In partnership with **LCB**

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Business Breakfast

7:00am - 7:45am
Breakfast & Networking

7:45am - 8:45am
Driving Book Sales With Meta Conversion Ads & TikTok Shop Ads

8:45am - 9:00am
Closing Remarks

Ann Stanley
Founder & CEO
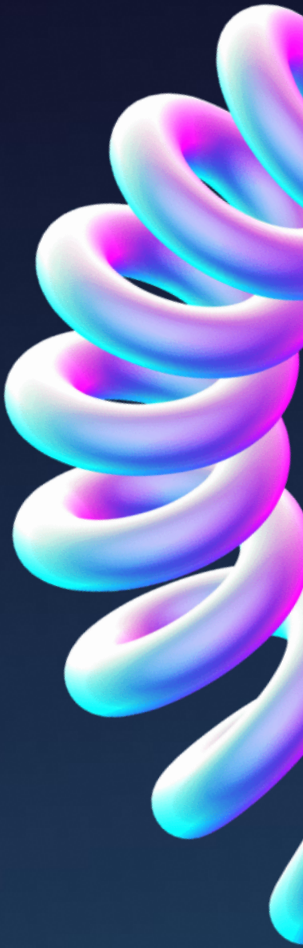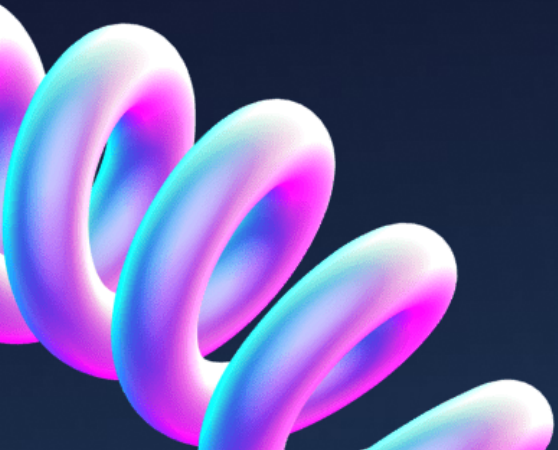ann@anicca.co.uk

Ange Padfield
New Business
angela@anicca.co.uk

Contents

- About Anicca Digital & Books2door.com
- Why are social media platforms rubbish at generating website traffic & conversions?
- How to track and improve conversions with paid social ads, despite the impact of iOS 14.5
- Books2Door Case Study – Introducing our 2 projects:
  1. Use of server-side tracking & Meta Conversion API to overcome tracking issues and optimise ads for conversions
  2. Use of TikTok conversion ads & TikTok Shop ads
- What should you do?

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Creds

Anicca Digital

2007 | **Established**
Digital marketing for 17 years

20 | **Staff**
Multi-award-winning team

40 | **Clients**
Spanning multiple sectors

5 | **Services**
Full-service integrated digital
marketing & skills training

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anicca**digital**

17 years of data-driven digital marketing for ecommerce & established brands

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

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About Books2Door (B2D) - based in Leicester

- More than 20 years ago, Abdul Thadha started selling second-hand books on eBay

- In 2004, he developed Books2door.com to sell book collections and discounted books, driven by the desire to encourage children from all backgrounds to love reading
  - They use a mix of channels to drive traffic and currently employ several agencies to help them market their site, with Anicca managing their paid social since Jan 2019
  - In April 2024, the website has nearly 10X's more revenue than Jan 2019, driven mainly by the pandemic changing buyers' behaviour forever
  - Some of this growth was driven by our work with Meta ads – see below

  -

https://www.tiktok.com/@books2door/video/7336167268289613088?lang=en

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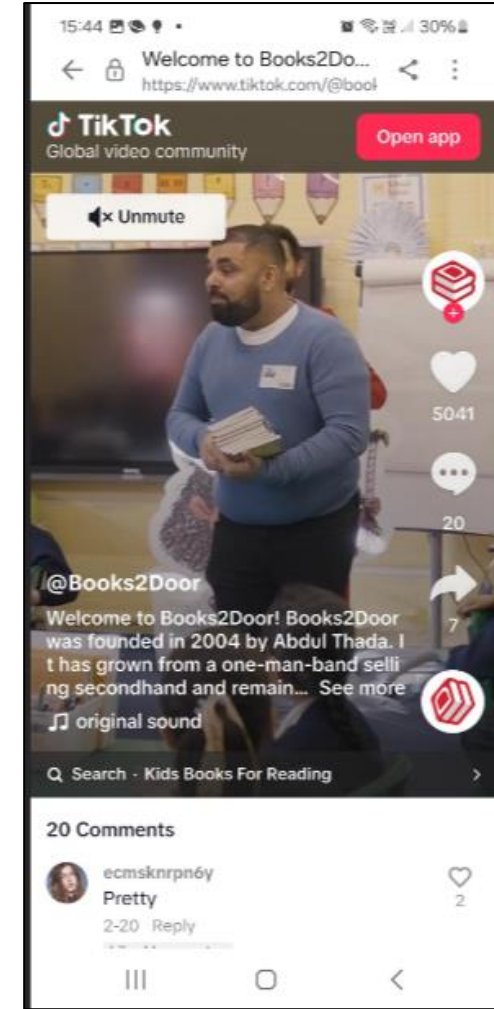
Anicca & Books2Door – working together

- Anicca and Books2Door (B2D) are **both based in Leicester** and the team at B2D had attended many of Anicca's events and training sessions over the years

- **Anicca started working for Books2Door (B2D) in Oct 2019** to run their Facebook Ads campaigns

- We have worked on various paid social channels over that time, including **Meta, Pinterest and TikTok**

- B2D already had an incumbent agency that did paid search, so Anicca have never helped with that, but we have done various **short SEO consultancy projects and PR contracts**

- **Projects:**
  1. Our work on using **Meta Conversion API,** between Sept 22 and Jan 23, led to an incredible uplift in Facebook Ads results and 4 award wins at the 2023 UK Paid Media and Social Media awards
  2. **TikTok Ads project**
     - Our original TikTok project (using conversion ads) started in January 22
     - This changed in March 23, when we switched to using ads to drive users to their new TikTok shop
     - This project is still ongoing.
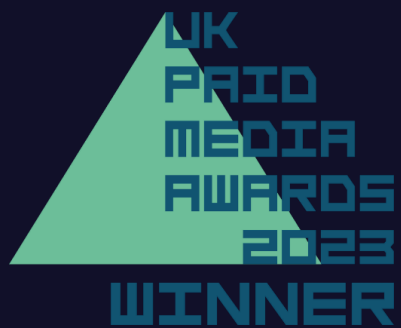
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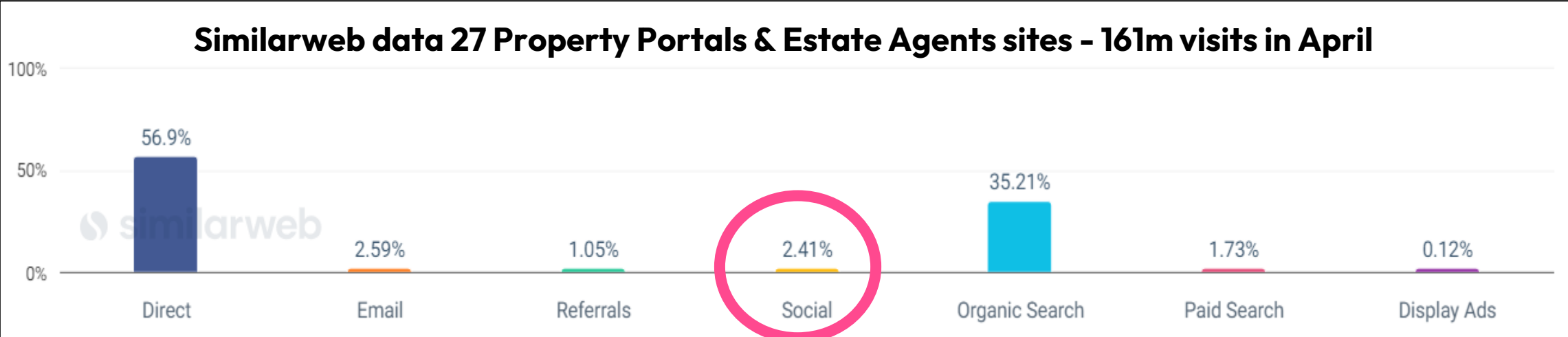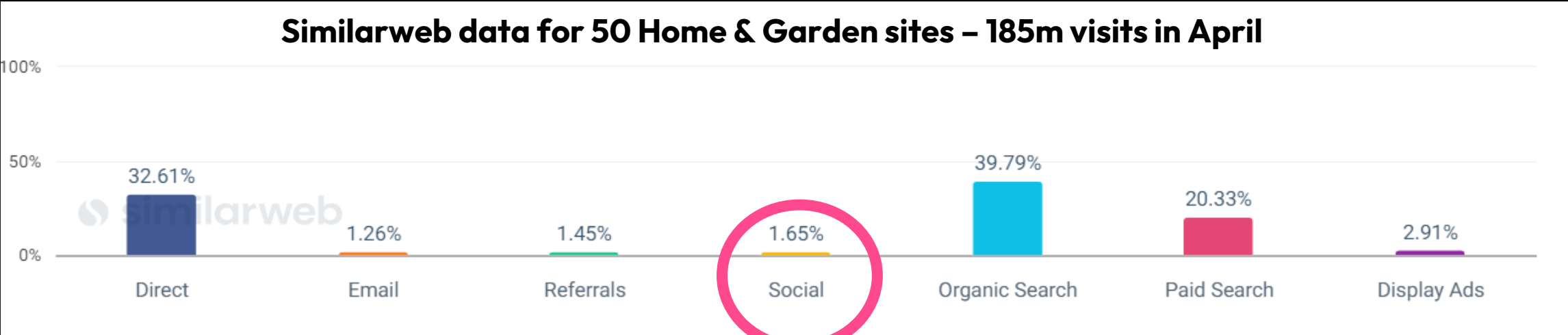
Why are social media platforms rubbish at generating website traffic & conversions?

April data from Similarweb showing how little traffic is sent from social platforms (UK)

Similarweb data for 50 Home & Garden sites – 185m visits in April

Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
32.61%	1.26%	1.45%	1.65%	39.79%	20.33%	2.91%

Similarweb data 27 Property Portals & Estate Agents sites - 161m visits in April

Direct	Email	Referrals	Social	Organic Search	Paid Search	Display Ads
56.9%	2.59%	1.05%	2.41%	35.21%	1.73%	0.12%

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Why do paid social ads send so little traffic to websites?

Ad Views or Impressions

Interaction & Clicks

Tracking Blocked

Website Visits

Website Leads or Sales

Will audiences notice the ad & stop?

Will audiences click & leave the platform?

What happens on-site & how is this tracked?

Will audiences convert & how is this tracked?

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Tracking has been blocked due to impact of iOS14.5 on Facebook ads (rolled out in April 21)
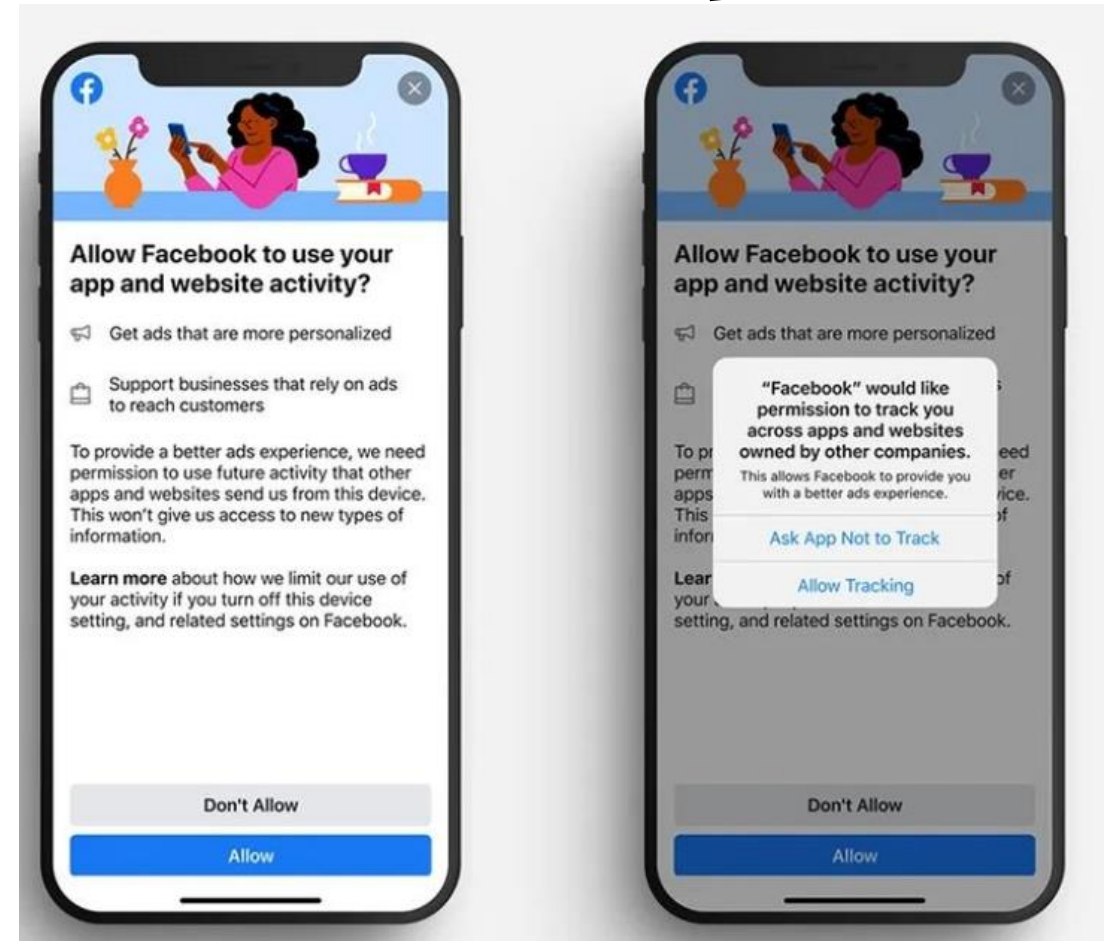

January 2021

In **January 2021**, the updated version of Apple iOS14 14.5 was released, and along came a disrupted functioning of Facebook ads. It affected businesses of all sizes from small-scale to middle-scale enterprises.

Impact of Apple iOS 14 on Facebook Ads and How to Avoid It

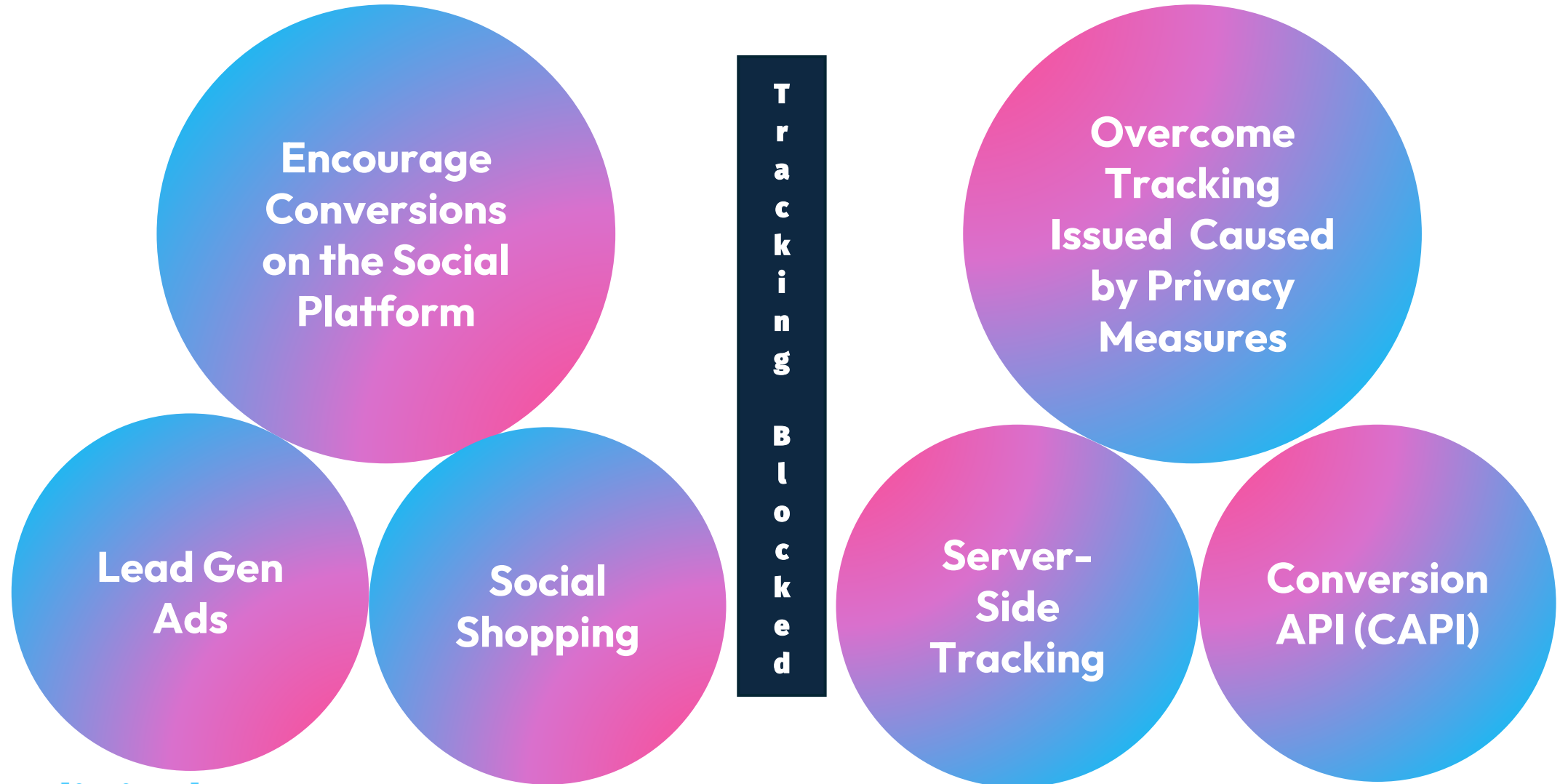D www.dignitasdigital.com/blog/impact-of-ios-14-on-facebook-ads/

https://www.dignitasdigital.com/blog/
impact-of-ios-14-on-facebook-ads

https://www.theverge.com/2021/4/27/22405474/
apple-app-tracking-transparency-ios-14-5-
privacy-update-facebook-data

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Solutions to overcoming low conversions & tracking issues

Encourage Conversions on the Social Platform

Tracking Blocked

Overcome Tracking Issued Caused by Privacy Measures

Lead Gen Ads

Social Shopping

Server-Side Tracking

Conversion API (CAPI)

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How to track and improve conversions with paid social ads, despite the impact of iOS 14.5

Blocking 3ʳᵈ party cookies in browsers & Chrome

- **Restriction on 3rd Party Cookies (3PC's):**
  - 3PC's are already **blocked in non-Chrome browsers** e.g. Safari & Firefox
  - However, **66% of all web users use Chrome**
  - Google have recently **retired 3PC's in 1% of chrome** browsers (after several delays)
  - **Google will block all 3PC's in Chrome in 2025 – Are you ready?**

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Impact on advertisers

- Most **ad serving relies on 3rd party cookies**

- This has / will **impact audience targeting & conversion tracking** within Google & Meta ads

- This will affect most **remarketing or interest-based advertising** that targets individuals, as the new **minimum audience size will be 50**

- Ad platform and advertisers will need a proactive approach to **overcome the loss of data and targeting options**

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Solutions to overcome the blocking of 3PC's

- **Google's Privacy Sandbox:**
  Has over 20 solutions like FLoC and the Topics API to offer privacy-conscious advertising and analytics solutions.

- **Group-Based Targeting:**
  Adopts targeting methods focusing on interest groups or cohorts of more than 50, rather than individual tracking

- **First-Party Data Utilisation:**
  Encourages websites to use their own data, with an emphasis on user consent and data transparency for ad targeting.

- **Contextual Advertising:**
  Relies on the context of the webpage to serve relevant ads, bypassing the need for individual user data.
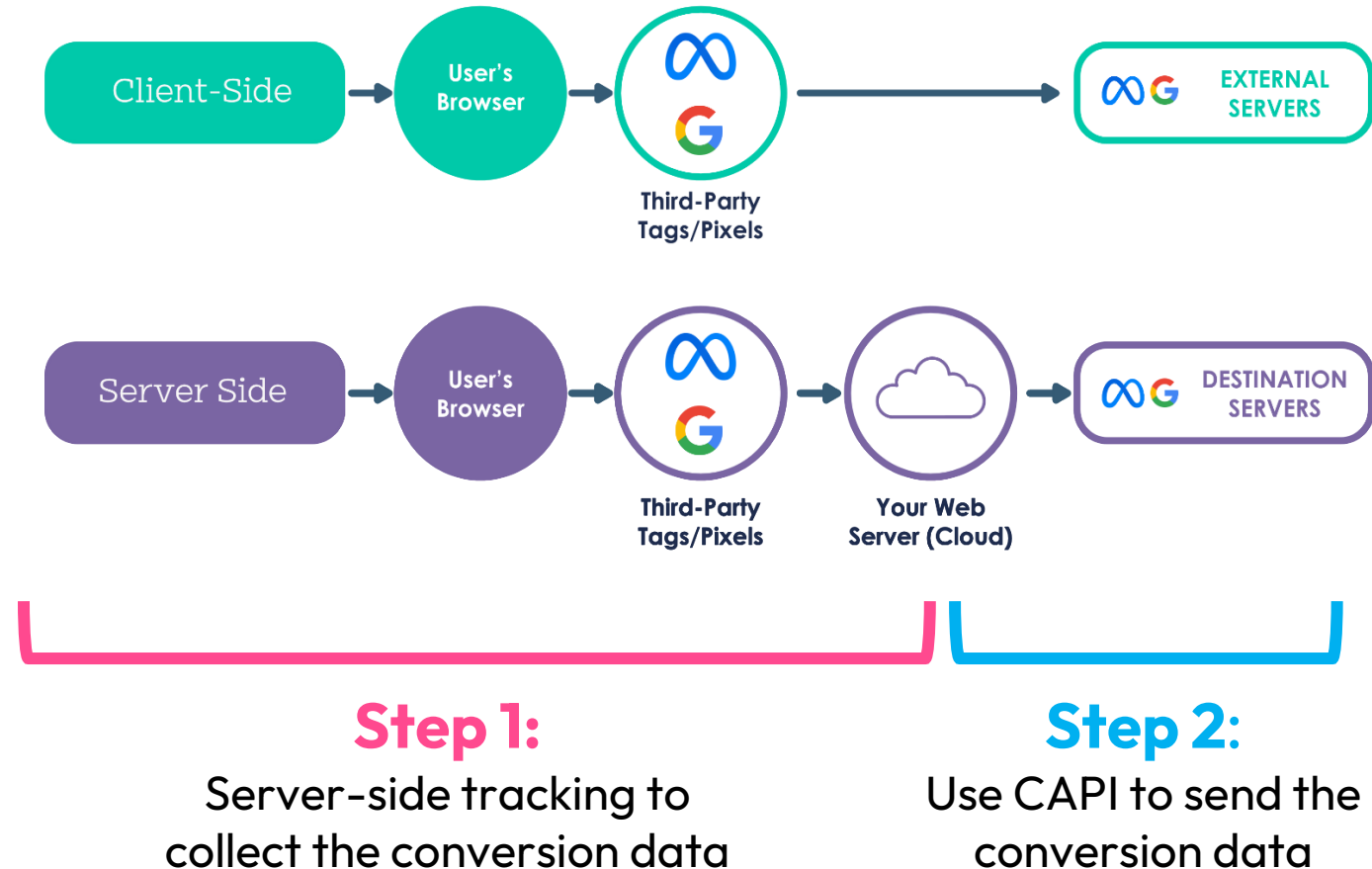
- **Server-Side Tracking:**
  Leverages secure Conversion APIs for transmitting conversion data to ad platforms, allowing for campaign measurement while respecting user privacy.

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Server-side tracking setup

Send data via your own server rather than directly to the ad platforms from the users' browser (client-side)

Benefits

- Mitigate browser ad blocking and recovers lost data

- Improve page speeds

- Improve data security e.g. used in tracking profit from ecommerce sales

Client-Side → User's Browser → Third-Party Tags/Pixels → EXTERNAL SERVERS

Server Side → User's Browser → Third-Party Tags/Pixels → Your Web Server (Cloud) → DESTINATION SERVERS

Step 1:
Server-side tracking to collect the conversion data

Step 2:
Use CAPI to send the conversion data

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Use of server-side tracking & Conversion APIs (CAPI) in ads platforms

- To address the impact of privacy changes like iOS14 issues and the blocking of 3PC's, you can use **server-side tracking and Conversion API's (CAPI)** to import conversion data into Ad Platforms, such as Meta or Google
- This can help advertisers **regain some visibility into the performance of their ads** and the effectiveness of their marketing campaigns, even if users have opted out of tracking
- **Other ad platforms e.g. Pinterest and TikTok** have also introduced their **own conversion API** as a way of imported conversion data into their Ad manager accounts
- **Implementation of server-side tracking and CAPI**
  - This can be relatively simple for some ecommerce or CMS platforms, which have direct integration with Meta or Google
  - Alternatively, you might be able to use a plug-in (such as Elevar) or employ a developer for a bespoke integration

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Server-Side tracking solutions

Product	Service Description	CMS	Platforms	Hosting Cost
ELEVAR	Shopify Plugin that helps ensure 100% of your conversions are captured through a 1st party context via server side GTM. Elevar utilizes a Data Layer and Shopify Notifications to capture events which are then picked up by GTM. Boost performance by 10-20% on Facebook – Google Ads	Excellent for Shopify sites	Google Tag Manager Facebook Meta GA4 Google Ads TikTok Snapchat Criterio Pinterest And more see list	From $150 monthly (1,000 Orders/month) $350 for upto 10,000 Orders/month
Stape	Global Server GTM Hosting that is easy to setup and much cheaper than having your own Google cloud storage.	All sites in which GTM code can be deployed	Google Tag Manager Facebook Meta GA4 Google Ads TikTok Snapchat Criterio Pinterest	$100 per month to handle 5M requests. $200 for $20M requests
Stape	Meta's Conversions API Gateway Hosting. The easy way to implement Meta's Conversion API with no manual tagging or GTM. No need to hire a tracking specialist or use a third-party integration tool.	Any	Facebook Meta Only	$10 a month

Books2Door Case Study 1
Use of server-side tracking & Meta Conversion API to overcome tracking issues and optimise ads for conversions

Project methodology

- We implemented **server-side tracking using Elevar Shopify plugin** to inject conversion data into **Facebook Conversion API (CAPI)**

- We used different **campaign objectives** to target audiences at different stages of the sales funnel:
  - Catalogue sales
  - Conversions campaigns targeting specific audience
  - Awareness (video views), followed by remarketing

- We used a combination of **audiences for prospecting and conversions:**
  - Interest and behavioural
  - Sequential campaigns
  - Engagement remarketing (e.g. following video-view ads)
  - Lookalike audiences based on Custom audiences (web and uploaded lists)

- As Facebook received more data, **the conversion bidding algorithm became more effective,** allowing for increased budgets and ROAS, providing a bigger audience for remarketing and Lookalike strategies for prospecting
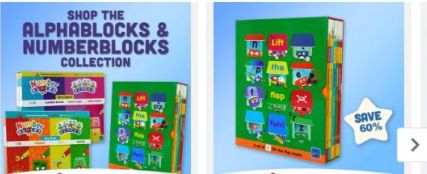
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Ad Creative & catalogue ads

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Similarweb data showing growth in visits by channel

Channels
- Direct
- Email
- Referrals
- Social
- Organic Search
- Paid Search
- Display Ads

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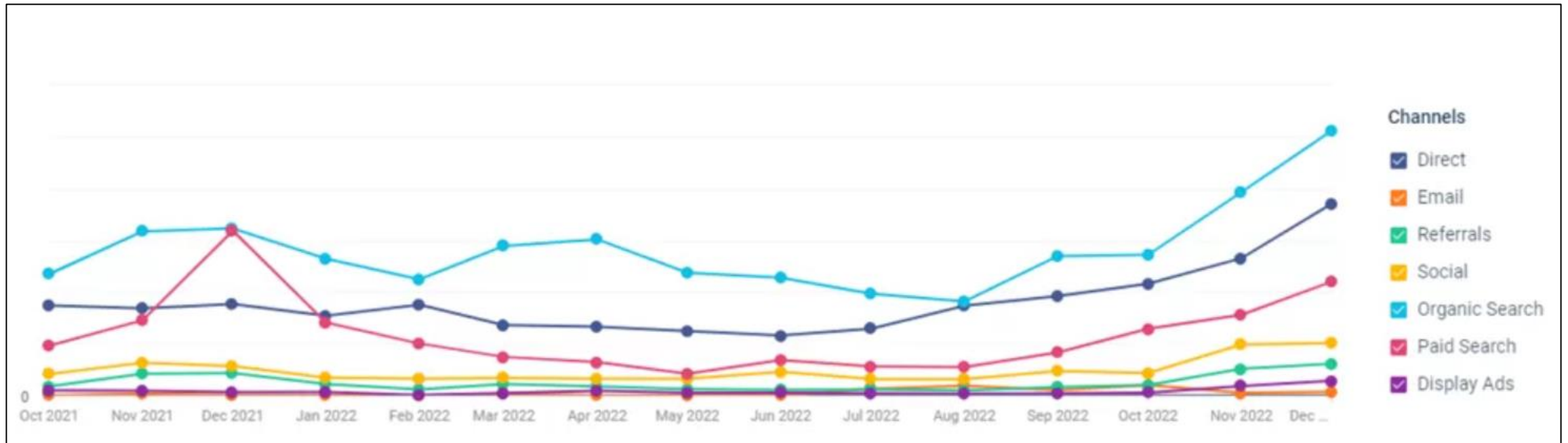
Similarweb data showing the change in traffic and market share for the top 5 sites

Books2Door

Books2Door

Oct 21   Nov 21   Dec 21   Jan 22   Feb 22   Mar 22   Apr 22   May 22   Jun 22   Jul 22   Aug 22

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Facebook revenue trends by year - 2020

Revenue - Meta 7 day click

2020 - Revenue
(7-day click)

Jan　Feb　Mar　Apr　May　Jun　Jul　Aug　Sep　Oct　Nov　Dec

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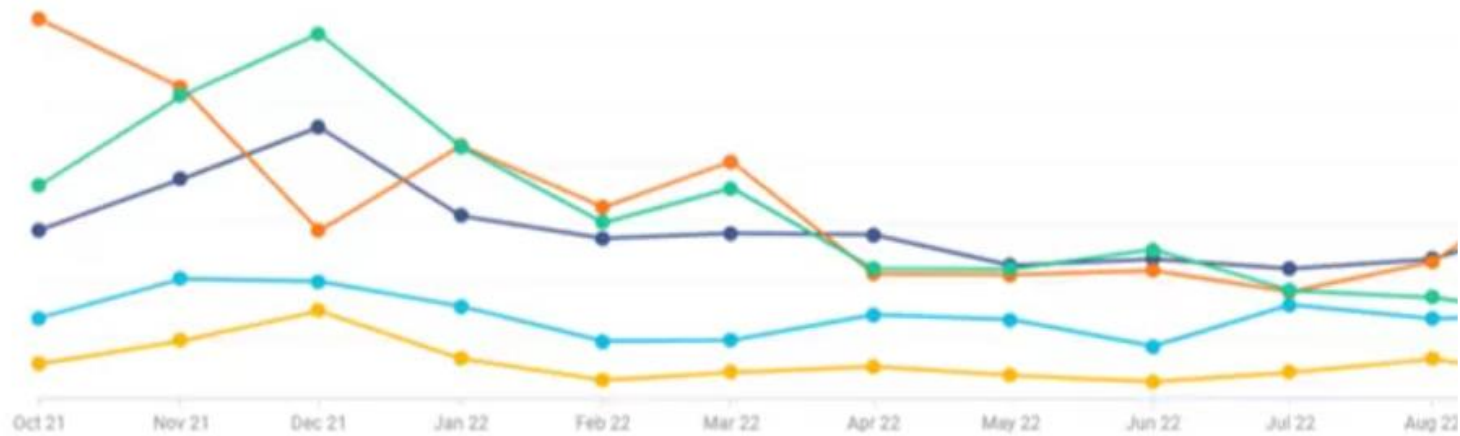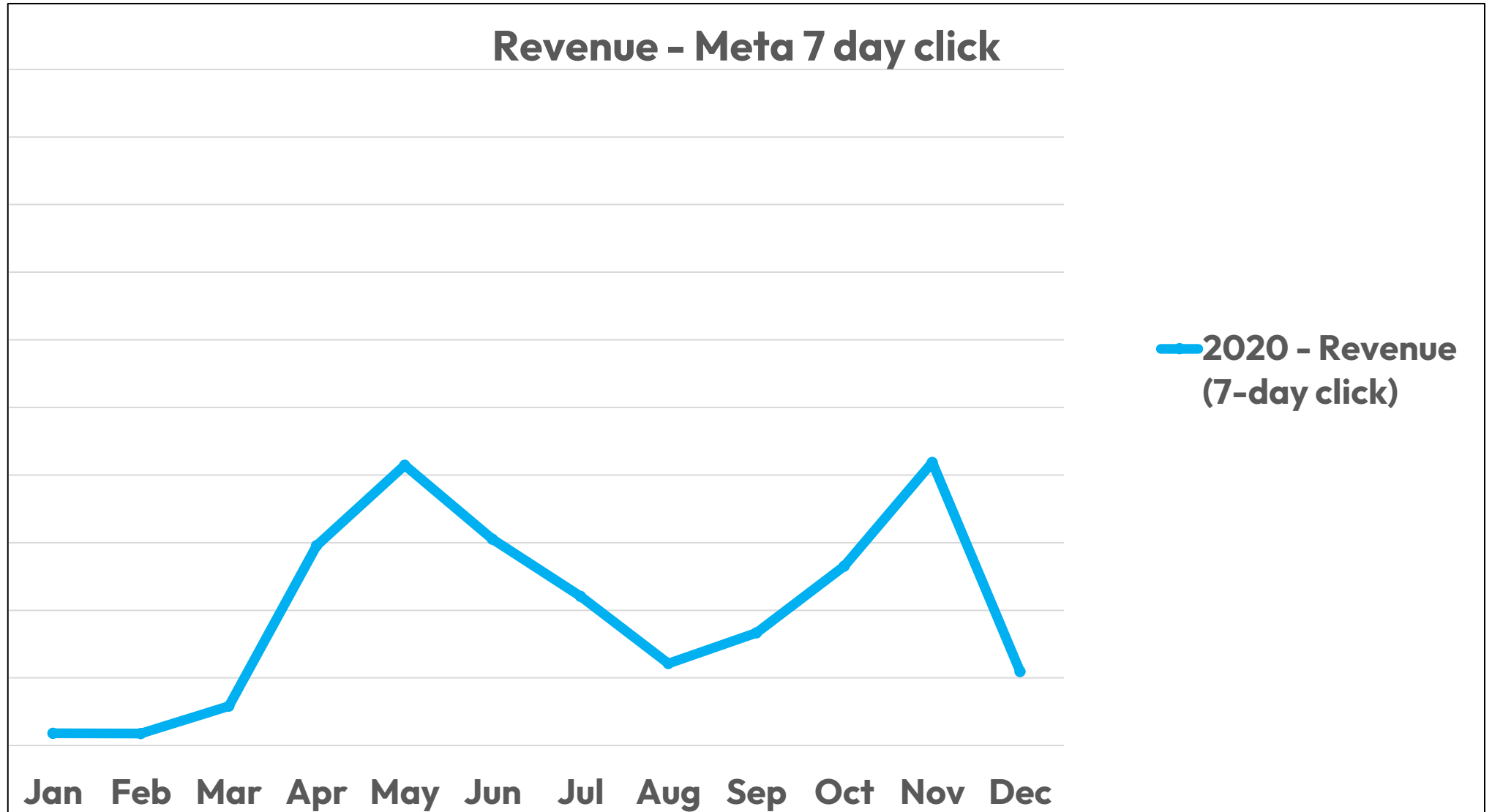
Facebook revenue trends by year – iOS 14.5

Revenue – Meta 7 day click

iOS Privacy Rolls Out in Facebook April 2021

2020 - Revenue (7-day click)

2021 - Revenue (7-day click)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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Facebook revenue trends by year - 2022

Revenue – Meta 7 day click

iOS Privacy Rolls Out in Facebook April 2021

Start of our CAPI project Sept 2022

2020 - Revenue (7-day click)

2021 - Revenue (7-day click)

2022 - Revenue (7-day click)

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

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Read the case study for books2door.com

bit.ly/anicca-conversion-api

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Books2Door Case Study 2
Use of TikTok conversion ads & TikTok Shop ads

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TikTok can be used in multiple ways

- As an **entertainment and education** platform

- As a **discovery platform**, where users view or engage with **sponsored videos (or display ads)** from brands that target users based on their interests and behaviour

- As a **search platform**, where users proactively search for information or products

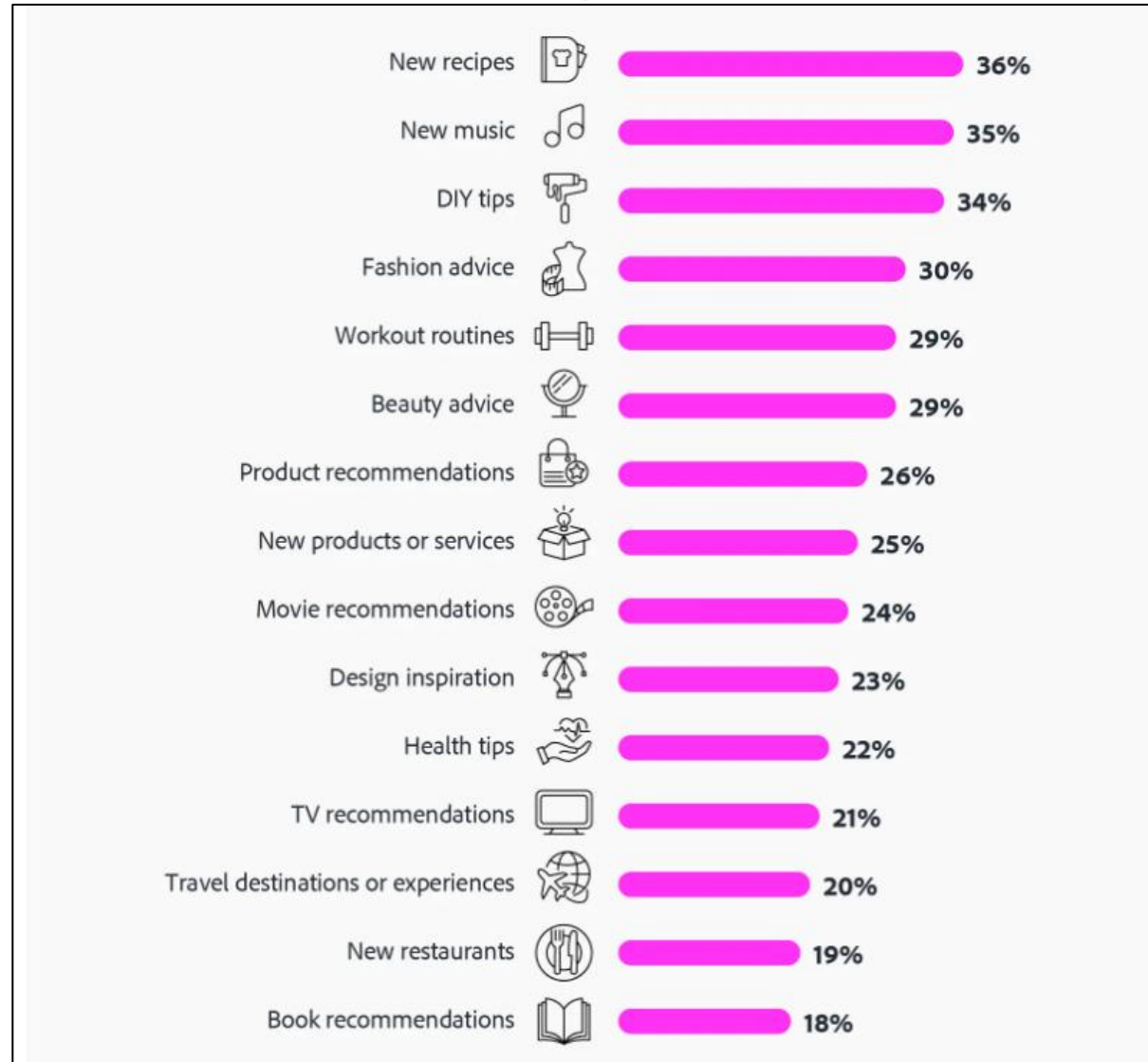- As a **marketplace**, where merchants can sell directly on the platform for a low commission of only 5%

- As an **influencer network,** where creators can be paid a commission to promote your products to their community of followers

£14.99
£37.17 -60%

Regina Back to School Box - 10 Captivating Books for Key Stage 1 Students

9 sold
Free shipping

Select options   Default

Shop now in app

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What have consumers looked for when using TikTok as a search engine?

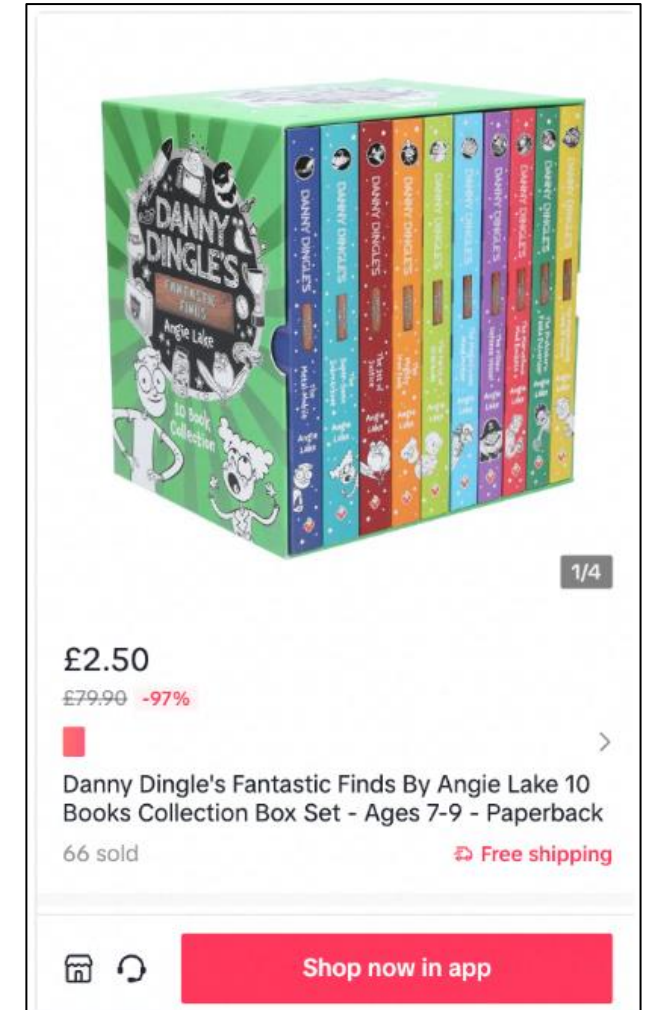| Topic	%
New recipes	36%
New music	35%
DIY tips	34%
Fashion advice	30%
Workout routines	29%
Beauty advice	29%
Product recommendations	26%
New products or services	25%
Movie recommendations	24%
Design inspiration	23%
Health tips	22%
TV recommendations	21%
Travel destinations or experiences	20%
New restaurants	19%
Book recommendations	18%

Top Topics
- New recipes 36%
- New Music 35%
- DIY tips 34%
- Fashion advice 30%
- Workout routines 29%
- Beauty advice 29%

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TikTok as a new channel for B2D

- In Jan 22 B2D started their TikTok account
- In Mar 23 they launched their TikTok Shop
- This is contributing nearly 20% extra revenue per month
- B2D says that the affiliate/influencer promotions now drive 60% of the sales from their TikTok shop, with the rest coming from the ads campaigns.

£2.50

£79.90 **-97%**

1/4

Danny Dingle's Fantastic Finds By Angie Lake 10 Books Collection Box Set - Ages 7-9 - Paperback

66 sold

Free shipping

Shop now in app

TikTok Campaigns
Objectives & Methodology

Campaigns in TikTok

Conversion campaigns to send traffic to the website

- The conversion campaigns ran from Feb 22 to Apr 23
- On-site Conversion and revenue tracking was used to measure ROAS
- Targeting was based on book and lifestyle interests of teens and young adults (see slide 16)

Campaigns to send traffic to the TikTok shop

- The campaigns were setup in the second week of March 23 and are still ongoing
- The initial budget was increased significantly as the revenue and ROAS improved
- Interest targeting was similar to the original campaigns, but more ads were tested, driving users to the shop
- We also employed various remarketing strategies based on engagement with ads and product pages

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Objectives & target (KPI's)

Conversion campaigns to send traffic to the website

- Using ads to drive awareness and get clicks through to the website

- Original KPI of 5:1 ROAS and achieving impressions at a lower CPM than other channels (<£5)

- Note: The campaign was continued despite it not being profitable (ROAS was less than 1)

Campaigns to send traffic to the TikTok shop

- Using ads to drive traffic to the TikTok shop, in order to get direct sales

- The goal was to exceed the performance of the previous ads, with the ideal target of a ROAS of 5:1

- The client does not like the ROAS to exceed this, as they would prefer to get more volume of sales

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Target market based on interests

- Parents (based on interests)
- Young Adults (based on age and book related interests)
- Manga
- Game interests
- Specific film/ novel interests such as Hunger Games

Remarketing

- Product page view – last 30 days

- Initiate check out – 180 days

- AddToCart – 180 Days

- Video 75% views (min 6 secs) – 180 Days

- View Content – 180 Days

Ad creative

Anicca's role

- Ad creative briefing, audiences, campaigns set-up and management
- Ongoing optimisation and testing of audiences and creative
- Bid and budget management
- Reporting

Books2 Door's (B2D) role

- Videos and ads produced by B2D in-house team

- In addition, B2D have also engaged with TikTok Influencers, using the TikTok affiliate network to gain additional sales (estimated that 60% of TikTok Shop sales are from Affiliates, 40% from Ads)

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Ad & landing page examples – Kandoodle

Ad & landing page examples – Danny Dingle Collection

Ad & landing page examples - collections

Ad & landing page examples – Regina Back to School

Examples of videos & links

https://www.tiktok.com/@books2door/video/7306489677282921761?lang=en

https://www.tiktok.com/@books2door/video/7262261408740527393?lang=en

https://www.tiktok.com/@books2door/video/7237442518122515739?lang=en

https://www.tiktok.com/@books2door/video/72185658373033647493?lang=en

https://www.tiktok.com/@books2door/video/7195172127954308357?lang=en
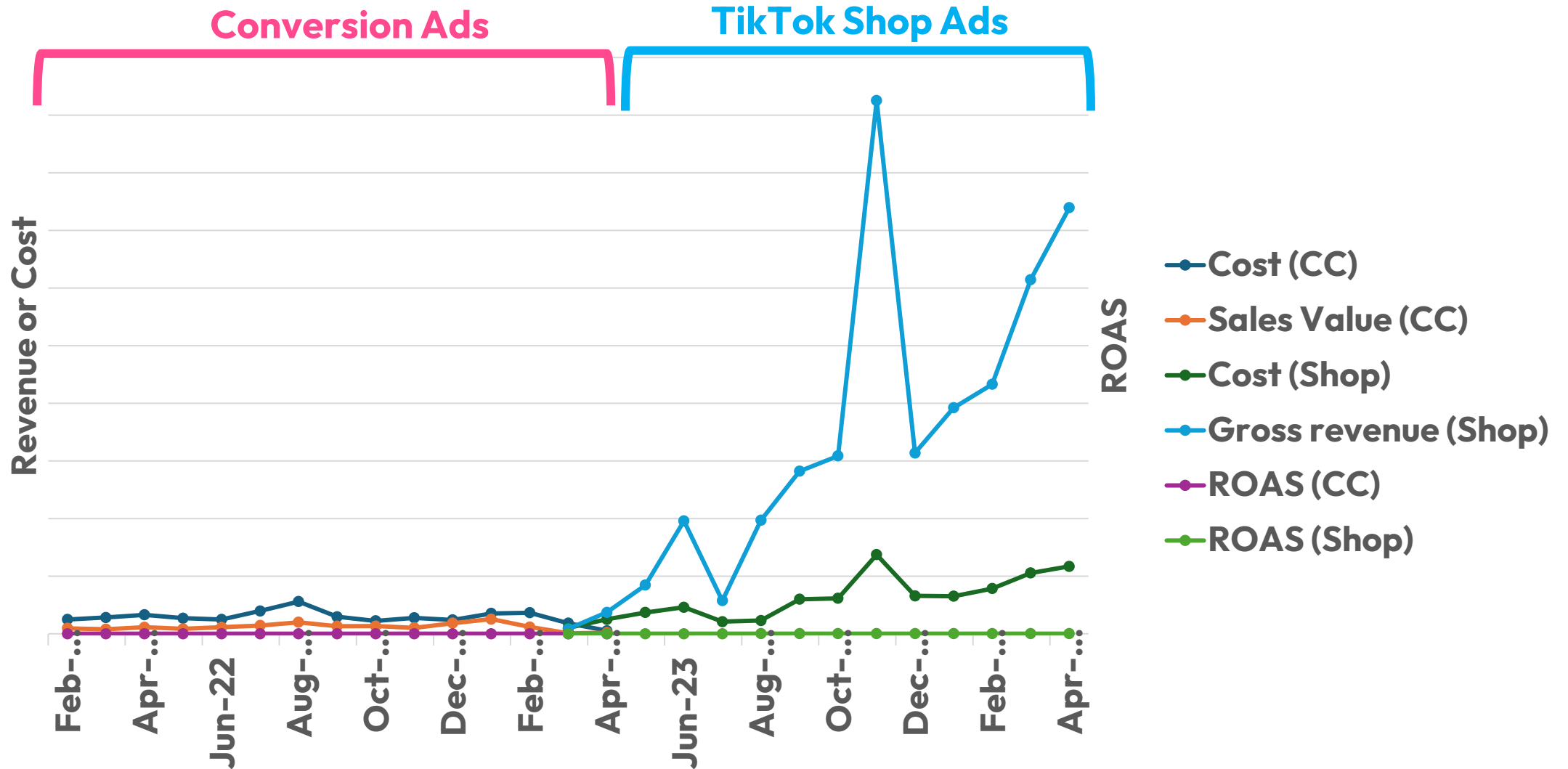
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**TikTok Campaigns
Results**

Monthly Sales, Costs & ROAS for TikTok Shop Ads (Shop) vs Conversion Ads (CC)

Conversion Ads

TikTok Shop Ads

Revenue or Cost

ROAS

- Cost (CC)
- Sales Value (CC)
- Cost (Shop)
- Gross revenue (Shop)
- ROAS (CC)
- ROAS (Shop)

Feb-... Apr-... Jun-22 Aug-... Oct-... Dec-... Feb-... Apr-... Jun-23 Aug-... Oct-... Dec-... Feb-... Apr-...

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Impressions, clicks (to website) & views of product pages on TikTok shop

Conversion Ads

TikTok Shop Ads

Impressions (left axis)

Clicks/Views (right axis)

- Impression (CC)
- Impression (Shop)
- Clicks – Destination (CC)
- Clicks – Destination (Shop)
- Product page views (Shop)

Feb-22 Apr-22 Jun-22 Aug-22 Oct-22 Dec-22 Feb-23 Apr-23 Jun-23 Aug-23 Oct-23 Dec-23 Feb-24 Apr-24
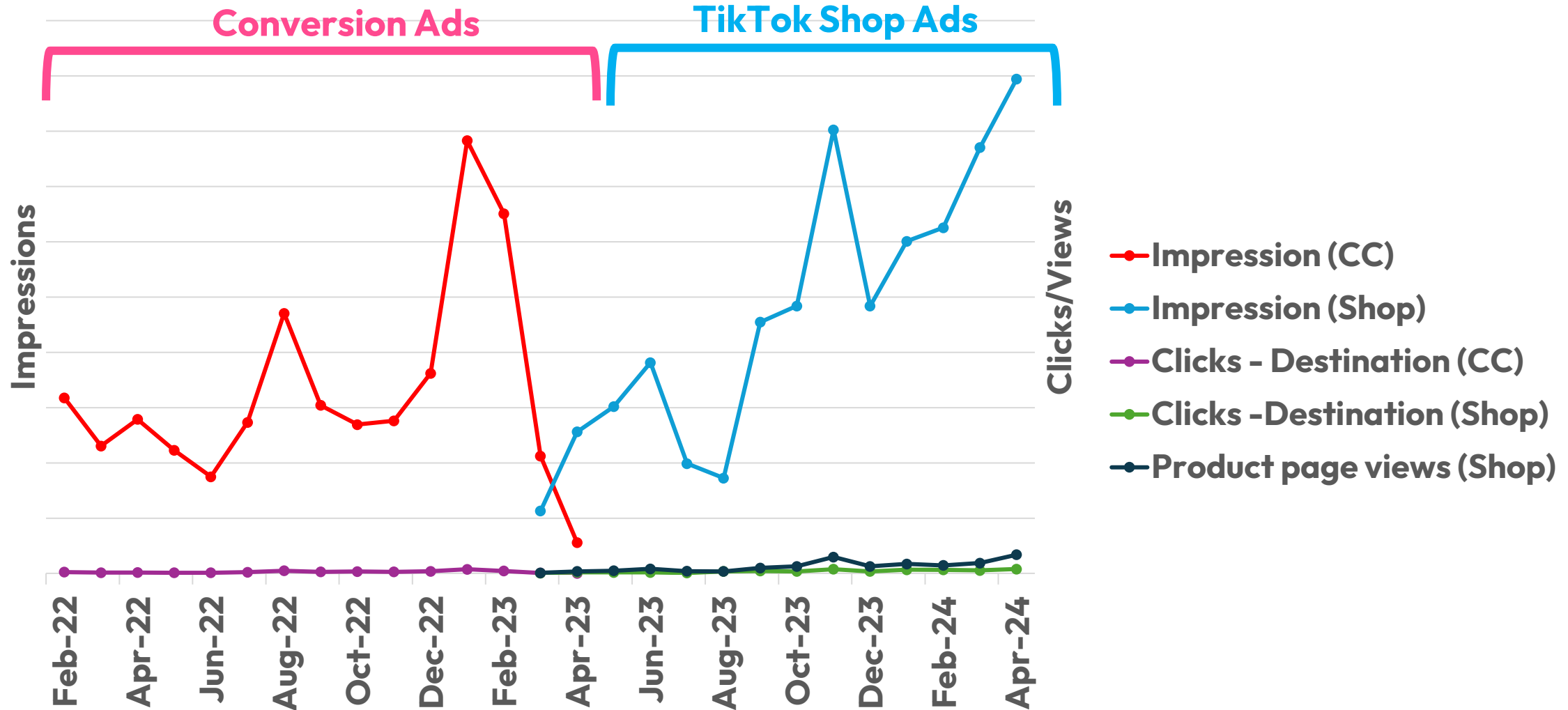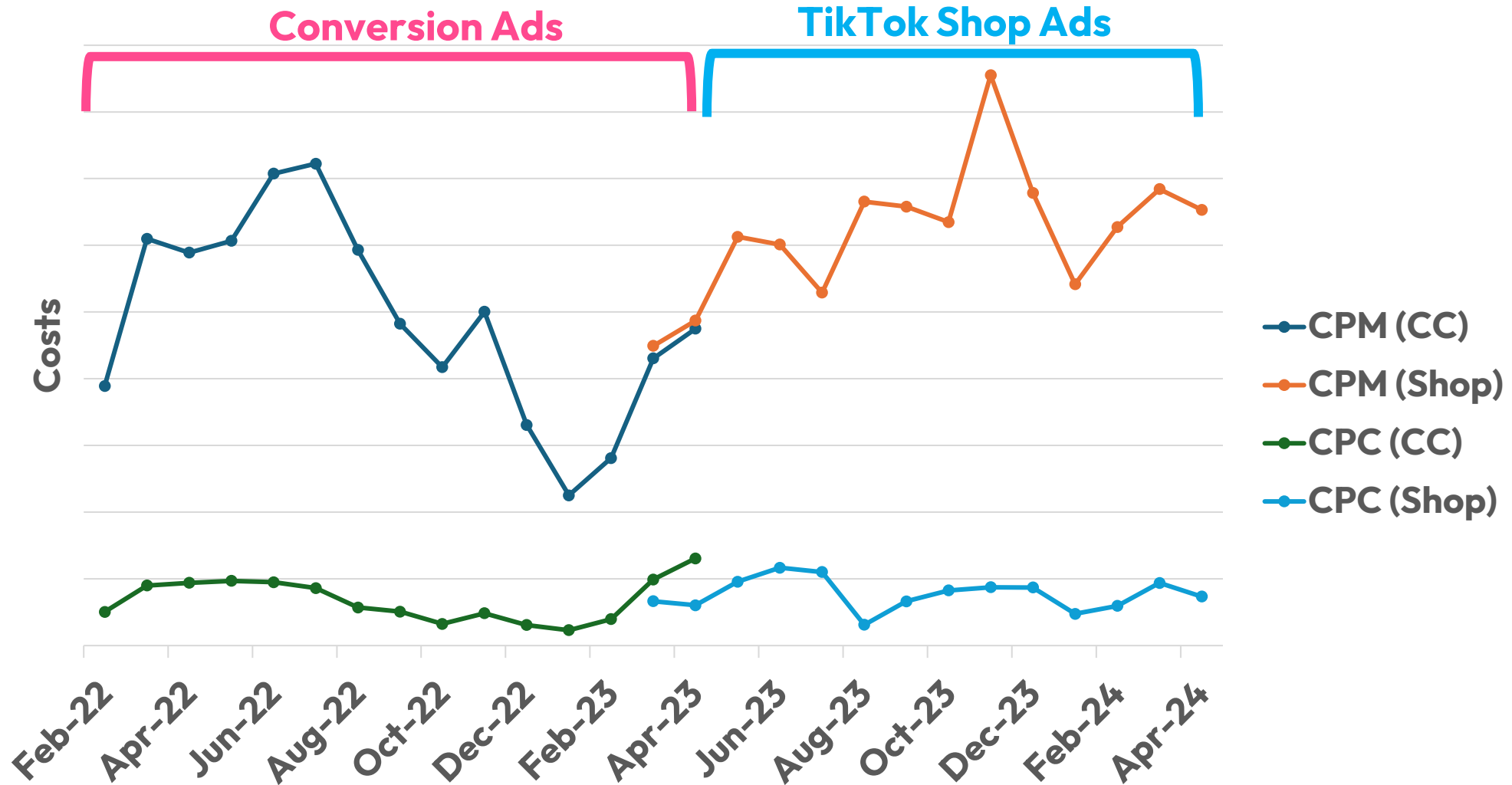
Key results

Conversion campaigns to send traffic to the website

- The conversion campaigns ran at a loss, with a ROAS of 0.41

- This was due to an average CPC of 26p, and a conversion rate 0.3%,

- As a result, we focused on maximising reach and impressions (a monthly average of 437k and 651k, respectively)

- The campaign was stopped once the TikTok Shop ads showed a positive result

Campaigns to send traffic to the TikTok shop

- The CTR to the product pages was 3X's higher than the web clicks CTR and the conversion rate was nearly 8X's higher (2.3% vs 0.3%)

- Shop Ads had 28X's more monthly revenue than Conversion Ads and a ROAS of 5.4 (>10X's higher)

- It took 5 months to reach a ROAS of >5:1, since then, the ROAS exceeded 6:1 in 4 out of 9 months Note: B2D do not like the ROAS to exceed 5:1

- The campaign was highly successful and exceeded all our expectations, but could have generated more revenue if the budget was not limited

Challenges – TikTok Shop campaigns

- **Leap of faith - was it going to work?**
  - B2D were an early adopter of TikTok Shop back in March 23, at which time there was little evidence of its likely success
  - Anicca were also early adopters and ambassadors of TikTok shop and the ads used to promote it.
  - We even co-hosted a webinar on this with TikTok team in June 23 and have since held several webinars explaining how it worked
- We were reliant on **B2D to produce video and ad content** and were limited in the amount of ad formats we could test. We overcome this by having regular creative discussions and providing briefs for developing new videos and ads
- **B2D managed the influencer campaign**, so we were unable to benefit from the synergist effects of joining up the paid and earned activities
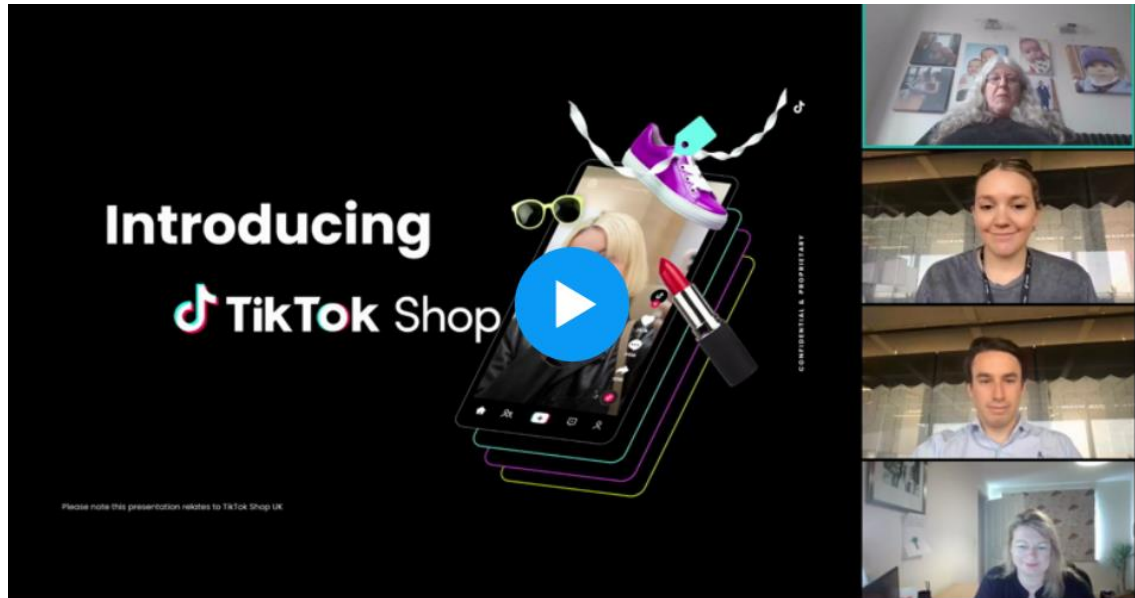
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What should you do?

- Many marketers have stopped using paid social ads for conversion campaigns, because they are ineffective, **as the algorithm lacks conversion data**

- If you can't optimise for on-site conversion then **use lead generation ads**, however we have seen a 4-fold increase in cost per lead in a year

- If you are using any social media platforms, then you should invest in **Server-Side tracking and use of the Conversion API** to measure & optimise for on-site activities (esp. conversions)

- This will **make conversion ads work again by providing the missing data**

- **Server-side tracking** will become essential once **third-party cookies are retired in Chrome**, sometime in 2025

- For ecommerce stores that sell consumer goods, we recommend you **set up a TikTok shop**

- Use **TikTok shop ads & their influencer network to drive your sales**

Examples of previous webinars we have hosted or cohosted on Tik Tok shop

https://www.bigmarker.com/anicca-digital/Expand-your-online-business-with-TikTok-Shop-Friday-30th-June-9-00-10-00

https://www.bigmarker.com/anicca-digital/How-you-can-skyrocket-your-sales-with-TikTok-shop-Friday-October-27th-9-00am-10-00am

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Download this webinar

bit.ly/anicca-books2door

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Webinar on social search (TikTok) & AI on Google traffic

bit.ly/anicca-search-evolution

Other resources:

Free weekly webinars (every Friday 9-10am)

- **bit.ly/anicca-webinars**

Webinar on ChatGPT

- **bit.ly/anicca-chatgpt**

Book – A10 Marketing framework

- **bit.ly/anicca-A10**

Book - Integrate – Creating an Integrated Marketing Strategy

- **bit.ly/anicca-integrate**

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Any questions?

Thank you

ann@anicca.co.uk

bit.ly/anicca-search-evolution