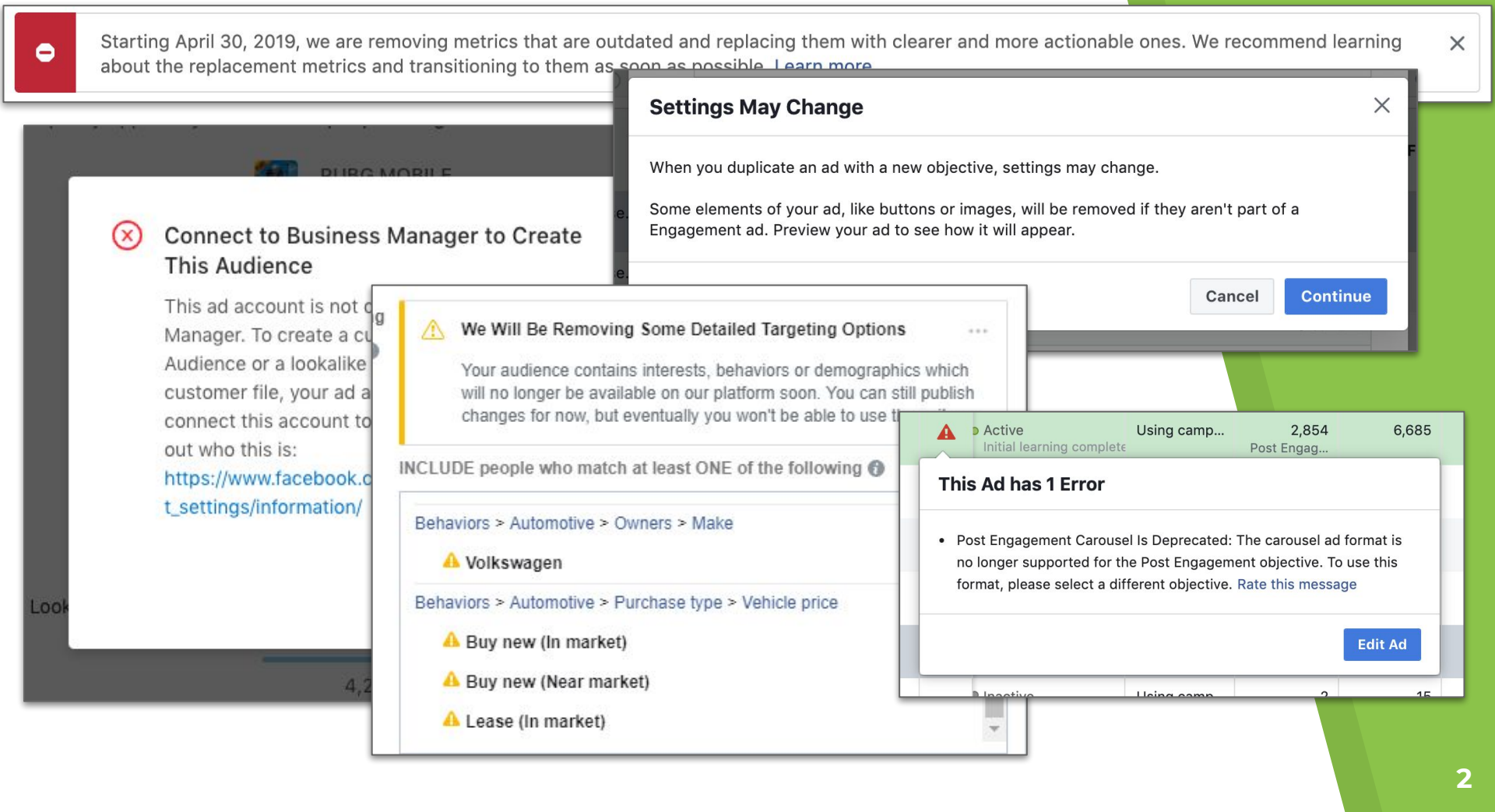
WHAT'S NEW WITH FACEBOOK ADS

Anthony Blatner — ModernMedia.io

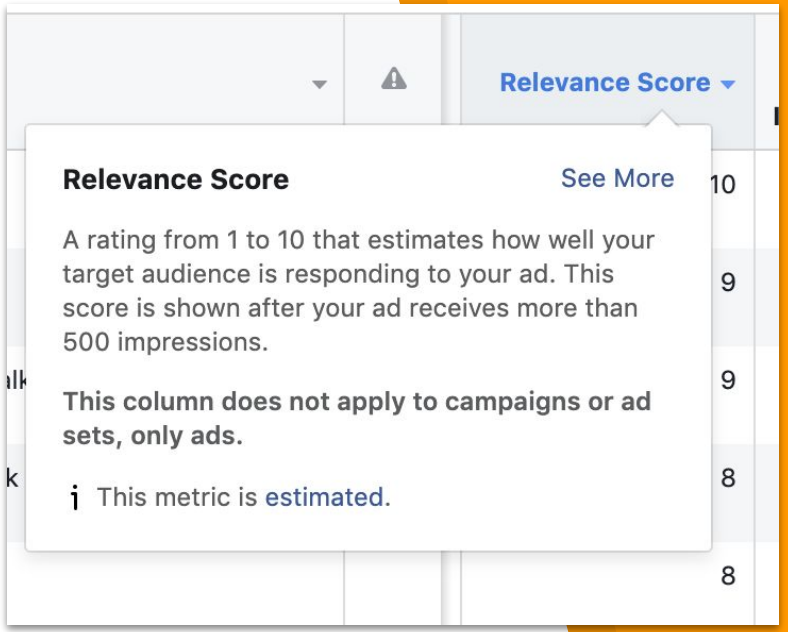

Starting April 30, 2019, we are removing metrics that are outdated and replacing them with clearer and more actionable ones. We recommend learning about the replacement metrics and transitioning to them as soon as possible. Learn more.
Settings May Change
When you duplicate an ad with a new objective, settings may change.
Some elements of your ad, like buttons or images, will be removed if they aren't part of a Engagement ad. Preview your ad to see how it will appear.
Cancel
Continue
Connect to Business Manager to Create This Audience
This ad account is not
Manager. To create a cu
Audience or a lookalike
customer file, your ad a
connect this account to
out who this is:
https://www.facebook.c
t_settings/information/
We Will Be Removing Some Detailed Targeting Options
Your audience contains interests, behaviors or demographics which will no longer be available on our platform soon. You can still publish changes for now, but eventually you won't be able to use t
INCLUDE people who match at least ONE of the following
Behaviors > Automotive > Owners > Make
Volkswagen
Behaviors > Automotive > Purchase type > Vehicle price
Buy new (In market)
Buy new (Near market)
Lease (In market)
Active
Initial learning complete
Using camp...
2,854
Post Engag...
6,685
This Ad has 1 Error
Post Engagement Carousel Is Deprecated: The carousel ad format is no longer supported for the Post Engagement objective. To use this format, please select a different objective. Rate this message
Edit Ad

1.

~~Relevance Score~~
Quality Rankings

Relevance Score

Audience Targeting <--> Ad Creative



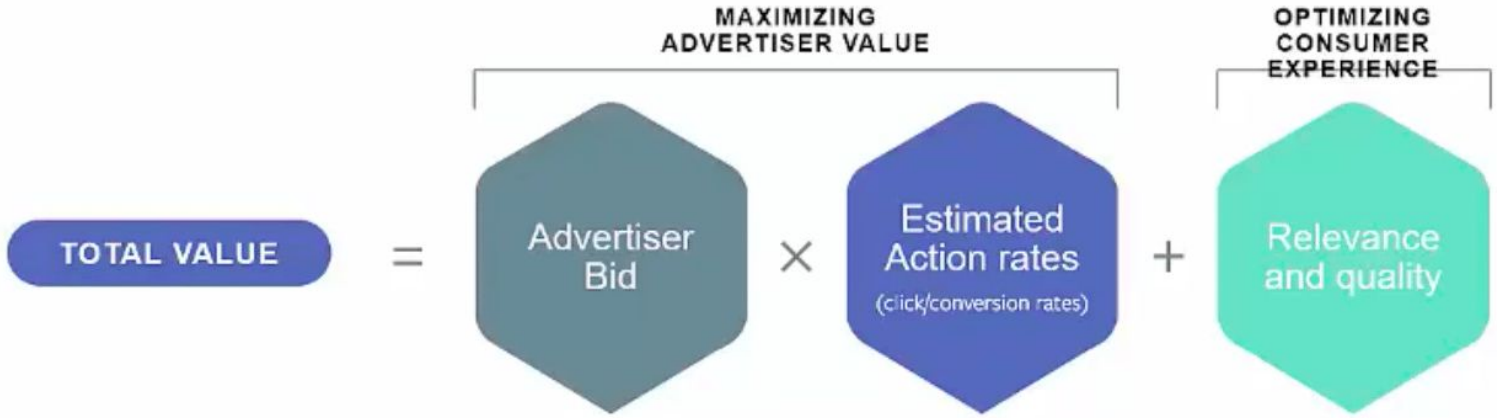
Golf (interest) <--> Golf (image) ✓

High Income Zips (Demo) <--> Sales Software ⚠

Austin, Texas (location) <--> Winter Clothes ✖

Relevance Score

We rank ads based on a 'Total Value' for each ad



Click-optimized ad:

Total Value = (bid for click) x (estimated click-through rate) + f (likes, x-outs, etc.)

Conversion-optimized ad:

Total Value = (bid for conversion) x (estimated click-through rate x estimated click-to-conversion rate) + f (likes, x-outs, etc.)

Mark Zuckerberg
March 26, 2015 ·

Artificial intelligence can help us understand what's happening in video, images and text so we can be smarter about showing you content that is more interesting to you.

At F8, our AI research team showed a system we've built that can identify what sport is being played by watching a video like a person would. If you're a baseball fan, for example, you could imagine this system highlighting relevant clips you might care about.

Here's a video of the system at work, including recognizing some really obscure and unexpected sports. #f8

1,280,578 Views

27K 3.2K Comments 2K Shares 1.2M Views

Like Comment Share

Write a comment...

https://www.facebook.com/zuck/videos/vb.4/10101993274698321/?type=2&theater

Relevance Score

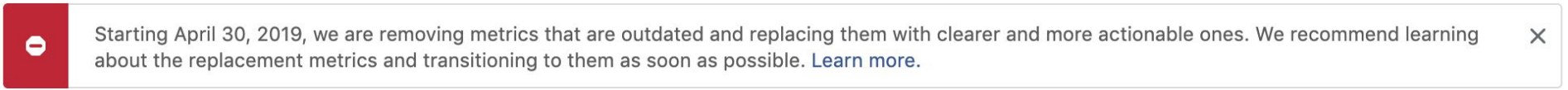
Vs. Cost

Relevance Score	CPM (Cost per 1,000 Impressions)	CTR (All)	Result Rate	Cost per Result
10	$8.82	5.67%	1.02%	$0.87 Per Lead (Form)
10	$8.26	7.69%	0.89%	$0.92 Per Lead (Form)
10	$10.23	6.44%	0.41%	$2.48 Per Lead (Form)
10	$7.88	4.73%	0.84%	$0.93 Per Lead (Form)
6	$20.32	3.68%	0.32%	$6.35 Per Lead (Form)
5	$18.72	2.23%	0.34%	$5.47 Per Lead (Form)
4	$35.04	1.99%	0.13%	$26.42 Per Lead (Form)
2	$33.33	0.69%	0.17%	$19.40 Per Lead (Form)

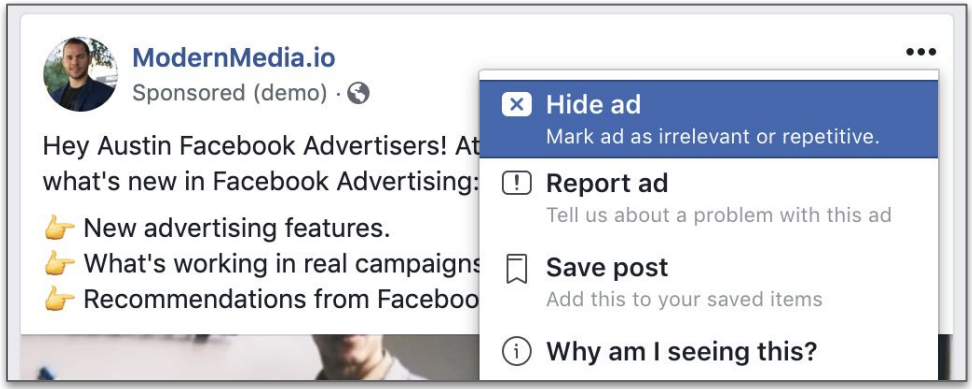
~~Relevance Score~~
Quality Rankings

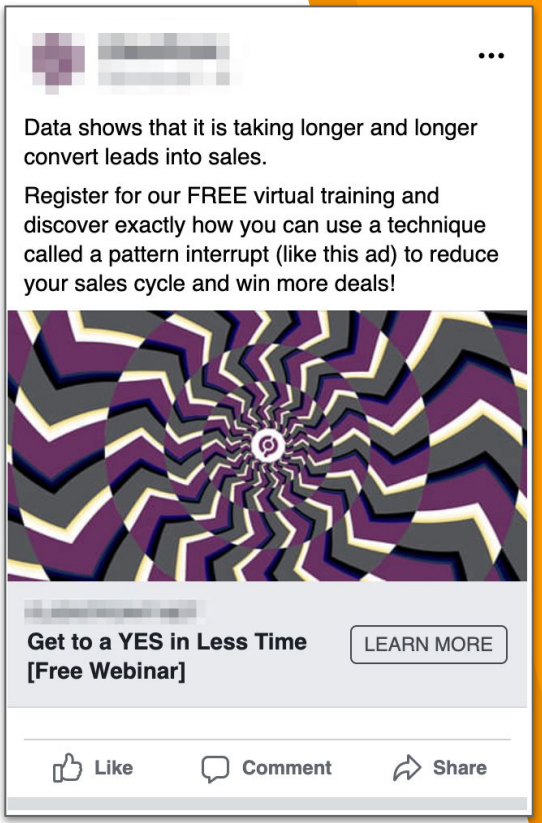
- **Relevance Score**

  We're replacing **Relevance Score** metric and replacing that with a new set of ad relevance diagnostics that are clearer and more actionable. **Quality Ranking**, **Engagement Rate Ranking**, and **Conversion Rate Ranking** can help you better diagnose whether the ads you ran were relevant to the audience you reached.



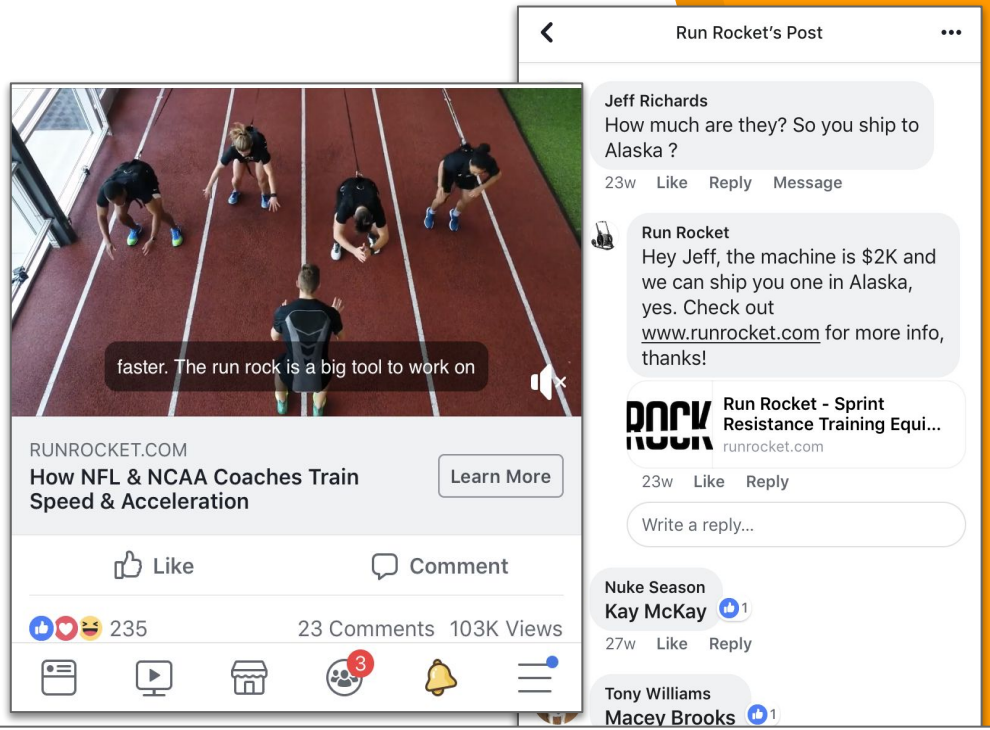
~~Relevance Score~~
Quality Rankings





Quality ranking explains how your ad's perceived quality compared to ads competing for the same audience. We measure ad quality through feedback from people viewing or hiding the ad and assessments of clickbait, engagement bait and other poor user experiences.

~~Relevance Score~~ Quality Rankings



Engagement rate ranking explains how your ad's expected engagement rate compared to ads competing for the same audience. The expected engagement rate calculates the likelihood that a person will click, react to, comment on, share or expand an ad. Engagement-baiting (For example, asking for likes, comments, and so on) will not improve your ad's performance.

Improving Relevance & Quality Scores

1. **Your Ad vs Your Targeting**

- Schema.org
- https://technicalseo.com/seo-tools/schema-markup-generator/
- Page Load Speed
- SEO Best Practices
  - Words on page
  - SEO tags
  - Links

Improving Relevance & Quality Scores

- Auto Placements
- Dynamic Ads
- Broad Targeting

Rather than seek the ideal creative or the ideal targeting, seek the ideal creative/targeting fit. The ideal creative for one audience might not be the ideal creative for a different audience. You can also target broadly to rely on our delivery system to find the best people to show your ad to.

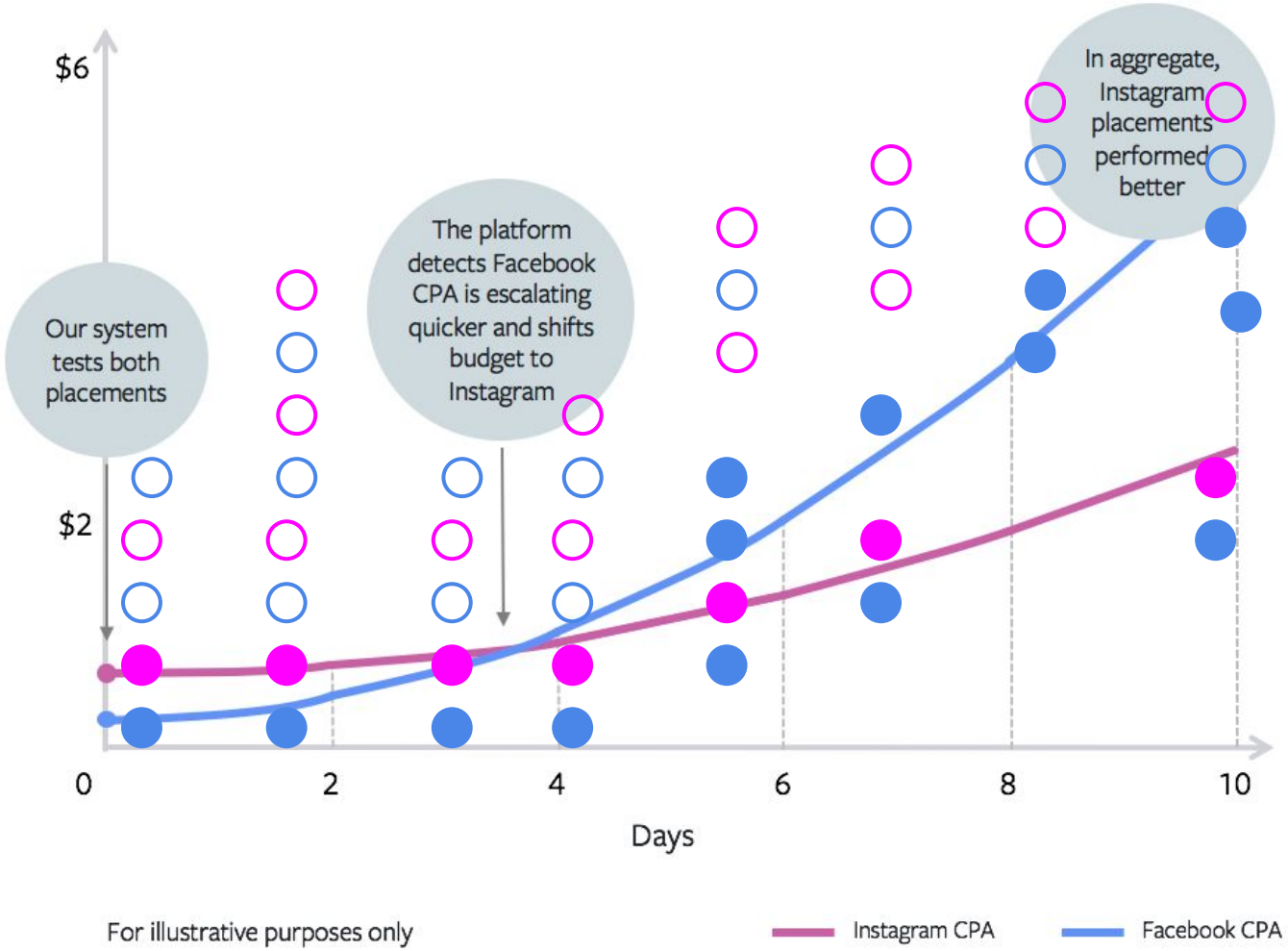
2.

The Breakdown Effect & Auto Placements

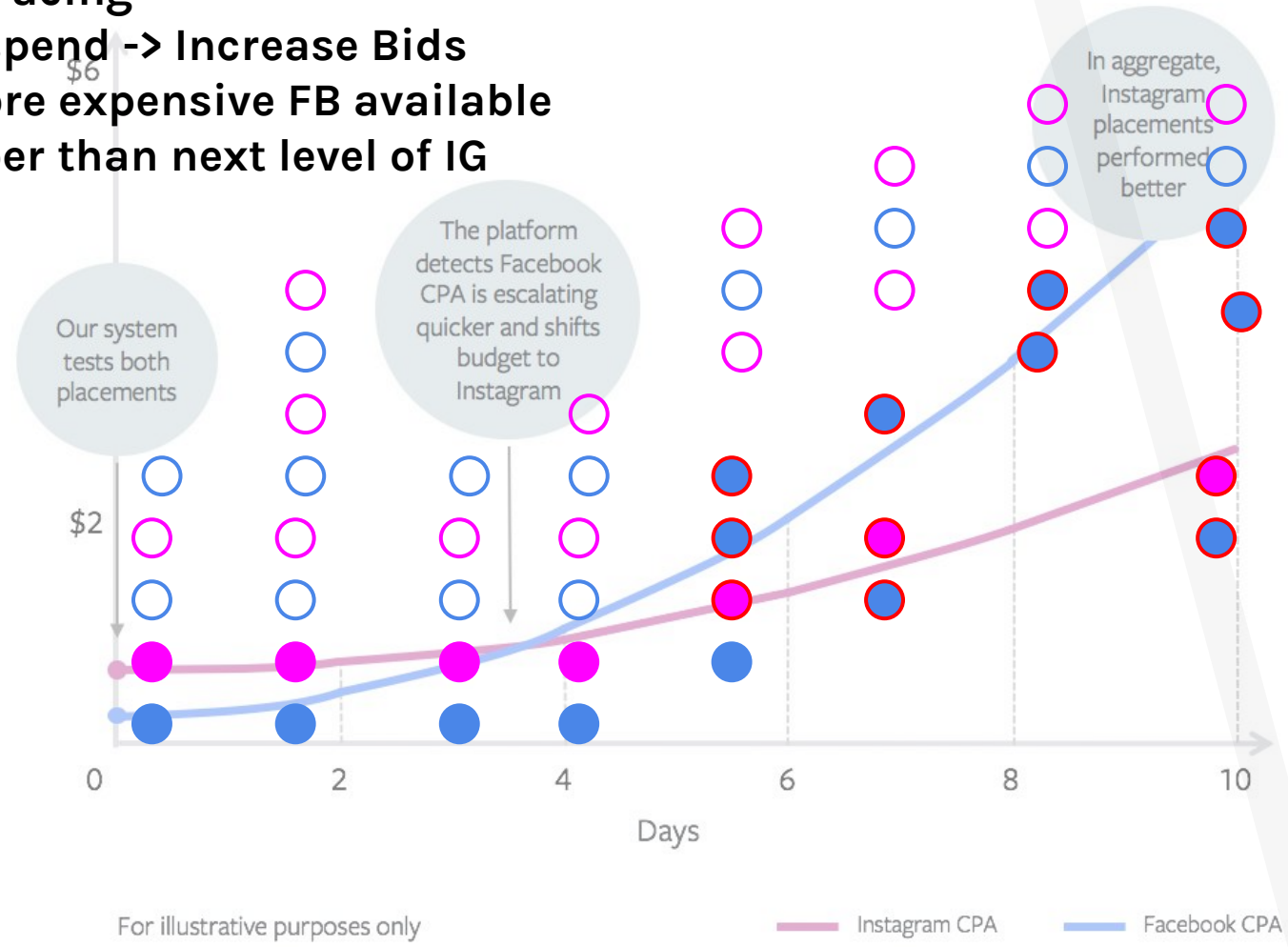
The Breakdown Effect & Placements

- Auto Placements
- Dynamic Ads
- Broad Targeting

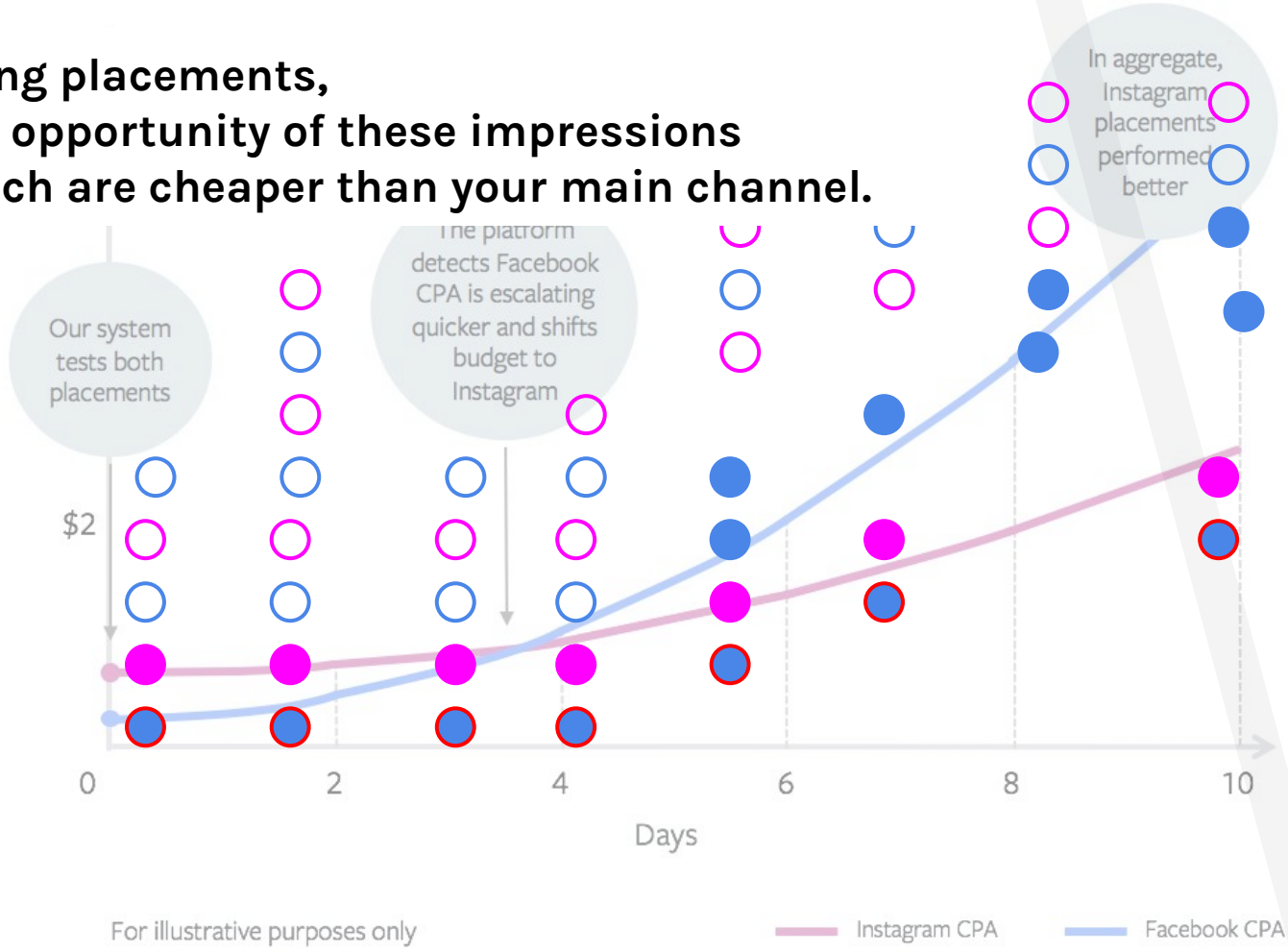
Uh oh… we're not going to spend the full-budget...
increase bids!
Cost per result
Budget
Discount bidding (Facebook)


$6
$2
Our system tests both placements
The platform detects Facebook CPA is escalating quicker and shifts budget to Instagram
In aggregate, Instagram placements performed better
0
2
4
6
8
10
Days
For illustrative purposes only
Instagram CPA
Facebook CPA

--> Discount Pacing
--> Needs to spend -> Increase Bids
--> Mostly more expensive FB available
--> Yet, cheaper than next level of IG



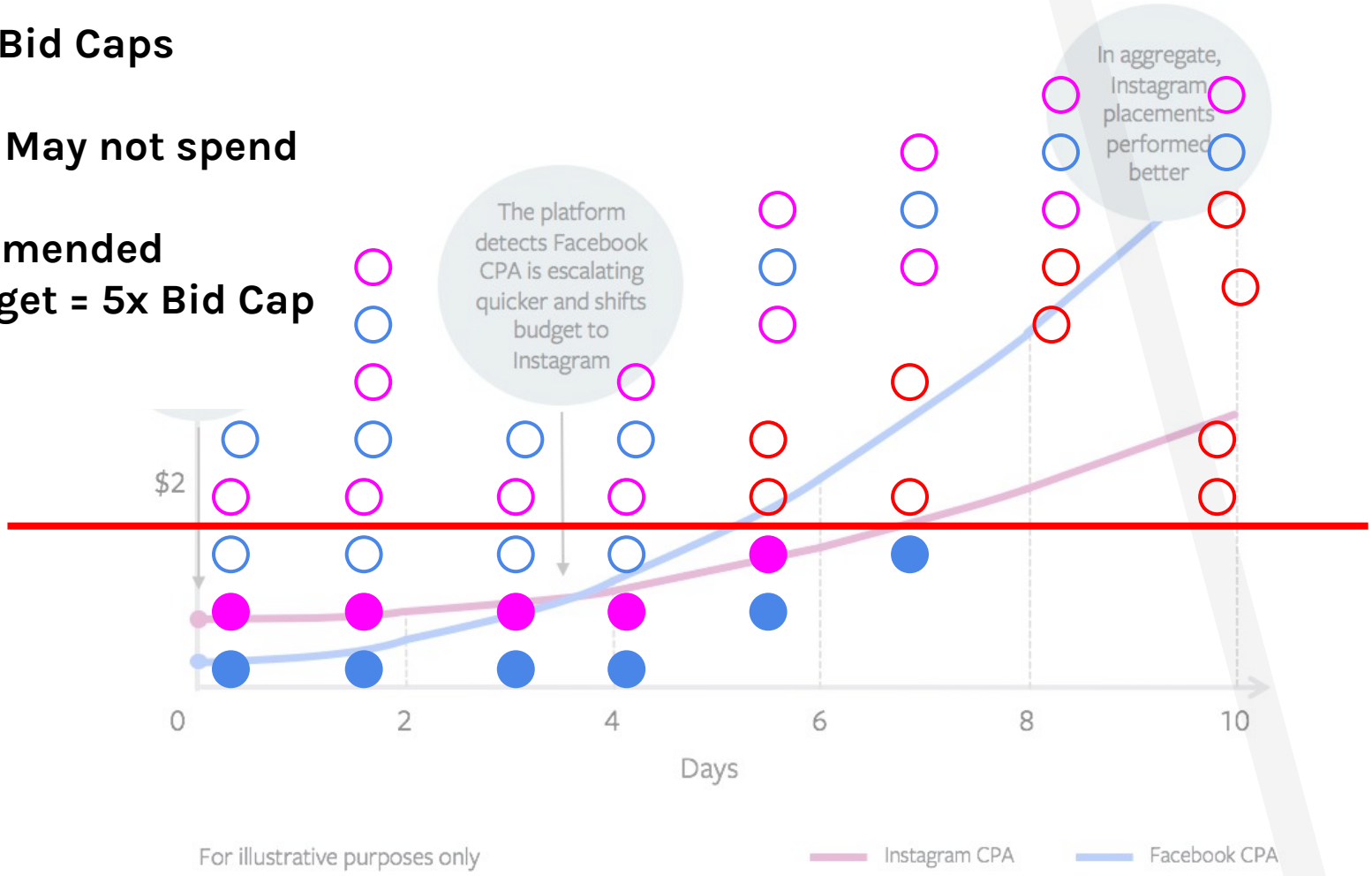
When limiting placements,
You lose the opportunity of these impressions
Some of which are cheaper than your main channel.



Solution: Bid Caps

Trade off: May not spend

FB Recommended
Daily budget = 5x Bid Cap



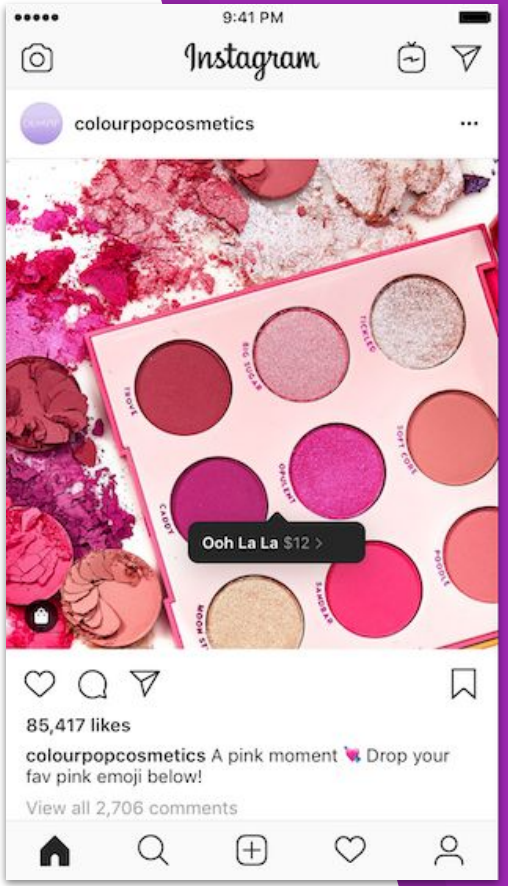
3.

Instagram Checkout

Instagram Checkout

- Shop tagged products in Instagram posts
- Purchase directly through Instagram
- Stores payment information
- Charges merchants a seller fee
  - Fee amount not released.

- https://instagram-press.com/blog/2019/03/19/instagram-checkout/



9:41 PM

Instagram

colourpopcosmetics

85,417 likes

colourpopcosmetics A pink moment 💘 Drop your fav pink emoji below!

View all 2,706 comments

Ooh La La

From colourpopcosmetics · Free shipping

$12

Color: Pink

Size: 9-pan palette

Checkout on Instagram

9:41 PM

Cancel

Checkout

Ooh La La
Pink · 9-pan palette
Sold and shipped by Colourpop Cosmetics

Subtotal	$12.00
Estimated Tax	$1.07
Shipping	$0.00
Total	**$13.07**

Shipping

Standard
3-7 business days — Free

Payment

VISA •••• 0000

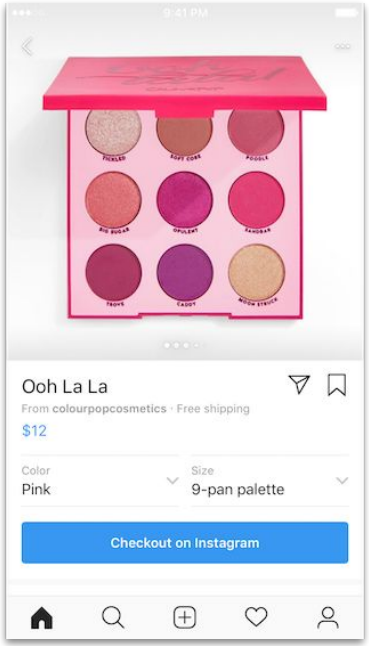
Place Order

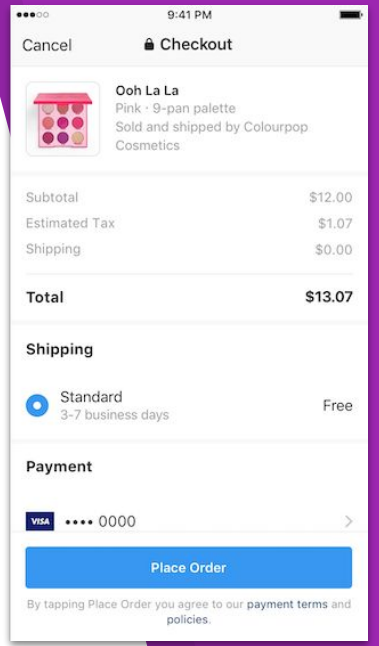
By tapping Place Order you agree to our payment terms and policies.

Instagram Checkout

- Most likely increases conversion rate.
  - Eliminates website pop-up
  - Eliminates website load time
  - 2 or 3 Click purchase
  - Auto-populate payment info

- Most likely coming to Facebook.





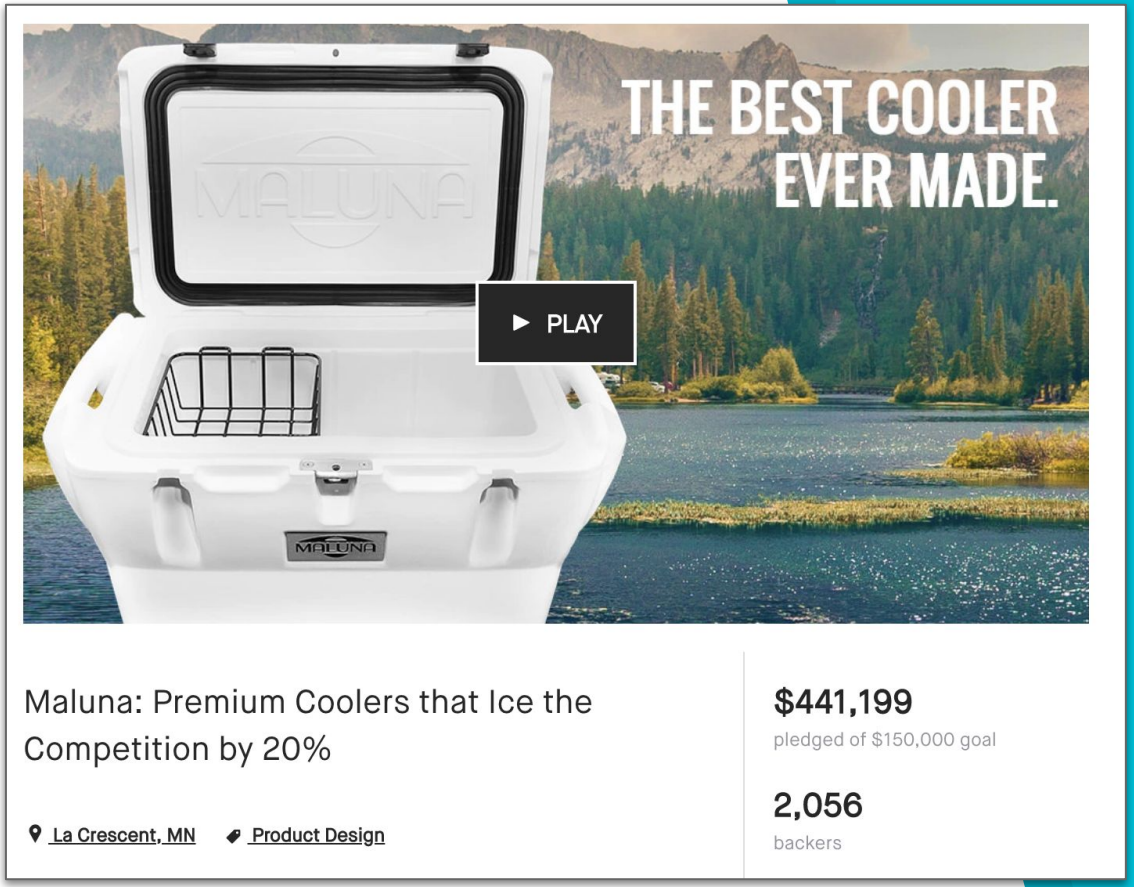
Another time...

- Gifs, Cinemagraphs
- Chatbots + FB Messenger
- Facebook Attribution Tool
- Facebook Analytics Tool
- More on Dynamic Ads
- What else?

4.

Managed
Facebook Groups

Managed Facebook Groups



Maluna Unhinged Focus Group

Anthony | Home | Create

Maluna Unhinged Focus Group

Closed group

- About
- Discussion
- Chats
- **Announcements**
- Members
- Events
- Videos
- Photos
- Files

Search this group

Shortcuts

- FB Ads Academy - ... 15
- Robb Bailey's Super ... 8
- Marathon Training ... 20+
- Anthony Blatner 4

Scott Hoyt shared a link.
Admin · July 31, 2018

SEE BELOW FOR SOME ANSWERS TO QUESTIONS

Kickstarter is LIVE - concludes on September 1, 6p PST = 9p EST

Project location: www.maluna.com/22...
Continue Reading

MALUNA.COM

Join the Fight | Maluna

Join the Fight Each day, an average of 22 U.S. veterans and members of...

106 | 135 Comments | 2 Shares

Like | Comment

SUGGESTED MEMBERS — Hide

Friends

- Ryan Lester — Invite Member
- Steve Wood — Invite Member
- Lucas Piper — Invite Member

See More

DESCRIPTION
http://maluna.com/

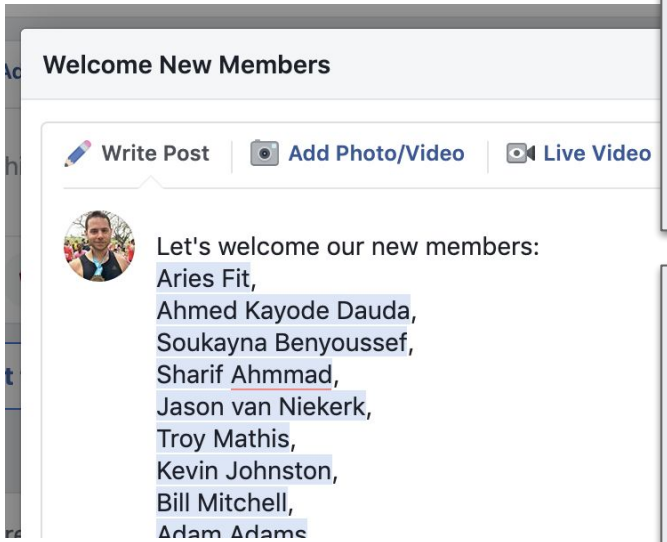
MEMBERS — 11,095 Members

CREATE NEW GROUPS

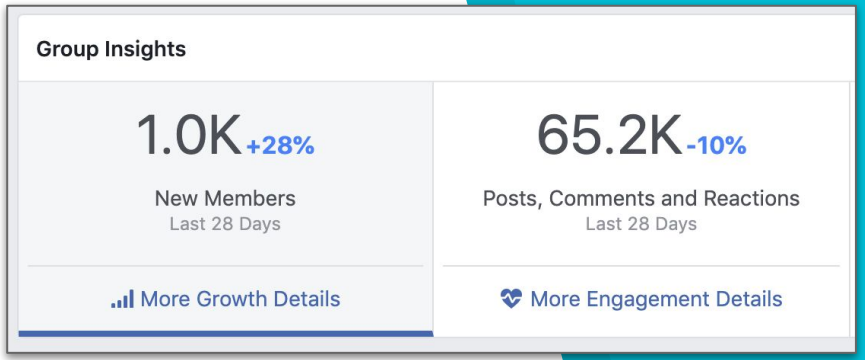
Groups make it easier than ever to share with friends, family and teammates. Create Group

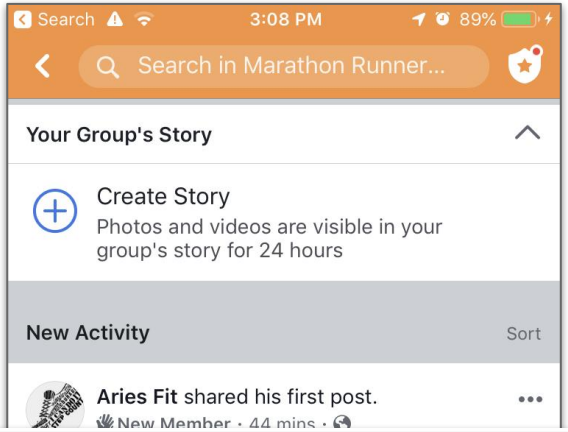
RECENT GROUP PHOTOS — See All

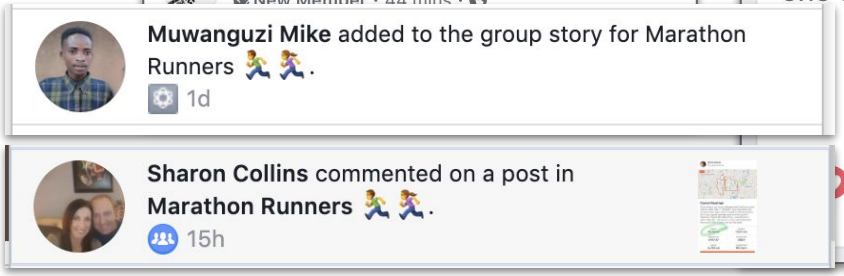
Facebook Groups
Organic Engagement

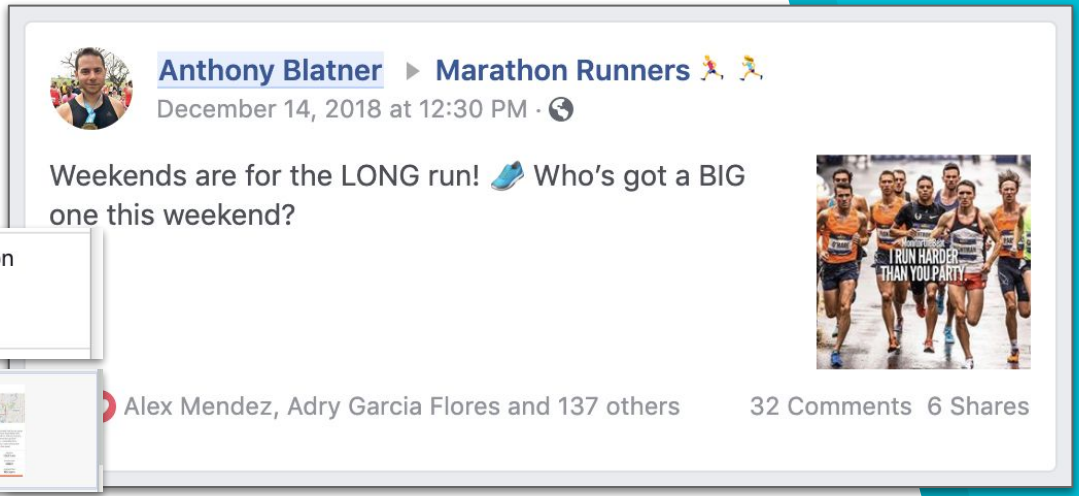


Facebook Groups
Organic Engagement





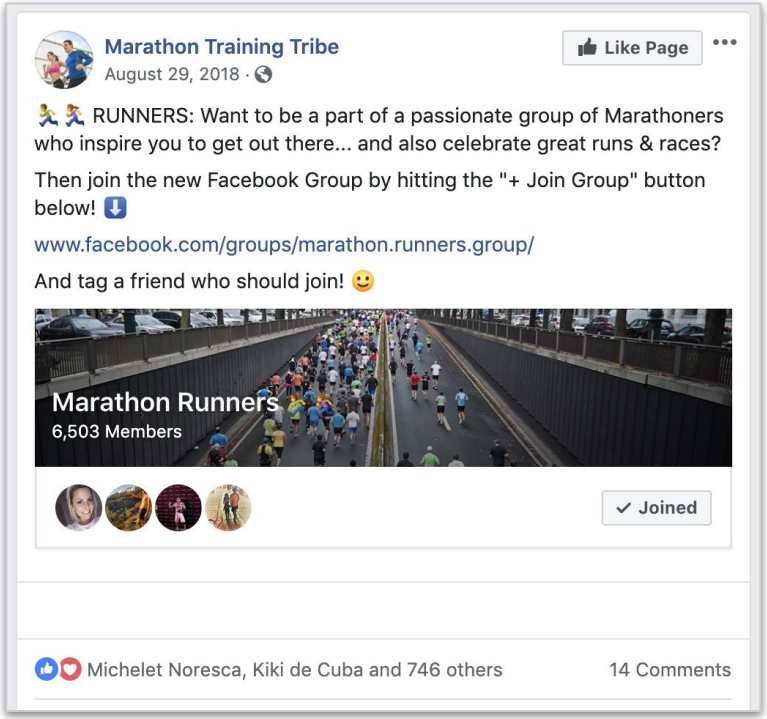


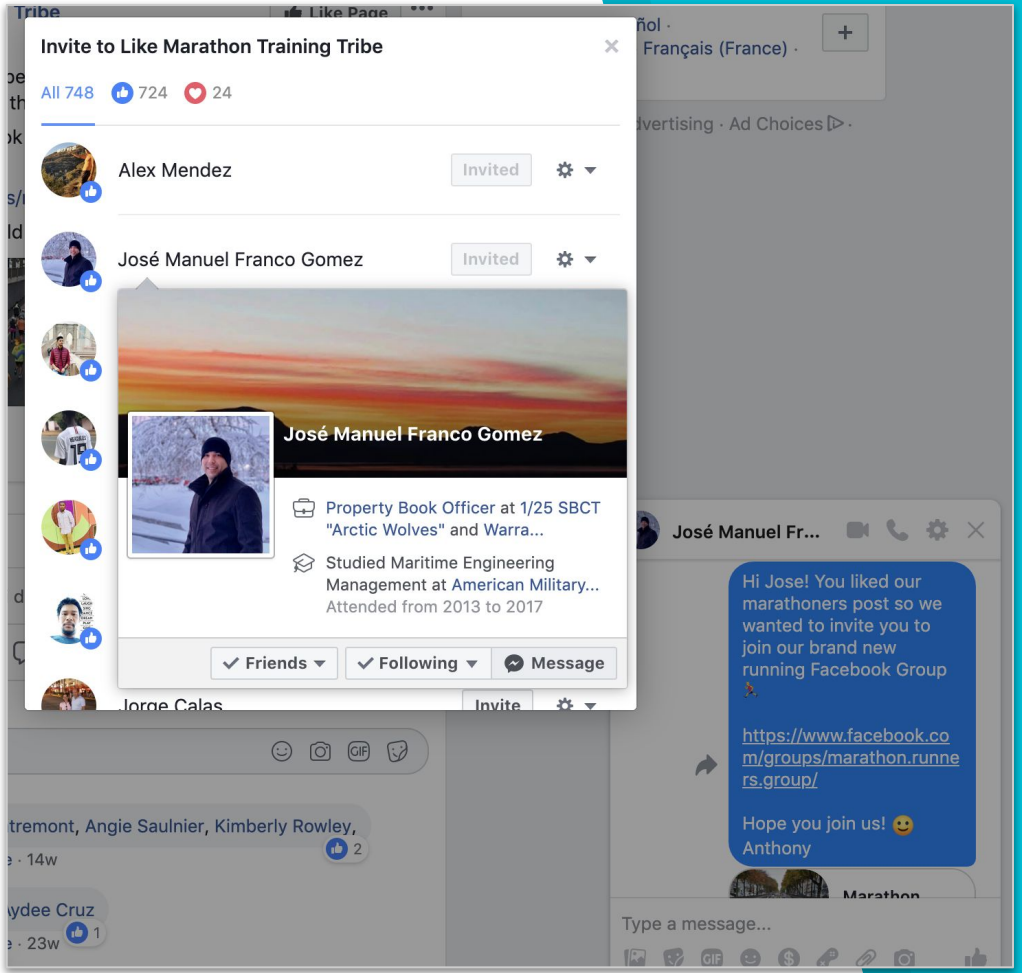


Managed Facebook Groups

- Product launches
- Customer service - community Q&As
- It’s like building an email list inside Facebook.
- Admins have a badge when posting.
- Can create chat groups
- Can link groups to business pages.

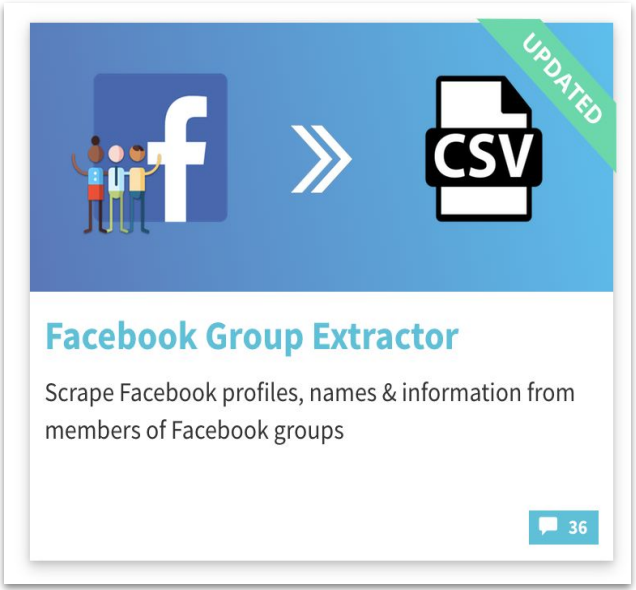
Growing
Facebook Groups

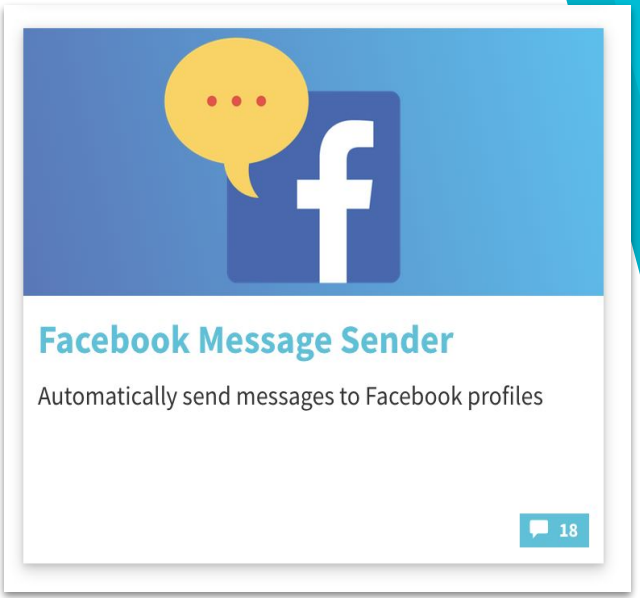




Growing
Facebook Groups

- phantombuster.com





Thanks!

Meetup Group

https://meetup.com/Online-Geniuses-Austin/

Facebook Group

https://www.facebook.com/groups/austin.advertisers/

Facebook Ads Workshop

Coming soon.

Email

anthony@modernmedia.io