

**Facebook Fortunes**  
**Weekly Webinar 33**  
**Facebook Audiences and Insights Part 2**

**Kerry**

Welcome to this week's Facebook Fortune's. We are on Webinar Number 33 this week and this is Part 2 of looking at Facebook audiences and Facebook insights. Today we're going to be looking into how to read statistics, or the statistics of an ad campaign that I ran last week.

I know that we covered a lot of this in Webinar Number 15, but I just wanted to run through it again with you, and I wanted to show you a real-life example of the campaign that I started on last Thursday and ran all the way through until I stopped it a couple of days ago. What you can see on my screen is that I'm inside Ads Manager right now, and we are going to be going through the campaigns that I ran.

So, here's what I did, and this is a recap from last week, is I ran a campaign to sell the white Marathon Girl tops. Interestingly enough, and I want to throw this out here, when you run ads sometimes you have to be careful of what you say. Now, I'm just digressing slightly here, but I'd just like to give you the inside of what's happened and what we've found out today.

I ran the two campaigns for the sale. I ran an objective of conversions to see how they go, and I ran the objective of traffic. Now, we need around about 20 conversions in a week so that Facebook knows that it's a conversion so that it can optimise to get more conversion. So, that's a good case scenario. You can have less, but it's less likely that Facebook will know what a conversion is if it's less.

We also ran an objective to get more traffic to the website, which is what you would do if you have these conversions. So, you'd say to Facebook, 'Listen, I want you to optimise the ad to get more traffic to the site'. So, it set up the Australian ones and I set up the US one, but I didn't actually start on the US one until a couple of days ago; in fact, 24 hours ago. And, I ran the two Australian ones.

But, what I wanted to point out to you and it's just something to really think about, is I had these messages on my Facebooks ads this morning from a lady who wanted to know whether we had someone of diversity in the company, and this is when I started running it to the USA. I'll go onto the ad and show you what it said. I changed it; it's something that I didn't think. Personally, I think that she was probably being a little precious and someone has actually come onto the ad and said the same thing, but it's just these sorts of things when you're signed to other countries and what not that you have to be really, really mindful of apparently.

The ad says – "Clearance Sale - White Marathon Girl". And, I changed it to "Clearance Sale on Now – White Colour Only" for the Australians, because this lady has come in and said, "Do you have diversity in your company?" I'm sure it was not your intention, but apparently what I said had come across as quite racist. And, then someone else came in and made a comment saying, "Well clearly, they are meaning White Tops or Back Tops and can't believe that you even went there", and then this other lady has come in and said, "That's because you are white!" So, it's fair to say that I've gone in and changed the lingo a little bit, but those are the things that you've got to look at.

So, I've gone in and responded, 'Hey, listen! I am on top. I am of Tongan descent'. Which I am; I am part Tongan, so therefore I am diverse as you might say, and have no intention or offending anyone and very sorry if I did. So, that's what we've had since this morning and I've been trying to deal with that little issue that I didn't even think of. Probably not even thought of here in Australia, but most certainly in the States that's something that I need to be considerate of.

Anyway, rolling right along, we need to look at the campaign. So, when you log into 'Ads Manager' to look at your campaigns, and I have mentioned this before but I'll just go through it again, it defaults to 'results', and the 'results' are the results of what your objective is. For instance, in this one here which is my conversion ad, the results will show the number of conversions. In my 'Traffic Ads' it will show the number of link clicks – so, the number of traffic. So, it defaults to 'results', 'reach', 'cost per result', 'amount spent', and when it ends and so on.

These are not the figures that I want to know. I want to break it down and I want to know how many people it has reached, the click through rate (how many people have clicked through), how many people have taken action (a custom conversion), the cost per custom conversion, and of course, the amount spent as well. So, those are the main things that I want to know, and I'm going to show you guys the results from this campaign.

But, first and foremost, before I would even run a campaign, I need to go in and set up the audiences like I did the other day, and also go in and set up the custom conversion so that I know that they are coming through to the thank you page. So, I go through and create a custom conversion, and mine is already set up, and then put the URL here, put it as a purchase and then 'next'. So, that means I know that that's tracking. We've set up the customer conversion and now we're going to go back to the 'Ads Manager', and we're going to go and have a look at these two ad campaigns.

At a glance, we've had 68 conversions. Actually, I had a lot more. I got Joel our techie person to look at the pixel a few days ago, because I had well over 200 conversions over the weekend during the sale. I have been really busy and that's been fantastic, but the conversions didn't show through on Facebook so I had him remove the pixel and pop it back in again because there was obviously something going on there which can happen. I don't know why, but it was just something that was a bit glitch, but this just showed about the conversions of what there was.

The other thing that could have happened is that people were sharing the sale. Keep in mind that the conversions here are going to show from people who have specifically clicked on the ad and gone through the funnel. So, if someone has shared or tagged a friend, or shared the page, then those conversions aren't going to show as people clicking on the ad if that makes sense.

So, that might have actually been what happened, rather than because there are not as many conversions showing in Facebook than there is on the page. It might have been that someone has shared the link or shared the page, and people have gone and purchased from there.

Now, I want to look at these two campaigns so we can compare them, so we're going to go into 'Ad Sets' here. Obviously, this is all the 'Ad Sets', but I'm going to set up the customised columns now so that I can have a look at this and read this properly. Like I said, this is the 'results', the 'reach', the 'cost', the 'budget', the 'amount', and when it was scheduled for ongoing.

I want to look at custom conversions, results, reach, and I might leave the relevancy score there, not that I'm too perturbed about it. We want link clicks, and then we're going to go unique click and unique click through rate. Actually, let's do cost per link. I don't tend to look at that because I just want to look at the results, but we'll have a little compare. And, then of course, we want the conversions.

I look at my customer conversions. And, the first one shows you Facebook pixel conversions, which are your events if your events are set up. Website Facebook pixel. The conversion value. The conversion pixel, which is an old one and we don't use that one anymore. And, then we have our custom conversions here, and mine is the MG custom conversion I believe, and the cost per, and let's put it right down here. Like I said, I'm not too worried about this relevancy rate.

So, I've got reach, click through rate, number of clicks, cost per click, number of conversion, cost per conversion, and amount. And, then we click 'Apply', and we get to have a look here. And, what we're looking at here obviously is reach per each of the ad sets. So, the number of people it reached throughout all the different audiences. And, just to run through those audiences again for you – this PI one here is my interest based audience, my website audience, my lookalike audience, engagement audience, and fans – that's the second ad set.

So, what I want to do is I want to look at these one at a time. I'll save this, so I'm going to go MGS Sale Report, and then I'm going to go back out to campaigns and I'm going to look at them one at a time. If I look through here, I can obviously see 'reach', 'click through rate', 'unique click through rate', 'cost per', 'number of conversions', 'cost per conversion', and 'amount spent'.

At a glance, the first thing that I'm looking at here is 'conversions' and 'cost per conversion', the stand out winner in this instance. Now, this initially shocked me, because this is a cold audience; it's the lookalike audience of the people that have shopped with Marathon Girl, so effectively it's a cold audience. The reason why it initially shocked me is, as you can see, are 10 conversions at \$4.85 per conversion, which is the best

results. So, it's better than our fans and better than our website audience, and I had zero from our video view audience, so I stopped that campaign early.

But, these are a warm audience, so this website audience and these fans are warm audiences. Yet, this cold audience here had the best results. Even this engagement audience is a warm audience. So, cold audience and cold audience. Now, these are the two that actually performed a little bit better than the rest; another cold audience.

So, initially I was quite shocked about that, but then I thought about it and thought, 'Well, this is a massive sale on the white tops. A lot of the other people have already bought them, and they've already bought them at full price. These guys possibly have not seen them before because they're lookalike and they're interest based audiences'.

They haven't come to my website, they haven't interacted and whatever else, so therefore they probably haven't purchased. So, that sort of made me sit there and think, 'so if they haven't purchased and we've now 2 years on with the running tops, then now at this chance we're getting some low-hanging fruit for them to purchase. So, that would be my reasoning for it.

And, looking at this, the click through rate though was the highest for our website custom audience at 6%, which is really, really good. But, I guess when they got to the page it was a little less than the other ones converted. To be honest looking at this, a lot of people go, 'Oh, you know, you've got to have your click through over 1% or 1.5% and that's what I tout as well and 100% agree.

If it's below 1% or 1.5%, therefore you know that's something that you need to update; the ad copy. But, ultimately the key thing, and the same with the clicks – quite a few people look at the clicks and the more clicks the better, and as you can see there were 108 clicks, but they didn't convert as well; the highest conversion rate was this one here. So, the main thing that I'm looking at right here and right now is that I want to know that this is how much it cost and this how many converted. Can I scale up on this one? Yes, I can.

I would typically want to scale up on this one as well. Because it has quite a good percentage of the click through rate, all I need to do is get this number down. But, I can't get this number down if I scale up because this number will possibly scale up, so I wouldn't necessarily do that but it would be a good nice warm audience realistically.

This is the one that I can obviously scale up a little bit on because – A. It has the reach, and the click through rate, and obviously the conversions and the lower cost per conversion there.

So, looking at that, on average if you look at the bottom here, our average was \$6.76 per conversion, and we had 37 conversions. If you look at our link clicks it's 0.77 cents per link click as the average. And, that's what some people look at, but that's certainly not these numbers that I'm looking at. So, this is this campaign.

We can break that down further and say, 'Okay, let's look at the age and gender?'. We know what the gender is most likely, so we can look at the age range, so who were the people that converted and what ages they were. So, we can break that down to where the most conversion came from, and this is what I would expect, and that's the 35 – 54-year-old age bracket, and that's where Facebook started showing more of the ad too.

In the lookalike audience we had the 45 – 54-year-old age bracket, which is just a little bit higher than the 35 – 44, and then the fans at 45 – 54 again. So, that 45 -54-year-old age bracket appears to be, in the link click ones except the website audiences which is the 25 – 44-year olds. That's really good for me to note down that okay, the 35 – 54-year-old females are my highest buyers and the ones that converted the best.

We can have a look at what device that they came in on, and we could look on what region also. So, we'll have a look at the region, and we have New South Wales, and Queensland for the interest based audience predominantly and I had some New Zealand ads in there as well. We just did the Gold Coast marathon, so that's kind of why I'm thinking why we probably have a few more there in Queensland, and then Queensland.

This is all really handy to know, because I could run specific campaigns with Marathon Girl in Queensland, and use an image of a 35 -54-year-old female. So, it's really good to know who the people converting are, what's their breakdown and their demographics. So, it's where they're from and what not because then you on the next ad campaign you might want to target specifically to the people that convert the most, or do the images and the copy to the people that convert the most.

We can also look at the Time of day; viewers time zone, which is interesting because I saw these coming through all the time. So, at 7am to 8am people are viewing 9 – 10 with the most so got 111, so different times. It's because you can day apart your ads as well if there's a certain time of day that everyone comes in and buys, then most likely you can day part it and sort the ads via the time of day that people come in and purchase mostly from them and stuff.

Those are the little things that you can look at, but let's just look at the big nuggets here, so we'll clear those breakdowns. So, that's 37 conversions at \$6.76, with the lowest one being my lookalike audience at \$4.85. And, we're going to go back out again, and actually if we look at them side by side here, you can see the sale report, and the American one is showing there as well; it's just those two.

Clear winner! I ended up stopping the traffic one. The click through rate is the same, and in fact with the traffic one, more people reached. The cost per link click was a lot less, and some people focus on this. Some people go, 'Oh, what was the cost per click?' and they focus on that.

If I just focused on that, then look at the rest! So, we've clearly got \$4.29 and 68 conversions from our conversion one. So, in this instance, I stopped the traffic ad, and I continued on with the conversion ad because to me it was the best ad. It was only for the last couple of days because I wanted to run this as long as possible so that I could give you guys the best comparison as possible.

But, if you look at this one, it's slight different. Our fans actually started to catch up here, and so we have fans that converted; so, \$3.18 and 15 conversions. The fans, the lookalike, and the interest based audience interestingly enough, are all pretty equal. So, if we're looking at this, our click through rate was a lot lower than the traffic conversions, and we have less link so they conversion rate was a lot higher.

So, optimise the ad. In this instance when I look at this campaign, I optimised the ad for conversion. So, it's saying to Facebook to please go out and find people most likely to convert, and Facebook was able to do that because I had so many conversions. And, it was able to do that really, really easily; a lot better than I could. So, when I look at this, I can see that our website audience was \$6.08 and had 8 conversions. Obviously \$4.37 got 11 conversions from my engagement audience. \$3.18 per conversion got 15 for my people that like the page. \$3.17 it cost and got 15 conversions for that lookalike audience which is performing very well. And, \$3.17 with 15 conversions for the interest-based audience.

So, if I look at the breakdown on these, I would say they would be very, very much the same as the traffic one. So, if I go into age, the engagement audience is 35 – 44-year olds.

You can do so many things with insights in here. There are all sorts of graphs and things that you can look at. If we select my best one here, we can have a look at the breakdown and it will show us that we had no conversions for a couple of day there which is interesting. I will show us performance, demographics, 35 – 44-year olds, placement, where people are coming in on while on Facebook.

I have a couple of instagrammy people and messenger, but there we are, those are the custom conversions, and that was the reach. So, we showed a little bit to Facebook, Instagram and Messenger, but the customer conversions all came in from Facebook. I had lot of people tag me on Instagram which was quite interesting.

You can look at the graphs and stuff and we can go in and edit the ads. We can put a scheduling on the ads and stuff like that or any of the updates and things, but at the end of the day, the things that I'm really, seriously looking at are just as simple as wanting to know how many people have seen the ad and I want to know how many people have clicked on the ad because it's good to get the click through rate of people that have seen the add and I want to know that that's up and over 1% to 1.5%, and if it's in the newsfeed, we want it up near there that 2-3%.

When I'm talking about conversions, the cost per link click really doesn't worry me too much. Ultimately, I want to know the cost per website purchase and how many purchases I've got, and I need to work out whether with that I'll get return on investment, which is do happen to do even with the sale on.

So, on average, I had 64 sales at \$4.32, so it was really, really good for me to sit back, because with these Marathon girl tops lately, I had switched over to traffic ads with the objective being traffic, and I hadn't compared it with the conversion ads. Having done that this time around, I've probably wasted a lot of money.

And, this only works if you have your conversions up. So, it was really, really good to do that comparison. Because, moving forward knowing that my conversions are up, I don't need to split test the objective. I now the objection of conversion works, and I might split-test in again in another 3 months or so, but now I can start split-testing all sorts of other things.

The things that I would split-test now moving forward, is I might put a bit more time into split-testing maybe the images and the copy. I might break down the interest-based audience and split-test it, but predominantly the next split-test that I would do I would probably put a little bit more money into the ones that have converted well and see whether they do any better; I'd scale them up slowly.

Per day you only scale up a spend of between 5% and 10%. I was spending \$10 per day on this, so I would go up to maybe \$12 a day, and then a few days later I might put it up to \$14 or \$15 a day, and then, again a few days later and as long as it was all working. So, when you're scaling up and spend, you only scale up very, very slowly. A lot of people chuck a lot of money on because they think it's working really well and take it up to \$20 a day. Doubling it will blow out Facebook. It will spin its wheels and it will probably have a hissy fit.

So, in terms of my lookalike audience, that's the one that I would probably scale up for now, and I would scale it up to perhaps \$12. I might do the same for the fans and also for the interest-based audience as well, because they're my best converting ones. I might even scale down on these ones – especially these ones here (the website one), because that conversion rate there at \$6.08 which I now is getting a little bit up there for what I want to spend, especially with the top being on sale. I am still making a profit, but obviously not as much.

That's kind of a little bit of an overview of what I would be looking for over those campaigns. Do you have any questions? Does that make a little bit of sense having that broken down like that? We can go on and have a look at the American campaign as well, which as I said, I only just started.

I'm going to go into the American campaign here which has only just been running the last 24 or so hours. So, at a glance we're looking at the 'engagement audience' for this as the best audience so far at 7. We pretty much have no fans converting right now at \$3.56. And, if you look, our 'lookalike audience is only 14. It's only \$14 per conversion, and we've only got 2 conversions, and that's pretty bad. But, the click through rate is a lot better, which is crazy.

The 'interest based audience' here is at \$9 and our 'website audience' is at 19. So, that's where I would probably start panicking if I hadn't started running this around 48 hours ago. I need to leave it for another day. And, once I've left it for another day, then I'll go in and have a look at this again because I don't want to be paying \$12, \$19, \$14 respectively, to get these conversions. That there is fine. So, if these don't start to come down then I would start to play with them a little bit more.

I will leave these for another 24 hours because Facebook needs to do its thing. Then I might look at what the click through rate is and see if it's not a little bit low, and so therefore the ad is not working so much. Find out what is it about that ad that's not working so much? And, I might change the wording to something like, 'As a fan of the page, get your discount off White American Girl Tops'.

The fact that it says White Marathon Girl Top, I am going to be changing that obviously because one person said something. It might mean that it's in other's head as well that it's a racist slur, so that was a really handy bit of feedback, although I thought it was a bit weird. I could go in and change from 'White Clearance' to 'Clearance Sale – White Tops Only'.

'Grab your running top now while it's still hot', or maybe or I could change the States that I'm running it in or something like that. You could play with a few things there actually. That could be very interesting; good point there Sue.

Let's have a look at where the main buyers are. It says, 'Breakdown Per Region', but there is not enough to tell yet. Actually, I have the interest based one and it's really interesting because I actually have that running throughout the world as I opened that up.

I have that interest based one opened up worldwide, so I need to go and have a look at that again because that's hilarious. So, let's untick that one and clear the breakdowns, and then just go with the rest of them. We have the region and state and province and what not in the world, so at least they're getting out throughout the world. That's pretty cool; I'm happy about that.

That's not meant to be showing it to people who are most likely to convert. So, that's why it's showing quite a few in Australia because they convert as crazy Australians as well.

I can see fans now, so let's just see where the majority of conversions are coming from. I might go through and do some analysing on this and I might have to check where they're buying from and tailor them more to those states. But, if it's optimised for conversions that's what Facebook does; it does all the heavy lifting for you. The short version is – if you've got the conversions, let Facebook do the grunt work and optimise it for the people most likely to convert. So, that means they choose the age bracket, they choose the location, and so on, and optimise it all for that.

Hopefully that was a good overview of that campaign. Like I said, I was quite pleasantly surprised that the conversions won out. I was also strangely surprised that it was the 'cold audiences'. But, understandably so, considering a lot of them probably hadn't bought the tops before.

Do you have any questions before we wrap up today? Did that explain it a little bit, and was that quite interesting looking into the back-end after seeing the campaign set-up and then looking at the stats on how it all ran?

Like I said, I'm looking at reach. You need link clicks. I don't really care about cost per click, but we looked at it. You need the click through rates, clicks, conversions, and cost per conversion. And they're the main things that I want to know when I'm running these campaigns.

And, actually, just to give you an idea of what I've done moving forward with this just before we do end, I've sent out a card with each one of these tops. I know I said that I was going to finish, but I think it's really good to see this whole funnel.

*"Thank you for shopping with Marathon Girl. Every top has been packed with one of these. As our way of saying thank you, we would like to offer you a free Marathon Girl bracelet. Go to this link here to access your free gift".* That's the link and *"It looks stunning while you're running"*.

What happens is they are going to come to this link here which I got Joel to build. I'm not sure how it's coming along, but I'll show you my mock-up of it. It's really good to do these mock-ups by the way when you want things built.

When someone gets a bracelet they come to a page that looks like this - *"Grab this \$25 Marathon Girl Shoelace Bracelet 100% for free. Excludes P&H (postage and handling)".* I'm going to have video here telling them to grab one of these and all about it and how cool it is. *"Claim your free Marathon Girl Good Luck Charm Now!"* And, here's a picture of it. *"Enter your shipping details"*. They click this. *"Looks stunning while you're running with this free Marathon Girls Shoelace Bracelet retailed at \$25. All you have to do is pay postage and handling"*. And I think I've charged \$6.99.

So, they click on one of these and go through and enter their postage details, and then what happens from there is once they've claimed it they go through to a thank you page that's up-selling them to a Marathon Girl membership site which is \$1 trial for the first month, and then after that they get charged \$49 a month. So, that's my free plus shipping offer. I'm going to take you guy through this process as I do it.

So, in next week's webinar, as long as this has all been done, I'm going to take you through this process of what I'm offering and stuff so you can see it first-hand, and then watch this thing mature. A thousand members, what do you reckon? A thousand members by the end of the year would be brilliant, and that's what we're aiming for right now. So, that would be really, really cool, and I'd love to see you guys do the same sort of thing.

So, team, I just wanted to run through that with you. Sorry, I forgot to add that little bit on the end, but yes, that's the process of it. You saw me run that campaign, and why I set up what I set up, and you saw the audiences that I set up. Now, we've had a look at the stats and seen what's working and what's not. I switched off the Australian ones for now because I've run out of a lot of white sizes.

But, I want to get cards shipped out with them, and then we're going to run the funnel. So, the funnel is the free post shipping, upselling to a \$1 trial to a membership site which is then going to be \$49 a month, where they will get training programs for nutritional support as they run their marathon, which is cool.

Righteo team. I'm glad that you can see behind the scenes. It really helped to see how it all came together. I shall catch some of you this week and some of you next week. Have a good one!