

# Scaling Bootcamp

Data, Data, Data



# Hello!

*I am **Tanner Stolte***

I'm here because we love Facebook Advertising.

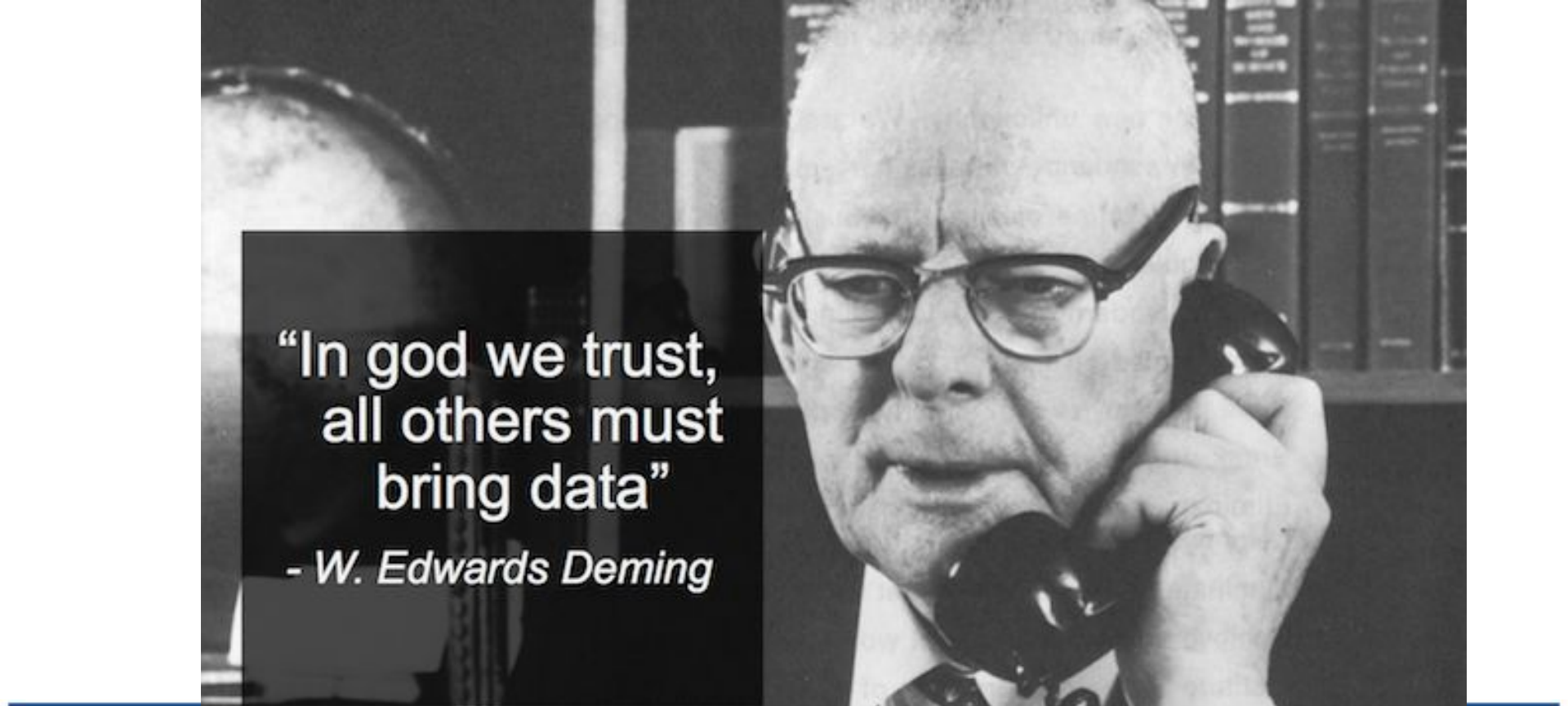
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# Assessing Results

Looking at the data to determine next steps

*“Without data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway.”*  
*- Geoffrey Moore*

“

A black and white photograph of W. Edwards Deming, an older man with glasses, wearing a suit and tie, talking on a rotary telephone. He is looking slightly to the left. The background shows a bookshelf with several books. A dark rectangular box is overlaid on the left side of the image, containing white text.

**“In god we trust,  
all others must  
bring data”**

*- W. Edwards Deming*



## The Benefits & How Often to Measure

- Clear insight into what's going on
- Next steps are a breeze
- You save SO MUCH MONEY
- Let it rest for 2-3 days depending on spend
- Try to get up to 100 link clicks min.
- Spend about \$500 if you can
- Change, then rest, change, then rest



# Numbers Reporting

Date Launched	Client Name/ Campaign Name	Goal	9th -15th	Cost Per	Spend	26th-31st	Cost Per	Reach	Audience/Pixel Size
	<b>PBS Video</b>		12	\$64.79	\$582.02			14,475	
	Web Traffic		9	\$32.21	\$289.88			7,881	
	American Association for Cancer Research		3	\$97.38	\$292.14			6,594	
	<b>Lead Ads   New Copy Test</b>	< \$50	380	\$28.02	\$11,315.47	310	\$28.02	28,965	
	Cancer Awareness - Testim. & New Images - Copy 2		86	\$14.00	\$1,004.58	70	\$14.35	110996	
	Stand Up To Cancer - Copy		33	\$36.05	\$974.95	33	\$29.54	18,903	
	Joyce Meyer		21	\$56.79	\$980.22	21	\$46.68	35629	
	Cancer Hospitals Stacked - New emojis - Copy		13	\$63.91	\$1,435.73	46	\$31.21	3,332	
	Lookalike of Client List (1%)		60	\$28.82	\$1,428.72	65	\$21.98	132,376	
	Lookalike of web traffic (1%)		65	\$26.62	\$1,432.18	51	\$28.08	120,828	
	Leukemia & Lymphoma		63	\$27.40	\$1,431.27	24	\$59.64	105,766	
10/19/17	<b>Messenger Ads</b>		382	\$1.40	\$533.22	416	\$1.37	27,493	79,000
	Saw Lead Form But Didn't Fill It Out		137	\$1.35	\$203.63	157	\$1.35	28425	
	Short Form   Cancer Awareness - Copy		58	\$1.16	\$70.08	61	\$1.16	999	
	Short Form   Lookalike of Web Traffic (1%)		60	\$1.44	\$70.34	49	\$1.44	634	
	Short Form   Lookalike of Client List		45	\$1.32	\$67.93	55	\$1.32	715	
	Short Form   Leukemia & Lymphoma		26	\$1.63	\$54.40	43	\$1.63	568	
	Short Form   Cancer Hospitals		56	\$1.45	\$66.84	51	\$1.45	888	



# Optimization







# Troubleshooting

## TROUBLESHOOTING GUIDE

 <p>The Slacker</p>	<h3>Low Click Through + Low Results</h3> <ul style="list-style-type: none"><li>- Are your ads set up correctly? (i.e. you aren't targeting men with an ad for lipstick)</li><li>- Rethink your messaging. Is it truly speaking to the pain points of your audience? You may need copy and/or images. Is there a similar top-performing campaign you can mirror?</li><li>- Could you audience be more targeted? (i.e. adding a lookalike)</li><li>- Does your audience need to be less specific? (i.e. removing interests)</li><li>- Check frequency &amp; reach. Have you already reached everyone in your audience and need to test a new audience?</li></ul>
 <p>The Imposter</p>	<h3>Good Click Through + Low Results</h3> <ul style="list-style-type: none"><li>- Double check that tracking is set up correctly.</li><li>- Check functionality of the landing page (i.e. no errors, etc.)</li><li>- Is your landing page/context card congruent with your ads?</li><li>- Should you test switching to conversion ads/lead ads?</li><li>- Is your frequency over 2 on newsfeed or mobile? Do you need to test a new audience?</li></ul>
 <p>The Budget Buster</p>	<h3>High Spend + Low Results</h3> <ul style="list-style-type: none"><li>- Double check that tracking is set up correctly</li><li>- Check functionality of the landing page (i.e. no errors, etc.)</li><li>- Click through rate (see below)</li><li>- Mobile vs desktop, Age &amp; Gender, Placement - could something be cut? For older campaigns you may need to dive deeper into other breakdowns.</li><li>- Is your budget too high?</li></ul>
 <p>Failure To Launch</p>	<h3>Low Spend + Low Reach</h3> <ul style="list-style-type: none"><li>- Is your budget high enough?</li><li>- Is your audience large enough?</li></ul> 



# Thanks!

Any **questions** ?

You can find us In the LS Mastery Group

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