



The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

PART 1, META (FACEBOOK & INSTAGRAM) + TIKTOK ADVERTISING. BEGINNER TO ADVANCED ACCOUNT SETUP.

Jake Mehani

Director of Growth at Creative Analytics



The Direct Marketing Association
of Northern California

CERTIFICATION
WORKSHOP

JAKE MEHANI

- Director of Growth (META & TikTok) at Creative Analytics
- Over 12 years of performance advertising experience & \$150mm+ ad spend on Facebook, Instagram, and TikTok.

I currently work as the Director of Paid Social, Creative, and Training at Power Digital Marketing, a full-service performance marketing and creative agency.

Over the past 8 years I worked and scaled the following brands from their infancy in paid social to successive years in profitable revenue. Brands include Hooked On Phonics, Aeroflow Healthcare, Motif Medial, Goldbelly, Caraway, Justworks, Lacoste, Hippeas Snacks, WhatDoYouMeme & RBX Active.

Creative
ANALYTICS



ABOUT US

- The Direct Marketing Association of Northern California was formed to educate, inform and provide networking opportunities for marketing professionals in the San Francisco Bay Area and beyond.
- We have evolved to offering best-in-class live online education worldwide through our workshops and certification program, taught by world-renowned instructors. More than 2,500 professionals take advantage of over 100 workshops dates and times offered per year.
- Workshop topics include:
 - AI for Digital Marketing.
 - SEO
 - Google Ads
 - Google Analytics 4.0/Looker Studio
 - Email Marketing
 - Social Media (Organic and Paid Advertising)
 - Content Marketing
 - Personal and Thought Leadership Brand Marketing
 - Podcasting and YouTube Marketing
 - Copywriting and AI in Copywriting
 - Video Production for Social Media
 - B2B Product Marketing and Account Based Marketing (ABM)
 - Sustainable Marketing

BECOME A CERTIFIED DIGITAL MARKETER

- Earn a **Certified Digital Marketer** (CDM) certificate in by completing any eight courses within two years.
- Take classes live online or recorded, or a hybrid of both.
- You decide the courses you want to take.
- Students who complete a certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.
- Find out more at: <https://dmanc.org/certified-digital-marketer-cdm-requirements/>



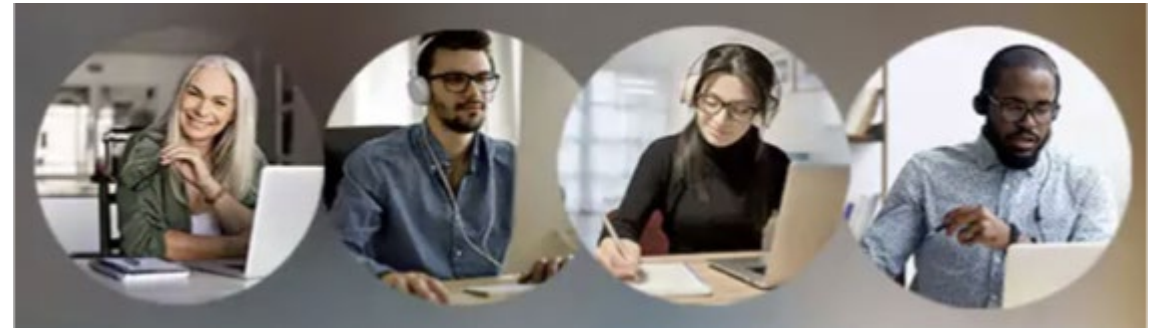
BECOME A CERTIFIED SUSTAINABLE MARKETER (CSM)

- Earn a **Certified Sustainable Marketer** (CSM) certificate by completing the 3-module series.
- Take classes live online or recorded, or a hybrid of both.
- Students who complete the CSM certification program will receive a frameable certificate and a digital badge for their website, email signature, or social profiles.
- This Certificate also qualifies as 3 classes toward the **Certified Digital Marketer** (CDM) program.
- Find out more at: <https://dmanc.org/certified-sustainable-marketer-csm-requirements/>



AFTER THIS CLASS

- The video recording of this workshop will be sent the day following each module.
- It will be sent from the email no-reply@zoom.us.
- If you don't receive it, check your email spam or junk folder.
- Please whitelist the above email address so it doesn't go into your email spam or junk folder.
- If you still don't receive it, please fill out the Contact Us form at DMAnc.org and we'll be sure to get it to you some other way.



WE WANT YOUR FEEDBACK

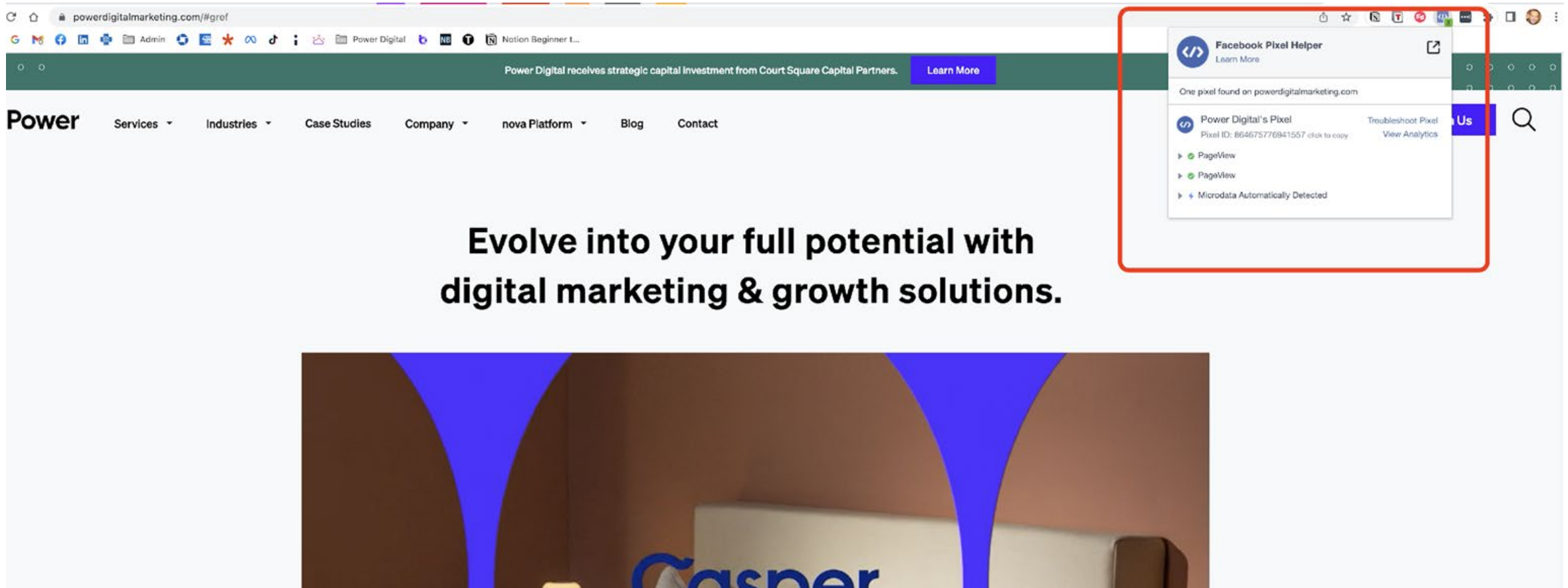
- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders or contact us using the DMAnc.org website Contact Form.



TABLE OF CONTENTS

- Meta + TikTok Data – How Facebook Collects Data
- Meta + TikTok Pixel
 - Installation,
 - Event Tracking
 - Maintenance
- How Meta + TikTok Groups Audiences – Reach, Clicks, Conversions, Video Views & Watch Rate
- Meta + TikTok Audiences Building:
 - Website Visitors
 - Engagement
 - Customer Lists
 - Behaviors + Interests - Trending + Viral Moments
 - Lookalikes!
 - Hashtags
 - Video Completion Rate
- Meta + TikTok Attribution: Click vs. View iOS14.6 Privacy Update 101
- Meta + TikTok Attribution: Click vs. View iOS14.6 Privacy Update 101
- Funnel Strategy – Upper, Middle, Lower, Retention + DPA 101
- Influencer Dark Post Strategy 101
- Reporting/Metrics Analysis + Custom Metrics - “Stop Rate”
- Funnel Setup – Upper, Middle, Lower, & Retention
- Morning Optimization - how to constantly improve the performance of your campaign
- Google Analytics Reporting / UTM Tracking
- Advanced Bidding Strategies: Cost Cap vs. Value Bidding +

FACEBOOK DATA – HOW FACEBOOK COLLECTS DATA – DOWNLOAD CHROME BROWSER FB Pixel Helper Tool



FACEBOOK DATA – HOW FACEBOOK COLLECTS DATA – DOWNLOAD CHROME BROWSER EXT FB PIXEL + TIKTOK HELPER TOOL

The screenshot shows the RBX Active website with a product page for an Auburn Sweatshirt. The URL is rbxactive.com/collections/new-arrivals-collection/products/auburn-sweatshirt?lshst=collection&variant=39488424280186. The page features a navigation bar with links like NEW, WOMEN, MEN, PLUS SIZE, COLLECTIONS, SHOP OUTFITS, ACCESSORIES, SALE, and ABOUT US. A banner at the top states "FREE RET FREE STANDARD US SHIPPING. ORDERS ON ORDERS \$50 OR MORE". Below the navigation bar, a message says "Item added to cart. [View cart and check out.](#)". The product page for the Auburn Sweatshirt (CR1789B-M) shows a price of \$32.99, 40 reviews, and an "ADD TO CART" button. A red arrow points from the "ADD TO CART" button to the Facebook Pixel Helper extension overlay. The extension shows the following data:

- One pixel found on www.rbxactive.com
- RBX Active's Pixel
Pixel ID: 1198333033517842 [click to copy](#) [Troubleshoot Pixel](#) [View Analytics](#)
- ▼ AddToCart
- CUSTOM PARAMETERS SENT
 - content_type: product_group
 - content_ids: 39488424280186
 - value: 32.99
 - num_items: 1
 - content_name: Show
 - currency: USD
 - content_category: Long Sleeve
- DATA PROCESSING PARAMETERS SENT
 - dpo:
Since Data Processing Options are sent, custom conversions or catalog feedback may not work. [Learn more](#)
- EVENT INFO
 - Setup Method: Manual
 - URL Called: Show
 - Load Time: 35.93 ms
 - Pixel Location: Show
 - Event ID: c3297352-33ea-40s4-b13d-9ef40fb43192

FACEBOOK DATA – HOW FACEBOOK COLLECTS DATA – DOWNLOAD CHROME BROWSER EXT FB PIXEL + TIKTOK HELPER TOOL

Ad set name

Prospects: Broad Audience - B - (24-65+) - Mix - January 18 - Copy [Create template](#)

Conversion

Conversion event location

☐ Website and shop
We'll automatically send people either to your website, or to your shop on Facebook or Instagram. Each person will be directed to the destination that we think will most likely lead to a conversion. [Learn more](#)

☒ Website
When a person clicks on your ad, send them to either your website or app (if installed). Your ad will be shown to people more likely to convert.

☐ App

☐ Website and app
When a person clicks on your ad, send them to either your website or app (if installed). Your ad will be shown to people more likely to convert.

☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

☐ Calls
When someone taps your ad, they'll be able to call your business. Your ad will be shown to people who are more likely to call you.

Pixel
RBX Active's Pixel
Pixel ID: 1198333033517842

Conversion Event
Purchase

Ad set name

Prospects: Broad Audience - B - (24-65+) - Mix - January 18 - Copy [Create template](#)

Conversion

Conversion event location

☐ Website and shop
We'll automatically send people either to your website, or to your shop on Facebook or Instagram. Each person will be directed to the destination that we think will most likely lead to a conversion. [Learn more](#)

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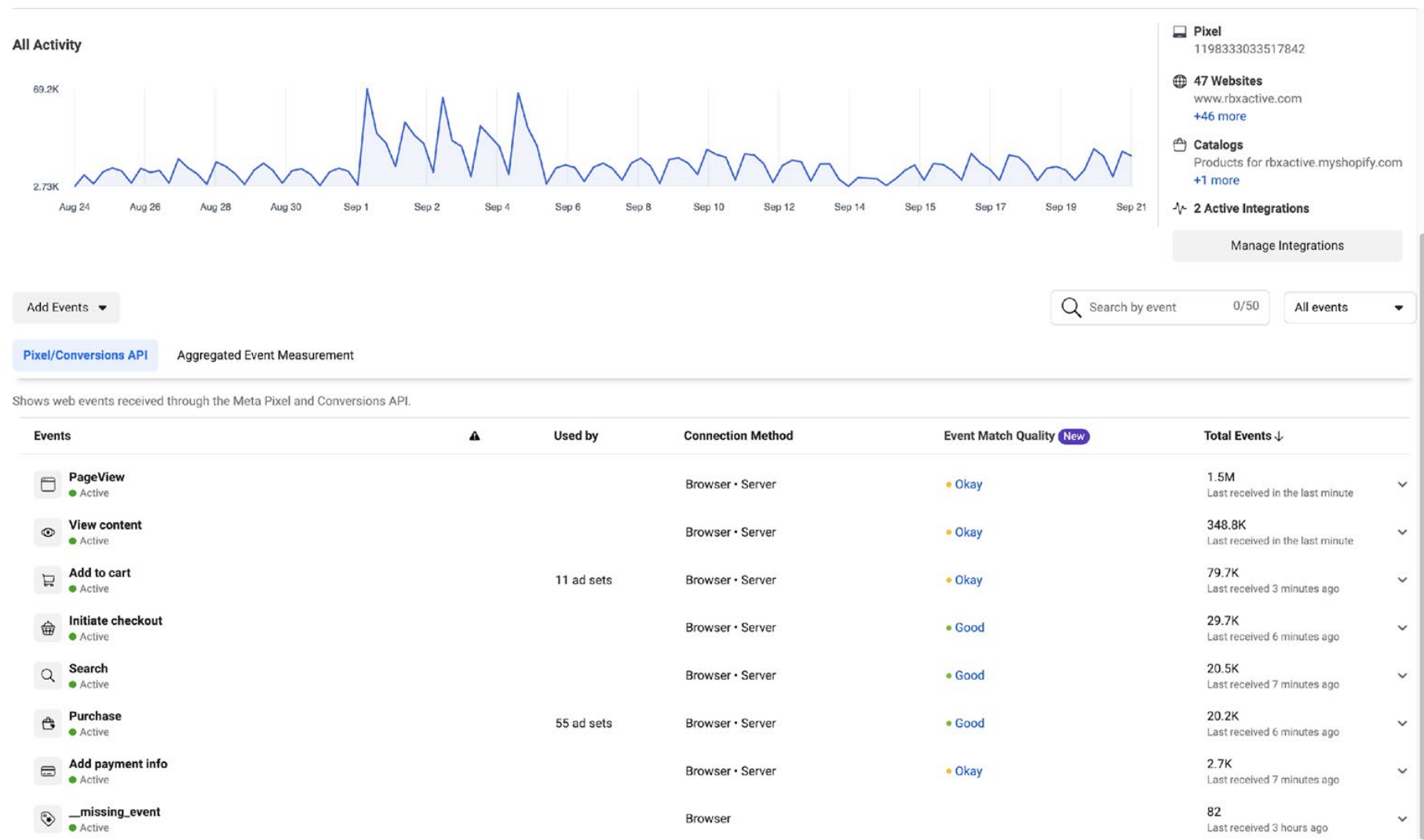
☐ WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

☐ Calls
When someone taps your ad, they'll be able to call your business. Your ad will be shown to people who are more likely to call you.

Pixel
RBX Active's Pixel
Pixel ID: 1198333033517842

Conversion Event
Add to cart

PIXEL INSTALLATION & EVENT TRACKING “EVENT MANAGER”



RECAP

- Facebook is not listening; it just knows you better than you know yourself!
- Without properly setting up the Facebook Tracking Pixel for both Browser and Server connection, the algorithm the entire platform is worthless.
- Check the Facebook Event Manager once a month to insure all the Events are firing properly.
- Apple Privacy Update / iOS14 – affects targeting and reporting, specially for products with a high average order value and post 7-day customer buying cycling. Tools like Triple Whale and Northbeam are become the standard attribution tools bridging the gap of lost reporting data and signals. Furthermore, KnoCommerce post-purchase survey tool is mandatory for TikTok advertising.

iOS14.6 Privacy Update - 96% Opt Out Rate!

Apple drastically limited what advertisers and app developers can track in terms of user activity. The Apple update affected three main areas of the Facebook ads platform: **Targeting, Reporting, Optimization**

Targeting: Retargeting and lookalike audiences have long been a staple of advanced Facebook advertising and now they're both largely unavailable or not performing well. The vast majority of 96% iOS users are opting out of tracking. This means data collection will be reduced and your retargeting audiences are going to be a lot smaller. Additionally, lookalike audiences that are based on a data source—pixel conversions such as purchases or leads—aren't being tracked correctly anymore. IG and Meta Shops are bridging the data gap so opt, even its just 5% of budget.

Reporting: Advertisers have relied on Facebook pixel conversion metrics like ROAS and CPA to determine the success of their campaigns. With the release of iOS 14.5, most advertisers have seen wild inaccuracies in these metrics.

- The Private Click Measurement (PCM) will **create a three-day delay in attribution data for iOS 14.5 users.**
- This causes advertisers to see fewer reported conversions with the Facebook Ads Manager, skewing their data. "Facebook used to capture around 95% of the sales data from clients. In one case now, there is a 57% gap between sales seen on Shopify and what Facebook is reporting."

Optimization: We advertisers have relied on the algorithm to help optimize campaigns. We feed the algorithm data, conversions from your ads, and it automatically serves ads to people who match those who've already converted. With the new updates, you will have already seen that this is no longer the case.

- This will significantly affect smaller advertisers who don't have lots of data points from large budgets.



1 / 7 / Day - Attribution Reporting

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
10 Purchases	7 Purchases	9 Purchases	12 Purchases	8 Purchases	9 Purchases
A - Views/Clicks Ad		A - Purchases			
15 Purchases	10 Purchases	12 Purchases	17 Purchases	11 Purchases	12 Purchases

HOW FB GROUPS AUDIENCES – REACH, WEBSITE TRAFFIC, VIDEO VIEW, CONVERSIONS

Facebook knows what kind of user you are and buckets you into various groups for targeting. For example, how many of you receive App Install ads or gaming App Installs ads? Exactly!

Facebook buckets users into 4 main groups.

- Those who browse and scroll through their feed but don't click to website or purchase (**Frequency + Reach**). Only for MAJOR brands! Low CPM's
- The “clickers” (**Website Traffic**) while traffic contains cheap CPM's/website traffic the quality very **POOR** and must be checked via “time on site/bounce rate” metrics.
- Users who watch videos for hours FB Watch/IG Explore (**Video Views**). Focus on metrics like Stop Rate, Average Watch Time, & Video Watch Rate Retention
- The holy grail, the buyers!!! (**Conversions**). Right person, Right Place Right Time

HOW FB GROUPS AUDIENCES – REACH, CLICKS (TRAFFIC), VIDEOS VIEWS, CONVERSIONS

Buying type
Auction

Choose a Campaign Objective
[Learn more](#)

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☒ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs ⓘ	☐ Store traffic
	☐ Video views	
	☐ Lead generation	
	☐ Messages	



Conversions

Show your ads to the **people** who are most likely to take action, like buying something or calling you from your website. [Learn more](#)

Name your campaign • Optional

Cancel Continue

★ Choose from 6 simplified objectives ⓘ ×

We've consolidated the campaign objectives to make it easier to find one that aligns with your business goals. Your existing campaigns will stay the same, and you'll be able to create new ones with the same features as before. [Learn more](#)

Not sure which objective to use? Take an interactive tour.

Take tour

Choose a campaign objective

☐		Awareness
☐		Traffic
☐		Engagement
☐		Leads
☐		App promotion
☒		Sales



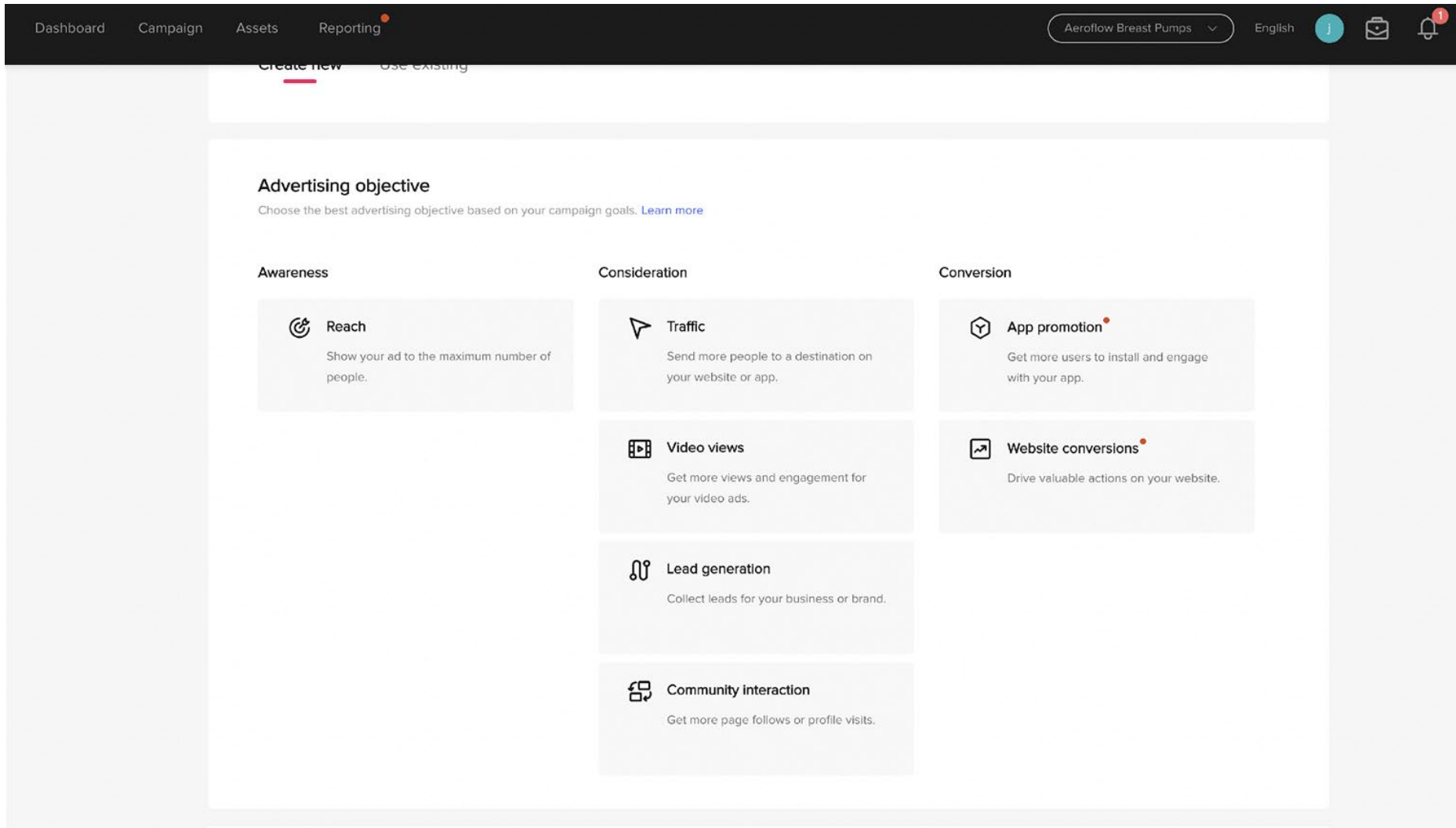
Sales
Find **people** likely to purchase your product or service.

Good for:

- Conversions
- Catalog sales
- Messages

[Learn more](#) Cancel Continue

HOW TIKTOK GROUPS AUDIENCES – REACH, CLICKS (TRAFFIC), VIDEO VIEWS, CONVERSIONS



Meta AUDIENCES BUILDING:

Customer Lists + CRM:

- Upload lists of customers to retarget for retention campaigns or create Lookalike audiences.

Engagement:

- Users who watch video ads, stop scrolling for 2 seconds, visit Facebook or Instagram page.

Behaviors + Interests:

- Target shopping behaviors (luxury goods buyers) to parents with children of various ages, to competitor brands and Facebook Pages.

Trending + Viral Moments:

- See next slide

Lookalikes:

- The system leverages information such as demographics, interests and behaviors from your source audience to find new people who share similar qualities. When you use a lookalike audience, your ad is delivered to that audience of people who are similar to (or "look like") your existing customers.

Choose a Custom Audience source

Connect with people who have already shown an interest in your business or product.

Your sources

- | | |
|--|--|
| ☐  Website | ☐  Customer list |
| ☐  App activity | ☐  Offline activity |
| ☐  Catalog | |

Meta Sources

- | | |
|--|---|
| ☐  Video | ☐  Instagram account |
| ☐  Lead form | ☐  Events |
| ☐  Instant Experience | ☐  Facebook page |
| ☐  Shopping | ☐  On-Facebook listings |

TikTok AUDIENCES BUILDING:

Customer Lists + CRM:

- Upload lists of customers to retarget for retention campaigns or create Lookalike audiences.

Engagement:

- Users who watch video ads, stop scrolling for 2 seconds, visited TikTok page.*Ad Set and Ad Level

Behaviors + Interests:

- Target shopping behaviors (luxury goods buyers) to parents with children of various ages, to competitor brands and Facebook Pages.
- Watched Videos or Followed Creator of specific verticals like beauty or sports.

Lookalikes:

- The system leverages information such as demographics, interests and behaviors from your source audience to find new people who share similar qualities. When you use a lookalike audience, your ad is delivered to that audience of people who are similar to (or "look like") your existing customers.

Create a Custom Audience

Select an audience type



Customer File

Upload a customer file to match your customers with people on our platform. The matches will be used to create an audience.



Engagement

Create a list of people who saw, clicked, or engaged with your content.



App Activity

Create a list of people who downloaded your app, or took specific actions, such as making a purchase.



Website Traffic

Use TikTok Pixel to create a list of people who visited or took specific actions on your website.



Lead Generation

Create a list of people who viewed or submitted an instant form in a lead generation ad.



Business Account

Create a list of people who followed or interacted with your Business Account on TikTok.



Shop Activity

Build an audience from people who took certain actions in TikTok Shops.



Offline Activity

Create a list of people who interacted with your offline events activity.

AUDIENCES BUILDING: FINDING NEW CUSTOMERS/AUDIENCES

Audience targeting has gone through many iterations. B2B focuses more on exclusions and using the creative to guide the algorithm to target the ideal audience.

- *Targeting expansion
 - Broad Audience – most common and recommended, includes excluding website visitors, customers, and other audience segments
 - 1% VIP Lookalikes or value-based Lookalikes
 - Behaviors – Targeting Admins
 - Trending themes unrelated to product or brand like “NYC Fashion Week” Viral Moments - Ruth Bader Ginsburg, GME, Meghan Markle - *No longer being updated
 - Shopify Audiences – Test!
 - Shared audiences from similar brands or
 - 3rd party audience brokers
 - TikTok – Income, High Spending Power, Video, Creator, & Hashtag Interactions

AUDIENCES BUILDING: B2B AUDIENCE TARGETING STRATEGIES

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

[Create new audience](#) Use saved audience ▼

Custom audiences Create new ▼

Search existing audiences

Exclude

Locations
Location:
• United States

Age
18 - 65+

Gender
All genders

Detailed targeting
Include people who match ⓘ

facebook admin Suggestions Browse

Facebook Page admins Behaviors
New Page Admins Behaviors
Business page admins Behaviors
Travel & Tourism page admins Behaviors
Community & Club page admins Behaviors
Health & Beauty page admins Behaviors
Retail page admins Behaviors
Sports page admins Behaviors

Save this audience

Placements [Learn more](#)

☐ Advantage+ placements (recommended) ⚡
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

Detailed targeting
Include people who match ⓘ

Add demographics, interests or behaviors Suggestions Browse

Interests ⓘ

Business and industry ☐
Advertising ☐
Agriculture ☐
Architecture ☐
Aviation ☒
Banking ☐
Business ☐
Construction ☐

Save this audience

Size: 164,384,736 - 193,316,450

Interests > Business and industry > Aviation

Description: People who have expressed an interest in or like pages related to Aviation

The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

[Report this as inappropriate](#)

Reach ⓘ

Estimates may vary significantly over time your targeting selections and available data

Estimated daily results
Based on 7 days of data and 1 day of simulation

Size: 43,439,451 - 51,084,795

Behaviors > Digital activities > Small business owners

Description: People who list themselves as small business owners or own small business Pages on Facebook

The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

[Report this as inappropriate](#)

Estimates may vary significantly as people tracking on iOS 14.5 or use other data co

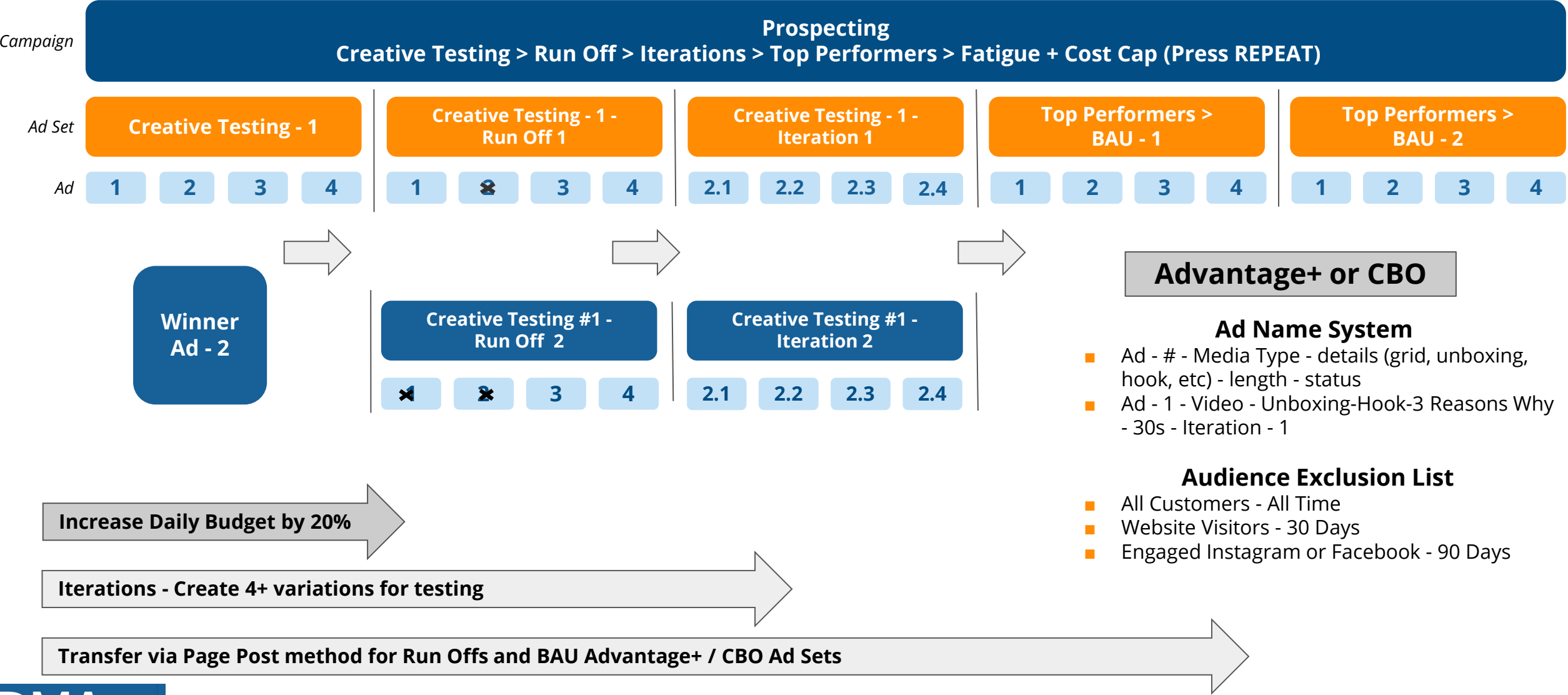
Detailed targeting
Include people who match ⓘ

small bu Suggestions Browse

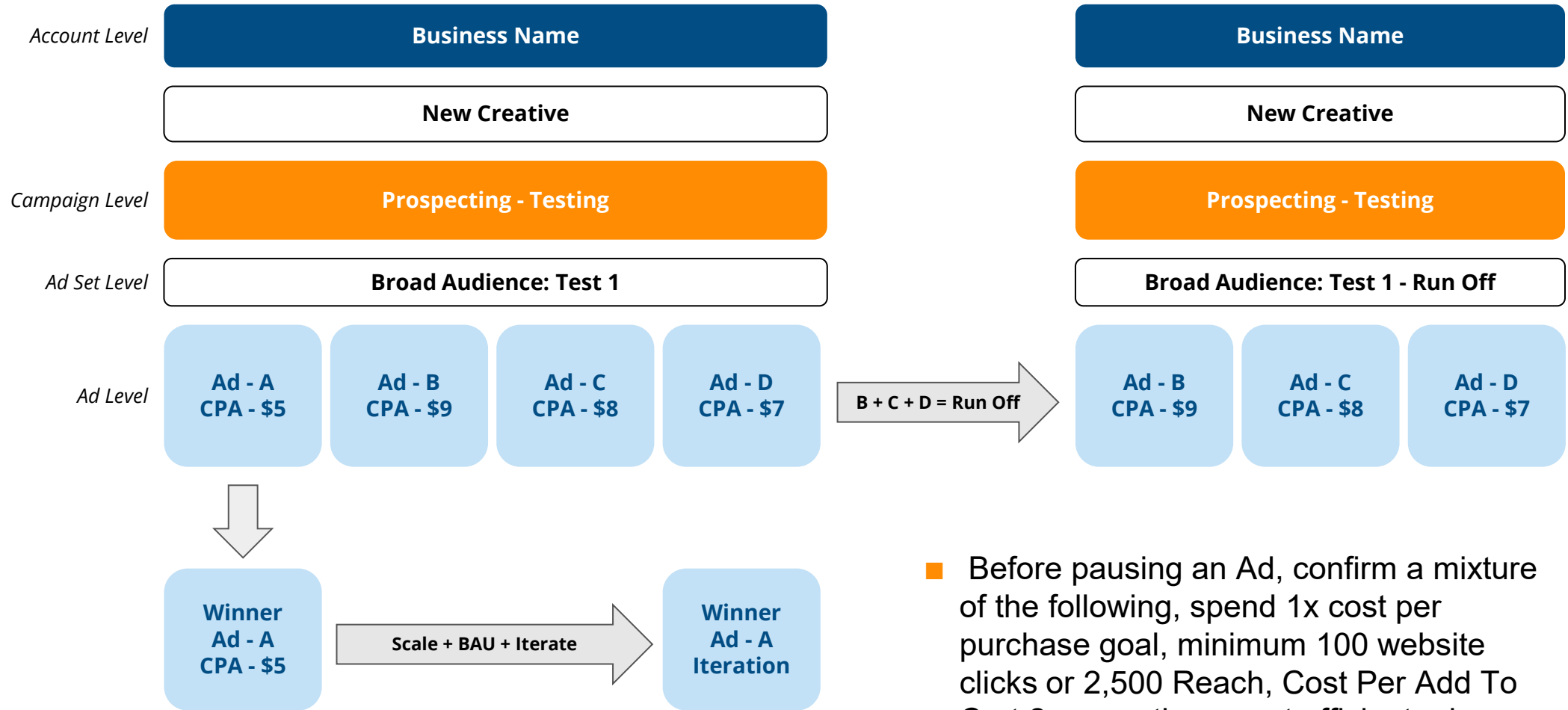
Small business Interests
Small business owners Behaviors
Small Business Saturday Employers
Small Business Saturday Schools
Small Business Administration Interests
Small business software Interests
Small Business Expo Interests
Small Business Week Interests

Save this audience

PROSPECTING + CREATIVE TESTING SETUP + MANAGEMENT



CREATIVE TESTING – RUN OFF PROCESS



- Before pausing an Ad, confirm a mixture of the following, spend 1x cost per purchase goal, minimum 100 website clicks or 2,500 Reach, Cost Per Add To Cart 2x more than most efficient ad

PAID SOCIAL | CREATIVE TESTING – RUN OFF PROCESS

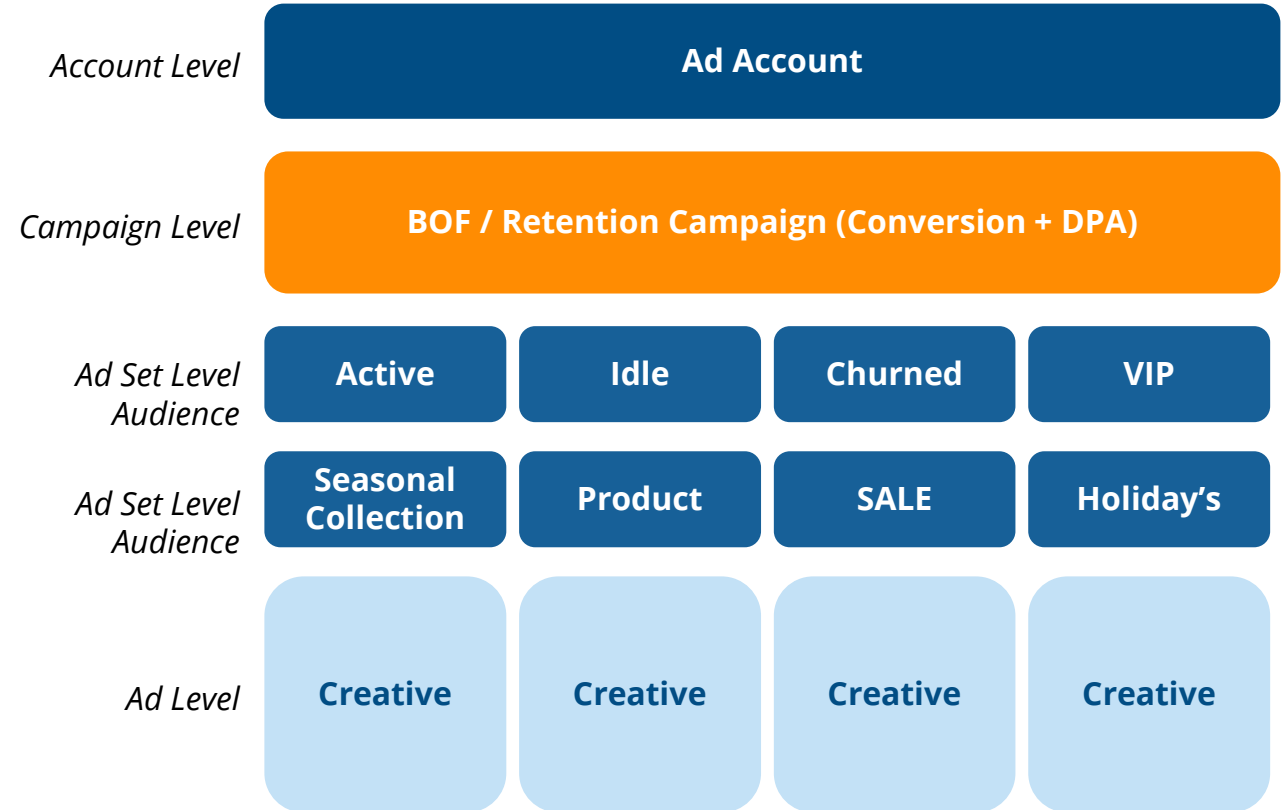
Setup Methodology

- Test new creative using your top performing prospecting or broad audience. The thinking here is that if it doesn't work here, it won't work at all.
- Losers get shut off; winners are graduated into "Top Performers" campaigns using Page Post ID.
- Top Performers campaigns contain **only** the winning evergreen testing ads. Ad Sets within each Top Performers campaign leverage top stacked audiences (mainly Broad Audience).
- Before pausing an Ad, confirm spend 1x cost per purchase goal, minimum 100 website clicks or 2,500 Reach, Cost Per Add To Cart 2x more than most efficient ad.

RETENTION – CAMPAIGN STRUCTURE

Setup Methodology

- Segment customers into various cohorts based on various data points. Time since last purchase, # of purchases, type of product purchased, time of year, likely to purchase next, product release.
- The plan is to run both Conversion and DPA/Catalog campaigns. Likely scenario based on CPA and ROAS performance.
- New cohorts are created via Klayvio or Shopify Data



BLACK FRIDAY CAMPAIGN STRUCTURE

Campaign

Full Funnel – ABO

Ad Set

All Customers - All Time - 150,700

Purchased Once Not Last 6 Months + Did Not Open Email Last 6 Mon

Placed Order At Least Once - Not Engaged for Email

Engaged IG + FB - 365 Days

Engaged IG + FB - 365 Days - Cost Cap - 5x daily budget

No Orders All Time for (Klaviyo) - 229,900

Website Visitors - 180 Days

Ad

1

2

3

4

Increase Daily Budget by 20% - Every 3 hours

Duplicate Top Performing Ad Sets w/ Cost Cap option 5x daily budget, keep close eye. Make sure to duplicate ads via Page Post method

Avantage/DPA

Include people who are in at least one of the following

Website

Website Visitors - 180 Days

Customer List

All Customers - All Time

Engagement - Shopping

Facebook + Instagram Shops - Add To Cart - 365 Day

Facebook + Instagram Shops - Purchased

Facebook Page - Clicked CTA - 90 Days

Purchased Shops - 180 Days

Engagement - Instagram

Instagram Page - Clicked CTA - 90 Days

Claim

Catalog - Added To Cart - 30 Days

Customer List

Previous Purchasers + Not subscribed + No purchase in 90 Days

Q Search existing audiences

Exclude people who are in at least one of the following

Website

Purchase Pixel - 30 Days

Q Search existing audiences

DMANc
The Direct Marketing Association
of Northern California

CERTIFICATION WORKSHOP

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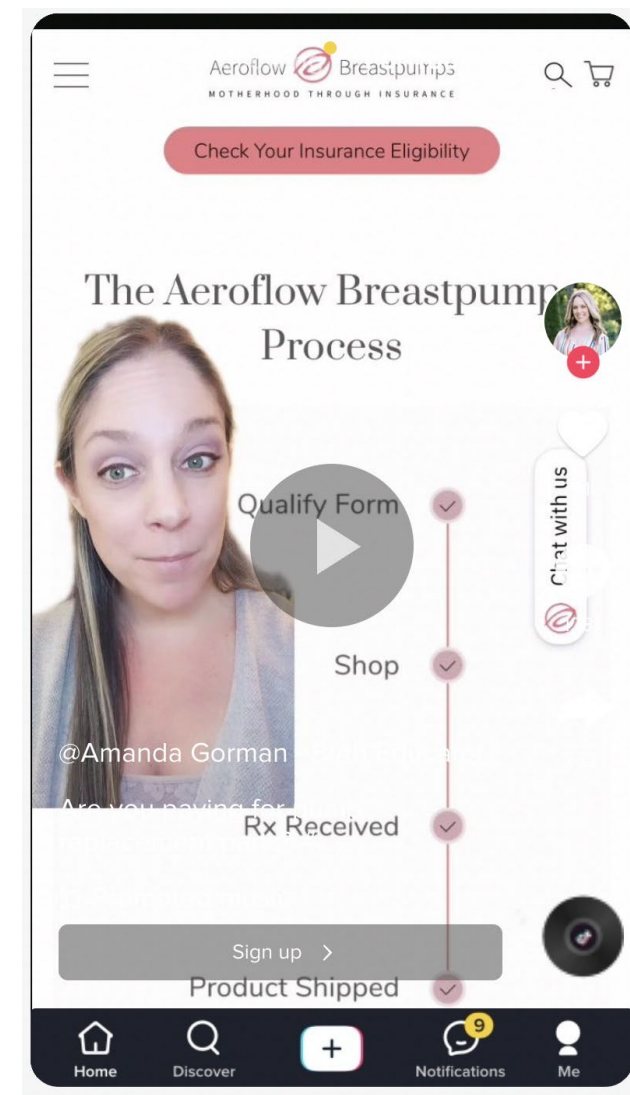
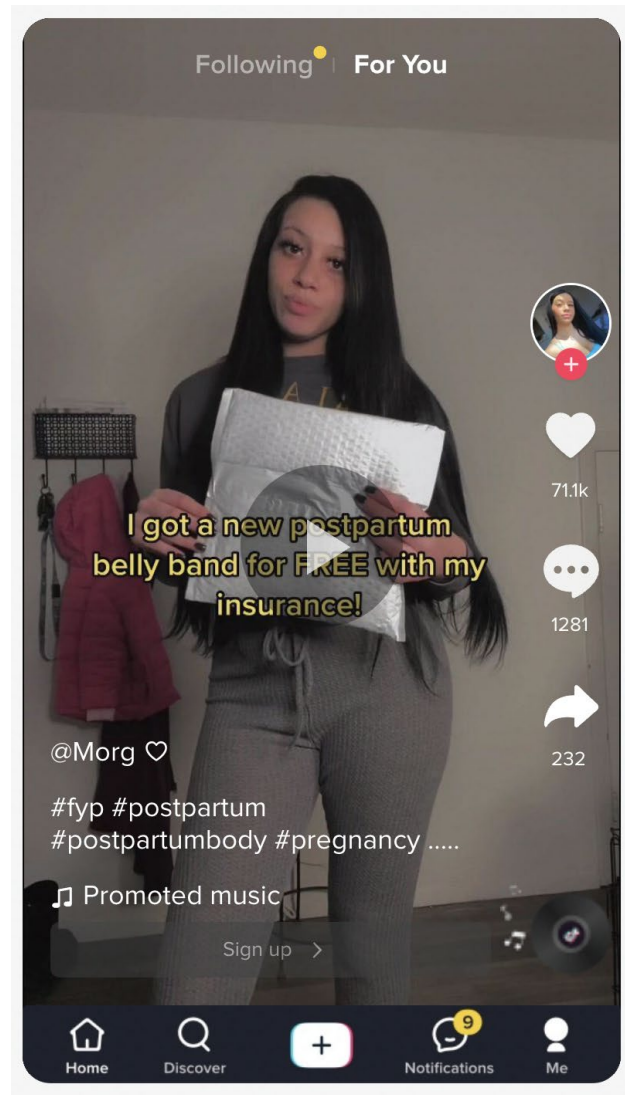
27

WHAT IS INFLUENCER WHITELISTING / DARK POSTS / SPARK ADS?

- Influencer Whitelisting, Dark Post, or Spark Ads for TikTok is a modern method of advertising through an influencer's FB/IG and TikTok page or handles.
- Instead of delivering an ad from your FB/Instagram/TikTok page, you sync a influencers FB/IG/TikTok page to your ad account (to control the ad spend + targeting) and serve ads to your audience from their personal account.
- In return, this helps build trust + credibility and typically increases audience engagement. **30% increase in conversion rates.**



WHAT IS INFLUENCER SPARK ADS?



WHAT IS INFLUENCER WHITELISTING / DARK POSTS?



Cass Dimicco
Sponsored · 🌐

I'm obsessed with my Carah Woven Sandals from [Veronica Beard](#). They're the perfect piece to elevate any summer outfit. ✨



VERONICABEARD.COM
15% Off Your First Order
Enjoy free ground shipping.

SHOP NOW



Anna Borisovna
Sponsored · 🌐

I'm in love with my Jenny Dickey Jacket from [Veronica Beard](#). It's perfectly tailored and looks amazing paired with a sweater or T-shirt.



VERONICABEARD.COM
15% Off Your First Order
Enjoy free ground shipping.

SHOP NOW



Jamie Chung ✓
Sponsored · 🌐

FRAME has the most luxurious denim. I love their new Le Slouch jeans especially, they're the most comfortable pair I've ever worn. ✨



FRAME-STORE.COM
20% Off Code: JAMIE20
Free shipping & returns.

SHOP NOW



The True Spoon
Sponsored · 🌐

I choose Henry Rose because I want luxury but I'm not willing to compromise on my values and neither is Henry Rose. They have fully transparent and 100% safe fragrances. ✨



HENRYROSE.COM
Clean, Luxurious Fragrances
#hidenothing

SHOP NOW

WHITELISTING / DARK POSTS / BRAND CONTENT (BCA)?

Dark Ads

 **Cass Dimicco**
Sponsored · 🌐

I'm obsessed with my Carah Woven Sandals from [Veronica Beard](#). They're the perfect piece to elevate any summer outfit. ✨



VERONICABEARD.COM
15% Off Your First Order
Enjoy free ground shipping.

SHOP NOW

Whitelisting Ads

 **ZOOEY MIYOSHI with Life is Tech USA.**
Sponsored · 🌐

Who knew that Zooney would learn how to code at 8 years old?? We were super impressed to see that Zooney ...See More



CODEILLUSION.IO
Disney Codeillusion | Coding Education with...

SHOP NOW

1K 182 Comments 368 Shares

Like Comment Share

Brand Content

facebook 🔍 🗨️

 **kaibblue with Lalueur Beauty**
Sponsored · 🌐

Being stuck at home doesn't mean your skin has to suffer! This night time cream is perfect.



👍👎👉 Eric Liang and 120 others 23 comments

👍 Like 🗨️ Comment ➦ Share

EDITORIAL WHITELISTING – WHAT’S THAT?



Cass Dimicco
Sponsored · 🌐

...

I'm obsessed with my Carah Woven Sandals from [Veronica Beard](#). They're the perfect piece to elevate any summer outfit. ✨



VERONICABEARD.COM

15% Off Your First Order

Enjoy free ground shipping.

SHOP NOW





...

Armoire vs. Rent the Runway: The Ultimate Clothing Showdown



By
AMY SUN
Apr 7, 2023
Sponsored

I was surveying my work clothing options after two years of WFH and I noticed how much money I've wasted on outfits I barely wear, so I decided to try renting. Rent the Runway initially came to mind until I came across [Armoire](#). Although they seem similar, my experience has shown otherwise.





...

Athletic Greens vs. GEM: Which is Right for You?



By
VALERIE ALVAREZ
Feb 26, 2023
Sponsored

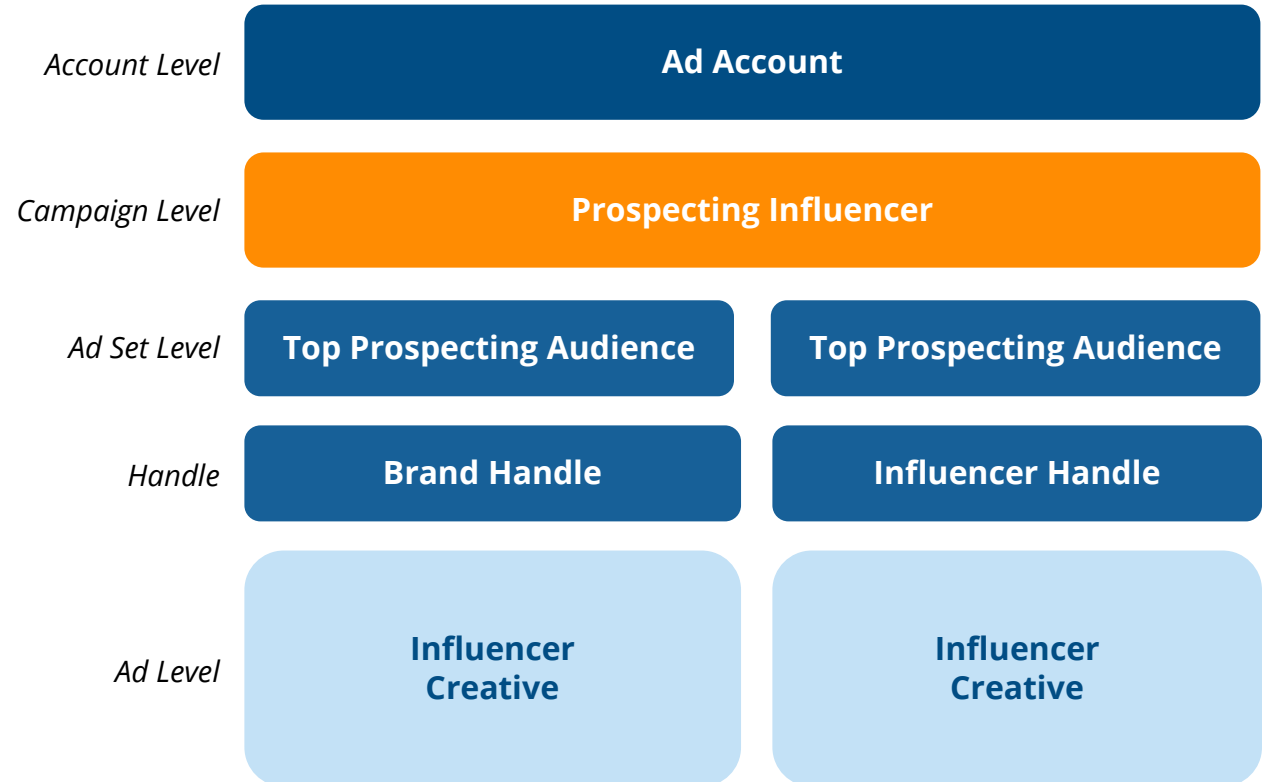


If you are anything like me, looking for a multivitamin supplement that is wholesome, clean, and effective is tough. It seems like many brands out on the market have so many fillers and unwanted

PAID SOCIAL | STRUCTURE FOR CREATOR CAMPAIGNS

Setup Methodology

- Test brand handle vs. influencer handles using the the top performing prospecting audience.
- Top performing ad with brand handle (control) vs. brand handle with influencer, vs. influencer handle with influencer creative.
- Before pausing an Ad, confirm spend 1x cost per purchase goal, minimum 100 website clicks or 1,500 impressions, Cost Per Add To Cart 2x more then most efficient ad.



REPORTING/METRICS ANALYSIS + CUSTOM METRIC – “STOP RATE”

Delivery ↑	Budget ▾	Budget remaining	Amount spent ▾	Cost per purchase ▾	Attribution setting	Purchase ROAS (return on ad spend) ▾	Purchases conversion value ▾	Purchases ▾	AOV	Conversion Rate	Cost per add to cart ▾
Stop Rate	Hook Rate	CTR (link click-through rate) ▾	Link clicks ▾	Cost per unique link click ▾	CPM (cost per 1,000 impressions) ▾	Cost per 1,000 people reached ▾	Frequency ▾	Attribution setting	ATC > Purchase Rate		

- Budget
- Budget Remaining
- Amount Spent
- Cost per Purchase
- ROAS – Return on Ad Spend
- Purchases
- *AOV – Average Order Value
- *Conversion Rate
- Cost per Add To Cart
- *Stop Rate! (Video only) 3 second video views / impressions
- *Hook Rate - 3 second video views / Video Plays
- CTR – Click Through Rate (Unique + Outbound)
- Click - Website Visitors (Unique + Outbound)
- Cost Per Link Click – (Unique + Outbound)
- CPM + CPM-R
- Reach
- Frequency
- Attribution Setting
- Preview Link – Ad Level
- Add To Cart to Purchase Ratio
- *Cost Per Result (Purchase/Cart/Checkout)

Reporting Dashboard (Google Sheets/Looker/etc)

- Budget
- Reporting Dashboard (Google Sheets/Looker/etc)
- Daily revenue / CAC MER / Engine ROAS + pROAS
- Revenue / Orders by new customers vs returning customers
- Daily orders Daily items sold (which is not the same as orders)
- AOV
- CVRs by landing page
- Funnel metrics that show total sessions > to add to cart > to checkout metrics
- The top 5 most visited URLs
- Revenue per session
- Page views
- Percentage of new sessions
- Individual channel ad spend vs individual channel revenue
- Top SKUs sold
- Current shipping costs
- Daily top ad creatives (+ their spend, CPA, and RoAS)
- Revenue by email and SMS
- Open rates and click through rates for email and SMS

REPORTING/METRICS ANALYSIS + CUSTOM METRICS

- Stop Rate - Meta - (3 sec Video Views / Impressions)
- Stop Rate - TikTok - (2 sec, 6 sec Video Views / Impressions)
- Thumbnail Rate - (Video Plays / Impressions)
- Hook-25% Video Retention - Meta - (Video Plays at 25% / 3-second Video Plays)
- Hook-50% Video Retention - Meta - (Video Plays at 50% / 3-second Video Plays)
- Hold Rate - Meta - (Thru Plays / 3-second Video Plays)
- Thruplay CTR - Meta - (Outbound Clicks / Thru plays) * 100
- Average Watch Time
- CTR - Meta - (Unique Outbound Clicks)
- Conversion Rate - Meta - (Purchases / Unique Outbound Clicks)
- *Thumb Stop Click Rate - (Clicks / 2 sec or 6 sec Video Views)
- *Contribution Margin - (Purchase Conversion Value *0.7) - Amount Spent)

REPORTING/METRICS ANALYSIS + CUSTOM METRICS



Phil Kiel • 2nd
Ecom Agency | B Corp Certified - Hello Earth ...
2d • Edited •

Connect

Here's how to view your Gross Profit in Meta ads manager 📌

This is based on attributed revenue so technically it's not real contribution, just what the platform sees.

[Purchase Conversion Value x Gross Profit Margin %] - Ad Spend

Just replace the 0.4 with your % margin below.

Could be helpful to train media buyers into thinking about CM when reviewing performance.

#paysocial

Create custom metric

Name

Contribution Margin

19/100

Format

Numeric (123)

Description - Optional

Describe this metric

0/350

Formula

+

-

×

÷

(

)

(

Purchases conversion value

×

0.4

)

-

Amount spent

Who can access this?

Only you

When you build a custom metric, Meta only performs basic mathematical calculations based on your formula to deliver your result, and does not otherwise add to or modify the metric.

Cancel

Create Metric

Contribution Margin is a crucial metric for direct-to-consumer (DTC) brands, providing a clearer picture of profitability than Return on Ad Spend (ROAS) or Cost per Purchase alone. It represents the revenue remaining after deducting variable expenses, helping to cover fixed costs. Key aspects include:

Fixed vs. Variable Costs: Fixed costs (e.g., rent) remain unchanged regardless of sales, whereas variable costs (like transaction fees) fluctuate with revenue.

Marketing Importance: Contribution margin, which includes variable costs, is crucial for scaling ad campaigns effectively and avoiding financial loss, a risk when focusing solely on ROAS.

Gross Profit and Margin Relevance: Marketers need to work with finance teams to understand how Gross Profit and Gross Margin impact profitability, especially when considering promotions and discounts.

Strategy in Marketing: Marketers should focus on product selection and promotional strategies to enhance Average Order Value (AOV), as they cannot influence fixed costs.

Calculating Contribution Margin: This requires collaboration with finance teams to comprehend Variable Expenses and to model different scenarios based on Customer Acquisition Cost (CAC) and AOV.

Ad Strategy Application: The contribution margin is used to identify ads that are scalable over time, effectively turning each ad into a productive sales agent.

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37

META + TIKTOK PLATFORM BUILDOUT

Campaigns Creative Analytics LLC - TEST (33765... Updated 16 minutes ago Discard drafts Review and publish

Search and filter May 13, 2022 - May 20, 2022

Campaigns Ad sets Ads

+ Create Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

Off / On	Campaign	Delivery	Bid strategy	Budget	At sett	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Link clicks	Website purchases
☐	Prospecting - Primary - Conversions	Off	Using ad set bid...	Using ad set bu...	7..	Website Purchase	---	---	Per Purchase	\$0.00	Ongoing	---	---
☐	Prospecting - Social Engagers - Conversions	Off	Using ad set bid...	Using ad set bu...	-	---	---	---	---	\$0.00	Ongoing	---	---
☐	Retention - Conversions	Off	Using ad set bid...	Using ad set bu...	7..	Website Purchase	---	---	Per Purchase	\$0.00	Jun 15, 2022	---	---
☐	Retargeting - Conversions	Off	Using ad set bid...	Using ad set bu...	7..	Website Purchase	---	---	Per Purchase	\$0.00	Jun 15, 2022	---	---
☐	Prospecting - Staging - Conversions	Off	Using ad set bid...	Using ad set bu...	7..	Website Purchase	---	---	Per Purchase	\$0.00	Ongoing	---	---
Results from 5 campaigns					7..	Website Purchase	People	Total	Per Purchase	Total Spent		Total	Total

Ad Set Level – Naming

- Prospecting: Audience Detail – Date - Size
- Prospecting: Audience Detail – Date - Size
- *Prospecting: Audience Detail – Date - Size
- Remarketing: Audience Detail – Date - Size
- Remarketing: Audience Detail – Date - Size
- Retention: Audience Detail – Date - Size

META + TIKTOK PLATFORM BUILDOUT

Create new

Use existing

Simplified mode ?

Custom mode ?

Advertising objective ?

Awareness

 **Reach**
Show your ad to the maximum number of people.

Consideration

 **Traffic**
Send more people to a destination on your website or app.

 **Video views**
Get more views and engagement for your video ads.

 **Community interaction**
Get more followers or profile visits.

Conversion

 **App promotion**
Get more users to install and engage with your app.

 **Lead generation**
Collect leads for your business.

 **Website conversions**
Drive valuable actions on your website.

Continue

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39

META + TIKTOK NAMING CONVENTIONS

Campaign Level – Naming

- Prospecting – BAU – Conversions
- Prospecting – Creative Testing – Conversions
- *Prospecting – Social Engagers - Conversions
- Remarketing – Conversions
- Remarketing – Conversions - DPA
- Retention – Conversions

Ad Set Level – Naming

- Prospecting: Audience Detail – Date
- Prospecting: Audience Detail – Date
- *Prospecting: Audience Detail – Date - Size
- Remarketing: Audience Detail – Date - Size
- Remarketing: Audience Detail – Date - Size
- Retention: Audience Detail – Date - Size

Ad Level – Naming

- Ad - 1 – Video or Static – description of video

TABLE OF CONTENTS

The History & Evolution of Performance Creative (ads) on Paid Social.

- Reviewing the Top Performing Ads
- Why User-Generated Content is the best thing to happen to advertising and why it's here to stay.
- What is Crossover Creative?
- Creative Metrics 101
- Top 10 Crossover Creative Hooks Ads
- The Hook & Questionnaire List

Getting Started with Ad Creation & Script Writing

- Research Method + ChatGPT
- Formula - Educate, Demonstrate, Inform, and Entertain" (E.D.I.E)
- Formula - 3 Reasons To Buy
- Script Building – Basic Version (Creator Edition)
- Script Building – Advanced Version
- Video Ad Lengths, Dimensions, Safe Zones, & FAQ's

Creative Testing Process Best Practices.

- Creative Testing Campaign / Ad Set Structure
- How much budget should be allocated to creative testing

Creative Testing Process Best Practices. (cont.)

- When to pause or continue iterating on an ad showing promise
- Run Off Test

Measuring Creative Success & Failure.

- How to interpret creative metrics and create actionable insights
- Why the first 3 seconds are so important in your ad creatives. Stop Rate!!
- Thumbnail / Video Cover Image Testing

Iteration Process & Avoiding Ad Fatigue.

- Explain Unicorn – Mini-Unicorn Process.
- Examples of using the Creative Playbook to create Iteration of top performing ads or ads that are close to the KPI goal.
- Iteration Best Practices.
- What is Ad Fatigue and how its measured?

How to get started with User-Generated Content.

- Which services to use for UGC, and what to look for in a content creator + video content editors
- Should you be looking at a creator marketplace or should you find creators on your own?
- META + TikTok Creative Ad Library

CALENDAR OF UPCOMING WORKSHOPS

- See a full list of upcoming live online and all recorded workshops:
<https://dmanc.org/digital-marketing-certification-workshops/>

Certification



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- Your feedback is very important to us.
- We look at each survey and use the input to improve the class and plan future workshops.
- We value your time, so we'll send you a \$10.00 Amazon eGift card as a thank you for completing the survey.
- Your Amazon eGift card will come from gc-orders@gc.email.amazon.com (please whitelist). If you don't see it check Junk/Spam folders or contact us using the DMAnc.org website Contact Form.



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THANK

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