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POWER 5 CAMPAIGN SET-UP

What you're about to read is **NOT** something we have made up. This structure is directly taken from what Facebook has stated. Check out this quote from Facebook:

The days of advertisers manually hacking way to ad success are no more. Top advertisers are now leveraging a specific set of automated ad tactics to unlock new phases for growth. We call these tactics the "Power 5" and when used together, they have the ability to transform direct-response ad performance, drive online sales, and scale efficiently across the Facebook family of apps.

The **POWER 5** is based upon a turn from the "old way" of doing things...to a NEW way of doing things which is MUCH more simplified ad account set-up based as follows:

1. Account Simplification: Simplify your ad account setup to improve efficiency.

Simplified account structure

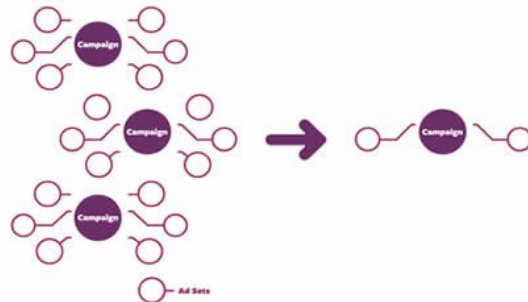
Simplify your ad account setup to improve efficiency.

The old way

Manually creating multiple campaigns and ad sets, causing redundancy.

The power play

By simplifying your account structure, you allow our machine learning to auto test which creative and ad placements drive the best results so that they can optimize for you in real time.



Where we used to run MANY campaigns, ad sets and ads...Facebook now wants a much more simple campaign structure. We recommend no more than 4 ad sets in a campaign...preferably less. And we advise using the CBO optimization.

2. **Deploy Auto Advanced Matching** Auto advanced matching allows an advertiser to more accurately attribute conversions and increase warm audience sizes.

Auto advanced matching

Accurately attribute conversions and increase your audience size.

The old way

Inaccurate measurement that doesn't properly attribute the source of a website or app conversion.

The power play

Auto advanced matching improves ad performance by more accurately ascribing where conversions come from. This keeps you informed to make better decisions with your future ad spend.



[Learn how to set this up in your ad account by clicking here.](#)

3. **USE CBO** - Maximize campaign results and spend less on underperforming ad sets.

Campaign budget optimization

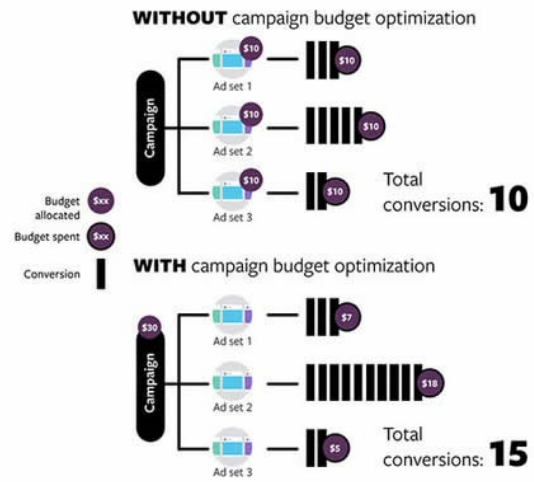
Maximize campaign results and spend less on underperforming ad sets.

The old way

Manually allocating budgets at the ad set level, making it more difficult to accurately track and optimize account spend.

The power play

Campaign budget optimization helps advertisers improve ROI by automatically distributing spend to top performing ad sets in real time. Simply set a central campaign budget to optimize across ad sets, boosting both cost and time efficiency.



4. **USE AUTO Placements** - Instead of breaking out placements, set the campaign to AUTO and let the algo figure it out. (you might not be able to use in-stream with some creative)

Automatic placements

Deliver the right ad to the right person at the lowest possible cost across all placements.

The old way

Manually building out separate ad sets for each placement.

The power play

With automatic placements, you can reach your audience through all relevant placements using a single ad set. This saves on both time and cost, as Facebook will work to optimize campaigns to deliver a cheaper cost per outcome across placements.



5. **USE DPA** - The POWER 5 relies heavily on DPA.

**** *This is important...use some lifestyle images in your product catalog*****

It is very important to remember that DPA is based upon intent. The more products in your catalog the better. Here is where you get to pitch your product skus in a more varied approach.

Broad Targeting: Choose a broad audience (for example, all adults in the USA) while excluding recent purchasers (for example, last 10 days) and people who visited your website in the last 30 days.

For the first week, optimize for link clicks, and then cost-per-result based on a target cost for 7-day purchases. Start with auto-bid for the first week and then begin optimizing bids (adjust bids on weekly basis).

Warm Retargeting Choose people based on events in on your website. For example, target people who match the ViewContent, AddtoCart or Purchase events in the last 90 days. (while excluding recent purchasers (for example, last 10 days)).

For the first week, optimize for link clicks, and then cost-per-result based on a target cost for 7-day purchases. Start with auto-bid for the first week and then begin optimizing bids (adjust bids on weekly basis).

Dynamic ads

Show the right products to people who have expressed interest from your site, app, or elsewhere.

The old way

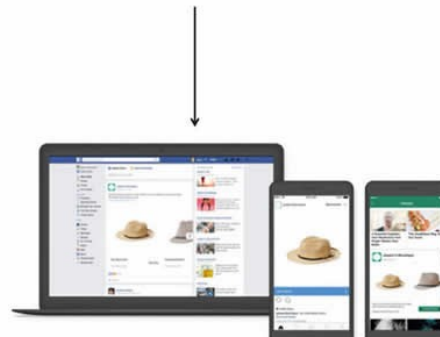
Manually refreshing creative for your product ads, which may or may not be relevant to your audience.

The power play

With dynamic ads, automatically deliver the right product ad to the right person, based on interest they've expressed from your site, app or elsewhere on the internet.



Reach people who have viewed specific products on your website, app or elsewhere across the internet





Assets Needed:

TOF Videos

8 different videos that feature your BRAND...not necessarily the product. Use the product in the video if it is relevant.

These videos should address the target audience you hope to reach and let them know a little about what it is that you do/sell/offer and how your product/service/offering touches their passion points...**WITHOUT** selling them

MOF/BOF Assets

6 videos (3 of the same duplicated)
4 GIFs (2 of the same duplicated)
4 images (2 of the same duplicated)

Campaign Structure;

Campaign Name: Retargeting

*Type: DPA Retargeting: Set these up first to make sure it is in place and ready to go.

*Asset-DPA-Catalog

*Objective: See Herein

*Budget Optimization -Use Ad Set Budget (for now)

*Audiences

- Ad Set 1- ATC but No Purchase - 3 day
- Ad Set 2 - VC but No ATC - 7 day
- Ad Set 3 - VC but no ATC- 14 days
- Be sure to exclude the audiences from each other

*Budget - The budget should be based upon the size of the audiences above but be at a rate where the CPM allows you to hit the audience at least 1x per day.

For example, if there are 5,000 people in an audience and your cpm is \$30. Then you would need to spend \$150.00 (5x30) to reach everyone in the audience 1 time.

Most retargeting audiences as shown above will be much smaller. So reduce budget accordingly.

Launch when complete



Campaign Name: Retargeting

*Type: DPA Retargeting: Set these up first to make sure it is in place and ready to go.

***Asset-DPA-Catalog**

*Objective: See Herein

*Budget Optimization -Use Ad Set Budget (for now)

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- Ad Set 2 - VC but No ATC - 7 day
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Launch when complete

Campaign Name : COLD Prospecting TOF

*Type: CBO based campaign

*Location- USA

*Asset-Videos- upload all 8 of the videos into each of the below reference ad sets.

IMMEDIATELY pause 4 of the videos **AFTER** they pass review. Reason being, the 4 videos that you are pausing can be turned back on one at a time as other videos in the ad set get stale. And by doing it this way, you won't upset optimization and have the campaign thrown back into review.

Configuration-Write good, engaging copy but do not include a link to your product in the copy. You need to include a **BUTTON to "LEARN MORE"** to a presell landing page. If you don't have one, then send them to the main shop page showcasing your products...but a pre-sell landing page might work better. **MAKE SURE THE PRE-SELL LANDING PAGE HAS THE FB PIXEL SET-UP CORRECTLY.**

*Objective: **Brand Awareness**

*Budget Optimization -CBO

*Audiences

Ad Set 1- 10% LAL-Purchasers

Ad Set 2 - 5 % LAL-Purchasers

Ad Set 3 - 3 % LAL-Purchasers

Ad Set 4 - Broad Based Interests

Be sure to exclude the audiences from each other

*Budget - The budget should be set initially at \$400.00 per day at the CBO level.

Launch Campaign when complete



Note: Once campaign is approved be sure to grab the ad id for each of the videos and keep handy.

Note2: If you are looking to hit an international audience as well as the USA, then duplicate the campaign above but make it for your international countries. And reduce the budget on the international campaign to \$200.00 per day.

Campaign Name : COLD Prospecting BOF

*Type: **CBO based campaign**

*Location- USA

*Asset-Videos- Here we're going to be using the GIFs, conversion product video and conversion image. Same as above, each ad set below will have 6 creatives. Upload all 6 of the creative assets into each of the below reference ad sets. **IMMEDIATELY** pause 3 of the assets **AFTER** they pass review. Reason being, the 3 assets that you are pausing can be turned back on one at a time as other assets in the ad set get stale. And by doing it this way, you won't upset optimization and have the campaign thrown back into review.

Configuration-Write good, engaging copy and include a link to your product in the copy on one of the ads and only a button in the other 2. These ads will link directly to a product page of your choice.

*Objective: **CONVERSION**

*Budget Optimization -CBO

*Audiences

Ad Set 1- 1% LAL-Purchasers

Ad Set 2 - 1 % LAL-of 2X Purchasers

Ad Set 3 - 1 % LAL-Top 25%

Be sure to exclude the audiences from each other

*Budget - The budget should be set initially at \$300.00 per day at the CBO level.

Launch Campaign when complete

Note: If you are looking to hit an international audience as well as the USA, then duplicate the campaign above but make it for your international countries. And reduce the budget on the international campaign to \$150.00 per day.



Campaign Name : WARM Prospecting BOF

*Type: CBO based campaign

*Location- USA

*Asset-Videos- Use the ad ids from the campaign shown above.

Configuration-Write good, engaging copy and include a link to your product in the copy on one of the ads and only a button in the other 2. These ads will link directly to a product page of your choice.

*Objective: **CONVERSION**

*Budget Optimization -CBO

*Audiences

- **Ad Set 1- 75% of Video Viewers**
- **Ad Set 2 - ALL Website visitors of the last 14 days**
- **Ad Set 3 - ALL Website visitors of the days 15-30)**
- **Ad Set 3 - ALL Facebook page ENGAGERS in the last 30 days**
- **Be sure to exclude the audiences from each other**

*Budget - The budget should be set initially at \$350.00 per day at the CBO level.

Launch Campaign when complete

Note: If you are looking to hit an international audience as well as the USA, then duplicate the campaign above but make it for your international countries. And reduce the budget on the international campaign to \$150.00 per day.



Budget Concerns:

If you have read this far you can see that the POWER 5 is quite an expensive program for small, unsure businesses. **We do not advise this for new businesses with new products, a new ad account and no real history of purchases on the ad account / pixel.**

It would be advisable to make sure you have **at LEAST 1,500 purchases** in the last 90 days at a minimum. 1,500 in 30 is even better.

This is why we see so many businesses failing on Facebook. They simply do not have the data and resources to make this work. So they are stuck chasing their tails trying to make all of the hack bullshit they see in groups work for them.

We work with viable brands that have a track record of success that want to amplify their business. This isn't for the person fresh off of the latest mastermind course trying to pay rent with Shopify sales.

Facebook speaks of a 50 purchase in 7 day window for ad set optimization. We try to be extremely safe and shoot for a minimum of 100 sales in a 7 day period.

Which means if your expected CPA is \$20.00, it is going to cost you a MINIMUM of \$1,000.00 (50 sales x \$20 cpa) to hit the minimum optimization threshold. To be safe, you need, in our opinion, to hit 100 sales...or in other words, commit to a \$2,000.00 weekly spend per ad set in order to reach optimization. \$2,000 divided by 7 days would mean each ad set would need to spend \$285.00 per day to reach recommended optimization levels. (and that's based upon a \$20 cpa)

We realize that this is quite the financial commitment as newly launched ad sets shouldn't be touched or tweaked for at least 72 hours.

But this is what Facebook wants and we are seeing brands that can stomach the risk, see amazing results at scale. There are many case studies available for review.

The bottomline is Facebook advertising has forever changed and this is the strategy that they advise. The chatter in groups is just that.

That is something to remember.