How to skyrocket your Meta Ads Strategy in 2024

VERONICA GENTILI | ACADEMY

The Social Media Advertiser life

YESTERDAY

- Granular targeting
  - **Granular data and monitoring**
- Easy Tracking (Pixel)
- **Retargeting (70X ROAS!!)**

TODAY

- Hyper Broad Targeting
- **Partial and Modeled Measurement**
  - **More complex Tracking** (Pixel + Conversion API…)
- **Partial Retargeting**

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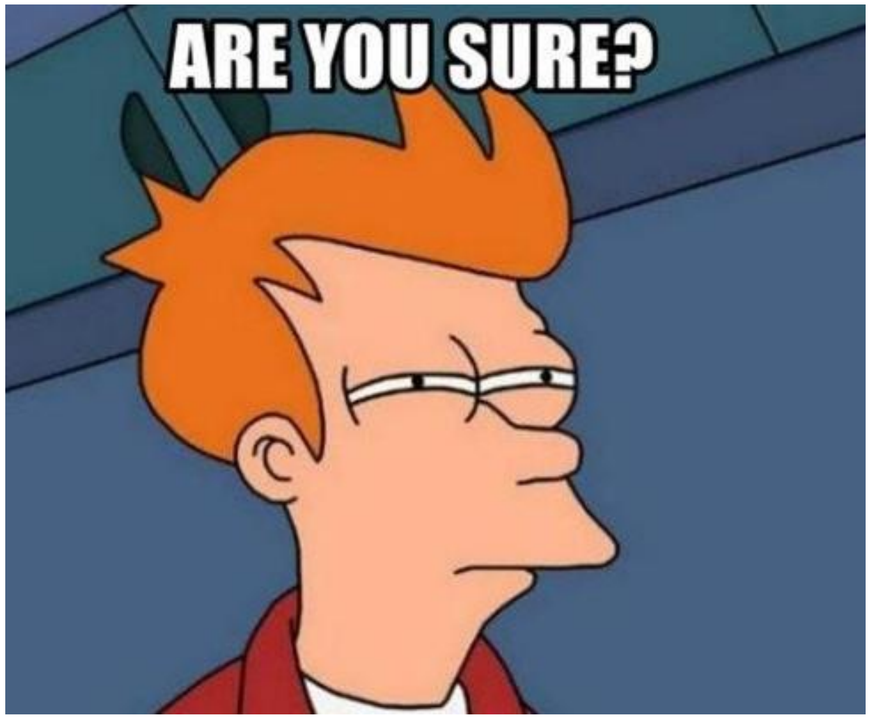
Are you still…



… Creating dozens and dozens of campaigns, adsets and ads?

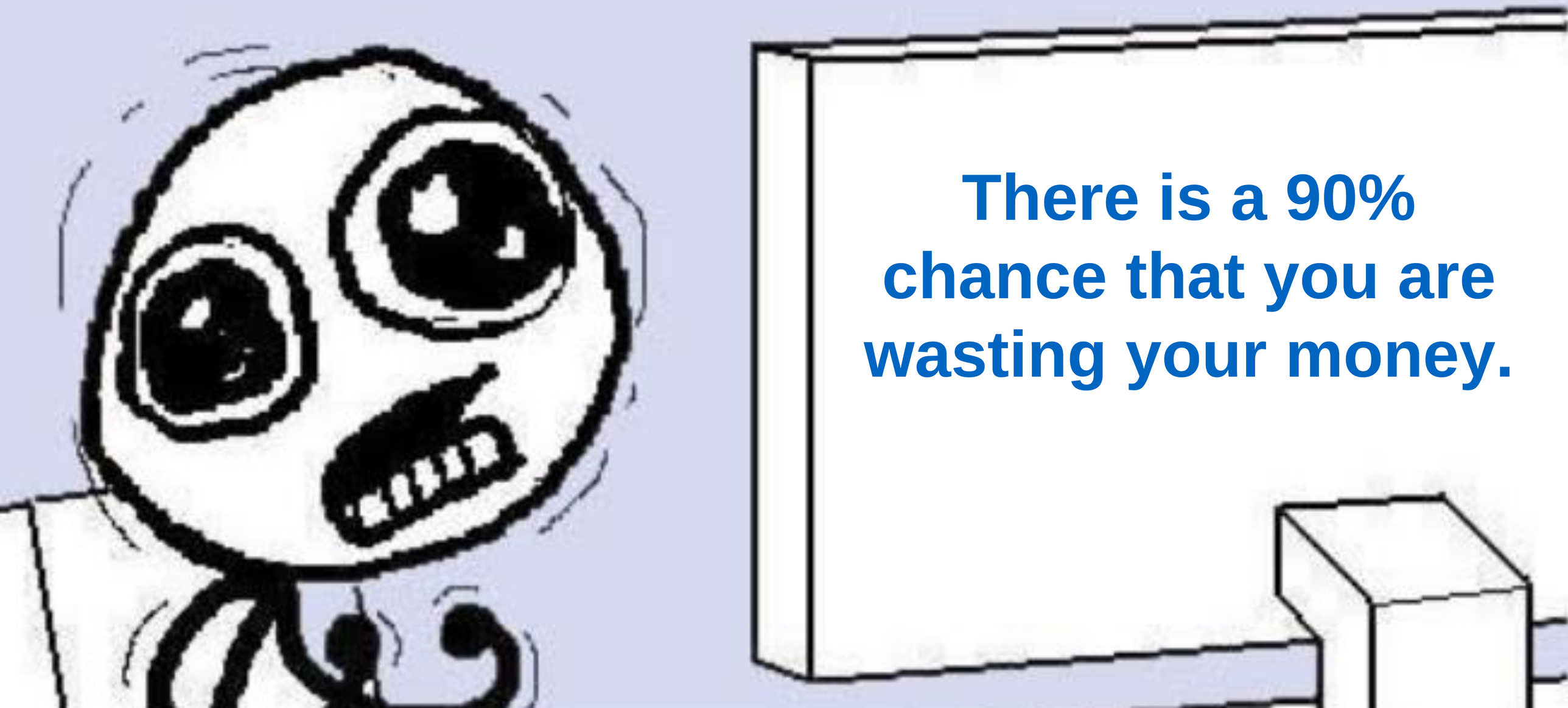
… Targeting iper-segmented audiences?

… Using just the Facebook Pixel

- cAPI is too complicated -?

… Using the old Retargeting structure?

…Optimizing for link clicks?


There is a 90% chance that you are wasting your money.

The Meta Advertising Ecosystem Today

Advantage+ audience

Advantage detailed targeting

Advantage custom audience

Advantage lookalike

Advantage+ catalog ads

It’s all about

AUTOMATION

Advantage+ creative

Advantage+ creative for catalog

Advantage campaign budget

Advantage+ placements

Advantage+ international catalog ads

META ADVANTAGE/+ PRODUCTS

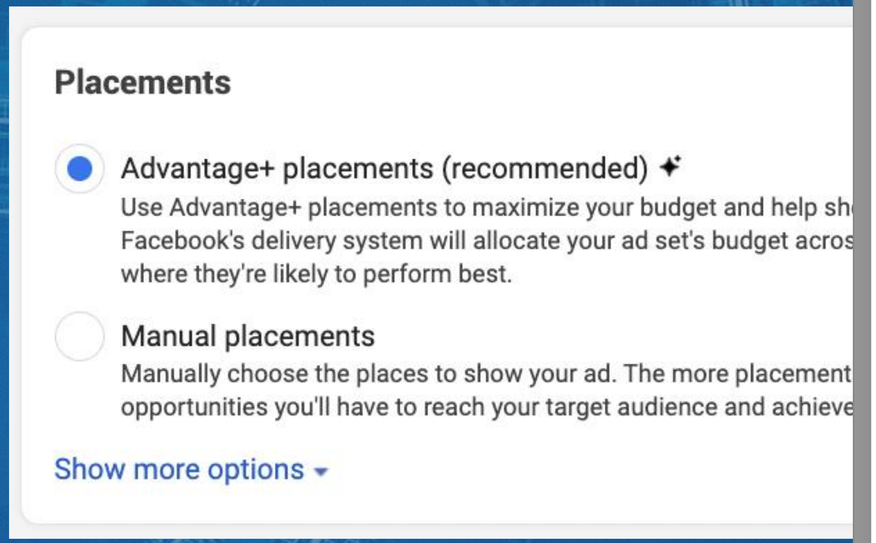
Meta’s automated ad products are now grouped together under the name Meta Advantage.

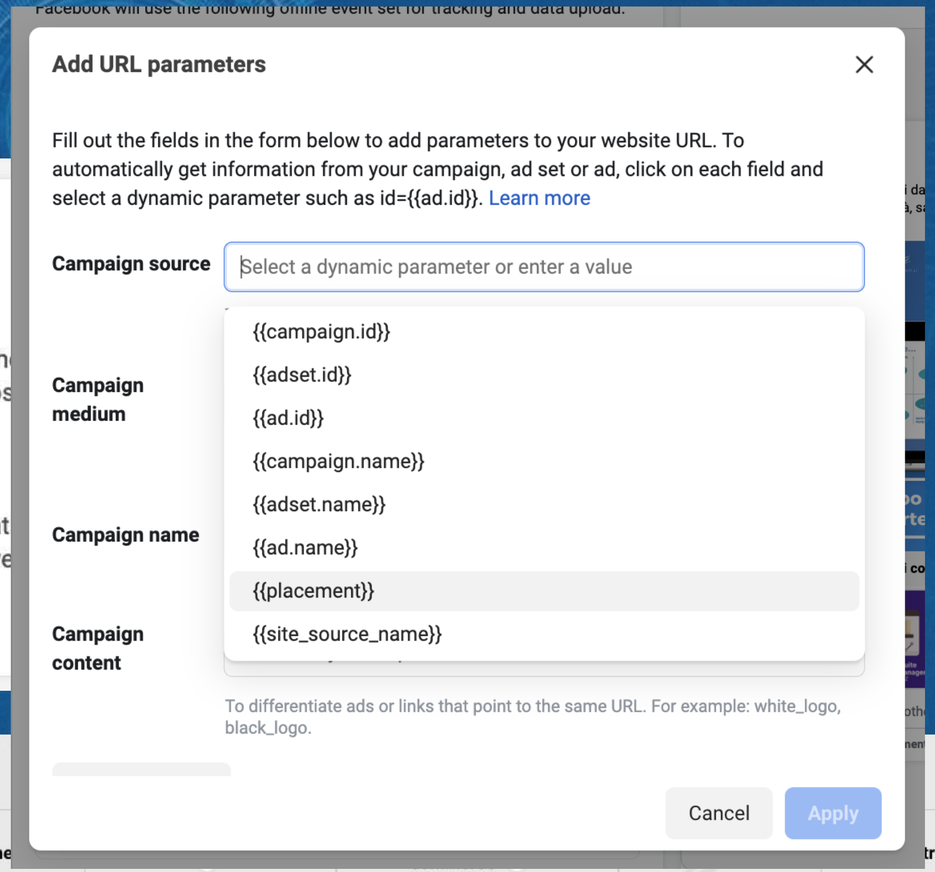
Meta promises

- *Get the best results with **fewer, more efficient campaigns***
- ***Reach more people** who are likely to be interested in your business*
- ***Deliver a personalized customer journey***
- ***Save time and effort***

Howhever…

Do we really want link clicks…?





Sorgente/Mezzo	Acquisizione			Comportamento					
	Utenti	Nuovi utenti	Sessioni	Frequenza di rimbalzo	Pagine/sessione				trate
	1.139 % del totale: 100,00% (1.139)	811 % del totale: 100,00% (811)	1.421 % del totale: 100,00% (1.421)	48,49% Media per vista: 48,49% (0,00%)	2,61 Media per vista: 2,61 (0,00%)	00:01:54 Media per vista: 00:01:54 (0,00%)	2,81% Media per vista: 2,81% (0,00%)	40 % del totale: 100,00% (40)	2.090,00 € % del totale: 100,00% (2.090,00 €)
1. [redacted]	**357** (30,36%)	208 (25,65%)	453 (31,88%)	48,57%	2,52	00:02:10	5,74%	26 (65,00%)	1.274,00 € (60,96%)
2. [redacted]	**127** (10,80%)	99 (12,21%)	159 (11,19%)	32,70%	2,89	00:02:23	1,26%	2 (5,00%)	98,00 € (4,69%)
3. Facebook_Instream_Video / Paid_social	**125** (10,63%)	124 (15,29%)	125 (8,80%)	90,40%	1,13	00:00:02	0,00%	0 (0,00%)	0,00 € (0,00%)

Are we sure Advantage Custom Audience are working for us?

Advantage custom audience ✦

Reach people beyond your custom audience when it is likely to improve performance.

Campaign	Results ↓	Reach	Cost per result	Link clicks	CTR (link click-through rate)	Website purchases	Meta purchases	Website purchase ROAS (return on ad spend)
NOV22_blackfriday_ret	107 [3] Website Adds To C...	26,974	€0.80 [2] Per Add To Cart	1,875	5.32%	--	--	

Country	Sessions	Bounce Rate	Pages/Session	Sessions Time	Sales	Income
India	253	56,92%	1,88	00:00:36	0	0,00 €
Bangladesh	156	52,56%	1,75	00:00:21	0	0,00 €
Nepal	43	58,14%	1,88	00:00:25	0	0,00 €
Algeria	31	67,74%	1,77	00:00:26	0	0,00 €
Pakistan	26	61,54%	1,54	00:00:08	0	0,00 €
Ethiopia	25	64,00%	1,64	00:00:58	0	0,00 €
Somalia	21	52,38%	1,67	00:01:14	0	0,00 €
Libya	19	63,16%	2,11	00:00:46	0	0,00 €
Laos	16	25,00%	2,25	00:00:29	0	0,00 €
Morocco	16	50,00%	1,62	00:00:13	0	0,00 €

Are we sure LPV is the best optimization strategy?

Campaign	Amount spent	Results	Cost per result	Reach	Link clicks	CTR (link click-through rate)	CPC (cost per link click)	CPM (cost per 1,000 impressions)
TEST_optscroll - new - LPV	€31.32	145 Landing Page Views	€0.22 Per Landing Page View	12,594	242	1.58%	€0.13	€2.04
TEST_optscroll - new - PS50%	€31.04	45 Page_scroll_50	€0.69 Per Page_scroll_50	9,756	77	0.54%	€0.40	€2.18

	↓ Utenti	Sessioni	Sessioni con coinvolgimento	Durata media del coinvolgimento per sessione	Sessioni con coinvolgimento per utente	Eventi per sessione	Tasso di coinvolgimento
TEST_optscroll - new - LPV	138	142	51	10 s	0,37	4,17	35,92%
TEST_optscroll - new - PS50%	67	72	61	2 m 13 s	0,91	6,81	84,72%

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Credit: Dall-E
all that glitters
is not gold.

The Meta Advertising Ecosystem Today

It’s all about…

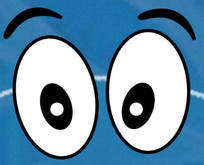
Giving the system enough ROOM

in terms of…

BUDGET

PLACEMENTS

AUDIENCES



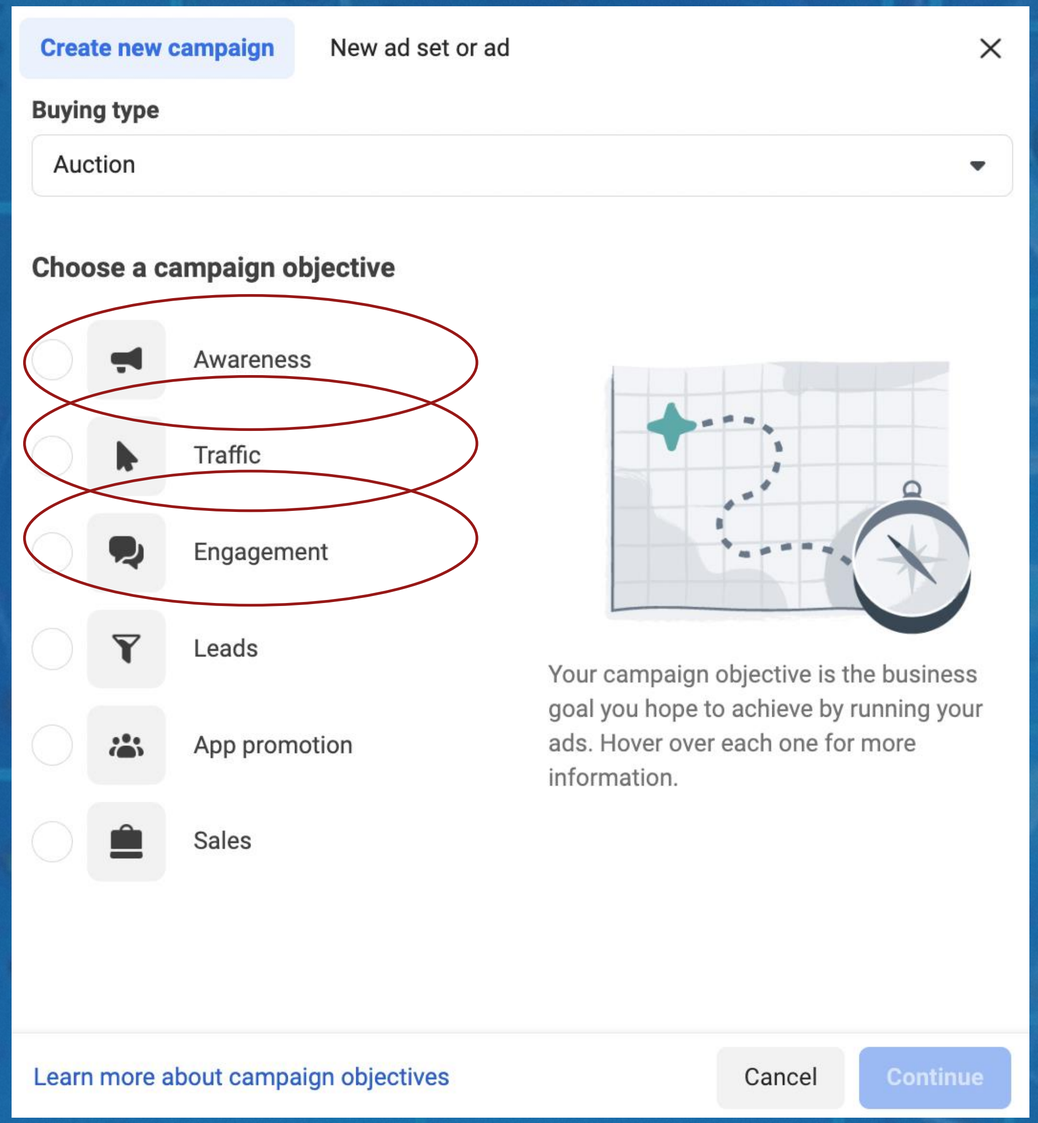
ALWAYS Keeping and eye on it

Giving the system enough <u>SIGNALS</u>

The more volume > The better

Are you optimizing for your <u>REAL MAIN GOAL</u>?

Are you running TOP/MIDDLE FUNNEL campaigns?



Perform a periodic **quality check** on the users involved.

Above the other metrics, do they mirror your target persona?

Let’s move from *QUANTITY* METRICS

To *QUALITY* METRICS.

(Especially with Lead Generation Campaigns!)

Let’s use some Custom Metrics…

Edit custom metric

You can change or delete the custom metrics you created. Learn more about creating custom metrics

Select metric | + | − | × | ÷ | (|)

Landing page views ÷ Link clicks

Name

Link clicks to landing page views rate 38/100

Format

Percentage (%)

Description · Optional

Describe this metric 0/350

Who can access this?

Only you

When you build a custom metric, Meta only performs basic mathematical calculations based on your formula to deliver your result, and does not otherwise add to or modify the metric.

Try popular custom formulas

Apply custom formulas that other businesses frequently create. You can only add one custom formula at a time.

+ Impressions to 3-second video plays rate

+ Impressions to post engagements rate

+ Link clicks to landing page views rate

+ Video plays to link clicks rate

+ Link clicks to purchases rate

Cancel | Delete metric | Save changes

Link clicks to landing page views rate

74.29%

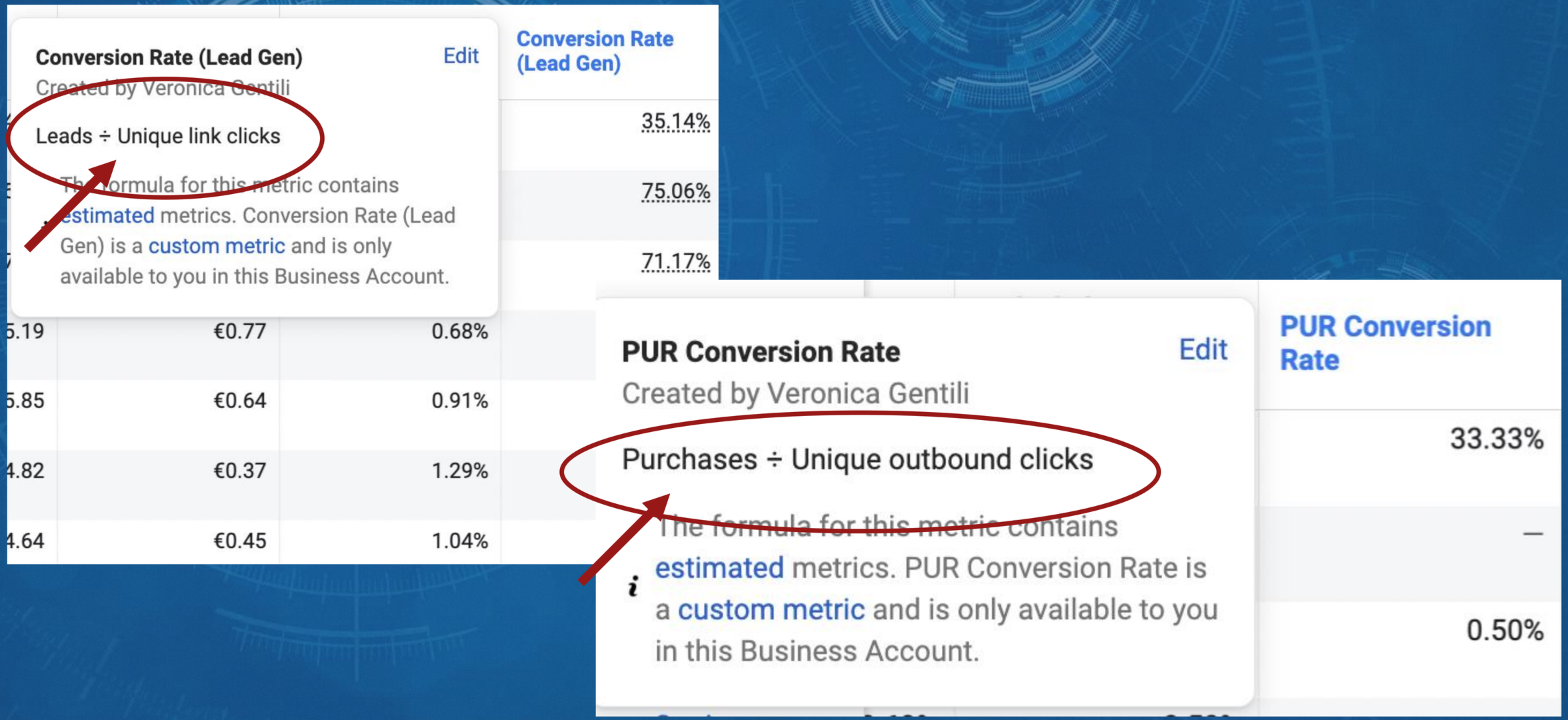
70.97%

63.64%

59.09%

88.64%

Let’s use some Custom Metrics…



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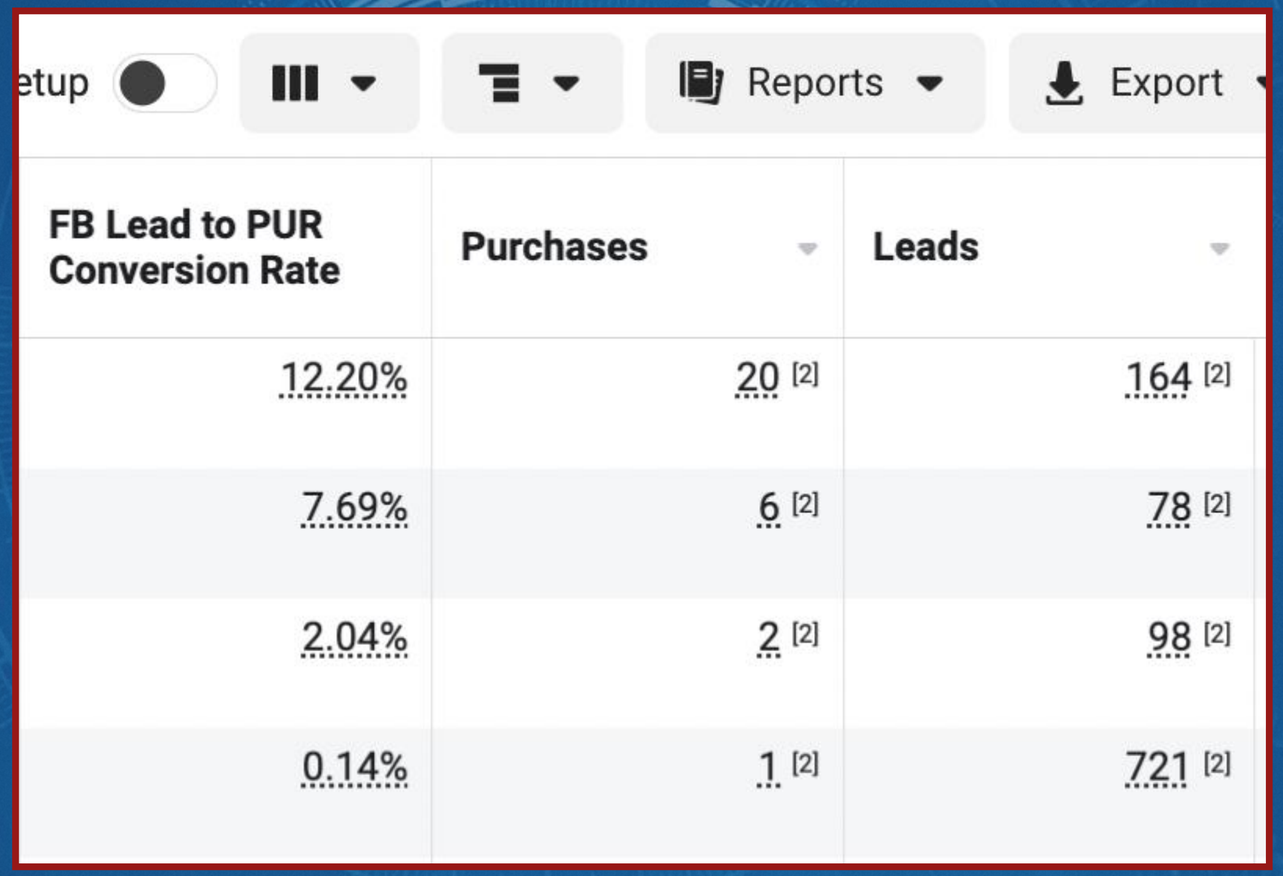
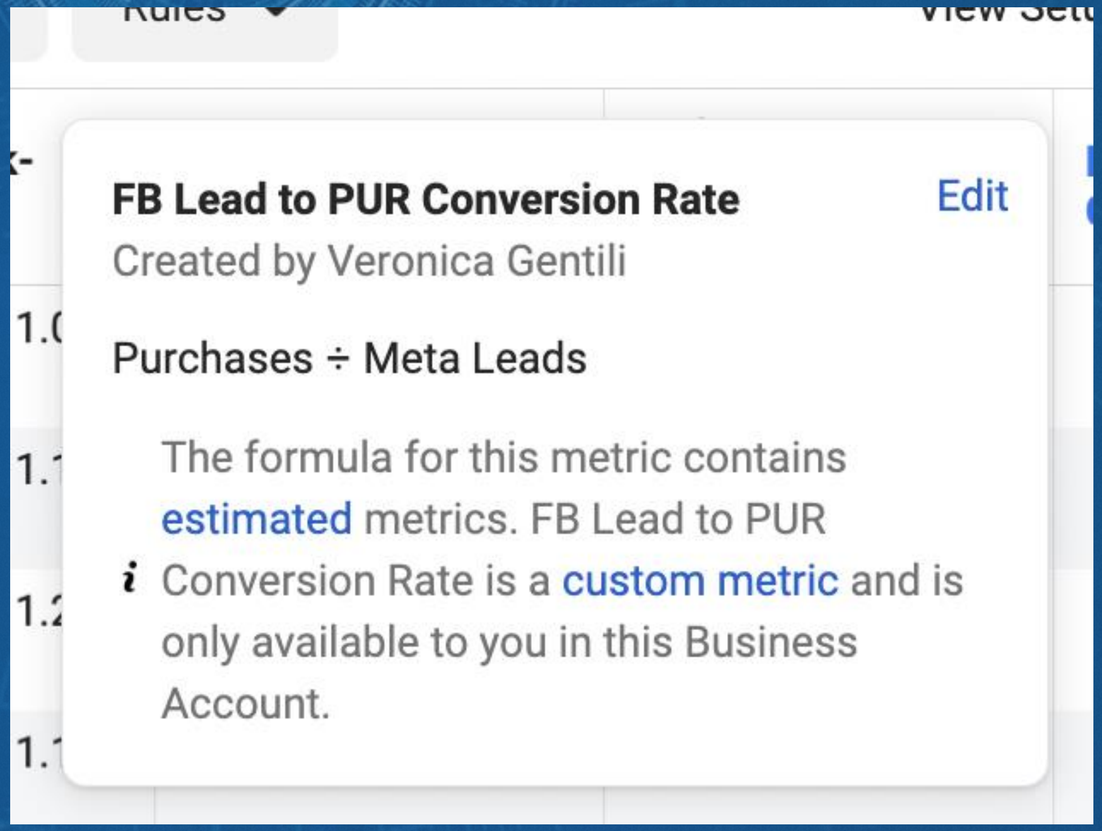
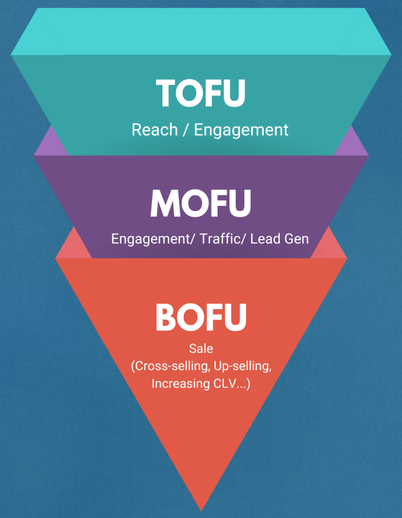




How to make the most of Meta Ads today?

#1 Budget Distribution

- Don’t put all your eggs in one basket
- Include Reach/Engagement Campaigns in your media plan
- Use Meta Custom Audiences (1° party data!)



#3 Tagging & Monitoring

- Use dynamic tags for a better measurement
- Configure **Pixel and Conversion API** simultaneously!
- **Keep in mind that data could be delayed and modeled:** wait a minimum of 72 hours before performance evaluation

Meta Ads 2023 best practices

#2 Room and liquidity

- Avoid campaign fragmentation // Let’s consolidate!
- The ad delivery system works best when your audience size is between 2 to 10 million people (CA excluded)
- Don’t be too specific

#4 Use low-fi & human first creative

- “New research suggests advertisers can drive stronger results embracing a **lo-fi, mobile-shot style that's more human**, relatable and imperfect”
- **25% higher click-through rate** for ads with people (Meta study)

The Meta advertising system can be your greatest ally…

… If you know how to steer it.

Thank you!

Veronica Gentili

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Keep in touch!

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