

BRANDS
AND RETAILERS

Make your Instagram & Facebook a success



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Make your Instagram & Facebook a success

FOREWORD

COUNTING MORE THAN 2.7 BILLION MONTHLY ACTIVE USERS (MAUs) ON FACEBOOK AND 1 BILLION MAUS ON INSTAGRAM, THIS ECOSYSTEM IS THE NUMBER ONE SOCIAL NETWORK GLOBALLY.

As e-commerce is increasingly attractive to consumers, brands and retailers are spending more and more of their advertising budget in this sector. Let's take a second to consider that e-commerce surpassed 3.5 trillion U.S. dollars worldwide in 2019.

Having made this observation, Facebook banked on advertising rather quickly as a source of income, which is now its primary economic model. Today, Facebook proclaims 9 million advertisers. The income generated by advertising alone in the first quarter of 2020 represents over 17.4 billion dollars, more than three-quarters of which derive

from mobile advertising. Facebook's advertising power is mainly reflected through the data which the social network collects daily from its members. This data allows advertisers to create targeted advertising and generate as much return on investment (ROI) as possible.

Projects are overflowing at Facebook with the creation of the 'Buy' button, implementation of Dynamic Ads, not to mention the recent launch of Facebook Shops. In the same spirit, Facebook acquired Instagram in 2012, fortifying its mobile presence and increasing its audience by targeting a different market. The network

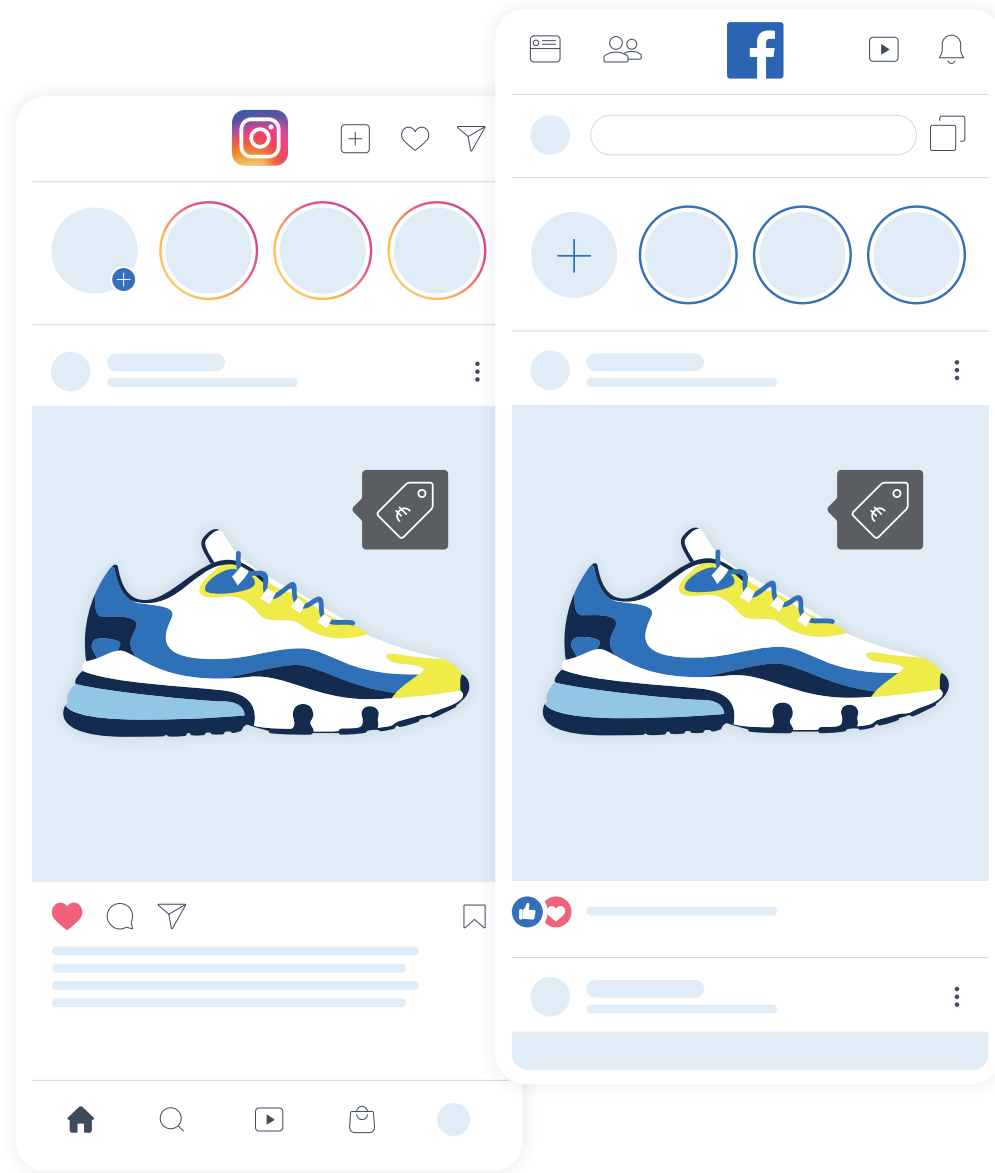
launched Business Profiles, Shops on Instagram in 2020: the network is constantly developing and monetizing its platform.

Despite heightened competition in the world of social networks due to newcomers such as TikTok, and regardless of challenges related to data confidentiality, the network continues to grow and lean on its dominant 'social commerce' platform position in the sector.



1

Introduction to Facebook Dynamic Ads and Instagram Shopping



IN THIS CHAPTER

- A** Social as a growth vector for e-commerce 10
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- C** Instagram Shopping 22

A

SOCIAL AS A GROWTH VECTOR FOR E-COMMERCE

Over the last few years, social networks have majorly developed to become the essential way for brands and retailers to display advertisements and better target consumers. Facebook and Instagram are at the helm of this growth vector.

Let's take a look at these two levers, which have become essential in terms of e-commerce strategy.



1

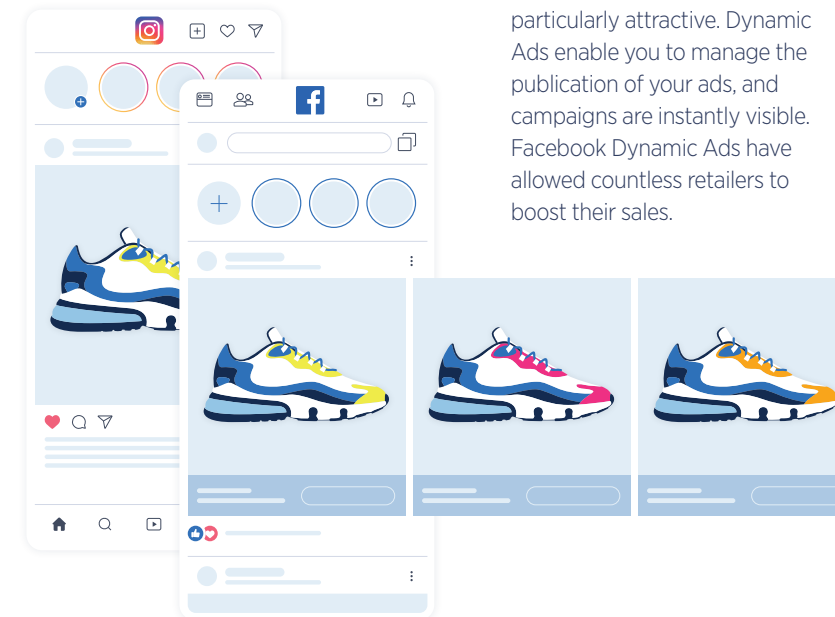
OVERVIEW

Facebook launched Dynamic Ads in February 2015. The platform's first advertising format gave retailers a chance to promote and highlight their products quickly, easily, and dynamically on the social network, directly from their product catalogs.

Today, the feature allows you to personalize your advertising campaigns throughout the customer journey, from the initial product discovery to the final purchase, by implementing retargeting campaigns (previously managed by partners of the social network) and/or acquisition. Even if it was already possible to carry out 'product' advertising campaigns on Facebook, they were limited in terms of personalization, targeting relevance, and the formats weren't particularly attractive. Dynamic Ads enable you to manage the publication of your ads, and campaigns are instantly visible. Facebook Dynamic Ads have allowed countless retailers to boost their sales.

During the first quarter of 2018, Facebook added Instagram Shopping to the list of Dynamic Ad levers for retailers. For the first time, Instagram authorized outgoing links (outside the account bio), enabling Business accounts to facilitate the purchase of their products. Standard posts can include up to 5 products, and up to 20 products can be featured in the Carousel Ad format (presentation of a series of images that users can scroll horizontally).

One or more products are displayed in the form of images, with the product name, price, and a direct link to the e-commerce website. Since the launch of this format, Instagram has been testing new tools, at times made available only to the most popular accounts: Shopping format in Stories, Localized Catalog for Instagram Shopping, Instagram Checkout, etc. Innovations are frequent and the platform keeps evolving.



REASONS TO ADVERTISE YOUR PRODUCTS ON FACEBOOK AND INSTAGRAM

2

Facebook and Instagram for advertisers



Reach new and wider audiences on the number one social network globally



Publish quality ads to increase your brand notoriety



Set up precise B2C or B2B targeting



Carry out personalized campaigns with a monitored CPC or CPM budget

Main advantages of Dynamic Ads

SAVE TIME

Dynamic Ads are created directly from your product catalog, saving you time designing ads and allowing you to showcase all your products through creative content without having to configure each ad individually. All you need to do is enter a certain number of variables from a dedicated product catalog to be applied to your ads automatically.

SCALABLE ADS THAT ARE ALWAYS VISIBLE

As your product catalog evolves (adding or removing products, price changes, etc.), product ads automatically adjust to the updates. There is little room for risk when creating ads from the information provided via your product catalog, and your clients are displayed relevant and up-to-date products. This format allows you to continuously reach your target at the right moment while only having to configure your advertising campaign once!

CROSS-DEVICE IMPACT

Dynamic Ads are displayed on all the devices used by your target (computer, smartphone, tablet) regardless of how they initially discovered your brand. Increase your visibility among the audience you target and achieve unified statistics. You can also cross-sell or upsell through this advertising format to increase the value of your shopping cart.

RELEVANT MESSAGING

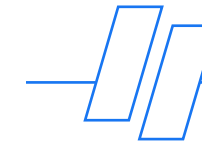
Based on retargeting and acquiring clients through similar profiles, Dynamic Ads make your product catalog highly visible by suggesting product ads that might be of interest to members, depending on their purchasing habits. By displaying relevant ads, you will encourage more users to order.

PERSONALIZATION

Dynamic Ads lets you customize the way your ads are displayed depending on the maturity of your customers. Thanks to this dynamic ad format, linked to your product catalog, you advertise suitable products to consumers throughout their shopping journey, from product discovery to the final purchase.

MONETIZATION OF YOUR BRANDING TOOLS

The product catalog used for Facebook Dynamic Ads is also linked to Instagram. Instagram has become essential for brands (particularly in sectors like fashion or home decoration) to develop storytelling via quality photos and videos. The use of these branding supports to generate online traffic is key and facilitated by the connection of your Facebook catalog.



Facebook Dynamic Ads account for over 70% of Facebook purchases for one of my clients in the furniture sector. That proves how effective such a campaign is. The conversion rate is close to 3% while the average conversion rate across all types of Facebook campaigns on the account is 1.39%.

LAETITIA CHAMBON

Senior Account Manager at Labelium Bordeaux



B

FOCUS ON FACEBOOK DYNAMIC ADS

1

DEFINITION AND REQUIREMENTS

Facebook Dynamic Ads highlight brands and retailers' products online, created automatically and directly from their catalog. Facebook creates your Dynamic Ads through an advertising model using images and information present in your product feed. Requirements:

1

A Facebook Business Manager account

2

A product feed with information on the items you wish to highlight

3

Implement the Facebook Pixel. (This is an HTML code that must be installed on your website, allowing you to track visitor trends and measure the effectiveness of your ads while creating audiences for your advertising campaigns.)

Once your feed has been implemented, you can:



Create Dynamic Ads



Use the Buy button on Instagram



Add products to your Facebook Shop



Create Dynamic Mobile Ads using the 'Collection' format

SPECIFICITIES OF FACEBOOK DYNAMIC ADS

TARGETING

You can automatically or manually target your ads. Reach visitors to your website or internet users who express an interest in products that are similar to yours (even if they haven't visited your website) based on the following criteria: centers of interest, preferences, location.

DISPLAYING YOUR PRODUCTS

Choose to present individual or grouped products with the Carousel format. This format allows you to highlight a single product from various angles, or present various products with an image, description, and URL redirection. To make it easier to publish ads, Facebook helps you configure a single ad template that automatically gets updated as the product catalog evolves.

OPTIMIZED IMPLEMENTATION

Showcase all of your products through a single ad format, without having to configure each ad individually. Ads are visible in the News Feed on desktop and mobile, Facebook's audience network in the marketplace and advertising inserts are positioned in the right column on desktops. It is also possible to serve these ads on Instagram. Ads in the News Feed perform better, especially on mobile devices.

INVOICING

The compensation model for these ads is mainly through CPC (cost per click) or CPM (cost per thousand impressions). Note that the CPC model's advantage is that the advertiser pays based on the number of clicks each ad receives, which highlights the interest shown by users. It is possible to set targeting bids automatically or manually.

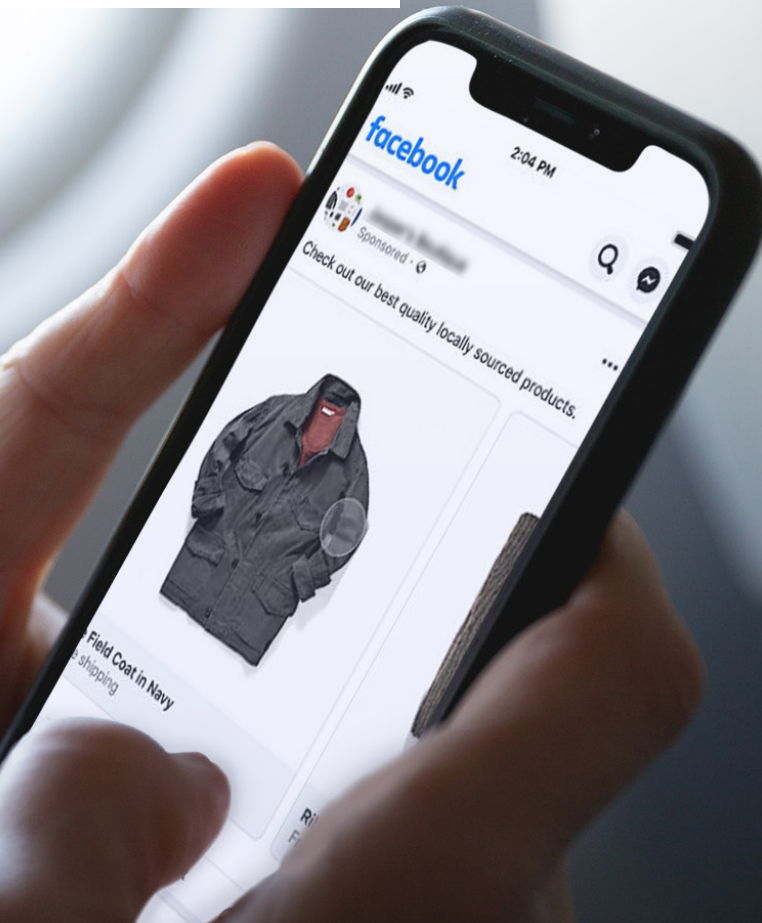
THE REMARKABLE PERSONALIZATION OF FACEBOOK DYNAMIC ADS HAS TURNED SOCIAL NETWORKS INTO A KEY CHANNEL TO ADDRESS CONSUMERS, AND ABOVE ALL, CONVINCED THEM TO PURCHASE.

DYNAMIC ADS TO INCREASE POINT-OF-SALE TRAFFIC (PREVIOUSLY KNOWN AS DYNAMIC ADS FOR RETAIL)

In recent years, mobile's share in online advertising has increased. Spend on mobile advertising should surpass \$280 billion US dollars by 2022!

In this flourishing market, Facebook is the second most used app every month, right behind WhatsApp and ahead of Facebook Messenger and Instagram. The Facebook group owns the four most downloaded apps of the decade.

Facebook understands the game: it's essential to be omnipresent and mobile-centric in a world where consumers use multiple channels at the same time.



Two numbers to bear in mind

67%

of consumers like businesses
who personalize ads and content
based on location

70%

of consumers visit a store
after finding information
online

Retailers use Facebook Dynamic Ads to increase point-of-sale traffic to display a selection of products to users near one of their stores. These ads are displayed in the Carousel format.

With just a click, users can find nearby stores with a specific item in stock, identifying both its price and availability. A product description, a geographical map, and the contact details of the nearest store are displayed within the app. The user can either buy the product online or Click & Collect the product at the point of sale.

ADVANTAGES

Ideal for boosting traffic for your business, this advertising format helps boost your sales and schedule appointments with your customers in-store.

Accessible on mobile, advertising is directly integrated into users' News Feeds. Geolocated and displayed in real-time, ads instantly respond to users' searches.

Prioritize your omnichannel strategy by favoring a channel that is increasingly part of the consumer buying journey.

This format meets the growing demand of buyers who require brands to be increasingly flexible. They want the option to purchase the item in-store or order it online.

If you haven't set up your e-commerce site yet, this advertising format allows you to make your products visible online.

IDEAL FOR BOOSTING TRAFFIC FOR YOUR BUSINESS, THIS ADVERTISING FORMAT HELPS BOOST YOUR SALES AND SCHEDULE APPOINTMENTS WITH YOUR CUSTOMERS IN-STORE.

Set up Dynamic Ads to increase point-of-sale traffic (previously known Dynamic ads for retail).

- **Before creating your ads, fill out the store locations' on Facebook, in addition to your opening hours**
- **If you have a Dynamic Ads feed, you must still create a new Dynamic Ads feed with a point of sale (previously known Dynamic ads for retail) traffic target per store, dedicated to your products in-store, and lean on the notion of stock**

WHAT IS INSTAGRAM SHOPPING?



1

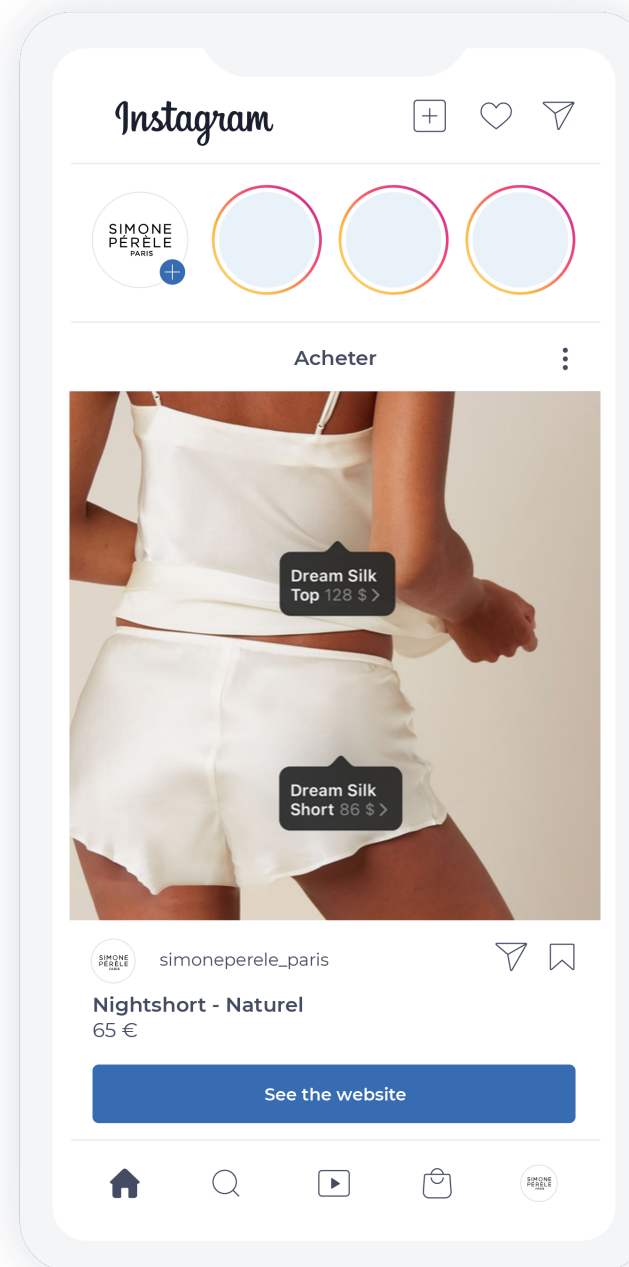
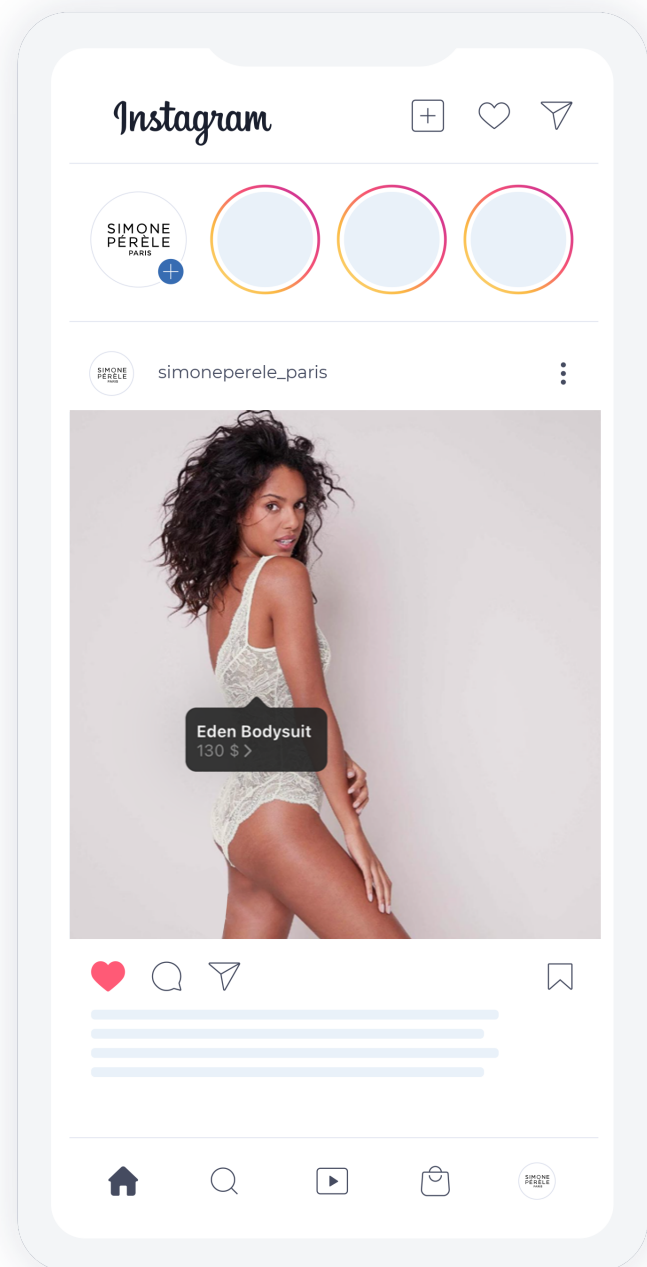
WHAT IS INSTAGRAM SHOPPING?

INSTAGRAM COUNTS OVER 1 BILLION MAUs WORLDWIDE, MORE THAN 500 MILLION ACCOUNTS FOLLOW AT LEAST ONE BUSINESS ACCOUNT.

To enable brands and retailers to easily promote their range of products and lead users to purchase, Instagram rolled out Instagram Shopping. Suitable for all devices, Shopping ads are visible in the Instagram Feed and the Shop tab on your Business profile.

Shoppable Post is the most popular Instagram Shopping format. It allows brands to tag products on their posts and make them visible directly on the image.

Consumers click on the tagged product and are redirected to a native product page on Instagram with a detailed product description (dedicated showcase).



A Call to Action redirects users to the retailer's website to complete their transaction or check out other products in the range.

It is key that you highlight strategic products with the advertiser: this format allows you to tag up to 5 products per post.

You can use commercial events throughout the year to optimize your use of the format: new product launches, Halloween, Christmas, Mother's Day, etc.

For accounts with a large audience, this is a serious opportunity to be taken advantage of. The potential (and very targeted) generated turnover is significant.

AD FORMATS ON INSTAGRAM SHOPPING

2

In 2021, Instagram provides brands and retailers various formats to highlight their products. In addition to the Shoppable Post, here are the most important formats:

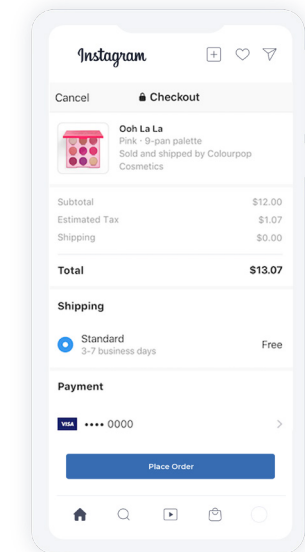
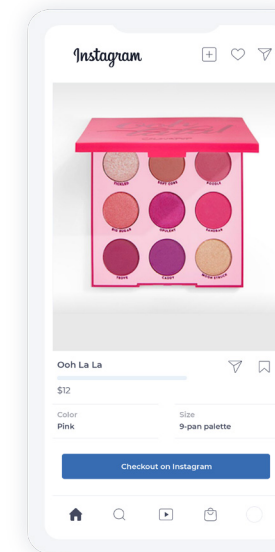
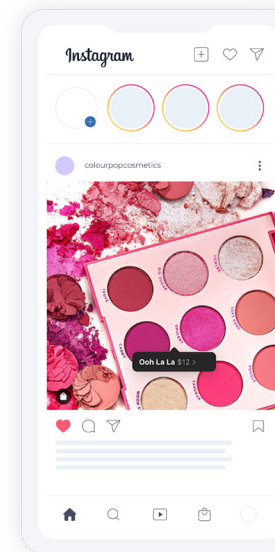
SHOPPABLE STORIES

Following the same model as Shoppable Posts, Shoppable Stories allow brands to insert links within their stories. The key difference with Story format is that it provides more creative elements: alternating polls, videos, images, and the Swipe Up feature to redirect users. Stories are popular with brands. Almost a third of the most viewed stories belong to brands and 85% of their stories are viewed in their entirety. An impressive rate! Users readily adopt new brands—60% say that they discover new brands or products this way.



CHECKOUT ON INSTAGRAM

The native checkout format is currently only available in the United States and for selected brands. However, this allows us to anticipate the platform's future developments. The objective is to remove any friction that can get in the way of a sale by keeping the user on Instagram: payment, tracking, shipping notifications, registration of bank and postal details, etc. Eliminating the risk of abandonment between the platform and the site is always good news for brands.



INFLUENCER TAGGING

Instead of limiting product tags to proprietary brands, Instagram opened up the use of product tags to influencers. According to ‘social proof’ theory, seeing a product on another person (and a person you follow and admire) makes the product all the more appealing! This is an extremely effective weapon of persuasion for brands that are particularly fond of this kind of campaign.

SHOPS ON INSTAGRAM

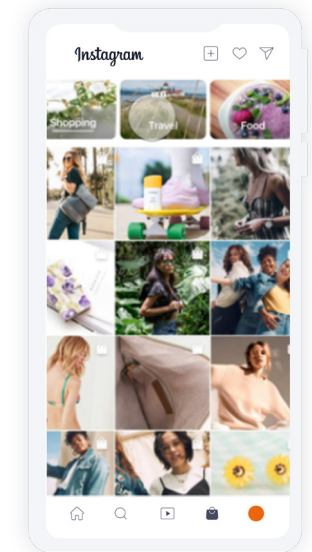
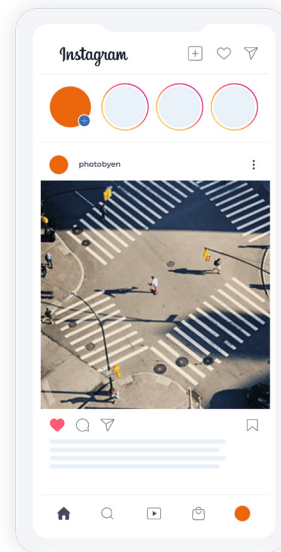
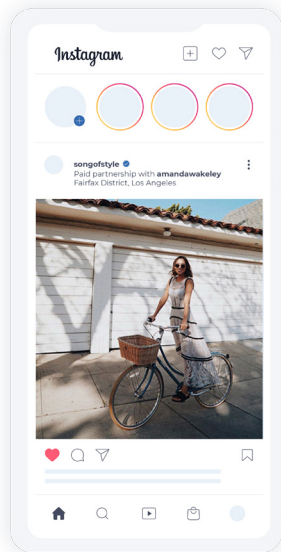
Shops on Instagram are an essential tool for branding on Instagram since your entire product catalog is available to users who can click to be redirected to your site. The Shop is a tab on your Instagram account, but products can also appear in users’ feeds when they search for similar products.

AUGMENTED REALITY

More recently, we have seen the emergence of augmented reality filters allowing brands to create a variety of effects. The main use is to allow users to virtually try your products. This is not accessible to all brands, but will certainly be one of the platform’s assets in the near future.

EXPLORE SHOP

Instagram users can explore the ‘Shop’ tab at the bottom right of the app. They will see products that correspond to the brands they follow or the products they have previously viewed. This is how many users discover new brands. Besides making your catalog available on your own profile, it is also a way of acquiring new clients organically, who view similar products.



ZOOM ON LOCALIZED CATALOG FOR INSTAGRAM SHOPPING

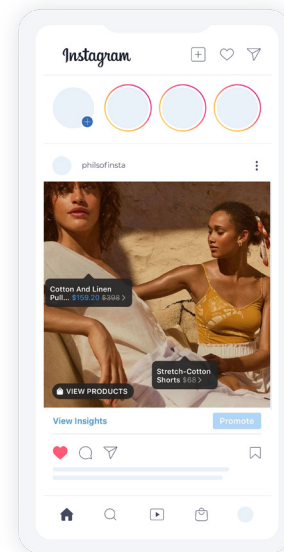
Facebook has developed a localized catalog feature, which lets you adapt your product catalog and display personalized ads based on the country of distribution.

The most common configurations are: adapting to the country's language, currency, price, title, and description.

This feed was developed for international retailers who have only one Instagram account. The development of this solution is also part of Facebook's roadmap, which focuses on centralizing assets and information in the Business Manager, to facilitate the management of organic and paid activities via the Commerce Manager interface.

When adding localization information to your catalog, you can redirect the customer to the local domain, and adapt the currency and language.

On a single Instagram post, you can display the product description in English and price in dollars to US consumers, or in Italian and Euros for example.



IMPLEMENTING LOCALIZED CATALOG FOR INSTAGRAM SHOPPING

To implement the Instagram Localized Catalog, you must create a new catalog in the Business Manager.

The idea is to add local data for products and create multiple data sources containing specific information:

- **Create a Primary Feed. We recommend using an English feed for your Primary Feed as the currency will be in dollars since Instagram Checkout is only available in the United States for the time being. This feature should be extended to other currencies soon enough**
- **A Language feed for each desired language**
- **A Country feed for each country to be configured**

Please note that it is necessary to approve products by country in the main feed, otherwise they will be automatically refused. It is therefore important to make sure to select your largest product catalog in terms of product volume as your main catalog. It is important to select the largest product catalog in terms of the product volume as the main catalog. The product ID is going to be extremely important in terms of correspondence between the feeds.

This feature enables you to obtain all the information in each language entered on your product sheets and to have international coverage directly in the Business Manager.

Note that Instagram Localized Shopping is a feature subject to whitelisting by Facebook.

OUR EXPERT ADVICE

The key points to remember about Instagram Localized Shopping:

- **A common product ID is required for all countries**
- **You must use one of your countries as a Primary Feed, which should contain all products available in the other countries**
- **New Facebook products such as Instagram Shops will soon be compatible with the Instagram Localized Shopping feed. This will make it possible to have a Dynamic Shop based on the user's GPS location**
- **The new Instagram Checkout service (currently being tested in the US) allows users to buy products directly in-app. This service requires a Localized Catalog**
- **It can be predicted that other future services may require a Localized Catalog feed**



Currently, Facebook is changing a lot of elements in terms of the product catalog connection with Instagram. It looks like Facebook wants to go further by turning to GPS location and in-app checkout. The main problem is that it is only possible to connect to a single product catalog. If you only have a global Instagram account, as many retailers do, this raises several problems: Which language should you prioritize? Which currency should be displayed?

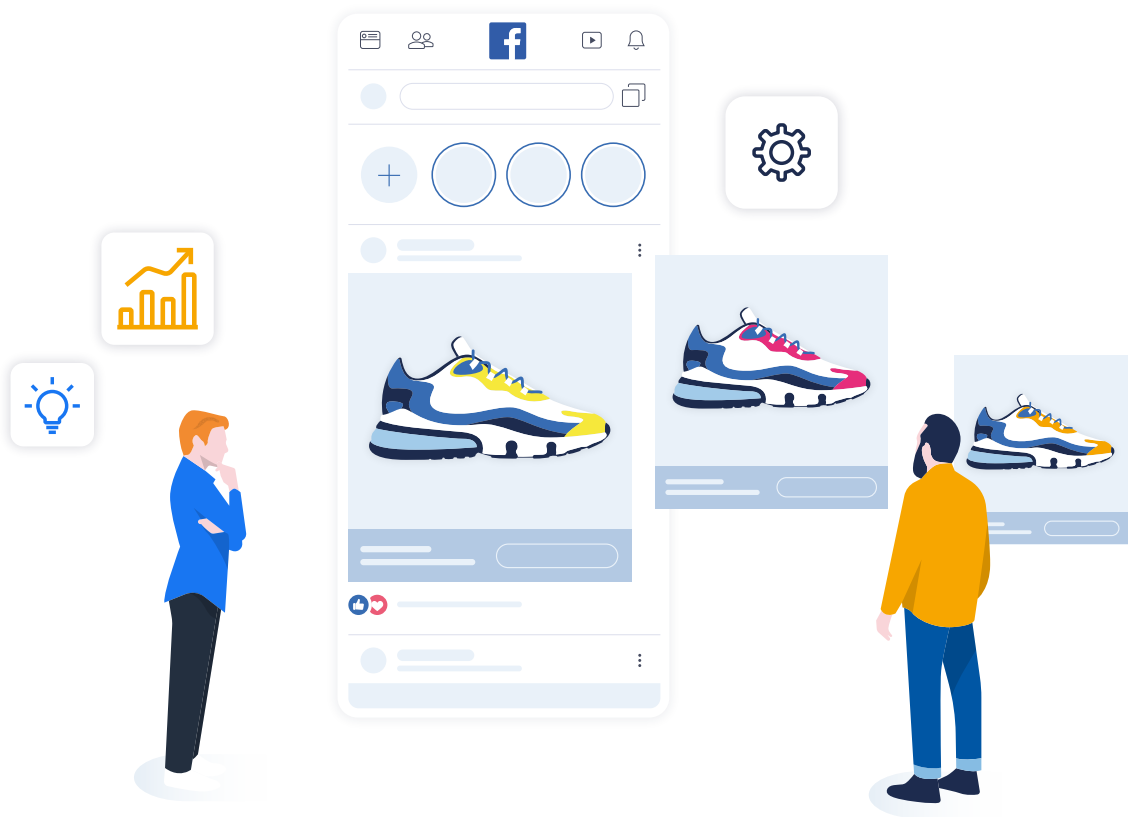
LÉA PASQUERAULT

Team Leader and Instagram Specialist at Feed Manager

A new product catalog format has now been introduced: Localized Catalog for Instagram Shopping. The idea is to create a master catalog containing all the product references with data by country and by language. The advantage is that you can display the right language and the right currency for the products tagged in a post, according to the user's geographical location. Thanks to Lengow, Feed Manager was able to easily calibrate this type of catalog.



Create and optimize your Dynamic Ads



IN THIS CHAPTER

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A

CONFIGURE YOUR FACEBOOK DYNAMIC ADS AND INSTAGRAM SHOPPING FEEDS

CREATE YOUR DYNAMIC ADS IN 3 STEPS:

- 1** Upload your product catalog in Business Manager
- 2** Install or modify your Facebook Pixel
- 3** Configure your advertising model (bidding, targeting, etc.) in Facebook Ads Manager

BEFORE YOU START, A FEW REQUIREMENTS TO SET UP ADVERTISING CAMPAIGNS ON INSTAGRAM AND/OR FACEBOOK:

- 1** A Facebook Page
- 2** An Instagram account
- 3** A Business Manager account for your company and administrator access
- 4** An advertising account or a link to an advertising account
- 5** Last but not least: a product catalog! In most cases, you can use the feed you send to other price comparison websites

BUSINESS MANAGER ACCOUNT FEATURES

The Business Manager account allows you to securely manage all your business resources on Facebook (Page, advertising account, product, catalog, and application). You can authorize people to work on them.

If you are already using an advertising account, it is strongly recommended that you switch to Business Manager if:

- **you have several advertising accounts**
- **you have more than three pages**
- **several people are responsible for managing your presence on Facebook and Instagram**
- **you work with a partner**

The Business Manager keeps your business and personal activities separate from one another. For example, the notifications are sent to your work email address, not your personal address. For agencies, this is how you can easily access your clients' Facebook and Instagram resources. Ask them to access their Pages and ad accounts directly through the Business Manager.

To send your product feed to Facebook and Instagram, you need to go through your Facebook Business Manager account, to create or delete your product catalogs and give permission to various users. The administrator manages the entire account but also gives access to their colleagues. If you grant someone access to an advertising account for advertising purposes but wish to maintain control over the payment method, then appoint the Advertising Account Advertiser. The analyst can only view advertising account reports.

**THE BUSINESS MANAGER ACCOUNT
ALLOWS YOU TO SECURELY MANAGE
ALL YOUR CORPORATE RESOURCES
ON FACEBOOK AND INSTAGRAM.**

PREPARE YOUR PRODUCT CATALOG



Your product catalog (or product feed) is the list of products you wish to highlight on Facebook and Instagram. The different attributes of your products will be used to create your ad: product ID, title, description, availability, landing page URL, etc.

Send all or a part of your product catalog to Facebook and Instagram.

You can use the product catalog you're already using on other marketing channels such as Google Shopping and upload it directly in the Business Manager or via platforms such as Lengow. By preparing your catalog on Lengow (regardless of your catalog's size), you will have an organized and well-structured product feed and increase sales by sending quality and optimized information. The initial quality of your data is paramount to quickly gain efficiency and performance.



Product catalogs used by retailers are optimized for their websites, using SEO logic and linkage around the structure of the e-commerce website. If you use this catalog on Facebook Dynamic Ads and Instagram, you may not obtain optimal performance because the 'best practices' on Facebook are different, as is the ideal structure of the feed. Knowing these specificities and adapting the catalog to get the best out of it is the main mission here at Feed Manager. We operate through Lengow to achieve the best possible results.

JOHANN LUCAS
Business Developer at Feed Manager



Your feed must contain the **following nine attributes**, that are common to all product types:

[ID]

A unique string of letters and numbers to identify each item individually. Use the item's SKU if you can.

Note: To use this in Dynamic Ads, the ID must exactly match the content ID of the same element in your Facebook pixel code.

- **Maximum number of characters = 100**
-

[TITLE]

A specific and relevant title for the item.

- **Maximum number of characters = 150 (do not include capital letters, exclamation marks, or HTML code)**
-

[DESCRIPTION]

A short and relevant description of the item.

- **Maximum number of characters = 5,000**
 - **Only the first 30 characters of your description will be published. The remaining characters are used by Facebook's algorithm to assess the relevance of your product**
-

[AVAILABILITY]

The product's stock levels.

- **Accepted values: 'in stock', 'out of stock', or 'available for order'**
 - **This data is essential to ensure that Facebook does not display products that you no longer have in stock**
-

[CONDITION]

The condition of the product.

- **Accepted values: 'new', 'refurbished' or 'used'**
 - **If your product is new, the brand and GTIN are obligatory**
-

[PRICE]

The item's price.

- **Enter the currency according to ISO 4217, i.e. with a three-letter code (EUR) and not the symbol (€)**
 - **The price indicated in the feed must correspond to the price displayed on your landing page**
-

[URL LINK]

This is the URL to your online store that should lead directly to your landing page.

- **Links must be valid and begin with http:// or https://**
-

[IMAGE LINK]

The URL of the main image of your product.

- **Accepted formats: GIF, JPEG or PNG**
 - **For the Carousel format, the recommended image size is a minimum of 500x500 pixels and up to 8 MB**
 - **It is better if your image doesn't contain more than 20% text**
-

[BRAND]

The brand name, the 'GTIN' (Global Trade Item Numbers), or the 'MPN' (Manufacturer Part Numbers).

- **At least one of the three values must be entered**
 - **Maximum number of characters = 100**
-

Among the optional fields which you can add to your products:

- **[additional_image_link]**
 - **[color]**
 - **[material]**
 - **[sale_price]**
 - **[expiration_date]**
 - **[product_type]**
 - **[gender]**
 - **etc.**
-

IMPORTANT

All column names must be in US English even if the rest of your catalog is in another language.

OUR EXPERT ADVICE

A successful marketing campaign requires quality product data.

Your catalog is the key to quality product data and the basis of your multichannel strategy. Take special care to present up-to-date, valid, and quality data.

Using an automated tool like Lengow to centralize and manage the distribution of your catalog can help you play your cards right, facilitating the distribution and sales on the channels of your choice.

- Lengow makes it easy to import your catalog, whatever the format (CSV, XML, JSON, API). If necessary, you can 'clean up' your feeds or format them. Lengow also allows data import through additional sources which makes it possible to mass inject additional data into the catalog, to be merged and used in various fields

- When you configure your feed on Lengow, a dedicated section allows you to link the fields of your catalog to the attributes expected by Facebook

- Product feeds are not stationary - they change, evolve (price, stock, etc.), and are transformed as your activity and your results evolve. The platform helps you update your feed so that your buyers always have access to accurate information. For example: optimize product data, add basic product information to titles and descriptions, choose alternative words for products, etc.

**YOUR CATALOG IS
THE KEY TO QUALITY
PRODUCT DATA AND
THE BASIS OF YOUR
MULTICHANNEL
STRATEGY.**

Success Story: Clarins

Feed Manager and Lengow support Clarins in the management of its Facebook Dynamic Ad feeds. To significantly improve conversion rates of campaigns and capitalize on the importance of branding on Facebook, Feed Manager worked with Clarins on a 'lifestyle' image file with scenarios

of product uses. Thanks to Lengow's category matching and additional sources features, it was possible to add a 'lifestyle image' column to the Facebook feed to replace the classic images with a white background used for the usual acquisition campaigns.



At Clarins, we realized that a 'lifestyle' approach was much more impactful on a network like Facebook, which places more importance on image than Google, for example. Since using dedicated visuals for our campaigns, our engagement and conversion rates have increased significantly and the current campaigns are a real success!



ANNE TIPHAINE BÉAL
Senior eCommerce
Acquisition Manager
at Clarins

HOW TO USE CUSTOM LABELS

Just like with your Google Shopping feed, Facebook allows you to have 5 custom labels ([custom_label_0] to [custom_label_4]) in your feed.

At Lengow, you implement them by creating rules on your feed, which allow you to group products from your product catalog according to values you choose. We recommend giving common labels to products according to your business objectives (KPIs or Key Performance Indicators) so that you can structure and optimize your campaigns. The same product can be part of several ad groups. Some examples of the use of Custom Labels:

- You sell swimwear and tights: create a 'season' label and depending on the **time of year**, only publish those products which are in keeping with the 'summer' season criteria, i.e. the swimsuits

- For a **flash promotion**, target a selection of products that have a discounted price. Group your clearance items or the end of collections to start a new season with a new collection
- Bank on **new products**: you can assign a special bid to your new products to get them off the ground when they are launched

Testimonial by Laetitia Pierron, Senior Account Manager at Feed Manager:

“Custom Labels prove to be very useful in a strategy as they allow you to be granular in your campaigns. This will help to segment your products in the data feed and thus adjust the bids and budget of your campaigns.”

At Feed Manager, we used Customs Labels to:

- *Associate complementary products with each other (e.g. we created a makeup routine for a cosmetic client)*
- *Showcase top sales or remove products that flopped*
- *Capitalize on the most profitable products by identifying price brackets*

There are various ways of using Custom Labels and adapting to the specifics of each catalog. The key point to keep in mind is that without these, developing the structure of a complex campaign, carrying out tests on defined segments or quickly adapting to trends or a temporary strategic need can be tough.”



There are various ways of using Custom Labels and adapting to the specifics of each catalog. The key point to keep in mind is that without these, developing the structure of a complex campaign, carrying out tests on defined segments or quickly adapting to trends or a temporary strategic need can be tough.

LAETITIA PIERRON
Senior Account Manager at Feed Manager



PRODUCT VARIATIONS

Definition

Product variants correspond to the variations of the same product in your catalog such as sizes or colors. A group of variants of the same product is known as a product group. For example, the 'Slim Fit' and 'Black Jean' variants are part of the product group 'Jeans'. By grouping variants, you can enhance customer experience, as they see similar products in your ads.

Advantages

- Help your clients find other colors, sizes, patterns, or materials
- Exclude a consumer from your targeting, who has already purchased a similar product. For example, do not display a pair of shoes to a user who has just purchased the same in another color
- Do not display several identical products side by side in your ads. Only one variant per product group will be displayed in your ads, however, you cannot choose which variant will be displayed. It'll be automatically selected from the group of products, based on a relevance criterion
- This allows the stock to be sent in variations, which leads to a more optimal distribution according to the stock levels between the various sizes or colors

How to add product variations to your catalog

Add a column named 'item_group_id' to your product feed. In this column, enter an identical ID for every product belonging to the same product group.

For example, for all your jeans (raw denim jeans, black jeans, etc.) specify the same 'item_group_id'. Like this, you identify that these products are variants of the same product within your catalog. You can add other columns to differentiate the variants like color, size, material, or pattern.

Note

- **You will see the variants in the Catalog tab after you add them to your catalog.**
- **You can add up to 800 variants per group using a data feed.**
- **Each variant always requires an individual product ID in the ID column.**

id	title	item_group_id	color	link
1234	T-shirt blue	T_Shirt_1	blue	http://www.jaspersmarket.com/blue_shirt
5678	T-shirt red	T_Shirt_1	red	http://www.jaspersmarket.com/red_shirt
9123	T-shirt green	T_Shirt_1	green	http://www.jaspersmarket.com/green_shirt

Other marketing channels wish to receive all the variations of a product, using the parent and child reference:

- **Parent sheet: This is the showcase sheet for your product reference. It does not include any notion of variation. This product is not visible: it cannot be bought. A parent sheet can be related to several child sheets**
- **Child sheets: These products can be purchased. The child sheet includes all the information about the product variation, which distinguishes it from the other child sheets. A child sheet is related to a single parent sheet**

OUR EXPERT ADVICE

- Maintain a single image for the variants which are presented in several colors, materials, or patterns. This way, consumers can visualize the differences of each product.
- Use a specific URL for each variant.

IMPORTANT

Facebook uses the variation/combination system, therefore it does not require parent/child information. You will therefore be required to exclude 'parent' products in your product catalog using Lengow's exclusion rules.

SEND YOUR CATALOG TO FACEBOOK

UPLOAD YOUR CATALOG

Now that your catalog is ready, you can upload it to your Facebook Business Manager account. Do so manually with a .CSV file, or automatically via a URL.

Step 1: Create your catalog

Go to the 'Product catalogs' > 'Create catalog' tab.

Set the parameters on the next page:

1. Catalog type

Select your sector of activity.

The screenshot shows a two-column interface. On the left, a vertical sidebar contains three items: 'Select type' (selected with a blue circle), 'Configure settings', and 'Finish'. The main area is titled 'Select your catalogue type' with the instruction 'Get started by selecting an option that best describes the items you sell'. Below this are four options, each with an icon and a description:

- E-commerce**: Products sold online (shopping bag icon)
- Travel**: Hotels and holiday properties, flights or destinations (airplane icon)
- Property**: Rental properties and property listings (house with dollar sign icon)
- Auto**: Different tiers of the auto market (car icon)

A 'Next' button is located at the bottom right of the main area.

2. Configure the settings

Choose the import mode that suits you, either via a data feed or via an e-commerce platform (Shopify, Magento, etc.).

The screenshot shows a two-column interface. On the left, a vertical sidebar contains three items: 'Select type' (checked with a green checkmark), 'Configure settings' (selected with a blue circle), and 'Finish'. The main area is titled 'Configure your settings' with the instruction 'Add a few details to complete your catalogue.' Below this is the 'Upload method' section, which has two options:

- Upload Product Info**: Add products using a form, data feed or Facebook pixel. (Selected with a blue border)
- Connect E-commerce Platform**: Automatically import products from your e-commerce platform. (Unselected)

Below the upload methods are three input fields:

- Catalogue owner**: A dropdown menu currently showing 'Feed Manager'.
- Catalogue name**: A text input field containing 'Catalogue_Products'.
- Website - Optional**: A text input field with the placeholder 'Enter the URL where you sell your items online.'

At the bottom right, there are 'Back' and 'Create' buttons. A disclaimer at the bottom states: 'By creating a catalogue, you agree to Catalogue manager terms and certify that you are abiding by Facebook Advertising Policies. Please review these policies and ensure that the items you upload to your catalogue don't violate them.'

Step 2: Import your data

Go to the page 'Catalog Manager' > 'Catalog' > 'Data sources' > 'Add data'

1. Download type

Choose how to import products to be added to your catalog.

2. Insert the URL of your feed

Here, you insert the URL of the feed found in the Lengow platform. In order for your product catalog to be accepted by Facebook, you must match all the fields present in your catalog with those required by Facebook. You will need to complete segmentation in Lengow to only send products for which you want to create ads on Facebook. Don't forget to remove the parent products. The product variations are what need to be sent to Facebook.

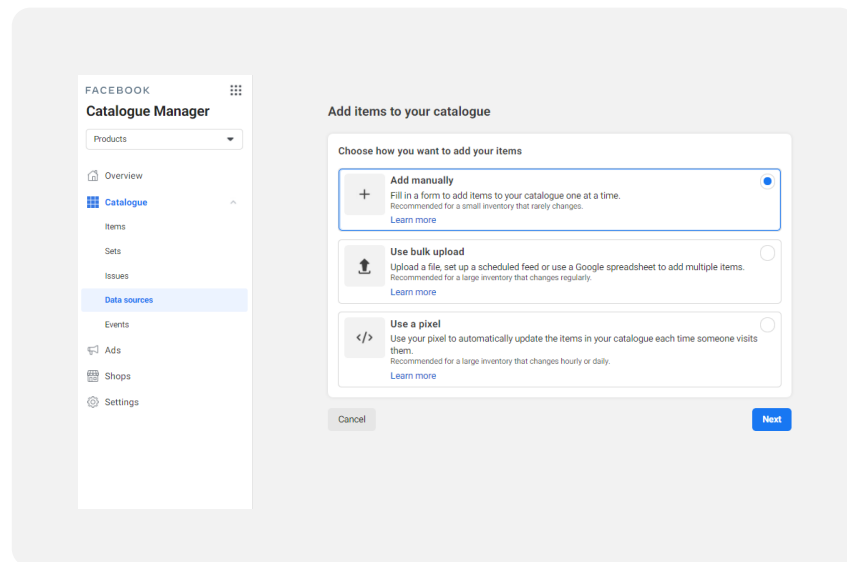
Login information > You don't need to fill anything in this section.

3. Schedule updates

You need to specify how often Facebook should update your product catalog. We recommend that you specify 'Daily' so that your catalog is automatically updated. This prevents ads from being run for out-of-stock products.

Note

You have the option to activate the 'Add automatic updates' option, where Facebook will import your data feed as soon as a new version is detected on the website hosting your file. Regular imports that you have defined (hourly, daily, or weekly) will also be performed.



A PRODUCT CATALOG FILLED WITH QUALITY INFORMATION ON EACH PRODUCT WILL LEAD TO MORE EFFICIENT ADS.

4. Complete your settings

Name your data source so that you can easily find it in your Business Manager account. Add the default currency for the prices of your products. Depending on the size of your file, importing your catalog can take from a few minutes to an hour. Once the import is successful, the catalog appears in your Business Manager, under the Product Catalogs page.

Step 3: View and validate your catalog

Now that your catalog is uploaded to your Business Manager, you have a view of the feeds you've uploaded with any products added, updated, or deleted.

You will receive two types of notifications:

- Alerts with recommendations to improve your ads
- Errors to notify that your feed has not been processed

At this stage, you can use the feed debug tool to find out how to resolve formatting problems in your feed. This allows you to detect alerts and errors and ensure that your format is correct before the final send.

OUR EXPERT ADVICE

Keep your product catalog up-to-date by using a feed management platform like Lengow. You will be sure to have a feed synchronized with Facebook and an enriched product catalog with quality information about each product, generating better performance on your ads.

INSTALL YOUR FACEBOOK PIXEL

To make the most out of your Facebook advertising investment, you must have the Facebook pixel correctly installed.

The Facebook pixel is a piece of HTML code that will track visitors to your website or application, the products they have viewed, and make the connection with Facebook users. It is triggered whenever a user performs an action on your website, for example, adding an item to the shopping cart or making a purchase. You can view these actions or 'events' in the Event Manager on your Facebook pixel page.

Advantages of the Facebook pixel

- **Serve ads on Facebook, Instagram, Audience Network, or Messenger to the right audience:** make the most of your investments by only showing your ads to the most relevant users

- **Generate personalized audiences from website visitors:**

Dynamic Ads help you automatically retarget people with the products they have already seen on your website or other related products

- **Draw conclusions through your website traffic:** get more accurate information about how people behave on your website

- **Measure cross-device conversion:** analyze how your ads help to influence conversions across devices

- **Use tracked information to promote products** that people have already consulted, searched for, or added to their shopping cart

4 types of major events can be reported by the pixel:

- **Views**
- **Additions to cart**
- **Purchases**
- **Initiated payments**

The reference product ID sent to your product catalog must match the product ID entered in the pixel. This will make it possible to link consumers' searches on your website and the products in your catalog.

THE REFERENCE PRODUCT ID SENT TO YOUR PRODUCT CATALOG MUST MATCH THE PRODUCT ID ENTERED IN THE PIXEL.

In the 'Events' tab in Facebook Business Manager, you can track the rate of interaction between the pixel and the feed, according to each event. The rate will reach 100% if all of the products are sent to the website, but this is not always the case.

Segmentations may have been put in place, which lowers this rate. It is therefore important to have these elements in mind when ensuring your pixel is working correctly.

You can find your pixel code in the Event Manager, after which you have to 'Connect Data Sources' and select 'Web' and 'Facebook pixel'.

The pixel is dependent on your Facebook account, not on the site you want to target. All the sites associated with this Facebook account use the same code.

Website conversions with matched content IDs

Check how many of the items that people are interacting with on your website can be found in any of the catalogues connected to this event data source.



To build your audience and track conversions of your site, 'standard events' can be added in your code. These standard events should be added only on pages where you track a specific event, e.g. a thank you page:

Website action	Description	Standard event code
Add payment information	Adding customer payment information during a payment process. For example, a user clicks on a button to enter their billing information	fbq ('track', 'AddPaymentInfo');
Add to cart	Adding an item to a cart. For example, by clicking on an "Add to cart" button on a website	fbq ('track', 'AddToCart');
Add to Wish List	Adding items to a wish list. For example, by clicking on an "Add to Wish List" button on a website	fbq ('track', 'AddToWhishlist');
Complete registration	The submission of information by a customer in exchange for a service provided by your company. For example, signing up for an email subscription	fbq ('track', 'CompleteRegistration');
Contact	A phone, SMS, e-mail, chat or other type of contact between a customer and your company	fbq ('track', 'Contact');
Customize product	Product customization via a configuration tool or another application belonging to your company	fbq ('track', 'CustomizeProduct');
Make a donation	Donating funds to your organization or cause	fbq ('track', 'Donate');
Find a location	When someone finds one of your physical locations via the web, intending to visit it. For example, searching for a product and finding it in one of your local stores	fbq ('track', 'FindLocation');

Several methods are available to ensure that your pixel is working properly:

- **Go to the web page where the pixel is placed. If it works, the pixel sends information to Facebook and you can see the activity in the Facebook Pixel page in your Ad Manager. The status of your pixel should be set to Active**
- **For your personalized audience and conversion pixels, download the Chrome Facebook Pixel Helper plugin to help verify that your events load correctly by reporting the correct product IDs**

Note

You can use a single pixel for all your website pages. In some cases, you may need to use two pixels on a single website. For example, if you work with two different agencies to display your ads, they will each need to set up a separate pixel on your website.

OUR EXPERT ADVICE

It is important to set up the pixel as soon as possible, even if your campaigns are not ready to be launched yet. This way, Facebook begins to build your retargeting list and you can access your audiences when you need them. The pixel also allows you to receive reports on the performance of your ads even when the purchase takes place on a device other than the one on which your ad was served.

To keep track of your conversions, you will find the pixel-related conversions in the Ads reports. This lets you know when an ad has been converted and how much it cost you.

B

SET UP YOUR DYNAMIC ADS

1

THE SPECIFICS OF YOUR ADS

Choose the right ad format for your business for a greater impact:

- **Single image:** Tell your story through a high-quality image
- **Carousel:** Highlight up to 5 products through a single ad, each with its own image, description, and redirect URL

For multi-product ads, stick to the Facebook and Instagram specifications:

IMAGES

- **Image formats:** 1:1
- **Image sizes:** 1080 * 1080 pixels or more (recommended for all Facebook, Audience Network, Messenger, and Instagram placements). Less than 1 MB

To maximize the distribution of your ads, use an image that contains little or no text overlay.

TEXT

- **Title:** 40 characters
- **Text (above the main content):** 125 letters
- **Link description:** 25 characters

2

CREATE YOUR ADS

Your ads will be similar to other Facebook or Instagram ads in terms of the final rendering. But with Dynamic Ads, instead of creating an individual ad for each product, you create an ad template that automatically uses images and information from your catalog.

This way, you don't waste time creating a visual for each product to be featured in your ads.

A key advantage: thanks to the automated import of your product feed, Facebook knows when a product is no longer in stock so it won't be displayed.

Step 1: Create your campaign

In the Advertising manager, select the 'Catalog Sales' objective and then create your Campaign.

The screenshot shows the 'Create Campaign' interface in Facebook Advertising Manager. It is divided into several sections:

- Campaign Name:** A text input field containing 'Campagne Test' and a 'Create Name Template' link.
- Special Ad Categories:** A section with a toggle switch set to 'Off' and a note: 'You're required to declare if your ads are about social issues, elections or politics. [Learn More](#)'.
- Campaign Details:** A section with a 'Buying Type' dropdown menu set to 'Auction'.
- Campaign Objective:** A section with three columns of radio button options:
 - Awareness:** Brand awareness, Reach.
 - Consideration:** Traffic, Engagement, App installs, Video views, Lead generation, Messages.
 - Conversion:** Conversions, **Catalog sales** (selected), Store traffic.

Step 2: Create your ads group

Create your Ad by setting the budget, duration, audience, and where it will be displayed. Your product ads are adapted to all devices: they will be automatically displayed on News Feeds on desktop, mobiles, and tablets.

Plus, with Facebook's audience network, you can extend the reach of your campaigns beyond Facebook and on other mobile applications.

Use Facebook's targeting criteria to search for your audience on these applications and mobile sites. Ads in the Audience Network use the same images and text as the Facebook Ads in the News Feed.


Devices
All devices

Platforms

Facebook Instagram
 Audience Network Messenger

Placements

Feeds Get high visibility for your business with ads in feeds	<input checked="" type="checkbox"/>
Stories Tell a rich, visual story with immersive, fullscreen vertical ads	<input checked="" type="checkbox"/>
In-Stream Quickly capture people's attention while they're watching videos	<input checked="" type="checkbox"/>
Search Get visibility for your business as people search on Facebook	<input checked="" type="checkbox"/>
Messages Send offers or updates to people who are already connected to your business	<input type="checkbox"/>
In-Article Engage with people reading content from publishers	<input checked="" type="checkbox"/>
Apps and Sites Expand your reach with ads in external apps and websites	<input checked="" type="checkbox"/>



Stories

We recommend **fullscreen vertical (9:16)** images or videos.

Note

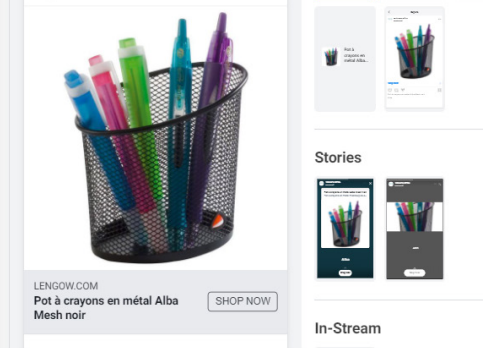
The targeted audience depends on the activity detected by your pixel. You can retarget your current customers or target a wider audience.

Primary Text
product.brand Aa +

Headline
product.name Aa +

News Feed Link Description
product.description Aa +

Website URL
https://lengow.com [Preview URL](#)
[Build a URL Parameter](#)



Step 3: Create your ad

Choose the ad format yourself (single image/video, carousel, or collection) or let Facebook determine the ad format and content that best fits the expectations of the person viewing your ad.

As a reminder, in order for your ad to be effective, it must:

- be relevant to the audience you want to reach
- contain a Call to Action related to the objective
- be attractive
- add value

To create your ad, choose from the fields in your catalog:

- The variable or text you wish to display at the top of the ad. E.g. 'product.brand'

- The title field. E.g. 'product.name'

- The field for the description. E.g. 'product.description'

Then select the call to action you wish to display. E.g. 'Buy', 'Find out more'.

Ad Setup

Dynamic Formats and Creative

When you use a catalog, deliver the format and ad creative most likely to resonate with the person viewing your ad. [See how](#)

Format

Choose how you'd like to structure your ad.

- Single Image or Video
One image or video, or a slideshow with multiple images
- Carousel
2 or more scrollable images or videos
- Collection
Group of items that opens into a fullscreen mobile experience

You can choose to distribute your entire catalog or segment your catalog via Lengow to target or exclude products that will be visible on Facebook.

Through Lengow's **'Exclusion'** feature, you can also exclude certain products from your publication: by category, type of product, brands, specific items, etc. For example, in the fashion sector, you can choose not to sell some luxury brands on Facebook or Instagram because you only want to display them on your online store.

Optimize the performance of your Dynamic Ads by dividing your products into different sets of products, each with a unique bid. For example, put all your 'umbrella' products in the same group: the Facebook filter will search only for these products and you can assign a unique bid to them. Lengow helps you

easily group your products into Segments (or sub-catalogs) depending on your criteria or criteria automatically proposed by Lengow.

You can configure several filters on the same group of products.

You can also choose a combination of several fields in your catalog, for example, indicate the brand and the name of the product in the title. Use the **'automatic rules'** feature in the Lengow platform to combine these fields and create an optimized title. Make sure you always respect the character limitations imposed by Facebook. Make sure you always respect the character limitations imposed by Facebook: this is the most effective way to determine what has the most impact on your audience and to limit ad repetition.

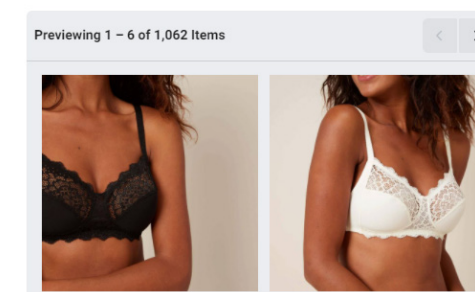
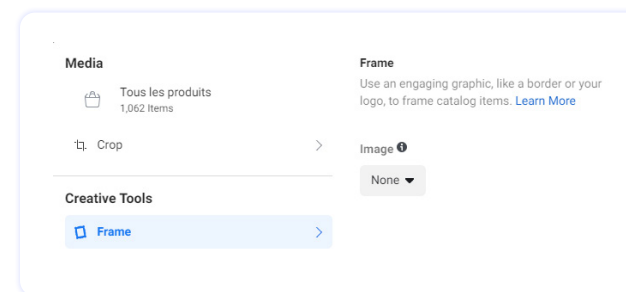
The impact of your Facebook Dynamic Ads or Instagram Shopping Ads depends on the quality of your visuals, the image has the most impact on your CTR. An ad with an eye-catching image is more likely to get clicks. Choose product photos for your customers and more contextual 'lifestyle' approach images for your prospects.

Before publication, the product preview allows you to visualize how your ads will appear to consumers. Products are presented randomly. If the preview looks good, start the publication of your ads. Publication will be activated as soon as people are interested in products corresponding to the defined rules.

Focus on the personalization of Dynamic Ad content

You can customize the images of your Dynamic Ads by adding pricing and delivery information to your items. You can also customize the way this information is displayed on your images (shape, opacity, font, frame, color, position).

These options are available free of charge in the creative tools found in the Ads Manager, in the section Carousel Cards - Single Image Content Option.



SET UP YOUR ADS ON INSTAGRAM SHOPPING

On Facebook Ad Manager

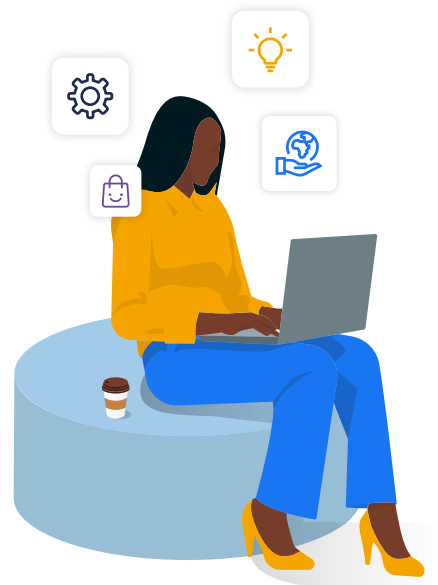
You can distribute your Dynamic Ads on Instagram via your Facebook page in the Ad Manager.

The process of creating your ad will be the same as before: creating a campaign, a set of ads, or an ad. While setting up your ads (budget, schedule, audience, etc.), choose Instagram in the Placements section. To be broadcast, your campaign must use an advertising objective compatible with the Instagram ads:

- Engagement with Page ads
- Clicks to a website
- Conversions on a website
- Mobile application installations
- Engagement on mobile applications
- Video views

On your Instagram account

First, it is important to verify your eligibility (compliance with business rules) and to be registered on an Instagram professional account. Step-by-step implementation:



1 Link your Facebook page

To do so, access your company's Instagram profile and edit the Profile. Then go to the Public Company Information section and select Page. Then choose the Facebook page you would like to associate.

2 Import your product catalog via Facebook Catalog Manager

3 Analyze the account

Once you have imported a product catalog, you need to request a review of your account, which is usually completed within a few days. To do so, go to Settings in the Shopping tab of your Instagram profile.

4 Activate Shopping

Once your account has been approved, you can activate the Shopping features. Note: If Shopping does not appear in your settings, your account may still be under review, or your request to use Instagram Shopping has been refused.

5 Create content for actions

In story mode or for publication on your feed, add a photo and a caption, and identify the products in the image from your previously imported product catalog.

TRACK YOUR ADS

For the follow-up of your campaigns, it is important to add a tracked URL.

You need to mention the URL of the landing page on your ads to efficiently track your campaigns. Add UTM (Urchin Tracking Module) settings, for example, via tools like Google Analytics. When a user clicks on one of your custom links, your Google Analytics account is notified, so you can identify the URLs that attract the most people to your content.

The URL creation tool provided by Google can help you do this, just clicking on 'generate URL parameter'.

Firstly, you will define a typology of settings that you will use for all your Facebook or Instagram campaigns:

Mandatory fields:

- **utm_source: source (Facebook)**
- **utm_medium: marketing support (Dynamic Ads, etc.)**
- **utm_campaign: the name of your campaign (product title, campaign date, etc.)**

This generates:

- **?utm_source=facebook&utm_medium=dynamicads&utm_campaign={campaignname}**

Optional fields:

- **utm_content: highlighted content**
- **utm_term: keywords**

You will then find the traffic from your campaigns in the Acquisition > Campaigns section on Analytics

Display your ads on Facebook and Instagram



IN THIS CHAPTER

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- B** Diffuse your campaigns **76**
- C** Measure your performance and track results **84**

A

STRUCTURE YOUR CAMPAIGNS AND BIDS

1

STRUCTURE

Each campaign defines a type of goal to achieve (e.g. generate sales). Each set of advertisements (or product set) specifies the objective to be reached, the target audience, budget, duration and, of course, the targeted products.



A campaign

Ad groups

Ads displaying
(groups of) products

For example

- objective = generate leads
- target = visitors to my e-commerce store
- budget = \$10/day
- duration = one week

Each ad for a product or group of products is made up of a title, image, description, link, and call-to-action.

To understand your ad classification, you can opt for product groups or product IDs. Product IDs represent individual items, while product groups allow you to differentiate among products with variations (color, materials, size, etc.).

When to use product groups

- **When you want your customer to have access to the different colors and models of a given product**
- **To avoid retargeting a customer with a product similar to the one they just bought**

For example, if a client has just bought a pair of navy blue shoes, it's unlikely that customer is going to buy the same model the following week.

OUR EXPERT ADVICE

We advise you to create a campaign that includes all your products to make sure your entire catalog is covered. You will then fine-tune your selection, by selecting products more precisely and the related bidding.

You can then bid on a set of specific ads targeted to high-margin products or your top categories. Note that each set of ads has its own bid and a product can be found in several sets of ads.

BIDDING

Before setting up your bid, remember that the budget is the maximum amount to spend on a campaign (daily budget or global budget) versus the bid which is the maximum price to reach the objective of your advertisement.

As for the type of bid, you have the choice between an automatic or manual bid, depending on how you wish to pay for your ads.

- **Automatic bids allow Facebook to optimize your bid, helping you reach your goal. Example: Get most of the conversions on your website at the best price**
- **A manual bid allows you to choose a maximum target bid. Example: Set the value you assign to a conversion on your online store based on your conversion rate**

You then choose to be billed for clicks (CPC) or for impressions (CPM).

For CPC or 'cost per click', you are charged when someone clicks on your ad and is redirected to your website. Opt for this method if your main goal is to redirect to your store. The minimum bid is \$0.01 but this is usually insufficient to display your ad.

CPM or 'cost per thousand impressions' is a wise choice for your business if you want to make your brand known. Billing Trigger: the first time your ad is shown in a person's News Feed, Mobile News Feed or in the right-hand column. When your ad is displayed, you will be charged for the number of clicks or impressions. This amount will never exceed your daily or overall budget.

When creating your ads, to help you decide how much to spend on your ads, Facebook calculates the estimated daily reach (the number of clicks or impressions on a daily basis). The calculation is based on the performance of similar ads delivered to the same target audience and the budget you have defined.

AD OPTIMIZATION

In the ad creation tool, you have options for ad optimization per click or per impression: indicate that you want to get the best profit at the lowest cost. For example, if you optimize your ad for clicks to your store, your ad targets the people most likely to convert to your site. If you optimize it for impressions, your ad will be presented to as many people as possible, at the lowest possible cost.

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks ▾

Where to Find Optimization Results in Reporting
The optimization you select will appear in the Optimization Events and Cost per Optimization Event columns of your reporting table. If you also select a conversion event, it will appear in the Results and Cost per Result columns.

Bid Control ⓘ

€0.20 EUR

maximum bid in each auction

Facebook will aim to get the most link clicks without bidding more than €0.20 in any auction using the bid cap bid strategy.

Note

Your ad optimizations don't correspond to what you pay. For example, you can optimize your ads for conversions on a website and pay per impression.

Organize your campaigns and therefore your bids according to your business objectives and put forward a product typology according to the fields in your feed and/or by adding custom labels:

- **Promotions (e.g. clearance)**
- **Products meeting seasonal criteria (e.g. winter shoes for a campaign starting in October)**
- **A specific category (e.g. a special sale for one week on a brand of dresses within your collection)**
- **Products with high margins**

OUR EXPERT ADVICE

Facebook recommends automatic bids. Facebook will optimize your bids so that your ads reach the maximum number of people likely to meet your objectives without exceeding your budget.

To determine your bids, Place a bid equal to the actual amount you wish to spend. For example, if your advertising goal is to get clicks to your website, consider the amount you would be willing to pay for a click.

Your daily budget must be at least twice the amount of your bid. For example, if you bid \$2 for a click, your daily budget must be at least \$4.

You can get an estimate of the cost of your ads during the ad creation process in the 'Pricing' section.

B

DIFFUSE YOUR CAMPAIGNS

Facebook and Instagram offer several powerful targeting possibilities. Facebook gives you access to criteria such as places and languages, age and gender, areas of interest, behavioral tendencies, etc. Thanks to the audience pixel, you will also be able to target visitors to your website, import lists of customers and prospects from your CRM, etc.

Now comes the step of defining your audience, a group of users defined through the criteria of your choice:

personalized, saved, similar audience.

1

CUSTOM AUDIENCES

One of the great assets of Facebook Dynamic Ads and Instagram Shopping is that you can target your advertising based on the pages visited on your website and reach your visitors—a very profitable segment—by displaying highly adapted content.

You can use several sources to create your personalized audience:

- **Visitors to your website,**
- **Customer list (emails, phone numbers, etc.),**
- **Facebook or Instagram application**
- **Point of sale visitors**
- **Offline activity**

Thanks to the installed audience pixel, you can target visitors to your website.

Choose a Custom Audience source ×

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

Your sources

<input type="radio"/> Website	<input type="radio"/> Customer list
<input type="radio"/> App activity	<input type="radio"/> Offline activity

Facebook sources

<input type="radio"/> Video	<input type="radio"/> Instagram account
<input type="radio"/> Lead form	<input type="radio"/> Events
<input type="radio"/> Instant Experience	<input type="radio"/> Facebook Page
<input type="radio"/> Shopping	<input type="radio"/> On-Facebook listings

THANKS TO THE INSTALLED AUDIENCE PIXEL, YOU CAN TARGET VISITORS TO YOUR WEBSITE.

You can advertise a specific product to a person based on the behavior they displayed on your website and play with the duration of the ad. That means you can reach browsers who have visited your website and/or application through retargeting and more specifically, those who have visited a certain page but not another, or those who have not visited your website for some time.

Different sets of ads will be created according to your audience rules:

- **Those who have seen your products**
- **Abandoned shopping carts**
- **Former buyers**

You also associate a notion of time with each ad. Let's say the action took place during the last 3, 5, 10, 30 days. If you know, thanks to Google Analytics data, that the majority of your purchases take place within the 3 days following the first visit, it is in your best to make an ad group targeting new visitors who have just come to your store.

Moreover, you can create visitor audiences according to the URLs' which are visited or the various events that are configured in the pixel (view_content, add to cart, etc.):

- **Frequency: the number of times a visitor carries out an action or visits your website**
- **Time spent: how long the visitor stays and takes actions on your website**
- **Period: the definition of a period during which a person visited your website**
- **The total amount spent by the buyer on your store**
- **Device used: Android, iOS, desktop computer, and other mobile devices**

When it comes to targeting a customer list, you can import contacts from your mailing list or from your CRM. Prepare your database well in advance, especially in terms of customer and lead segmentation, because you will not be able to do it later in the Facebook interface.

Facebook will then associate an email address with a Facebook profile so that you can advertise to your customers on Facebook, Instagram, and Audience Network.

Why target them?

- **Strengthen the message of a newsletter via Facebook and/or Instagram ads**
- **Target customers who have purchased product A by offering them a discount on product B**
- **Continue to promote to people who unsubscribed from your newsletter; they may have unsubscribed due to a reception frequency but obviously seem to show interest in your products**

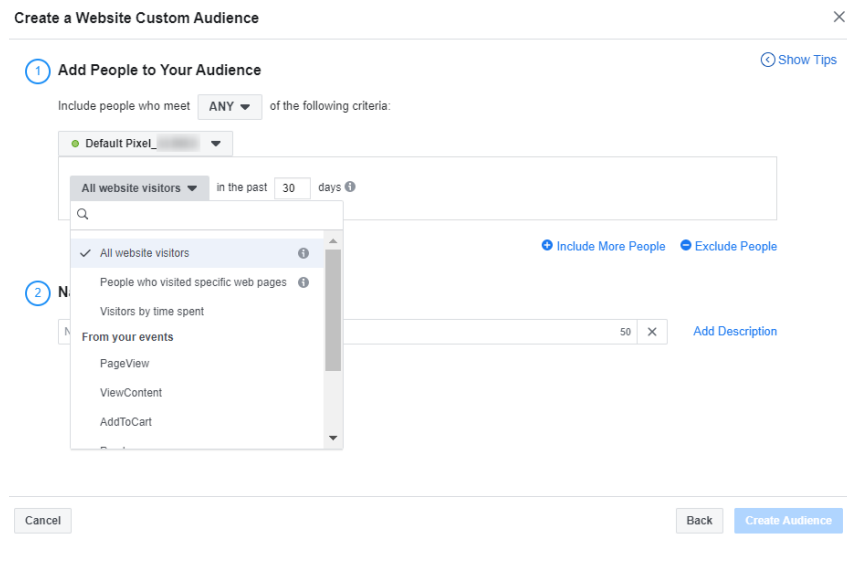
There is a third segmentation based on application activity which is only available if you have developed a Facebook application.

OUR EXPERT ADVICE

Think about excluding former buyers from your 'viewed product' and 'shopping cart abandonment' segments, so that you don't present them products which they may have purchased.

Facebook allows you to exclude customers from your audience depending on the purchased product and the number of days since the purchase.

For example, if you sell prescription glasses, you will exclude customers who recently made a purchase from your target audience. On the other hand, if you sell contact lenses, a product that needs to be renewed regularly, you can exclude customers who have made a purchase in the last 15 days.

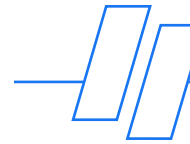


LOOKALIKE AUDIENCES

From a custom audience setting you can ask Facebook to generate a similar audience based on the same criteria but reaching new people who may never have visited your site.

You can also create a Lookalike Audiences from contacts in your email list, or by referring people who already like your page. This way you can reach a new and wider customer base. This type of audience is a little less effective than remarketing

since these people have not yet been exposed to your brand but it performs better than demographic targeting alone (age, gender, city, etc.).



The product catalog and more precisely the sets of products you define in it are useful when building similar audiences for Dynamic Ads. Coupled with the events coming from the Facebook pixel, you are able to create a lookalike audience of buyers or abandoners of a particular set of products, for example. Very useful for recruiting similar customers on thematic commercial operations!



LAETITIA CHAMBON
Account Manager at Labelium Bordeaux

OUR EXPERT ADVICE

While choosing your audience, you can type the name of competitors, Facebook will then provide you with name suggestions, this way you can target people who are searching for your competitors. Keep in mind that the more finely you target, the smaller your audience will be and this could have a negative impact on your rate of clicks or impressions.

SAVED AUDIENCES

The third option is to create a Saved Audience. Save frequently used targeting options so that you can easily find them and apply them to your next ads.

You can select different criteria to establish your audience, for example:

- **location (include or exclude countries or cities) and language**
- **age**
- **sex**
- **interests (fans of page X or Y, sports they practice, etc.)**
- **behavioral tendencies**

While you choose your targeting options, Facebook lets you know if your audience is defined properly and the potential reach of your ad.

Locations

Location - Living In:

- France
- Monaco

Age

24 - 65+

Gender

All genders

Detailed Targeting

People Who Match:

- Interests: Homestay or Telecommuting

And Must Also Match:

- Interests: Interior design or Furniture

Detailed Targeting Expansion:

- Off

Languages

- French (France)

[Show More Options](#) ▾

Connections

Excluded Connections:

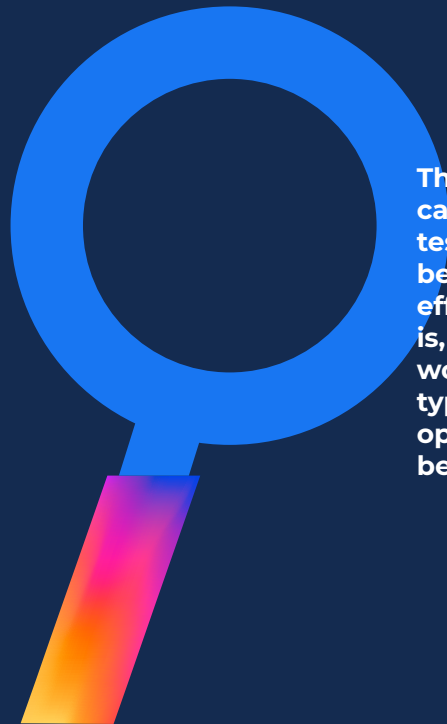
- Exclude people who like

Audience strategies for your e-commerce business

Goal	Target	Sample Message	Type of audience	Retargeting window
Convert visitors to your website	All the visitors to your website	Display your top products + Free delivery	Personalized audience via the Facebook pixel on your website	7 days
Convert visitors to your website	All the visitors to your website's product sheets	Display products visited + Free delivery		7 days
Convert shopping cart abandoners on your website	Cart abandoners of your website	Display shopping cart products + 10% discount		14 days
Catch up with the prospects who almost became clients of your website	Visitors who abandoned the purchase during the checkout process on your website	Display shopping cart products + 20% discount		28 days
Upsell	Recent clients	Display of complementary products to the purchased product		14 days
Build customer loyalty / Upsell	Clients	Display a new product	Personalized audience imported by email list	
Turn your newsletter subscribers into customers	Newsletter subscribers, non-customers			
Convert visitors to your Facebook/ Instagram Shop	Visitors to product sheets on your Facebook/ Instagram Shop	Display of complementary products to the purchased product	Personalized audience via Facebook sources	4 days
Convert shopping cart abandoners on your Facebook/ Instagram Shop	Shopping cart abandoners on your Facebook/ Instagram Shop	Display shopping cart products + Discount		7 days

C

MEASURE YOUR PERFORMANCE AND TRACK RESULTS



The best advice we can give: test, test, and test again! This is the best way to see how efficient your ad type is, on which audience it works, and the various types of bidding and optimization that work best for you.

You can then fine-tune your targeting to achieve a better ROI. To help you do this in the Ads Manager, we encourage you to create Reports so you can view key advertising metrics and find out how to achieve your business goals. Keep a close eye on your campaigns: campaigns can be optimized every 2 or 3 days by refining the target audience.

Couple this information with your audience tracking tools. For example, the Lengow platform allows you to retrieve your Analytics data and add it to your catalog as an Additional Source. You can then retrieve it from your dashboard and use it for your exclusions, rules, or attribute matching.

THE SEGMENTATION OF YOUR AUDIENCE ALLOWS YOU TO ADAPT YOUR ADS AND THE PRODUCTS PRESENTED ACCORDING TO THE MATURITY OF YOUR PROSPECT.

OUR EXPERT ADVICE

Check your attribution window. The attribution window is the number of days that elapsed between the time someone saw or clicked on your ad and the time they took action.

Bid optimization strategies will be different depending on the category and prices of the products sold in order to adapt the model to each type of product.

It is also important to take into account the attribution window in daily optimizations: for an advertiser with a high average basket, it is important to set the duration of the attribution window to the maximum number of days: 28 days maximum currently configurable on Facebook (1-day minimum).

Note

From early 2021, the default attribution window after clicking on an ad will be reduced to 7 days instead of the current 28 days. The 28-day conversion data will gradually disappear from Ads Manager.

We strongly advise you to analyze the costs per acquisition at 28 days vs. 7 days post-clicks before they disappear so that you can adjust your performance analysis.

Customise Columns

Performance
Engagement
Conversions
Standard events
Settings
A/B test
Optimisation

Search [Create custom metric](#)

Metrics to include

	Total	Unique	Value	Cost	Unique cost
Adds of payment info	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adds to cart	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Adds to wishlist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
App activations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
App installs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Applications submitted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appointments scheduled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checkouts initiated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Content views	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credit spends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop app engagements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop app story engagements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Desktop app uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Donations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Game plays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Get directions clicks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26 COLUMNS SELECTED

- Campaign name
- Delivery
- Ad set name
- Bid strategy
- Budget
- Last significant edit
- Attribution setting
- Results
- Reach
- Impressions
- Cost per result

ATTRIBUTION WINDOW

WINDOW COMPARISON

- 28-day view
- 1-day click

[Edit](#) [Clear](#)

Save as preset [Cancel](#) [Apply](#)

41 Conclusion

The 5 key elements for successful Facebook Dynamic Ads and Instagram Shopping campaigns

QUALITY ADS

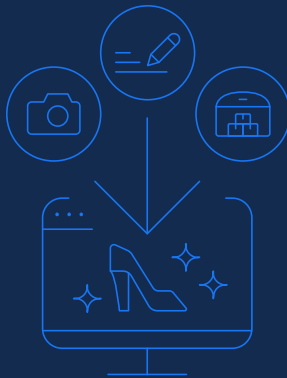
An organized, structured and optimized product catalog, according to the specificities recommended by Facebook

A well-tailored title and description, which provides details on the product

Up-to-date stocks, always!

High-quality images, in keeping with the right format, catching consumers' attention and are in keeping with the product range

Broadcast several ads at the same time to test out titles and descriptions



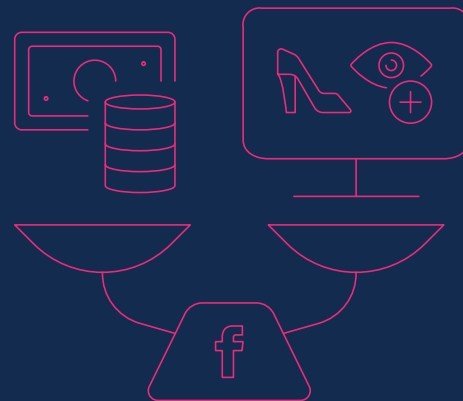
HIGH-PERFORMING BIDS

Create different sets of products, with a unique bid for each of them

Maintain a set of ads with all of your products to ensure that your entire catalog is covered

Avoid creating small product groups, otherwise, ads won't be triggered

Use Facebook's automatic bids



CAREFUL TARGETING

Segment your audience to tailor your ads and products presented according to the maturity of your prospect

Define the advertising formats to display according to the audience you wish to target (Carousel, Collection, Photos, Story, etc.)

Manually target specific audiences for particular products

Target automatically so that Facebook can display the most suitable products to the most relevant audiences

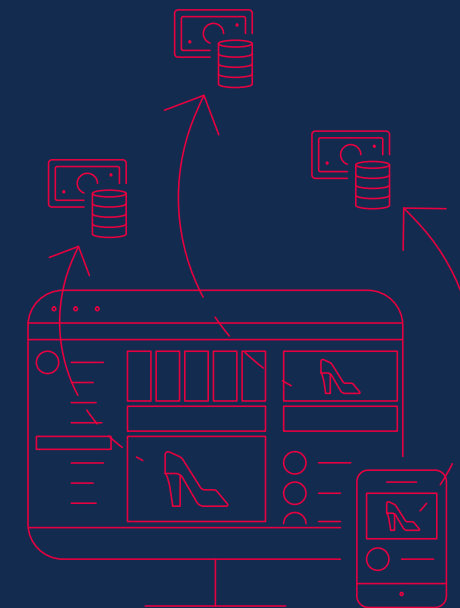
After some time, extend the campaign target to an audience that is similar to yours but who have never visited your retail website



APPROPRIATE PLACEMENT OF YOUR DYNAMIC ADS

To favor the best performance, run your ads on both desktop and mobile.

Split your bids based on the placement of your ads (on the right or in the News Feed) rather than by device.



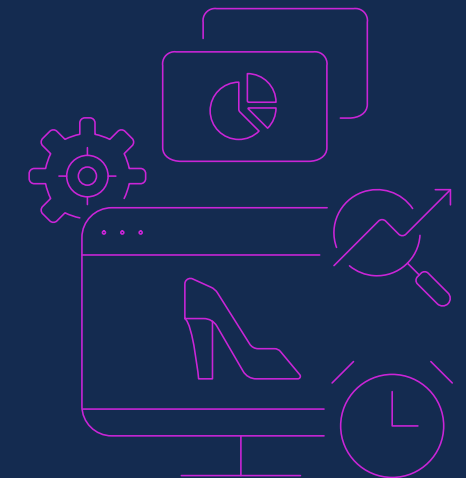
FOLLOW-UP RESULTS

Create reports to view performance indicators

Keep a close eye on your campaigns: Campaigns can be optimized by fine-tuning the target audience every 2-3 days

Couple the information with your audience monitoring tools such as Google Analytics

Test, test, and test again!



Given its 2.7 billion monthly active users and 9 million advertisers, the Facebook ecosystem is a powerful marketing lever for e-merchants. And the group does not intend to stop there...

Facebook has been intensifying its presence in e-commerce, launching Facebook Pay, a mobile payment system that works on all its applications (Messenger, Whatsapp, Instagram, Facebook, etc.).

This latest milestone highlights the group's desire to become a major player in the world of

e-commerce and to “make e-commerce simpler, more secure and within reach [...], help businesses expand and allow everyone to buy and sell goods online.” Reducing the stages of the conversion funnel provides online brands and retailers with a great opportunity to increase their online conversion rate.

The social network will take it one step further by introducing Facebook Shops, a brand new marketplace devoted to online retailers, mainly artisans and SMEs. Thanks to this new feature, any company will be able to create an online store

on the platform, with a customizable interface and on which items can be displayed from their product catalog.

After having heard all our advice, you are now ready to get started and create your first Dynamic Ads on Facebook and Instagram! The power of this business acquisition lever is just massive, so don't wait any longer to implement our advice.



GOOD LUCK WITH YOUR CAMPAIGNS!

YOUR PRIVILEGED CONTACTS



Lengow is the e-commerce automation solution that helps brands and distributors improve their performance, automate their business processes, and grow internationally. The Lengow platform is the key to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, comparison shopping engines, affiliate platforms, and display/retargeting platforms.

Since 2009, Lengow has integrated more than 1,600 partners into its solution to provide a powerful platform to its 4,600 retailers and brands in 42 countries around the world.

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contact@lengow.com

www.lengow.com



Feed Manager retrieves, optimizes, and distributes your product data via an optimized catalog for each digital platform in order to increase your performance. Better visibility of your products and better strategic management of your campaigns. Experts for 10 years, Feed Manager has been part of the Labelium group since 2016.

Our partnership with Lengow: more than 230 common customer accounts, more than 12 languages.

Johann Lucas

lucas@feed-manager.com

07 63 84 60 40

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