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DIGITAL SNACKS

Lift Off!

So gehen deine Meta Kampagnen durch die Decke

EURE EXPERT*INNEN

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SHORT AGENDA

01

Interpreting results

02

Overview Lift-Studies

03

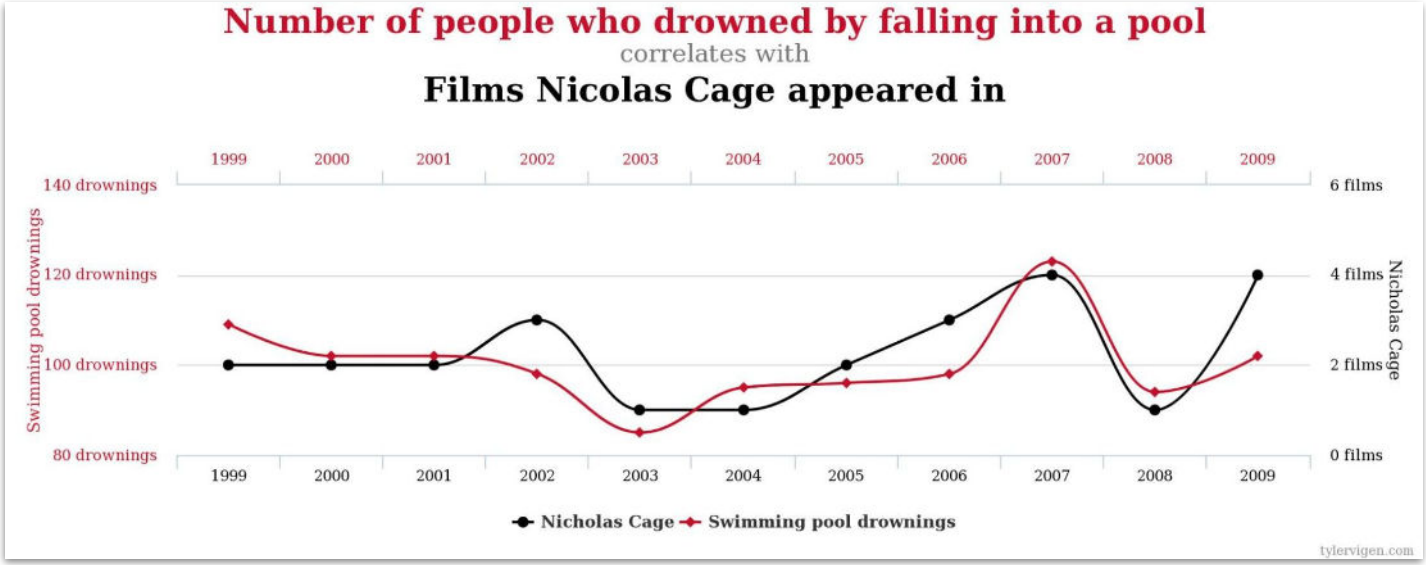
Test & Learn Best Practices

Interpreting results

Strategically and long-term successful campaigns?

= understanding what works and what doesn’t & what actually has an impact.

Here is why:

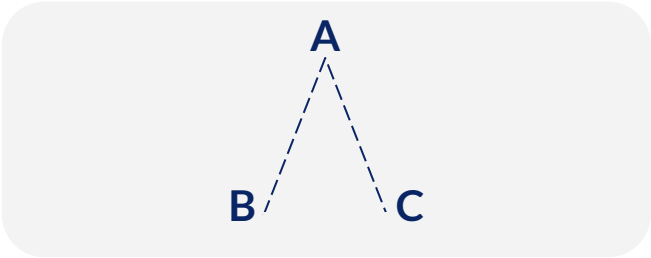


Quelle: tylervigen.com/spurious-correlations

Let’s take a look at the basics

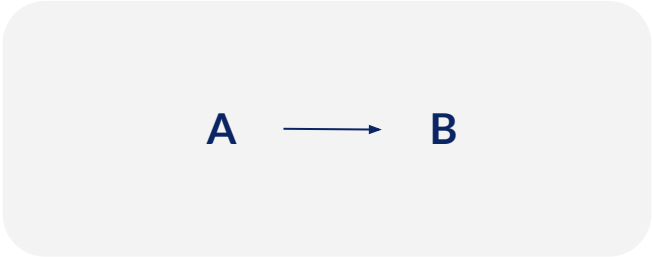
Correlation ≠ Causation!

CORRELATION



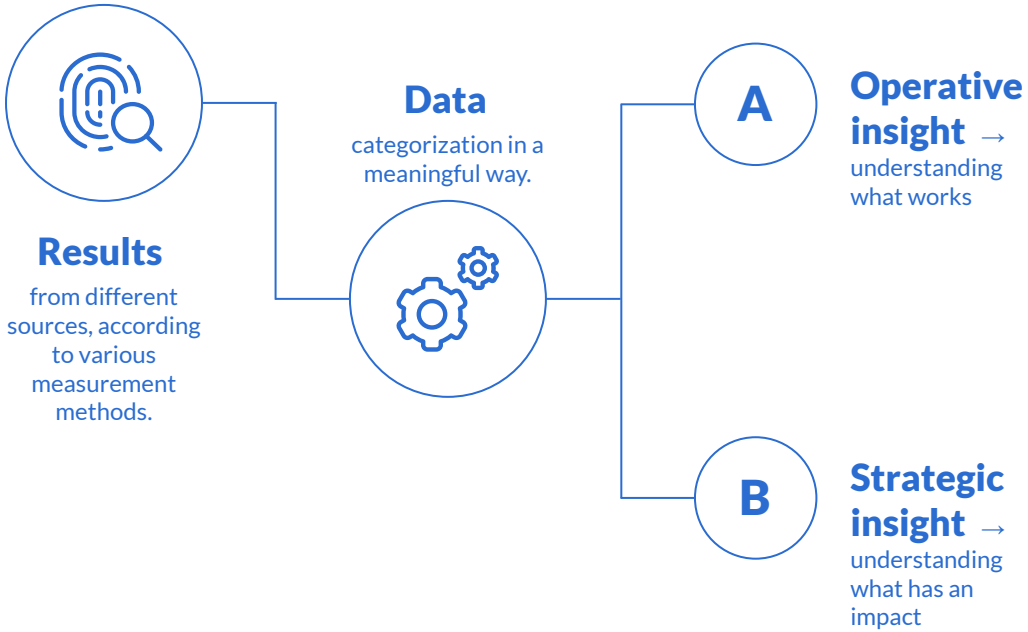
Three things occur together, but there is no clear direction of influence.

CAUSATION



One thing influences the other. The arrow shows the direction of the cause-and-effect relationship.

It is key to understand the data that you work with.



In reality, you usually have several data sources and tools to evaluate advertising success. It is therefore essential to understand the relevant differences in order to be able to make meaningful deductions.

So how do we analyze whether Meta campaigns have an actual impact?

Meta offers different measurement methods for evaluating performance:
Attribution & Experiments

		Methodology	Data basis	Application
Campaign Report	Attribution	Rule-based, Machine Learning	User-Level (Cookies, Logins, IDs)	Very granular, real-time optimization
Lift Studies	Experiments	Causal inference	Test- & Control Groups	Proof of direct impact, most methodologically robust

Different approaches for different conclusions.
None replaces the other.

CAMPAIGN REPORT

↓

Operational optimization & efficiency within Meta.

LIFT STUDIES

↓

Incremental growth & proof of platform value.

Both measurement methods are essential for long-term success.

Overview Lift-Studies

First and most importantly:

Align on the business challenge and objectives

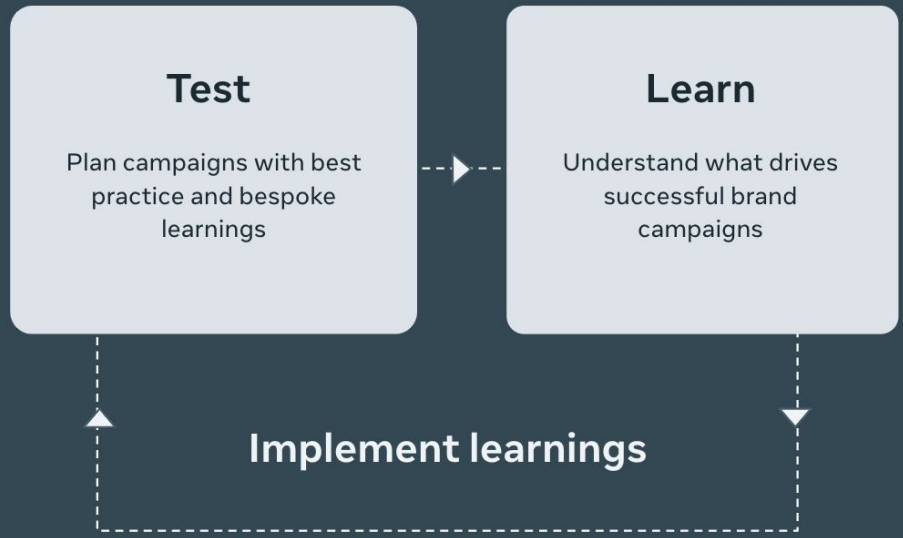
Build a learning Marketing organisation

Businesses that run 15 experiments in a year see up to

30%

higher ad performance

Source: Runge, Julian and Geinitz, Steven and Ejdemyr, Simon, Experimentation and Performance in Advertising: An Observational Survey of Firm Practices on Facebook (May 23, 2020). Expert Systems with Applications, Forthcoming, Available at SSRN: https://ssrn.com/abstract=3608998

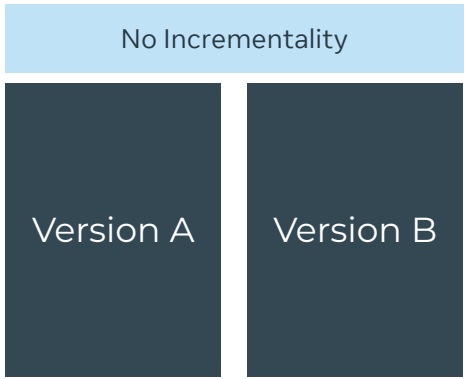


Making data-driven Brand Building a success requires companies to implement processes that allow their businesses to learn. This includes defining the right tests, but even more so, processes that make sure successful strategies are shared and implemented for future campaigns

Test methodologies

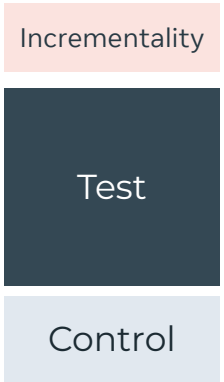
A/B Tests

Which ad set has better results? Comparative Testing strategies to understand which one works best and make tactical optimizations



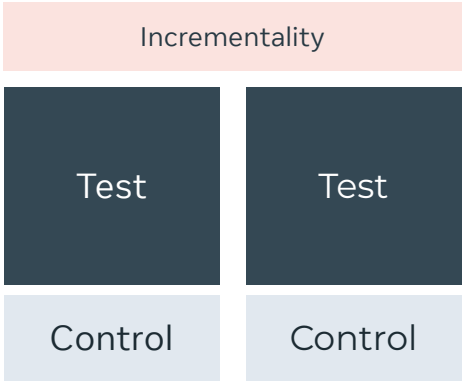
Single Cell Lift Test

How effective is the Campaign/Ad Account at driving incremental results?



Multi-cell Lift Test

What campaigns / elements are most effective at driving incremental results?



What can it track?

Brand lift

Tells you how people who saw the Meta ad feel about/recall a brand compared to those who didn't see the Meta ad.

Conversion lift

Gives you a picture of how many conversions happened due to the Meta campaign, compared to those who would have converted anyway.

Search lift

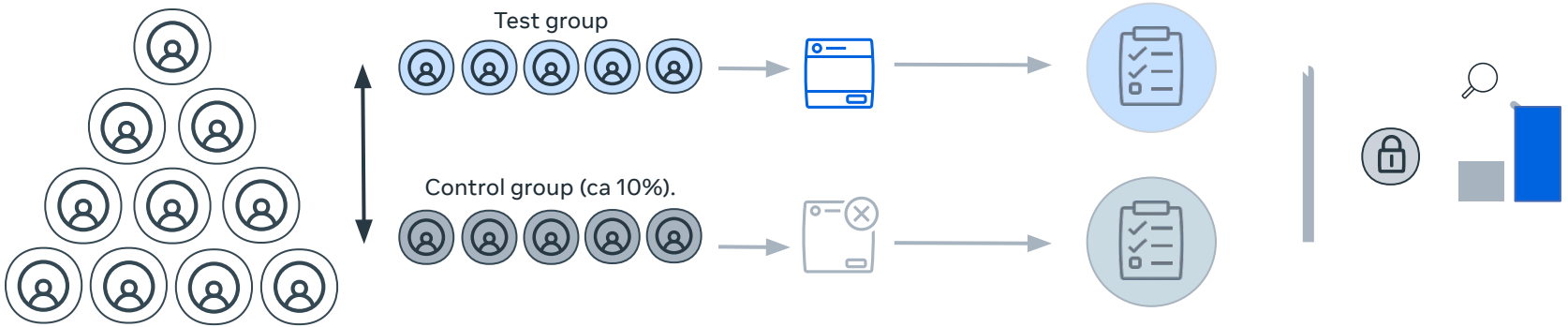
Gives you a picture of how many searched for the product/brand due to the Meta campaign (and then clicked), compared to those who would have searched anyway.

Awareness outcomes

Sales outcomes

Brand Lift: The mechanics

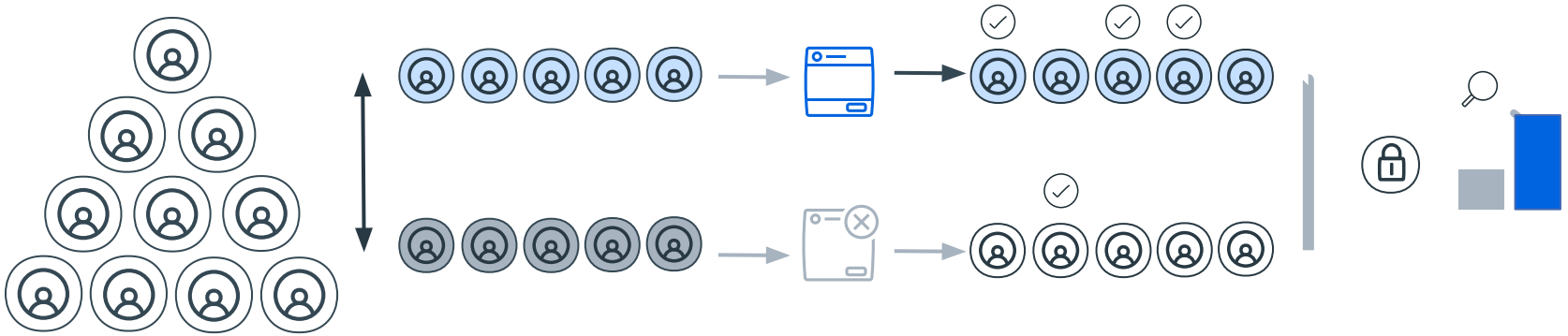
Brand lift compares polled answers of real people in randomized test-and-control groups to measure the additional Brand Impact driven by Facebook, Instagram and Audience Network ads.



1. Identify the audience and the business objective you want to measure.
2. Meta randomizes your audience, then separates people into test-and-control groups.
3. Ads are delivered just to the test group.
4. Polls about are delivered 4-48h after ad was (or would have been) delivered
5. Meta compares polling answers in the test and control groups to calculate lift, then posts results in Ads Manager.

Conversion/Search lift: The mechanics

Conversion lift compares the actions of real people in randomized test-and-control groups to measure the additional online, offline or mobile app business driven by Facebook, Instagram and Audience Network ads.



1. Identify the audience and the business objective you want to measure.
2. Meta randomizes your audience, then separates people into test-and-control groups.
3. Ads are delivered to the test group.
4. You securely share your conversion/search data with Meta.
5. Meta compares the conversions in the test-and-control groups to calculate lift, then posts results in Ads Manager.

Test & Learn Best Practices

When bad studies strike …

Pitfalls in lift studies: The scenarios

The problems:	**The impact:**
The creative does not deliver the desired response	The campaign isn’t effective
The media does not deliver the message with adequate intensity	
The media does not deliver to the right audience	
The questions and the creative do not align	The campaign might have been effective. Not sure.
Contamination from other campaigns	

Overlapping activity with other ads on Meta

Try to reduce overlap with your other Meta ads as it limits the chance of measuring impact through the “noise”. Reducing can be done by temporarily deactivating other activities, building audience exclusions or use specific measurement setups.

Image generated by Meta AI

Don’t just sit on the results

It’s poor form to not act on data!

For instance, strong search lift results indicate that Meta is also contributing to increased search traffic.

This is the moment to act on the hypotheses of your test & learn approach. If necessary, adjust budgets by leveraging lift data to recalibrate and maximize ROI.

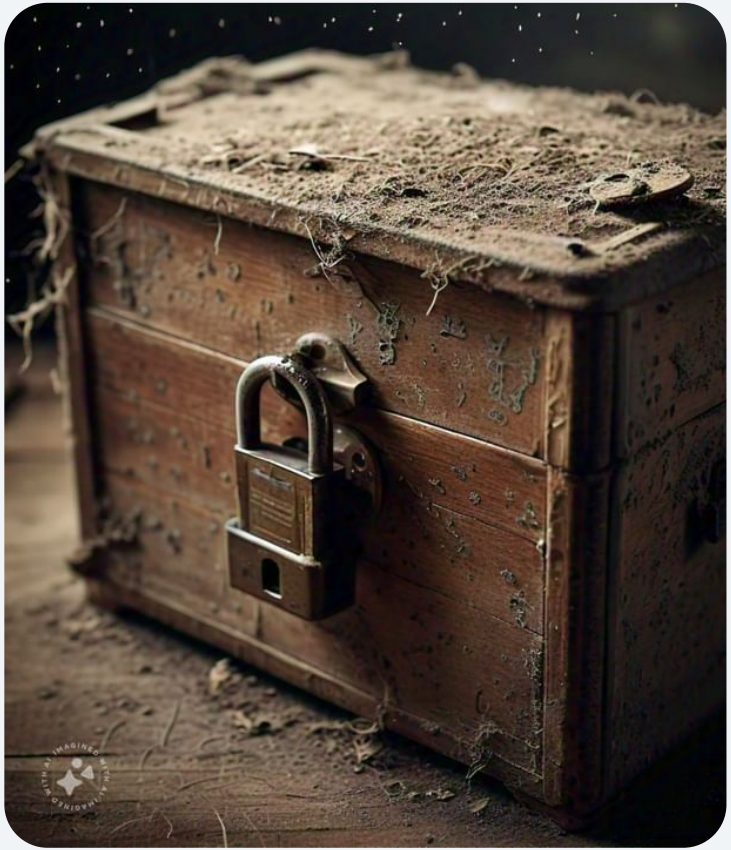


Image generated by Meta AI

Brand lift

Avoiding slips

01 Ad fails due to poor/late branding

If the brand doing the advertising isn't easily recalled, the ad will struggle to deliver on all brand metrics (consideration, preference, awareness, message association will all be affected).

Logo is visible, but brand 'CLUB SODA' will not be recalled during polling.

01 Ad fails due to poor/late branding

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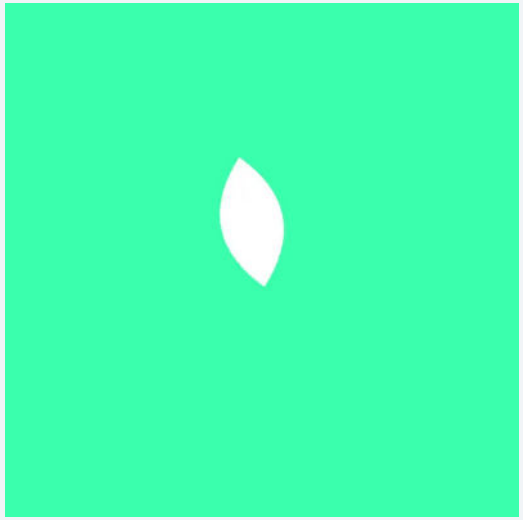
Logo is visible, but brand 'CLUB SODA' will not be recalled during polling.

Brand is only revealed at 5". Much too late for brand impact.

02 Question, creative and objective are not in sync.

Think carefully about what strategic purpose the ad has. Choose a question category that totally matches the objective.



Would you recommend Spruce products?

Have you heard of Spruce?

Do you associate Feroldi's with sunglasses?

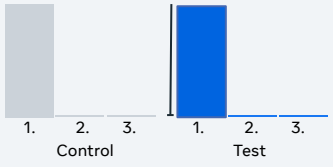
Do you associate Feroldi's with a range of styles?

03 Question will cause high response in holdout group

Remember that we have two groups - ask questions that will reveal a meaningful difference between the groups. Keep competitive lists consistent in terms of fame.

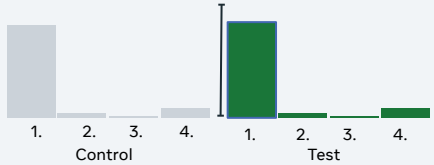
Have you heard of Coca Cola?

1. Yes
2. No
3. Not sure



Which of the following burger brands do you prefer?

1. McDonald’s
2. Niche brand 1
3. Niche brand 2
4. Niche brand 3



04 Question is not easy to answer

Do people a favour. Ask questions that are relatable, easy to understand and worded in a way they find easy to answer.

✗ Which mobility brand offers the most innovative solutions in the mid-size sedan market?

Language: This is marketing terminology, not real language!

✓ Which car brand comes to mind when you think of innovation?

✗ Which of these cream cheese brands would you recommend to a friend?

Plausibility: Normal people do not spend their time recommending cream cheese!

✓ Which cream cheese brand do you prefer?

✗ Would you consider drinking XXX mineral water?

1. It is the only brand I would consider drinking
2. It is one of up to three brands I would consider drinking
3. It is one of 1-5 brands I would consider drinking
4. It is one of many brands I would consider drinking
5. I would not consider drinking this brand

Complexity: This question is not suitable for a low-consideration brand like mineral water.

✓ Which mineral water brand do you prefer?

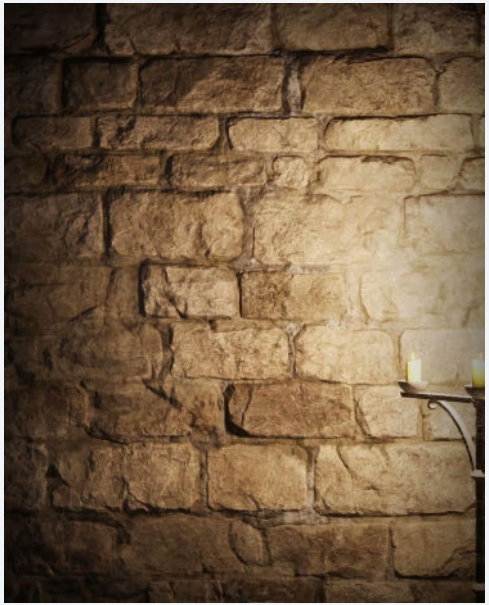
✗ Would you consider XXX for a mobile contract or home internet?

Lack of focus: don't ask two questions in one.

✓ Would you consider XXX for home internet?

05 Question will not assist in decision making

Why are you asking the question? What decision will it inform? If you are just curious, the answer will not help you improve your advertising.



Top of mind awareness

Which of the following combat games comes to mind first when you think of humour?

1. Order Of Bones
2. X Game etc

Conversion
+ search lift
The top 3 pitfalls

Study design is not powerful enough

Ask us to run a statistical power calculation upfront to increase chances of receiving statistically conclusive results.

Conclusiveness depends on number of conversions and differences between test and control group, so estimates will have to be made based on typical conversion rates for your product.

If needed, increase runtime or measure an event higher in the funnel.

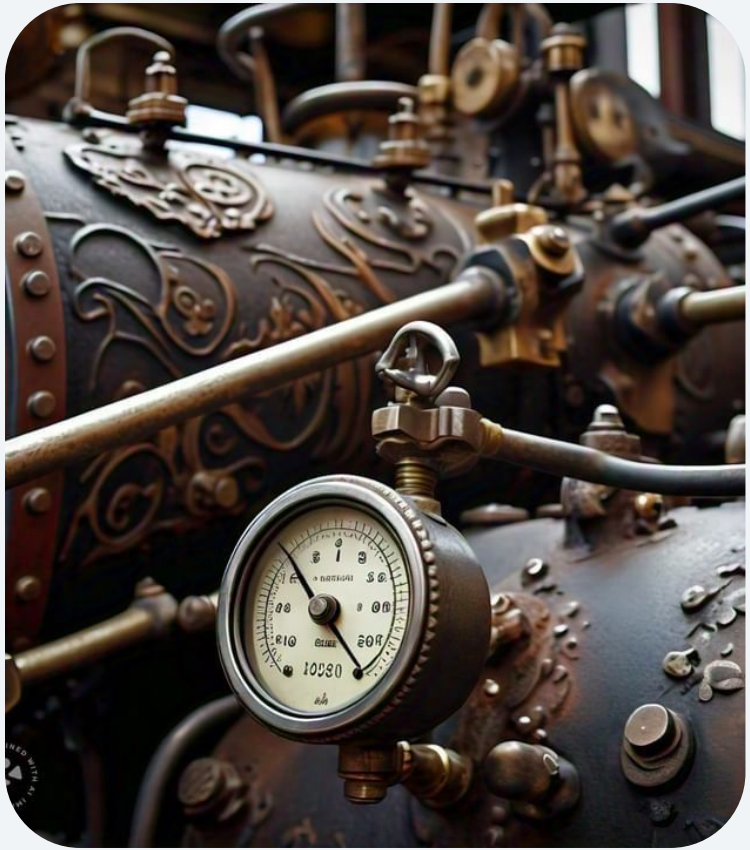


Image generated by Meta AI

Check that tracking!

Make sure your tracking of events is optimized across pixel, CAPI and app, so we don’t miss conversions.

Have in mind that moving Event Matching Quality (EMQ) for our Conversion API by just 2 points (5 to 7) can increase measuring incremental purchase events by 33%.

Image generated by Meta AI

Signal quality not strong enough

A healthy Event Match Quality score (>5) for site visit events is a must.

Wait for around seven days to validate each new custom conversion by comparing reported volumes in Events Manager with your current web analytics tool (e.g. Google Analytics), to make sure the events are configured properly.

Image generated by Meta AI

The Value of a Learning Agenda

Accountability

Ensure continued progress against learning and business goals.

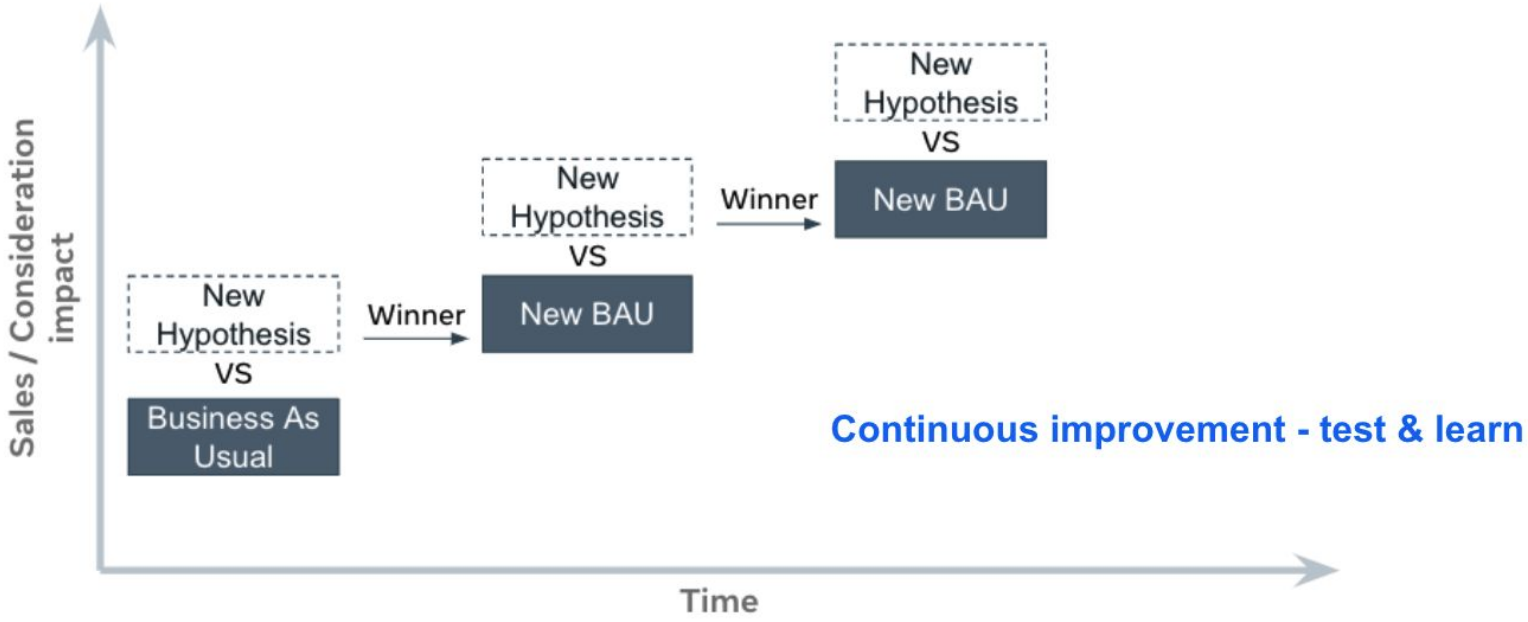
Planning Ahead

Determine optimal campaigns and timeframes to support measurement and mitigate any media performance trade-offs.

Consolidation

Concise view of opportunities to allow for prioritization of your most valuable and pressing learnings.

Test, learn and improve



Continuous improvement - test & learn

Performance 5 Scorecard

All data filtered by Conversion objective

	Tactic	Priority*	Recommended goal**	Adoption***	Resources
Media	**Reduce overall investment in learning phase.**	P0	< 20%	Learning Phase 47%	One-Pager
Account simplification	**Run on at least 6+ placements.**	P0	>90% of investment	6+ Placements 100%	One-Pager
	Consolidate ad sets using broad audiences.	P1	Test to find peak performance	Broad Audiences No data	One-Pager
Automation	**Test & adopt of Advantage+ shopping campaigns.**	P0	>30%	Advantage+ Shopping 3%	One-Pager
	Test & adopt Advantage+ app campaigns. *(App advertisers)*	P0	Test to find peak performance	Advantage+ App 0%	One-Pager
	Test & adopt Advantage+ catalog ads.	P1	Test to find peak performance	Advantage+ Catalog 43%	One-Pager
Creative	**Leverage mobile-first video ads.** *(15 seconds or less and/or vertical)*	P0	>90% of video investment	Mobile-First Video 93%	One-Pager
Creative diversification	**Opt into Reels placement.** *(Facebook & Instagram)*	P0	>90% of campaigns opted into Reels	Instagram Reels 98%	One-Pager
	Ensure healthy balance of video formats.	P1	>30% on video	Video Ads 28%	One-Pager
	Ensure healthy balance of static formats. *(Single-image, Carousel)*	P1	>30% on static	Static Formats 32%	One-Pager
Data	**Enabling the pixel on all optimized events.**	P0	Implement the pixel	Pixel 100%	One-Pager
Data quality	**Implement the Conversions API alongside the Meta Pixel.**	P0	Implement CAPI with 90% coverage of pixeled events	Conversions API 66%	One-Pager
	Increase event match quality to maximize CAPI integration.	P0	90% of CAPI deemed effective	Effective CAPI 56%	One-Pager
	Meta Leads Ads: Seemless lead experience	P2	Dependent on portfolio	Lead Ads 0%	One-Pager
	Click to Messenger for Ads that interact	P2	Dependent on portfolio	Click to Messenger 0%	One-Pager
Measurement	**Run A/B or multi-cell tests to inform optimization decisions.**	P0	1+ month, as needed	N/A	One-Pager
Results validation	**Run conversion lift tests to measure incremental value of ads.**	P0	Quarterly	N/A	One-Pager
	Calibrate measurement models (attribution, MMM) with incrementality.	P2	As needed	N/A	One-Pager

Jointly produced learning agendas ensure proactive future insights will be generated for key focus areas

PRIORITY RANKING	LEVER	LEARNING QUESTION	LEARNING OBJECTIVE	MEASUREMENT APPROACH
1	BUSINESS	Is media successful in growing share of Market?	OUTCOMES	Client Market Share Report, Nielsen MTA*, MMM*
2	BUSINESS	Is there overlap between Purpose and Performance components (e.g., is Purpose media driving sales or Performance driving brand lift)?	OUTCOMES	Nielsen MTA, MMM, DISQO Paid Study
3	BRAND	Did featuring our sustainable marketing efforts drive incremental brand lift?	OUTCOMES	TikTok and Good-Loop Added Value Study
4	TACTICS	Did our recalibration of DDL to focus on Market buyers drive volume / share gains?	OUTCOMES	Client Market Share Report, Nielsen MTA*, MMM*
5	BRAND	Did we successfully drive consideration as a solution for Morning Energy or Permissible Indulgence occasions?	OUTCOMES	DISQO Paid Study, Facebook and Pinterest Added Value Studies, Yahoo! ISA, Nielsen MTA
6	TACTICS	Does structuring a social campaign on a reach objective more effective at driving total sales (online and eComm) than a traffic objective?	OPTIMIZATION	Facebook and Pinterest Added Value Study, MTA
7	TARGETS	How effective and efficient was our LatinX vs brand buyers/balance creators/core marketing efforts?	OUTCOMES	DISQO Paid Study, Pandora and Yahoo! Added Value Study, Nielsen MTA, MMM, Yahoo! ISA
8	TACTICS	Is this audience receptive to utilizing voice commands to easily add to cart?	OUTCOMES	Amazon Added Value Study

Example Learning Agenda

Lust auf eigene Erkenntnisse?

Als Meta-Partner setzen wir gerne gemeinsam mit euch eure Lift Study um!

GET IN TOUCH!

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