audience Website	600	● Ready	10/10/2017 13:53	--
<input type="checkbox"/>	InitiateCheckout	Custom Audience Website	600	● Ready	10/10/2017 13:53	--
<input type="checkbox"/>	ViewContent	Custom Audience Website	34,000	● Ready	10/10/2017 13:53	--
<input type="checkbox"/>	PageView	Custom Audience Website	37,000	● Ready	10/10/2017 13:52	--
<input type="checkbox"/>	18-40	Saved Audience	3,000,000 ⓘ	● Ready Last updated 06/09/2017	06/09/2017 16:36	--
<input type="checkbox"/>	visit	Custom Audience Website	43,000	● Ready	23/05/2017 10:50	--
<input type="checkbox"/>	Toti Visitatori	Custom Audience Website	34,000	● Ready	12/05/2017 11:30	--
<input type="checkbox"/>	Lookalike (RO, 1%) - [REDACTED]	Lookalike Custom Audience: CLIENTI ...	99,000	● Ready	10/05/2017 13:41	--
<input type="checkbox"/>	Lookalike (RO, 1%) - ABONATI	Lookalike Custom Audience: ABONATI	100,000	● Ready	10/05/2017 13:41	--
<input type="checkbox"/>	[REDACTED]	Custom Audience Customer List	3,500	● Ready Last updated 03/05/2017	03/05/2017 16:58	--
<input type="checkbox"/>	ABONATI	Custom Audience Customer List	6,300	● Ready Last updated 03/05/2017	03/05/2017 15:05	--

Advert set name RO - W - 18+

Switch to Quick Creation

Locations Everyone in this location

Romania

Romania

Include | Type to add more locations

Browse

Add bulk locations...

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

Detailed targeting INCLUDE people who match at least ONE of the following

Behaviours > Purchase behaviour

Engaged shoppers

Add demographics, interests or behaviours

Suggestions | Browse

Exclude people or Narrow audience

Expand interests when it may increase conversions at a lower cost per conversion.



Your audience selection is fairly broad.

Potential reach: 1,700,000 people

Your detailed targeting criteria are currently set to allow interest expansion.

Estimated daily results

Reach

1,900-12,000 (of 1,600,000)

Conversions

5-31 (of 510)

Based on a 1-day click conversion window

The accuracy of estimates is based on

268,474,091 people

Behaviours > Purchase behaviour > Engaged shoppers

Description: People who have clicked on the call-to-action button "Shop Now" in the past

Report this as inappropriate

Customise Columns



Performance

Engagement

Page post

Messaging

Media

Clicks

Awareness

Conversions

Website

Apps

On Facebook

Offline

Store visits

Settings

Object names and IDs

Status and dates

Goal, budget & schedule

Targeting

Advert creative

Split test

purc



Clear Search

16 COLUMNS

- Website purchases
- Cost per website purchase
- Website purchase ROAS (return on advertising spend)
- Website purchases conversion value
- Mobile app purchases
- Unique mobile app purchases
- Cost per mobile app purchase
- Cost per unique mobile app purchase
- Mobile app purchase ROAS (return on advertising spend)
- Mobile app purchases conversion value
- On-Facebook purchases
- Cost per on-Facebook purchase
- Conversion value of purchase on Facebook
- Offline purchases
- Cost per offline purchase
- Offline purchases conversion value



DEFINITION

The number of purchase events tracked by the pixel on your website and attributed to your adverts.

13 COLUMNS SELECTED

Campaign name

Cost per result



Budget



Amount spent



Ends



Schedule



Relevance score



Website purchases conversion value



Website purchases



Cost per website purchase



ATTRIBUTION WINDOW ⓘ

28-day click and 1-day view

[Window comparison](#)

Save as preset

Cancel

Apply

Search

Filters

+ Add filters to narrow the data that you are seeing.

Account overview

Campaigns

Advert Sets

Adverts

+ Create

Duplicate

Edit



Create Rule

1-200 of 928

Columns: adelina

Breakdown

Export

<input type="checkbox"/>	<input type="checkbox"/>	Campaign name		Cost per re... Per Purchase	Amount spent	Ends	Website pur... Total	Website p... Total	Cost per we... Per Action
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AO_RMK_view content	175	\$3.56 Per Purchase	\$291.99		\$11,167.92	82	\$3.56
<input type="checkbox"/>	<input checked="" type="checkbox"/>	AO_RMK_Abandon Cos	730	\$4.48 Per Purchase	\$232.87		\$8,146.07	52	\$4.48
<input type="checkbox"/>	<input type="checkbox"/>		513	\$3.09 Per purchase (we...	\$98.87		\$4,244.42	32	\$3.09
<input type="checkbox"/>	<input type="checkbox"/>		433	\$5.49 Per Purchase	\$164.77		\$4,614.86	30	\$5.49
<input type="checkbox"/>	<input checked="" type="checkbox"/>		287	\$6.27 Per purchase (we...	\$144.19		\$3,867.08	23	\$6.27
<input type="checkbox"/>	<input type="checkbox"/>		515	\$7.26 Per Purchase	\$145.29		\$3,166.12	20	\$7.26
<input type="checkbox"/>	<input type="checkbox"/>		122	\$4.26 Per Purchase	\$80.94		\$2,492.47	19	\$4.26
			213 ople	—	\$4,147.41 Total Spent		\$68,917.51 Total	473 Total	\$8.77 Per Action

Analiză campanii Facebook Ads Platform

	A	B	C	D	E
1	Values				
2	Row Labels	Sum of Website purchases conversion value	Sum of Amount spent (USD)	Sum of Website purchases	CPA
3	Facebook	28332.81	1922.22	228	8.43
4	Instagram	2706.85	89.6	19	4.72
5	Messenger	0	1.22	0	0.00
6	(blank)				
7	Grand Total	31039.66	2013.04	247	8.15
8					

Analiză campanii Facebook Ads Platform & Device

	A	B	C	D	E
1	Values				
2	Row Labels	Sum of Amount spent (USD)	Sum of Website purchase	Sum of Website purchases conversion value	CPA
3	FacebookAndroid Smartphone	727.63	57	7095.39	12.77
4	FacebookAndroid Tablet	11.49	0	0	0.00
5	FacebookDesktop	229.37	34	4140.82	6.75
6	FacebookiPad	18.37	1	81.04	18.37
7	FacebookiPhone	932.5	136	17015.55	6.86
8	FacebookiPod	0.04	0	0	0.00
9	FacebookOther	2.82	0	0	0.00
10	InstagramAndroid Smartphone	24.8	3	368.39	8.27
11	InstagramAndroid Tablet	0.19	0	0	0.00
12	InstagramiPad	0.34	0	0	0.00
13	InstagramiPhone	64.27	16	2338.46	4.02
14	InstagramiPod	0	0	0	0.00
15	InstagramOther	0	0	0	0.00
16	MessengerAndroid Smartphone	0.59	0	0	0.00
17	MessengeriPhone	0.63	0	0	0.00
18	(blank)				
19	Grand Total	2013.04	247	31039.65	8.15

Perfomanța pe placement Facebook Ads

	A	B	C	D
1	Values			
2	Row Labels	<input type="checkbox"/> Sum of Amount spent (USD)	Sum of Website purchases	CPA
3				
4	Feed: News FeedDesktop	141.15	13	10.86
5	Feed: News FeedMobile	1782.45	213	8.37
6	Messenger HomeMobile	1.22	0	0.00
7	Right columnDesktop	88.22	21	4.20
8	(blank)			
9	Grand Total	2013.04	247	8.15



TOP 10 CREATIVE APPS

PHOTO EDITING

SNAPSEED

Professional photo editing - change contrast, brightness and more.

OVER

Add text to photos, edit beautiful visual templates.

GIF-LIKE VIDEOS

GIPHY CAM

Add simple graphic animations to photos.

BOOMERANG

Create short looping videos.

MASKART*

Create moving pictures or cinemagraphs.

VIDEO EDITING

VIDEOSHOP

Combine photos and videos. Resize and edit videos.

QUIK

Add effects, music and video templates.

ADOBE SPARK VIDEO*

Step by step video creation along story lines.

PHOTO TO VIDEO

LEGEND

Add animated text to a photo.

RIPL

Layer animated templates on top of photos.

*iPhone only. All others compatible with iOS and Android.

Mulțumesc!

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