

Pomiar efektywności na platformach Meta

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Cześć!

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~~social~~ mobile

“Across 16 studies, we found no evidence that following a brand on social media changes people’s purchasing behavior.”

JOHN, MOCHON ET AL (2017) - WHAT’S THE VALUE OF A LIKE | HBR

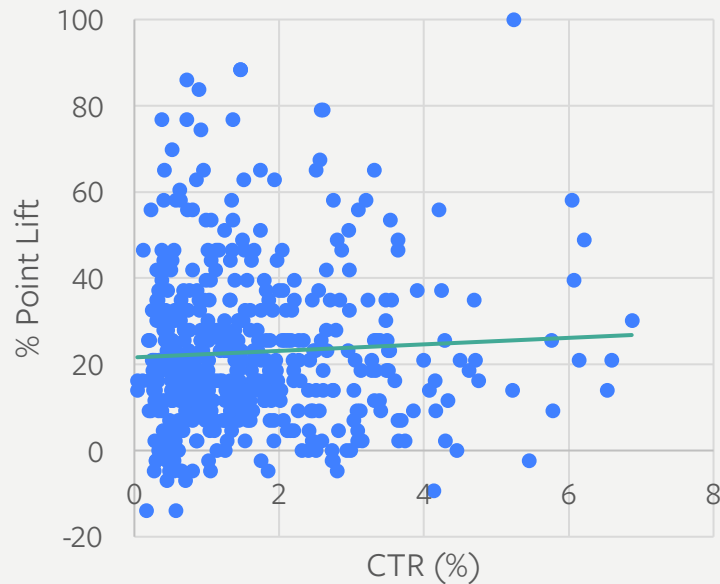
91%

of people who could buy your product don't click on your ads*

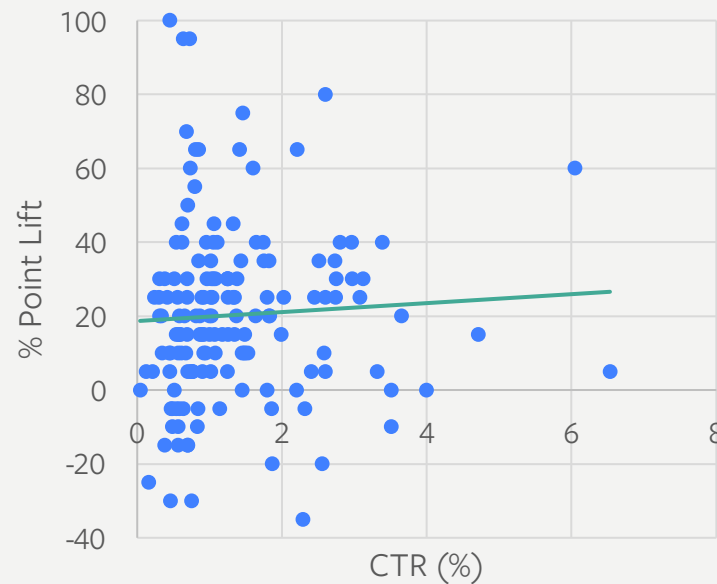
*Source: "Omni-channel Shoppers" by GfK, US only (Facebook-commissioned online study and opt-in panel of 2,407 people ages 18+ who have researched online and bought 1 of 5 key categories in the last 3 months), conducted to quantify key differences in shopping behavior across channels (tablets, mobile phones, PCs, brick-and-mortar retails) and fielded Sep 16–18, 2015.

Clicks aren't a good proxy for brand results

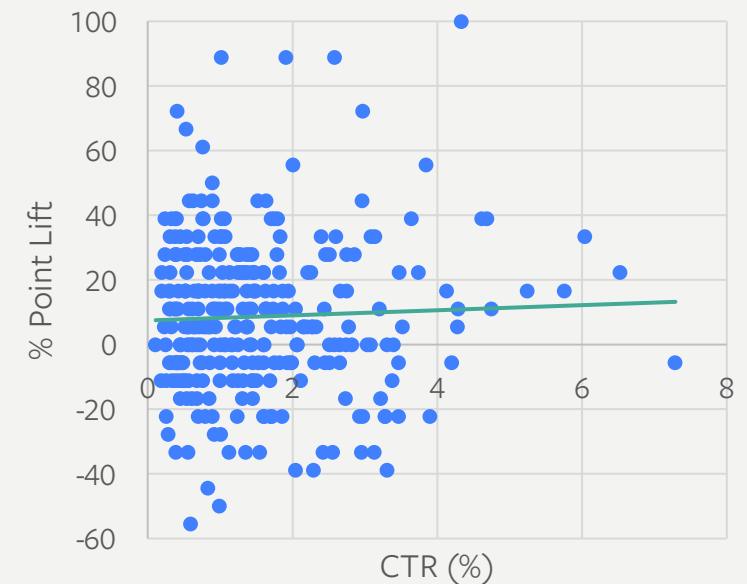
AD RECALL



BRAND AWARENESS







PURCHASE INTENT



• Correlation is less than 1%

Setting smart campaign objectives

	 BAD OBJECTIVES	 BAD KPI'S		 GOOD OBJECTIVES	 GOOD KPI'S
AWARENESS	Announce brand's sponsorship of football team to fans	Likes Comments Shares	→	Increase association between brand and football team among consumers by 20% in 3 months	Top of mind awareness Message association
INTENT	Create engagement with brand to increase purchases during BBQ season	Number of user photos with brand hashtag	→	Convince category buyers brand is best for BBQ occasions to increase purchase intent by 10% during summer period	Message association Purchase intent
PURCHASE	Invite followers to shop for X-mas gifts at brand's on-line shop	# of followers	→	Increase holiday traffic to brand's e-com site by 15% vs. same period year before	Traffic Conversions

Which of these ads drove better top-of-mind awareness?

AD NAME	DURATION (SECONDS)	IMPRESSIONS	REACH	3-SEC VIEWS	95% VCR	CPM	ENG %
AD 1	30	15 677 789	14 567 856	10%	7%	\$4.56	0.0026%
AD 2	10	17 677 789	16 456 345	15%	56%	\$1.56	0.4560%
AD 3	3	15 677 789	13 678 308	90%	90%	\$2.56	0.7680%

Example: Illustration purposes only.

Core campaign outcomes

AUDIENCE OUTCOMES

Measure and optimize how you reach your audiences

How many people did your ads reach?
How frequently?

Did the ads reach the people you want to connect with?

Did the ads reach people across multiple devices?

Did the ads reach your target audience?

BRAND OUTCOMES

Measure how your media spend impacts brand objectives

Did the ads break through?
Are they memorable?

Did they generate brand awareness?

Did the ads change the perception of your brand?

Did the ads improve your brand's image?

SALES OUTCOMES

Measure how your media spend impacts sales objectives

Did they contribute to ROI?

Did the ads result in sales, leads or app installs?

Did the ads cause a consumer to act?

Measurement tools

AUDIENCE

Ads Manager

Campaign report highlighting reach, demographics, CPM, best performing assets

Nielsen Digital Ad Ratings (DAR)

Reach, frequency, GRP on Facebook

Nielsen Total Ad Ratings (TAR)

Reach, frequency, GRP across TV and Facebook

BRAND

Facebook Brand Lift

Brand Lift from Facebook and Instagram ads

Nielsen Brand Effect

Brand Lift from Facebook and Instagram ads

Millward Brown

Brand Lift from Facebook and Instagram ads

SALES

Facebook Conversion Lift

Offline, online and mobile lift (on any business objective) from Facebook ads

Facebook A/B testing

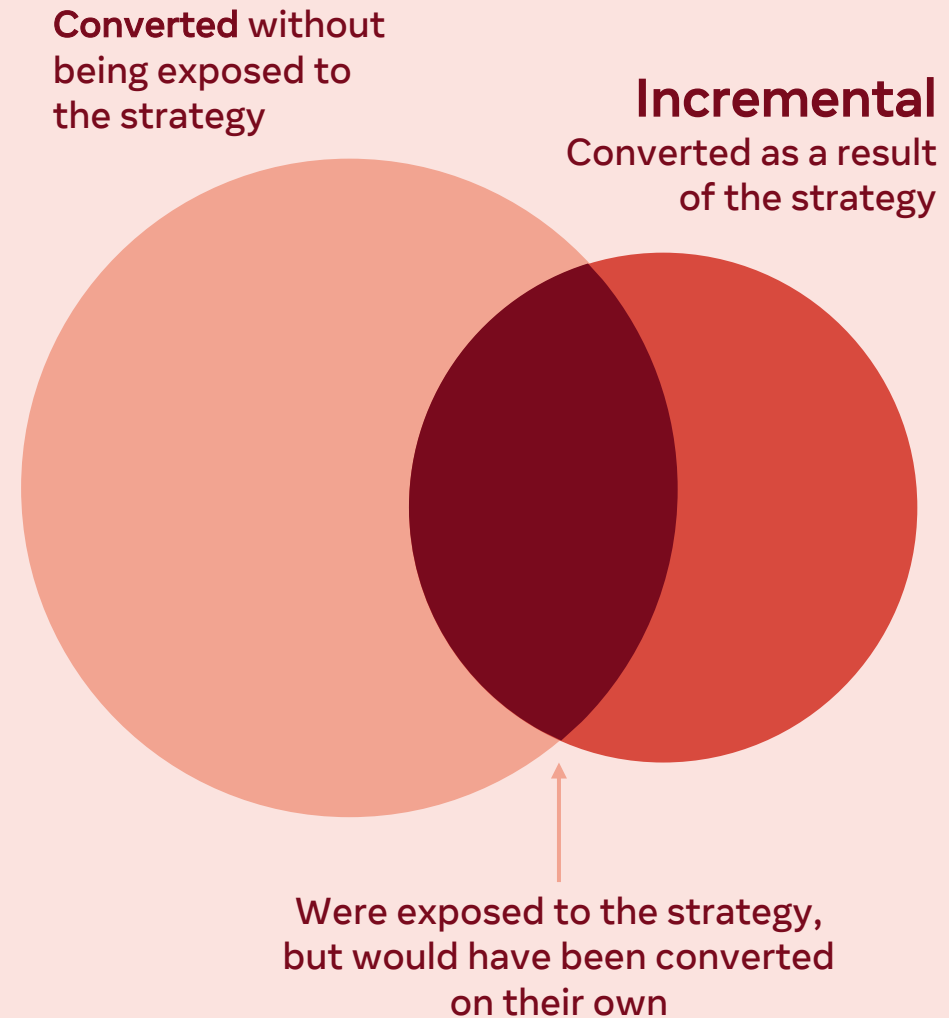
Compare two versions of an ad to determine which ad performs better against a metric you choose.

Identify which test to use based on campaign objective



Incrementality

Incrementality is the measure of the true value *created* by a business strategy

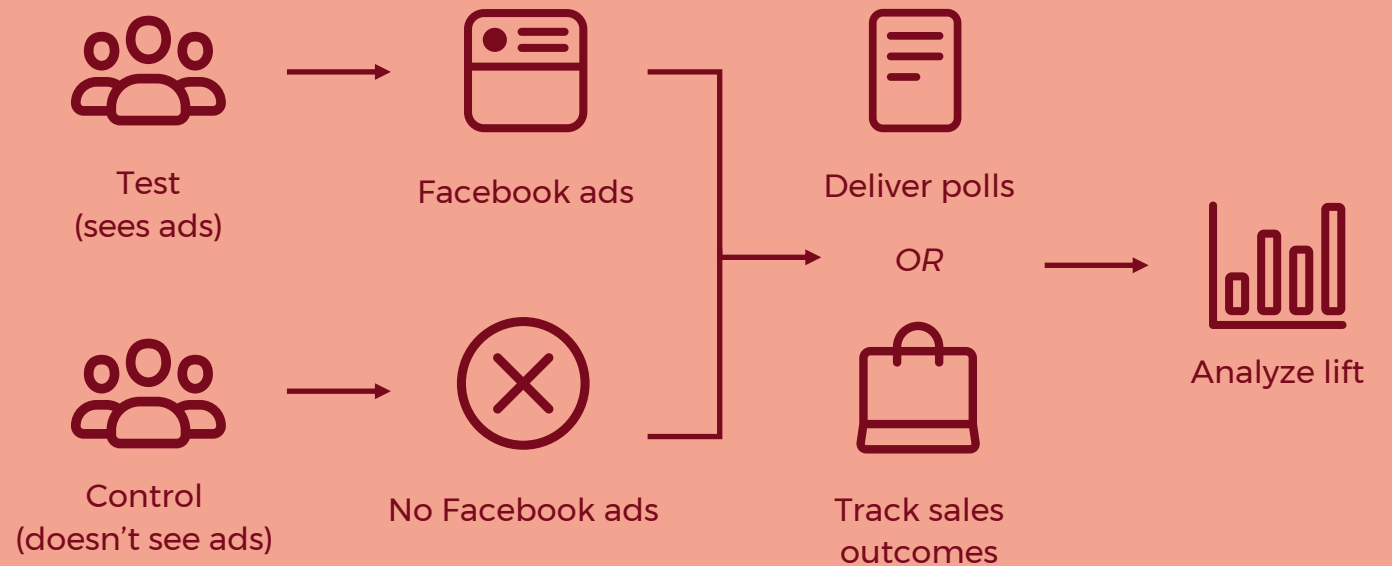


Lift testing

Measure results that
wouldn't have happened
without your ads

TWO TYPES

- ➔ Brand lift
- ➔ Conversion lift



What lift tells you

Control group



Print ads · TV ads · Display ads

y%

Test group



Print ads · TV ads · Display ads

Facebook ads

y%

x% lift

Metrics for lift tests

BRAND LIFT %

% difference in
of people who
gave the desired
response to your poll
between test and
control groups

COST PER BRAND LIFT

Cost of each person
who gave a desired
response to your poll

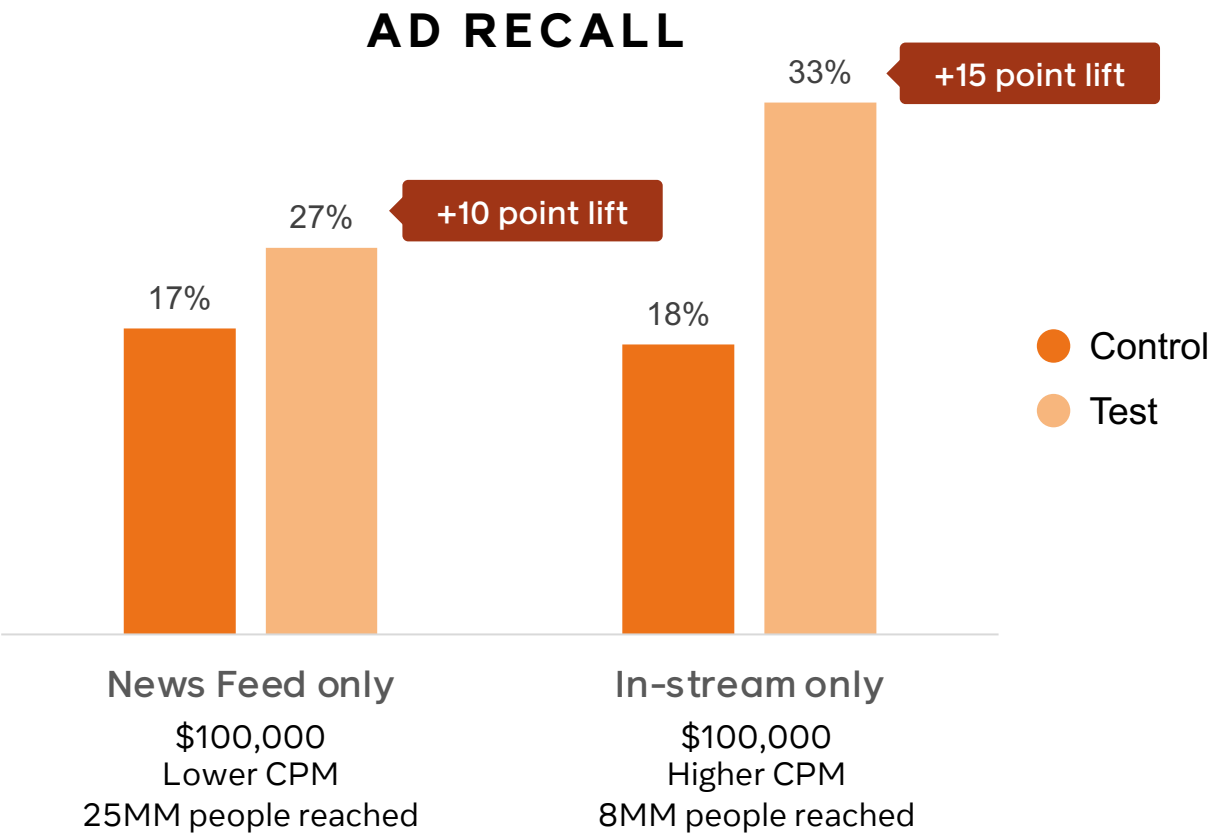
CONVERSION LIFT%

% difference
in conversions
between people
who did/didn't
see your ads

COST PER INCREMENTAL ACTION

Cost of each
additional conversion
caused by your ads

Measure cost per incremental person to determine efficiency



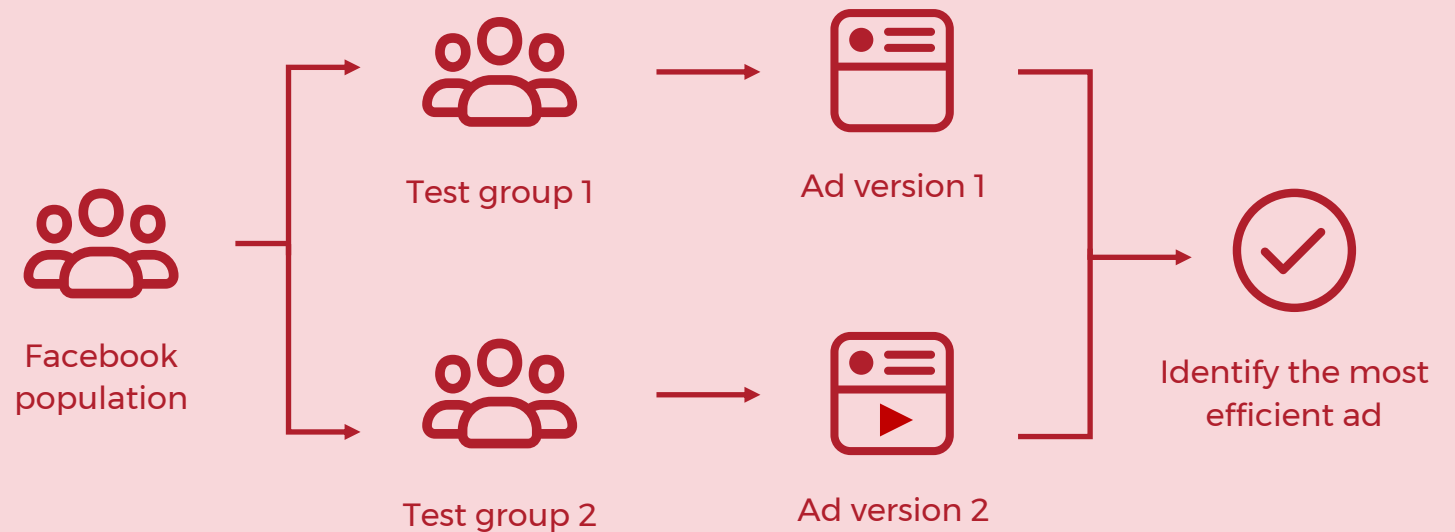
Illustrative only

	News Feed	In-stream
Point lift	+10	+15
Incremental people who recall your ad	2.5MM	1.2MM
Cost per incremental person who recalled your ad	\$0.04	\$0.08

A/B testing

Compare results from different versions of your ads.

- ➔ Start with a hypothesis
- ➔ Test one variable at a time
- ➔ Test one format per ad set



Metrics for A/B tests

MID FUNNEL OBJECTIVES

Traffic
(landing page views)
App installs
Video views
Lead generation
Messages

MID FUNNEL METRICS

Cost per action
(CPA)
Cost per mille
impressions (CPM)

LOWER FUNNEL OBJECTIVES

Conversions
Catalog sales

LOWER FUNNEL METRICS

Cost per action
(CPA)
Return on ad spend
(ROAS)

What's worth testing?

THINGS THE AVERAGE CONSUMER WILL NOTICE

- Differing themes and messages
- Differing offers
- Duration
- Different styles of imagery (illustrations vs. photos)
- Logo integration (throughout vs. first frame only)
- Differing audiences

THINGS THEY WON'T NOTICE

- Small color shifts
- Fonts
- Logo placement (left vs. right)



Success story

Hunter Boots

Does creative relevant to people's location help drive conversions compared to more generic creative?



TEST GROUP 1
weather-related
creative



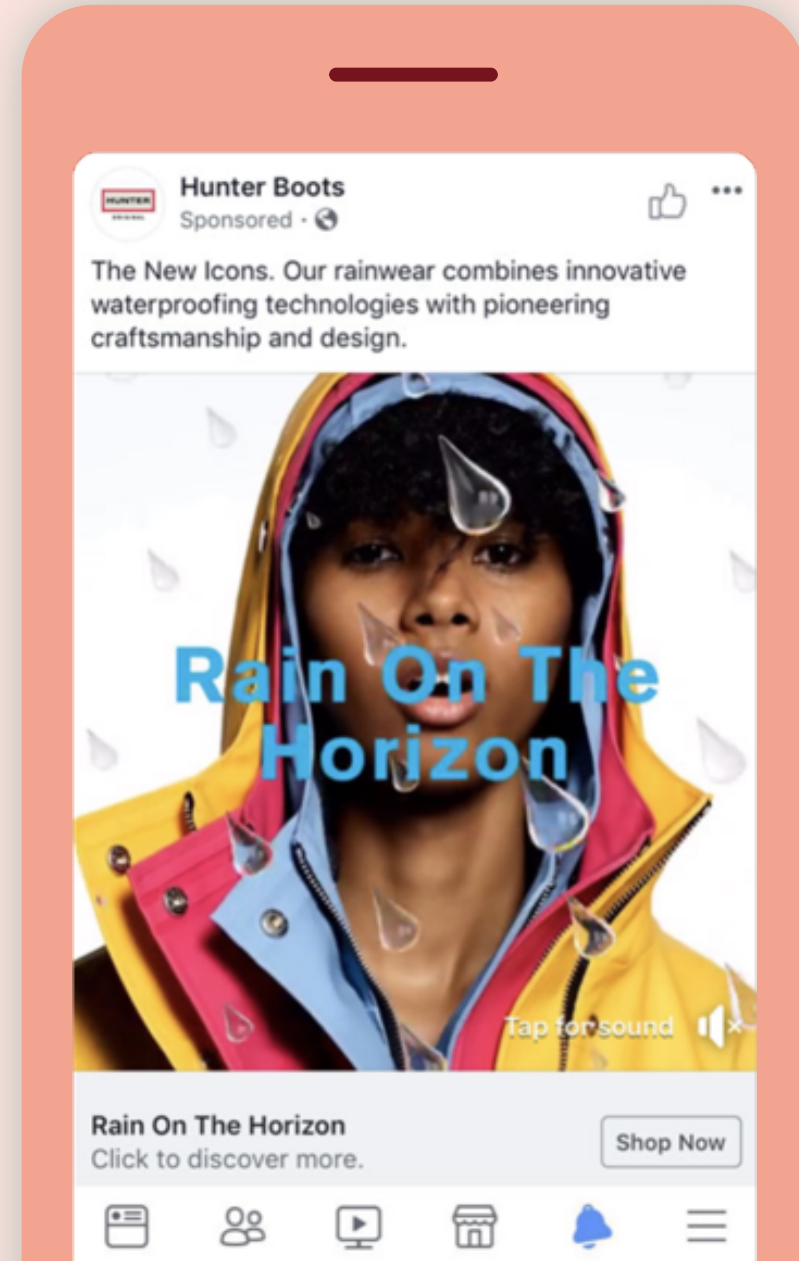
TEST GROUP 2
generic creative

+17%

video completion rate

1.25x

ROAS with
personalized creative



The objective you use dictates the rhythm you reach

BRAND



Reach



Brand Awareness



Video Views (2" / Thru-play)

RESPONSE



Traffic



App installs



Engagement



Lead Generation



Messages



Conversions



App Engagement

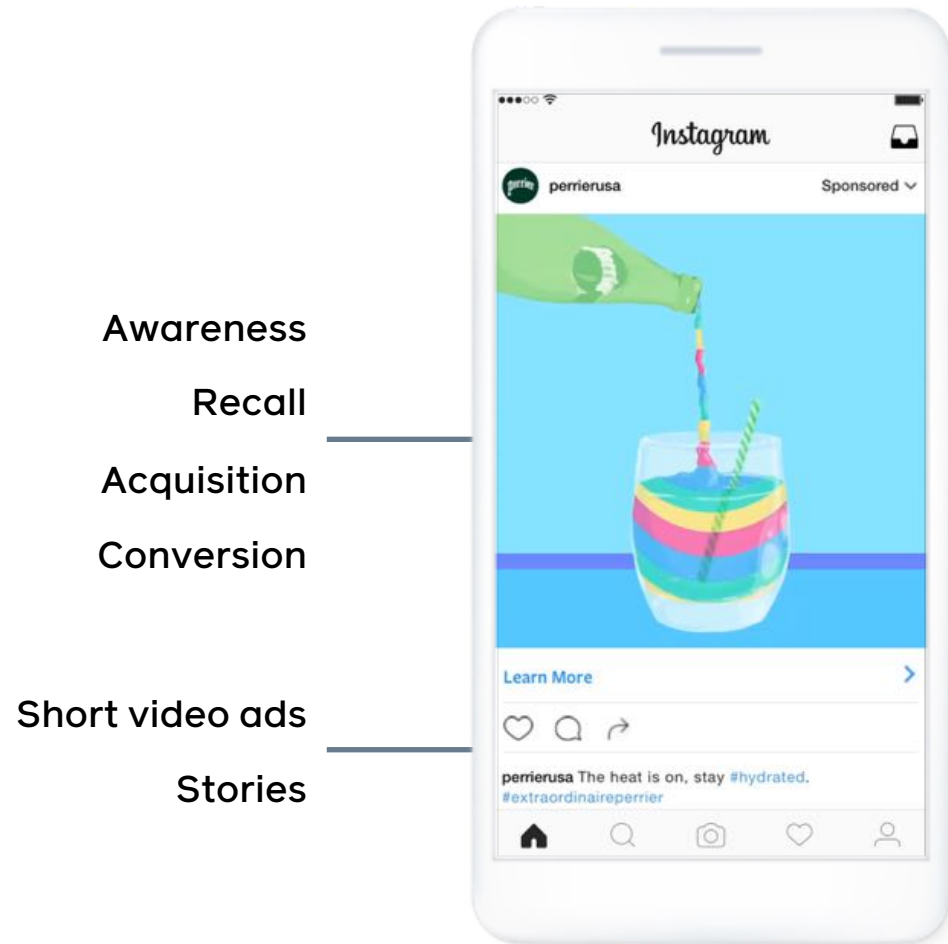


Store Visits



Catalogue Sales

Understand trade offs when selecting optimizations



Reach

LOW HIGH

View Duration

LOW HIGH

Cost Per Impression

LOW HIGH

Cost Per View

LOW HIGH

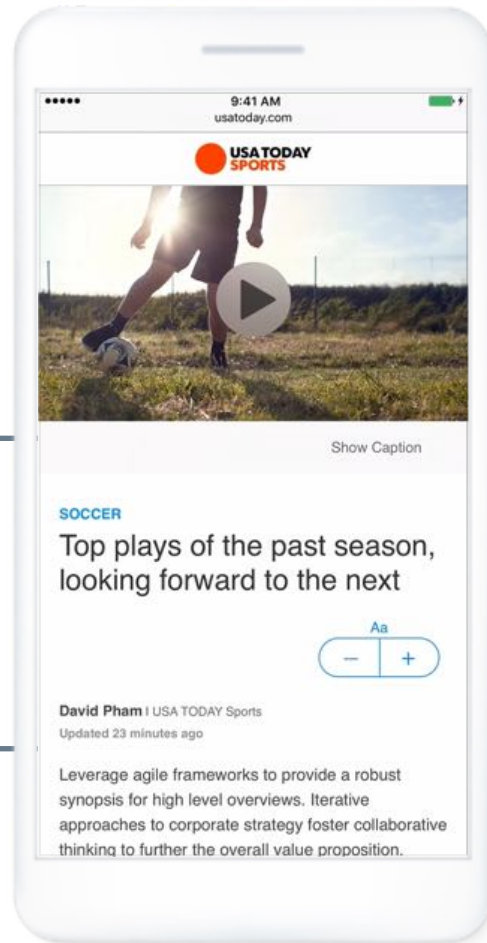
Understand trade offs when selecting optimizations

Completed video views

Complex story telling

In-stream video ads
on Facebook

And Audience
Network



Reach

LOW HIGH

View Duration

LOW HIGH

Cost Per Impression

LOW HIGH

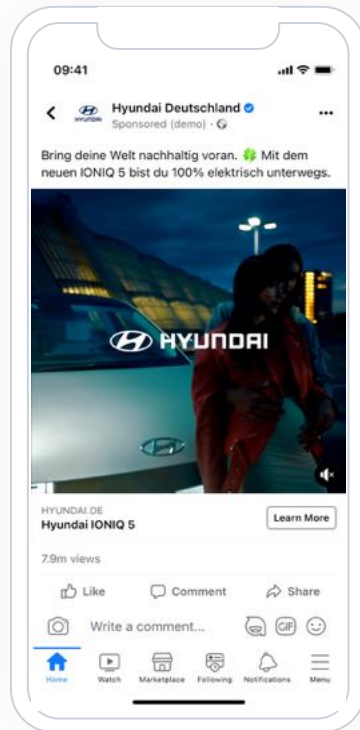
Cost Per View

LOW HIGH

CASE STUDIES

Testing foundations

Hyundai tested an optimized setup and mix for the launch of the IONIQ5 in Germany.



+16.5M
reach on Meta¹

1.35X
higher share of people reached with
net household income €3000+¹ vs.
TV

+7.5pt
lift in brand product awareness¹

Measurement approaches used:
Cross-media audience validation in
collaboration with GfK (Campaign
performance analysis) + Meta brand lift

Testing multipliers

KFC wanted to understand the impact that In-Stream ads had on consideration metrics.



+7.4pt
lift in standard favorability
vs. no lift in Feed and Stories²

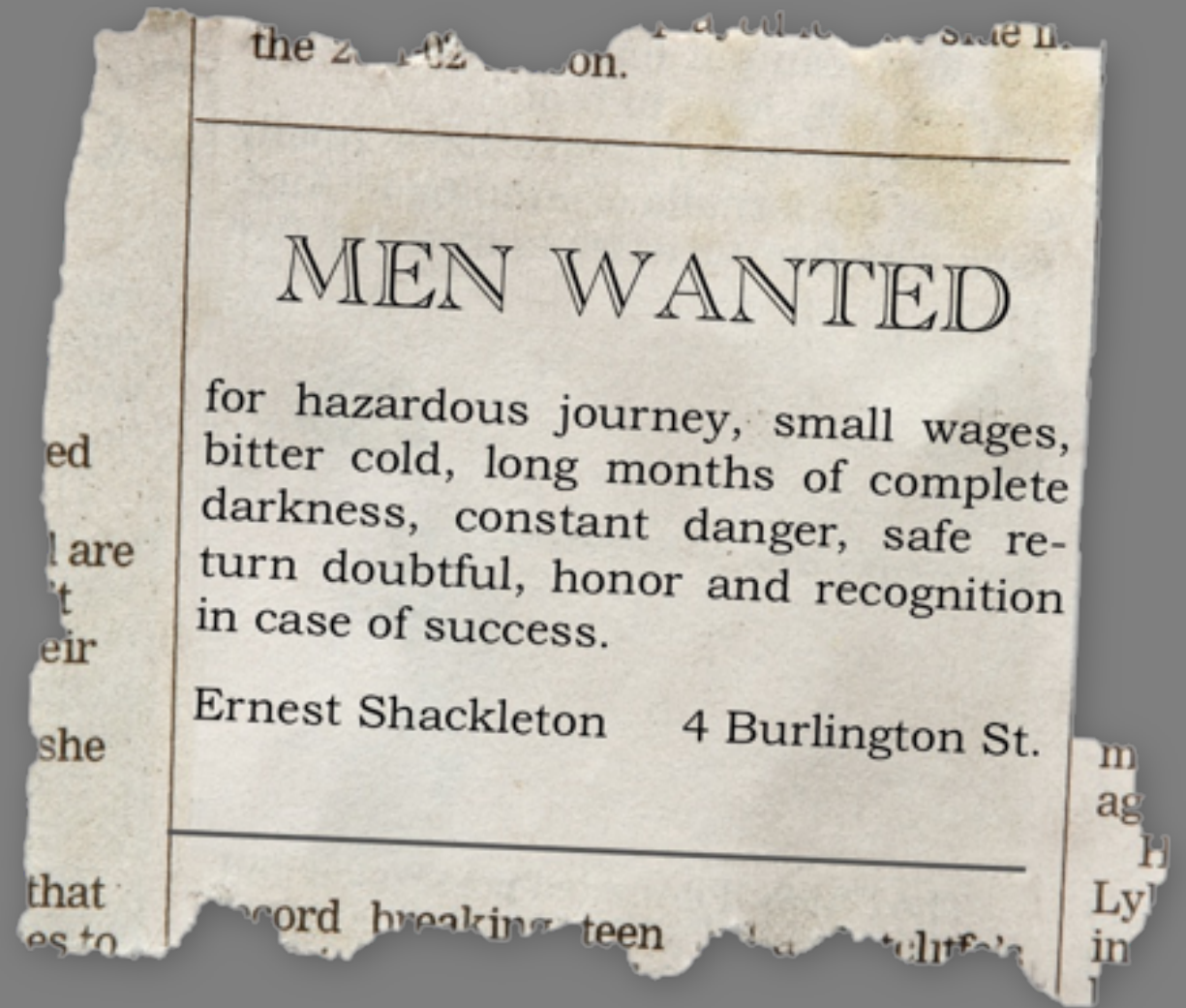
+5.1pt
lift in preference vs. no lift
in Feed and Stories²

39%
higher lift in ad recall
vs. Feed and Stories²

Measurement approaches used:
Meta brand lift, multi-cell test

100 years ago. The South Pole.

Ernest Shackleton
1874–1922



Shackleton's 3 questions

1. What do I want people to do?

Define objectives



2. How do I get them to do it?

Come up with a campaign



3. How will I know they did it?

Decide how you want to measure it

Miłej pracy!

Zasady Reklamy



facebook.com/groups/zasadyreklamy

- MEASUREMENT SOLUTIONS

Measurement solutions

Introduction to Facebook measurement

Measure what matters

Lift testing

A/B testing (split testing)

Creating a learning agenda

- MEASUREMENT SOLUTIONS

Facebook measurement can help you:

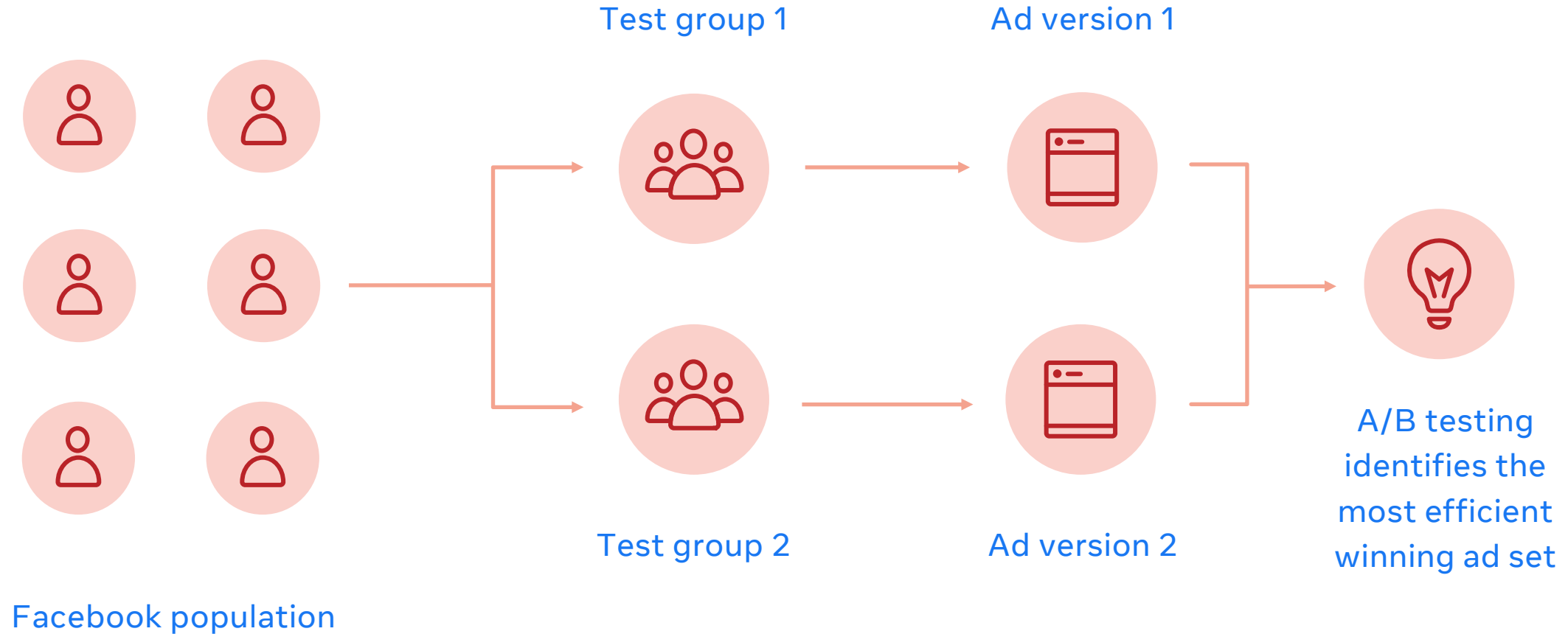
- ✔ Achieve ad buying efficiencies
- ✔ Establish organizational accountability
- ✔ Learn and iterate
- ✔ Drive better outcomes

Understanding your advertising performance during extraordinary circumstances

- ✓ Simplify your strategy
- ✓ Re-evaluate tests designed to inform future decisions
- ✓ Use testing to optimize quickly
- ✓ Consider impact of industry and marketing conditions

- MEASUREMENT SOLUTIONS

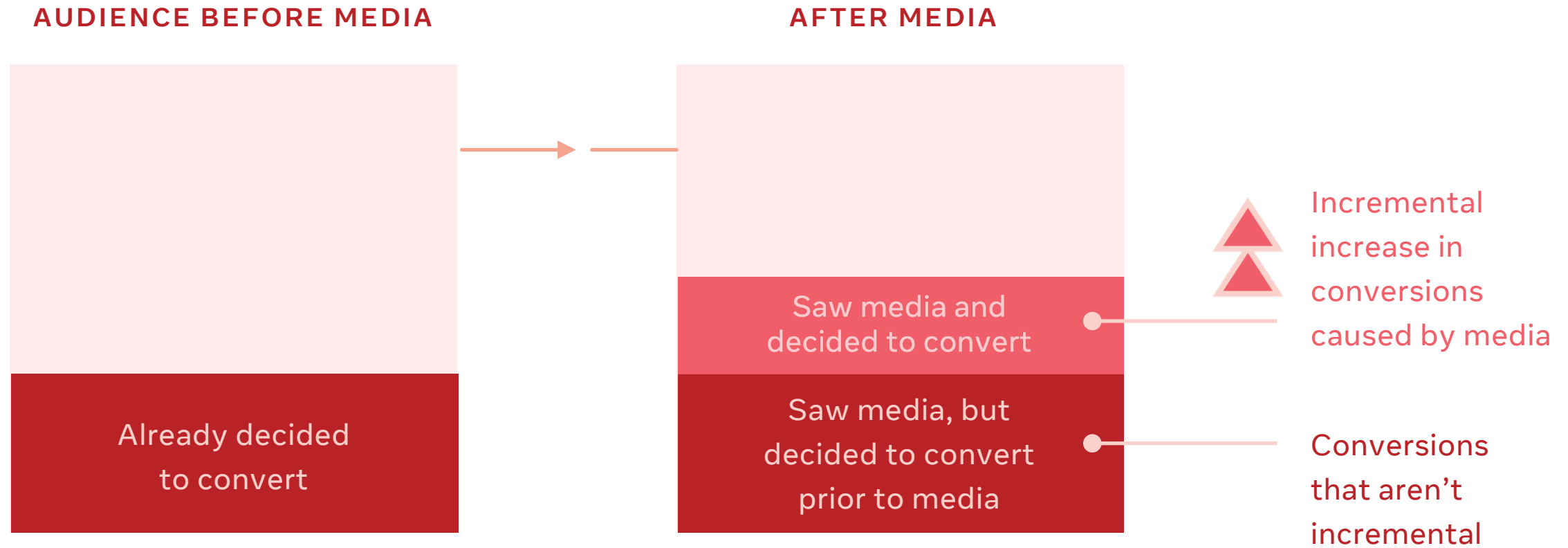
A/B testing



- MEASUREMENT SOLUTIONS

Measure incrementality

Incrementality refers to conversions caused by media, not all conversions



- MEASUREMENT SOLUTIONS

Incrementality

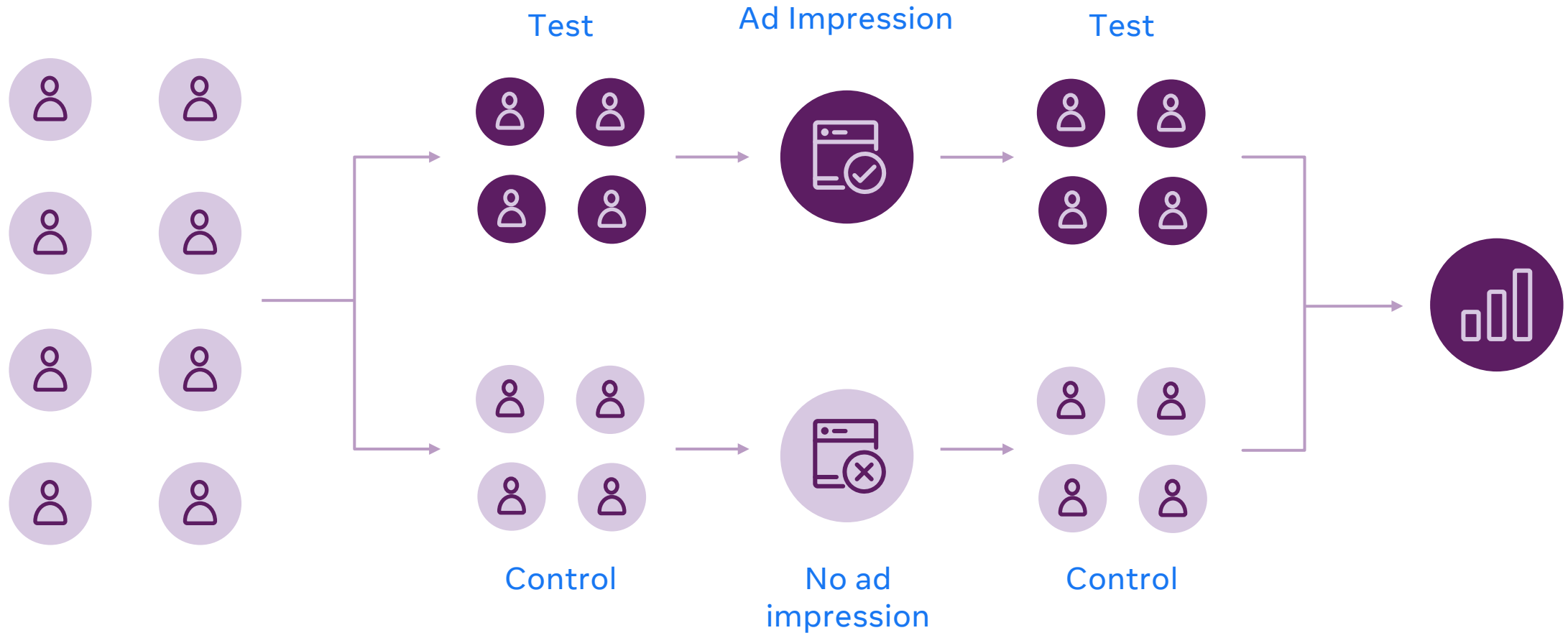
is the measure of the true value created by any marketing strategy

Lift testing

allows you to measure the incremental impact of your Facebook ads

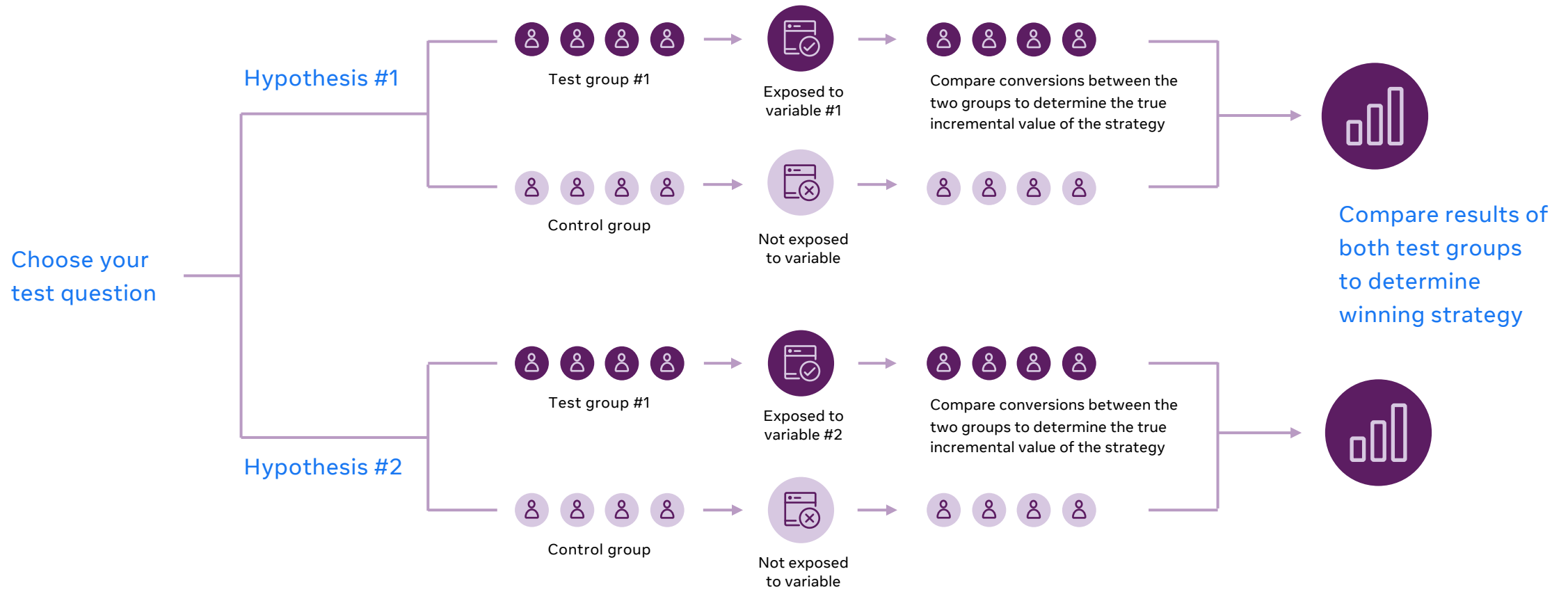
- MEASUREMENT SOLUTIONS

Lift studies



- MEASUREMENT SOLUTIONS

Lift testing: Multi-cell



- MEASUREMENT SOLUTIONS

Keep measurement top-of-mind with a learning agenda

Get started with a learning agenda

- 1 Define objective
- 2 Pick variables you want to learn about
- 3 Choose one to start
- 4 Identify measurement solution
- 5 Ensure campaign meets best practices
- 6 Review results
- 7 Implement learnings
- 8 Repeat

- MEASUREMENT SOLUTIONS

Learning Agenda: Example

Business objective	Lever to test	Learning agenda question	Measurement solution	Action to be taken based on findings	Media campaign to use
Increase the impact of media message	Creative	Does dynamic creative increase message favorability?	Brand Lift Study	Use winner moving forward	Message introduction campaign
	Frequency	Does high/med/low frequency drive the lift in message favorability?	Brand Lift Study	Use winning frequency strategy moving forward	Retargeting campaign
Increase the number of registrations	Audience	Does use of lookalike audiences increase registrations?	Conversion Lift Study	Use lookalike audiences for future campaigns	Recruitment campaign
	Placement	Does inclusion of Instagram Stories drive an increase in registrations?	Conversion Lift Study	Include Instagram Stories with Facebook News Feed for future campaigns	High affinity audience campaign
Optimize creative	Video vs static	Do videos improve efficiency (cost per click)?	A/B Test	Include video in future campaigns	Inactive supporters campaign
	Content A vs Content B	Does content A improve performance (click through rates)?	A/B Test	Develop more content like Content A	Region A campaign

Note: For illustration purposes only