

Ako nastaviť rutinné činnosti pre Facebook ads?

Milan Cidilo - Zimný PPC Camp 2019

Správny systém a pravidelnosť

- Vytvorenie kampaní pomocou checklistou
- Denné činnosti
- Týždenné činnosti
- Mesačné činnosti
- Hľadanie nových príležitostí
- Návrhy testov a spracovanie pre team

Tvorba nových kampaní

- Tri projekty a vždy v presnom poradí
- Osobitné [Create] checklisty na tvorbu účtov
- Tasky v checklistoch podľa priority - profit first
- Description úloh obsahuje úplne všetky informácie

Novinky a best practice v šablónach

- Novinky nasadzujem priamo do šablón bez ukladania
- Dôležitý je poriadok a systém!
- Prístup k editácii šablón majú 1-2 ľudia vo firme
- Projekt “Template upgrades” na schválenie
- Pravidelné kontroly pre zabehnutých klientov

Tvorba nových kampaní

The screenshot displays a project management dashboard for a campaign. At the top, the project is identified as "[FB]: CZ |FB| CHECK" and is marked as a "Template". The navigation bar includes options for Board, Timeline, Calendar, Conversations, Progress, and Files. A search bar is present with the text "Go to any project or task...". On the right, there are buttons for "+ New", a help icon, and an "Upgrade" button.

The main workspace is divided into four columns representing different stages of the campaign process:

- KONTROLNÁ FÁZA** (Control Phase)
- PRÍPRAVNÁ FÁZA** (Preparation Phase)
- SETUP FÁZA** (Setup Phase)
- FINAL CHECK** (Final Check)

Each column contains a list of tasks to be completed:

- KONTROLNÁ FÁZA:**
 - Vykonať/skontrolovať Checklist: Nový klient
 - Vykonať projekty |FB| Vytvorenie/Pripojenie
 - Skopírovať template a pomenovať formou Klient: SK |FB| OPT
- PRÍPRAVNÁ FÁZA:**
 - Pomenovať/Premenovať jednotne Facebook náležitosti
 - Pripraviť remarketingové publiká
 - Zvážiť nasadenie LAA LTV
- SETUP FÁZA:**
 - Vytvoriť Product Catalog Sales |DPA| kampaň
 - Vytvoriť remarketing |RTG| kampaň
 - Vytvoriť podobné publiká |lookalike audience|
- FINAL CHECK:**
 - Skontrolovať v kampaniach poriadne všetky nastavenia |subtasky|

Check template

- 4 fázy, kde skontrolujeme všetko
- Každý task obsahuje mnoho subtaskov s postupmi
- Zmenili sme trochu prístup, aby ľudia pri tom premýšľali
- Po dokončení projektu vie account, že kampane bežia

Inšpirácia štruktúry kampaní [Ťahák]

Optimal Campaign Setup

Awareness + Performance Best Practice Setup

	Campaign		Ad Set	Exclusion	Optimization	Placement	Creative																																			
1	Awareness Brand Awareness / Video Views / Reach	1	Broad Interest / Demographic	4,7,11,12	Brand Awareness / Video Views	Facebook & Instagram (automatic)	Short-form Video (<15s), Slideshow																																			
		2	Partner Categories	4,7,11,12				2	Acquisition Conversion Campaign	3	narrow Interest	4,7,11,12	1 or 7 Day post Click+View Optimize for Conversion -> FB Pixel Event: Purchase* <small>*At least 25 conversions per week per ad set</small>	Facebook, Instagram, Audience Network, Messenger (automatic)	Short-form Video (<15s), Slideshow, Carousel, Collection 2-4 creatives per Ad Set	4	5% LAL on high-value customers	5,7,11,12	5	3% LAL on high-value customers	6,7,11,12	6	1% LAL on high-value customers	7,11,12	3	Retargeting Conversion (7) or Product Catalogue Sales	7	Landing Page	8,11,12	7 Day post Click+View Optimize for Conversion -> FB Pixel Event: Purchase* <small>*At least 25 conversions per week per ad set</small>	Facebook, Instagram, Audience Network, Messenger (automatic)	Carousel 2-4 Creatives per Ad Set	8	View/Add to cart 28D	9,11,12	9	View/Add to cart 14D	10,11,12	10	View/Add to cart 7D	11,12	11
2	Acquisition Conversion Campaign	3	narrow Interest	4,7,11,12	1 or 7 Day post Click+View Optimize for Conversion -> FB Pixel Event: Purchase* <small>*At least 25 conversions per week per ad set</small>	Facebook, Instagram, Audience Network, Messenger (automatic)	Short-form Video (<15s), Slideshow, Carousel, Collection 2-4 creatives per Ad Set																																			
		4	5% LAL on high-value customers	5,7,11,12																																						
		5	3% LAL on high-value customers	6,7,11,12																																						
		6	1% LAL on high-value customers	7,11,12																																						
3	Retargeting Conversion (7) or Product Catalogue Sales	7	Landing Page	8,11,12	7 Day post Click+View Optimize for Conversion -> FB Pixel Event: Purchase* <small>*At least 25 conversions per week per ad set</small>	Facebook, Instagram, Audience Network, Messenger (automatic)	Carousel 2-4 Creatives per Ad Set																																			
		8	View/Add to cart 28D	9,11,12																																						
		9	View/Add to cart 14D	10,11,12																																						
		10	View/Add to cart 7D	11,12																																						
		11	Video View Custom Audience	12																																						
		12	Purchase Cross / Upsell																																							

Zdroj: <http://bit.ly/FbKampane>

Časté chyby pri tvorbe kampaní

- Len DPA, prípadne retargeting - prečo?
- Nevhodný cieľ kampane - nie vždy fungujú Conversions
- A opäť len DPA a rok tá istá kreatíva 🤖
- Nízke rozpočty a automatický bid cap (ktorý je vysoký)
- Pozor na nastavenie výberu lokality
- Podobné situácie ošetrí “Final check”

Template Optimalizácia

- Daily check
- Niekoľko rozdelení na jednorazové úlohy a následne pravidelné (týždenné, mesačné a kvartálne)
- Developing tasky
- Someday/Maybe tasky

Daily check

Account	Clicks			Impressions			CPC		Cost			Orders			Revenue			ROAS		tROAS							
	this month	hyp.	last month	this month	hyp.	last month	this month	last month	this month	hyp.	last month	this month	hyp.	last month	this month	hyp.	last month	this month	last month								
	7,221	18,381	18,892	▼ -3%	553,553	1,409,044	1,650,428	▼ -15%	0.12	0.13	▼ -8%	901	2,293	2,405	▼ -5%	217	552	593	▼ -7%	4,988	12,697	15,592	▼ -19%	5.5	6.5	▼ -14.6%	6.25
	5,351	13,621	9,979	▲ 36%	256,130	651,967	474,086	▲ 38%	36.76	39.53	▼ -7%	196,697	500,683	394,482	▲ 27%	191	486	418	▲ 16%	1,581,115	4,024,656	3,530,465	▲ 14%	8.0	8.9	▼ -10.2%	6.25
	1,404	3,574	2,521	▲ 42%	145,457	370,254	225,956	▲ 64%	4.71	4.75	▼ -1%	6,610	16,825	11,964	▲ 41%	37	94	105	▼ -10%	26,013	66,215	82,623	▼ -20%	3.9	6.9	▼ -43.0%	6.25

Z čoho pozostáva Daily check?

- This Month report + odhady do konca mesiaca
- Health dashboard
- Včera vs. predvčerom
- Posledných 7 dní
- Posledných 14 dní
- Posledných 30 dní

Health check ukážka

6 HEALTH CHECK 30 DAYS			
Ad sets with Below 5 RS	Ads with Frequency Above 5	CTR (Link Clicks)	Ads Below Avg CTR
27 68% Of total Ad sets	16 40% Of total Ads	1.43% 1.46% Previous period	4 10% Of total Ads
Wasted spend	Non-converting Ad sets	ROAS	Cost per Order
138 € 6% Of total Amount spent	16 40% Of total Ad sets	6.83 6.25 Target ROAS	3.7 € 4.3 € Target CPO
Conversion rate	AoV	Orders	Revenue
3.38% 2.27% ▲ 49%	25.4 € 24.9 € Previous period	650 227 ▲ 186%	16,501 € 5,660 € ▲ 192%

Daily check a vznikajúce činnosti

- V krátkom čase objavím problémy a príležitosti
- Health doplníme grafmi a údajmi vždy prispôbíme
- Rovno si zo zistení pripravím úlohy na najbližšie dni

Weekly agenda

- Bidding pomocou Google sheets
- Úprava rozpočtov
- Zrýchlené zobrazovanie reklám
- Vypnutie nefungujúcich Ad setov

Bidding pomocou Google sheets

- Dynamicky počíta bid cap podľa nastaveného typu biddingu v Ad sete
- Manuálne hodnoty
- Podmienkou jednotné pomenovanie
- Automaticky zvyšuje rozpočty
- Automaticky vypína Ad sety / nastavuje Accelerated

Bidding - nastavenie

Target KPI					
ROAS					
Target PNO		Target ROAS		Target CPA	
AKV		AKV	5	AKV	
RTG		RTG	10	RTG	
RET		RET		RET	

Setup	
Minimálny Bid cap	0.08
Navyšovanie budgetu	10%
Automatické pozastavenie	YES
Koef. tCPA na pozastavenie	5
Počet konverzií k rozhodnutiu	2

Bidding tool ukážka

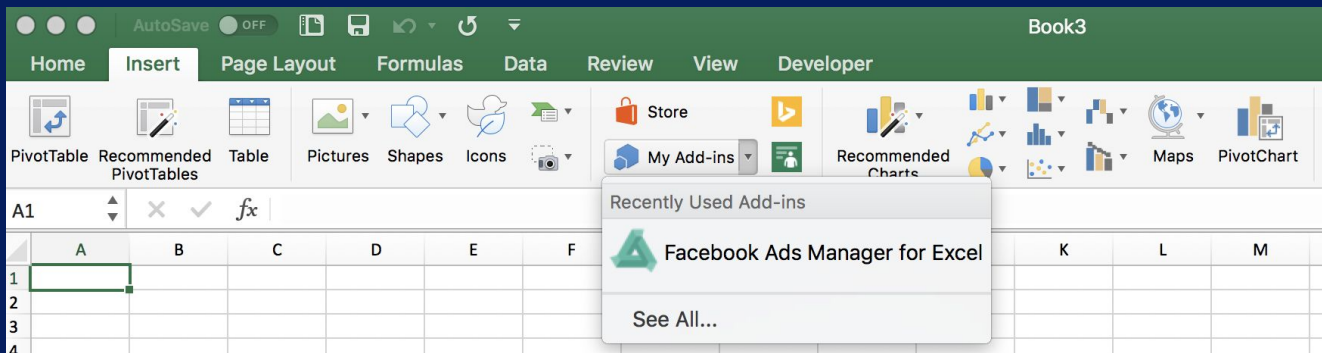
SixClickz © 2018		Choose Ad sets	Reporting														
6ixWand™ for Facebook ads		All	last14days														
		Cost per link click	Cost per lpv	Import data		164,451	1,147	2,548	725								
6	Ad set name	Bid Amount calculated	Bid Amount calculated lpv	Bid Amount manual	Bid Amount	CPC (cost per link click)	Link clicks	Website purchases	Website purchases conversion value	Amount spent	PNO	Current Budget	Ad Set Daily Budget	Use Accelerated Delivery	Ad Set Run Status		
	6CLICKZ SK PCS SK Web DB RTG VST 3 MOB NF CPC	0.09	0.00		0.09	0.09	6,662	361	1,191	122	10.3%	30	45	Yes	ACTIVE		
	6CLICKZ SK PCS SK Web DB RTG VST 4 - 10 MOB NF CPC	0.04	0.00		0.04	0.10	7,736	207	292	130.3	44.7%	15	15	No	ACTIVE		
	6CLICKZ KE ENG KE HE TV RV Eng DB DIB: All ADEV PENG Balónová kyti	0.00	0.00		0.50	0.14	38,131	70	0	48.9	N/a	5	5	No	ACTIVE		
	6CLICKZ SK TRF SK Web DB RTG: All 7 ADEV CPC	0.01	0.00	0.11	0.11	0.23	8,721	67	171	39.0	22.8%	10	10	No	ACTIVE		
	6CLICKZ SK PCS SK Web DB RTG VST 4 - 10 DESK NF CPC	0.01	0.00	0.25	0.25	0.23	2,817	41	209	28.6	13.7%	10	15	Yes	ACTIVE		
	6CLICKZ KE ENG KE Eng DB DIB: Zasnúbený ADEV PENG	0.00	0.00		0.50	0.49	4,600	41	0	36.5	N/a	4	4	No	ACTIVE		
	6CLICKZ SK PCS SK Web DB RTG VST 3 DESK NF CPC	0.02	0.00		0.02	0.15	2,208	39	256	19.7	7.7%	10	15	Yes	ACTIVE		
	6CLICKZ SK TRF Web DB CST MOB CPC P1-oslava	0.00	0.00		0.50	0.11	18,041	35	25	3.3	13.4%	5	7.5	Yes	ACTIVE		
	6CLICKZ SK TRF SK Web DB RTG: Helium 14-7 ADEV CPC	0.00	0.00		0.50	0.25	7,434	34	58	22.1	37.9%	10	10	No	ACTIVE		
	6CLICKZ SK PCS SK Web DB RTG VST 3 DESK RC CPC	0.01	0.00		0.01	0.14	2,582	33	121	9.6	8.0%	15	22.5	Yes	ACTIVE		
	6CLICKZ SK PCS SK Web DB RTG VST 4 - 10 DESK RC CPC	0.01	0.00		0.01	0.19	3,085	29	101	14.4	14.2%	5	7.5	Yes	ACTIVE		
	6CLICKZ SK TRF SK Web DB RTG: All 14-7 ADEV CPC	0.00	0.00		0.50	0.24	6,406	24	19	8.2	43.2%	10	10	No	ACTIVE		
	6CLICKZ SK TRF Web DB CST MOB CPC P2-oslava pre dosp.	0.00	0.00		0.50	0.14	10,475	22	29	8.9	31.1%	5	5	No	ACTIVE		
	6CLICKZ KE ENG KE Eng DB DIB: All ADEV PENG	0.30	0.36		0.36	0.99	6,346	22	0	29.9	N/a	3	3	No	ACTIVE		
	6CLICKZ SK TRF SK Web DB RTG: Helium 7 ADEV CPC	0.00	0.00		0.50	0.16	4,405	17	51	5.5	10.6%	10	15	Yes	ACTIVE		

Proces importu do FB Ads

- Export & Import (exportujeme kampane)
- Otvoriť .csv file v Google sheets
- Vytvoriť export sheet so všetkými zmenami
- Stiahnuť ako .tsv a importovať do Ads manageru

Úprava kampaní a reporting pomocou Excelu

- FAME - Facebook Ads for Excel
 - Free plugin do Excelu - príliš mnoho bugov
 - Do budúcna možno bude náš Adwords editor 🤖 (už o tom pochybujem)
 - Neumožňuje zatiaľ úpravu reklám, ale dokážeme pushnúť do rozhrania napríklad nové hodnoty pre Bid Cap



Možnosti nastavení FAME - reporty

Search Sheet

Share

Object Equation Symbol

Facebook Ads Manager for Excel

Welcome, Milan Cidilo!

Edit Items

Create Report

Manage Templates

Office Add-ins - www.fbaddins.com

Create Report Template

Template: Enter your template name...

Level: Level: Campaign

Columns: Columns: Performance

Campaign Name
Delivery
Results
Reach
Impressions
[Show 6 more](#)

Breakdowns: Breakdown

None

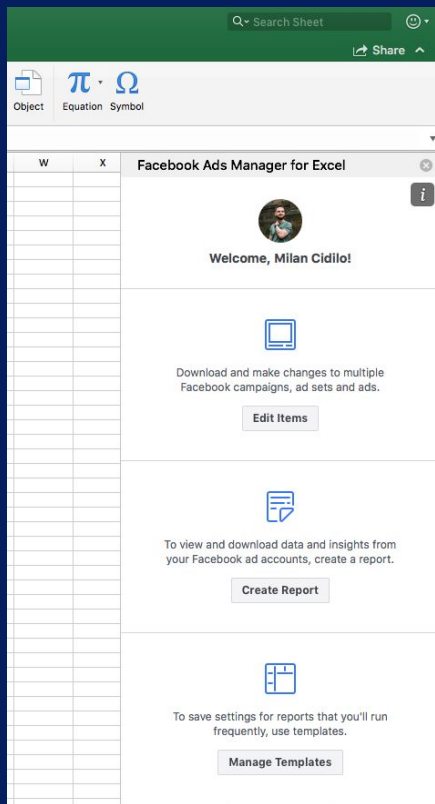
Filter: Filters

Impressions: > 0 X

Delivery: Any X

+

Možnosti nastavenia FAME - úpravy kampaní



Facebook Ads Manager for Excel

Welcome, Milan Cidilo!

Download and make changes to multiple Facebook campaigns, ad sets and ads.

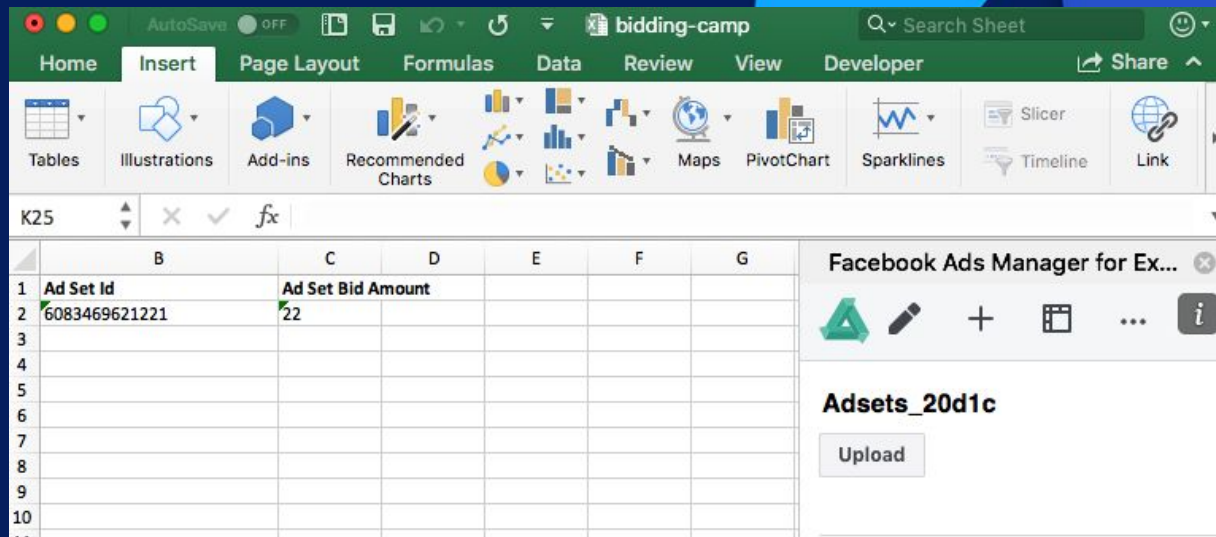
[Edit Items](#)

To view and download data and insights from your Facebook ad accounts, create a report.

[Create Report](#)

To save settings for reports that you'll run frequently, use templates.

[Manage Templates](#)



AutoSave OFF bidding-camp

Home Insert Page Layout Formulas Data Review View Developer

Tables Illustrations Add-ins Recommended Charts Maps PivotChart Sparklines Slicer Timeline Link

K25 fx

	B	C	D	E	F	G
1	Ad Set Id	Ad Set Bid Amount				
2	6083469621221	22				
3						
4						
5						
6						
7						
8						
9						
10						

Facebook Ads Manager for Ex...

[+](#) [...](#) [i](#)

Adsets_20d1c

[Upload](#)

Ďalšie možnosti optimalizácie

- Čerpanie rozpočtov
- Url checker / sledovanie Relevance score
- UTM builder
- Report najväčších zmien v účte

Čerpanie rozpočtov na úrovni účtu

Campaign name	Ad set name	Daily budget	Tuesday	Tuesday	Wednesday	Wednesday	Thursday	Thursday	Friday	Friday	Saturday	Saturday	Sunday	Sunday	Monday	Monday
6CLICKZ SK PCS DPA	SK Web DB RTG VST 3 MOB NF CPC	30	Raise budget	20.6	Raise budget	23.93	Raise budget	23.51	Raise budget	22.21	Raise budget	21.81	Raise budget	23.52	Raise budget	23.35
6CLICKZ SK PCS DPA	SK Web DB RTG VST 4 - 10 MOB NF CPC	15	Raise budget	14.82	15.45	15.45	15.33	15.33	16.33	16.33	Raise budget	14.06	Raise budget	14.09	Raise budget	14.3
6CLICKZ SK TRF RTG 7	SK Web DB RTG: Karneval 7 ADEV CPC	10	Amount spent is too low	0.07	Amount spent is too low	0.36	Amount spent is too low	0.22	Amount spent is too low	0.49	Amount spent is too low	0.75	Raise budget	4.39	10	10
6CLICKZ SK TRF RTG 7	SK Web DB RTG: All 7 ADEV CPC	10	Raise budget	6.57	Raise budget	4.53	Raise budget	3.36	Raise budget	4.41	Raise budget	5.76	Raise budget	4.92	Raise budget	3.01
6CLICKZ KE ENG Store Košík	KE HE TV RV Eng DB DIB: All ADEV PENG E	5	Raise budget	4.99	Raise budget	4.82	Raise budget	4.87	5.19	5.19	5.23	5.23	5.02	5.02	Raise budget	4.72
6CLICKZ SK TRF RTG 14	SK Web DB RTG: Helium 14-7 ADEV CPC	10	Amount spent is too low	2.53	Amount spent is too low	1.69	Amount spent is too low	1.05	Amount spent is too low	2.38	Raise budget	5.01	Raise budget	4.42	Raise budget	4.16
6CLICKZ SK TRF Persony	Web DB CST MOB CPC P2-oslava pre dosp.	5	Amount spent is too low	0.76	Amount spent is too low	1.13	Amount spent is too low	0.43	Amount spent is too low	1.37	Raise budget	1.87	Raise budget	4.9	Raise budget	2.12
6CLICKZ KE ENG Store Košík	KE Eng DB DIB: Zasnúbený ADEV PENG	4	Raise budget	3.97	Raise budget	3.98	4.08	4.08	Raise budget	3.98	Raise budget	3.93	4.03	4.03	4	4
6CLICKZ SK TRF RTG 14	SK Web DB RTG VST 3 DESK NF CPC	10	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.06	Amount spent is too low	0	Amount spent is too low	0.07	Raise budget	3.9
6CLICKZ SK TRF Persony	Web DB CST MOB CPC P1-oslava	5	Raise budget	3.13	Raise budget	1.88	Raise budget	1.66	Raise budget	2.25	Raise budget	2.92	Raise budget	3.81	Raise budget	2.09
6CLICKZ KE ENG Store Košík	KE Eng DB DIB: All ADEV PENG	3	Raise budget	2.96	3.01	3.01	3.1	3.1	Raise budget	2.91	3.12	3.12	3.02	3.02	Raise budget	2.81
6CLICKZ SK PCS DPA	SK Web DB RTG VST 4 - 10 DESK NF CPC	10	Raise budget	3.1	Amount spent is too low	1.92	Amount spent is too low	1.52	Amount spent is too low	1.54	Amount spent is too low	2.66	Raise budget	3.04	Amount spent is too low	2.17
6CLICKZ SK PCS DPA	SK Web DB RTG VST 3 DESK RC CPC	15	Amount spent is too low	3.09	Amount spent is too low	1.63	Amount spent is too low	2.1	Amount spent is too low	2.12	Amount spent is too low	0.85	Amount spent is too low	1.35	Amount spent is too low	1.78
6CLICKZ SK PCS DPA	SK Web DB RTG VST 3 DESK NF CPC	10	Amount spent is too low	2.55	Amount spent is too low	2.61	Amount spent is too low	2.72	Amount spent is too low	2.78	Amount spent is too low	1.62	Amount spent is too low	2.88	Amount spent is too low	2.18
6CLICKZ SK TRF RTG 14	SK Web DB RTG: All 14-7 ADEV CPC	10	Amount spent is too low	1.34	Amount spent is too low	0.55	Amount spent is too low	0.62	Amount spent is too low	1.09	Amount spent is too low	2.64	Amount spent is too low	2.27	Amount spent is too low	2.79
6CLICKZ SK PCS DPA	SK Web DB RTG VST 4 - 10 DESK RC CPC	5	Raise budget	2.58	Raise budget	2.49	Raise budget	2.18	Amount spent is too low	1.19	Raise budget	2.17	Raise budget	1.54	Amount spent is too low	1.18
6CLICKZ SK TRF Persony	Web DB CST DESK CPC P3-robi rozličku	5	Raise budget	2.17	Amount spent is too low	0.92	Amount spent is too low	0.75	Amount spent is too low	0.47	Amount spent is too low	0.59	Amount spent is too low	0.47	Amount spent is too low	0.78
6CLICKZ SK TRF RTG 7	SK Web DB RTG: Helium 7 ADEV CPC	10	Amount spent is too low	0.57	Amount spent is too low	1.44	Amount spent is too low	0.71	Amount spent is too low	1.15	Amount spent is too low	1.13	Amount spent is too low	1.99	Amount spent is too low	1.92
6CLICKZ KE TRF RTG 7	KE Web DB RTG: All 7 ADEV CPC	10	Amount spent is too low	1.22	Amount spent is too low	0	Amount spent is too low	1.11	Amount spent is too low	0.35	Amount spent is too low	0.53	Amount spent is too low	0.4	Amount spent is too low	0
6CLICKZ KE TRF RTG 7	KE Web DB RTG: Helium 7 ADEV CPC	10	Amount spent is too low	0	Amount spent is too low	0.21	Amount spent is too low	0.44	Amount spent is too low	0.69	Amount spent is too low	0.33	Amount spent is too low	0.48	Amount spent is too low	0.16
6CLICKZ SK TRF Persony	Web DB CST DESK CPC P4-choce rozličku	5	Amount spent is too low	0.62	Amount spent is too low	0.18	Amount spent is too low	0.1	Amount spent is too low	0.07	Amount spent is too low	0.11	Amount spent is too low	0.09	Amount spent is too low	0.2
6CLICKZ SK TRF Persony	Web DB CST MOB CPC P4-choce rozličku	5	Amount spent is too low	0.21	Amount spent is too low	0.12	Amount spent is too low	0.04	Amount spent is too low	0.01	Amount spent is too low	0.16	Amount spent is too low	0.32	Amount spent is too low	0.6
6CLICKZ KE TRF RTG 14	KE Web DB RTG: Helium 14-7 ADEV CPC	10	Amount spent is too low	0	Amount spent is too low	0.24	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.59	Amount spent is too low	0.3	Amount spent is too low	0.52
6CLICKZ KE TRF RTG 14	KE Web DB RTG: Carl 14-7 ADEV CPC	10	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.29	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.58
6CLICKZ SK TRF RTG 7	SK Web DB RTG: Carl 7 ADEV CPC	10	Amount spent is too low	0	Amount spent is too low	0.26	Amount spent is too low	0	Amount spent is too low	0.16	Amount spent is too low	0	Amount spent is too low	0.41	Amount spent is too low	0
6CLICKZ KE TRF RTG 14	KE Web DB RTG: All 14-7 ADEV CPC	10	Amount spent is too low	0.23	Amount spent is too low	0.3	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.22	Amount spent is too low	0.28	Amount spent is too low	0.27
6CLICKZ SK TRF Persony	Web DB CST DESK CPC P2-oslava pre dosp.	5	Amount spent is too low	0.29	Amount spent is too low	0.09	Amount spent is too low	0.01	Amount spent is too low	0.09	Amount spent is too low	0.11	Amount spent is too low	0.25	Amount spent is too low	0.2
6CLICKZ SK TRF Persony	Web DB CST MOB CPC P5-costume party	5	Amount spent is too low	0.28	Amount spent is too low	0.13	Amount spent is too low	0.07	Amount spent is too low	0.02	Amount spent is too low	0.06	Amount spent is too low	0.2	Amount spent is too low	0.06
6CLICKZ SK TRF RTG 14	SK Web DB RTG: Carl 14-7 ADEV CPC	10	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.21
6CLICKZ SK TRF Persony	Web DB CST DESK CPC P1-oslava	5	Amount spent is too low	0.11	Amount spent is too low	0	Amount spent is too low	0.19	Amount spent is too low	0	Amount spent is too low	0.11	Amount spent is too low	0.1	Amount spent is too low	0.1
6CLICKZ SK TRF Persony	Web DB CST DESK CPC P5-costume party	5	Amount spent is too low	0.07	Amount spent is too low	0.05	Amount spent is too low	0.03	Amount spent is too low	0.03	Amount spent is too low	0.03	Amount spent is too low	0.12	Amount spent is too low	0.07
6CLICKZ SK TRF Persony	Web DB CST MOB CPC P3-robi rozličku	5	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0	Amount spent is too low	0.02

Url checker / Relevance score

Campaign name	Campaign ID	Ad set name	Ad set ID	Ad name	Ad ID	Destination URL	Relevance score status	Relevance score	Impressions	Status code
6CLICKZ SK F	6059700133821	SK Web DB F	6080015881821	AD CRS CURI	6080015881621	https://www.	OK	5	120703	200
6CLICKZ SK F	6059700133821	SK Web DB F	6080016154221	AD CRS CURI	6080016154021	https://www.	OK	9	114615	200
6CLICKZ SK F	6059700133821	SK Web DB F	6080016105221	AD CRS CURI	6080016105421	https://www.	OK	3	113191	200
6CLICKZ SK F	6059700133821	SK Web DB F	6080015421821	AD CRS CURI	6080015421621	https://www.	OK	10	98333	200
6CLICKZ SK T	6083469296421	Web DB CST	6083599926421	AD IMG HDL:	6083599926621	https://www.	OK	3	62292	200
6CLICKZ SK T	6083469296421	Web DB CST	6083601097021	AD IMG HDL:	6083601097221	https://www.	OK	2	33122	200
6CLICKZ SK T	6083469296421	Web DB CST	6083596873621	AD IMG HDL:	6083596873421	https://www.	OK	7	24735	200
6CLICKZ SK F	6059700133821	SK Web DB F	6080016219221	AD CRS CURI	6080016219021	https://www.	OK	4	22668	200
6CLICKZ SK F	6059700133821	SK Web DB F	6080014783621	AD CRS CURI	6080014783821	https://www.	OK	7	17121	200
6CLICKZ SK T	6083469296421	Web DB CST	6083601273821	AD IMG HDL:	6083601273621	https://www.	OK	4	8977	200
6CLICKZ SK T	6083469296421	Web DB CST	6083472121221	AD IMG HDL:	6083472121021	https://www.	OK	7	8636	200
6CLICKZ SK T	6083469296421	Web DB CST	6083597524821	AD IMG HDL:	6083597524621	https://www.	OK	7	7068	200
6CLICKZ SK T	6083469296421	Web DB CST	6083601176221	AD IMG HDL:	6083601176421	https://www.	OK	6	6372	200
6CLICKZ SK T	6083469296421	Web DB CST	6083473460221	AD IMG HDL:	6083473460021	https://www.	OK	7	3917	200
6CLICKZ SK T	6083469296421	Web DB CST	6083598050621	AD IMG HDL:	6083598050821	https://www.	OK	7	2843	200
6CLICKZ SK T	6083469296421	Web DB CST	6083601140221	AD IMG HDL:	6083601140021	https://www.	NOT_ENOUGH_IMP	0	107	200

UTM builder

- Zjednotenie UTM
- V UTM využiť Ad ID (Term)
- Ad ID umožní jednoduché párovanie dát s GA

Google Ads + Facebook Ads stratégia

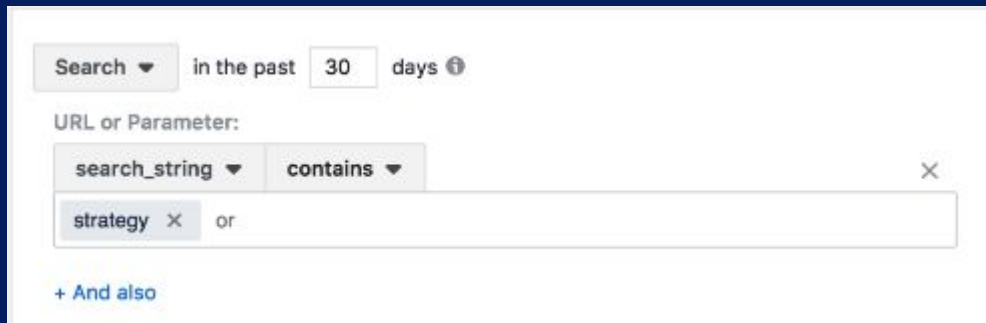
- Akvizičné kampane nám zvýšili v Maďarsku hľadanosť brandu až o +40%
- Tvorba persón
- Tvorba LAA na základe užívateľov, ktorí navštívili web
- Retargeting užívateľov z Google Ads na Facebooku
- Message v reklamách

Google Ads + Facebook Ads stratégia

- U klientov, kde samotné PPC nedáva zmysel
- RLSA kampane
- Potrebujeme vhodnú stratégiu, aby sme si “prihriali” potenciálneho zákazníka (Sales funnel)
- Akvizícia z Facebooku > RLSA > Remarketing
- Ideálne pre Leadgen kampane

S čím ešte dokážeme pracovať?

- Event Parameters
 - Search string - čo užívateľ na webe hľadá (search bar)
 - Refferer parameter (odkiaľ prišiel google.com/emailing)
 - UTM parameters (Medium = “email”)



Search ▼ in the past 30 days ⓘ

URL or Parameter:

search_string ▼ contains ▼ ×

strategy × or

+ And also

Google Ads + Facebook Ads

Create a Custom Audience ✕

Include people who meet **ANY** of the following criteria:

CrazyLister USD's Pixel ✕

People who visited specific web pages in the past **30** days ?

URL **contains** ✕

lp/templates ✕ or

And the same URL must ALSO match

URL **contains** ✕

source=adwords ✕ or

[+ And also](#)

[Further refine by](#)

[Include More](#) [Exclude More](#)

Exclude people who meet ANY of the following criteria:

CrazyLister USD's Pixel ✕

CompleteRegistration in the past **30** days ?

[Refine by](#)

[Cancel](#) [Back](#) [Create Audience](#)

Ďakujem za pozornosť