

# Ad Account Audit

Within the account there are 4 active campaigns spending close to \$10k/mo. ¼ are all for top of funnel prospecting and only 1 of them is for retargeting users, but it's only retargeting people who are past users. Only 6% of the monthly ad spend budget is being allocated to retargeting past customer but no ads retargeting those who didn't download or signup on first introduction to your brand. This is a pretty big missed opportunity to retarget several actions.

I filmed a video walkthrough of your account:  
<https://www.awesomescreenshot.com/video>

I stopped close to the 20-minute mark as I didn't want the video to keep going on and on.

## Here are some great things about the ad account:

- Awesome video creatives - between the fun videos, testimonials, promo videos, etc. you have a great mix of stuff to leverage as is or repurpose
- Lots of soft-stat data (engagement, clicks, video views) and decent hard-stat data (app installs/purchases)
- Lots of previous split testing - though most of the budget was distributed to only a 1-2 ads if several were used in an ad set

## Key recommendations within the account going forward:

- Restructure the budget allocation for TOF/MOF/BOF
- Do more A/B split testing of ad creatives in active campaigns
- Even if you decide not to do more creatives split testing, at least implement more A/B split testing of thumbnail images within video ads of active campaigns because that can drastically increase the link clickthrough rate (suggestion would be to take some stills from your funny videos and test those out)
- Utilize UTM tags/parameters within each ad to pass data back to Google Analytics
- Make sure you have goal and conversion tracking within Google Analytics set up properly
- If you'll be doing post engagement campaigns, run them with the same TOF ads (ideally not video) as other campaigns so you can build up a snowball effect of social engagement on the ads
- It doesn't look like you've prioritized events within the event manager, I would do so + add some additional events to track (*outlined in below section*)

- Also ads-wise, everything seems more benefits driven with the ad copy. Might be worthwhile to test out ad variations that are pain point focused with both copy and creatives

## Key recommendations for the website:

Tracking link clicks and landing page views is great, but being able to see how that traffic is interacting with your site within FB can be helpful to view % drop off. With attribution being off in FB you won't get a full picture but it does help..

- I'd add custom event pixel code on specific pages of your site so you can track user drop off within FB to a degree. Either do custom events as outlined below or you can setup standard events like cart/checkout/purchase based on successful registration.
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  - I believe you are triggering a purchase event upon signup
- If you don't already have funnel flow and custom conversions setup within Google Analytics that's something I'd recommend implementing. You'll get a visual representation of how people enter the site from ads and where they drop off at as well as the percentage of drop offs at each stage of the buying journey.

## Recommended strategies to test out:

### Strategy A:

Goal is content consumption at top of funnel. Retargeting with goal of getting people to website at MOF. BOF is to get app downloads.

- **TOF - video view objective** (single video ad, carousel ad with videos, instant experience with video) - Interests ad campaign & LLA ad campaign (campaign not ad set)
  - Budget allocation: 70%
  - 4-5 ad variations
- **MOF 7 days retargeting window** - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement)
  - Budget allocation: 10%
  - 2-3 ad variations
- **MOF 30 days retargeting window** - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement)
  - Budget allocation: 10%
  - 4-5 ad variations
- **BOF 3 days retargeting window** - retargeting those who viewed web site
  - Budget allocation: 5%
  - 2-3 ad variations
- **BOF 7 days retargeting window** - retargeting those who viewed web site
  - Budget allocation: 5%
  - 2-3 ad variations

### Strategy B:

Goal is traffic at top of funnel. Retargeting with goal of getting people back to website at MOF. BOF is to get app downloads.

- **TOF - traffic objective** (single video ad, carousel ad with videos, instant experience with video) - Interests ad campaign & LLA ad campaign (campaign not ad set)
  - Budget allocation: 70%
  - 4-5 ad variations
- **MOF 7 days retargeting window** - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement)
  - Budget allocation: 10%
  - 2-3 ad variations
- **MOF 30 days retargeting window** - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement)
  - Budget allocation: 10%
  - 4-5 ad variations
- **BOF 3 days retargeting window** - retargeting those who viewed web site
  - Budget allocation: 5%
  - 2-3 ad variations
- **BOF 7 days retargeting window** - retargeting those who viewed web site
  - Budget allocation: 5%
  - 2-3 ad variations

### Strategy C (shorter funnel):

Goal is content consumption at top of funnel. Retargeting with goal of getting downloads

- **TOF - video view objective** (single video ad, carousel ad with videos, instant experience with video) - Interests ad campaign & LLA ad campaign (campaign not ad set)
  - Budget allocation: 80%
  - 4-5 ad variations

- **MOF/BOF combined 7 days retargeting window** - app downloads - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement/, retargeting site visitors)
  - Budget allocation: 10%
  - 2-3 ad variations
- **MOF/BOF combined 30 days retargeting window** - app downloads - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement/retargeting site visitors)
  - Budget allocation: 10%
  - 4-5 ad variations

### Strategy D (shorter funnel):

Goal is traffic at top of funnel. Retargeting with goal of getting downloads

- **TOF - traffic objective** (single video ad, carousel ad with videos, instant experience with video) - Interests ad campaign & LLA ad campaign (campaign not ad set)
  - Budget allocation: 80%
  - 4-5 ad variations
- **MOF/BOF combined 7 days retargeting window** - app downloads - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement/, retargeting site visitors)
  - Budget allocation: 10%
  - 2-3 ad variations
- **MOF/BOF combined 30 days retargeting window** - app downloads - (retargeting video views at 50%, 75%, 95%, thruplays, retargeting those who opened an instant experience, retargeting ad/post/page engagement, retargeting site visitors)
  - Budget allocation: 10%
  - 4-5 ad variations

Overall I think there's a lot you can do to repurpose some of your older content and leverage it for [redacted]. Plus, if you're wanting to start marketing to individuals again like you mentioned on the call there's tons of stuff for you to leverage within the account as is, just with a better approach to how and why you're using it.

If you decide to market to [redacted], then I'd distribute the budget accordingly (assuming a \$10k/mo budget stays consistent):

45% [redacted]  
25% [redacted]  
20% [redacted]  
10% [redacted]

Or

50% [redacted]  
30% [redacted]  
20% [redacted]