

anicca webinar – 3rd March 2023

Evaluating and optimising your social media campaigns



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Introductions

Emil Ougendal

Digital Strategist (Social Media)



About me

- 2 Years at Anicca
- Background in PR and social media
- Worked with brands ranging from start-ups to multi-nationals
- From Norway
- Lived in 6 cities across three countries



About Anicca

Supporting your digital ambitions.

We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

Established
2007

Staff
26

Clients
46+



Our team



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Directors



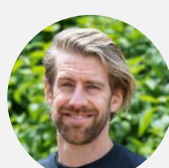
Ange Padfield
New Business



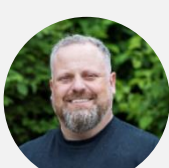
Katie Downing-Howitt
Marketing & Training



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



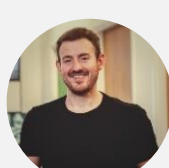
Thom Shardlow
Creative Strategy



Brad Longman
SEO



Emil Ougendal
Social



Matt Cocking
Digital Strategy

Commercial & Strategy Team



Rajal Prajapat
Client Services



Mark Janes
Client Account



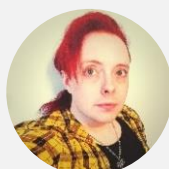
Katie Ford
PR & Content



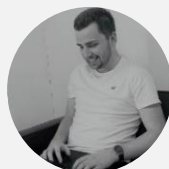
Amy Hayward-Paine
PR & Content



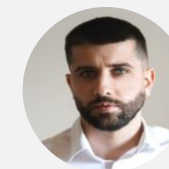
Rachel Cryan
Social



James Allen
Analyst & SEO



Jordan Munton
Paid Media



Andras Lorinczi
Creative

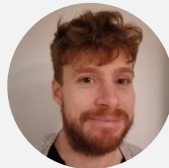
Technical & Support Team



Anna Lomax
Social



Pete Keyworth
Paid Media



Zak Averre
Content



Gurpreet Purewal
Marketing



Lucy Hammond
Training & Events



Salema Khatun
Recruitment

Strategy & Delivery

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services ↗

Analytics

Creative

Paid Media

PR & Content

SEO

Social Media

Training

Outcomes ↗

Consultancy

Strategy

Lead Generation

eCommerce

Technical Support

Reporting

Client Services

Our pedigree

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



Analysing performance

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Judge ads using the right KPIs

Many judge different types of campaigns and ads, using the same Key Performance Indicators

Albert Einstein:

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

The most common KPI (key performance indicator) categories for social media ads are

- ↗ Clicks
- ↗ Impressions
- ↗ Purchase/Conversion

Poor judgement leads to mistakes

If you judge performance based on the wrong KPIs then you're likely to make changes that negatively affect performance.

Common mistakes:

- ↗ Judging awareness ads based on sales
- ↗ Judging ads based on volume but not cost per action
- ↗ Judging website traffic ads based on clicks (all)
- ↗ Discounting ads too soon

All of the above may lead to changes to budgets and creatives. And often the wrong campaigns being paused.

Clicks (all) ▾	
	24
	380
	2,179

In this webinar we will help you make better judgements, so that you can optimise your ads more effectively

How automation and AI is used in PPC

Evaluate the metrics

High impression numbers

Having a great number of impression may look great as a **vanity stat**, but impressions need to be evaluated further. To get a better view of your impression data, you also need to analyse the following:



CPM

The cost per **1,000 impressions**




Frequency

The amount of times you've **reached the same account**



Reach

The number of **individual accounts*** reached



Cost per 1,000 Accounts Centre accounts* reached

*May duplicate impressions if a person views on Facebook and Instagram or through a business page and personal page

Clicks does not mean website clicks

A misconception among people who are new to social media ads is that clicks means clicks to the website. That is not the case.

Clicks (all)

Any click on your ad.

Reactions,
comments, expand
image, logo, links

Link clicks

The number of clicks on
links within the ad that led
to **advertiser-specified
destinations, on or off
Meta technologies**

Outbound clicks

The number of clicks
on links that take
people **off Meta
technologies**

Landing page clicks

The number of times that a
person clicked on an ad link
and **successfully loaded the
destination web page,
Instant Experience or Meta
shop**

Purchases/Leads

Purchase and lead data also needs to be qualitatively evaluated.

In order to get a good picture of performance should look at:

- ↗ Volume: Number of conversions/purchase
- ↗ Cost per conversion/purchase
- ↗ Revenue
- ↗ Average order value
- ↗ ROAS
- ↗ Campaign type

Spend

Spend is another key factor when it comes to judging performance.

If campaigns, ad sets, or individual ads have not been able to spend a relevant amount, due to allocation by either the account manager or the platform itself, then it may be **too early to judge**.

Amount spent	Purchase ROAS (return on ad spend)	Purchases		Cost per purchase
£0.83	—	—		—
£84.40	2.44 [2]	9 [2]		£9.38 [2]
£739.96	3.27 [2]	87 [2]		£8.51 [2]
£117.55	1.70 [2]	10 [2]		£11.76 [2]
£13.70	—	—		—
£586.72	2.18 [2]	57 [2]		£10.29 [2]
£54.69	3.14 [2]	4 [2]		£13.67 [2]

How you can add value and feed the automation machine

Attribution windows

An attribution window is the number of days between when a person viewed or clicked your ad and subsequently took an action.

Types of attribution windows

Click Attribution

User clicks on your ad and converts within the window

- 1-day (all)
- 2, 3, 5 (Twitter)
- 7-day (all)
- 14-day (Twitter, TikTok)
- 28-day (Meta, TikTok)
- 30-day (LinkedIn, Pinterest, Twitter)
- 60-day (Pinterest)
- 90-day (LinkedIn)

View Attribution

User views your ad but DOES NOT click, but converts within the window

- Off (Meta, TikTok)
- 1-day (all)
- 2, 3, 5 (Twitter)
- 7-day (LinkedIn, Pinterest, Twitter, TikTok)
- 14-day (Twitter)
- 30-day (LinkedIn, Pinterest, Twitter)
- 60-day (Pinterest)
- 90-day (LinkedIn)

Most common attribution windows

Each platform will set the attribution as their default 'recommended' setting. These vary across different platforms.

It's therefore important to compare metrics, both in-platform and cross-platform, with attribution windows in mind.

➤ **Meta:** 7-day click + 1-day view

➤ **TikTok:** 7-day click + 1-day view

➤ **LinkedIn:** 30-day click + 7-day view

➤ **Pinterest:** 30-day click, 30-engagement, 30-day view

➤ **Twitter:** 30-day click, 1-day view

What attribution window should you be using?

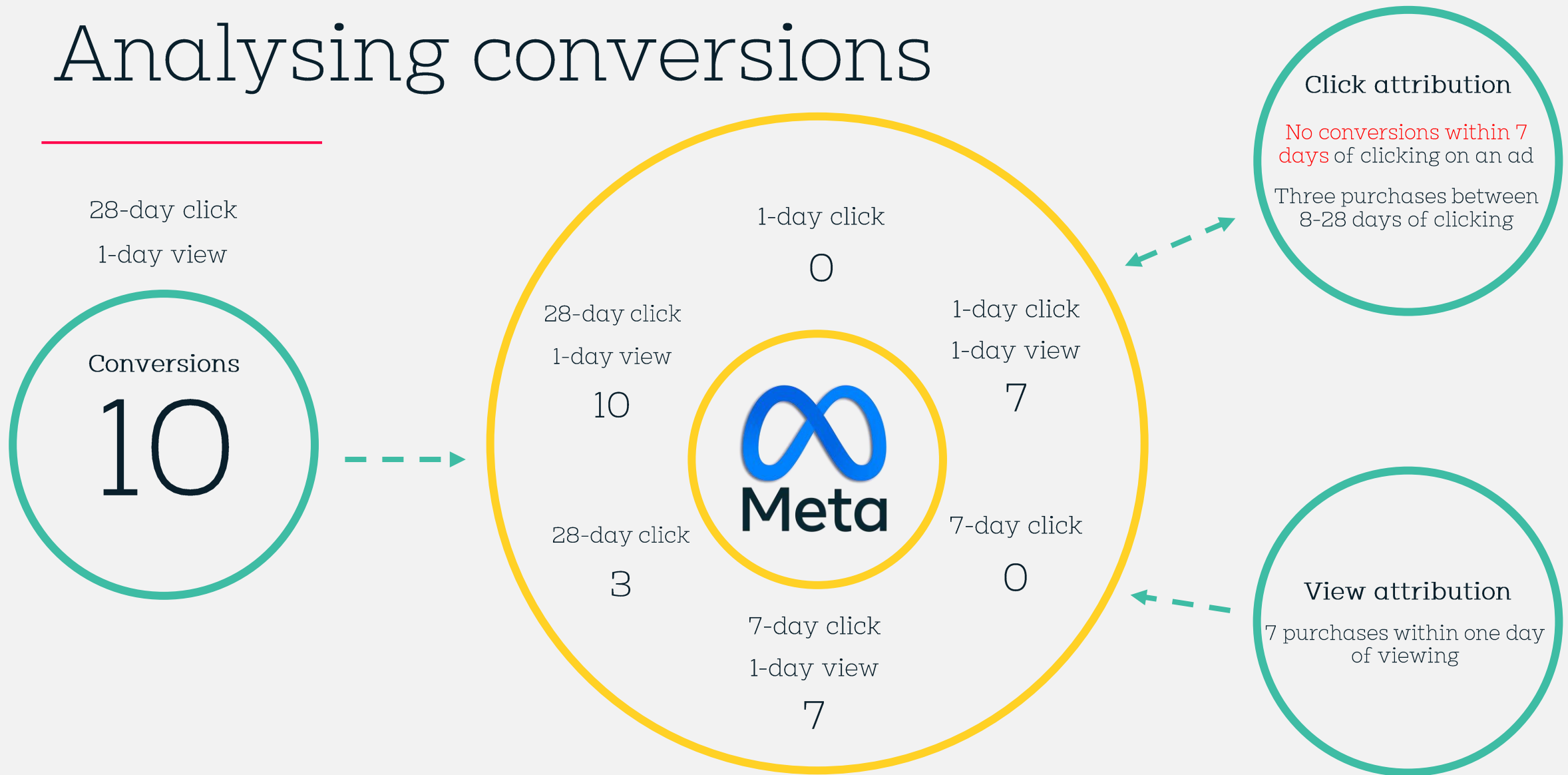
There is not one set solution to what attribution you should be using.

Each individual business should evaluate what main window they should be reporting on, but also pay attention to other windows to add context.

Important things to consider:

- **Type of campaign** – Sales 60 after BF sale may not be related
- **Type of products/service you offer** – High value items take longer to consider
- **Type of targeting** – Remarketing should be judged by a shorter window than prospecting
- **The longer the window, the less likely it is to be the main source** – But that doesn't mean it's irrelevant or that the conversion would have happened without the ad exposure

Analysing conversions



What do you analyse next?

- What was the value of the purchases?
 - Are there any trends?
 - How do the values compare? CPA of the view sales vs the click sales
 - How does ROAS compare?
- What campaigns did the different types of purchases come from?
- What are the other metrics reading? CPC, CPM
- Which types of ads are leading view sales? which are leading to click sales?



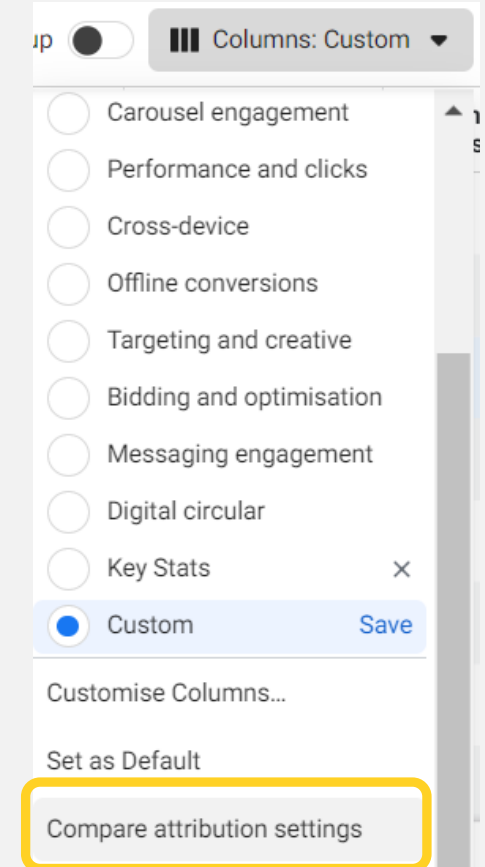
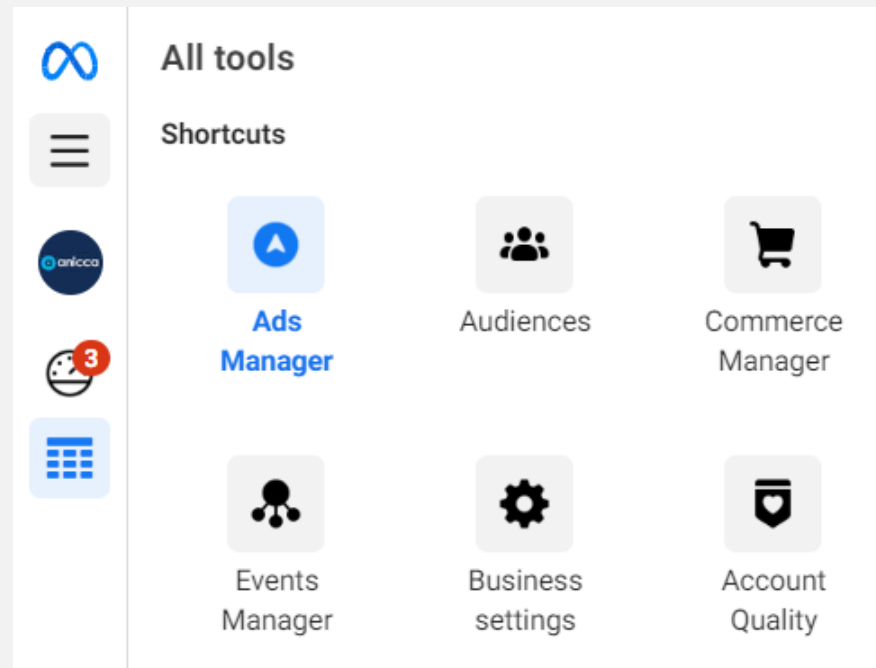
How you can add value and feed the automation machine

Seeing different windows

Where can you see different windows?

Meta

- Go to ads manager
- Hit the 'Columns: Custom'
- Click 'Compare attribution settings'



Where can you see different windows?

Meta

➤ Tick the windows you want to see and they will appear in your columns

Compare attribution settings ⓘ

Select settings to compare conversion metrics, and see when people take action after engaging with your ads.

1-day view

1-day click

7-day click

28-day click

Cancel Apply

Multiple	1-day view	1-day click	7-day click	28-day click
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Where can you see different windows?

LinkedIn

➤ In LinkedIn, it is less detailed, but in your ads manager you can see the split between view and click conversions, based on the attribution window selected for each event

Filters (3) ▼	Columns: Conversions & Leads ▼	Breakdown ▼	Time range: 2/1/2023 - 2/24/2023
Conversions ↕	Click Conversions ↕	View Conversions ↕	Conversion Rate ↕
7	7	0	0.85%
7	7	0	0.85%

Where can you see different windows?

Data Studio/Looker Studio

- Looker Studio gives the widest range of conversion windows.
- In the setup section, you can change the window in the Parameters dropdown.
- Using Looker studio, you can visually compare the different windows and make educated optimisations.

The image shows two parts of the Looker Studio interface. On the left is the 'Chart' configuration panel, and on the right is a dropdown menu of conversion windows.

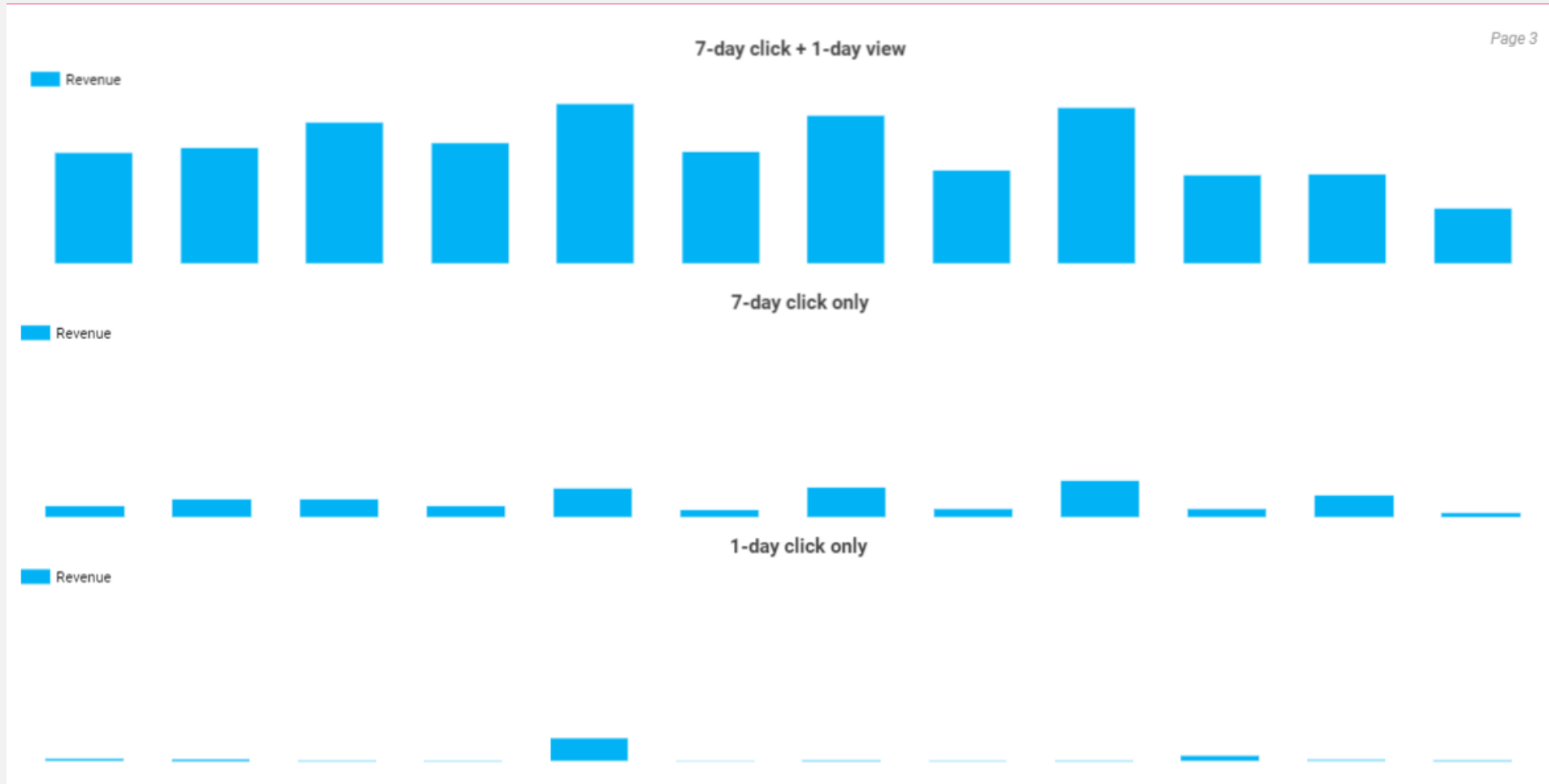
Chart Configuration Panel:

- Chart type: **Chart** (dropdown)
- Section: **SETUP** (selected) / STYLE
- Default date range: Auto, Custom
- Date range: **This month** (dropdown)
- Filter: **Line Chart Filter**, [+ ADD A FILTER](#)
- Parameters** (highlighted with a yellow circle):
 - Conversion window: **7 d click + 1 d view** (dropdown)

Conversion Windows Dropdown Menu:

- 28 d click + 7 d view
- 7 d click + 28 d view
- 7 d click + 7 d view
- 7 d click + 1 d view** (highlighted)
- 1 d click + 28 d view
- 1 d click + 7 d view
- 1 d click + 1 d view

Looker Studio example



How you can add value and feed the automation machine

Evaluating and optimising

How deep is the iceberg?

- By looking at stats in depth, you will get a greater view of the size of the iceberg.
- While the top-line stats may be the same, it doesn't mean the value of the ads are.

Example

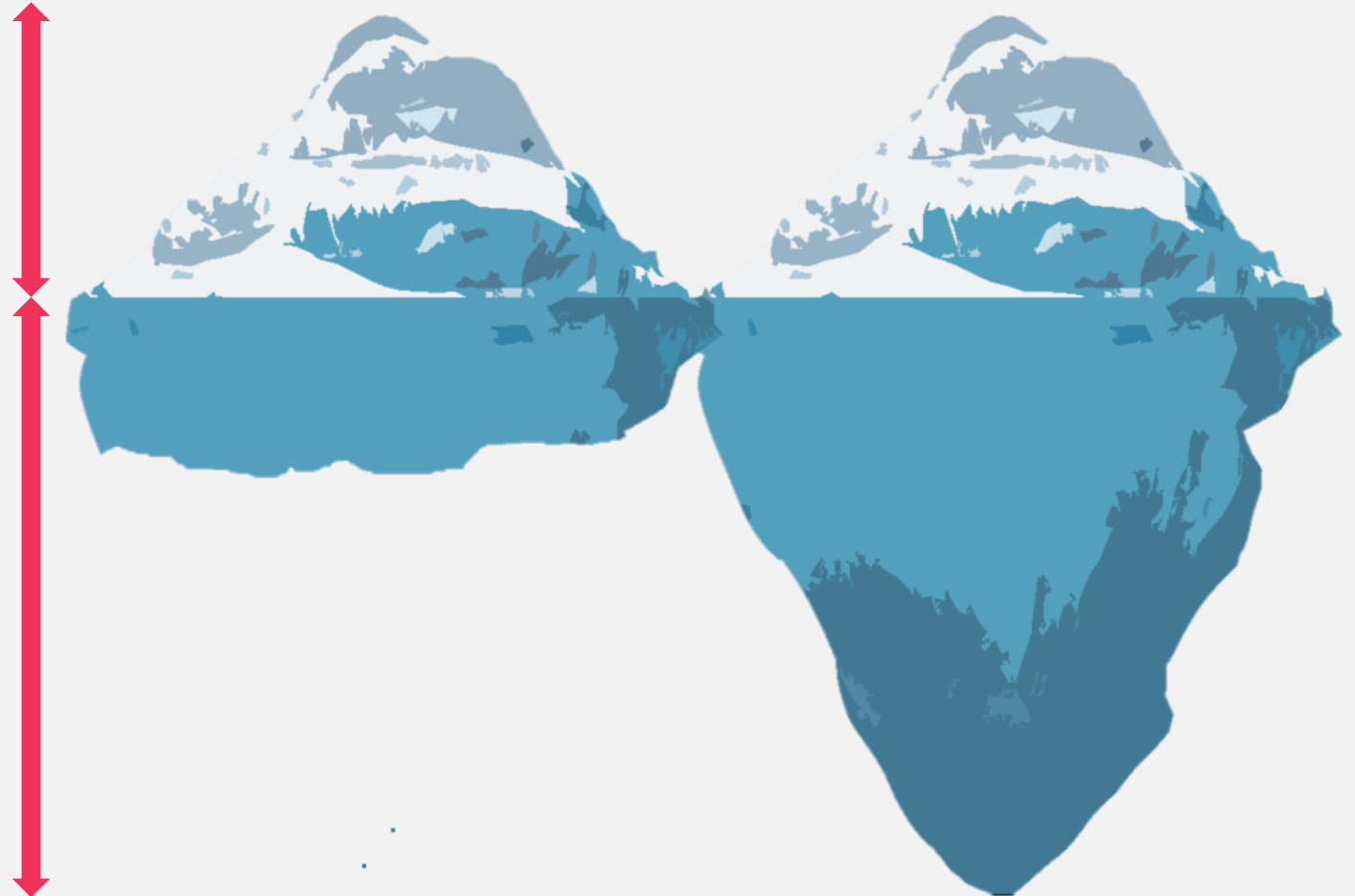
Ad 1 - Remarketing:

7-day click + 1-day view = 10 sales
7-day click only = 0 sales
Cost per landing page click = £8.50

Ad 2 - Lookalike:

7-day click + 1-day view = 10 sales
7-day click only = 8 sales
Cost per landing page click = £1.50

- Both look the same on the surface.



Unicorn campaigns

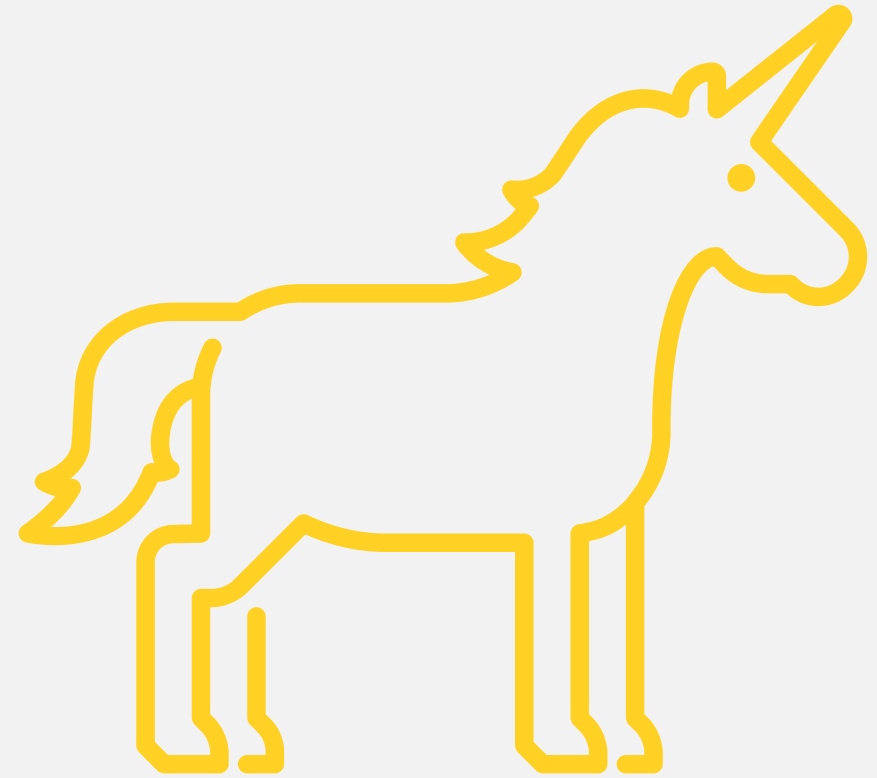
In theory

- An awareness campaign should give you a lower CPM
- A traffic campaign should give you a lower CPC
- A conversion campaign should give you a lower CPA

In reality, this isn't always the case.

- Quite often you may see conversion campaigns have a lower CPC than conversion campaigns, and maybe the CPM is lower as well.
- I call these **unicorn campaigns** because they go perform across the board and contradict the platforms.
- If setting up a traffic campaign as a conversion campaign proves more effective AND you're getting conversions on top – switch over.

Platform best practices and recommendations don't always work



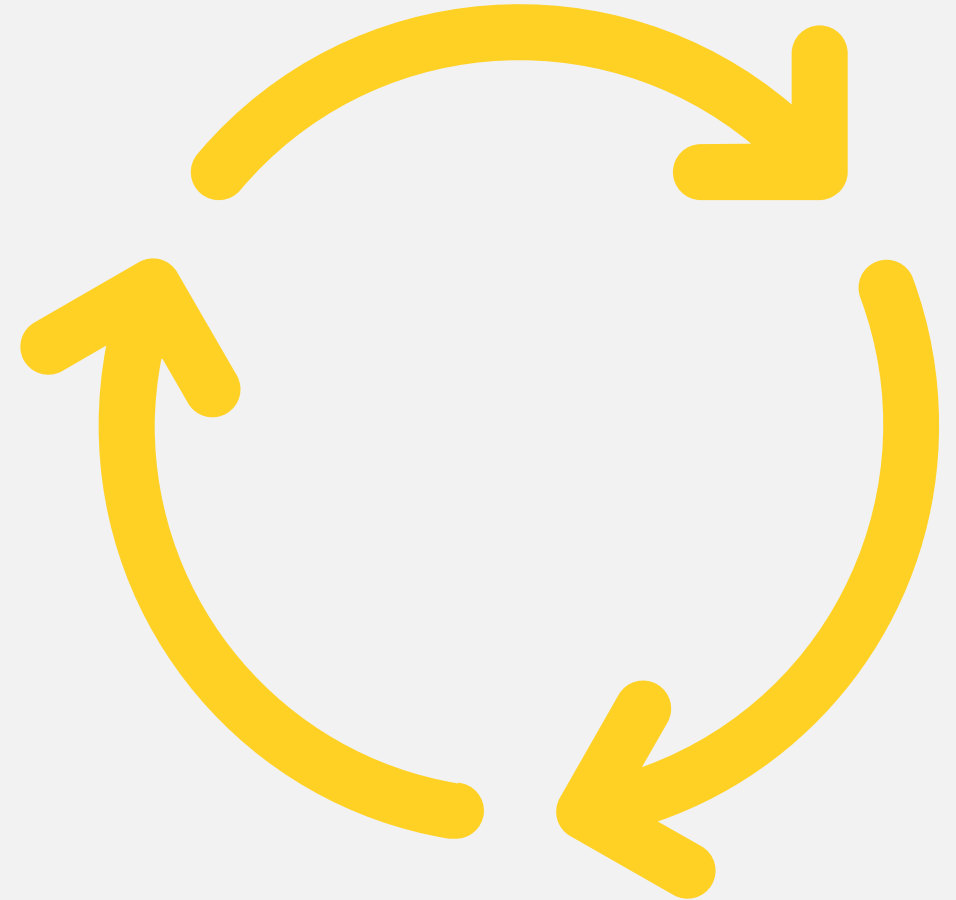
Utilising the data to educate

Common scenarios

- Your client/stakeholder struggles to trust the ads manager data.
- You're getting conversions, but nothing is showing in analytics platforms such as GA.
- Campaigns being judged based on the wrong KPIs.

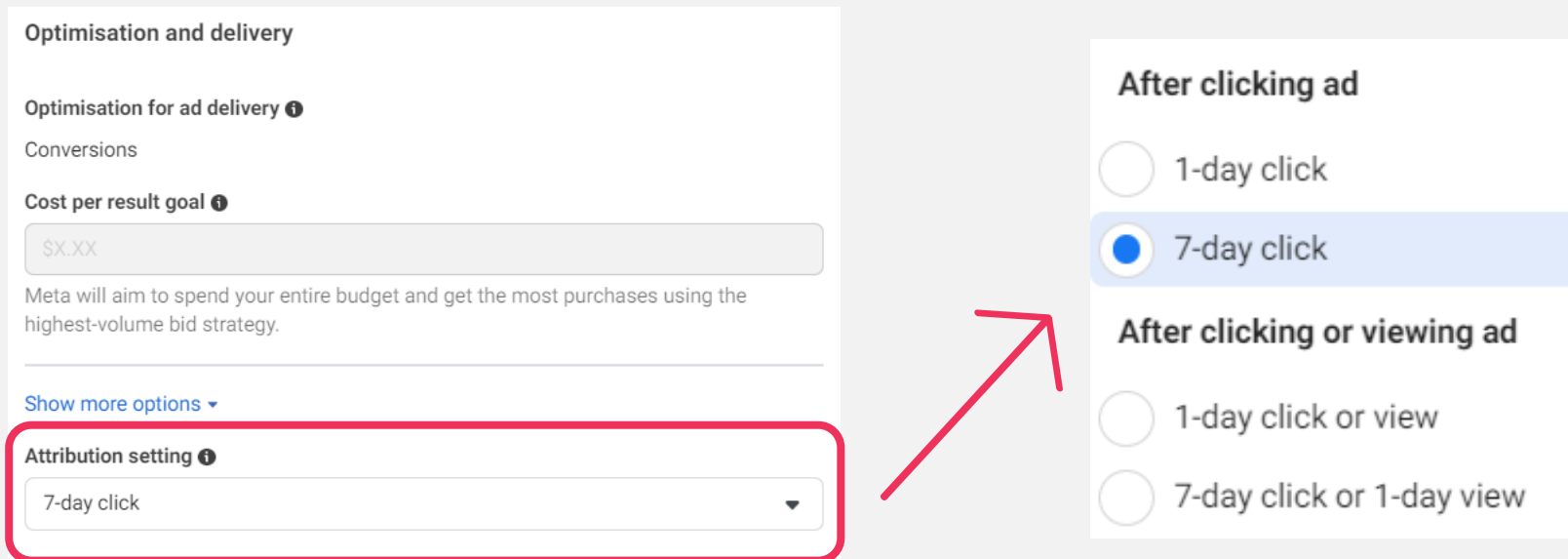
Educate

- As the marketer, you have to **educate clients and stakeholders** with the information at your disposal. This tends to be a constant cycle.
- The more evidence you can provide, the more effectively you can educate and adapt.



Optimising ads for click-only

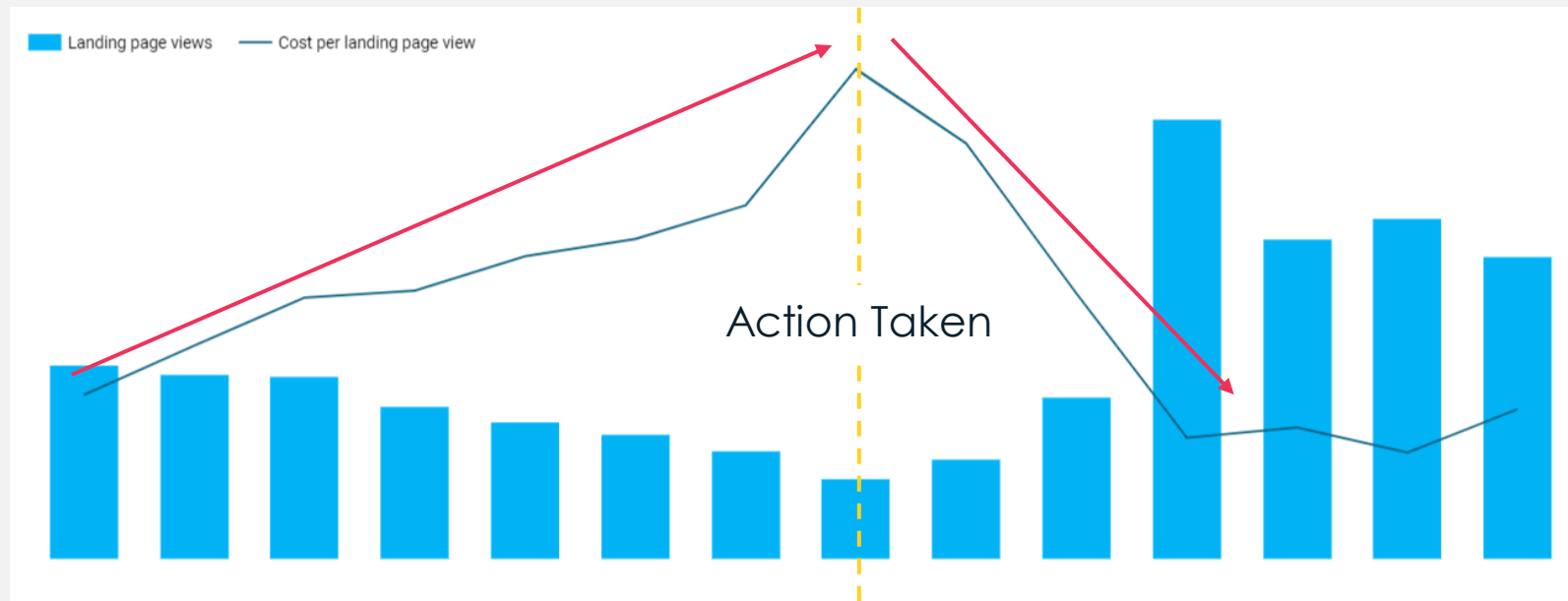
- In some cases you may want/need to change your conversion optimisation to a shorter window.
- If your campaigns don't generate clicks or click-conversions, then you may be better off changing to a click-only conversion window.
- By doing so, the platforms will try to find people most likely to convert within that window.



The image shows two panels from a Facebook Ads interface. The left panel, titled "Optimisation and delivery", includes sections for "Optimisation for ad delivery" (set to "Conversions"), "Cost per result goal" (set to "SX.XX"), and "Attribution setting" (set to "7-day click"). The "Attribution setting" dropdown is highlighted with a red box. A red arrow points from this box to the right panel. The right panel, titled "After clicking ad", shows radio button options for "1-day click" and "7-day click" (which is selected). Below it, the "After clicking or viewing ad" section shows radio button options for "1-day click or view" and "7-day click or 1-day view".

Visualise present data to spot trends

- In order to get spot trends that signal a need for optimisations and change, we recommend visually analysing data and monitoring on a regular basis.
- Take action based on clear trends, after analysis beyond the top level stats.



Key takeaways

Key takeaways

- Evaluate your campaigns qualitatively
- Look beyond the top level stats
- Monitor campaigns based on more than one KPI and attribution window
- Use the additional information to make changes

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Disclaimer

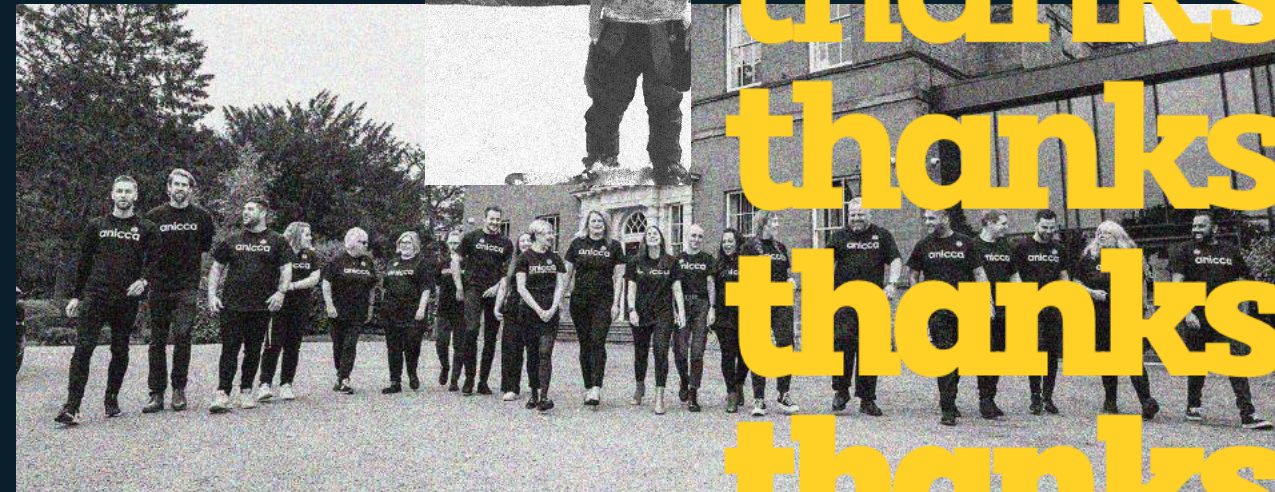
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thanks
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Next week

xxx

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