



WHAT'S NEW WITH **FACEBOOK** **ADS**



Starting April 30, 2019, we are removing metrics that are outdated and replacing them with clearer and more actionable ones.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 connected to Business Manager. To create a custom Audience or a lookalike customer file, your ad account must be connected to Business Manager. To connect this account to Business Manager, go to <https://www.facebook.com/business/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 them.

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 Using camp... 2,854 6,685
Initial learning complete Post Engag...

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 ✗

The screenshot shows a tooltip for the 'Relevance Score' column. The tooltip text is as follows:

- Relevance Score** [See More](#)
- A rating from 1 to 10 that estimates how well your target audience is responding to your ad. This score is shown after your ad receives more than 500 impressions.
- This column does not apply to campaigns or ad sets, only ads.**
- i** This metric is [estimated](#).

The background shows a table with a 'Relevance Score' column header and several rows of data with scores ranging from 8 to 10.



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.



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.](#)





Relevance Score Quality Rankings

ModernMedia.io
Sponsored (demo) · 🌐

Hey Austin Facebook Advertisers! At what's new in Facebook Advertising:

- 👉 New advertising features.
- 👉 What's working in real campaigns
- 👉 Recommendations from Facebook

Hide ad
Mark ad as irrelevant or repetitive.

Report ad
Tell us about a problem with this ad

Save post
Add this to your saved items

Why am I seeing this?

Data shows that it is taking longer and longer convert leads into sales.

Register for our FREE virtual training and discover exactly how you can use a technique called a pattern interrupt (like this ad) to reduce your sales cycle and win more deals!

Get to a YES in Less Time [Free Webinar] [LEARN MORE](#)

Like Comment Share

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

RUNROCKET.COM
How NFL & NCAA Coaches Train Speed & Acceleration [Learn More](#)

Like Comment

235 23 Comments 103K Views

Navigation icons: Home, Video, Shop, Activity (3), Notifications, Menu

Run Rocket's Post

Jeff Richards
How much are they? So you ship to Alaska ?
23w Like Reply Message

Run Rocket
Hey Jeff, the machine is \$2K and we can ship you one in Alaska, yes. Check out www.runrocket.com for more info, thanks!

ROCK Run Rocket - Sprint Resistance Training Equi...
runrocket.com
23w Like Reply

Write a reply...

Nuke Season
Kay McKay 1
27w Like Reply

Tony Williams
Macey Brooks 1

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

Facebook Pixel Helper
Learn More

Facebook Pixel View Analytics
Pixel ID: 611084399081596

▶ PageView

▼ ⚡ Microdata Automatically Detected

CUSTOM PARAMETERS SENT

Schema.org: Hide

```
[{"type":"http://schema.org/Organization","properties":{"name":"IO Modern Media LLC","alternateName":"Modern Media","url":"https://modernmedia.io/","logo":"http://modernmedia.io/wp-content/uploads/Modern-Media-Logo.png","sameAs":["https://www.linkedin.com/company/modernmedia.io/"],"dimensions":{"w":0,"h":0},"subscopes":[]}]
```

DataLayer:

OpenGraph: Show

JSON-LD: Hide

```
[{"@context":"http://schema.org","@type":"Corporation","name":"IO Modern Media LLC","alternateName":"Modern Media","url":"http://modernmedia.io/","logo":"http://modernmedia.io/wp-content/uploads/Modern-Media-Logo.png","sameAs":["https://www.facebook.com/ModernMedia.io/","https://www.linkedin.com/company/modernmedia.io/"]},{"@context":"http://schema.org/","@type":"Product","name":"Facebook Advertising Services","image":"http://modernmedia.io/wp-content/uploads/facebook-logo-400.png","description":"Facebook Advertising services for e-commerce stores and online businesses to help sell products and services. We provide marketing strategy, funnel building, creative, copywriting, landing pages, and conversion rate optimization.","brand":"IO Modern Media LLC"}]
```

Meta: Hide

```
{"title":"Facebook Ads for E-Commerce Stores","meta:descri
```



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

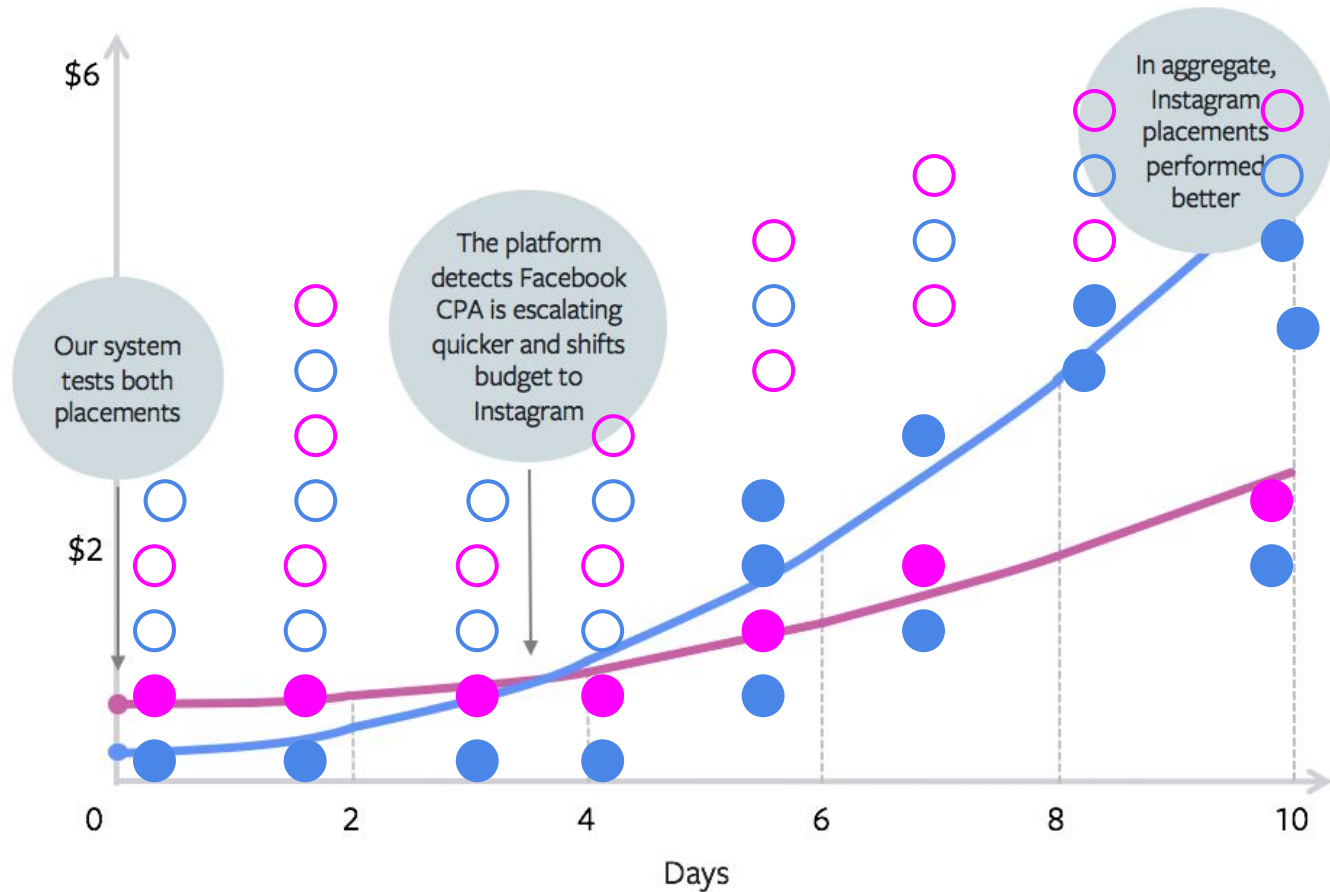
Breakdown Effect
& Auto Placements



The Breakdown Effect & Placements

- Auto Placements
- Dynamic Ads
- Broad Targeting



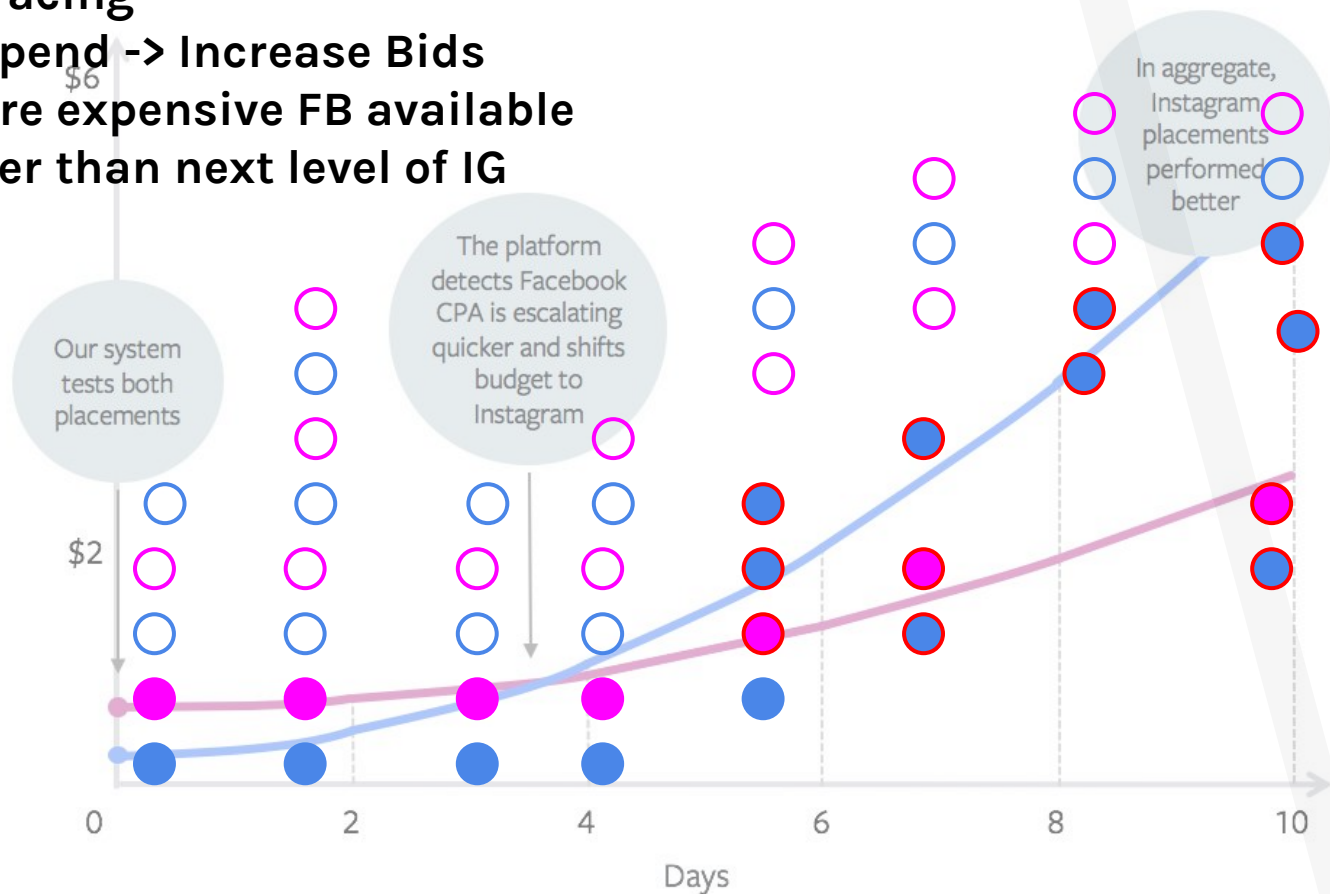


For illustrative purposes only

Instagram CPA

Facebook CPA

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

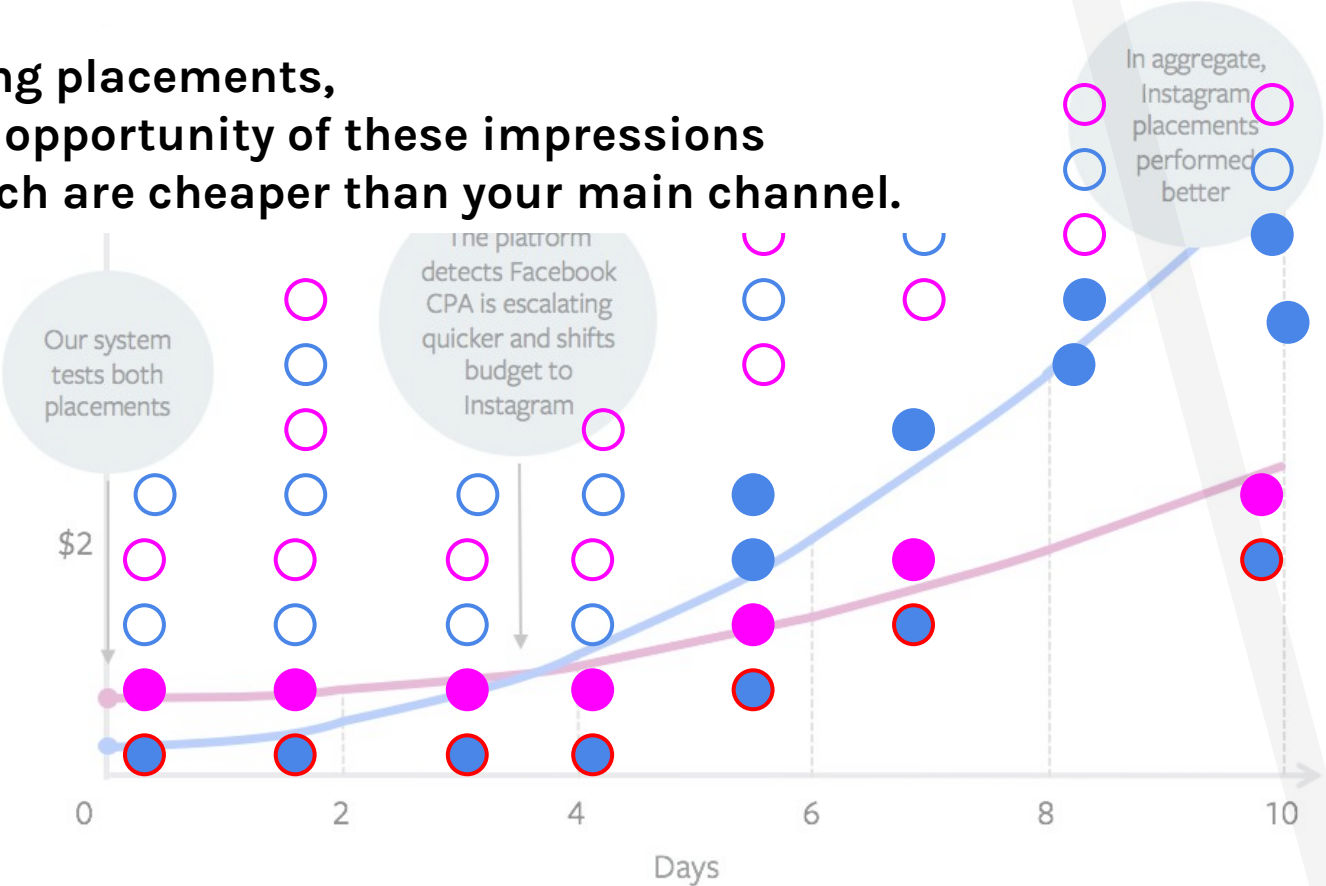


For illustrative purposes only

Instagram CPA

Facebook CPA

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



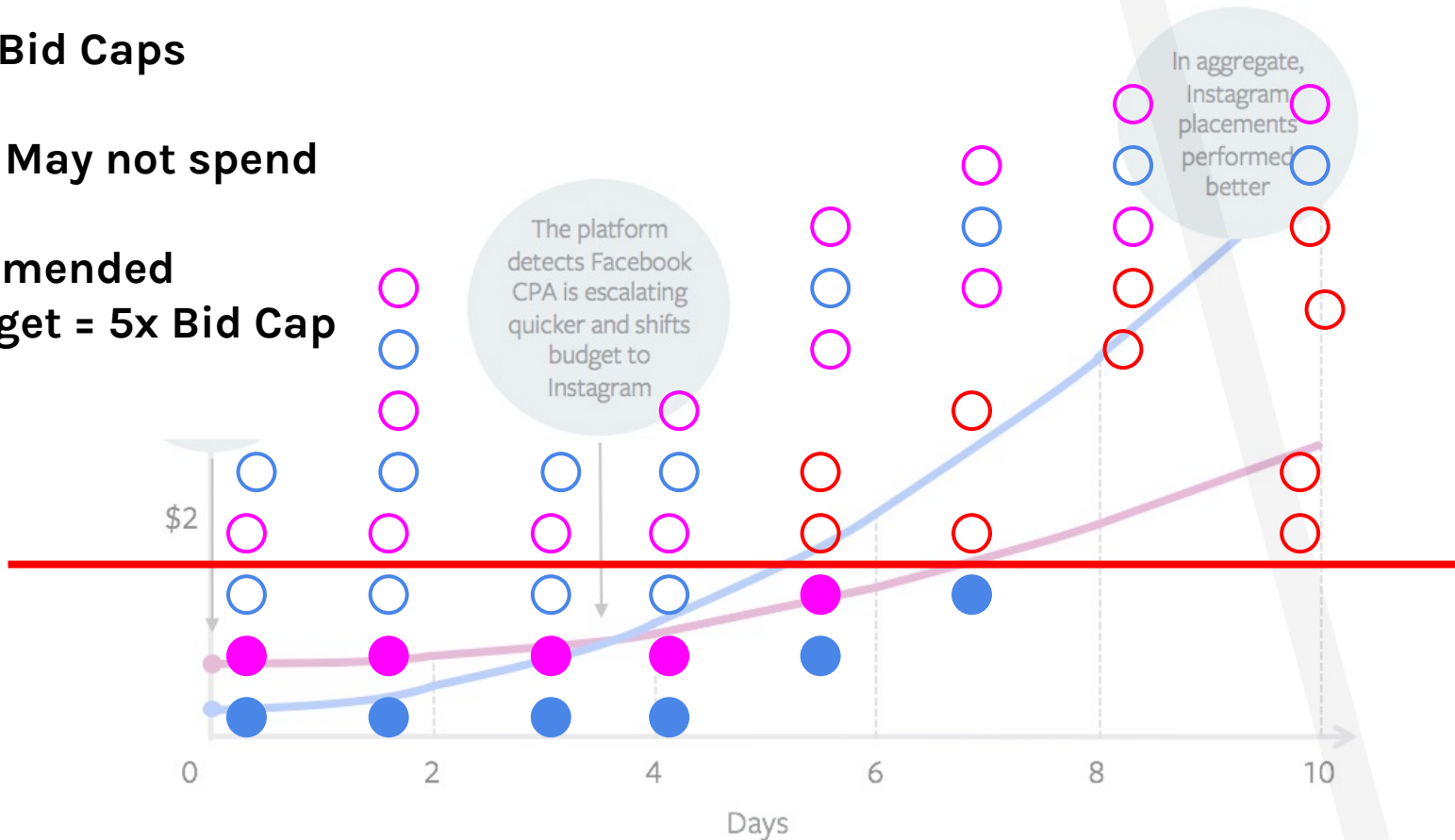
For illustrative purposes only

Instagram CPA Facebook CPA

Solution: Bid Caps

Trade off: May not spend

FB Recommended
Daily budget = 5x Bid Cap



For illustrative purposes only

Instagram CPA

Facebook CPA

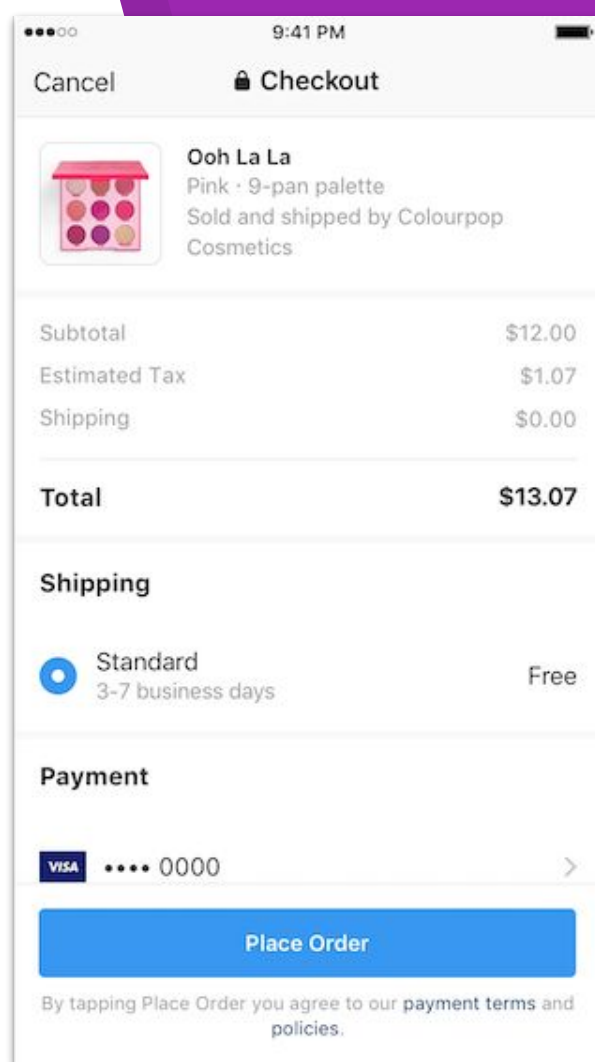
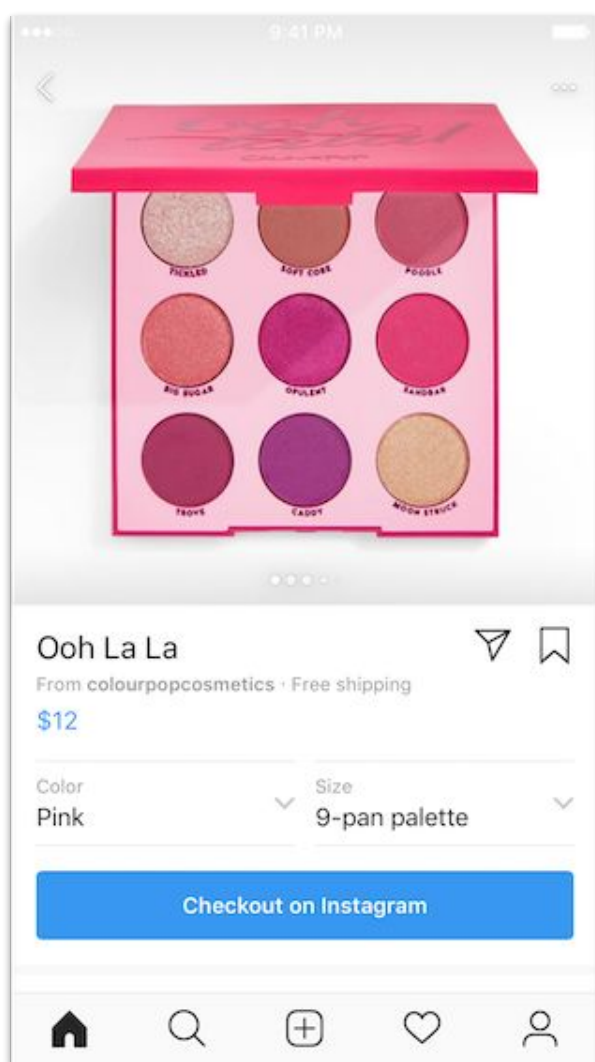
3.

Instagram Checkout

Instagram Checkout

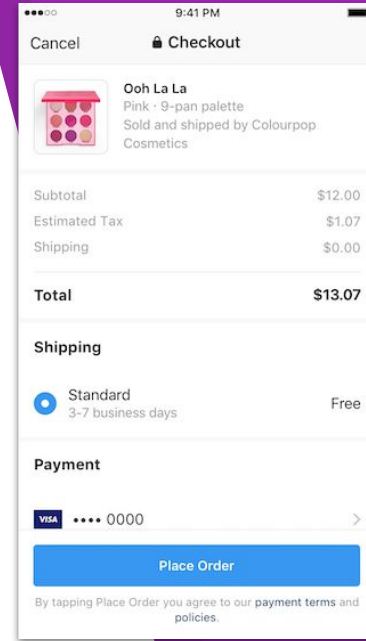
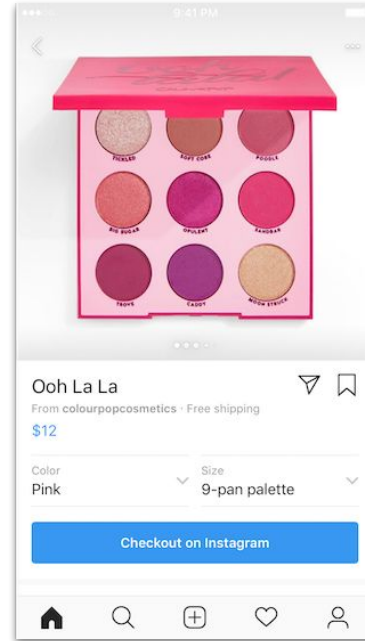
- Shop tagged products in Instagram posts
- Purchase directly through Instagram
- Stores payment information
- Charges merchants a seller fee
 - Fee amount not released.
- <https://instagram-press.com/blog/2019/03/19/instagram-checkout/>





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...

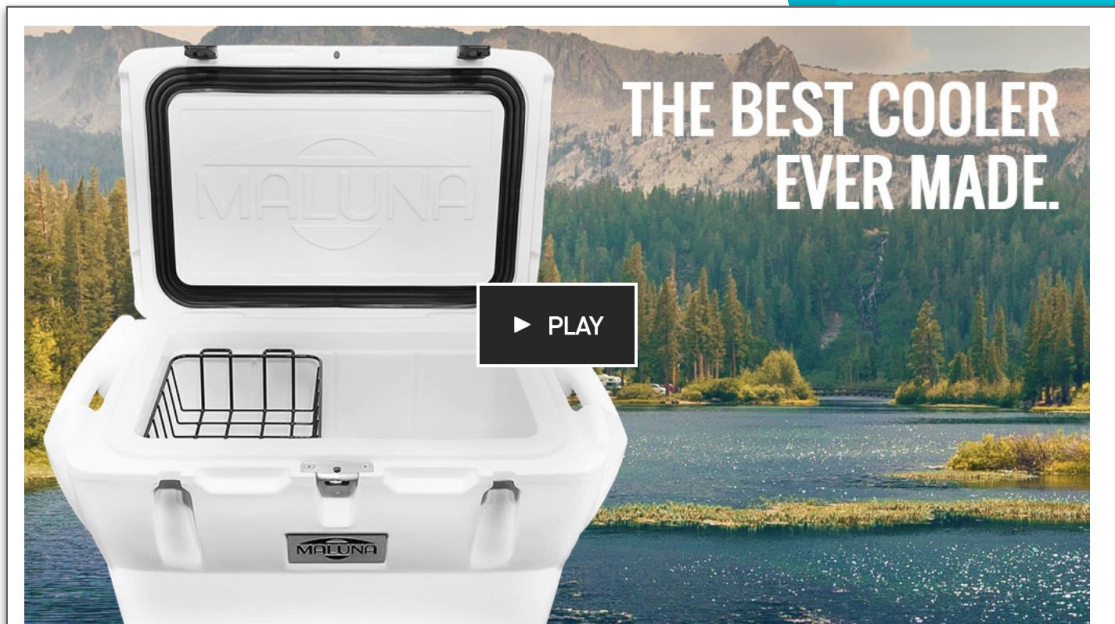
- Gifs, Cinemagraphs
- Chatbots + FB Messenger
- Facebook Attribution Tool
- Facebook Analytics Tool
- More on Dynamic Ads
- What else?

A large teal graphic element consisting of a diagonal line that splits the page into a white upper-left section and a teal lower-right section.

4.

**Managed
Facebook Groups**

Managed Facebook Groups



Maluna: Premium Coolers that Ice the Competition by 20%

\$441,199

pledged of \$150,000 goal

2,056

backers

📍 [La Crescent, MN](#) 🔧 [Product Design](#)



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



SUGGESTED MEMBERS

Hide

Friends



Ryan Lester

Invite Member



Steve Wood

Invite Member



Lucas Piper

Invite Member

See More

DESCRIPTION

<http://maluna.com/>

11,095 Members

MEMBERS



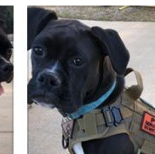
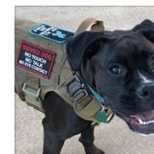
CREATE NEW GROUPS

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

Create Group

RECENT GROUP PHOTOS




See All




Facebook Groups

Organic Engagement

Welcome New Members

 Write Post |  Add Photo/Video |  Live Video

 Let's welcome our new members:
Aries Fit,
Ahmed Kayode Dauda,
Soukayna Benyoussef,
Sharif Ahmmad,
Jason van Niekerk,
Troy Mathis,
Kevin Johnston,
Bill Mitchell,
Adam Adams

 **Anthony Blatner** ▶ **Marathon Runners** 🏃 🏃
October 19, 2018 at 8:21 AM · 🌐

More new members this week, just in time for the weekend long runs and races! Let's welcome our new members 🙌 New members – what races are y'all are training for?! 🏆 Sean Leo, Sandeep Sharma, Mayukh Mu...

“SWEAT,
SMILE
AND
REPEAT.”

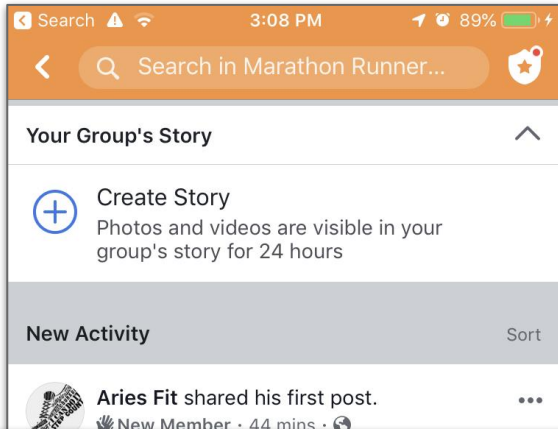
  Sharon Collins, Alex Mendez and 69 others 63 Comments 1 Share

 **Anthony Blatner** ▶ **Marathon Runners** 🏃 🏃
February 21 at 9:21 PM · 🌐

Let's welcome our new members 🙌 What races have you run recently and which are you training for?! 🏆 Katie Lamolinara, Aydee Cruz, Matt Eastburn, Kelly Farren, Gopal Karmakar, Milena Nešić, Martin Wei,...

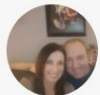
  Sharon Collins, Omar Dominguez and 45 others 47 Comments

Facebook Groups Organic Engagement



Muwanguzi Mike added to the group story for **Marathon Runners** 🏃 🏃 .

1d



Sharon Collins commented on a post in **Marathon Runners** 🏃 🏃 .

15h



Group Insights

1.0K **+28%**

New Members
Last 28 Days

More Growth Details

65.2K **-10%**

Posts, Comments and Reactions
Last 28 Days

More Engagement Details



Anthony Blatner ▶ **Marathon Runners** 🏃 🏃

December 14, 2018 at 12:30 PM · 🌐

Weekends are for the LONG run! 🏃 Who's got a BIG one this weekend?




Alex Mendez, Adry Garcia Flores and 137 others



32 Comments 6 Shares

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

Marathon Training Tribe August 29, 2018 · 






 **RUNNERS:** Want to be a part of a passionate group of Marathoners who inspire you to get out there... and also celebrate great runs & races? Then join the new Facebook Group by hitting the "+ Join Group" button below! 



www.facebook.com/groups/marathon.runners.group/


And tag a friend who should join! 😊








Marathon Runners
6,503 Members




    


  Michelet Noresca, Kiki de Cuba and 746 others 14 Comments

Invite to Like Marathon Training Tribe 



All 748  724  24




 Alex Mendez  




 José Manuel Franco Gomez  





José Manuel Franco Gomez


-  Property Book Officer at 1/25 SBCT "Arctic Wolves" and Warra...
-  Studied Maritime Engineering Management at American Military... Attended from 2013 to 2017

 Jorge Calas  

tremont, Angie Saulnier, Kimberly Rowley, e · 14w  2

lydee Cruz e · 23w  1

Hi Jose! You liked our marathoners post so we wanted to invite you to join our brand new running Facebook Group 

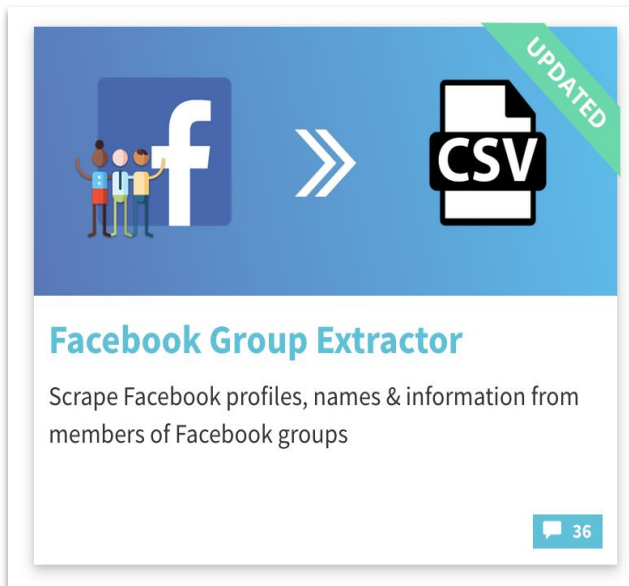
<https://www.facebook.com/groups/marathon.runners.group/>

Hope you join us! 😊
Anthony

Type a message...

Growing Facebook Groups

- phantombuster.com

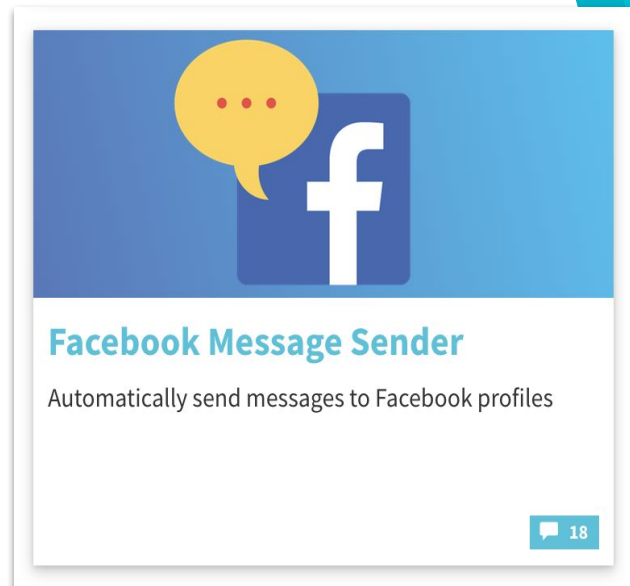


The card features a blue header with an illustration of three people standing next to a large white 'f' on a blue square, followed by a white double arrow pointing right, and a black document icon with 'CSV' written on it. A green diagonal banner in the top right corner says 'UPDATED'. Below the header, the title 'Facebook Group Extractor' is in bold blue text, followed by the description 'Scrape Facebook profiles, names & information from members of Facebook groups'. A small blue comment icon with the number '36' is in the bottom right corner.

Facebook Group Extractor

Scrape Facebook profiles, names & information from members of Facebook groups

36



The card features a blue header with a yellow speech bubble containing three red dots, overlapping a large white 'f' on a blue square. Below the header, the title 'Facebook Message Sender' is in bold blue text, followed by the description 'Automatically send messages to Facebook profiles'. A small blue comment icon with the number '18' is in the bottom right corner.

Facebook Message Sender

Automatically send messages to Facebook profiles

18



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