Social Ads
1 2 3 4
Social ads – KPIs, Goals and Optimization

SETTING UP

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Creative

Targeting

Budgeting

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In a way, social ads **democratize ads** for everyone

Yet, they can quickly turn into a nightmare, summarized into

one single sentence:

Why can't I achieve my target?

THE QUESTION CAN BE BROKEN DOWN INTO 4 MAIN CAUSES

How do you define success?

Have you defined your goal

Do you understand what factors affect your end result?

Do you manage these factors?

Let's get down to work

KPIs and Goals

KPIs - Goals

Why are you running this campaign?

- Macro Conversions
- Micro Conversions
- Awareness

KPIs - Goals

Why are you running this campaign?	How will you define success?
Macro Conversions	Sales (Offline / Online)
Micro Conversions	E-mail subs, content consumption etc.
Awareness	Reach, Frequency

KPIs - Goals

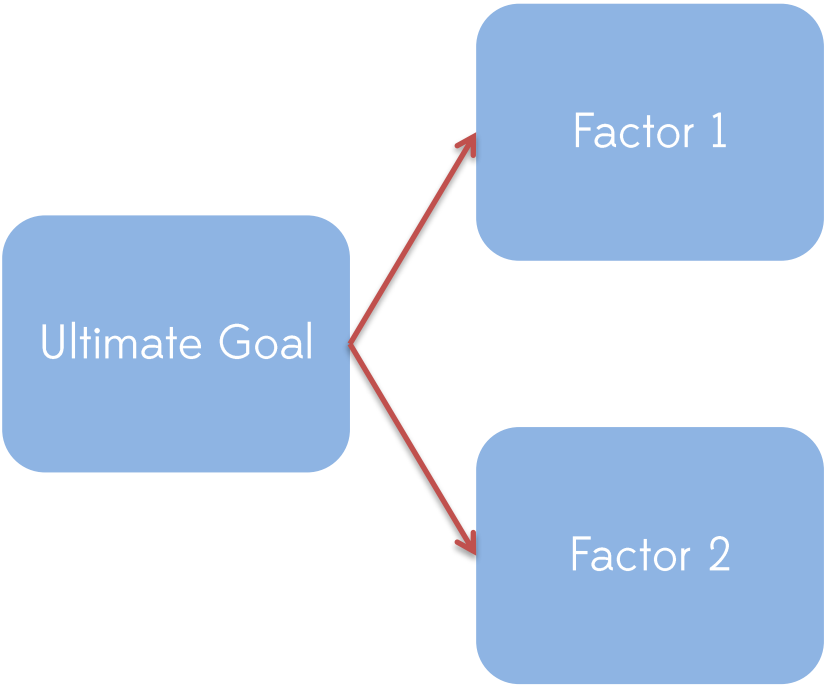
Why are you running this campaign?	How will you define success?	How much "success" would you like to have?
Macro Conversions	Sales (Offline / Online)	Specific
Micro Conversions	E-mail subs, content consumption etc.	Measurable
Awareness	Reach, Frequency	Achievable
		Relevant
		Timely

What are the factors impacting your KPIs?

How will I get there?

Ultimate Goal

How will I get there?



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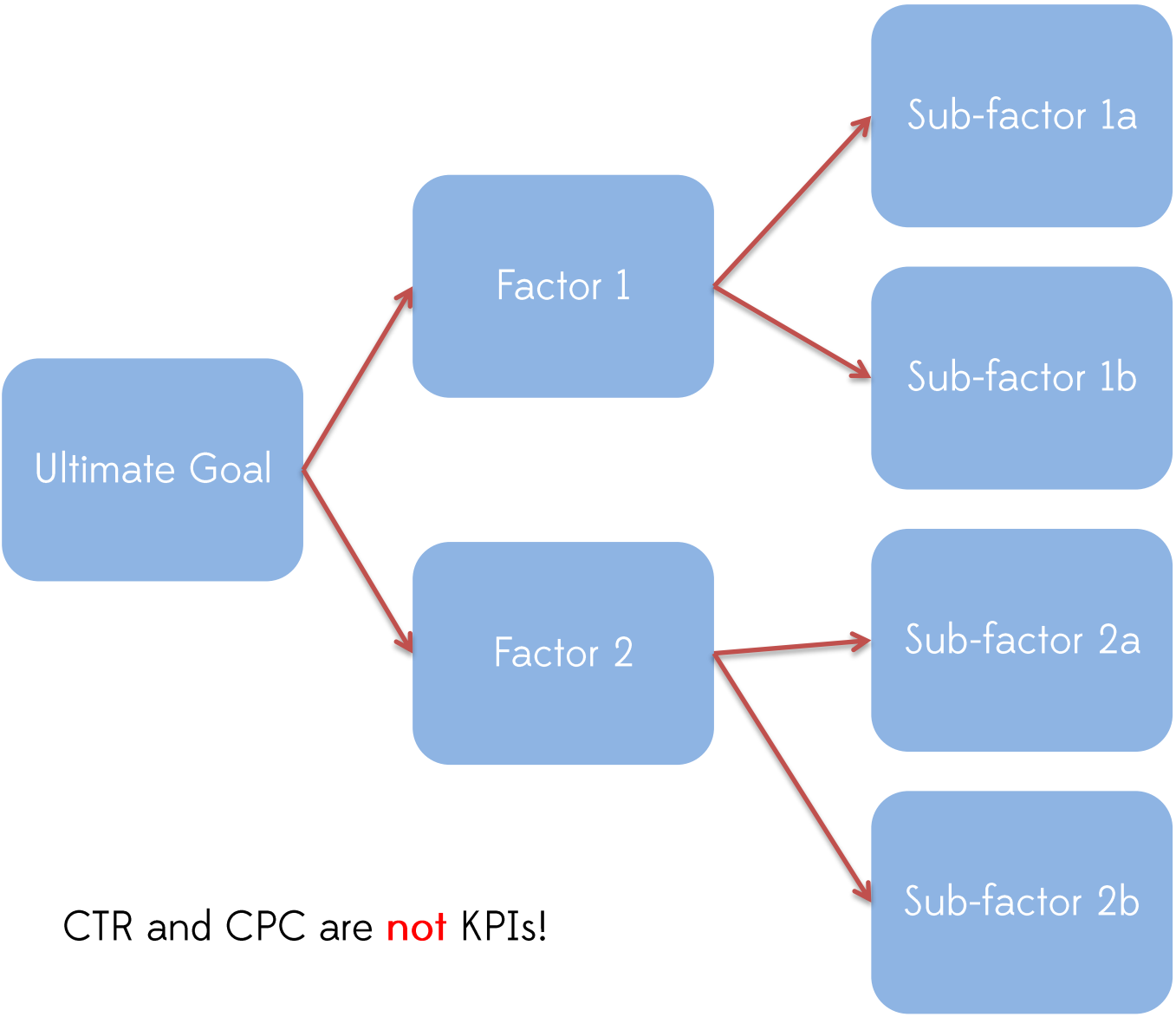

CTR and CPC are not KPIs!

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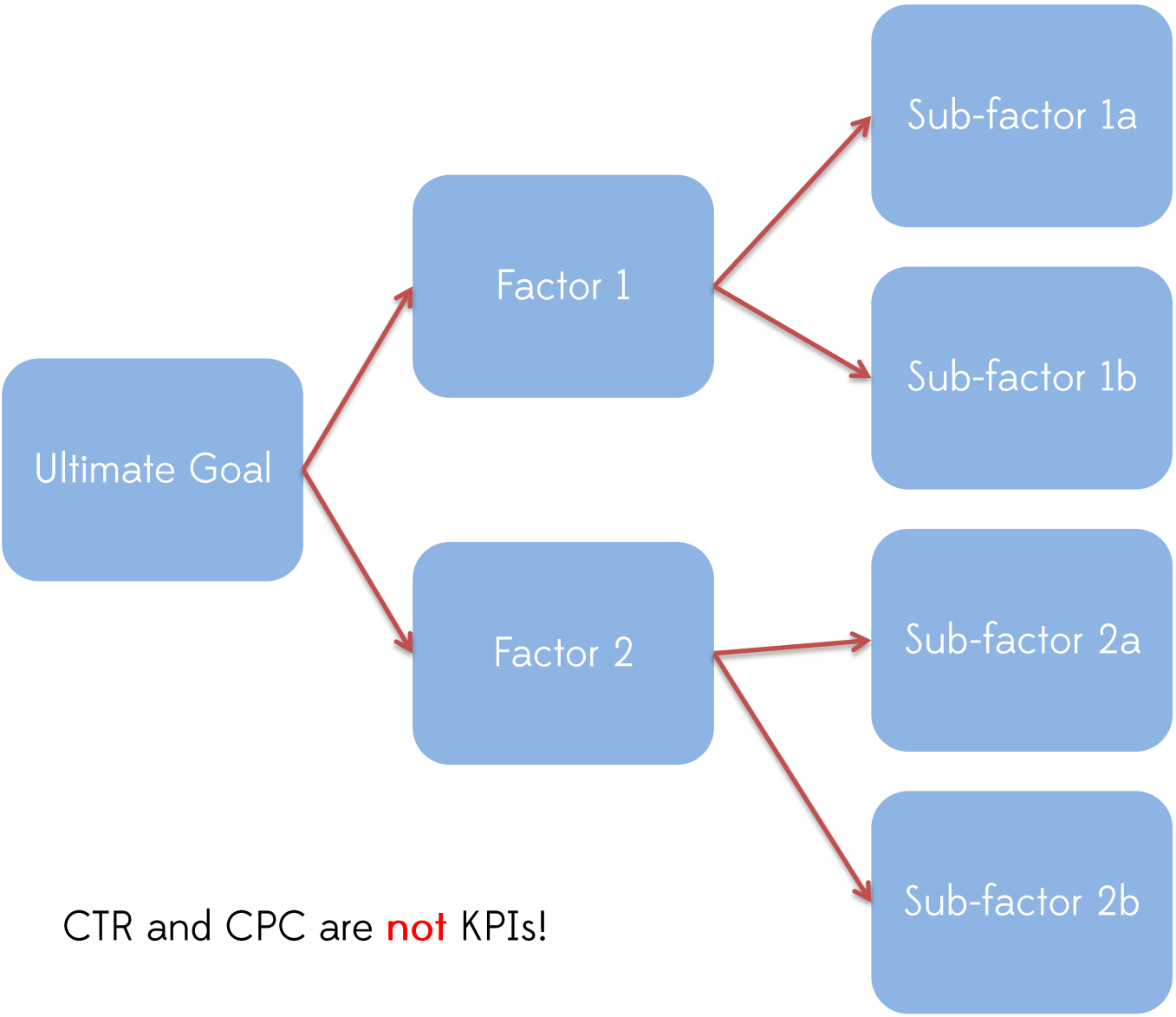

Can you manage them?

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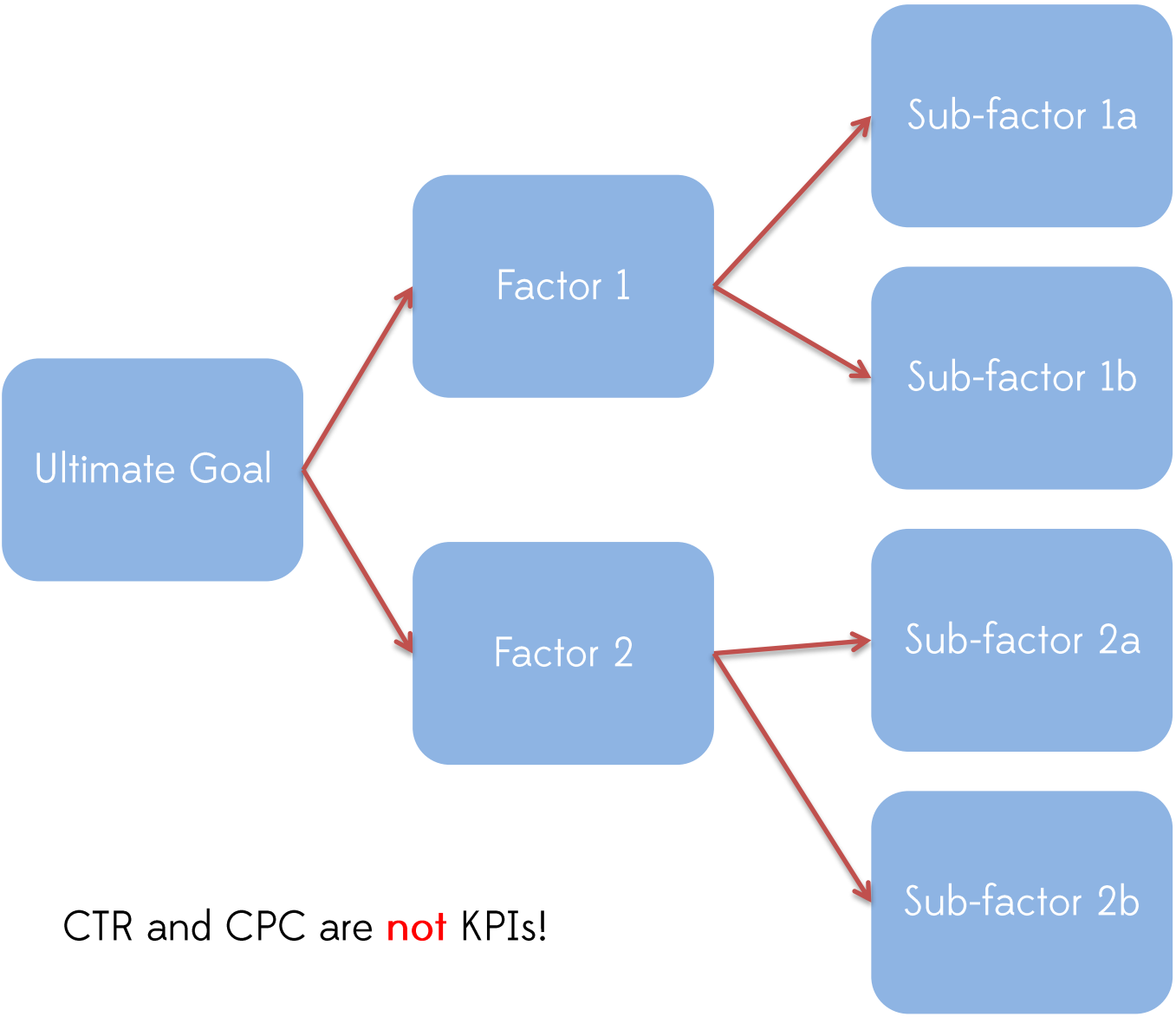


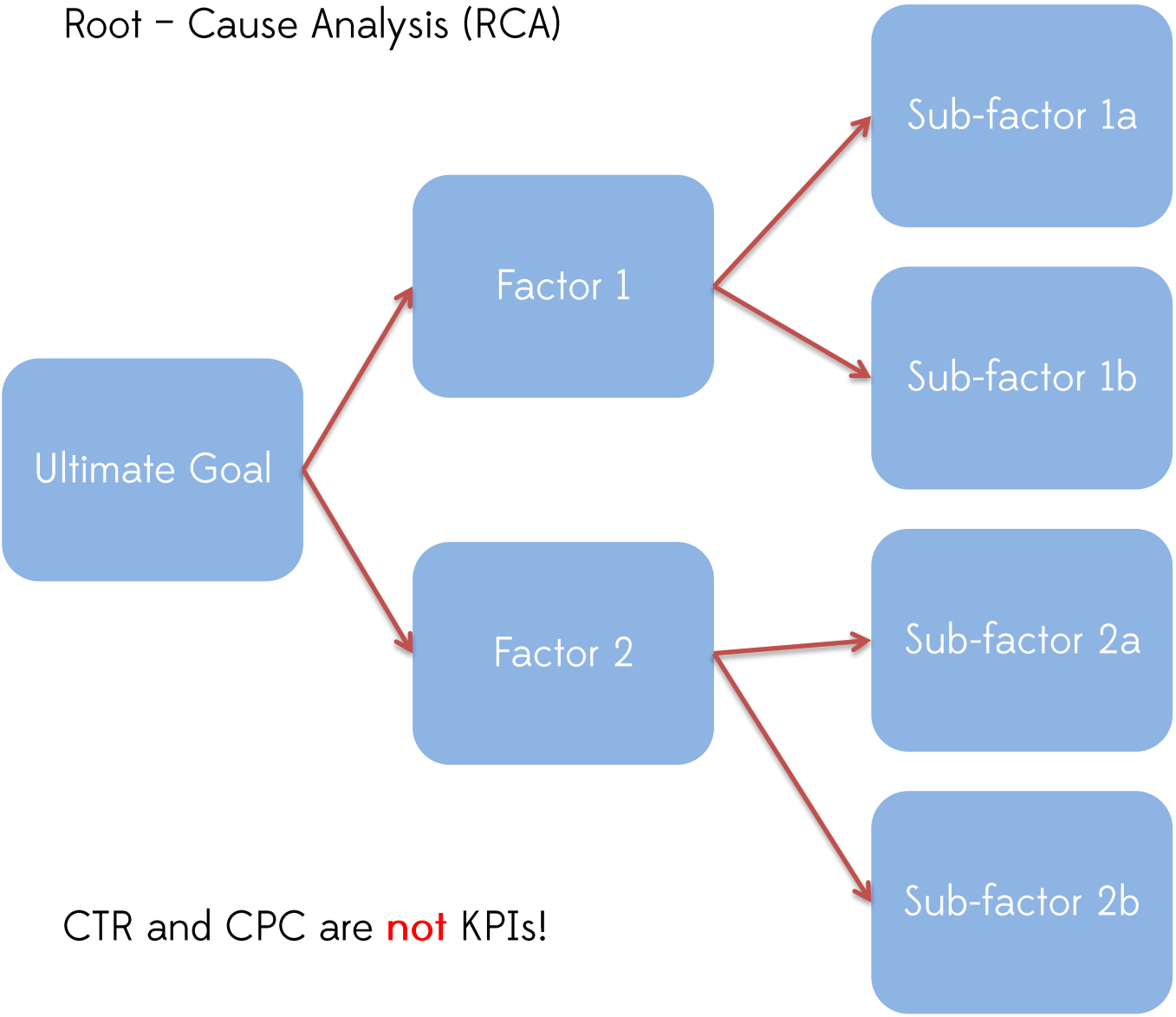
Can you manage them?

If not, you should move further down.

CTR and CPC are not KPIs!

How will I get there?

Root – Cause Analysis (RCA)



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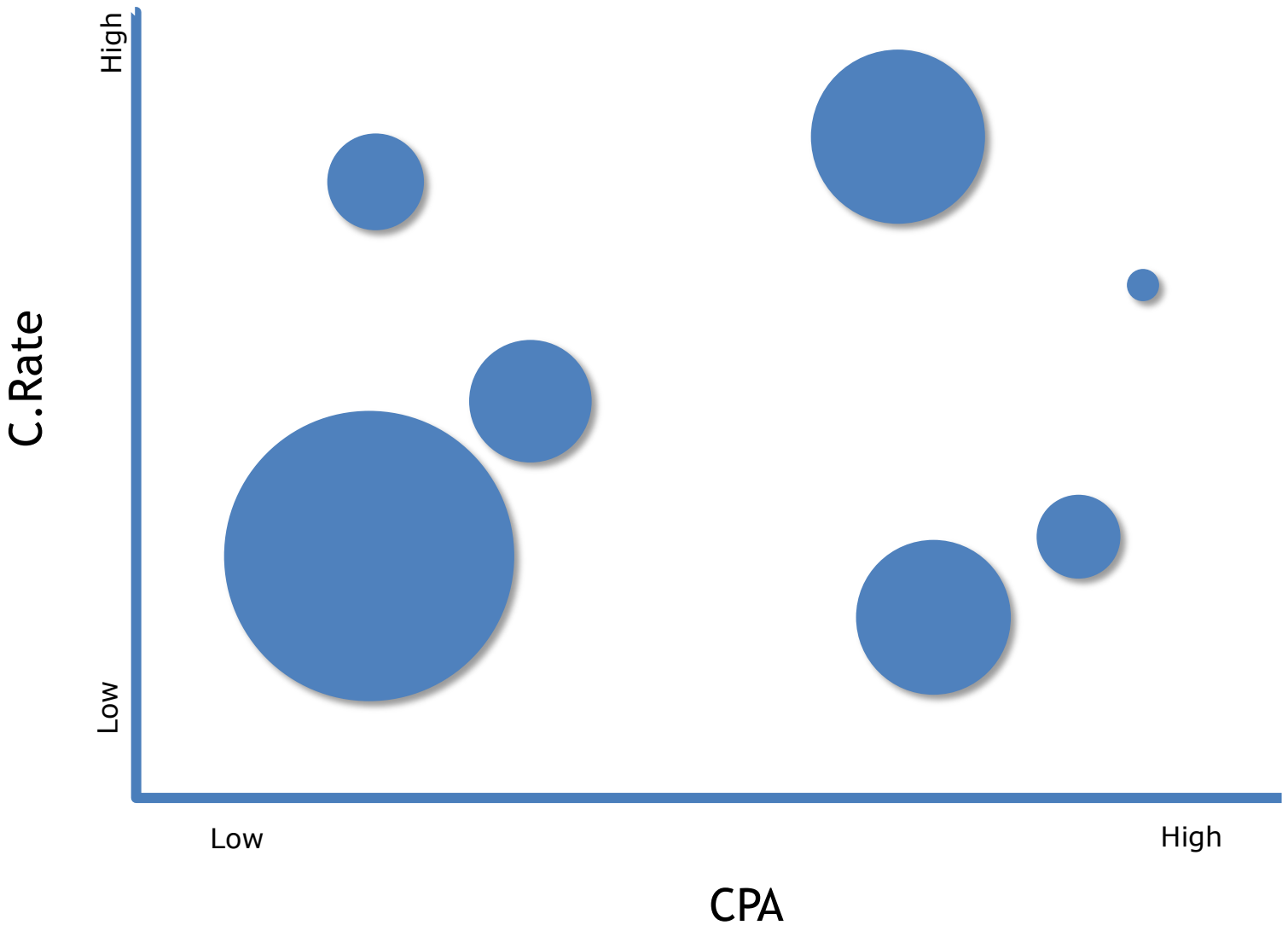
CTR and CPC are not KPIs!

How do you manage them?

The good, the bad and the unimportant



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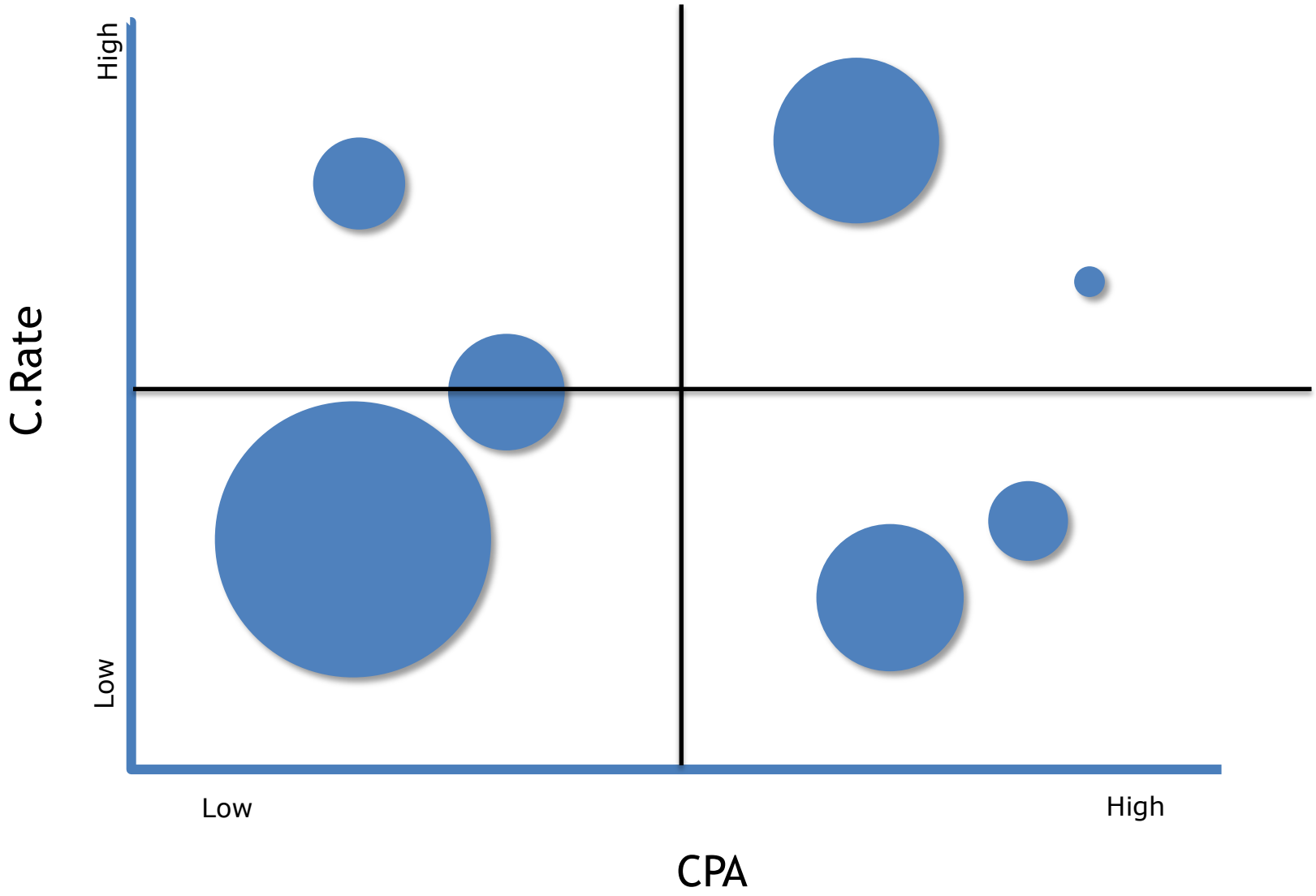

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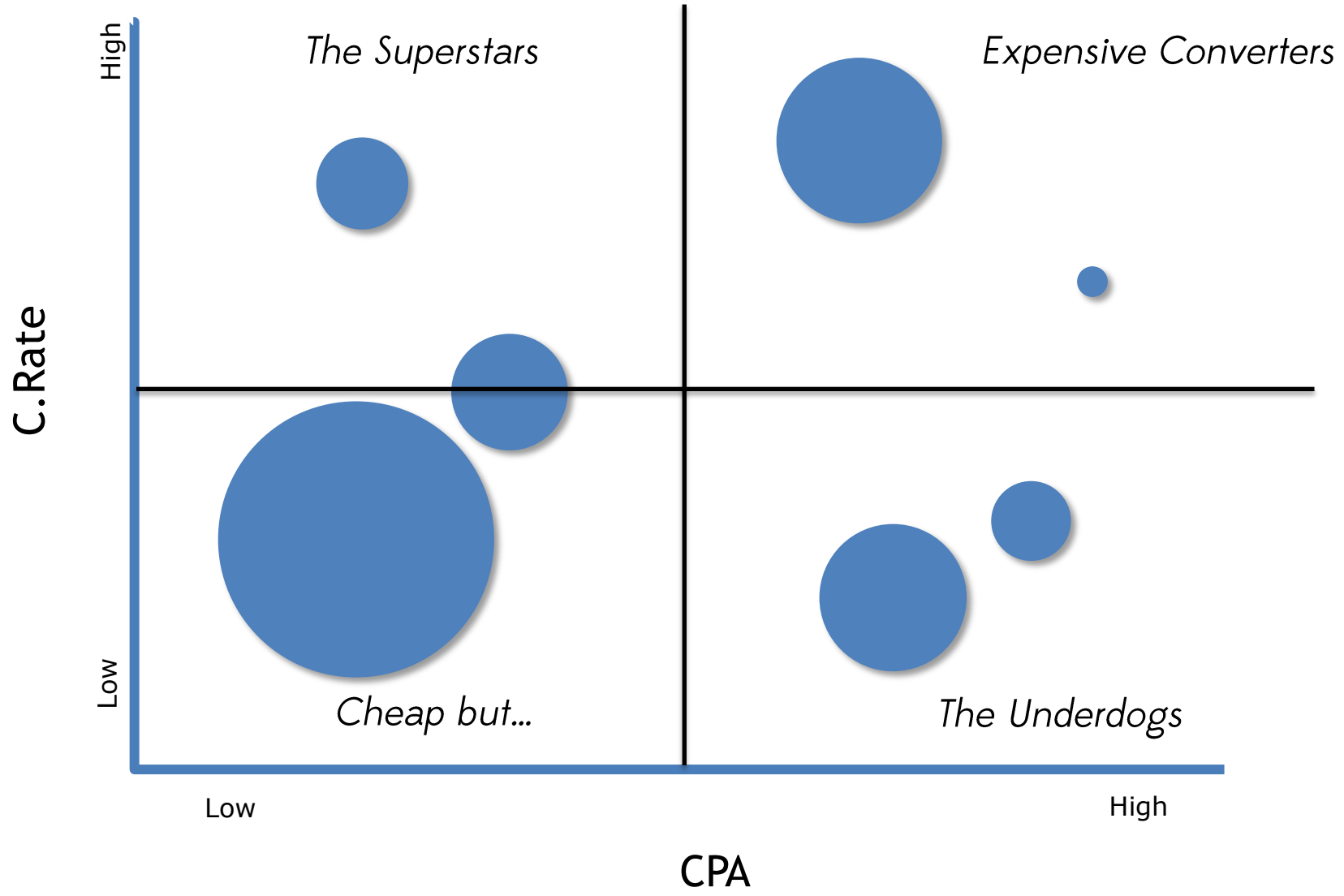

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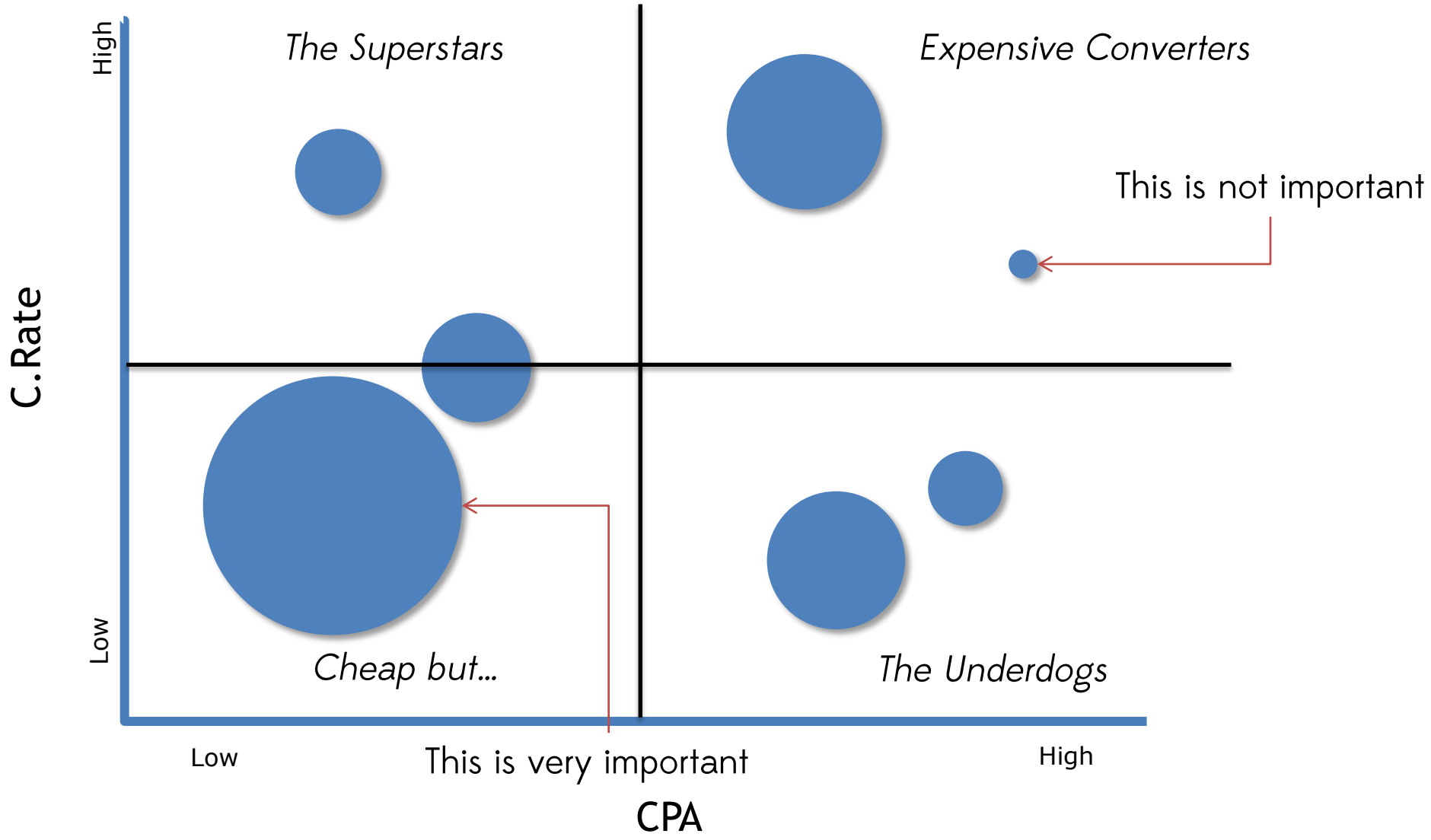

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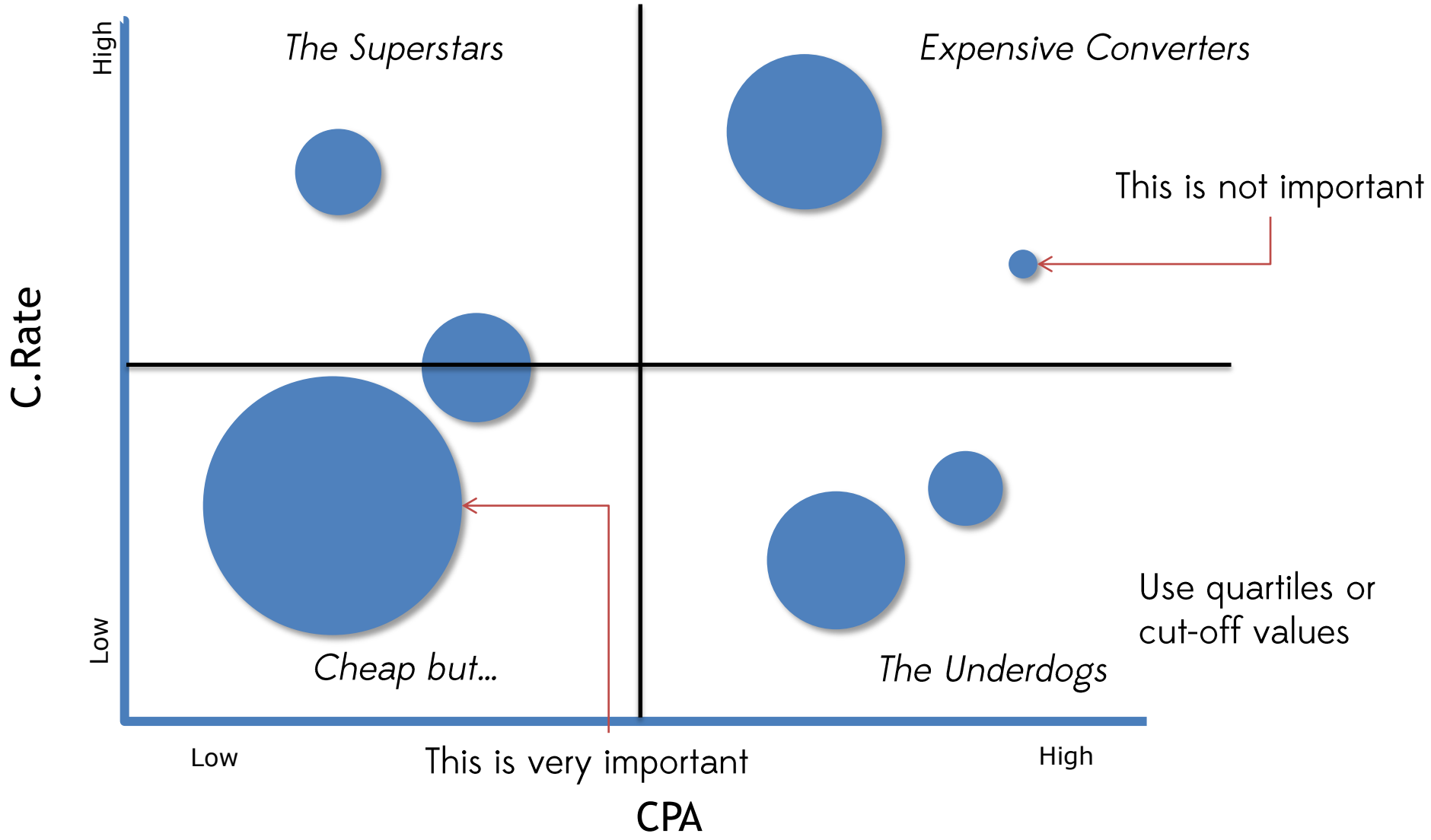

Before we wrap up and go

The threat of timeseries

Campaign 1

Avg. CPA = 4,88€

Campaign 2

Avg. CPA = 5,35€

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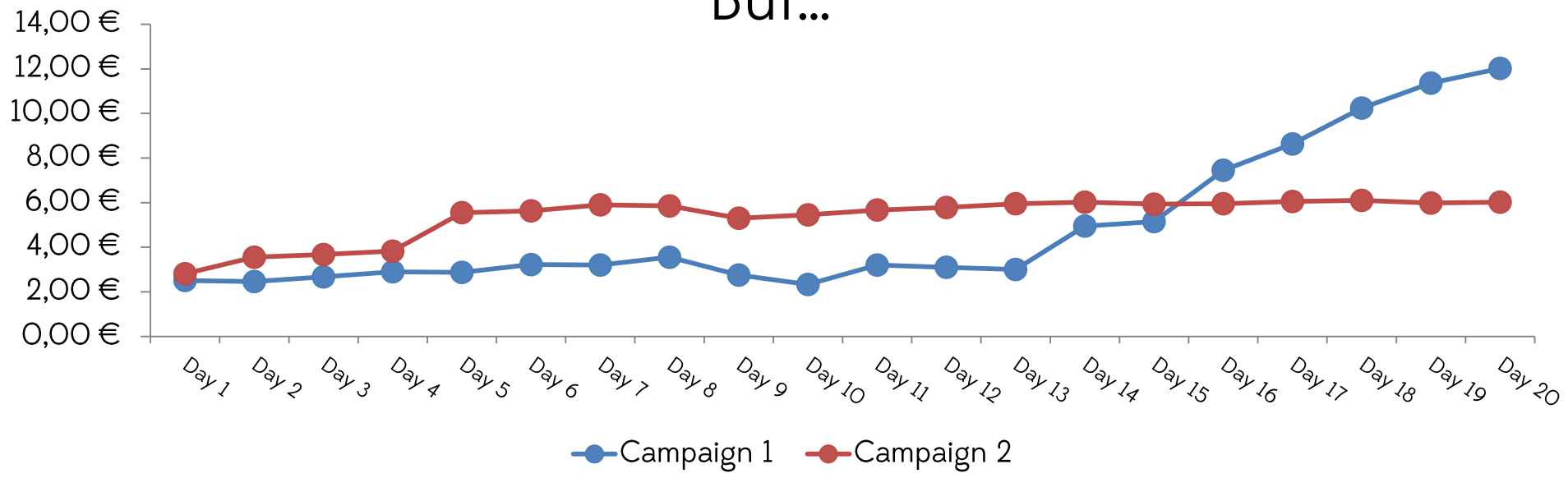

The threat of over-optimization

Don't change things continuously – periods of stability are essential for testing.

Don't rely on small samples.

A/B Testing involves 1 change, not 4. It could work but you wouldn't know why.

The threat of reinventing the wheel

Accept mistakes

Accept some bad results

Learn

Knowledge management is the key

And of course…

Don’t reinvent the wheel every time you run a campaign

Shall we?