



GUIDE:

Dynamic Ads to Broad Audiences

Harness the power of Dynamic Ads



SCALE

Promote all of your inventory with unique creative without having to configure each individual ad.



ALWAYS-ON

Set up your campaigns once to continually reach people with the right products at the right time.



CROSS-DEVICE

Reach people with ads on any device they use, regardless of their original touchpoint.



DYNAMICALLY RELEVANT

Show relevant ads with real-time pricing and availability.

Dynamically match the right product to the right person at scale

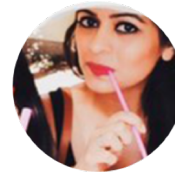
RETARGETING

Target people who have been to your site or app to generate sales



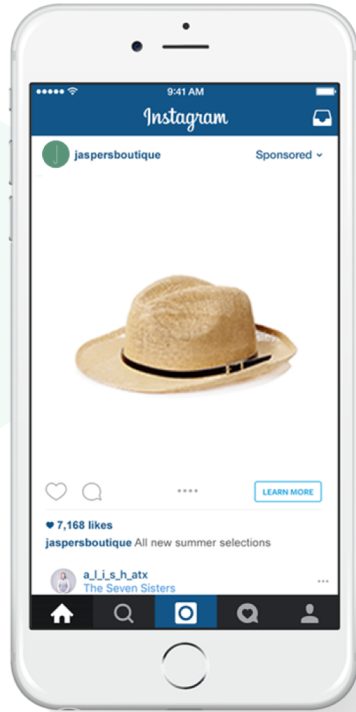
BROAD AUDIENCES

Expand your dynamic ads to reach beyond your website or app visitors to generate demand

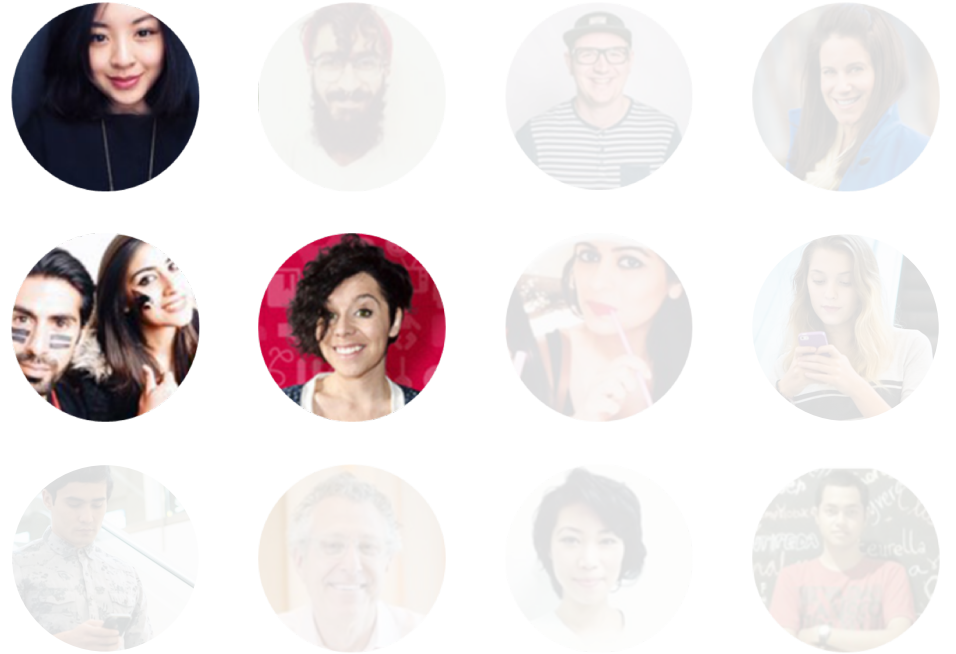


Convert shopping intent into purchases by targeting a broad audience

Dynamically showcase the
relevant inventory from
your catalog..



..to people likely to purchase



Broad audience targeting captures intent in more places



Serve personalized recommendations based on browsing activity and product performance

- Liked a post about a sports watch her friend recently bought
- Browsed sports watches across multiple eCommerce sites
- Went to sports watch companies' Facebook pages
- Has clicked on a sports watch ad in the past
- Recently bought complementary sporting goods
- Joined a group where people consistently share activities they track on their sports watches
- Engaged with video ads from sports watch brands
- Engaged in similar activity/ behavior to people who recently bought sports watches

Dial your parameters to hit your performance goals



Has not visited your site within 30 days or has not purchased from you in 180 days

Reach ~~Maximize ROAS~~ shoppers to drive new sales
your site or app



Exclude people who purchased in the last 10 days

02 Customer Success



By targeting their dynamic ads to broad audiences, advertisers achieved performance at scale across objectives

OMNI-CHANNEL
RETAILER

2.1x

scale increase

43% improvement
in cost-per click at
2.1x scale

GROCERY RETAILER
USED DYNAMIC ADS

1.6x

scale increase

Decrease cost per
acquired customer
by 8% at 1.6x scale

ECOMMERCE
COMPANY

1.8x

scale increase

15% lower cost
per registration
at 1.8x scale

ONLINE
RETAILER

3x

scale increase

Maintain their
return on ad spend
at 3X scale

American Eagle Outfitters Success Story

The American clothing retailer used Facebook Dynamic Ads targeted to broad audiences to bolster the scope and reach of its digital ad campaigns, realizing 4X higher return on ad spend.

AMERICAN EAGLE

4x

Higher return on
ad spend

2.5x

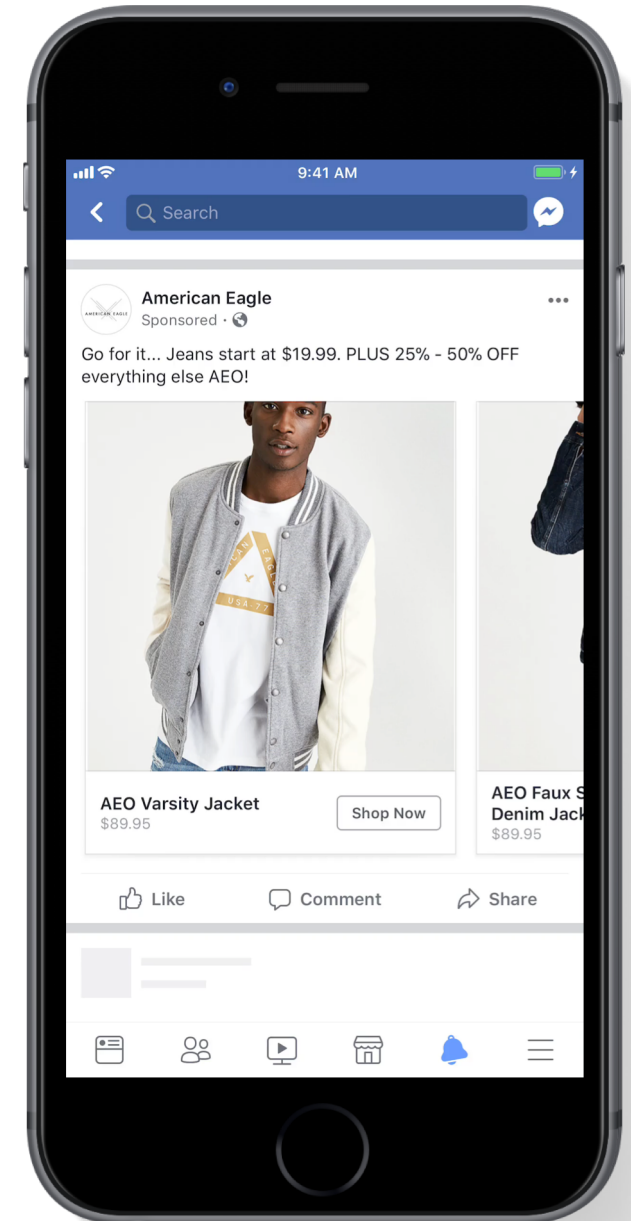
increased return on ad spend
(from Q4 2016 to Q2 2017)

14.5%

increase in share of broad
audience targeting revenue
over total

“The results of this campaign are a great testament to the power of Facebook Dynamic Ads and broad audiences to drive business performance. They not only helped supercharge our prospecting program, but were also a cost-efficient way for us to find new customers and drive sales.”

Kristen D’Arcy, Head of Performance Digital Marketing, American Eagle Outfitters



Finish Line Success Story

The athletic apparel retailer used dynamic ads with broad audience targeting to efficiently reach and acquire new customers and boost sales, resulting in a 49X increase in sales.



9x

Return on ad
spend

3x

Greater reach

83%

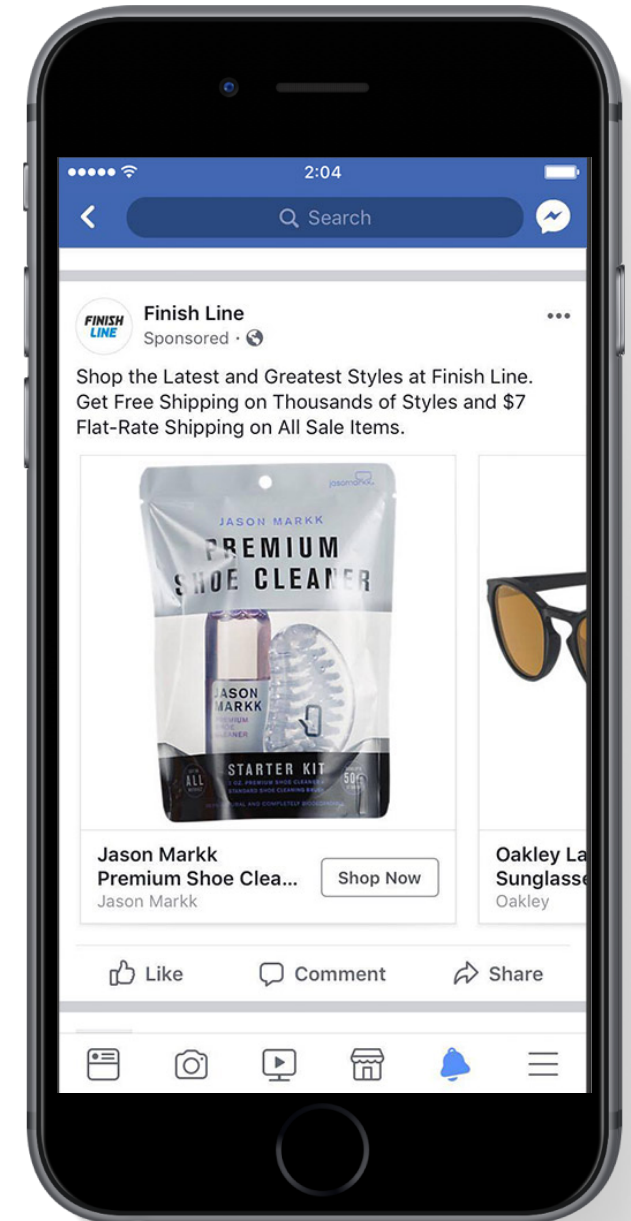
Decrease in cost per
sale

49x

Increase in sales

“We’ve experimented with various prospecting methods, and seen great success using dynamic ads for retargeting, so we were excited to test dynamic ads with broad audience targeting. This targeting method outperformed the others we tried, since it was automated, and exceeded our goals.”

Evan Whipkey, Integrated Marketing Strategist, Finish Line



Shop Direct Success Story

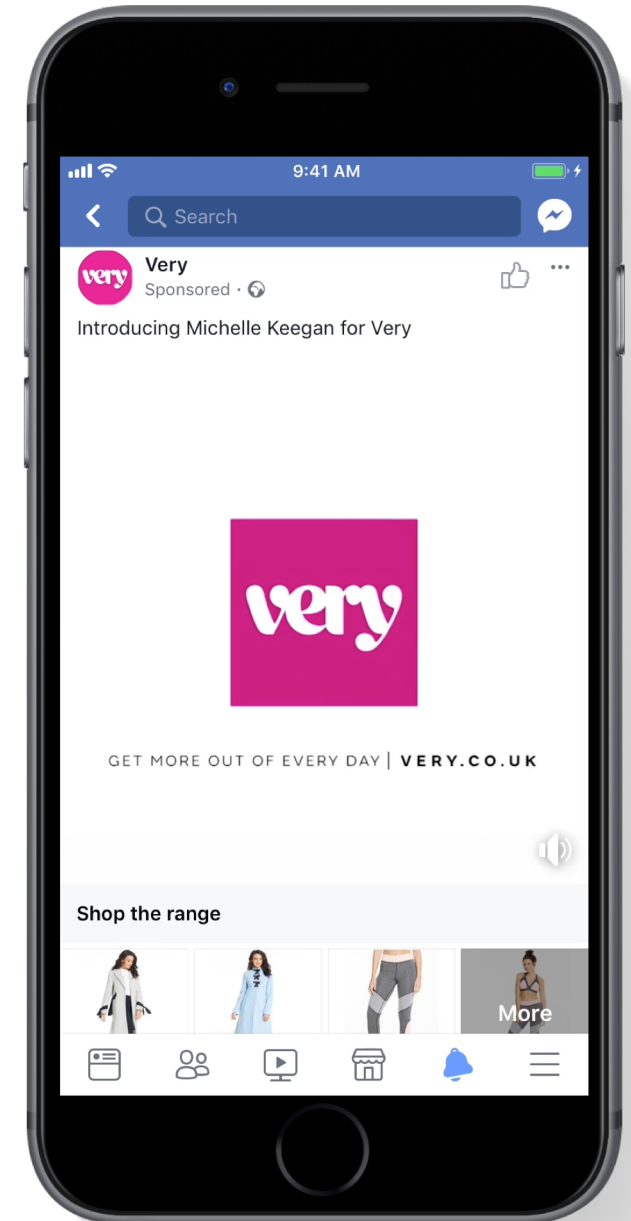
By using dynamic ads with broad audiences rather than Lookalike Audience in a prospecting campaign, the British e-tail giant reduced the incremental cost per new credit customer by 50%.



50% Lower incremental cost
per new credit customer

“The success of broad audiences has changed the approach we use with Facebook. Whereas previously, Facebook spend had accelerated due to the success of retargeting, we now also bring in new customers. Facebook allows advertisers not only to generate incremental demand from site visitors and existing customers, but also efficiently acquire new customers via broad audiences. It’s a game changer!”

Ryan Jones, Social Advertising Lead, Shop Direct



Vestiaire Collective

Leveraging the power of FB dynamic ads to decrease costs and increase revenue

"Starting Q2 2017, we decided to shift our third-party remarketing investments on Facebook platforms to be managed in-house. By leveraging both our knowledge of our customer behavior and Facebook detailed audience targeting, we've managed to increase significantly our ROI compared to previous remarketing activities on the platform. Implementing Facebook DPA helped us having way more control on our investments, our targeting and our creatives."

Carole Visser, Head of Digital Performance Marketing, Vestiaire Collective

24%

increase in total revenue

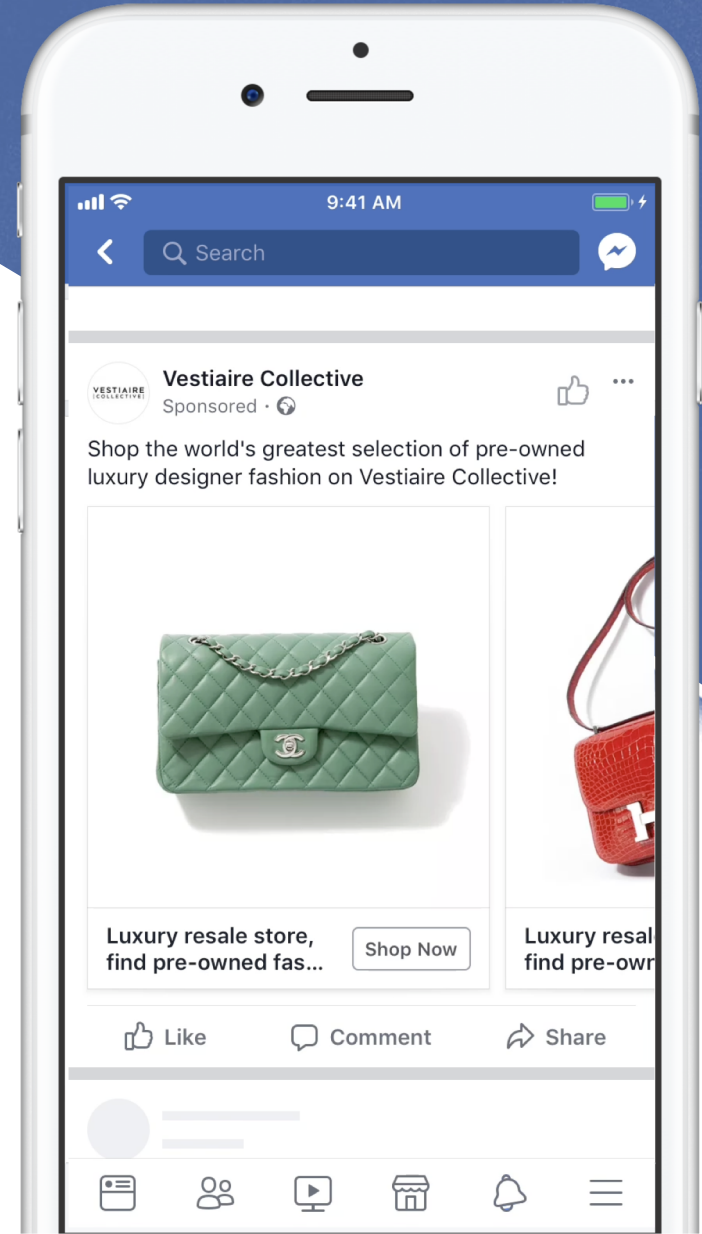
43%

decrease in cost per buyer

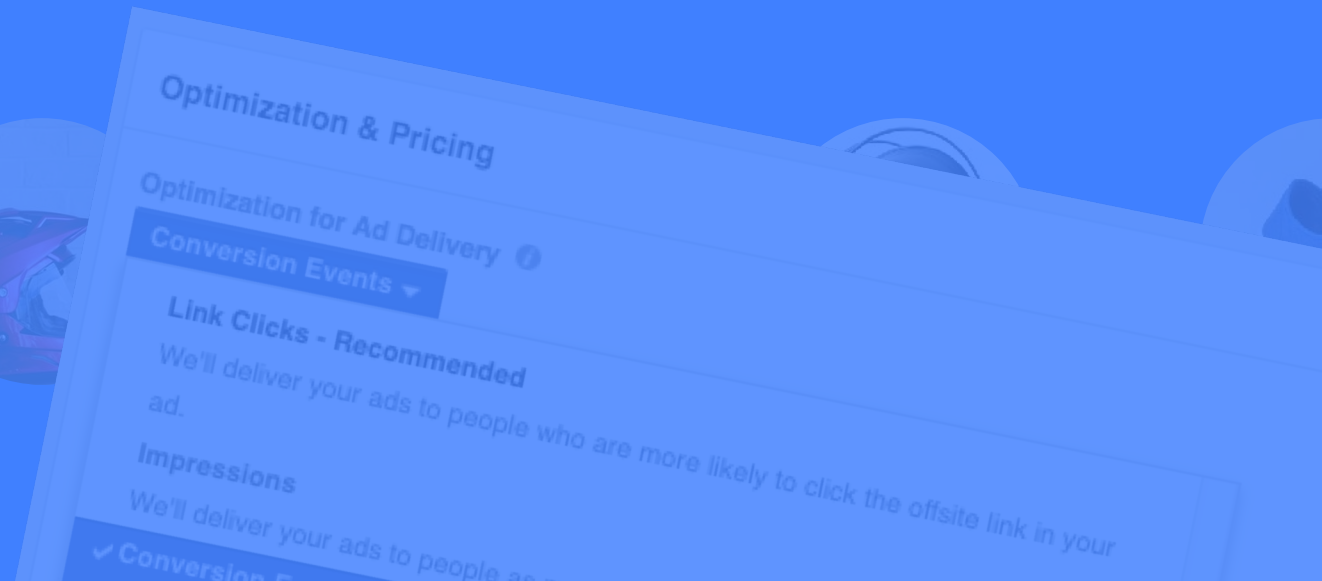
52%

more new buyers

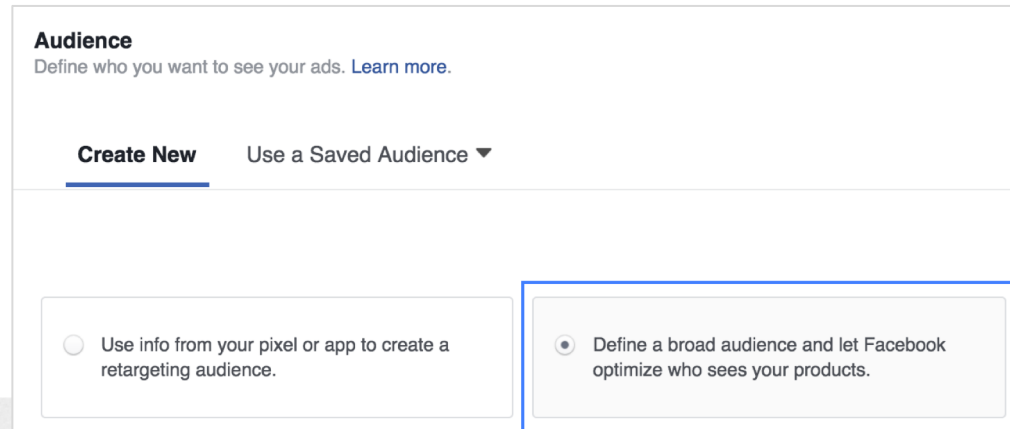
By managing dynamic ads on Facebook & Instagram in-house, Vestiaire Collective has been able to significantly increase ROI and the number of First Purchases. This has been made possible thanks to a high level of audience segmentation and campaign optimizations.



03 Broad Audience Targeting Best Practices



Tips for targeting broad audiences



Audience
Define who you want to see your ads. [Learn more.](#)

Create New Use a Saved Audience ▼

☐ Use info from your pixel or app to create a retargeting audience.

☒ Define a broad audience and let Facebook optimize who sees your products.

01

You may want to use Custom Audiences to exclude people, for instance customers already in your database.

02

For best performance, we recommend using core targeting

03

During campaign set up, do not exclude site visitors to make sure Facebook recommendation engine leverages website visitor data to optimize product recommendations

04

To ensure delivery, we do not recommend using: interest, connections or lookalike targeting to narrow your audiences

Campaign optimization tips

OPTIMIZATION

Optimize for sales rather than clicks

Requires 50 conversions per week. Use mixed placement across devices, Feed vs RHS and Facebook family (including Audience Network and Instagram)

BID VALUE

Start with auto-bid for first week, then begin optimizing to your true value

$$\text{Bid Value} = \text{CPC Bid} / \text{Click Conversion Rate}$$

ALWAYS ON

Your potential buyers are shopping at all hours, don't miss out!

Plan for high traffic days such as markdowns, promotions



TIP

Optimize your campaigns for actions you care most about

We recommend optimizing for Conversions: Purchase, Add-To-Cart or Registration to maximize your broad audience targeting.

Optimization & Pricing

Optimization for Ad Delivery ⓘ

Conversion Events ▼

Link Clicks - Recommended

We'll deliver your ads to people who are more likely to click the offsite link in your ad.

Impressions

We'll deliver your ads to people as many times as possible.

✓ **Conversion Events**

We'll deliver your ads to people more likely to take action when they see a product from your catalog.

price.

04 Advanced Matching



Advanced Matching: Increase match rates for the Facebook pixel

- ✓ You can now send your customer data (e.g. email, phone number, gender, city, state, etc.) through the **Facebook pixel base code** to match more website actions with Facebook users.
- ✓ An increased match rate improves your targeting, optimization and measurement.
- ✓ The advanced matching feature has driven great results for advertisers. During the beta phase, we have observed over **10% increase in attributed conversions** and **20% increase in reach** of retargeting campaigns. By doing so, you will be able to significantly increase the ROI of your Facebook campaigns.

[Enable advanced matching in your Facebook pixel code >](#)



05 Creative Best Practices



Creative Best Practices to help increase ROI

01

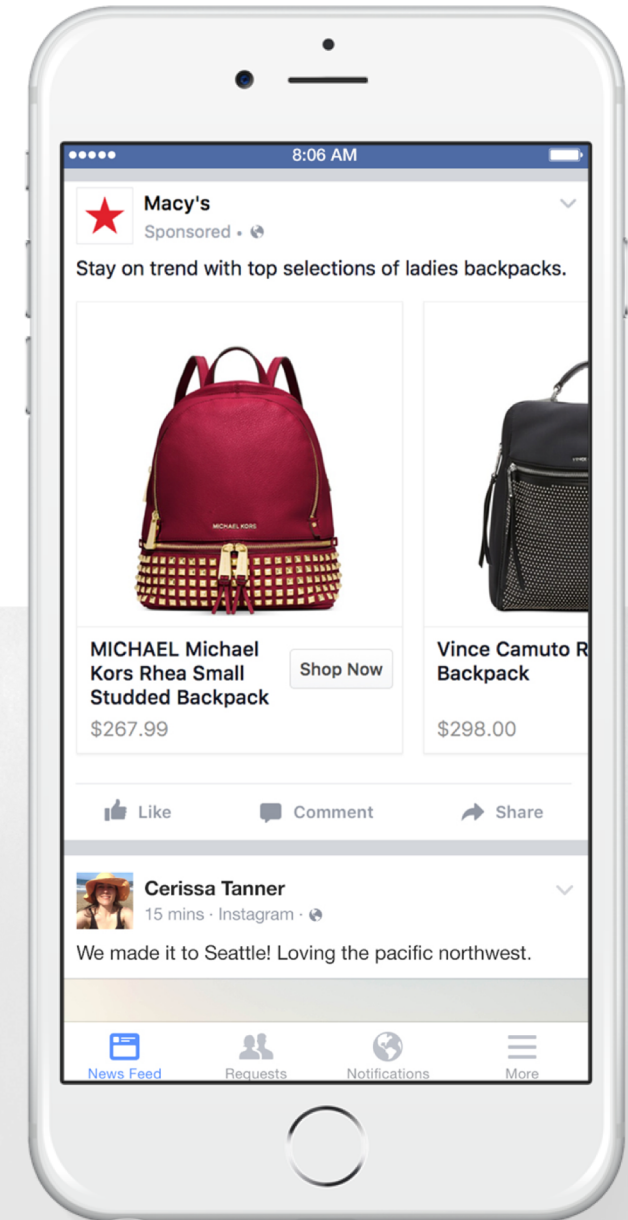
Use high quality imagery in your catalog, at least 600x600, for best results

02

Strong Value Prop; e.g. discount, free shipping, etc.

03

Test different creatives



Fixed first card

01

Draw attention to your brand by including a video, brand image (e.g. a stylized “look”) or category of products (e.g. handbags)

02

Attract audiences who may have not viewed specific items on your site or app

03

Highlight an ongoing sale to incentivize your audience

Links

Enter the text for your ad. [Learn more.](#)

- ☒ Add a card with a fixed image at the beginning
- ☒ Add a card at the end with your Page profile picture

Show More Catalog Information [NEW](#)

Draw attention to your ads by adding catalog info, like prices and discounts, as a text overlay.

☐ Add an overlay to images

Text


Enter text that clearly tells people about what you're promoting

1 ...

☒ Image ☐ Video / Slideshow

Image ⓘ

[Change Image](#) [Crop Image](#)

 untitled - 1000 x 665

For questions and more information, see the [Facebook Ad Guidelines](#).

Destination URL ⓘ

<https://www.jaspersmarket.com>

Headline ⓘ 0


Excellent clothing for work and for play

Ad Preview


1 of 1 Ad < > ⓘ

Products 1 of 5 Sample Products < >

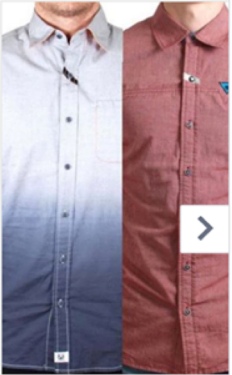
Desktop News Feed ▾ 3 of 8 < >

**Jasper's Market**
Sponsored · ⓘ

Like Page



Excellent clothing for work and for play



Collar Pack - 3

\$145.00

>


Like


Comment

Share

Fixed first card: configure

Format
Choose how you'd like your ad to look.

☒ 
Carousel
Create an ad with 2 or more scrollable images

☐ 
Single Image
Create up to 6 ads with one image each at no extra charge

1. Choose multiple products in a carousel

Links
Enter the text for your ad. [Learn more.](#)

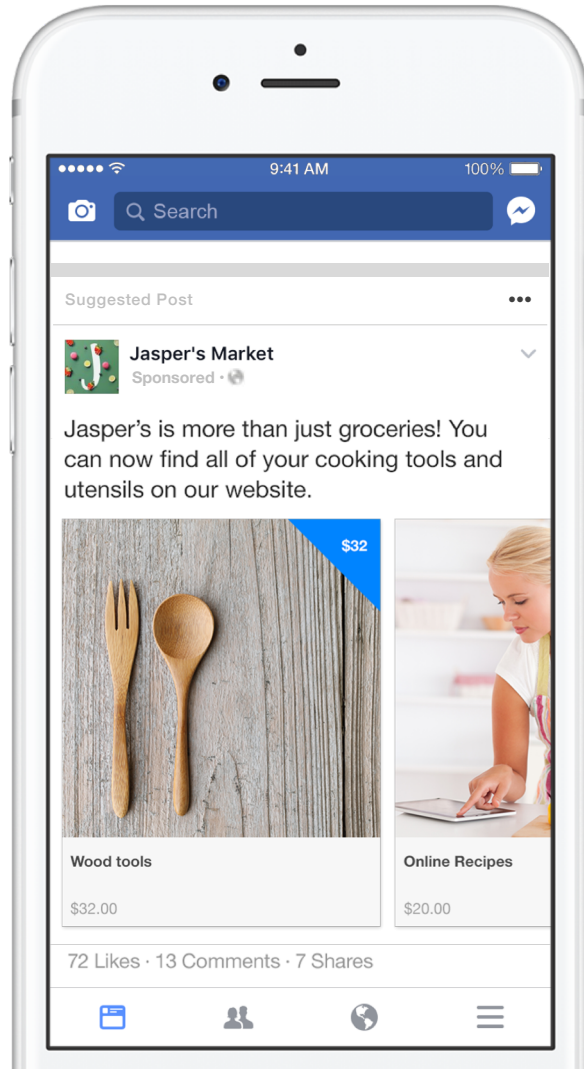
☐ Add a card with a fixed image at the beginning

☐ Add a card at the end with your Page profile picture

2. Select “add a card with a fixed image at the beginning” when using a narrow category (e.g. dresses)

When the campaign goes live products will be personalized based on Facebook’s recommendation engine

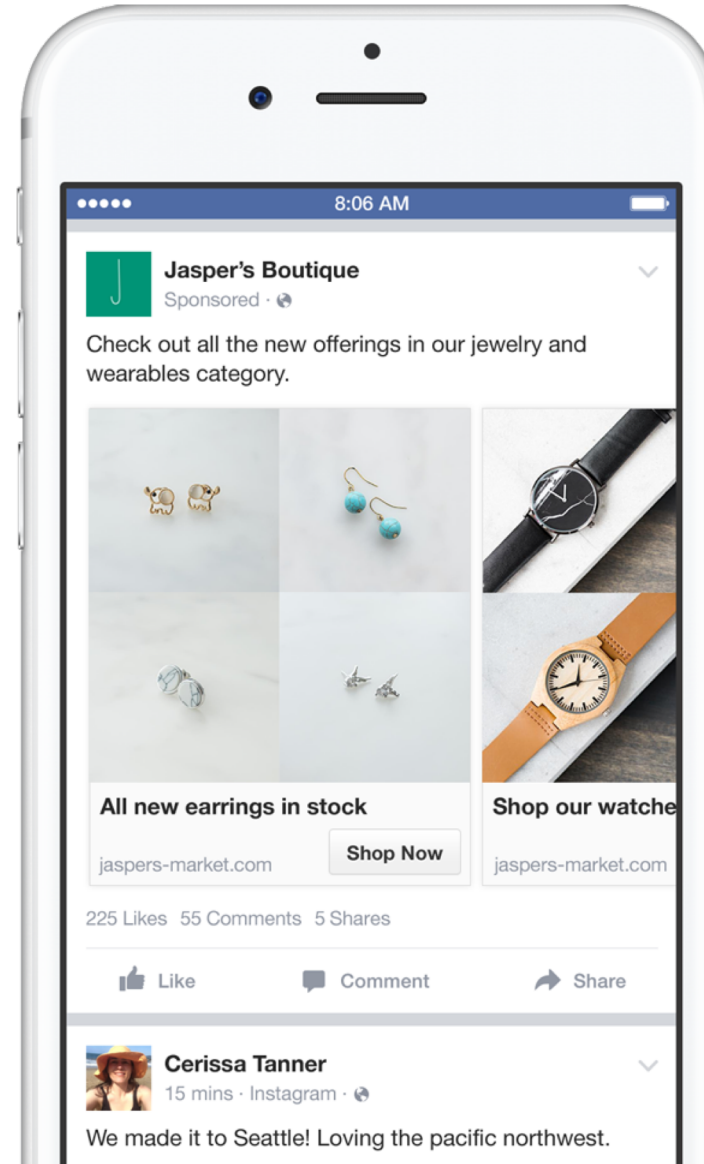
Price Overlays



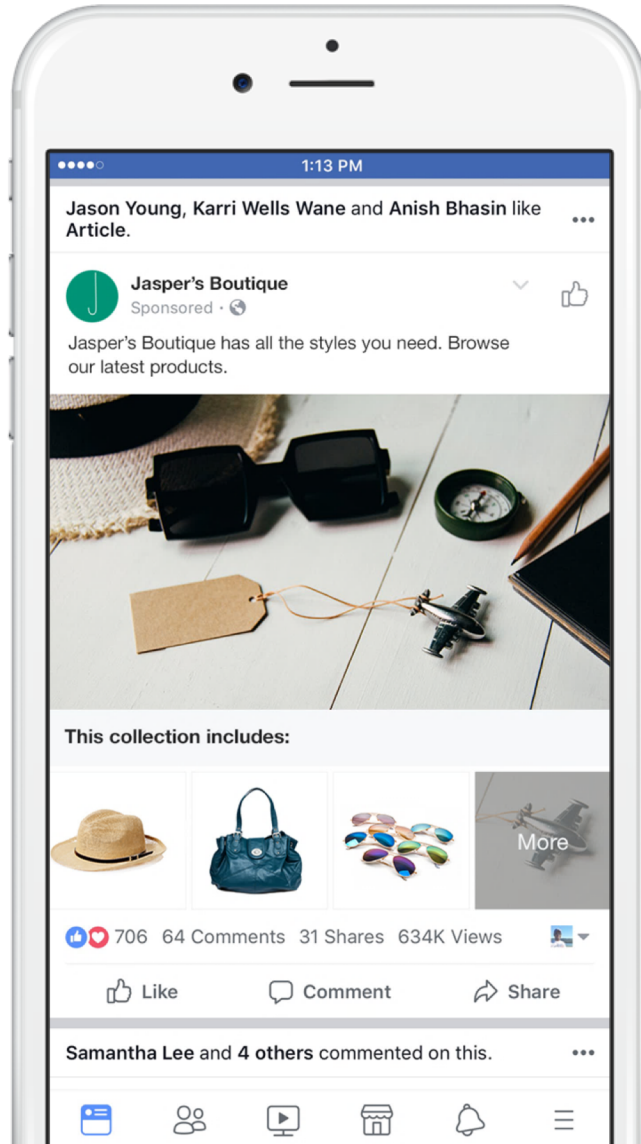
Highlight pricing information (such as price or percentage off) to draw more attention to your dynamic ads.

Categories for Dynamic Ads

Meet shoppers earlier in their journey with relevant ads to generate demand



Collection powered by dynamic ads



STAND OUT IN-FEED

Harness the power of photo and video

STAY RELEVANT TO SHOPPERS

Automatically showcase products to people who are likely interested in them

06 Broad Audiences Best Practices



Broad Audiences Best Practices

See [full campaign checklist](#)

Use case	Generate demand from people with intent to purchase from your website and app visitors and beyond
Objective	Product catalog sales
Inventory	Product catalog
Pixel & App events	Setup View Content, Add to Cart and Purchase events and parameters. Consider setting up View Category and Search events for to power advanced features. Leverage Advanced Matching to improve conversion tracking and extend campaign reach.
Catalog	Use largest available Catalog for feed setup to allow increased matching across catalogs and data sources. Supply robust Name, Description and Category fields in the Catalog to increase matching.
Product Sets	Keep product sets as broad as possible and remove categories that have high chance of brand safety issues – Adult items, Weapons, Art promoting nudity and violence etc. For large catalogs (>=50K products), include extra info like product quality, current stock etc.
Campaign Structure	Organize campaigns by KPI & Audience similarity to allow easy comparison across ad sets and ads within each campaign. This allows campaign-level budgeting which can help with scale and efficiencies across ad sets.
Targeting	Broad audience (e.g. all adults in country X), while excluding recent purchasers (last 10 days). To ensure delivery, we do not recommend using interest, connections or lookalike targeting to narrow your audiences.
Exclusions	Maximize ROAS: Exclude people who purchased in the last 10 days
Bidding	Start with auto-bid for 7day purchase for the first week, then begin optimizing toward your true value (CPA/ROAS KPI) via Lowest Cost with a Bid Cap (adjusting bids on weekly basis)
Budget	We recommend large enough budgets to capture the full opportunity and control spend through bidding; e.g. for larger markets like U.S., we recommend using minimum of \$20K/day. For small markets, we recommend using minimum of \$1k/day
Creative	Carousels with 10+ cards to start. Split test Price/no price, product name or description in carousel card, product overlays, CTA etc.
Campaign Duration	Always on

A decorative header featuring a row of circular icons with a blue tint. The icons include a bicycle wheel, a person in a red car, a person on a bench, a pair of sneakers, a pair of sunglasses, two hanging lanterns, a pair of headphones, and a pair of boots.

Thank you

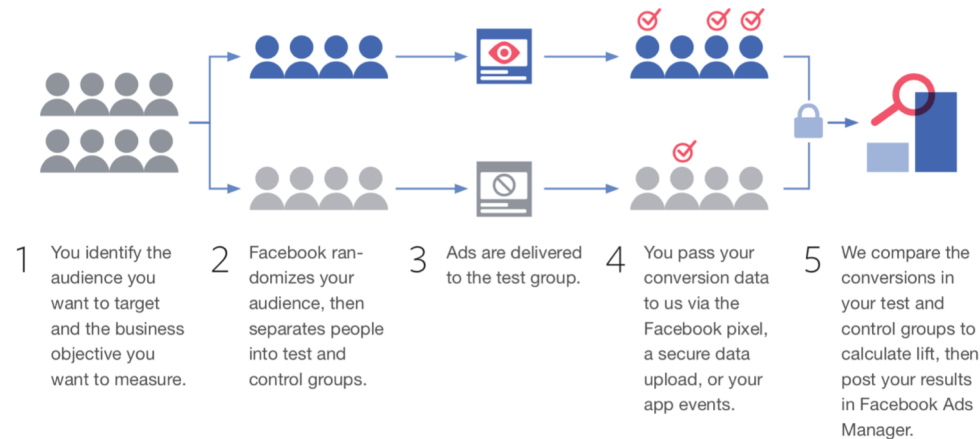
facebook



Appendix

Use **Facebook's conversion lift study** to prove Dynamic Ads for Broad Audiences can drive incremental conversions

Conversion Lift helps you understand the true value of your Facebook, Instagram and Audience Network ads at driving incremental sales and conversions.



Use **Facebook's split testing** to understand which ad strategies have the strongest impact on campaign performance

We've found that split test produce strategies with a median 24% difference in CPA

