

A woman with extensive black and grey tattoos on her arms is focused on drawing in a sketchbook. She is wearing a white sleeveless top. The background is softly blurred, showing what appears to be a bookshelf. The overall mood is creative and professional.

Pomiar efektywności na platformach Meta

Kwiecień 2023

Cześć!

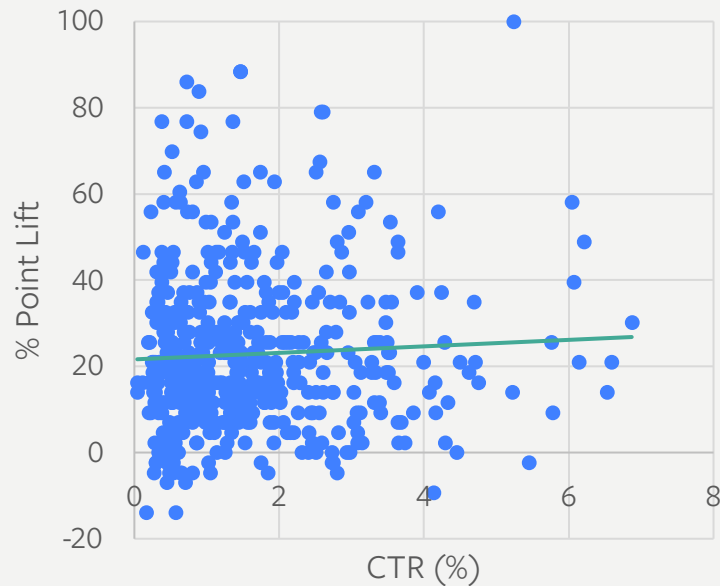
Adam Nowakowski
Creative Agency Partner
Meta, CEE



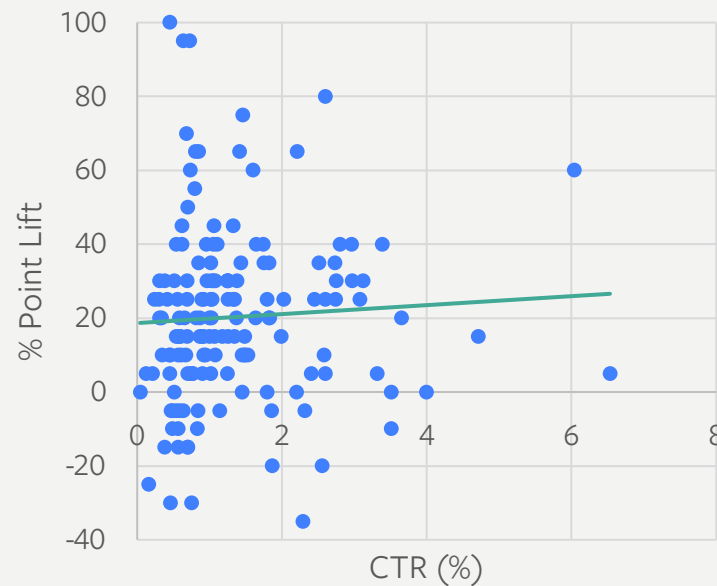
~~social~~ mobile

Clicks aren't a good proxy for brand results

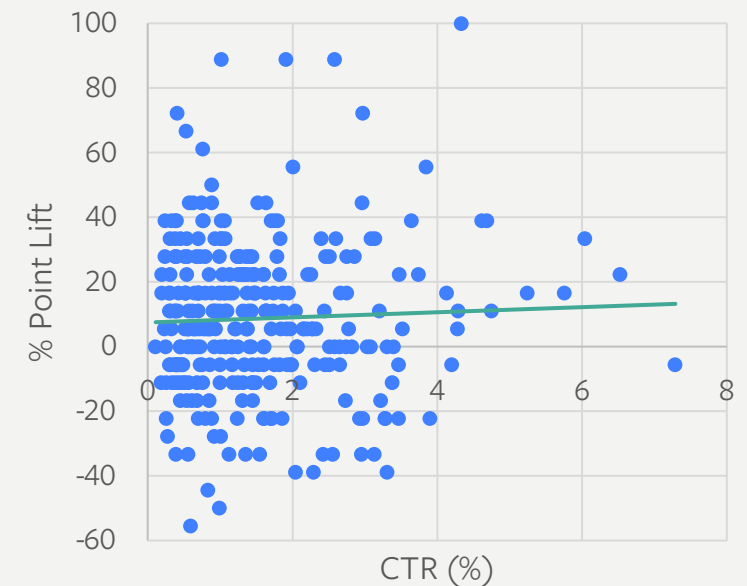
AD RECALL



BRAND AWARENESS



PURCHASE INTENT







• Correlation is less than 1%

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.

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

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

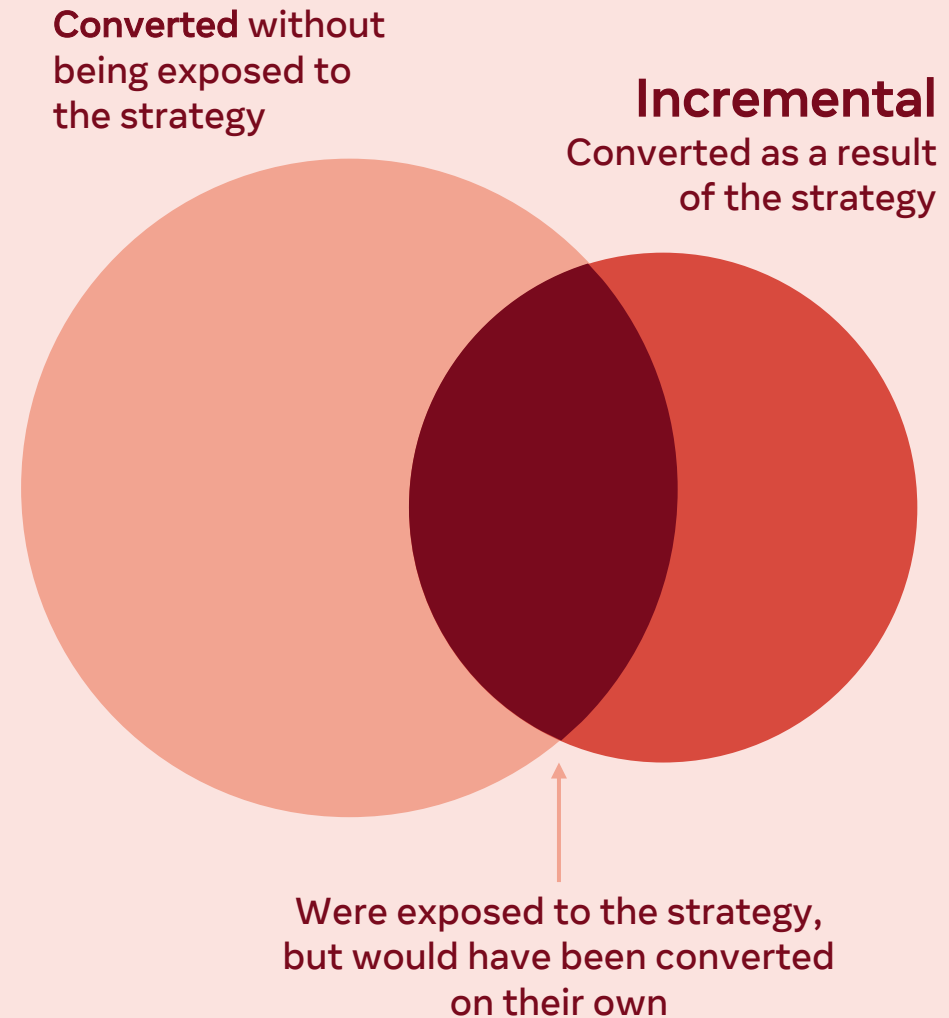
Did they contribute to ROI?

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

Did the ads cause a consumer to act?

Incrementality

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



Identify which test to use based on campaign objective

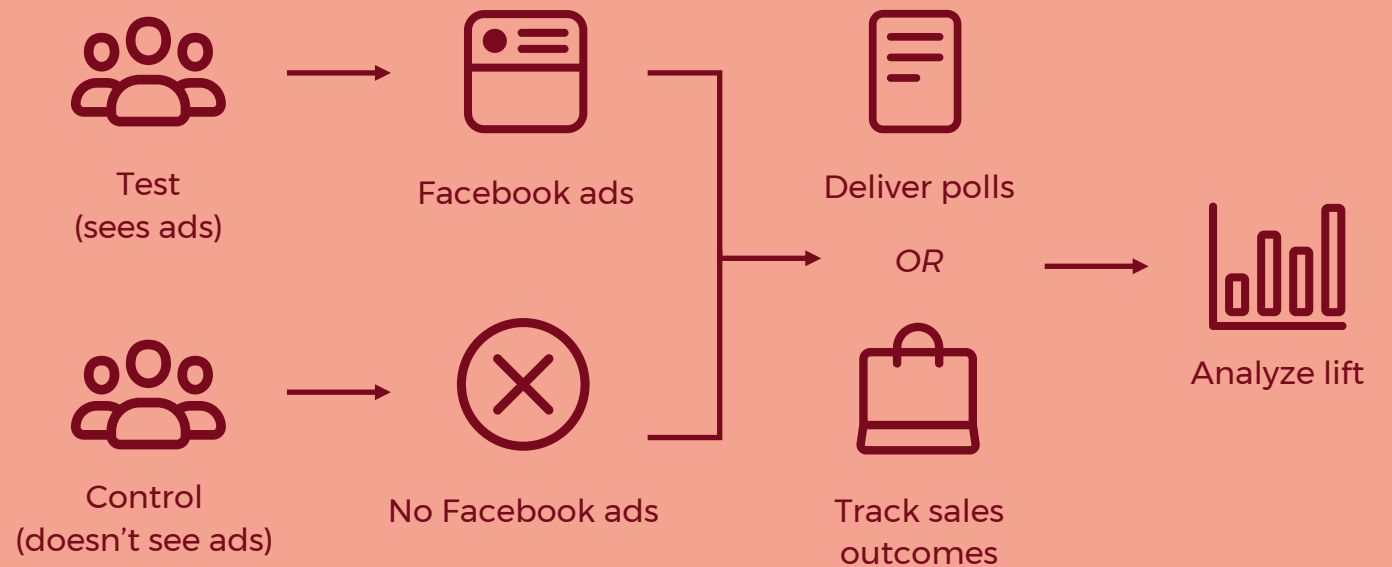


Lift testing

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

Meta 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

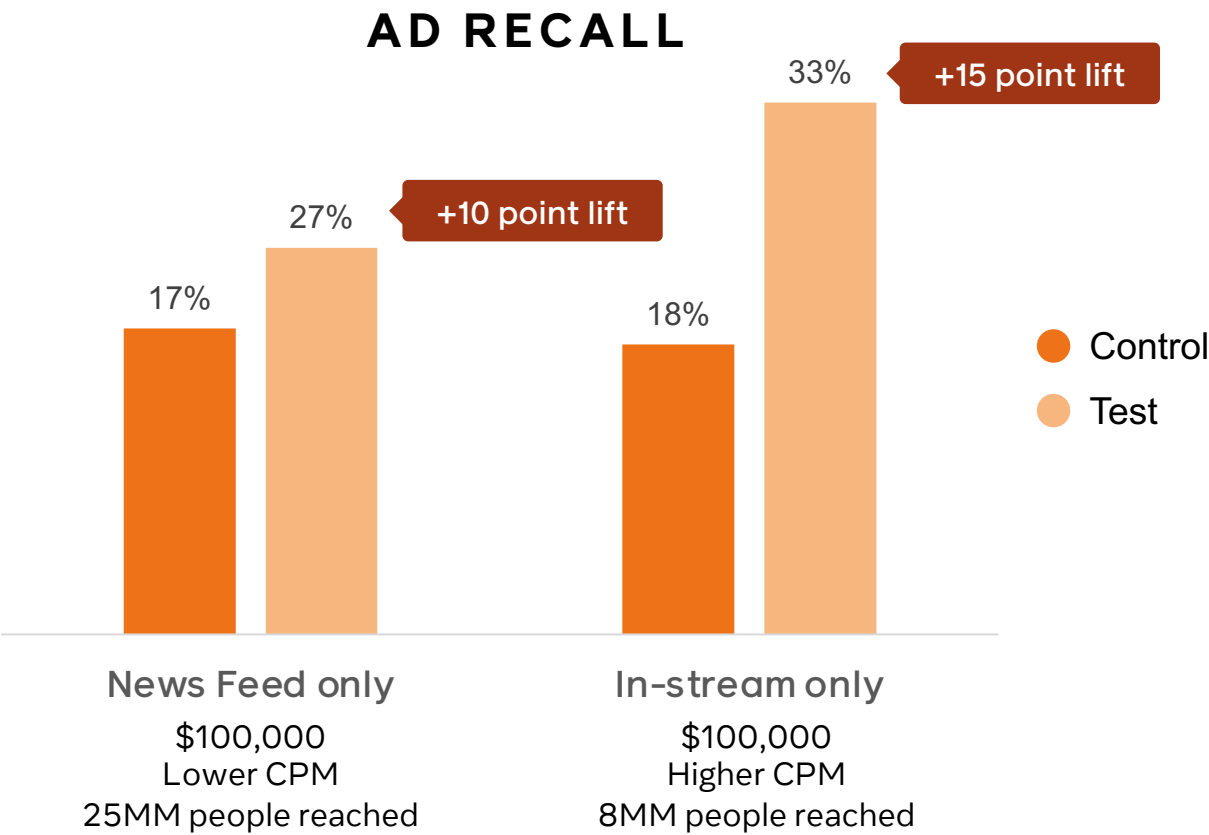
CONVERSION LIFT%

% 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

The right way to ask questions



Brand lift results

„Do you recall seeing an ad from Audi online or on your mobile device in the last 2 days? “

8 POINT LIFT
IN AD RECALL

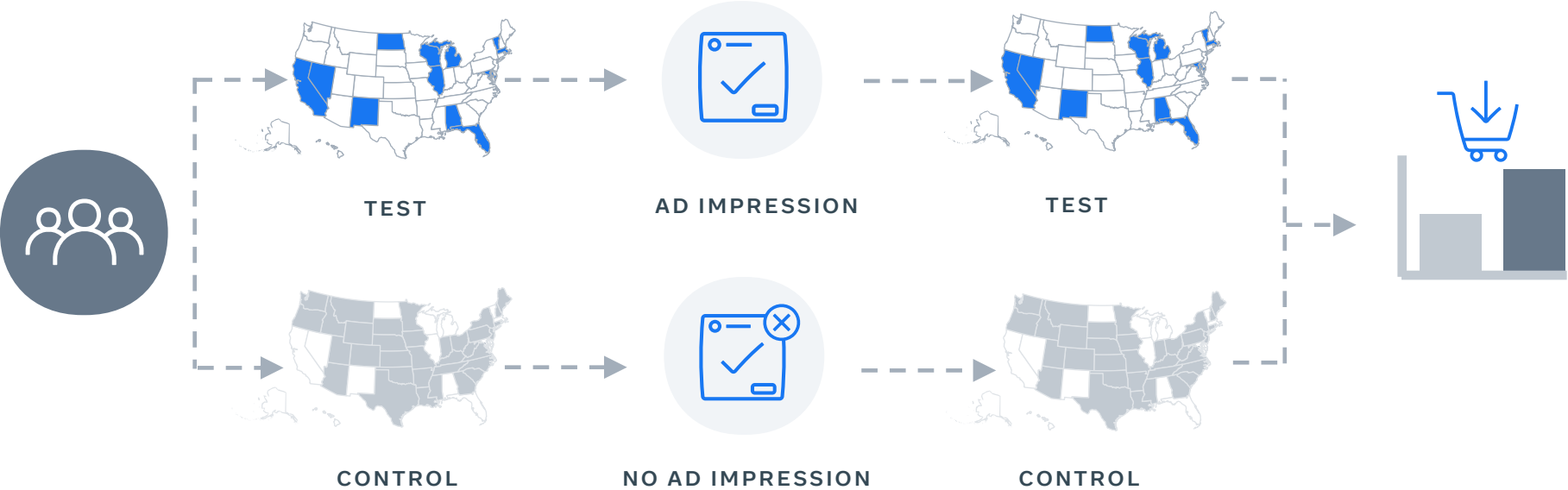
„What brand do you associate the most with "Clown Proof Technology"? “

14 POINT LIFT
IN MESSAGE
ASSOCIATION

„How would you describe your overall opinion of Audi? “

22 POINT LIFT
IN FAVORABILITY WITH
55-65 YEAR OLDS

How GeoLift works



0

1 Identify your business objective and campaign to measure

0

2 Algorithm chooses test-and-control geographic areas per the pre-campaign matching process based on your objective

0

3 Run your campaign—ads will be delivered to the test areas and will not be delivered to the control areas

0

4 Collect conversion data from the geographic areas

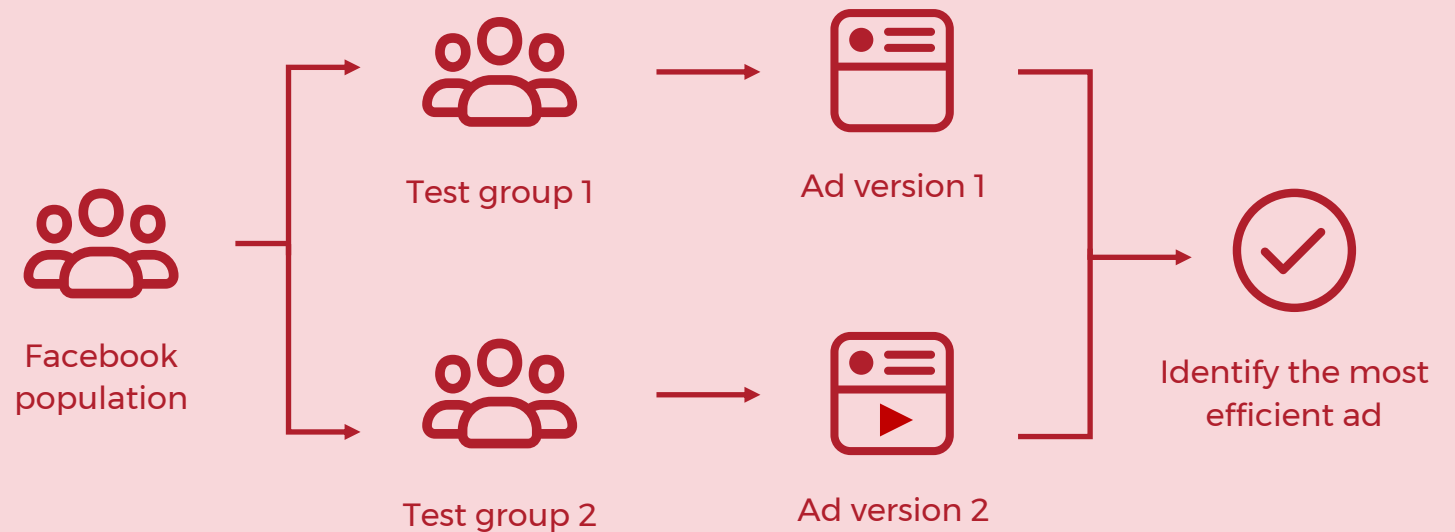
0

5 Calculate lift by comparing conversions in the test areas to conversions in the control areas

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)



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



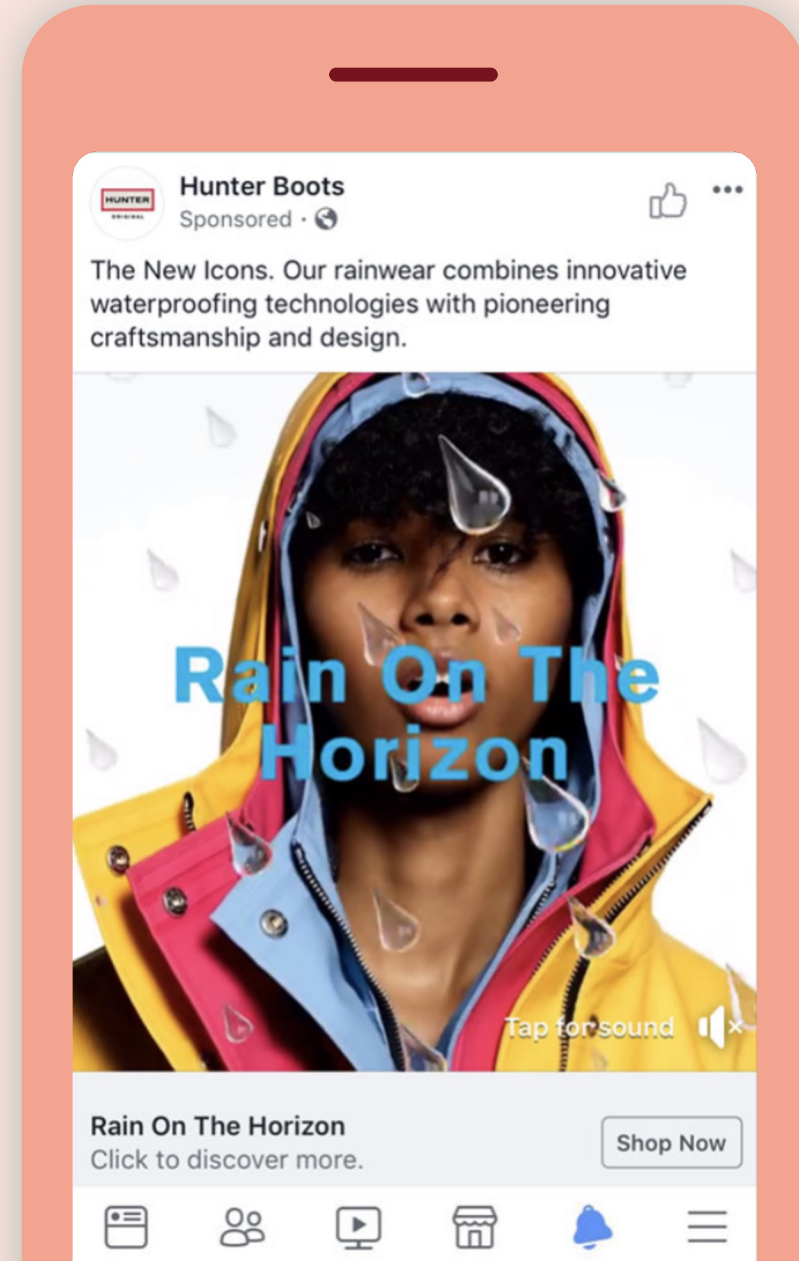
TEST GROUP 2
generic creative

+17%

video completion rate

1.25x

ROAS with
personalized creative



Use AI to super-charge your creative

Creative is the single biggest driver of brand salience in digital campaigns.¹

Source: 1. Kantar Analysis of Crossmedia database, 2017-2020, published Apr 2020. 2. Ekimetrics, Executing for Effect, 16,000 campaigns MMM meta-analysis, Nov 2020 3. Social Code Facebook Macro Data, 2018

USE MULTIPLE
FORMATS

2X

more effective
when a campaign
has 4+ formats²

TEST IN THE REAL
WORLD AT SCALE

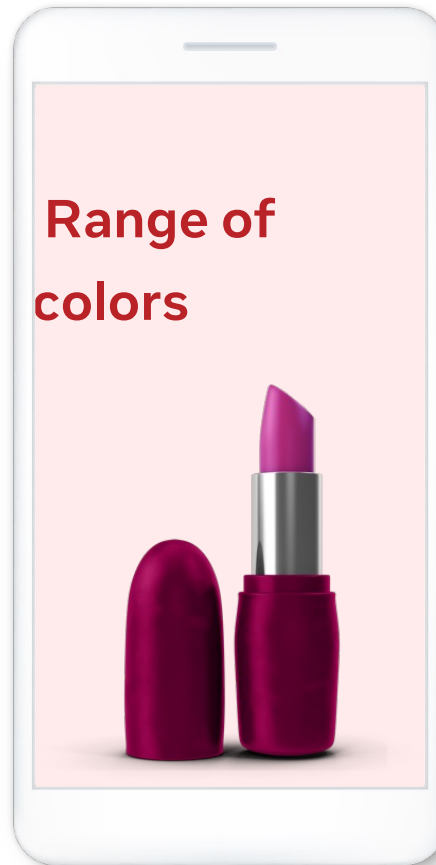
11X

difference in the top- and
bottom-performing creative
in an average campaign³

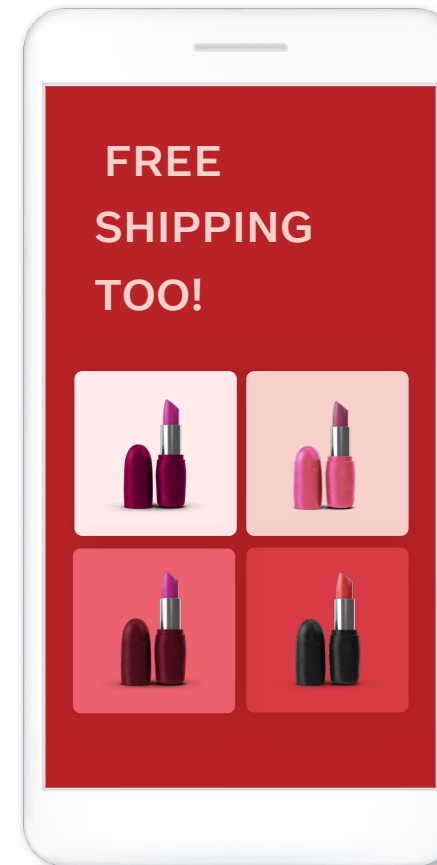
TESTING & LEARNING

Establish
the core
messages

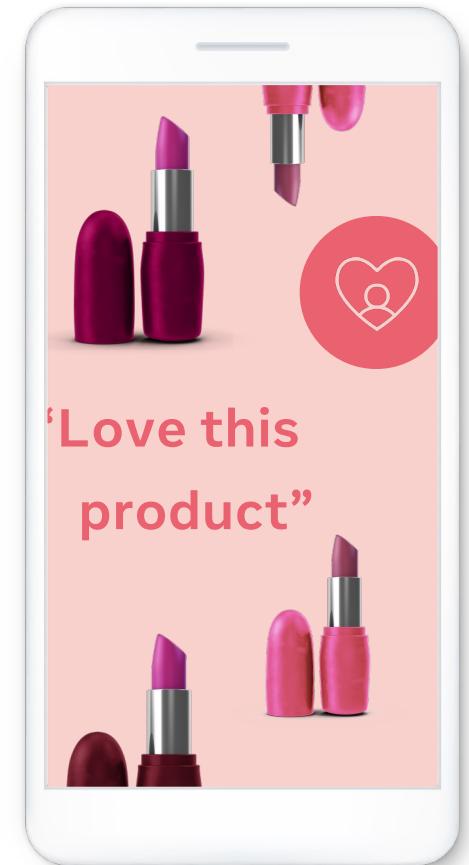
MESSAGE 1:
RANGE OF COLORS



MESSAGE 2:
FREE SHIPPING



MESSAGE 3:
TESTIMONIAL



TESTING & LEARNING

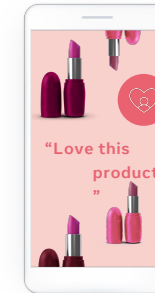
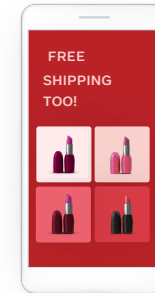
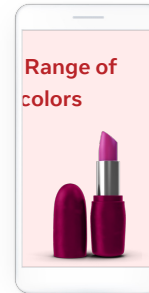
Scale:
Play with
design
variations

MESSAGE 1

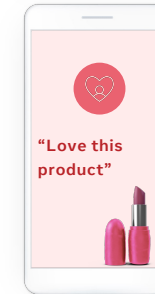
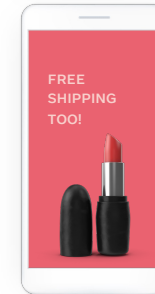
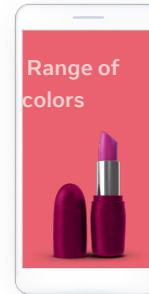
MESSAGE 2

MESSAGE 3

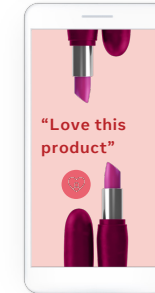
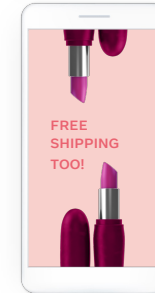
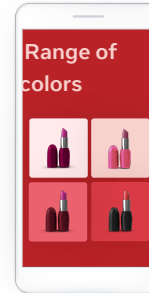
GRAPHIC
VARIATION 1



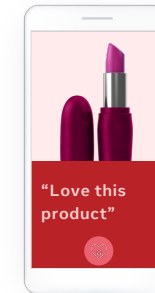
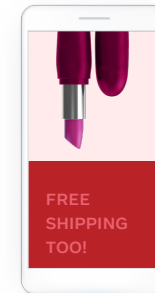
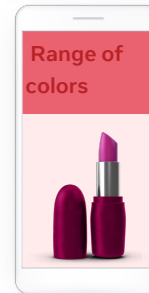
GRAPHIC
VARIATION 2



GRAPHIC
VARIATION 3



GRAPHIC
VARIATION 4



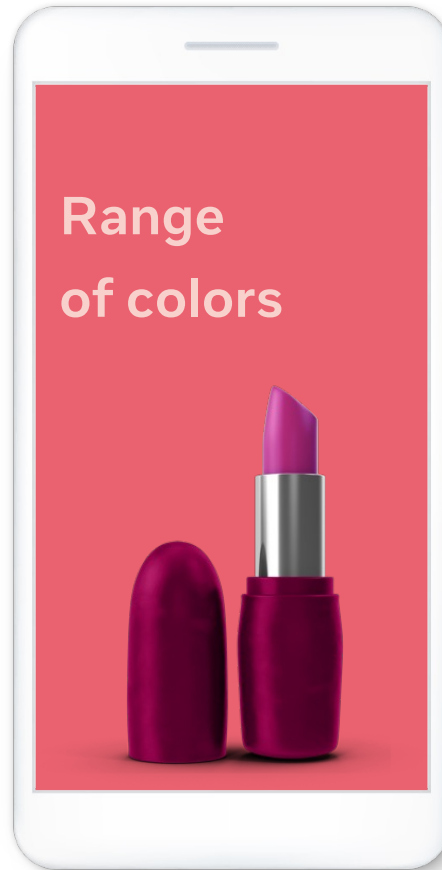
TESTING & LEARNING

Allow the AI
to find the
creative that
works the best

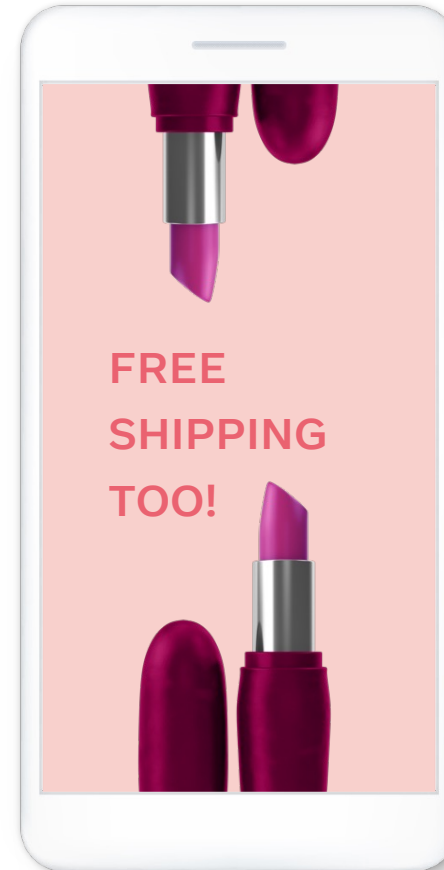


Best
performing
creative

MESSAGE 1: V2



MESSAGE 2: V3



MESSAGE 3: V1



FULL LIST OF ENGAGEMENT CUSTOM AUDIENCE SUBTYPES

YOU CAN RE-TARGET PEOPLE BASED ON THESE ACTIONS THEY TAKE

Video Ad

- Video
 - 3 second view of video
 - 10 second view of video
- Thruplay
 - 25% video view-thru
 - 50% video view-thru
 - 75% video view-thru
 - 95% video view-thru

Instant Experience

- Instant experience open
- Instant experience click*

Polling Ads

- Poll answered (clicked on answer)

AR experience

- opened AR experience
- clicked on any link in AR experience

Lead form

- opened lead form
- opened but did not submit form
- opened and submitted form

Instagram

- Instagram Profile Interaction
- Any profile engagement
- Profile visit
- Any post/ad interaction
- Any post/ad saved

Facebook Page

- Facebook Page Interaction
- Page fans
- Any page engagement
- Page visitors
- Any post/ad interaction
- CTA interaction
- Page or any post saved

Conversational Commerce (WhatsApp/Messenger/IG Direct)

- clicked, liked, commented on a CTX ad
- Interacted with message in Messenger
- Messaged page or profile

Shops/Product Tags

- Shops Engagement
- Viewed products
- Viewed products and clicked to website
- Saved products
- Viewed Shops page
- Viewed Shops collection
- Added products to basket
- Initiated checkout (any product)
- Purchased any product

Facebook Events

- Event response
- Responded “going” or “interested”
- Visited the event page
- Engaged with the event page
- Entered ticket purchase flow
- Purchased tickets

**NB: any click, not specific to any one element of the IX*

3 questions

1. What do I want people to do?

Define objectives



2. How do I get them to do it?

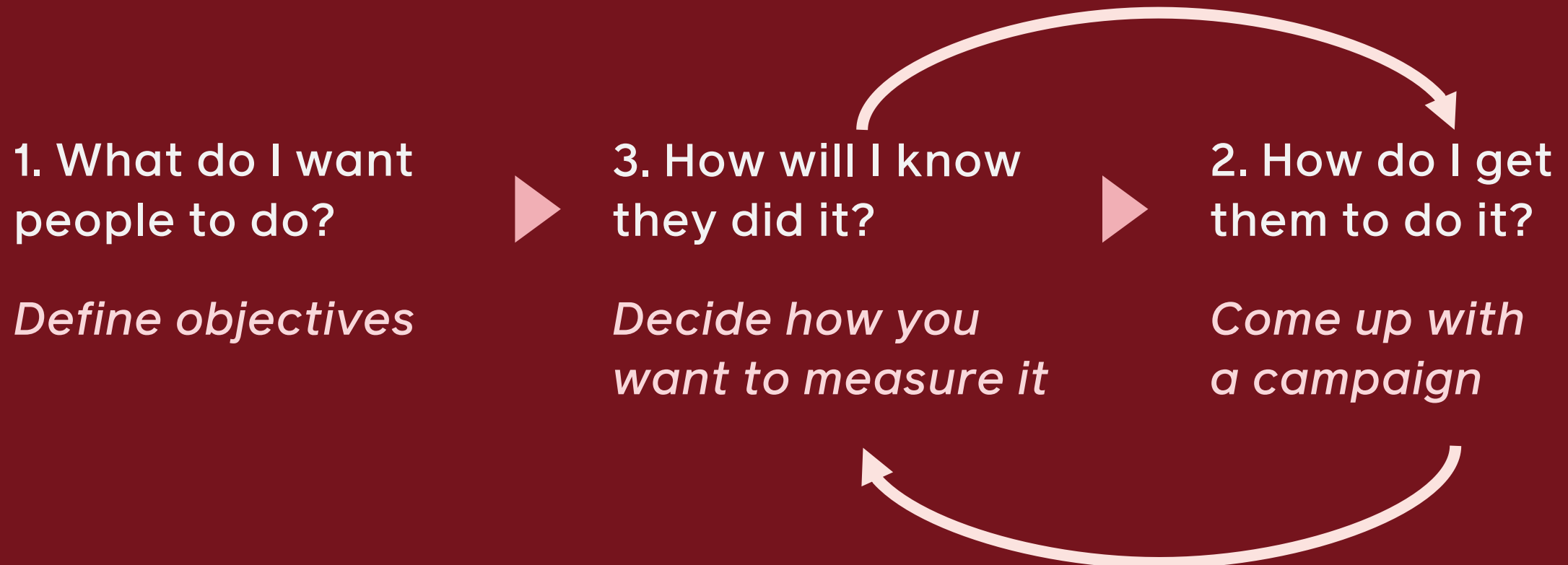
Come up with a campaign



3. How will I know they did it?

Decide how you want to measure it

3 questions



Zasady Reklamy



facebook.com/groups/zasadyreklamy

Miłej pracy!