



# **Social Media Masterclass:**

**Applying the latest updates to your campaigns**

November 2023

# Agenda



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01 Introduction

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02 Advantage+

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03 Advantage+ shopping

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04 Other updates

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05 Questions

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Who am I?

# Quick Introduction

**Emil Ougendal**

Social Media Strategist  
emil@anicca.co.uk



Introductions

# About Anicca



**2007**

## Established

Digital marketing for over 15 years

**23**

## Staff

Multi-award-winning team

**40+**

## Clients

Spanning multiple sectors

**7**

## Services

Full-service integrated digital marketing

## Introductions

# Meet the team

### Directors



**Ann Stanley**  
Founder & CEO



**Darren Wynn**  
Managing Director



**Angie Longman**  
Operations Director

### Strategy & Commercial Team



**Ange Padfield**  
New Business



**Holly Kelly**  
Paid Media



**Ed Truman**  
Analytics & Data



**Brad Longman**  
SEO



**Emil Ougendal**  
Social Media



**Katie Ford**  
PR & Content

### Technical & Support Team



**Rajal Prajapat**  
Client Services



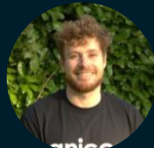
**Mark Janes**  
Client Services



**András Lorinczi**  
Creative



**Amy Hayward Paine**  
PR & Content



**Zak Averre**  
Content



**Ebony Hutt**  
PR & Content



**Jordan Munton**  
Paid Media



**Pete Keyworth**  
Paid Media



**Rachel Cryan**  
Social Media



**Gurpreet Purewal**  
Marketing



**Lucy Hammond**  
Training & Events

## Introductions

# 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.



Uber  
for Business



CHARLES  
BENTLEY

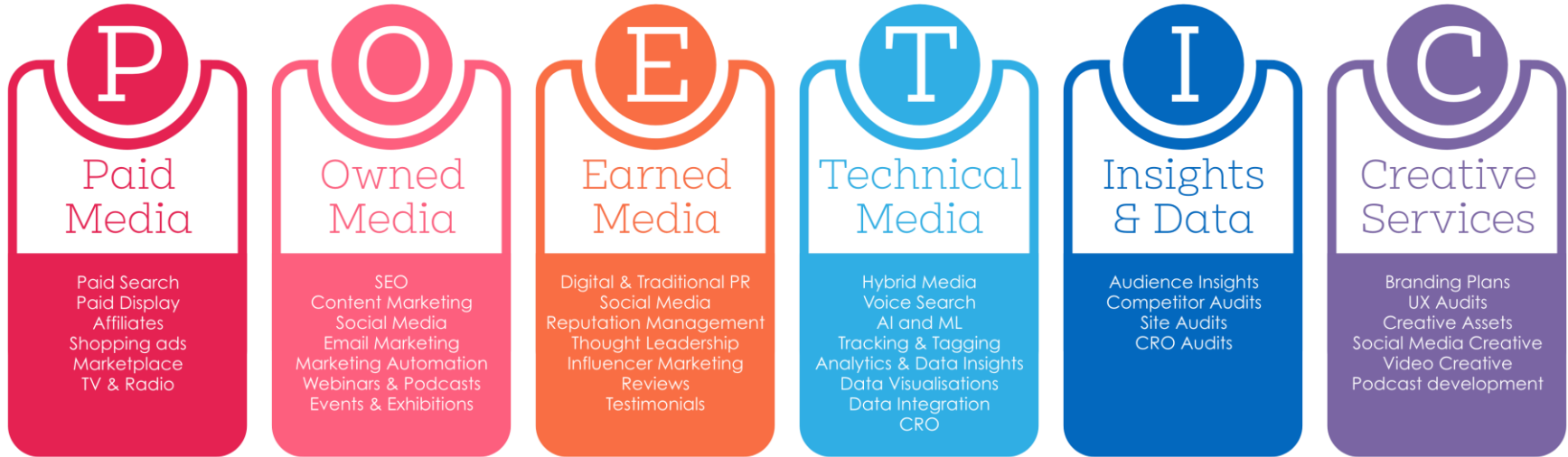
EST. 1860



PALLEX

## Introductions

# Channels & services



# 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.

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### Services

- **Strategy**
- **Search**
- **Shopping**
- **Social**
- **Skills**

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### Channels

- PPC & Paid Social
- SEO & Content
- PR & Organic Social
- eCommerce Channels
- Analytics & Data
- Design & Creative
- Training & Qualifications

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### Outcomes

- eCommerce Sales
- Lead Generation
- Revenue Growth
- Improved Profitability
- Customer Acquisition
- Brand Awareness
- Retention & Loyalty



## Introductions

# Recent news



-  **Large Paid Media Agency of the Year 2023**
-  **Best Shopping Campaign**
-  **Best Retail Campaign**
-  **Best Use of Conversion Attribution**
-  **Best use of Paid Social**





# Advantage+

What is it? How do you apply it?

# Advantage+: It's not all new

- Meta has made a huge deal about advantage plus, but a lot of it has been around for years, and just been relabelled

- Example 1:

Advantage+ audience

=

Audience expansions

The screenshot shows the Meta Advantage+ audience configuration interface. At the top, it says "Advantage+ audience" with a green checkmark and a star icon, and a "Recommended" badge. Below this is a paragraph explaining that the ad technology automatically finds the audience and that sharing an audience suggestion will prioritize matching profiles. A "Learn more" link is provided. The interface is divided into sections: "Custom Audiences" with a "Create new" dropdown, "Include people who are in at least one of the following" with a search bar for existing audiences, "Age" set to "25 - 65+", "Gender" set to "All genders", and "Detailed targeting" with a toggle for "Include people who match". Under "Detailed targeting", there are two rows of interest-based targeting: "Interests > Additional interests > Christmas shopping" and "Interests > Additional interests > Christmas Tree Shops", each with a corresponding search bar. At the bottom, there is a search bar for demographics, interests, or behaviors, and "Suggestions" and "Browse" buttons.

# Advantage+: It's not all new


Example 2:

Advantage+ placements

=

Automated placements

**Placements** [Learn more](#)

**Advantage+ placements (Recommended)**   
Use Advantage+ placements to maximise your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

**Manual placements**  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

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[Show more options](#) ▾


# Advantage+: What is new?

## Advantage+ creative

- Found on ad level

**Advantage+ creative** ✦

Tailor your ad for the **person** viewing it by letting us automatically optimise your creative. This can help improve performance.



1/8

Partially optimised

✓ Relevant comments

Edit

# Advantage+ creative

The screenshot displays the Advantage+ creative interface, which is divided into four main panels:

- Original creative:** Shows a preview of an advertisement for 'Housing Units' featuring an 'Autumn SALE' and a 'Shop now' button. The ad includes images of interior furniture and the Housing Units logo.
- Relevant comments:** A panel with a toggle switch set to 'On'. It shows a placeholder for a comment and a text box stating: 'We will display the most relevant comment below your ad on Facebook and Instagram.'
- Image filter:** A panel with a toggle switch set to 'Off'. It shows two versions of an image of potted plants, labeled 'Before' and 'After', with the 'After' version appearing slightly more vibrant.
- Music:** A panel with a toggle switch set to 'Off'. It features a video player showing a snippet of the ad with a 'SHOP NOW' button. Below the player, it says 'Moments, by Giulio Cercato' and includes a 'Change music' button. A note above the player states: 'Over 50% of video watch time on Instagram feed is spent with sound on.'

# Advantage+ creative


3D animation Off ^

📈 12% of ecommerce businesses have turned on 3D animation

⚠️ This image is not compatible with 3D animation. Please select another image to use this feature.

Image template Off ^

📈 69% of ecommerce businesses have turned on image template




< ● ● ● >

Adjust fonts and colours

Visual touch-ups Off ^

📈 87% of ecommerce businesses have turned on visual touch-ups




< ● ● ● >

Vary aspect ratio

Text improvements Off ^

📈 83% of ecommerce businesses have turned on text improvements



Any text that you provide may appear as primary text, headline or description.

Expand image Off ^

⚠️ This image is not compatible with expand image. Please select another image to use this feature.

# Advantage+ creative

## Image template

### Customise image template

Off

Select a text style and background colour or let Meta automatically choose based on your image. When you make changes, we'll remember them for future ads.

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**Why image template?**

Make your message more visible on feed placements. **69%** of ecommerce businesses have turned on image template

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**Text style**

**Background colour**


Affects 2 placements

Mobile Feed

**hu** Housing Units  
Sponsored

The Autumn sale is now on!  
Make a statement with your home. [...see more](#)

**Shop the autumn sale**



housingunits.co.uk  
**Shop the autumn sale**  
Browse our selection of H... [Learn more](#)

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.



# Advantage+ creative

Visual touch ups and Image filter

- Dangerous when dealing with graphics
- Risk of colours going off brand
- Could be useful when using non-professional photography
  - E.g. User generated content ads

Before



After



Brightness and contrast

Before



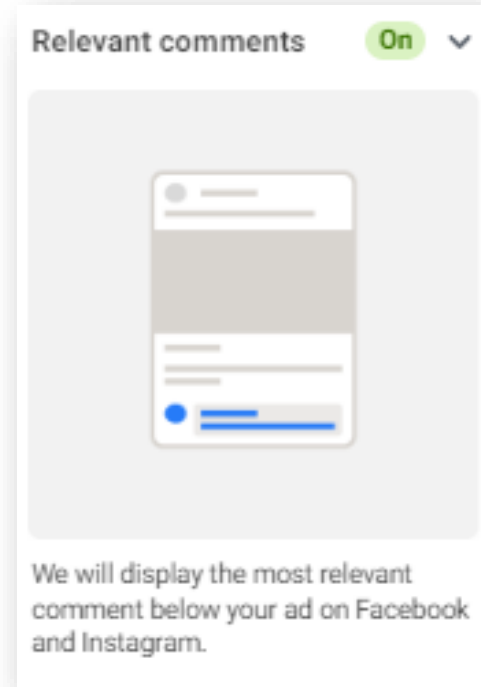
After



# Advantage+ creative

## Relevant comments

- Beware the platform determines what is “relevant”
- Could highlight negative comments by accident



# Advantage+ creative

## Music

- Tends to be safer, instrumentals
- Likely to adjust to the user's taste
- Ads another element single image ads

Music Off

Over 50% of video watch time on Instagram feed is spent with sound on

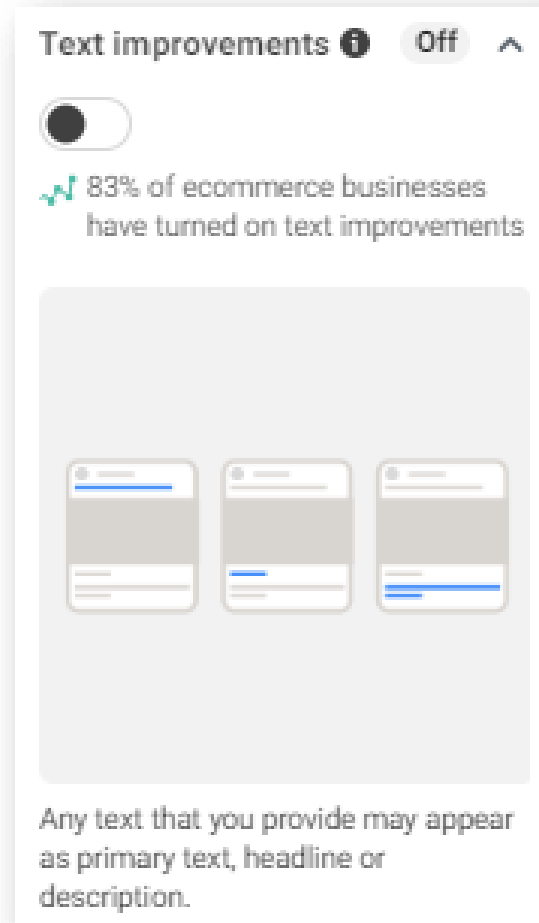
|| 0:19 / 3:25

Moments, by Giulio Cercato

# Advantage+ creative

## Text improvements

- Experiments with your primary text, headlines and description
- Turn off if certain text is essential in certain areas.
  - E.g. Headline has to be '50% OFF'



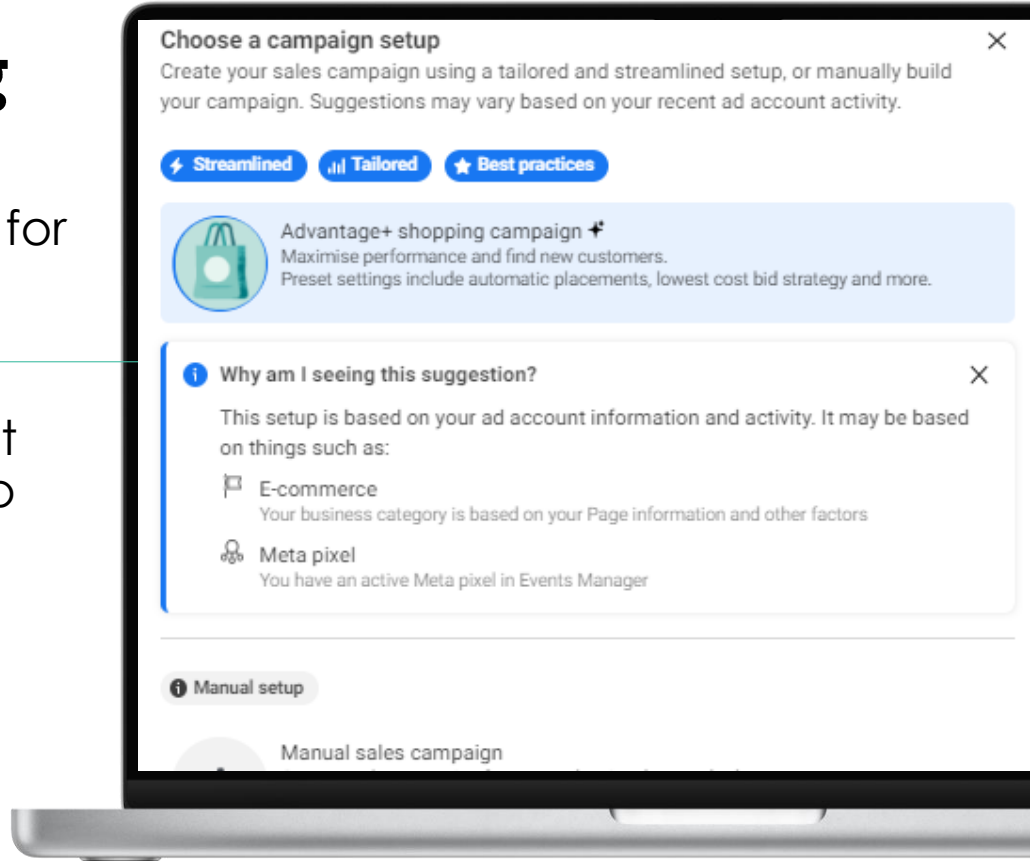


# Advantage+ shopping

What is it? How do you apply it?

# Advantage+ shopping

- Advantage+ shopping is valid for eCommerce businesses
- Essentially it automates a great amount of the shopping set up and targeting
- Found on campaign level



# Advantage+ shopping

## Schedule individual ads

- In advantage+ shopping ads you can schedule individual ads.
- This has never before been an option. In the past you could only schedule whole campaigns or ad sets.
- This is extremely useful when you're adding spike ads to existing campaigns and ad sets.

### Format

Choose how you'd like to structure your ad.

- Single image or video  
One image or video, or a slideshow with multiple images
- Carousel  
Two or more scrollable images or videos
- Collection  
A group of items that opens into a full-screen mobile experience

### Schedule • Optional

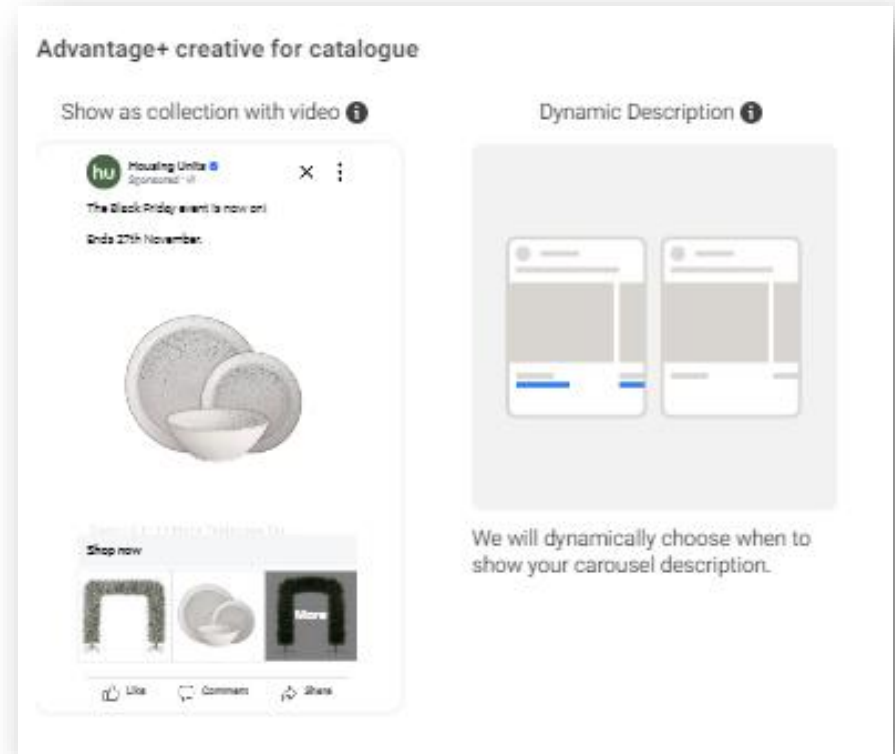
Choose to run your ad during a specific time period.

22 Nov 2023-27 Nov 2023

# Advantage+ shopping

## Advantage+ creative

- Advantage+ shopping offers a different selection of creative options
- This includes
  - Dynamic description
  - Music
  - Dynamic media
  - Info labels

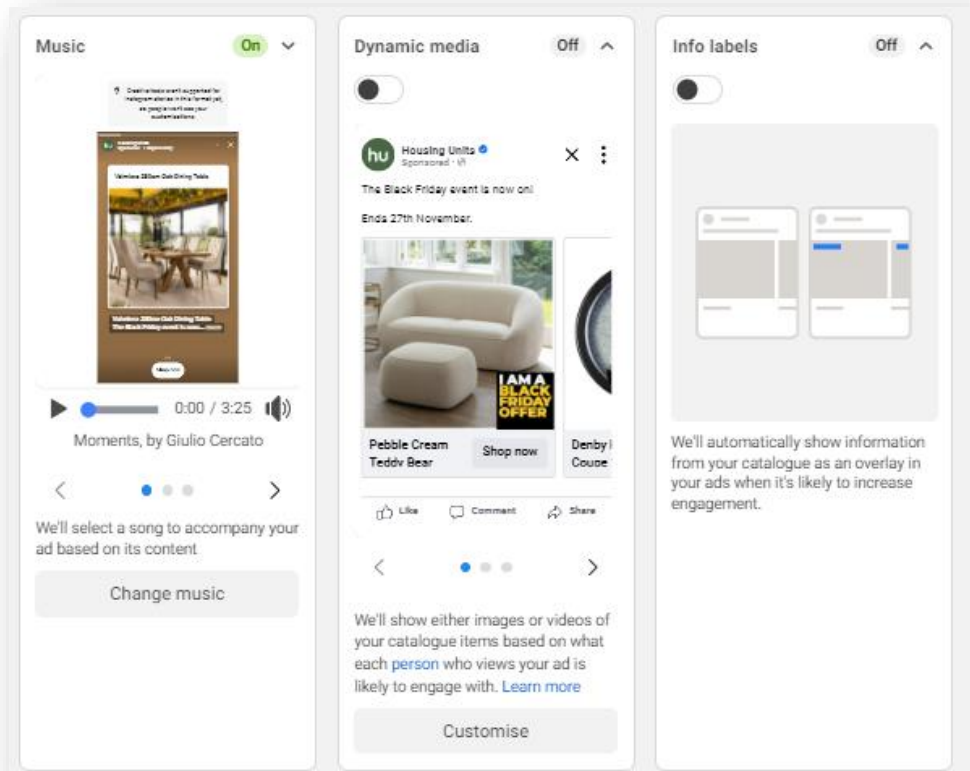




# Advantage+ shopping

## Advantage+ creative

- Info labels include sale badges and other information pulled from the feed
- Dynamic media means the platform can switch between video and single image based the user's preference





**Other updates**

# Budget Scheduling

- Not the same as Ad scheduling, where you can choose the days and times
- Designed to help automate spike campaigns
- Found on ad set level

### Budget scheduling ⓘ

★ **Budget scheduling** 🗨️ ✕

You can now schedule budget increases in advance based on certain days or times when you anticipate higher sales opportunities, peak traffic periods or other promotional time periods.

[Try budget scheduling](#)

Increase your budget during specific time periods View ▾

Tell us the duration of your anticipated high-demand period ^

Starts on		Ends
<input type="text" value="Nov 23, 2023"/>	<input type="text" value="12:00 AM"/>	<input type="text" value="Nov 24, 2023"/>
<input type="text" value="Increase daily budget by value amount (£) ▾"/>		<input type="text" value="£ 5.00"/> <input type="text" value="GBP"/>

Meta will aim to spend an average of £25 a day (a £5 increase) from 23 Nov to 24 Nov.

[Remove this period](#)

# Budget Scheduling

- Budgets can be increased by percentage and amount
- Period of increase selected
- Multiple spikes can be created

Increase your budget during specific time periods View ▾

Tell us the duration of your anticipated high-demand period ⌵

**Starts on** 📅 Nov 23, 2023 🕒 12:00 AM - **Ends** 📅 Nov 24, 2023 🕒 12:00 AM

Increase daily budget by value amount (£) ▾ £ 5.00 GBP

Increase daily budget by value amount (£) 23 Nov to 24 Nov.

Increase daily budget by a percentage (%)

Spend £35 as the daily budget from 23 Nov to 24 Nov In draft ▾

⊕ Add another time period 1/50 entries

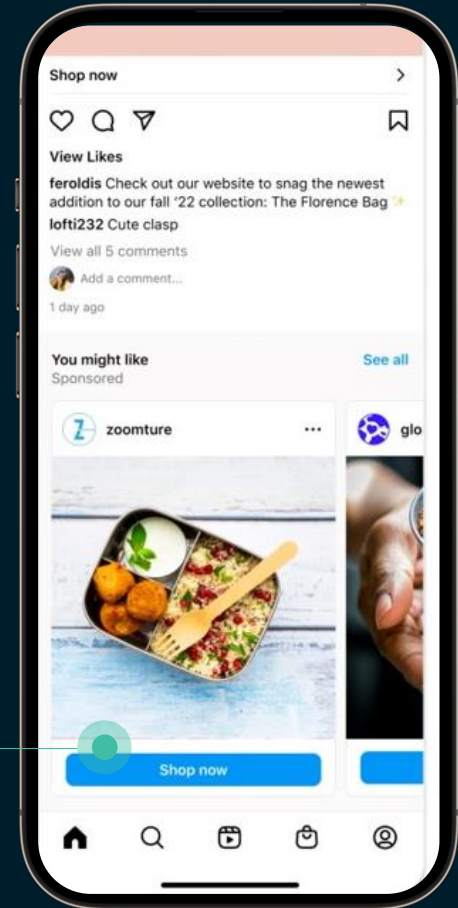
# Multi-advertiser ads

- By opting in for multi-advertiser ads, you essentially give the platform permission to advertise alongside other ads.
- Found on the ad level



## Multi-advertiser ads (recommended) ⓘ

Enabling this may increase your ad's exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. [Learn more](#)



# 1-day engaged view

- 1-day engaged view is a new attribution window
- Applies to video ads only
- Attributes conversions to skippable video ads when 97%+ or 10+ seconds is viewed
- Found on the ad level

Attribution setting ⓘ

Click-through ⓘ

7 days ▼

View-through ⓘ

None ▼

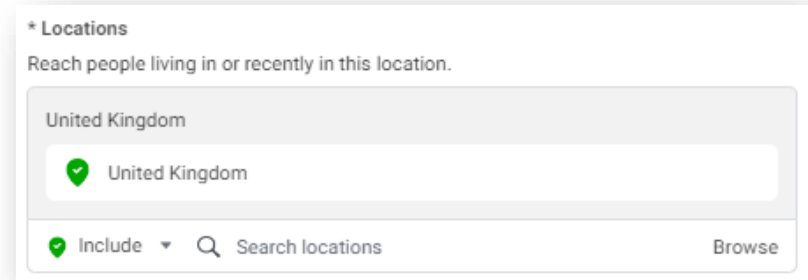
Engaged-view (for video only) ⓘ

None ▼

Engaged-view conversions are counted when a skippable video ad is played for at least 10 seconds, or for 97% of its total length if it's shorter than 10 seconds and a person takes an action within 1 day. This attribution setting is a new way to measure video ads and is still in development.

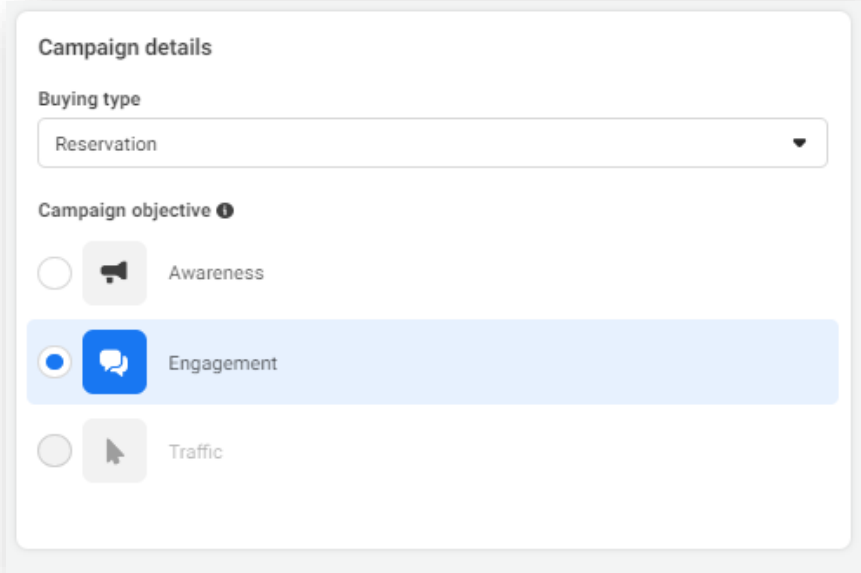
# Meta Locations

- In the past you could separate location by 'recently' or 'living in'
- Meta has now joined the two
- This means travellers may be included in audiences where you wish to target people living in a location



# Reach & Frequency campaign updates

- Reach & Frequency ads is a campaign format where you reserve an audience instead of bidding
- The format has seen major changes over the last couple of years
- The campaigns only come in awareness and engagement format now
- Traffic has been removed



The screenshot shows the 'Campaign details' section of a Facebook ad campaign. It features a 'Buying type' dropdown menu set to 'Reservation'. Below this is the 'Campaign objective' section, which includes three options: 'Awareness' (with a megaphone icon), 'Engagement' (with a speech bubble icon and highlighted in blue), and 'Traffic' (with a mouse cursor icon). An information icon is visible next to the 'Campaign objective' label.

Campaign details

Buying type

Reservation

Campaign objective ⓘ

Awareness

Engagement

Traffic



# Reach & Frequency

- Awareness performance goals are now:
  - Maximise ThruPlay views
  - Maximise reach of ads
  - Maximise ad recall lift
  
- Engagement campaigns can only be optimised for ThruPlay views

Optimisation and delivery

Performance goal ⓘ

Maximise reach of ads

Awareness goals ^

Maximise reach of ads  
We'll try to show your ads to as many people as possible.

Maximise ad recall lift  
We'll try to show your ads to people who are likely to remember seeing them.

Video view goals ^

Maximise ThruPlay views  
We'll try to show your video ads to people who will watch the entire video when it's shorter than 15 seconds. For longer videos, we'll try to show it to people who are likely to watch at least 15 seconds.

Optimisation and delivery

Performance goal ⓘ

Maximise ThruPlay views

Engagement goals ^

Maximise ThruPlay views  
We'll try to show your video ads to people who will watch the entire video when it's shorter than 15 seconds. For longer videos, we'll try to show it to people who are likely to watch at least 15 seconds.





Maximise engagement with a post  
We'll try to show your ads to the people most likely to like, share or comment on your post.

Optimising for post engagement is no longer available. You can optimise for ThruPlay views and we'll try to show your video ads to people who will play at least 15 seconds. [Learn more](#)

# Reach & Frequency

Video format is compulsory for engagement campaigns

**Ad formats**

-  **Video**  
Carousel videos, slideshows and videos with links for all eligible placements
-  **360 video**  
For Facebook Feed only
-  **Stories carousel**  
Vertical images or videos for Instagram Stories only
-  **Instant Experience**  
Images or videos for mobile feeds and Instagram Stories only

# Reach & Frequency

- Inventory filters have been updated
- Some exclusions are only available account wide, as opposed to campaign wide

## Only available for ad accounts

This setting can't be changed for individual campaigns

 [Change in brand safety and suitability](#)


### Inventory filter


Only applies to: Facebook in-stream videos, Ads on Facebook Reels and Ads on Instagram Reels  
Current filter setting: **Moderate** (ad set)

**Expanded inventory**  
Show ads on all content that adhere to our Content Monetisation Policies so that you get the most reach.  
Exclusion example:  
▪ Gratuitous depiction of tragedy or conflict


**Moderate inventory**  
Exclude moderately sensitive content.  
Exclusion example:  
▪ Fictional depictions of tragedy or conflict

**Limited inventory**  
Exclude additional sensitive content, as well as all live videos. This lowers reach and can increase costs.  
Exclusion example:  
▪ Brief depiction of tragedy or conflict in news feature context




 [See the list](#) of which content is included and excluded for each filter.

Audience Network Off 

**Block lists**


 You don't have any block lists. [Create a block list](#) or [Learn more](#).

**Content type exclusions**

- Exclude all live videos from Facebook in-stream video ads
- Exclude in-stream video ads from Pages and profiles not on our publisher list 
- Exclude ads on Facebook Reels from Pages and profiles not on our publisher list 
- Exclude ads on Instagram Reels from profiles not on our publisher list 

# Beneficiary & payer

- Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in Ad account settings
- This information will be publicly available in the Meta Ad Library for a year but not shown on any ads

 **Beneficiary and payer**

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in Ad account settings. This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

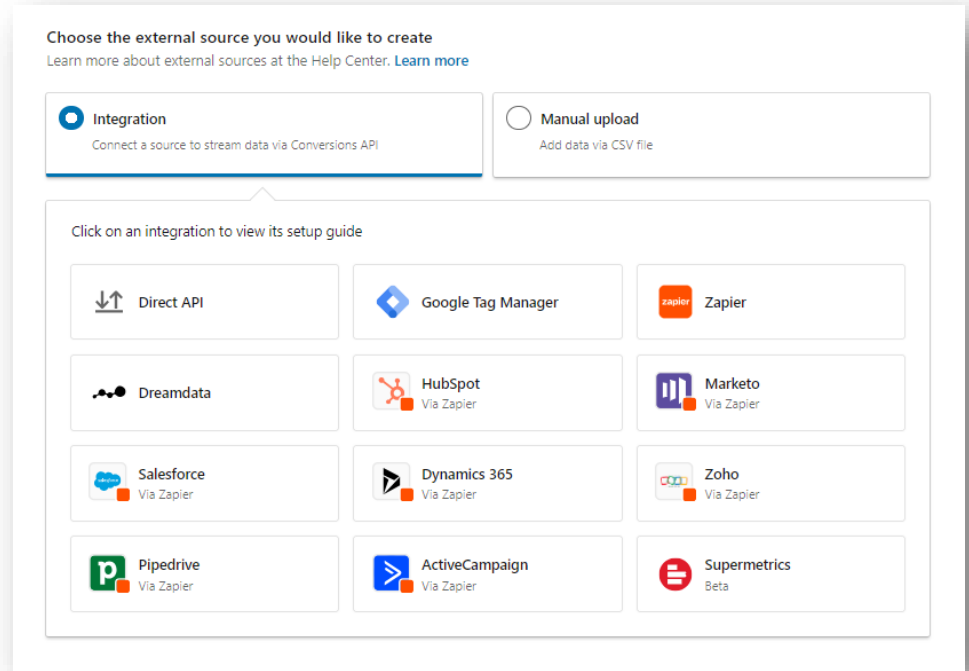
\* Beneficiary ⓘ

ANICCA DIGITAL LIMITED ▼

The beneficiary and payer are different

# LinkedIn Conversions API

- While the other social media platforms have offered server-side tracking as an option for a long time, LinkedIn has lagged behind
- As a result, performance has dropped
- The platform now offers the option to connect sources to stream vis Conversions API
- Brand new and untested



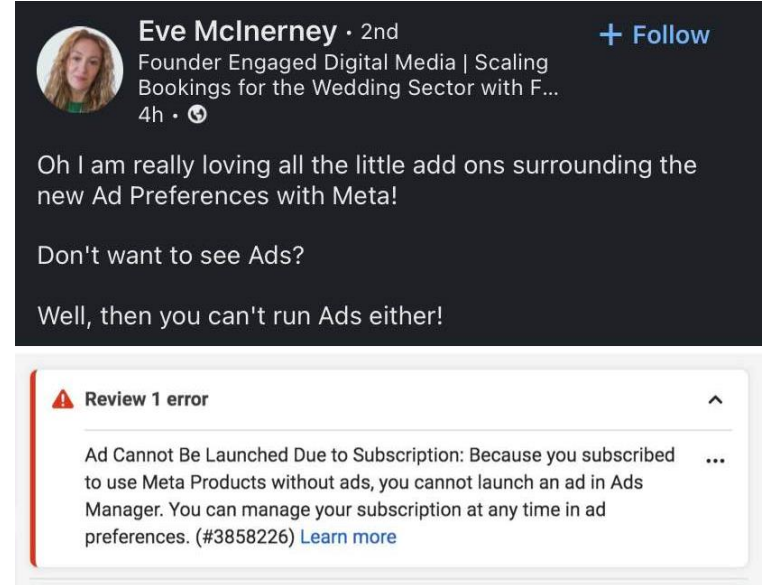
# Meta Ad Free Subscription

- Meta is now offering users in the EU, EEA and Switzerland the choice to pay a monthly subscription to use Facebook and Instagram without any ads
- Until March 1, 2024, the initial subscription covers all linked accounts in a user's Accounts Center. However, beginning March 1, 2024, an additional fee of **€6/month on the web** and **€8/month on iOS and Android** will apply for each additional account listed in a user's Account Center.



# Ad Free Subscription

- The update has stopped people from being able to advertise
- The limitation does have some conditions, however the loopholes aren't realistic for most advertisers – especially agencies



The image shows a social media post on a dark background. The user is Eve McInerney, 2nd, with a profile picture of a woman with blonde hair. Her bio reads: "Founder Engaged Digital Media | Scaling Bookings for the Wedding Sector with F...". The post is 4 hours old and has a location pin icon. The text of the post says: "Oh I am really loving all the little add ons surrounding the new Ad Preferences with Meta! Don't want to see Ads? Well, then you can't run Ads either!". To the right of the name is a "+ Follow" button. Below the post is a white error message box with a red border on the left side. It contains a warning icon and the text: "Review 1 error", "Ad Cannot Be Launched Due to Subscription: Because you subscribed to use Meta Products without ads, you cannot launch an ad in Ads Manager. You can manage your subscription at any time in ad preferences. (#3858226) [Learn more](#)".

**Eve McInerney** · 2nd + Follow  
Founder Engaged Digital Media | Scaling Bookings for the Wedding Sector with F...  
4h · 📍

Oh I am really loving all the little add ons surrounding the new Ad Preferences with Meta!

Don't want to see Ads?

Well, then you can't run Ads either!

**Review 1 error** ^

Ad Cannot Be Launched Due to Subscription: Because you subscribed to use Meta Products without ads, you cannot launch an ad in Ads Manager. You can manage your subscription at any time in ad preferences. (#3858226) [Learn more](#) ...

# Ad Free Subscription

*“If you subscribe, the following are no longer available to you because it would require using your information for ads:*

- *Running ads and boosting posts for an Instagram account*
- *Running ads and boosting posts for your Facebook profile (for example, boosting your own Marketplace listings)*
- *Running ads for a Facebook Page, if the Page is linked to an Instagram account that has a subscription to use Meta Products without ads*
- *Participating in partnership ads on Instagram or Facebook*
- *Monetizing with Ads on Reels and In-stream ads”*



# EU advertising policy changes

# EU advertising policy changes

## Digital Services Act (DSA)

- The DSA is a groundbreaking law that will apply to any digital operation serving the EU, forcing them to be legally accountable for everything from fake news to manipulation of shoppers, Russian propaganda and criminal activity including child abuse.



# EU advertising policy changes

## The impact

- Platforms will be obliged to combat the sale of illegal products and services
- New measures are designed to crack down on illegal content
- Platforms will be prohibited from targeting children with advertising based on their personal data or cookies.
- Social media companies will not be able to use sensitive personal data including race, gender and religion to target users with adverts.

The logo for The Guardian, featuring the words "The Guardian" in a white, serif font on a dark blue rectangular background. "The" is positioned above "Guardian".

# EU advertising policy changes

## Ban on “dark patterns”

- This rule is set up to protect users by stopping “everyday interfaces used to manipulate users into buying things they don’t need or want”
- An audit of 399 online shops by the commission and national consumer authorities this year found that 40% relied on “manipulative practices to exploit consumers’ vulnerabilities or trick them”.

## Tricks found included:

- Fake countdown timers
- Fake deadlines
- “Hiding” important information such as delivery costs or the availability of a cheaper option
- Manipulation of consumers into entering a subscription



Thank you



**Questions?**