

The background of the slide is a soft-focus photograph of a workspace. It includes a silver laptop keyboard in the lower right, a white coffee cup on a saucer in the lower center, a spiral-bound notebook on the left, and a small potted plant with green leaves in the upper right.

Quickstart Guide to *Facebook & Instagram* Advertising

What You Should Know



Overview

Account Setup

Audiences

Types of Campaigns

Ad Materials

Setting Up Conversion Events

Building an Ad

Retargeting Campaigns

Ad Performance

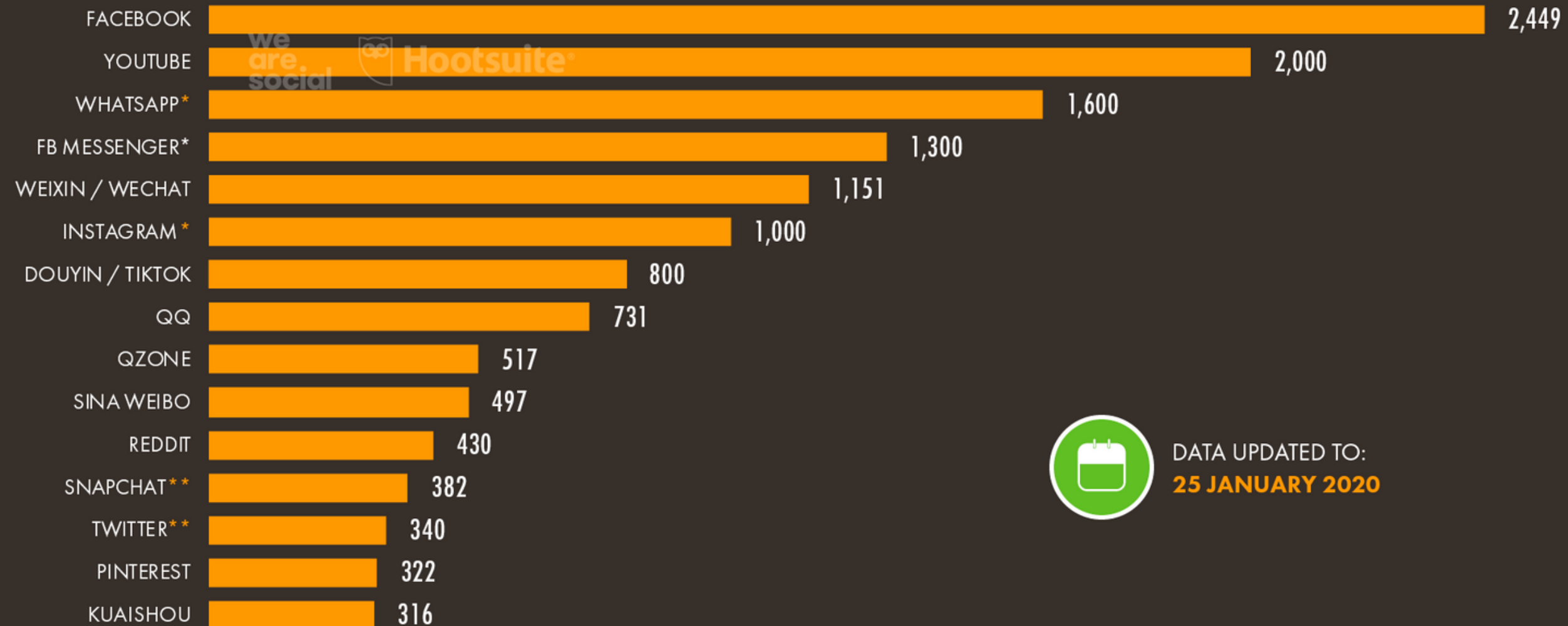
IOS Changes Overview

Overview: Benefits of Facebook Advertising

JAN
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

95

SOURCES: KEPIOS ANALYSIS; COMPANY STATEMENTS AND EARNINGS ANNOUNCEMENTS; PLATFORMS' SELF-SERVICE ADVERTISING TOOLS (ALL LATEST AVAILABLE DATA). **NOTES:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER NUMBERS IN THE PAST 12 MONTHS. PLATFORMS IDENTIFIED BY (**) DO NOT PUBLISH MAU DATA. FIGURES FOR TWITTER AND SNAPCHAT USE EACH PLATFORM'S LATEST ADVERTISING AUDIENCE REACH, AS REPORTED IN EACH PLATFORM'S SELF-SERVICE ADVERTISING TOOLS (JANUARY 2020).

**we
are
social**



Hootsuite®



WEATHERBY
MEDIA

Overview: Benefits of Facebook Advertising

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- **Online paid advertising is still the most affordable type of paid advertising out there.**
- **Ability to target, retarget, & track conversions.**
- **Leverage Facebook and Instagram at the same time.**

Overview: How to Use Facebook Ads Effectively

.....

Rules of Relationship Building Still Apply!

- People typically need to see something 7 times before taking action
- Think of ads as the top of your sales funnel - how can you stay in front of them?
 - Get contact info into an email service provider
 - Build a nurture drip campaign
- Goal = get contact info (dating)
- Lucky = instant purchase (love at first sight)

Overview: The Reality Facebook Advertising

.....

- Leads are typically pretty weak.
- Great to use to grow brand awareness and audience
- Success metrics
 - Increased Website Traffic
 - Increased Email List Subscribers
 - Increased Social Engagement
 - >>*Increased Sales*<<

Overview: Boosting vs Ads Manager

.....

Boosted Post: Simplest

- A post on your page's timeline that you can apply money to in order to boost it to an audience of your choosing.
- Choose: Target Audience, Max Budget & How Long
- Good for brand awareness, likes, comments & shares

Facebook Ads: Advanced

- Allow for greater customizations
- Choose: Ad Placement, Objective, Advanced Targeting
- Good for conversions

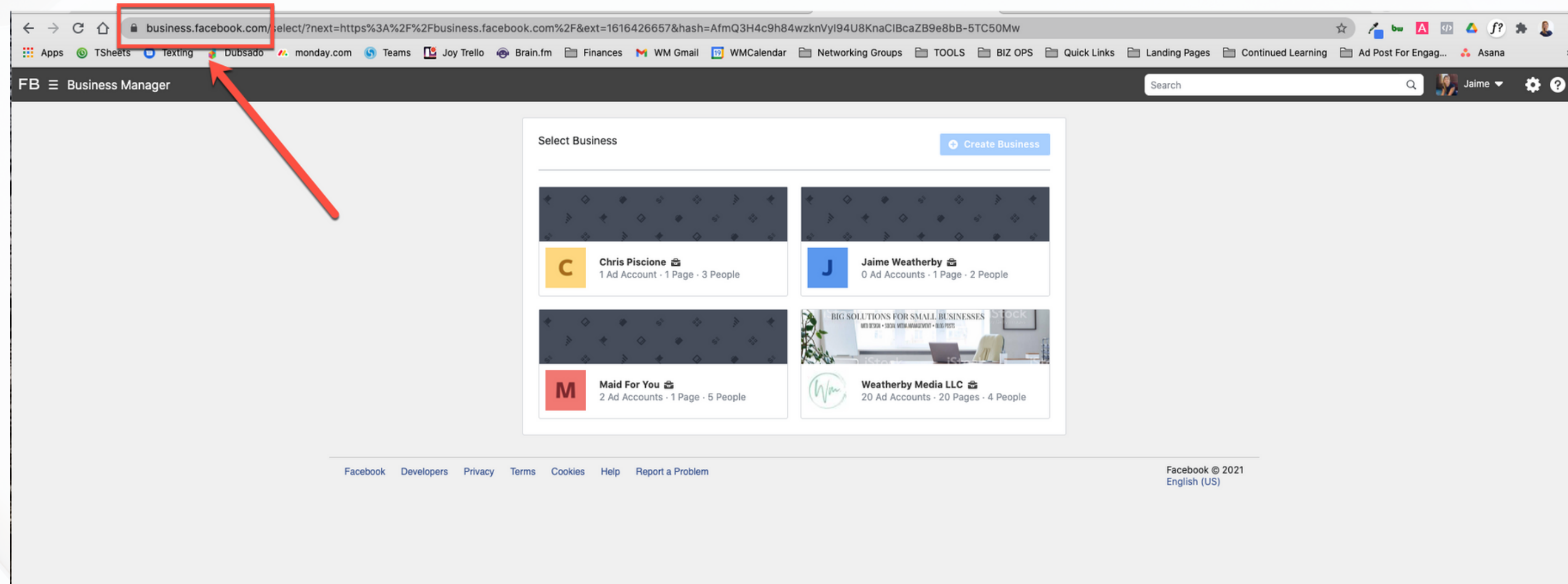
Account Setup

The background of the slide features a top-down view of a workspace. It includes a silver laptop with a white keyboard, a white ceramic coffee cup filled with a frothy beverage, a spiral-bound notebook, and a small green plant in a grey pot. The entire scene is overlaid with a semi-transparent white rectangle that contains the text.

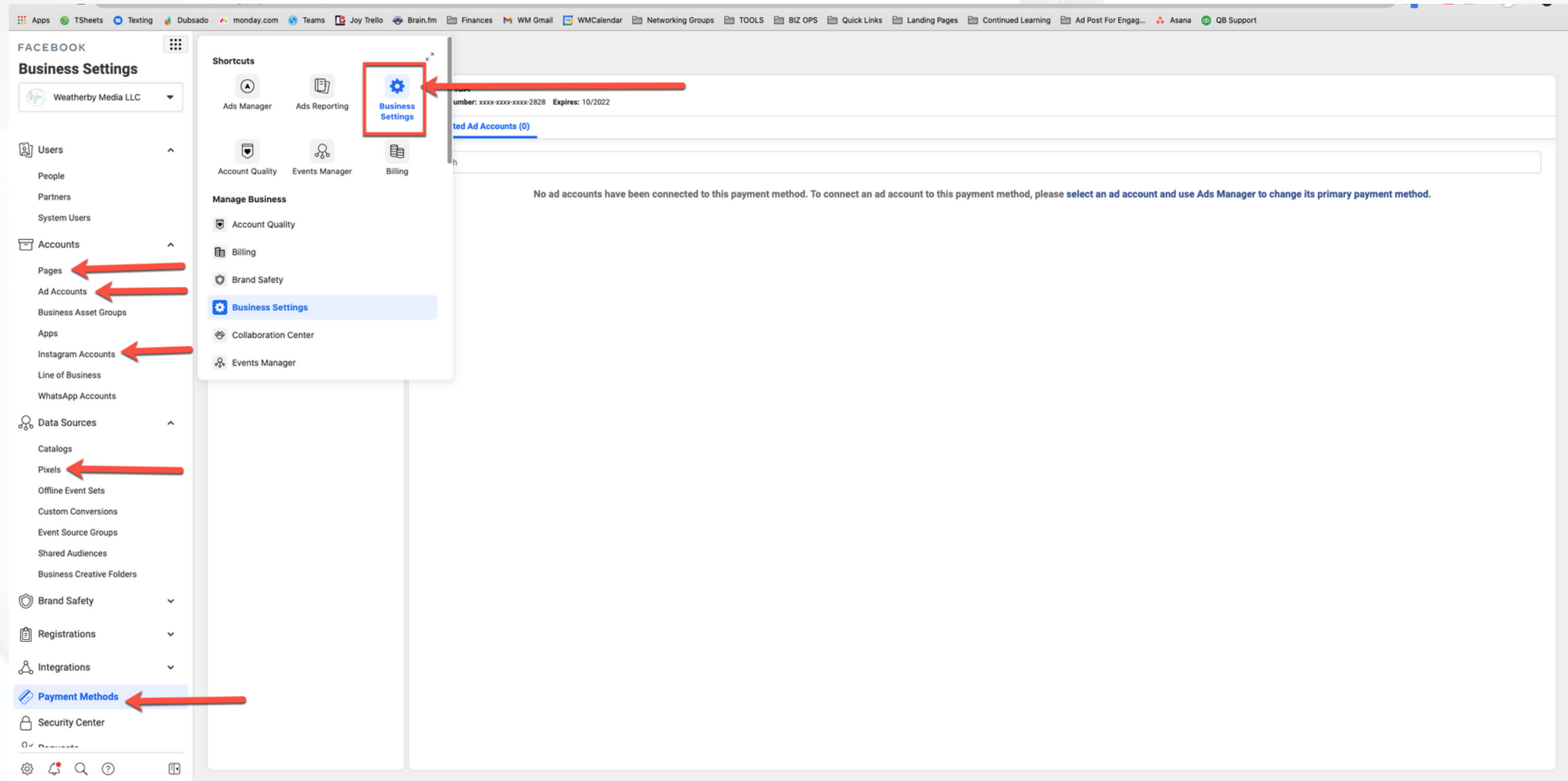
Ad Account
Facebook Business Page
Business Instagram Account
Facebook Pixel on Website
Add Payment Method

Account Setup: Business Manager

business.facebook.com



Account Setup: Business Manager



Account Setup: Ad Account Creation

The screenshot shows the Facebook Business Settings interface for 'Weatherby Media LLC'. The left sidebar contains various settings categories, with 'Ad Accounts' selected. The main content area displays a list of existing ad accounts, including '17263481' owned by 'Darrin Hasley's Business'. A modal window is open over the list, titled 'Add an Ad Account', which provides instructions and offers the option to 'Create a New Ad Account'. A red arrow points to the 'Create a New Ad Account' button in the modal. Another red arrow points to the 'Add' button in the top right of the ad accounts list. The 'People' section on the right shows a list of users with access to the selected ad account.

Facebook Business Settings - Ad Accounts

Weatherby Media LLC

Ad Accounts

Enter ID / Asset Name / ... **Add**

Filter by... Sort By...

17263481
Owned by: Darrin Hasley's Business ID: 17263481
Remove Edit Open in Ads Manager

Add an Ad Account
Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.

Request Access to an Ad Account
Your business needs to use this ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.

Create a New Ad Account
You need a new ad account for your business.

People
Add People

These people have access to 17263481. You can view, edit or delete their permissions.

Search by ID or name

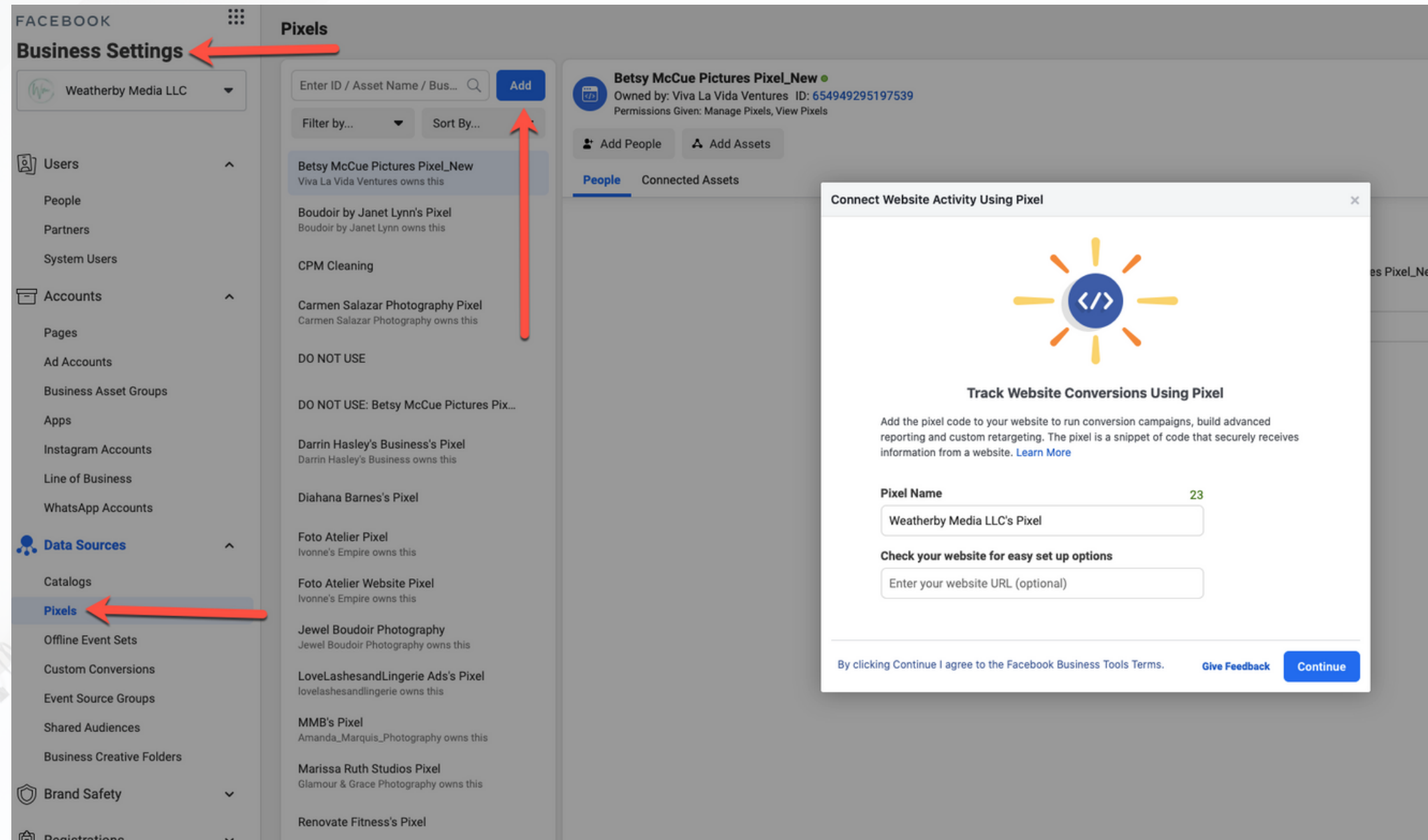
Amanda L
Jaime Weatherby
Jessica Bamberg

Account Setup: Facebook Pixel

.....

The Facebook Pixel is a piece of code that tracks what people are doing on your website.

Account Setup: Facebook Pixel

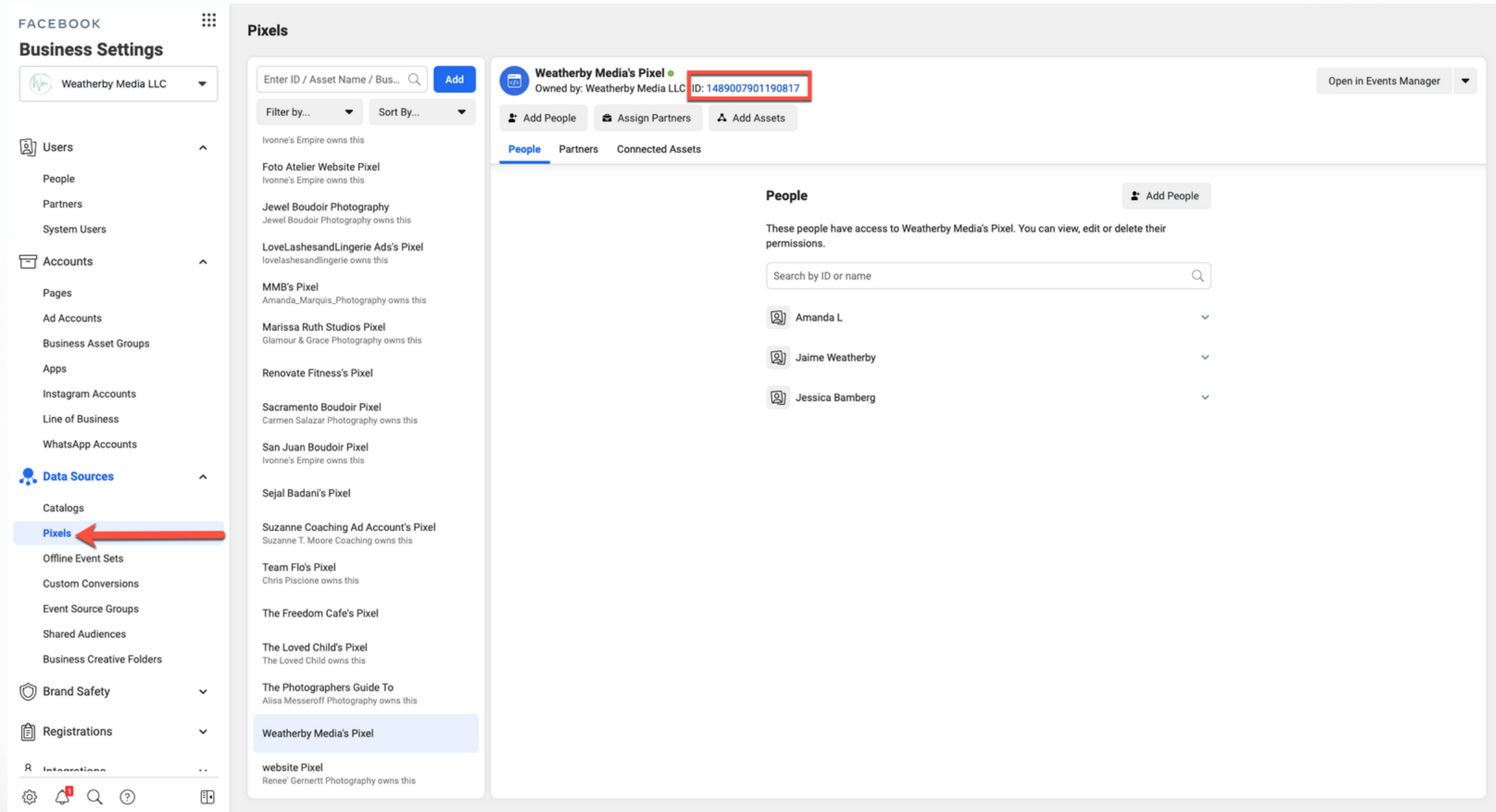


Manual Install:

```
<!-- Facebook Pixel Code -->
<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('init', '654949295197539');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```


Account Setup: Facebook Pixel

Pixel ID Install Options



FACEBOOK Business Settings

Weatherby Media LLC

Users

- People
- Partners
- System Users

Accounts

- Pages
- Ad Accounts
- Business Asset Groups
- Apps
- Instagram Accounts
- Line of Business
- WhatsApp Accounts

Data Sources

- Catalogs
- Pixels**
- Offline Event Sets
- Custom Conversions
- Event Source Groups
- Shared Audiences
- Business Creative Folders

Brand Safety

Registrations

Interactions

Pixels

Enter ID / Asset Name / Bus... Add

Filter by... Sort By...

Ivonne's Empire owns this

Foto Atelier Website Pixel
Ivonne's Empire owns this

Jewel Boudoir Photography
Jewel Boudoir Photography owns this

LoveLashesandLingerie Ads's Pixel
lovelashesandlingerie owns this

MMB's Pixel
Amanda_Marquis_Photo... owns this

Marissa Ruth Studios Pixel
Glamour & Grace Photography owns this

Renovate Fitness's Pixel

Sacramento Boudoir Pixel
Carmen Salazar Photography owns this

San Juan Boudoir Pixel
Ivonne's Empire owns this

Sejal Badani's Pixel

Suzanne Coaching Ad Account's Pixel
Suzanne T. Moore Coaching owns this

Team Flo's Pixel
Chris Piscione owns this

The Freedom Cafe's Pixel

The Loved Child's Pixel
The Loved Child owns this

The Photographers Guide To
Alisa Messeroff Photography owns this

Weatherby Media's Pixel

website Pixel
Renee' Gernertt Photography owns this

Weatherby Media's Pixel
Owned by: Weatherby Media LLC ID: 1489007901190817

Open in Events Manager

Add People Assign Partners Add Assets

People Partners Connected Assets

People

These people have access to Weatherby Media's Pixel. You can view, edit or delete their permissions.

Search by ID or name

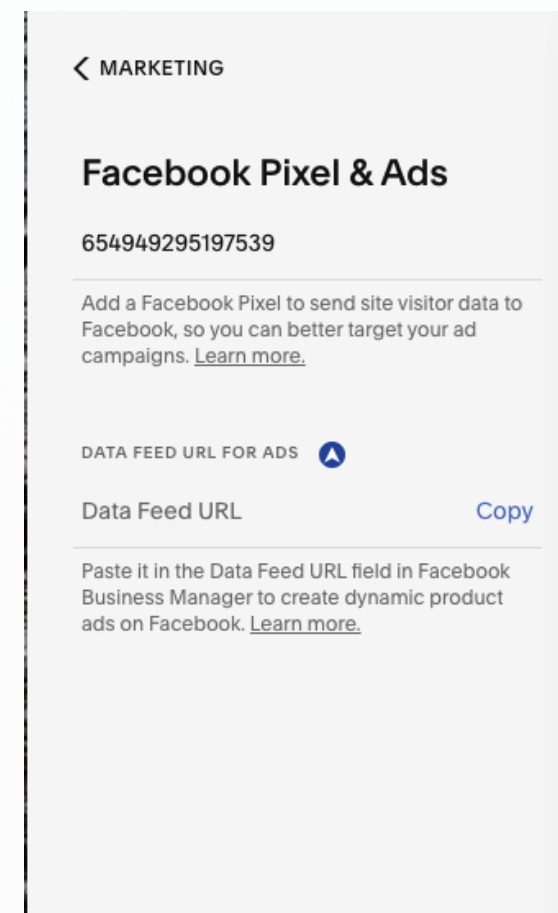
- Amanda L
- Jaime Weatherby
- Jessica Bamberg

Account Setup: Facebook Pixel

Pixel ID Install Options

WordPress Plugin

SquareSpace



Menu >
Marketing >
Facebook Pixel & Ads

Account Setup: Payment Methods

FACEBOOK Business Settings

Weatherby Media LLC

- System Users
- Accounts
 - Pages
 - Ad Accounts
 - Business Asset Groups
 - Apps
 - Instagram Accounts
 - Line of Business
 - WhatsApp Accounts
- Data Sources
 - Catalogs
 - Pixels
 - Offline Event Sets
 - Custom Conversions
 - Event Source Groups
 - Shared Audiences
 - Business Creative Folders
- Brand Safety
- Registrations
- Integrations
- Payment Methods**
- Security Center
- Requests

Payment Methods

Filter by name or ID **Add**

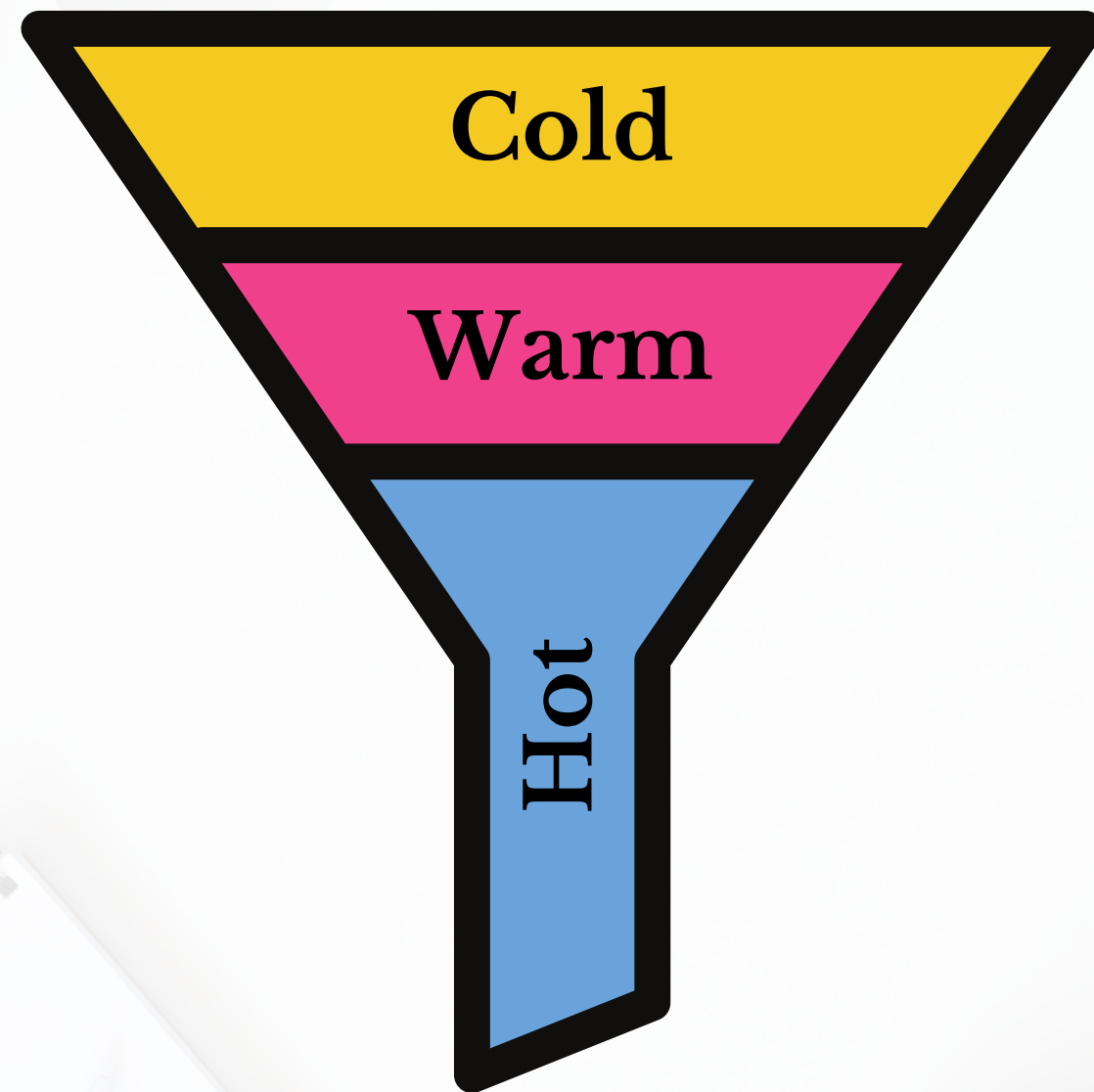
- VISA ****2828 Expires: 10/2022
- AMERICAN_EXPRESS ****1009 Expires: 12/2023

VISA
Number: xxxx-xxxx-xxxx-2828 Expires: 10/2022

Connected Ad Accounts (0)

No ad accounts have been connected to this payment method. To connect an ad account to this payment method, please [select an ad account and use Ads Manager to change its primary payment method.](#)

Audiences



Cold: These people have never heard of you before.

- Cold Interests & Look a Like

Warm: People who engage with your Facebook Page, Instagram Page or visited your website.

- Retargeting over a longer period of time

Hot: These people you've built 'Know, Like, and Trust' with.

- Typically retargeting within a week

Audiences: Cold Interests

.....

Cold Interest Audiences

- Target based on:
 - Location, Demographics, and Include & Exclude Interests tracked by Facebook - if/then logic
- Cold Audiences have never heard of you.

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience

Use Saved Audience ▼

AMP_Top5-10%Income_Photographers

Location:

United States

Age:

22 - 50

Gender:

Female

Exclude:

Interests: Wedding photography or Boudoir, Job title: Wedding photography or Wedding Photographer / Owner

People Who Match:

Interests: Photographer

And Must Also Match:

Income: Household income: top 10% of ZIP codes (US)

Audiences: Source Audiences



.....

Source Audiences

- People who are engaging with you on Facebook Page, Instagram Business Account, or Your Website with the embedded Facebook Pixel
- Setup based on length of time
 - Website Max: 180 Days
 - Social Max: 365 Days
- Used as a base for Look a Like Audiences (next slide)
- Used for retargeting ads
 - Warm: 180/365 Days
 - Hot: 1-2 Weeks or Less

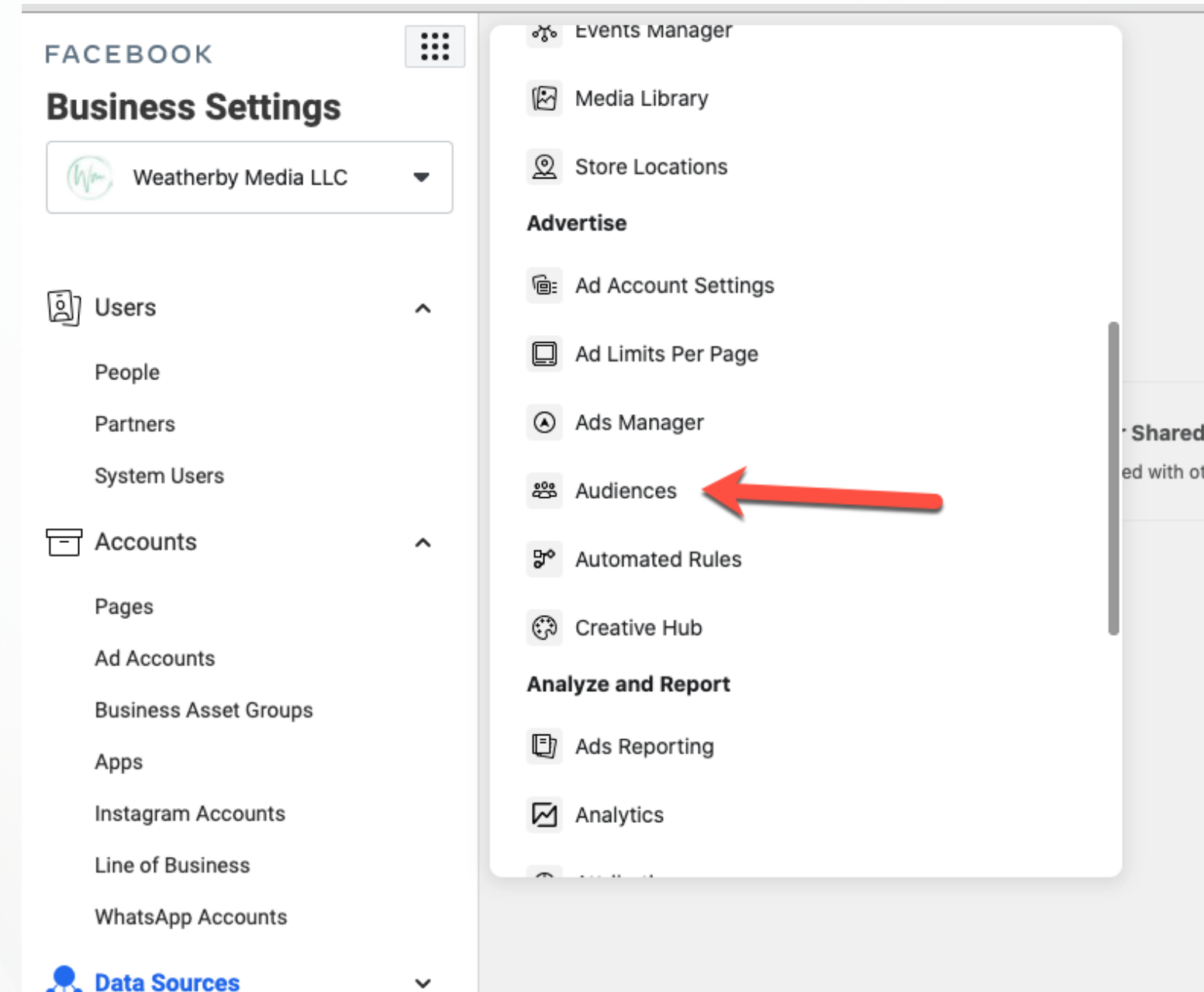
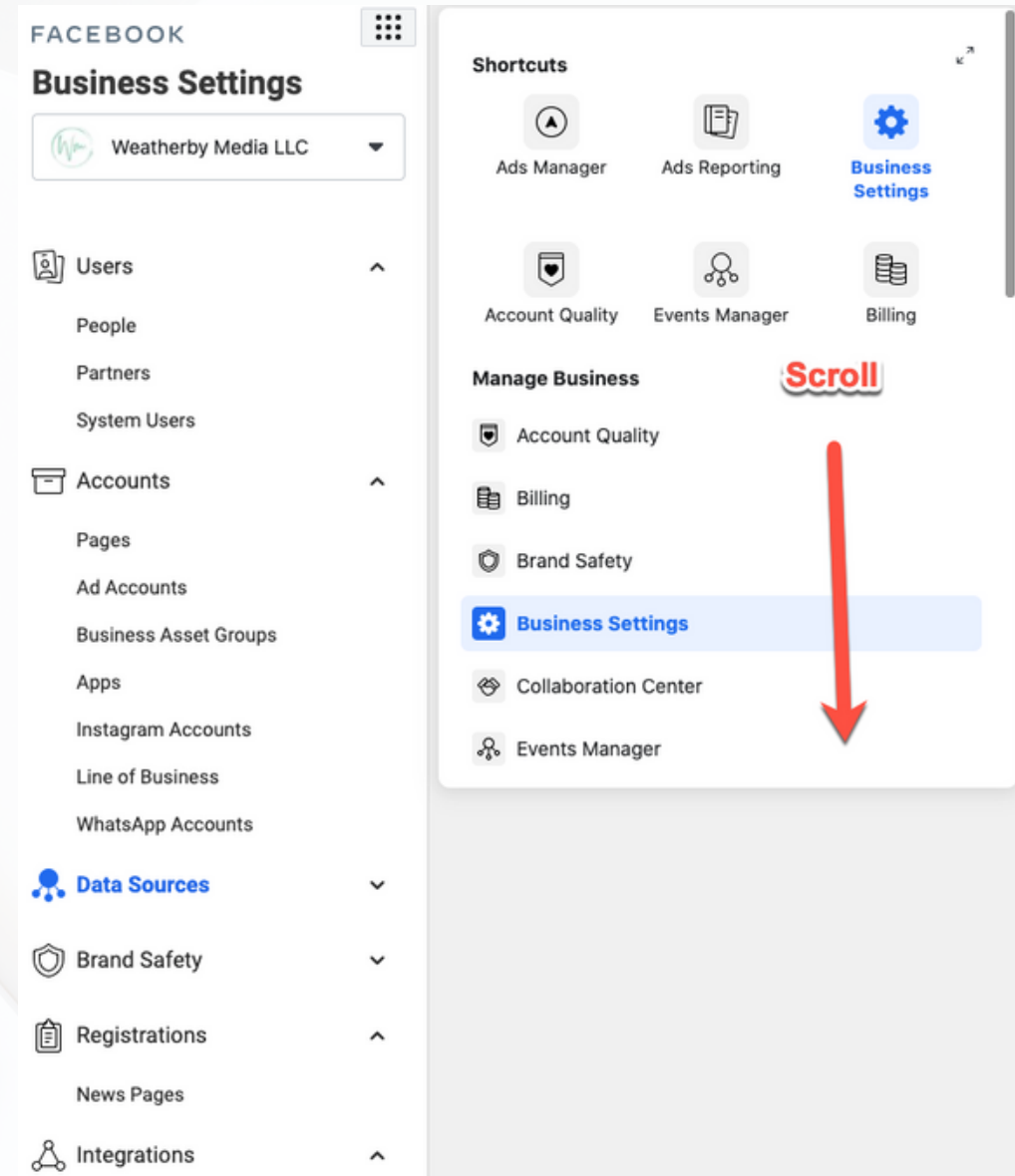
Audiences: Look a Like

.....

Look a Like Audiences

- People who are similar to those who are engaging with you already through:
 - Facebook Page, Instagram Business Account, or Your Website with the embedded Facebook Pixel
- You can narrow this audience further based on:
 - Location, Demographics, and Include & Exclude Interests tracked by Facebook - if/then logic
- These people are still cold and have never heard of you.

Audiences: Setting Up Source & Look a Like Audiences



Audiences: Setting Up Source & Look a Like Audiences

Audience

Create Audience ▾

- Custom Audience
- Lookalike Audience
- Special Ad Audience
- Saved Audience

Name	Type
<input type="checkbox"/> WM_General_Business Tools	Saved Audience
<input type="checkbox"/> All website traffic	Custom Audience Website

Type ▾
Availability ▾
Source ▾

Source Audience



Audiences: Setting Up Source Audiences

Capture people who have engaged with you in different ways over different periods of time.

Choose a Custom Audience Source
Connect with people who have already shown an interest in your business or product.

Your Sources

- ☐ Website
- ☐ App activity
- ☐ Customer list
- ☐ Offline activity

Facebook Sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping
- ☐ Instagram account
- ☐ Events
- ☐ Facebook Page
- ☐ On-Facebook Listings

Cancel Next

Create a Website Custom Audience

Include people who meet **ANY** of the following criteria:

Source
Weatherby Media's Pixel

Events
All website visitors

Retention
30 days

☐ Include More People ☐ Exclude People

Audience Name

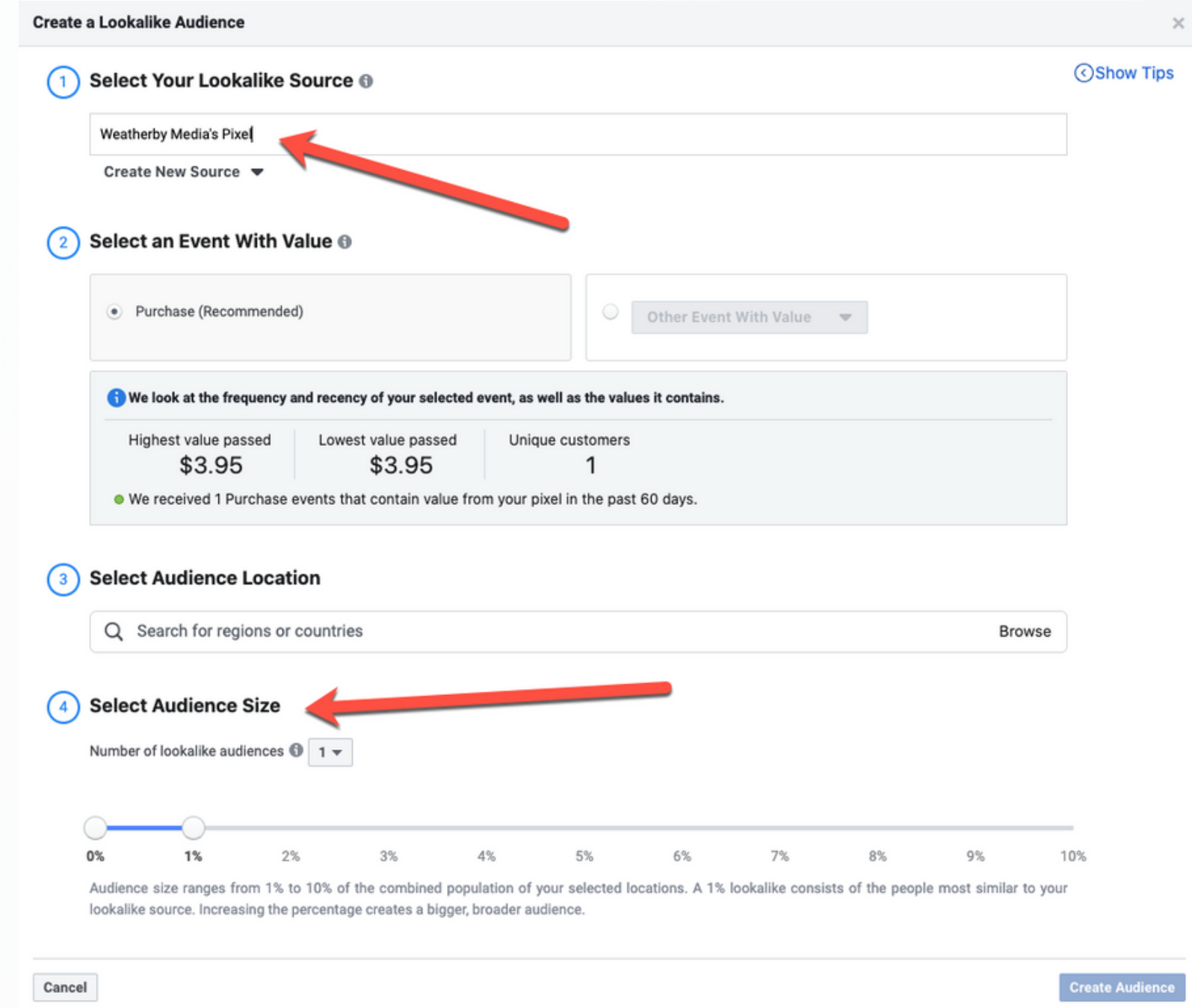
Description - Optional

Back Create Audience

Audiences: Setting Up Look a Like Audiences

Select your source:

- People who are similar to those who are engaging with you already through:



The screenshot shows the 'Create a Lookalike Audience' dialog box with four numbered steps. A red arrow points to the 'Weatherby Media's Pixel' source in step 1. Another red arrow points to the 'Select Audience Size' section in step 4, which includes a dropdown menu set to '1' and a slider ranging from 0% to 10%.

Create a Lookalike Audience

1 **Select Your Lookalike Source** [Show Tips](#)

Weatherby Media's Pixel
Create New Source ▼

2 **Select an Event With Value**

☒ Purchase (Recommended) ☐ Other Event With Value ▼

We look at the frequency and recency of your selected event, as well as the values it contains.

Highest value passed	Lowest value passed	Unique customers
\$3.95	\$3.95	1

● We received 1 Purchase events that contain value from your pixel in the past 60 days.

3 **Select Audience Location**

Search for regions or countries [Browse](#)

4 **Select Audience Size**

Number of lookalike audiences ⓘ 1 ▼


0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

[Cancel](#) [Create Audience](#)

Ad Materials: Creatives & Copy



**Weatherby Media**
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Tired of throwing spaghetti at the wall trying to figure out HOW to get your business noticed on social media?

Here's what YOU can do instead:

- 👉 Increase sales with social media marketing by snagging this FREE workbook, that covers:
- ✅ Choosing your platforms and what to post based on your industry
- ✅ Favorite tools to create content that aren't time consuming
- ✅ Strategies to stay consistent with your marketing so you don't burn out too quickly
- ✅ How to schedule posts on auto-pilot so you can focus on your clients

Don't continue wasting time trying to figure it out yourself, all you have to do is:


👉 STEP 1: Sign up to get this FREE workbook at bit.ly/freesocialmediaworkbook

👉 STEP 2: Discover the secrets to bypass all the rookie mistakes business owners on social media make.

Usually I charge \$39.95 for this workbook, but for a limited time only, I'm giving this workbook away FOR FREE!


I'm excited! I know you're going to find this workbook to be so helpful! You're going to love it!

👉 Download Now: bit.ly/freesocialmediaworkbook or click 'download now'



WEATHERBYMEDIA.LPAGES.CO
[FREE] Social Media Workbook
- For Business Owners

DOWNLOAD

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WEATHERBYMEDIA.LPAGES.CO
[FREE] Social Media Workbook
- For Business Owners

DOWNLOAD

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WEATHERBYMEDIA.LPAGES.CO
[FREE] Social Media Workbook
- For Business Owners

DOWNLOAD

Ad Materials: Tools & Tips

.....

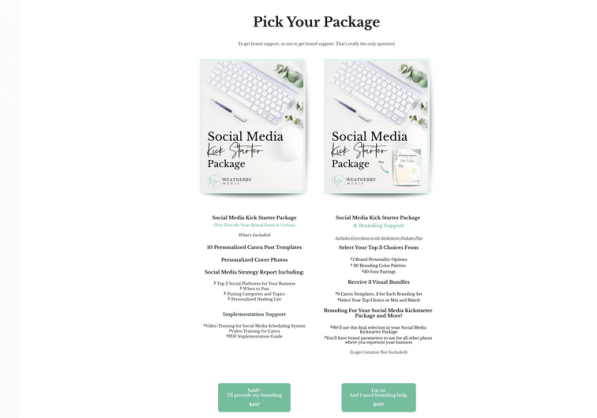
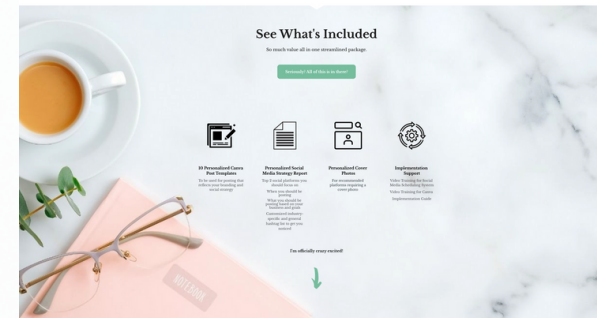
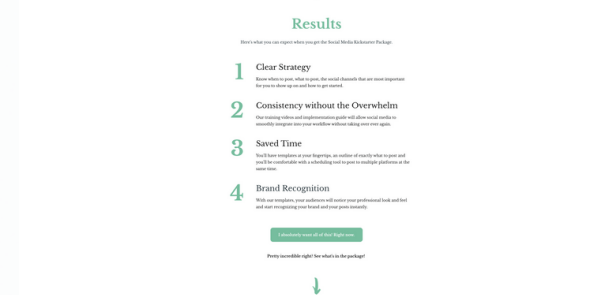
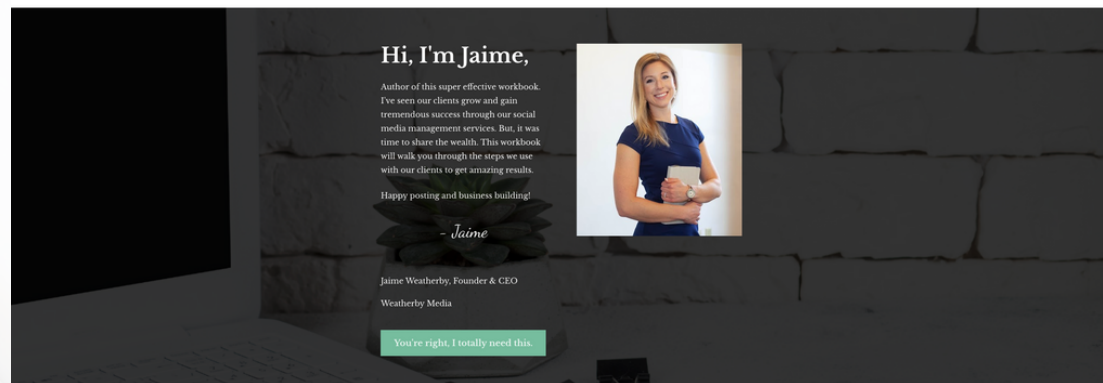
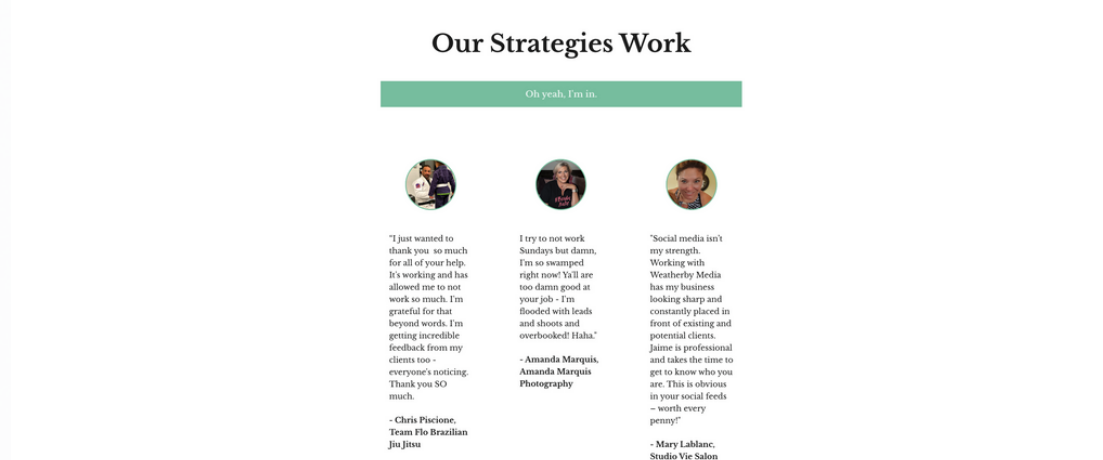
Creatives:



Copy:

- Focus on pain points
- Outline expected outcomes
- Speak to your ideal customer

Ad Materials: Landing Pages



Ad Materials: Landing Pages



Anatomy of a Landing Page

- Focus on pain points
- Outline expected outcomes or transformations
- Speak to your ideal customer
- Add social proof (testimonials)
- Keep consistent with the ad
- Single, repeated calls to action
- Information about you

Ad Materials: Landing Pages

.....

Landing Page Builders

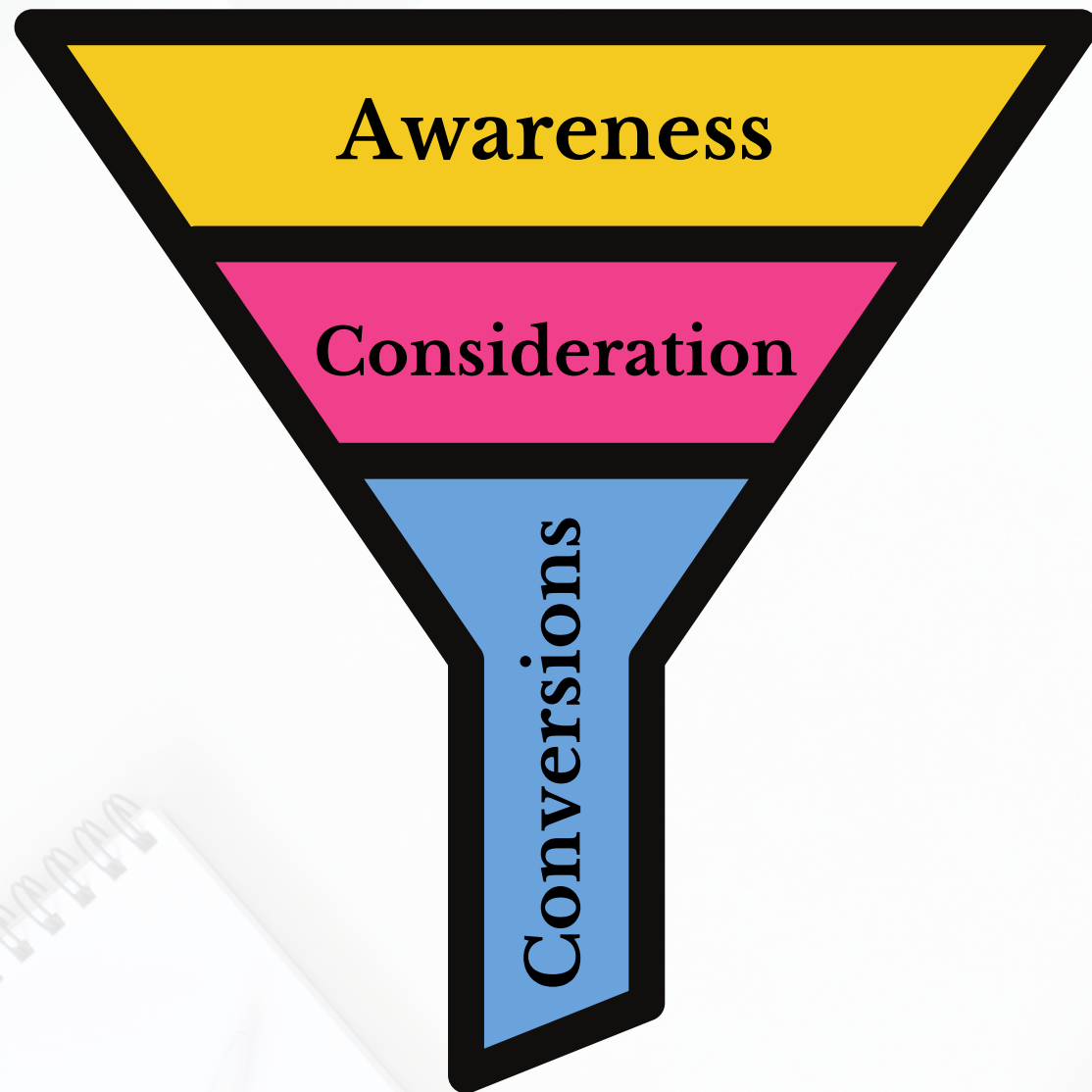
- Your Website
- LeadPages



Landing Page Reminders

- Embed pixel
- If you build on your website - remove your menu bar

Setting Up Conversion Events



Choose a Campaign Objective

[Learn More](#)

Awareness

- ☐ Brand awareness
- ☐ Reach

Consideration

- ☐ Traffic
- ☐ Engagement
- ☐ App installs
- ☐ Video views
- ☐ Lead generation
- ☐ Messages

Conversion

- ☐ Conversions
- ☐ Catalog sales
- ☐ Store traffic

Cancel

Continue

Setting Up Conversion Events

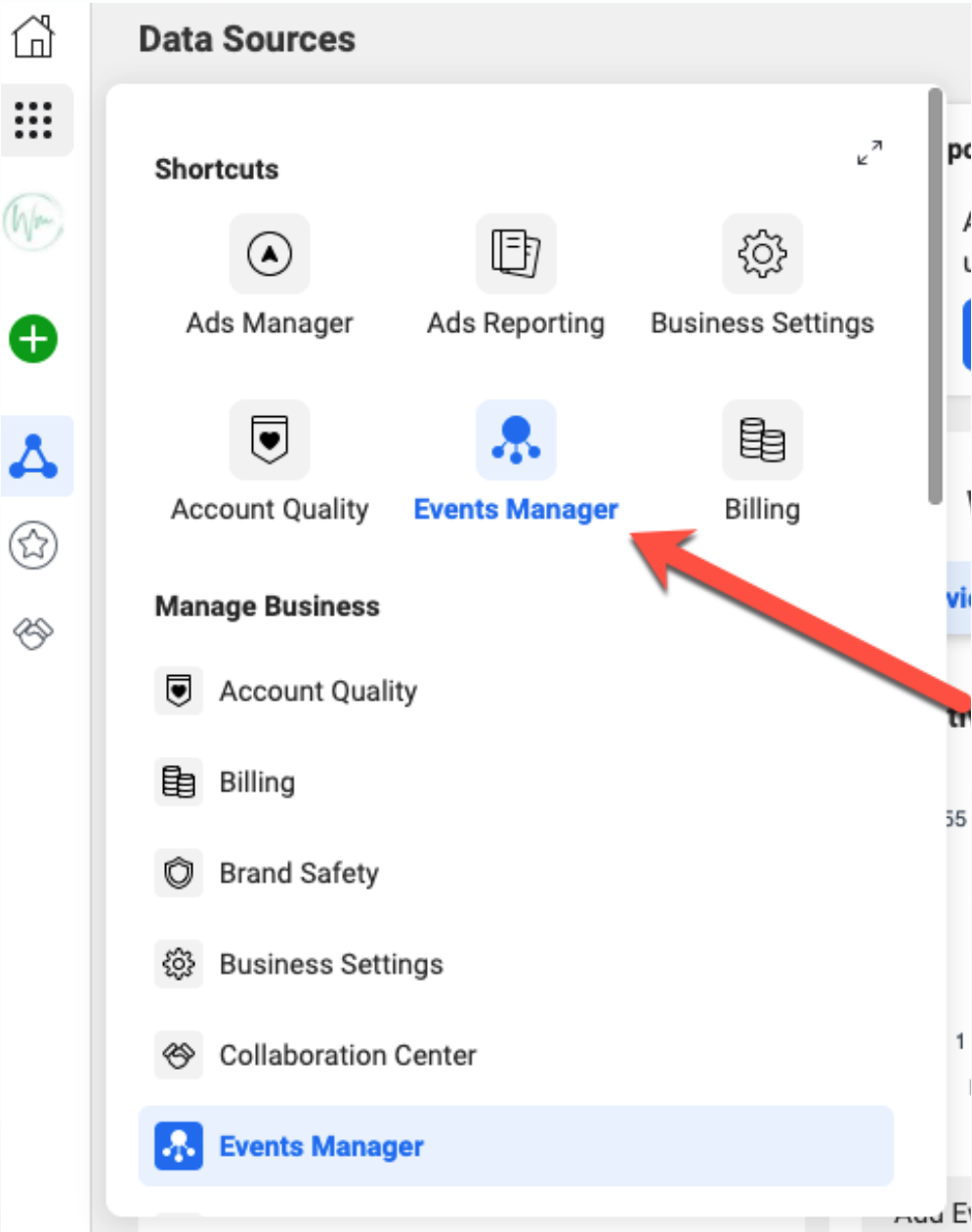
.....

A conversion event is an action taken on a website that is tracked by the Facebook Pixel.

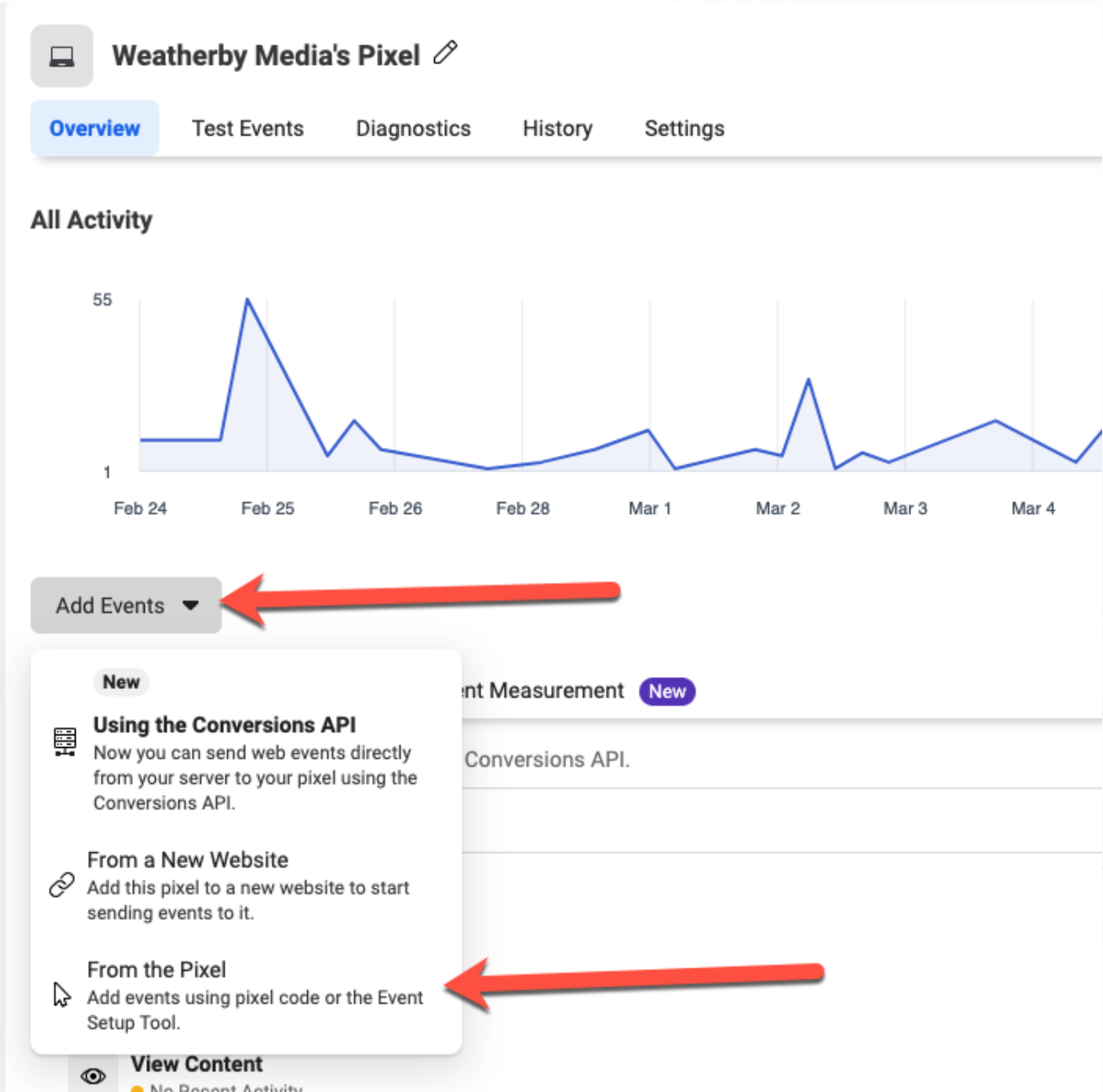
Initiate Checkout
Purchase
Lead

Setting Up Ad Events

Step: 1



Step: 2



Setting Up Ad Events

Step: 3

Set Up Events

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Website URL

https://weatherbymedia.lpages.co/social-media-kick-starter-pac

Open Website

Give Feedback

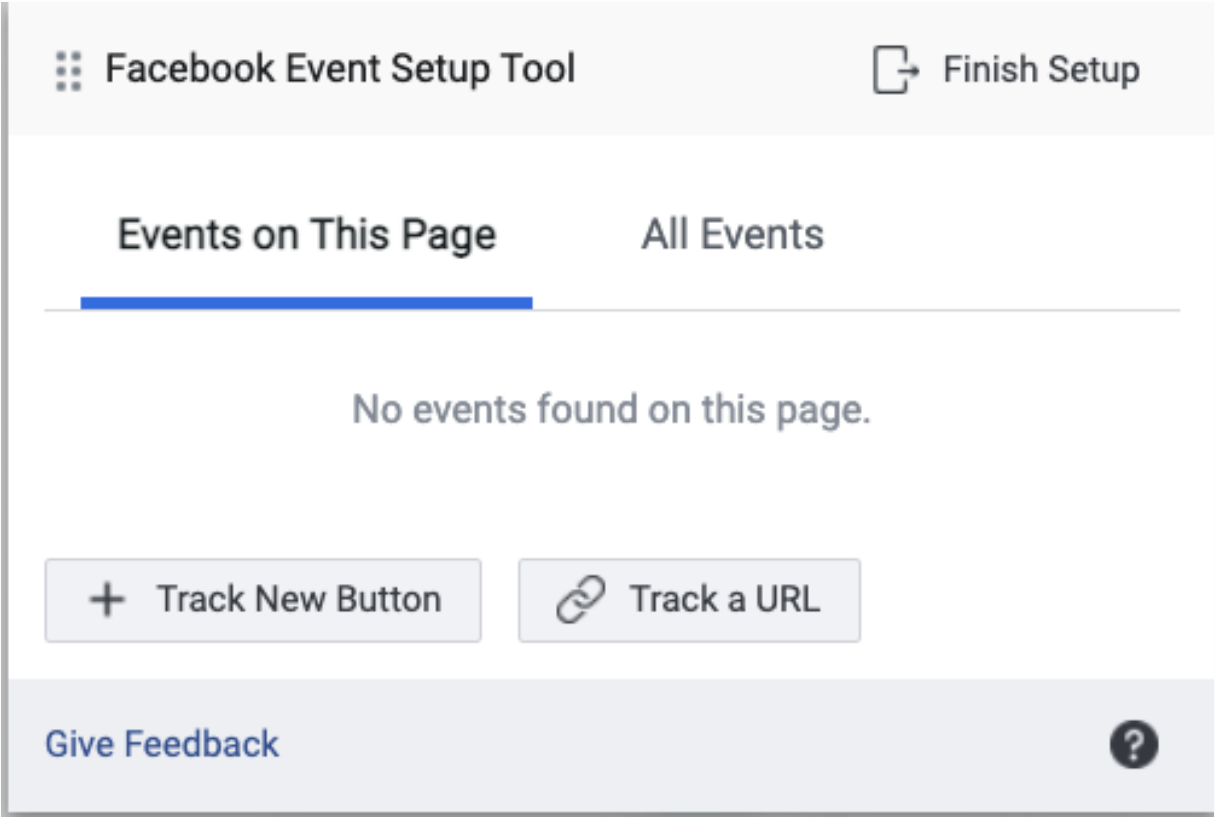
Cancel

Wm.

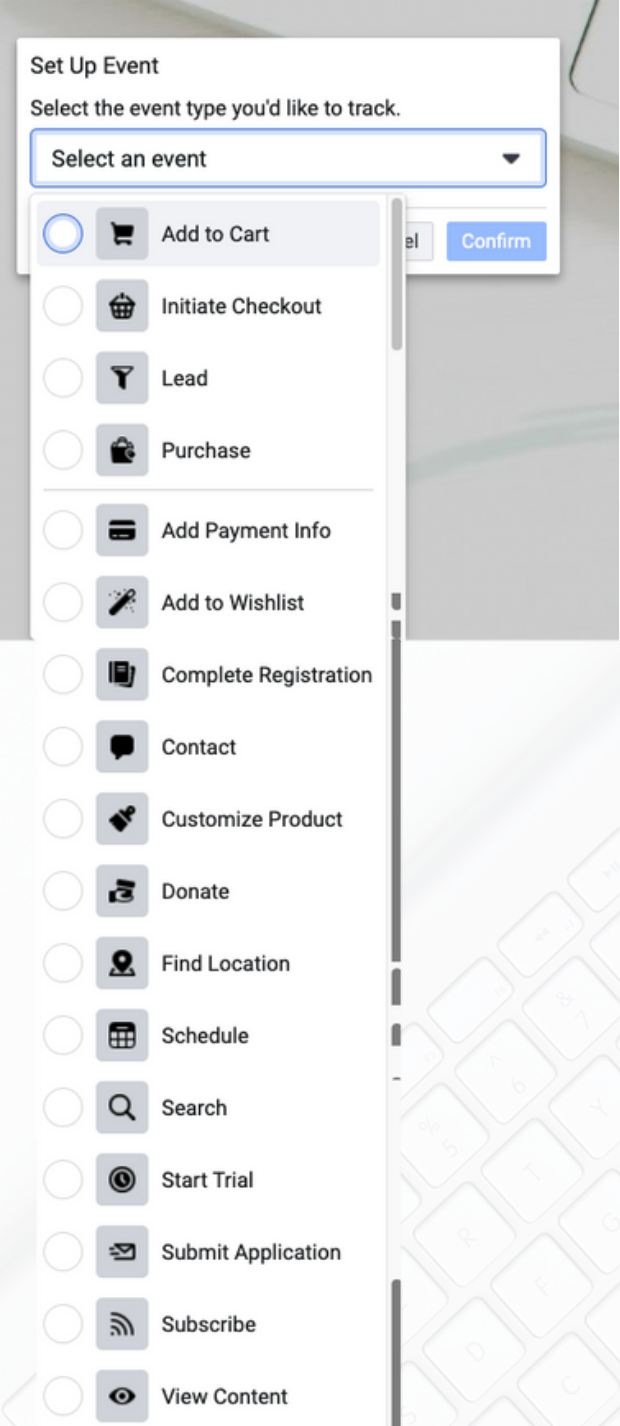
WEATHERBY
MEDIA

Setting Up Ad Events

Step: 4

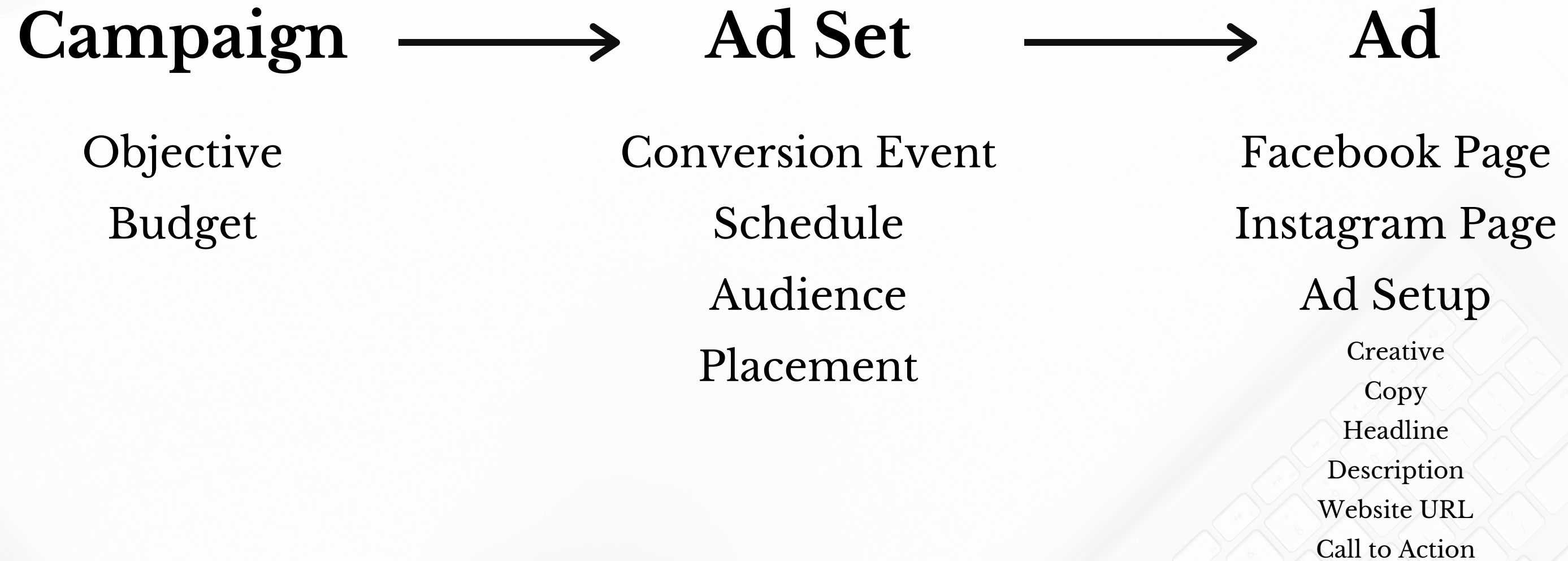


Step: 5

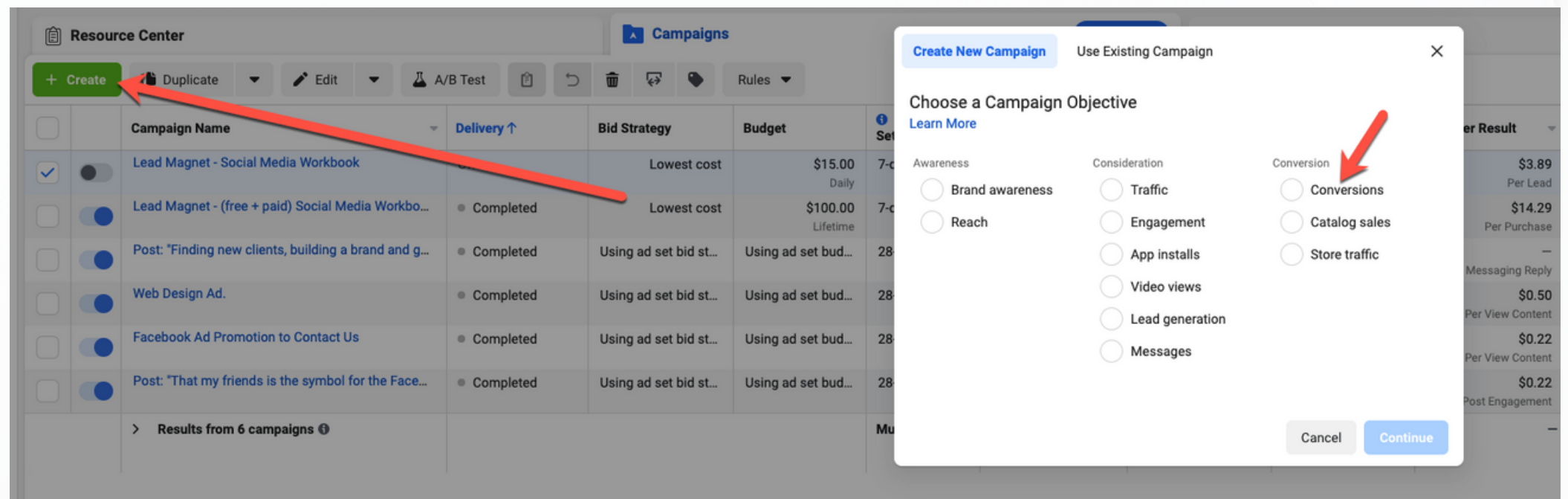
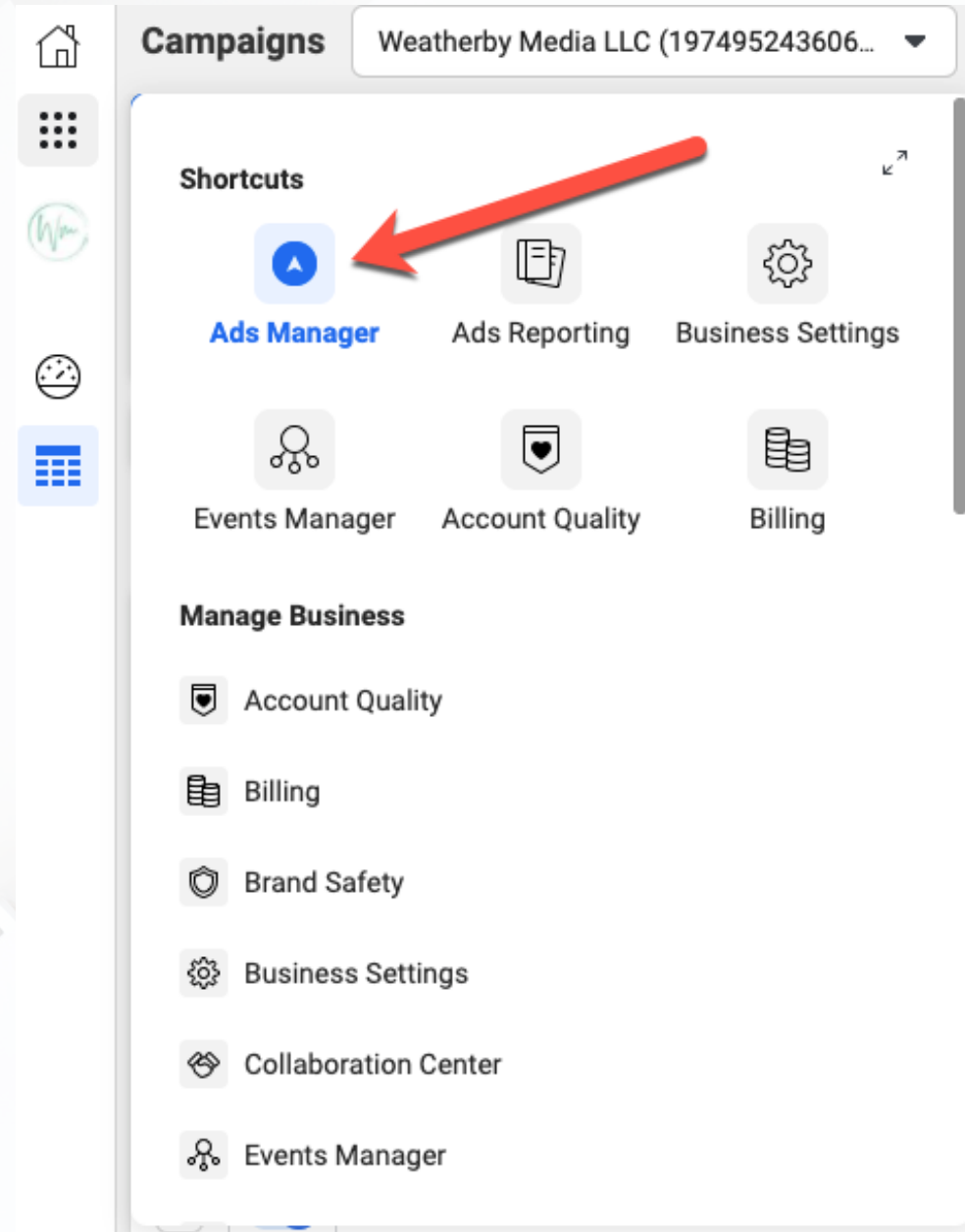


Building an Ad: Ad Structure Overview

.....



Building an Ad: Create in Ads Manager



Building an Ad: Campaigns

The screenshot shows the Google Ads campaign creation interface. Red arrows highlight the following elements:

- Campaign Name:** A text input field containing "New Campaign".
- Special Ad Categories:** A dropdown menu currently set to "No categories declared".
- Campaign Objective:** A dropdown menu set to "Conversions".
- Campaign Budget Optimization:** A toggle switch set to "On".
- Campaign Budget:** A section showing "Daily Budget" set to "\$20.00" in "USD".

- Name Campaign
- Campaign Objective Set to Conversions
- Turn On Campaign Budget Optimization
 - Set Daily or Lifetime Budget

Recommend Main Campaigns have a Minimum Ad Spend of **\$10 a Day**

Building an Ad: Ad Set



Ad Set Name

New Ad Set [Create Template](#)

Conversion

Conversion Event Location

☒ Website [Learn More](#)

☐ App

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel

Weatherby Media's Pixel
Pixel ID: 1489007901190817

Conversion Event

Lead

Dynamic Creative Off ☐
Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats or templates based on one or more elements. [Learn More](#)

Offer Off ☐
Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Schedule ⓘ

Start Date

Mar 23, 2021 11:38 AM
Eastern Time

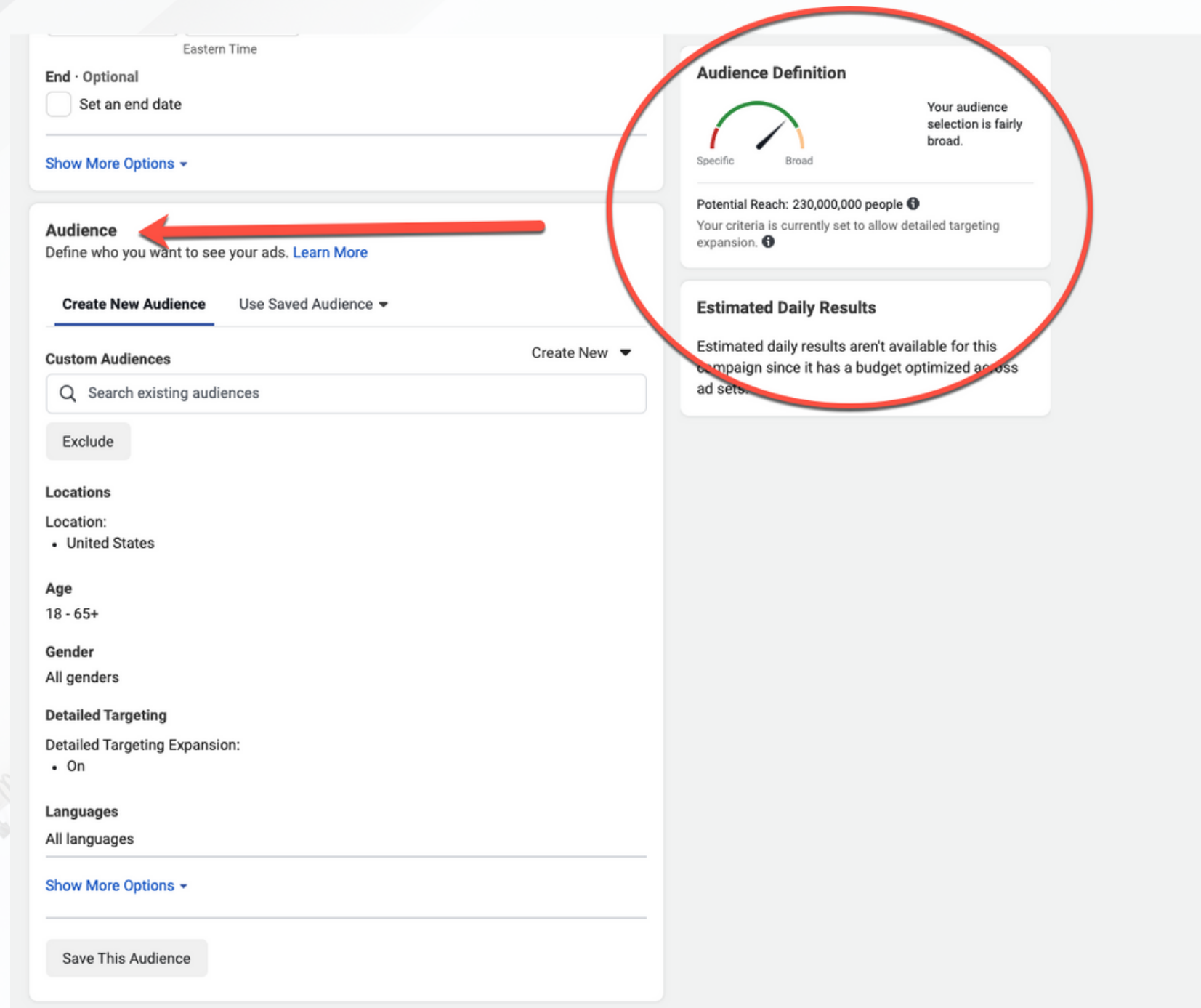
End - Optional

☐ Set an end date

[Show More Options](#)

- Name Ad Set
- Select Website
- Select Conversion Event
 - This is the end conversion you want to track based on your setup in events manager.
- Set Ad Schedule

Building an Ad: Ad Set



Eastern Time

End · Optional
☐ Set an end date

[Show More Options](#) ▾

Audience ←
Define who you want to see your ads. [Learn More](#)

[Create New Audience](#) Use Saved Audience ▾

Custom Audiences Create New ▾
Q Search existing audiences

Exclude

Locations
Location:
• United States

Age
18 - 65+

Gender
All genders


Detailed Targeting
Detailed Targeting Expansion:
• On

Languages
All languages

[Show More Options](#) ▾

Save This Audience

Audience Definition

 Your audience selection is fairly broad.

Potential Reach: 230,000,000 people ⓘ
Your criteria is currently set to allow detailed targeting expansion. ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

- Set your audience
- Target Number: 1-2+ Million

Local Businesses = More General

National/International = More Specific

Building an Ad: Ad Set



Placements[Learn More](#)

☐

Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒

Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

☒ Facebook

☒ Instagram

☒ Audience Network

☒ Messenger

Asset Customization

15 / 15 placements that support asset customization

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook News Feed

Instagram Feed

Facebook Marketplace

Facebook Video Feeds

Facebook Right Column

Instagram Explore

Messenger Inbox

Stories

Tell a rich, visual story with immersive, fullscreen vertical ads



[View Media Requirement](#)

Recommend Using Automatic Placements Unless You Have a Reason Not To.

Building an Ad: Ads

Ad Name
 [Create Template](#)

Identity
Facebook Page

Weatherby Media

Instagram Account

weatherbymedia

☐ **Branded Content**
If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Ad Setup

Create Ad

☒ **Dynamic Formats and Creative**
When you use a catalog, deliver the format and ad creative most likely to resonate with the person viewing your ad. [See how](#)
Format
Choose how you'd like to structure your ad.

☒ **Single Image or Video**
One image or video, or a slideshow with multiple images
☐ **Carousel**
2 or more scrollable images or videos
☐ **Collection**
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience
☐ Add an Instant Experience

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Add Media

Create Slideshow Create Video

Primary Text

Tell people what your ad is about

Headline · Optional

Write a short headline

Description · Optional

Include additional details

Destination

☒ Website ☐ Facebook Event

Website URL

Enter the website URL field for your ad.

[Build a URL Parameter](#)
Display Link · Optional

Enter the link you want to show on your ad

Call to Action

Learn More

☒ Preview On

15 Placements

Facebook Feeds

Weatherby Media Sponsored ·

Tired of throwing spaghetti at the wall trying to figure out HOW to get your business noticed on social media? ...See More

WEATHERBYMEDIA.LPAGES.CO [FREE] Social Media Workbook - For Business Owners [DOWNLOAD](#)

Like Comment Share

Feeds

Stories

In-Stream

Share Previews
[Share a Link](#)
Preview on Device

Send Notification to Facebook

Feed Ad: Send Notification to Instagram

Story Ad: Send Notification to Instagram

See Post

Facebook Post with Comments

Instagram Post with Comments

View on Facebook

Facebook Desktop News Feed

Facebook Mobile News Feed

Marketplace

Building an Ad: A/B Testing

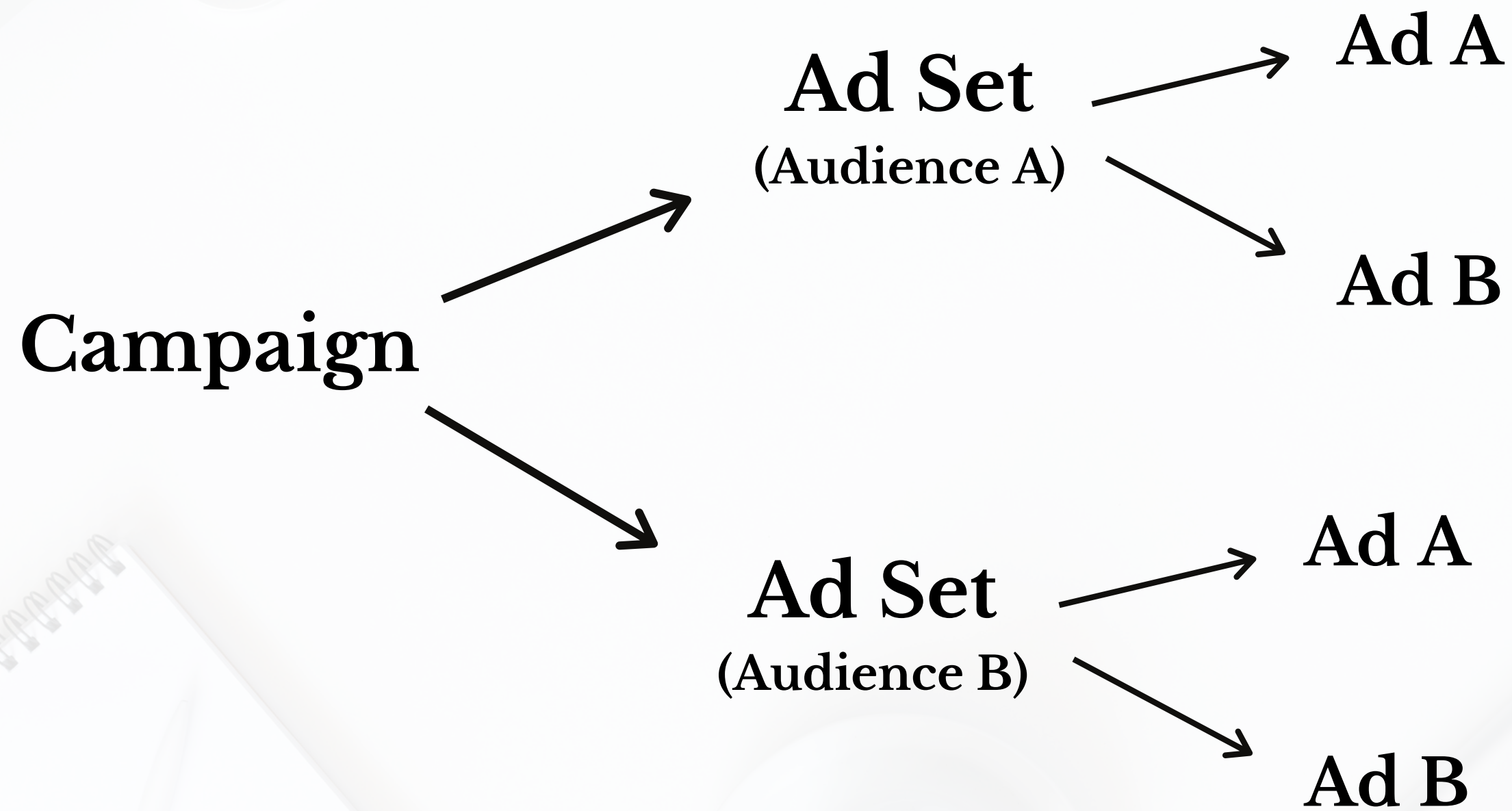
.....

A/B Testing is when you change a single variable (Creative, Copy, Headline, etc) and compare results.

It allows you to know what's working and what isn't in a much deeper way.

Optimizes your ad spend aka saves money!

Building an Ad: A/B Testing



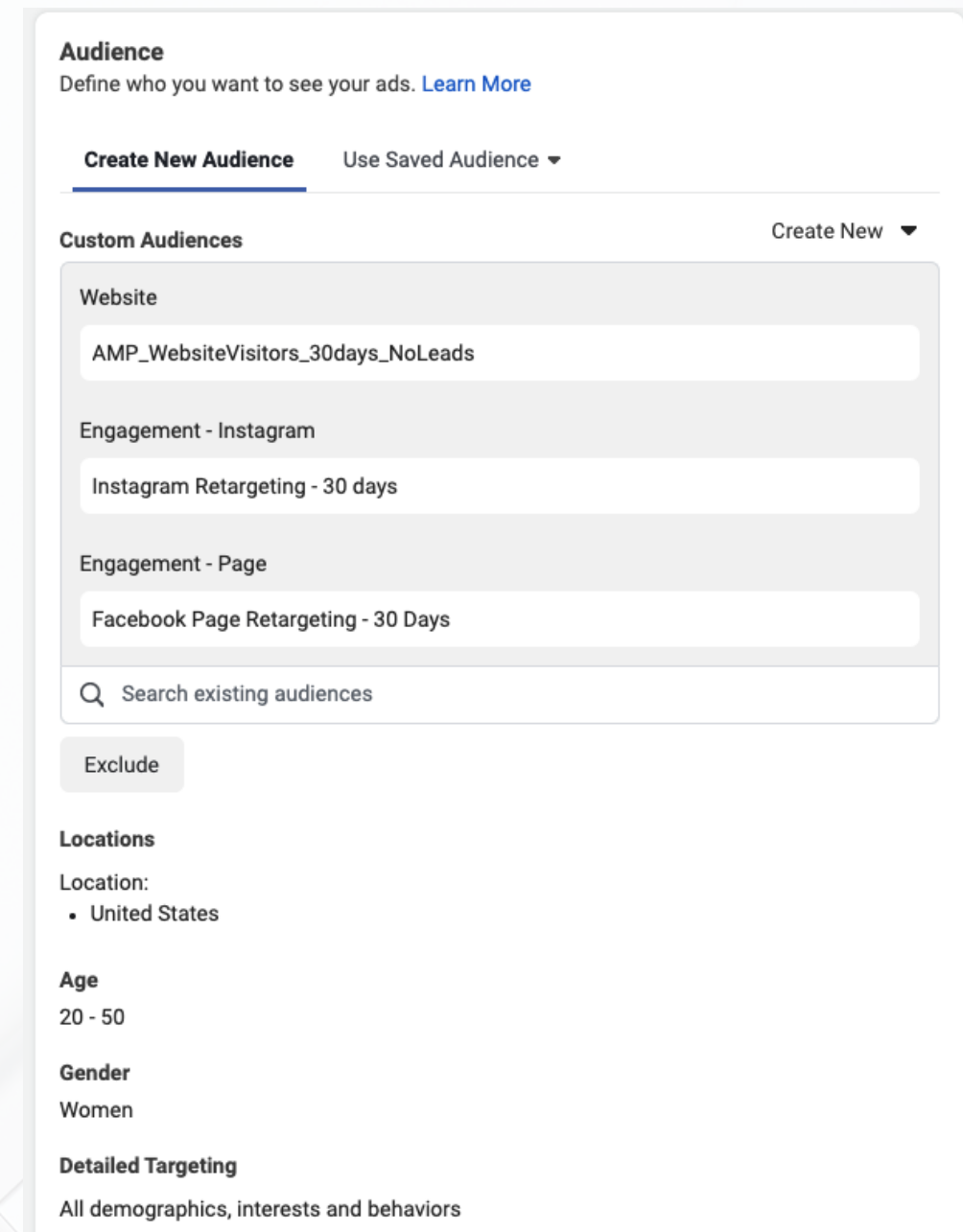
General - 2021 Bookings	...
AMP General 2021 2% FB Engagers
New Video 3.17 2% FB Engagers	...
AMP General 2021 FB CI Boudoir I...	...
New Video 3.17	...
General 2021 Video CI Boudoir I...	...
AMP General 2021 Cold Interest Pr...	...
New Video 3.17	...
General 2021 Video CI Previous

Retargeting Campaigns

Retargeting Campaigns

- Allow you to get back in front of people who have engaged with you in some way.
- They move people along the sales funnel.
- Set different lengths of time to create hot or warm audiences based on audience size.

Retargeting Recommended
Budget is **\$4 a Day** (more for
bigger audiences)



Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences Create New ▼

- Website**
AMP_WebsiteVisitors_30days_NoLeads
- Engagement - Instagram**
Instagram Retargeting - 30 days
- Engagement - Page**
Facebook Page Retargeting - 30 Days

Q Search existing audiences

Exclude

Locations
Location:
• United States

Age
20 - 50

Gender
Women

Detailed Targeting
All demographics, interests and behaviors

Ad Performance: Learning Over Time

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All this sets your ads up for success out of the gate but Facebook optimized overtime based on algorithms.

For this reason, it's ideal to continue to optimize rather than launch new ads. You also want to run ads for longer periods of time.

Ad Performance: Key Performance Metrics

Metric	Target Range	Target Range
Reach	Nice to know data around how many people have seen your ad for brand awareness	N/A
CPM Cost per 1000 View	Indicates if we are hitting the right people with our audiences	\$10-\$35
CTR Click Through Rate	Indicates if people who see the ad are responding to it.	1-3%
Landing Page Views	How many people have hit your landing page, Need this for conversion rate.	N/A
Conversion Rate (Take Leads / Landing Page Views)	Indicates if people are taking the action we'd like them to take once they are on the landing page	~8%
Leads	Final conversion being tracked	N/A

Ad Performance: Key Performance Metrics

Home

Analytics

Calendar

Settings

Help

Campaigns

Amber Marquis Photography - MMB ...

Updated just now

Discard Drafts

Review and Publish (3)

Shortcuts

Ads Manager

Ads Reporting

Business Settings

Events Manager

Account Quality

Billing

Manage Business

Account Quality

Billing

Brand Safety

Business Settings

Collaboration Center

Events Manager

Campaigns

Ad Sets

Ads

A/B Test

Rules

View Setup

Columns: WM

Breakdown

Reports

Delivery	Bid Strategy	Budget	CPM (Cost per 1,000 Impressions)	Unique Link Clicks	Unique Outbound CTR (Click-Through...)	Landing Page Views	Leads	Website Leads	On-Facebook Leads	Results
Active	Lowest cost	\$3.00 Daily	\$23.93	91	9.22%	82	14	14	—	
Active	Lowest cost	\$10.00 Daily	\$10.56	1,352	4.29%	1,409	232	232	—	
Ad Set Error(s)	Lowest cost	\$20.00 Daily	\$5.52	157	1.26%	104	—	—	—	
Ad Set Error(s)	Lowest cost	\$20.00 Daily	\$4.90	197	1.42%	116	—	—	—	
Off	Lowest cost	\$10.00 Daily	—	—	—	—	—	—	—	
Off	Lowest cost	\$30.00 Daily	\$10.47	499	3.06%	453	121	121	—	
Off	Lowest cost	\$10.00 Daily	\$8.69	1,072	8.74%	817	9	9	—	
Off	Using ad set bid...	Using ad set bu...	\$7.71	4,288	9.31%	3,997	19	19	—	
Off	Using ad set bid...	Using ad set bu...	\$4.43	1,351	2.24%	10	—	—	—	
Off	Using ad set bid...	Using ad set bu...	\$6.70	11,124	10.69%	8,261	5	5	—	
Off	Using ad set bid...	Using ad set bu...	\$17.70	116	0.13%	8	15	1	14	On-Fa
Off	Lowest cost	\$5.00 Daily	\$6.97	395	4.44%	389	2	2	—	Landin
Completed	Lowest cost	\$30.00 Daily	\$13.91	154	1.81%	122	23	23	—	
Results from 13 campaigns			\$7.51	20,144	7.83%	15,768	—	—	—	
Excludes deleted items			Per 1,000 Impressions	Total	Per Person	Total	Total	Total	Total	

IOS 14 Change Overview



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IOS 14 Update is now asking Apple users if they are willing to have their data tracked throughout the Internet.

IOS 14 Change Overview



Shortcuts

Ads Manager

Ads Reporti

Events Manager

Account Qua

Manage Business

Account Quality

Billing

Brand Safety

Business Settings

Collaboration Center

Events Manager

Resource Center

Weatherby Media LLC (197495243606...)

1 Ad With Errors

Discard Drafts

Review and Publish (3)

...

Resource Center

Campaigns

Ad Sets

Ads

Prepare for iOS 14 changes coming soon

Apple has announced changes with iOS 14 that will impact how we receive and process events from tools like the Facebook SDK and the Facebook pixel. See updates on how these changes may affect your ad account and complete tasks that can help you prepare. [Learn More](#)

Update Apple has announced these changes will be released soon.

Tasks

Actions that can help you prepare your ad account for iOS 14 changes.

0 of 1 completed

☐

Verify your 2 website domains
Admin access required

We suggest verifying that your business owns the website domains where your pixels are set up so you can change which 8 events your pixel can optimize on.

We require verification to ensure that your business has the authority to decide which conversion events should be eligible on your domains. You'll need admin access to the Business Manager account associated with your pixels to verify your domains. [Learn More](#)

The domains your pixels are placed on:

- weatherbymedia.com
- weatherbymedia.lpages.co

Verify Domains

Mark Complete

Updates

Information about how iOS 14 changes may impact your ad account.

Audience sizes may decrease

Your audience sizes may decrease because they may not include people on iOS 14. [Learn More](#)

Some campaign results will be counted differently

As more people opt out of tracking on iOS 14 devices, statistical modeling may be used to account for some conversions that are completed on iOS 14 devices. Recent changes to attribution settings may result in a decrease in the number of reported conversions and some attribution windows will be unavailable. You may also find that there are delays in reporting certain results. [Learn More](#)

New limit on web events

Due to Apple's changes with iOS 14, Facebook will implement its new Aggregated Event Measurement feature, which supports advertisers' efforts to preserve user privacy while running effective campaigns. Aggregated Event Measurement will limit the amount and type of data that advertisers can send to Facebook through tools like the Facebook pixel. Advertisers will be able to use up to 8 conversion events from a single website domain. We've selected default events that will be available for each of your domains, based on your ad activity. [Learn More](#)

A domain will need to be selected for each ad in order to measure conversions

Due to Apple's iOS 14 changes, Facebook will be using Aggregated Event Measurement. With Aggregated Event Measurement, each ad must include the domain where you intend for conversions to happen. To ensure that we can continue measuring conversions on your website once Apple releases iOS 14, you'll need to select a domain in each ad's Tracking section. [Learn More](#)

Stay in Touch

Join Our Email List
(For Timely Updates on IOS Changes)

weatherbymedia.com

bit.ly/WM-Discovery
(I'm also a CWE consultant!)

@weatherbymedia