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# The Ultimate Guide to FB Ads



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## Setting Up Campaign Objectives

The first step in a Facebook Ad campaign is defining the objective. What you choose influences the optimization, delivery, and bidding options throughout the campaign. There are 11 different campaign objectives currently (2018), including:

1. Brand Awareness for local awareness
2. Reach
3. Traffic
4. Engagement
5. App Installs
6. Video Views
7. Lead Generation
8. Messages
9. Conversions
10. Product Catalog Sales
11. Store Visits

Unless you're launching a new brand, service, product, or company, you'd want to focus on only a few of these, depending on what your ad goal is.

Awareness	Consideration	Conversion
 Brand awareness	<input checked="" type="checkbox"/> Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store visits
	 Video views	
	 Lead generation	
	 Messages	

### Choosing the Right Objective

Select the right campaign objective by choosing the one that's closest to your advertising goal. Awareness objectives generate interest in your product. Consideration campaigns get people to start thinking about your business and looking for more information about it. Conversion campaigns, the ones you should look at most often, encourage people to purchase.

Remember the objective also influences the ad format, e.g., image, video, carousel, slideshow, collection, single image, and single video. In your case, I'd recommend using image, single image, video, carousel, and maybe slideshow.

If you are unsure, A/B split test a campaign by using part of the ad spend with one objective, and the balance with another.

**If you choose objective 9** – conversion – keep these tips in mind. Use your Facebook Pixel and be sure it's set up for conversion tracking on your site. You'll have to modify the code to include the conversion elements. More on custom conversions can be found at <https://andrewhubbard.co/complete-guide-facebook-conversion-tracking/>.

The next step is to choose the delivery method for your ads, which optimizes the campaign, such as link clicks, landing page views, impressions, and daily unique reach.

## Defining the Ideal Customer

Before you can use the ad manager tools, you must know to whom you plan to send ad. The best way to leverage a pre-existing list or a new demographic you'd like to target is to set it up in Facebook beforehand to alleviate the time it takes for new audiences to be created by the tool.

### How do I create a saved audience?

To create a new, saved audience, click the Create A Saved Audience button on the audience page. If you've created an audience in the past, you may want to use that as a starting point by choosing Saved Audience.

If you click the Custom Audience option, you'll see the Ads Manager audience setup options. Complete the fields and the new audience will be saved once you click "Create Audience."

When you create a new campaign and you want to use this audience, choose the "Used a Saved Audience" tab to choose from among the audiences you've created.

### Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business. [Learn More](#)

**Custom Audiences**  
Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app.

[Create a Custom Audience](#)

**Lookalike Audiences**  
Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

**Saved Audience**  
Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

The screenshot shows the Facebook Audience Manager interface. At the top, it says "Audience" and "Define who you want to see your ads. [Learn more.](#)". Below this, there are two main tabs: "Create New" and "Use a Saved Audience". The "Use a Saved Audience" tab is selected, and a dropdown menu is open, showing options: "Search", "USE A TARGET AUDIENCE", and "New Customer Discovery". The "New Customer Discovery" option is highlighted. Below the dropdown, there are several sections: "Custom Audiences" with a search bar and "or Lookalike Audiences"; "Locations" with a dropdown set to "Everyone in this location" and a list of "United States" (selected) and "United States"; "Age" with a dropdown set to "18 - 65+"; and a "New Customer Discovery" panel on the right showing details: "Size: 6,400 people", "Location - Living In: Worldwide", "Age: 20 - 50", "Language: English (UK) or English (US)", and "People Who Match: Job title: Restaurant General Manager".

**Tip:** If you have a specific list of towns, cities, states, or postal codes you can create an audience for that.

## Building Custom Audiences

*Building Custom Audiences, Creating Lookalike Audiences, and Targeting Facebook Connections, by Interest, Behavior Profiles, and Demographics*

To most effectively drive ROI with Facebook ads, learn how you can target the right users with the right message, image, and call-to-action using Facebook Audiences. Here are six tips.

### What are Facebook Audiences?

Facebook Audiences are a collection of interests, behaviors, locations, and demographics you choose about your target audience. In doing so, you create buyer personas and target user segments based on your core customers' characteristics and attributes.

Once you select the attributes, you may also target users based on other user-reported interests, locations, and devices. You can do this using the drop-down menu in Facebook or leveraging the search feature. This is very helpful when targeting different age groups, e.g., new parents, parents of toddlers, grandparents, aunts, uncles, etc.

### Four Tips to Increase Audience Value

1. Use your email or CRM lists to create a custom, lookalike audience. You can segment the audience by order of value, holiday shoppers, regular shoppers, price sensitive shoppers, customer loyalty, and more.
2. Re-market to your current customers by importing your customer list directly into Facebook. Instead of making a lookalike audience, remarket new product and cross-sell them to the full list. This is also helpful to "win back" customers who may not have ordered in the past number of days.
3. Re-market to shopping cart abandoners by using a custom audience of those who've put things in the cart, but did not complete the purchase. Do this by creating a custom audience of those shoppers over a specific period or time using the Facebook Pixel, which triggers and reports the action (the pixel must be on your website to work).
4. Review your third-party website analytics (e.g., Google Analytics) to determine which pages are getting the most traffic on your site. If it's not the pages you want people to visit, then you need to reconsider the marketing efforts. Also, adding an Event Tracking mechanism to your website helps to determine several things, such as customer value, product value, shopping time, checkout success, and more. You can also review the demographic information for those pages to see who's been visiting (e.g., age, location, time of day, gender, and more).

### Analytics Example

From the following image, you can tell the visitors to this website are nearly twice as many in the 25-34 age group. Knowing that, I can then create more content for that age group, if they are my target market. I can also see the gender breakdown for site visitors. If I wanted to increase a demographic, I'd use a focused Facebook ad campaign for that group and run it over a period of weeks, spending just \$1 per day.



## Creating Compelling Ad Copy

When writing Facebook ad copy, keep these best practices in mind.

1. There are 3 options for text fields – Headlines, main text, and the news-feed link description.
2. The most popular headline is still just 4 words long and a max of 25 characters. Numbers in headlines are very effective, e.g., 20% Off, \$10 Discount, Top 10, #1, etc. When promoting a product, consider adding the price of it in the link description.
3. The main text is where you have the most flexibility, but keep things relevant, catchy, and fun.
4. Link text maxes out at about 13 words.
5. Top five call-to-action terms: “Learn More,” “None,” “Shop Now,” “Sign Up,” “Book Travel”. The last works if you’re doing a promotion at a physical location.
6. Use targeting to narrow the audience and then write the ad for the audience. Write the ad outside of FB first.
7. Write different ads for different groups of people in your target market.
8. Make sure the copy goes with the ad. The image should feel like it makes the point or solves the problem.
9. Stay focused with one call to action for each ad. It can be the same call to action, but be sure you’re keeping it in mind when writing copy, e.g., you wouldn’t say “listen now” for a book; that would be a for a podcast.
10. Keep the copy short and lead with value.
11. Use simple, easy-to-understand language.

Carousel, Slideshow, Collection, and Video ads would work well for companies with multiple products or services. You could also include a landing page link (the page you want people to land on your website) in the link description. Split test your ads – one with the link and one without it in the copy to see which performs better.

### Fool-Proof System for Writing FB Ads

1. Create a document (or grab a paper and pen)
2. Close all tabs on your screen, or go somewhere else to write. You may want to keep your website open for inspiration.
3. Set a timer for 15 minutes.
4. Write everything that comes into your head – don’t stop until the timer goes off.
  - a. Avoid being clever, rather be clear.
  - b. Avoid mentioning your brand.
  - c. Speak to the person you’re writing the ad for. “Does your company paperwork make you crazy?” Starting an ad with a question is a great way to draw attention.
  - d. Make it emotional. “We’ll take the stress your of your paper mess.”
  - e. Keep it simple.

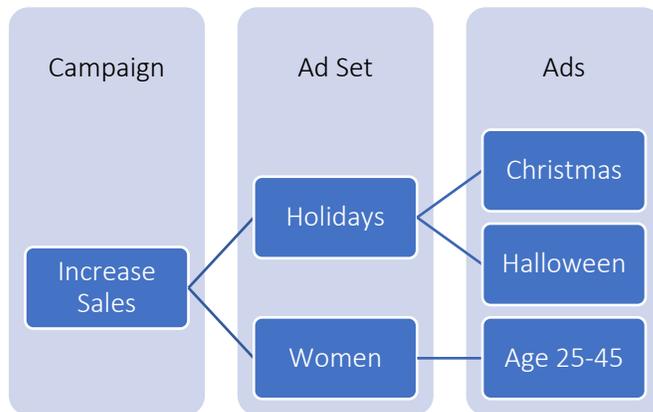


## Defining Ad Sets

Think of ad sets like a collection of similar ads placed in a file folder. For example, holiday ad sets might include President's Day, Valentine's Day, St. Patrick's Day, Easter, Mother's Day, Father's Day, Grandparent's Day, Memorial Day, Labor Day, Independence Day, Halloween, Thanksgiving, Rosh Hashanah, Hanukah, and Christmas. Another ad set might be by Gender and include men and women. A third ad set might be by role, e.g., industry, manufacturing, construction, real estate, etc. .

There may be multiple ad sets in one campaign. For example, in your gender campaign, you might have ad sets for males and females. Each ad set would contain ads just for that target audience. You could even break it down by age or location.

### Example



### Organize Ad Sets by Audience

In each ad set, determine the audiences you want to target; plus, the budget, schedule, bidding, and placement for each ad set. Remember this is a group of ads you're setting guidelines for, so think of them as a group. Creating different audiences for ad sets running simultaneously will help prevent your ad from competing with one another. For example, if you're running an Increase Sales by city campaign, the Campaign would be called Increase Sales, the ad set would be the city name, like LA, NY, Dallas, Chicago, and then you'd write ads for each ad set.

### Budget

You don't have to spend a lot of money on Facebook ads for them to be effective. You do, however, need to spend time on ad structure and creative, which does take time. A daily or lifetime budget for each ad set is available. For example, if you're running a 20% Off coupon for the month of October, you'd leverage a daily or lifetime budget for that campaign and use a beginning and end date range for structure.

Leverage Audience Insights to help you create a target audience. Also, avoid changing the budget while the ads are still running because budgets are reset when you change from a daily to lifetime budget, and vice versa.

If you're still unsure, run the same ad set but change one factor in one set, e.g., the budget, target audience, placement, or bidding structure. That way if one is outperforming the other, you can pause one of them and use the successful one as the ones you'll use going forward.

## Defining Your Offer

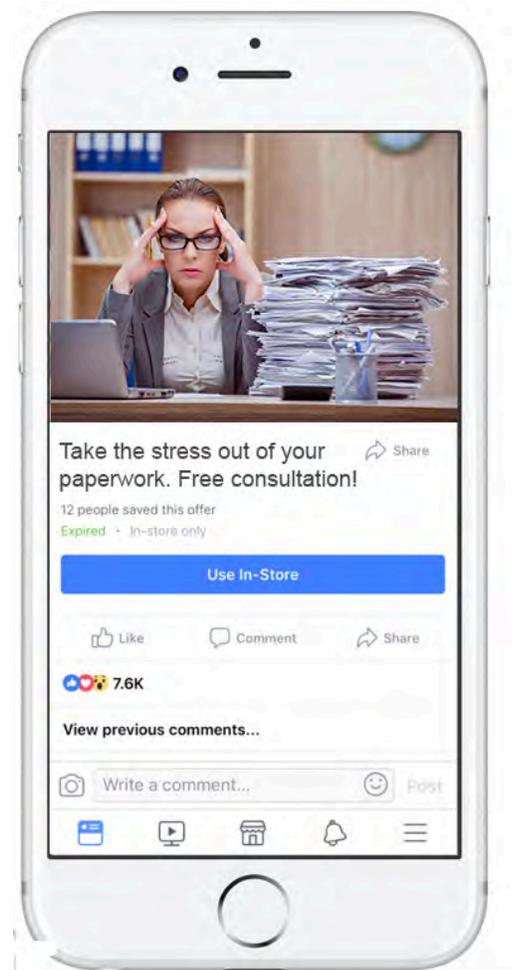
What is a Facebook offer?

It is a special type of ad when a discount is provided to your customers to encourage them to shop on your website. Once created, you cannot edit or delete the offer ad; so, knowing what you want before creating the ad is key.

### How to create an offer.

Create an Offer Ad in Ads Manager

1. **Choose Traffic, Conversions** for your offer ad objective for sales, product buys, service purchases, etc. If you are looking only for leads (e.g., email subscriptions, ebook downloads, video plays, podcast listens, etc. ), then use the Lead Generation option. Traffic gives you an option to choose where you want to drive traffic (website or FB messenger). Conversions lets you promote a website and use a conversion pixel (your FB pixel). Store lets you drive traffic to in-store / physical location sales.
2. You'll see a section labeled **Offer**. **Switch the toggle button to ON**.
3. Choose the **Page** you want to create an offer ad for and click **Create Offer**.
4. Add details about your offer, choose where it can be redeemed, and **set up a unique code** or bar code (if available) for your offer (optional). Then **click Create**. Note: Offer Details Page Example shows a preview of how your offer ad will look when you're done. Notification Example will show the reminder people will get to redeem your offer. When using a unique code, you'll need to **upload the same codes to your system** that you upload to Facebook to make sure your customers can use them. You can also upload unique codes to Facebook using the instructions found here <https://bit.ly/2CfMHRk>.
5. Choose your **Audience, Placements, Budget and Schedule** for your offer ad. **Click Continue** when you're done.
6. Choose a **format and images or video** for your offer ad, and **enter some text** that tells people what you're promoting.
7. **Click Place Order**.



Complete design specs for an Offer can be found at in the Facebook Ads Guide at <https://bit.ly/2Aj8Y2m>.

Once your ad is approved, it'll be shown to the target audience you chose. All offer ads must follow the Facebook Commerce Policy.

## Ad Setup

You would think the ad setup is simply putting some creative together, but it's a lot more than that. The best way to go about your setup is to start from the end – the goal.

### Example

Goal: Generate sales for your ecommerce business

Message: 10% off their first order

Strategy: Instead of putting the discount code in the Facebook creative, send people from Facebook to your website landing page. That should not be your home page; but, rather a landing page within the site that only talks about the product or service you are promoting. Ask visitors to opt-in on the landing page before they get the discount code. You might be able to accomplish this with a site entry pop-up.

Reasoning: Because you want people to take a specific action, a conversion campaign is your best option.

### Audience

This has been talked about elsewhere in this booklet, but it's a where you choose who will see your ad. Keep the audience very targeted. Rather than blanketing an age group of 18-65+, consider who your audience for the ad campaign truly is, e.g., men, ages 25-40 who live in Washington, D.C. and who have interest in business management, operations, finance, or other topics related to your products or services.

**Tip**: If you have an email list or data list of your clients, you can upload it in to Facebook. Facebook then cross-references the email addresses on your list and finds that email address on Facebook to show them the ad.

### Connections

Add a connection point of people who like your page and friends of people who like your page.

Save the audience you've chosen so you can easily re-use it.

### Placement

Use automatic placements, unless you know where your ads perform best. When you choose auto, ads appear Facebook, Instagram, and other related tools. However, if you find that your bids are influenced by Instagram stories, but you're not seeing any traction from that platform, edit placements and remove them from the choices. There are a lot of choices in this section, so learn which makes the most sense for you.

Facebook: Feeds, instant articles, in-stream videos, right column placement, suggested videos, marketplace, and stories.

Instagram: feed and stories

Audience Network: native, banner, and interstitial ads, in-stream videos, and rewarded videos

Messenger: inbox and sponsored messages.

You can even choose the type of mobile device to show your ads, e.g., Android or iOS Devices

### Budget and Schedule

Consider when people are most likely on their phones and computers to place your ads. Think about our audience carefully. Are they most likely on Facebook between 10:00 a.m. to 12:00 p.m.? Are they on there from 12:00 – 2:00 pm (most likely), and again in the evenings. If your audience is national, consider setting up campaigns by region, east coast, central, mountain, and west coast. That way your ads are timed for their most optimum time of day. Also keep weekends, evenings, early morning hours in mind.

### Ad Set Spend Limits

This option helps you keep your ad budget in check. You could also opt for the lowest-cost feature to get the most purchases for your budget.

## **Delivery Type**

In most cases, standard type is fine. It will show your ads evenly throughout the scheduled period. An accelerated schedule will blow through the budget quickly to provide results fast. This might work best on an A/B split test if your control mechanism is time of day. A control mechanism is the one thing you've changed between the two ads, e.g., you set one ad to run from 12:00 - 2:00 p.m. and another set to run from 11:00 p.m.– 1:00 a.m.

## Creating Clickable Ad Images

Finding the right image to cause action can be tough. There are many stock photography sites out there to help with that. Some are free; while others are not. Here is a short list of photography sites to consider to help you build the right creative to engage your audience.

This list was provided by HubSpot [<https://blog.hubspot.com/marketing/free-stock-photo-websites>].

- Negative Space
- Death to Stock
- Picjumbo
- Stokpic
- Kaboompics
- Startup Stock Photos
- Freerange
- LibreShot
- Fancy Crave
- **Unsplash – I use this a LOT**
- StockSnap.io
- SplitShire
- Life of Pix
- HubSpot
- Pexels
- Gratisography
- Jay Mantri
- ISO Republic
- New Old Stock
- Pixabay

I also use Canva for designs of all kinds, including ads; plus, it's free.

In the Campaign Objectives section of this booklet, the objective drives the image format, including single image, carousel, slideshow, video, etc. Below are some sample ads for each format recommended in that section of this booklet — image, single image, video, carousel, and maybe slideshow, which isn't available for the product catalog objective.

### Image Ad

Text: 125 characters

Headline: 25 characters

Link Description: 30 characters

Image Size: 1,200 x 628 pixels

### Video Ad

Text: 90 characters

Headline: 25 characters

Link Description: 30 characters

Video format: .MOV or .MP4 files are ideal



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We'll take the stress out of your paperwork mess.

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You've finished another tax year. But, were you satisfied with the results?



**Avoid Surprises**  
Were you surprised by how your tax return ended up this year? Take the surprise out of next year.

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## Carousel Ads

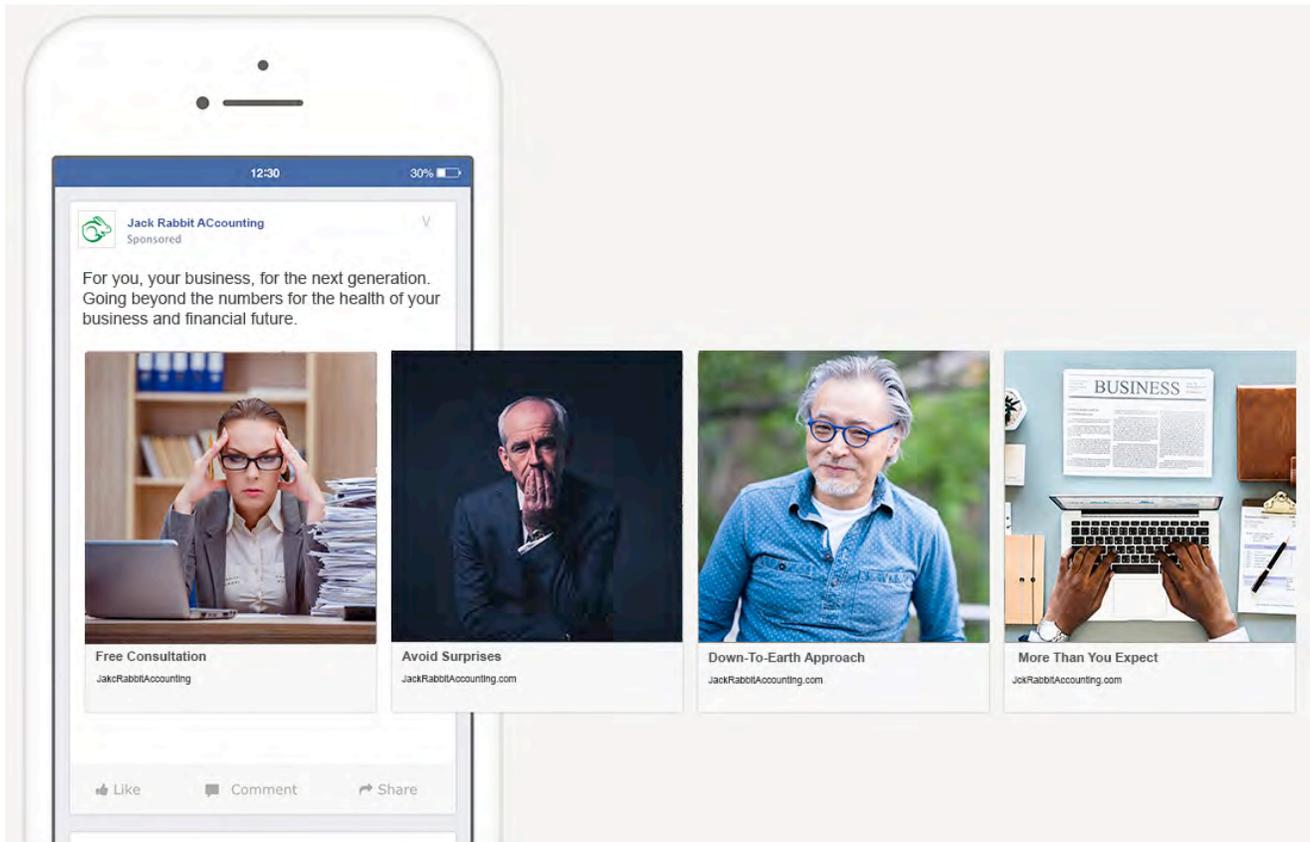
Text: 90 characters

Headline: 40 characters

Description: 20 characters

Image size: 1,080 x 1,080 pixels

This ad is unique in that you can add several images and change the text under each image. It's great to promote multiple products or services or even your company culture.



## Slideshow

This ad format allows for **up to 10 images** to be placed in a looping format. It's different than a carousel in that the images overlap each other rather than appear next to each other. Also, the text changes on a carousel ad, but does not on a slideshow ad. Use images of all the same dimension or the images will be cropped to squares.

Text: 90 characters

Headline: 25 characters

Description: 30 characters

Image size: 1,280 x 720 pixels



## Tip: Create a Facebook Content

Template like the one below to help you create ads within the constraints of Facebook's copy guidelines. The columns with "0" in them should be counters for the column to the left of it so you can see how many characters you've typed.

Use the length formula to count the characters in the previous (or any) column, e.g., =LEN(C4)

	A	B	C	D	E	F	G	H	I
1	Facebook								
2	Conversion: Single Image								
3		Version 1		Version 2		Version 3			
4	Headline	25		0		0			0
5	Post Copy	125		0		0			0
6	Link Description	30		0		0			0
7	Image Size	1200x628							
8									
9	Conversion: Carousel								
10		Version 1		Version 2		Version 3			
11	Headline	40		0		0			0
12	Post Copy	90		0		0			0
13	Link Description	20		0		0			0
14	Image Size	1080x1080							
15									
16	Conversion: Video								
17		Version 1		Version 2		Version 3			
18	Headline	25		0		0			0
19	Post Copy	90		0		0			0
20	Link Description	30		0		0			0
21	Video Format	MOV or MP4							
22									
23	Conversion: Slideshow								
24		Version 1		Version 2		Version 3			
25	Headline	25		0		0			0
26	Post Copy	90		0		0			0
27	Link Description	30		0		0			0
28	Image Size	1280x720							
29									

## Facebook Pixel

The Facebook Pixel is a piece of code placed on websites to help track the Facebook ad campaign's effectiveness, use, and demographics. The actions taken from the Facebook ad to your website is tracked through the Facebook Ads Manager. It can help you determine if your ad and action are working in conjunction or if they have missed a step along the way, for example, lots of people clicked on the ad (click-through rate), but few purchased (conversion).

You can also use the Pixel data to remarket to existing clients, past visitors, and more. It also helps to show your ad only to those most likely to click on it.

### What does the Pixel track?

Once an ad is clicked from Facebook and the visitor enters your website, the Pixel tracks:

- Key page views
- Searches on your site
- Items added to the cart or wish list
- When people enter the checkout flow
- When payments are added
- Checkout flow and purchase completions
- When a lead is generated through a form submission (e.g., join our email list)
- Registration completions (forms for subscriptions, event sign ups, etc.)

### Where does the Pixel go?

Once the Facebook pixel is created, add the code to your website in the <head> tag of the page you want to track. If you're using WordPress, there may be a plugin for adding it to your site. On a traditional site, you'd add the tracking code on all the pages you want to track.

The code looks something like this:

```
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,document,'script','https://connect.facebook.net/en_US/fbevents.js');
```

```
fbq('set', 'autoConfig', 'false', '2082769632045826');
fbq('init', '2082769632045826');
fbq('set', 'agent', 'plbigcommerce1.2', '2082769632045826');
```

```
window.onload=function() {
  var m,
    productIdMap = {},
    productIdsOnPage = getUniqueProductIdsOnPage(),
    urlParams = decodeURIComponent(window.location.search);
```

```
fbq('track', 'PageView');
```

```
// Search events start -- only fire if the shopper lands on the /search.php page
if (window.location.pathname.indexOf('/search.php') !== -1) {
  if ((m = /search_query=(.*)&/.exec(urlParams)) !== null) {
    fbq('track', 'Search', { content_ids: productIdsOnPage, content_type: 'product_group', search_string: m[1]
  });
}
```

```

    }
  }
  // Search events end

  // Wishlist events start -- only fire if the shopper attempts to add an item to their wishlist
  if (window.location.pathname.indexOf('/wishlist.php') !== -1 && (m =
/added_product_id=(.\d)/.exec(urlParams)) !== null) {
    fbq('track', 'AddToWishlist', { content_ids: [m[1]], content_type: 'product_group' });
  }
  // Wishlist events end

  // Lead events start -- only fire if the shopper subscribes to newsletter
  if (window.location.pathname.indexOf('/subscribe.php') !== -1 && (m = /result=success/.exec(urlParams)) !==
null) {
    fbq('track', 'Lead', {});
  }
  // Lead events end

  // Registration events start -- only fire if the shopper registers an account
  if (window.location.pathname.indexOf('/login.php') !== -1 && (m = /action=account_created/.exec(urlParams))
!== null) {
    fbq('track', 'CompleteRegistration', {});
  }
  // Registration events end

  // Checkout events start -- only fire if the shopper lands on a /checkout* page
  if(window.location.pathname.indexOf('/checkout') !== -1) {
    if (urlParams.indexOf('process_payment') !== -1) {
      fbq('track', 'AddPaymentInfo');
    } else {
      fbq('track', 'InitiateCheckout');
    }
  }
  // Checkout events end

  function getUniqueProductIdsOnPage() {
    return Array.prototype.reduce.call(document.querySelectorAll('[data-product], [data-product-id]'),
function(acc, obj) {
      var productId = obj.getAttribute('data-product') || obj.getAttribute('data-product-id');

      if (!productIdMap[productId]) {
        productIdMap[productId] = true;
        acc.push(productId);
      }

      return acc;
    }, []);
  }
}
</script>

```

**What does all this code mean?**

According to the Facebook business page resources, each of the website actions in the code to the following things. Your code has the Search, Add to Wishlist, Lead, Pageviews, Initiate Checkout, and Add Payment Info. There are a few more fields you could add to your pixel to increase your audience functionality and remarketing, such as Add to Cart and View Content.

Website action	Description	Standard event code
View content	Track key page views (ex: product page, landing page, article)	fbq('track', 'ViewContent');
Search	Track searches on your website (ex: product searches)	fbq('track', 'Search');
Add to cart	Track when items are added to a shopping cart (ex: click, landing page on Add to Cart button)	fbq('track', 'AddToCart');
Add to wishlist	Track when items are added to a wishlist (ex: click, landing page on Add to Wishlist button)	fbq('track', 'AddToWishlist');
Initiate checkout	Track when people enter the checkout flow (ex: click, landing page on checkout button)	fbq('track', 'InitiateCheckout');
Add payment info	Track when payment information is added in the checkout flow (ex: click, landing page on billing info)	fbq('track', 'AddPaymentInfo');
Make purchase	Track purchases or checkout flow completions (ex: Landing on "Thank You" or confirmation page)	fbq('track', 'Purchase', {value: '0.00', currency: 'USD'});
Lead	Track when someone expresses interest in your offering (ex: form submission, sign up for trial, landing on pricing page)	fbq('track', 'Lead');
Complete registration	Track when a registration form is completed (ex: complete subscription, sign up for a service)	fbq('track', 'CompleteRegistration');

### Where is the Pixel data?

The information collected by the Pixel is located in the Facebook Ads Manager. From there, you can view items you're tracking with pixel. See an example on the next page.

Name	Status	Activity
PageView	Active Last Received: in the last hour	
ViewContent	Active Last Received: in the last hour	
AddPaymentInfo	Active Last Received: 14 hours ago	
AddToCart	Active Last Received: 14 hours ago	
InitiateCheckout	Active Last Received: 14 hours ago	
AddToWishlist	Active Last Received: 14 hours ago	

### How to I use it in conjunction with Google's Event Tracking Tag?

1. Once you have the Pixel code copied from your site, open Google Analytics.
2. Click on the four boxes in the top, right corner and choose Tag Manager (GTM).
3. Click the gear icon on the right of the blue bar.
4. Click container settings.
5. Add the Facebook Tracking Pixel as the container name. Leave Web as the default workspace name. Go back to the tracking tag home page, and choose Facebook Tracking Pixel.
6. Click Add a New Tag and the configuration window will open. Change the tag name to Facebook Tracking Pixel.
7. Click Tag Configuration and select the tag type Custom HTML
8. Paste the Facebook Pixel code into the HTML box. Click the Advanced Setting link and change the firing options to Once per page.
9. Move down to the Triggering field. Click the concentric circles and choose trigger to fire on All Pages.
10. Click Save.

### What about spam referral traffic from Facebook?

Once you've implemented the tag manager and the Pixel, you might notice some discrepancies on your tag manager analytics, such as inaccurate purchases.

To make the Pixel data accurate and to remove spam referrals from displaying on the tag manager, take these steps.

1. Open your Google tag manager (GTM). Navigate to and select the Facebook Pixel.
2. Scroll down to see the graphic and click on Activity.
3. Click on any event or pageview pixel to see the referral URL. You'll notice it's not the website URL, but rather a GTM URL.

Event Time	Event Category	Device	Parameters	Referring URL
Nov 30, 2017 12:33am	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:
Nov 30, 2017 12:33am	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:
Nov 30, 2017 12:33am	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:
Nov 30, 2017 12:24pm	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:
Nov 30, 2017 12:24pm	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:
Nov 30, 2017 12:24pm	AddToCart	Desktop	-	https://gtm-msr.appspot.com/render?id=GTM-W:

To prevent this information from skewing your reporting, simply add this javascript code to every pixel (base + event) added to the Tag Manager above the !function code.

```
if((document.location.href.search('appspot.com')!=-1)&&(document.referrer.search('appspot.com')!=-1))
```

Here is what it would look like in your original Facebook Pixel code.

```
<script>
```

```
if((document.location.href.search('appspot.com')!=-1)&&(document.referrer.search('appspot.com')!=-1))
```

```
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,document,'script','https://connect.facebook.net/en_US/fbevents.js');
```

You are not tracking the events, but if you were, you'd place the same line of code before the fbq code, for example.

```
// View Content events start -- only fire if the shopper lands on a /checkout* page
```

```
if(window.location.pathname.indexOf('/checkout') !== -1) {
```

```
  if((document.location.href.search('appspot.com')!=-1)&&(document.referrer.search('appspot.com')!=-1))
```

```
    if (urlParams.indexOf('view_content') !== -1) {
```

```
      fbq('track', 'ViewContent');
```

```
    } else {
```

```
      fbq('track', 'ViewContent');
```

```
    }
```

```
  }
```

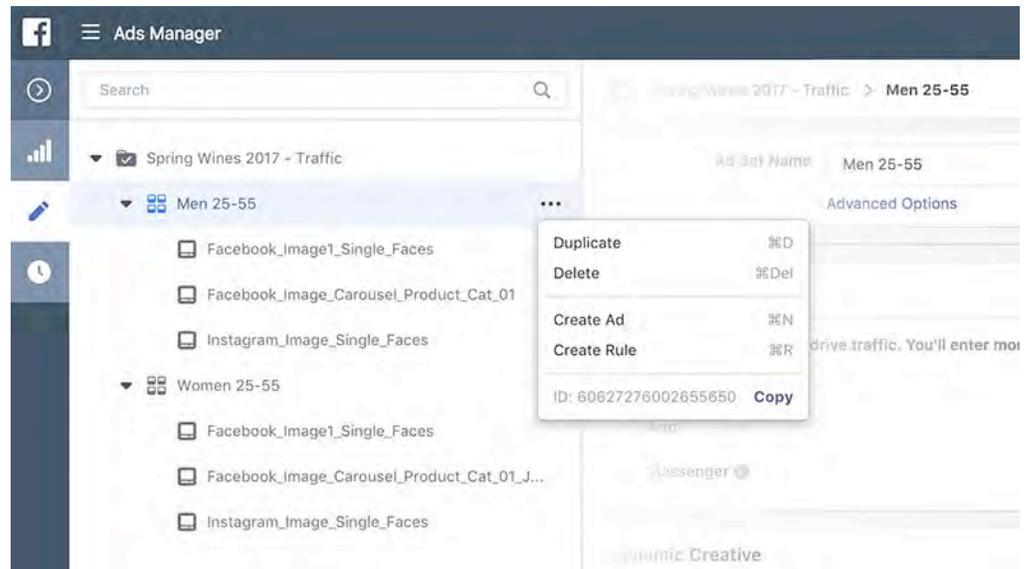
```
// Checkout events end
```

## Reporting

In addition to overall reporting numbers, Facebook has increased reporting to show how your creative is also working. Knowing both elements will help you to create better ads that resonate with your customers.

One of the benefits of this new reporting feature is you can edit ads on the same screen as the campaign page,

rather than going back and forth between the two areas. You may also duplicate or delete campaigns, ad sets, and ads from one location versus going from one screen to another.



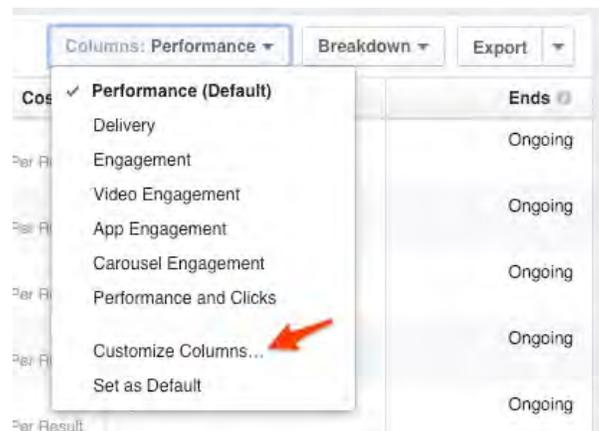
### That's all fine and good, but how do you really know if your ads are working?

There are several key performance indicators (KPIs) you can use to determine if your ad was successful, but you need to know where to find them (because Facebook puts some of the other irrelevant metrics front and center).

By customizing columns, you can choose to see only the data that you most want to use to ensure good ad quality and remove the columns you don't want to see.

### KPIs to Ignore

- Reach – Unless you spend a lot of money on ads, this may be irrelevant. What you do want to know is what percentage of those people are actually responding to your ads.
- Clicks – You'll always get a lot of clicks (that don't matter). Clicks on things such as page likes, or the See More button really don't do much for sales.
- Video Views – In Facebook, a view is counted if someone watches at least 3 seconds of the video. Unless your call to action is placed within the first three seconds, which I don't recommend, then this number is irrelevant.
- Relevance Score – This one is similar to website scores to me. For example, on a scale of 1-10 with 10 being the best and brightest, Amazon is still an 8 on the website scale. How much more relevant could they be? The same thing applies here. In some cases, Facebook ads that do perform well may have a low relevance score, which could be due to the audience demographic, topic, interest, and so many other things.



### Lead Generation KPIs

Campaigns with a call to action to sign up or register for something, you'd want to monitor the following metrics:

- Impressions – number of times your ad is shown
- Cost per 1,000 Impressions (CPM)
- Frequency – how many times each person has seen your ad.

- Amount Spent
- Click-through Rate (CTR) – the number of people who saw the ad and clicked over to your website landing page
- Link Clicks - the number of people who clicked on your ad and were sent to your opt-in page.
- CPC (link) – the cost per click for your ad over to your website
- Leads – the number of people who signed up on your landing page after clicking on the ad.
- Cost per Lead – how much each sign up has cost you so far. This is the most important metric.

If the cost per lead number is greater than \$2.50 (or a number you set), you may want to look at a few other metrics by:

- Dividing Link Clicks by Leads to find out the landing page conversion rate;
- If the CTR number is low (below 1%), either the ad creative isn't compelling or the target audience is wrong.
- If your CPM is high, try a different audience.

### Sales Campaign KPIs

Similar to Lead Generation campaigns, you'll want to track impressions, CPM, frequency, amount spent, CTR, link clicks, and CPC. You'll also want to check out

- Checkouts – the number of people who converted to customers from the ad
- Cost per Checkout – how much each sale cost you.

If the metrics are not where you'd like them to be, also look at

- CTR if low (below 1%) either the ad creative isn't compelling or the target audience is wrong.
- CPM is high, try a different audience
- Overall Sales Conversion Rate of your sales page using Google Analytics to determine what pages people most often buy from.

### Video KPIs

In many cases, you may find you get loads of views, but few actual clicks to your site. Here are some metrics to monitor to determine what's happening with your video ads.

- Frequency – how many times each person has seen your ad.
- Amount Spent
- Video Views – the number of times your video was viewed longer than 3 seconds.
- Average % of Video Viewed – what percentage of the video was actually seen
- Video Views to 75% -- those who watched the video to the 75% mark
- Link Clicks - the number of people who clicked on your ad and were sent to your opt-in page.
- CPC (link) – the cost per click for your ad over to your website
- Leads – the number of people who signed up on your landing page after clicking on the ad.
- Cost per Lead – how much each sign up has cost you so far. This is the most important metric.

If your numbers are not where you'd like them to be, here are some additional metrics to review more deeply:

- Average % of Video Viewed if low, the video beginning may not be compelling
- Cost per Lead if lower than average ad cost per lead for non-video campaigns, keep running the video and retarget those people who did click with specific ads.

## Penheel Marketing

We specialize in social media and digital marketing for CPAs and small business owners. Our services range from blogging to website design and just about everything in between, including ad development, graphic design, marketing plans, strategy, social media profile development for businesses and individuals, and copywriting. We also perform SEO audits and can help you strategize your next steps in building brand awareness.

Our CEO, Becky Livingston, also does a lot of public speaking and training across the country and at local, NJ and NY colleges and universities, including Bergen Community College, Westchester Community College, and Pace University.

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### What We Do

We build muscle – marketing  
muscle – for CPAs and small  
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