

# Optimalizácia Facebook Ads pomocou kombi Supermetrics a Google Spreadsheets

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# Prečo chcem mať Facebook data v Google spreadsheets ?

- Prehľadnosť
- Úspora času / všetko na jednom mieste
- Jednoduché filtrovanie a vlastné pohľady
- Pravidelný / automatický update dát (Supermetrics)
- Príprava formátu pre GDS
- Metriky, ktoré rozhranie Ads manageru neposkytuje
- Finálny bulk import súbor
- URL checker
- Všestranné využitie: tvorba kampaní, obmena kreatív

# Ako si Supermetrics nastavit'?

Modifying query at FBRI\$A\$1:\$Y\$30

[Apply changes](#) [Exit](#)

- ▶ **Data source** Facebook Ads: Milan Cidilo (id: 10...
- ▶ **Select accounts** HK-SK
- ▶ **Select dates** This month to date
- ▶ **Select metrics** Reach, Frequency, Impress...
- ▼ **Split by** Campaign name, Ad set name, Ad ...

**Split to rows**

Campaign name x Ad set name x

Ad name x Destination URL x

# of rows to fetch **50,000**

Sort rows **Amount spent**

Sort direction **Descending**

Secondary sort **Automatic**

**Split to columns**

Select...

- ▶ **Filter** Campaign name DOES NOT CON...
- ▶ **Options** Conversion window: 28D\_CLICK, ...

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- ▼ **Filter** Campaign name DOES NOT CON...

**Campaign** i DOES NOT Příspěvek

AND  OR

**Campaign** i DOES NOT Propagace s

AND  OR

**Campaign** i EQUALS ACTIVE

AND  OR

**Ad set statu** EQUALS ACTIVE

AND  OR

**Ad status** (i) EQUALS ACTIVE

[+ Add filter](#)

- ▶ **Options** Conversion window: 28D\_CLICK, ...

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- ▶ **Filter** Campaign name DOES NOT CON...
- ▼ **Options** Conversion window: 28D\_CLICK, ...

No header row

Conversion window

**28 d click**

Show all time values

Replace blank metric values with zeros

Combine new results with old

Format results for Google Data Studio

Highlight values with colours **Off**

Advanced settings **\_28D\_CLICK, \_28D\_C**

# Jednotná taxonómia je podmienkou

CAMPAIGN LEVEL					Taxonómia   Remarketing				
KRAJINA	KLIENT	FB PAGE	OBJECTIVE	NÁZOV KAMPANE	Publikum	Počet dní	Pomenovanie publik v BM		
			Awareness		Všetci / Visitor	30	visitor 30d		
			Brand Awareness		Košik / Cart	10	cart 10d		
			Reach		Zákazníci / Customers	90	customer 90d		
			Consideration		Tamaris	14	tamaris 14d		
			TRF		Dámske lodičky	7	damske lodicky 7d		
			ENG		...				
			App Installs						
			VV						
			Lead Generation						
			CNV						
			PCS	DPA					
			Store Visits						
AD SET LEVEL									
LOCATION	TRAFFIC	OFFER	BUDGET	SCHEDULING	AUDIENCE		PLACEMENT		OPTIMIZATION
SK	Web	Offer ON	DB	-	CST	-	ADEV	-	Daily unique reach
CZ	Msg	Offer OFF	LB	-	LTV	-	DESK	NF	CPC
PRG	App			8.00-20.00	RTG	VST	7	RC	CPCA
	Eng			Weekdays		CST	14	NF	CPM
				MTFS		CART	21	IA	LPV
				...		damske boty		In-stream videos	PENG
						...		Suggested videos	IMP
					ENG	?		IGF	
					LA (pôv. SIM)	1 - 10	CUST	IGS	
					DIB (Demographics, interests and behaviour)	Dohodneme sa, ako pomenovať, keď ich bude viac		AN	
AD LEVEL									
POST	FORMAT	COPY							
AD	IMG	HDL: rýchle dodanie			V Copy uvádzam len príklad				
PP	CRS	HDL: postovne zdarma							
VID									

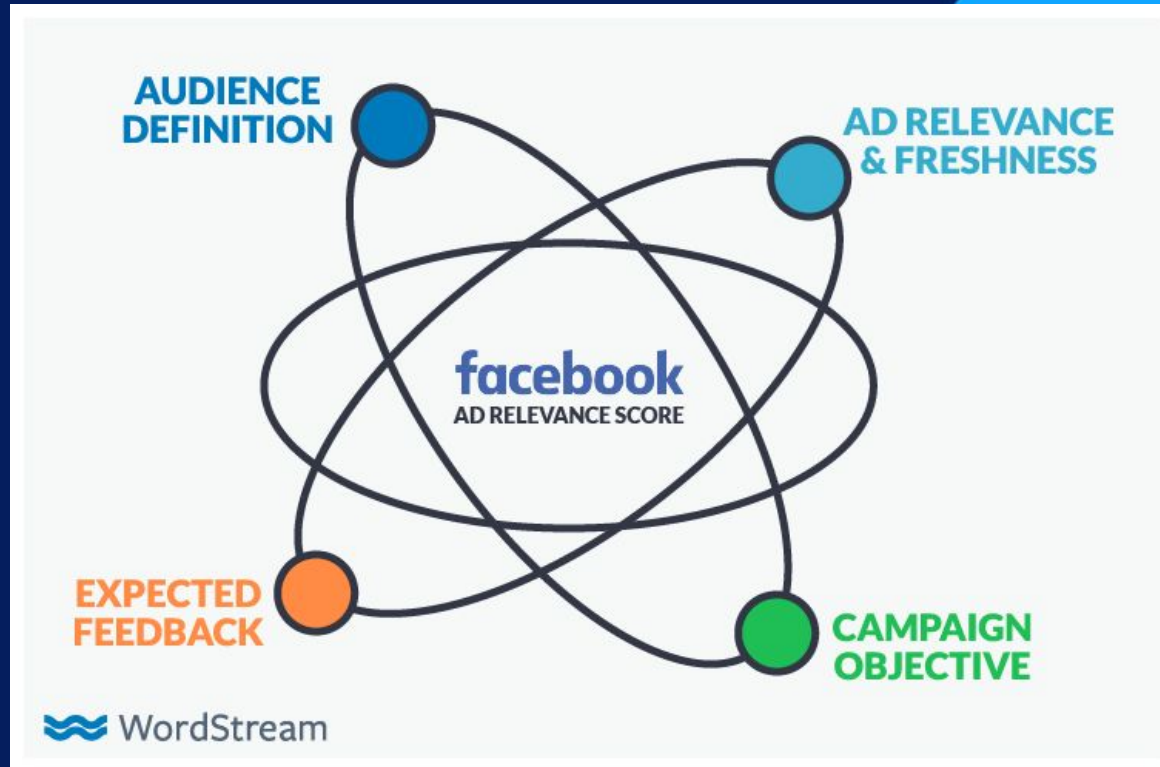
# Štruktúra Google tabuľky

- List s dátami zo Supermetrics
- Check list pre rýchlu kontrolu výkonu kampaní
- Niekoľko listov s konkrétnymi pohľadmi
- Master list: zhromažďuje všetky úpravy do 1 listu
- Bulk Import list

# Aké Facebook ads metriky sledujeme?

- Link Clicks
- CTR (Link click-through rate)
- Relevance score (RS)
- Budget / začíname s minimálnym rozpočtom
- Reach
- Frequency
- PNO / nemáme
- Konverzný pomer / nemáme
- Engagement

# Ako zlepšit' Relevance score?



Zdroj: <https://goo.gl/t6rYh3>

# Aké základné pohľady sledujeme?

- Ad sety bez konverzií v 3 úrovniach
- Dobré PNO, zlé RS = zmena kreatívy
- Vysoké PNO, dobré RS = bidding
- Splňujeme KPI, dobré RS = budget
- Vysoká frekvencia
- 0 impressií
- Nízky reach
- URL checker



# Ako to celé funguje?

- Pri stovkách Ad setov nie je možné mať plnú kontrolu
- PPCčkári milujú performance, ľudia milujúci Social až tak nie
- Konkrétny case (list) = konkrétne riešenie (návrh)
- Suggested bidy pre inšpiráciu
- Možnosť vložiť novú max CPC

# Ako to celé funguje? Ukážka

6 Reklamy s konverziou: dobré PNO, ale nízka RS		Zpracovať novú kreativitu. Duplikovať ad set, nevypínať pôvodnú.															
		AoV (GA)	28.56														
		PNO (%)	17														
FILTER:		Default values															
Relevance Score >=	6	menej než 6															
PNO <=	15	15															
Spend > viac než	1	0															
Filter pre názov kampane																	
Filter pre názov ad setu																	
Filter pre názov reklamy																	
Názov kampane neobsahuje	OFF	-															
Link clicks > viac než	1	1															
Campaign name	Ad set name	Ad name	Link clicks	Impressions	CTR (link click-through rate)	CPC (cost per link click)	Amount spent	RS	Purchases	Revenue	ROAS	PNO (%)	Conversion rate (%)	Suggested max CPC	Suggested max CPC AoV	Import bid	
SK   PCS   DPA	SK   Web   DB   RTG VST 3   DESK   NF   CPC	AD   CRS   CURR	143	3464	4.13	0.43	61.98	6	16	530.39	8.56	11.69	11.19	0.73	0.62		
SK   PCS   DPA	SK   Web   DB   RTG VST 4 - 10   DESK   RC   CPC	AD   CRS   CURR	73	19621	0.37	0.43	31.66	5	5	275.48	8.70	11.49	6.85	0.74	0.38		
SK   PCS   DPA	SK   Web   DB   RTG VST 4 - 10   MOB   NF   CPC	AD   CRS   CURR	497	11044	4.50	0.26	127.21	4	32	1012.08	7.96	12.57	6.44	0.40	0.36		

# Kreatívu meníme, keď je to potrebné = frekvencia

6 Reklamy, ktoré by bolo potreba obmeniť, pretože majú vysokú frekvenciu																	
FILTER:		Default values															
Relevance Score <=	10		10														
Frekvencia > viac než	4		4														

Campaign name	Ad set name	Ad name	Frequency	Link clicks	Impressions	CTR (link click-through rate)	CPC (cost per link click)	Amount spent	RS	Purchases	Revenue	ROAS	PNO (%)	Conversion rate (%)
KE   ENG   Store Košice	KE   Eng   DB   DIB: Zasnubeny   ADEV AD   IMG   Zasnubeny v4		10.82	381	57553	0.66	1	191.2	1	3	26.86	0.14	711.84	0.79
SK   PCS   DPA	SK   Web   DB   RTG VST 4 - 10   MOB AD   CRS   CURR		4.16	497	11044	4.50	0	127.21	4	32	1012.08	7.96	12.57	6.44
SK   PCS   DPA	SK   Web   DB   RTG VST 3   DESK   R   AD   CRS   CURR		12.68	150	23542	0.64	0	57.21	7	23	775.70	13.56	7.38	15.33
KE   ENG   Store Košice	KE   Eng   DB   DIB: Zasnubeny   ADEV AD   IMG   Zasnubeny v6		8.09	7	19112	0.04	5	33.53	2	0	0.00	0.00		
SK   PCS   DPA	SK   Web   DB   RTG VST 4 - 10   DESK AD   CRS   CURR		11.24	73	19621	0.37	0	31.66	5	5	275.48	8.70	11.49	6.85
KE   ENG   Store Košice	KE   Eng   DB   DIB: Zasnubeny   ADEV AD   IMG   Zasnubeny v5		8.38	4	13947	0.03	5	19.18	1	0	0.00	0.00		
KE   TRF   RTG 7	KE   Web   DB   RTG: All 7   ADEV   CPI AD   IMG   Párty		4.01	23	2634	0.87	0	6.27	4	1	27.12	4.33	23.12	4.35
KE   TRF   RTG 14	KE   Web   DB   RTG: Carl 14-7   ADEV AD   IMG   Párty		4.45	1	98	1.02	0	0.22	0	0	0.00	0.00		

# Okamžite hľadáme problém - nízky reach

6	Nízky reach   Hľadáme problém	Spend a Link Clicks sú nastavené výššie a rovné než, aby vám vzalo aj ad sety a nulovými klikmi či nulovým spendom.			Aké môžu byť dôvody?									
		AcV	28.56		príliš nízky budget									
		PNO	17		príliš nízky bid									
					príliš malé publikum									
					nesprávne zvolené publikum									
					veľa zmien v krátkom čase									
					zmeniť reklamu									
	<b>FILTER:</b>			<b>Default values</b>										
	Relevance Score <=	10	10											
	Spend >=	0	0											
	Filter názov Kampane													
	Filter názov Ad setu													
	Filter názov reklamy													
	Link clicks >=	0	0											
	Reach < menej než	200	200											

Campaign name	Ad set name	Ad name	Link clicks	Impressions	Reach	CTR (link click-through rate)	CPC (cost per link click)	Amount spent	Relevance score	Website leads	Cost per website lead	Conversion rate (%)
KE   TRF   RTG 14	KE   Web   DB   RTG: All 14-7   ADEV   CPC	AD   IMG   Párty	0	464	144	0.00	0.00	0	0	0	0	0
SK   TRF   RTG 14	SK   Web   DB   RTG: Cart 14-7   ADEV   CPC	AD   IMG   Párty	2	203	79	0.99	0.29	0.57	0	0	0	0.00
KE   TRF   RTG 14	KE   Web   DB   RTG: Cart 14-7   ADEV   CPC	AD   IMG   Párty	1	98	22	1.02	0.22	0.22	0	0	0	0.00
SK   TRF   RTG 7	SK   Web   DB   RTG: Karneval 7   ADEV   CPC	AD   IMG   Karneval	0	15	11	0.00	0.00	0	0	0	0	0
SK   TRF   RTG 14	SK   Web   DB   RTG: Karneval 14-7   ADEV   CPC	AD   IMG   Karneval	0	14	10	0.00	0.00	0	0	0	0	0
SK   TRF   RTG 7	SK   Web   DB   RTG: Cart 7   ADEV   CPC	AD   IMG   Párty	0	13	9	0.00	0.00	0	0	0	0	0
KE   TRF   RTG 7	KE   Web   DB   RTG: Cart 7   ADEV   CPC	AD   IMG   Párty	0	19	7	0.00	0.00	0	0	0	0	0
KE   TRF   RTG 7	KE   Web   DB   RTG: Karneval 7   ADEV   CPC	AD   IMG   Karneval	1	8	6	12.50	0.10	0.1	0	0	0	0.00
KE   TRF   RTG 14	KE   Web   DB   RTG: Karneval 14-7   ADEV   CPC	AD   IMG   Karneval	0	4	3	0.00	0.00	0	0	0	0	0

# Dokážeme sledovať v URL 404ky - alerty

Landing page	Súčet klikov	Status code
	1550	200
<a href="#">book&amp;utm_medium=prispevok10</a>	1384	200
<a href="#">book115</a>	381	200
<a href="#">n_medium=cpc&amp;utm_campaign=wp-hel-7-prod</a>	226	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-hel-14-prod</a>	138	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-ALL-7</a>	74	301
	26	200
<a href="#">n_medium=cpc&amp;utm_campaign=wp-ALL-7-KE</a>	23	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-ALL-14</a>	21	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-hel-7-prod-</a>		
	17	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-hel-14-prod-</a>		
	14	301
<a href="#">3721560899836/1793721560899836/?type=3</a>	12	200
<a href="#">4290463842945/1864290463842945/?type=3</a>	7	200
<a href="#">8184084453582/1958184084453582/?type=3</a>	4	200
<a href="#">n_medium=cpc&amp;utm_campaign=wp-opuskos-14</a>	2	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-opuskos-14-</a>		
	1	301
<a href="#">3721570899835/1793721570899835/?type=3</a>	1	200
<a href="#">4239590514699/1864239590514699/?type=3</a>	1	200
<a href="#">source=facebook&amp;utm_medium=cpc&amp;utm_camp</a>		
	1	200
<a href="#">n_medium=cpc&amp;utm_campaign=wp-ALL-14-KE</a>	0	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-opuskos-7-</a>		
	0	301
<a href="#">n_medium=cpc&amp;utm_campaign=wp-opuskos-7-</a>		
	0	301
<a href="#">4240110514647/1864240110514647/?type=3</a>	0	200
<a href="#">source=facebook&amp;utm_medium=cpc&amp;utm_camp</a>		
	0	200
<a href="#">source=facebook&amp;utm_medium=cpc&amp;utm_camp</a>		
	0	200
<a href="#">source=facebook&amp;utm_medium=cpc&amp;utm_camp</a>		
	0	200

# Nakoniec všetko “ready to import”

Campaign ID	Campaign Name	Campaign Status	Campaign Objec	Buying Type	Campaign Spent	Tags	Product Catalog	Campaign Page	Ad Set ID	Ad S
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046159280421	ACT
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046159280421	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609021	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609021	ACT
cg 60597001338	SK   PCS   DPA	ACTIVE	Catalog Sales	AUCTION			p:1247615385289439		c:6080016154221	ACT
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046159280621	ACT
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046159280621	ACT
cg 60597001338	SK   PCS   DPA	ACTIVE	Catalog Sales	AUCTION			p:1247615385289439		c:6080014783621	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609421	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609421	ACT
cg 60597001338	SK   PCS   DPA	ACTIVE	Catalog Sales	AUCTION			p:1247615385289439		c:6080015421821	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046150845221	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046150845221	ACT
cg 60597001338	SK   PCS   DPA	ACTIVE	Catalog Sales	AUCTION			p:1247615385289439		c:6080015881821	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609821	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046152609821	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6058915092621	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6058915092621	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046192792021	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046192792021	ACT
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046187764021	ACT
cg 60461592796	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046187764021	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046151523821	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046151523821	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046151523821	ACT
cg 60460036886	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046187007621	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046188277221	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046188277221	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046163379821	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046163379821	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046187354621	ACT
cg 60461526086	SK   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046187354621	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6062687513221	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6062687513221	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6062687513221	ACT
cg 60557184626	KE   ENG   Store	ACTIVE	Post engagement	AUCTION					c:6062687513221	ACT
cg 60461633794	KE   TRF   RTG	ACTIVE	Traffic	AUCTION					c:6046163380421	ACT



# Náš workflow - denné aktivity

- Plníme KPI?
- Neprekračujeme rozpočty?
- Výkyvy, výpadky a nové kampane
- Dashboardy v GDS / dúfam, že ukážem nabudúce :-)
- Včera vs. predvčerom a posl. 7 dní
- MoM x YoY
- V prípade anomálií, hľadáme problém a definujeme konkrétne kroky, ktoré je potrebné vykonať

# Náš workflow - týždenné aktivity

- Hlbšia kontrola: prejsť Google spreadsheetsy
- Import zmien / výsledok práce v tabuľkách
- Väčšie úpravy a zmeny v účtoch nerobíme to hneď, ale plánujeme (pracujeme na princípe GTD)
- Obmena reklamy s vysokou frekvenciou, nízke RS, ...



# Náš workflow - mesačné aktivity

- Samozrejme mesačný report
- Stratégia na nasledujúci mesiac
- Testujeme 2 - 4 nové veci každý mesiac
- Pravidelné krátke školenia, kde navrhujeme nové experimenty
- Popis zapracovaných experimentov a noviniek v účtoch
- Zjednodušujeme si prácu a automatizujeme

**Ďakujem :-)**