Maximize your performance

Unlock your business's full performance potential with Performance 5

Across Meta technologies, investments in artificial intelligence (AI) are helping businesses make the most of their marketing investment.

20%

increase in Q4 conversions year-over-year[1]

3.3x

return on ad spend in 2022[2]

Five best practices to get the most out of the system:

- Account simplification
- Automation
- Creative diversification
- Data quality
- Results validation

Sources: 1. Meta, Q4 2022 Earnings Call Transcripts 2. Meta Q1 '23 Earnings Call Transcripts

Meta

1 Account simplification

KEY INSIGHT

When a campaign starts running, each ad set goes through an initial “learning phase”. Simplifying account structures helps AI systems get the results you need faster.

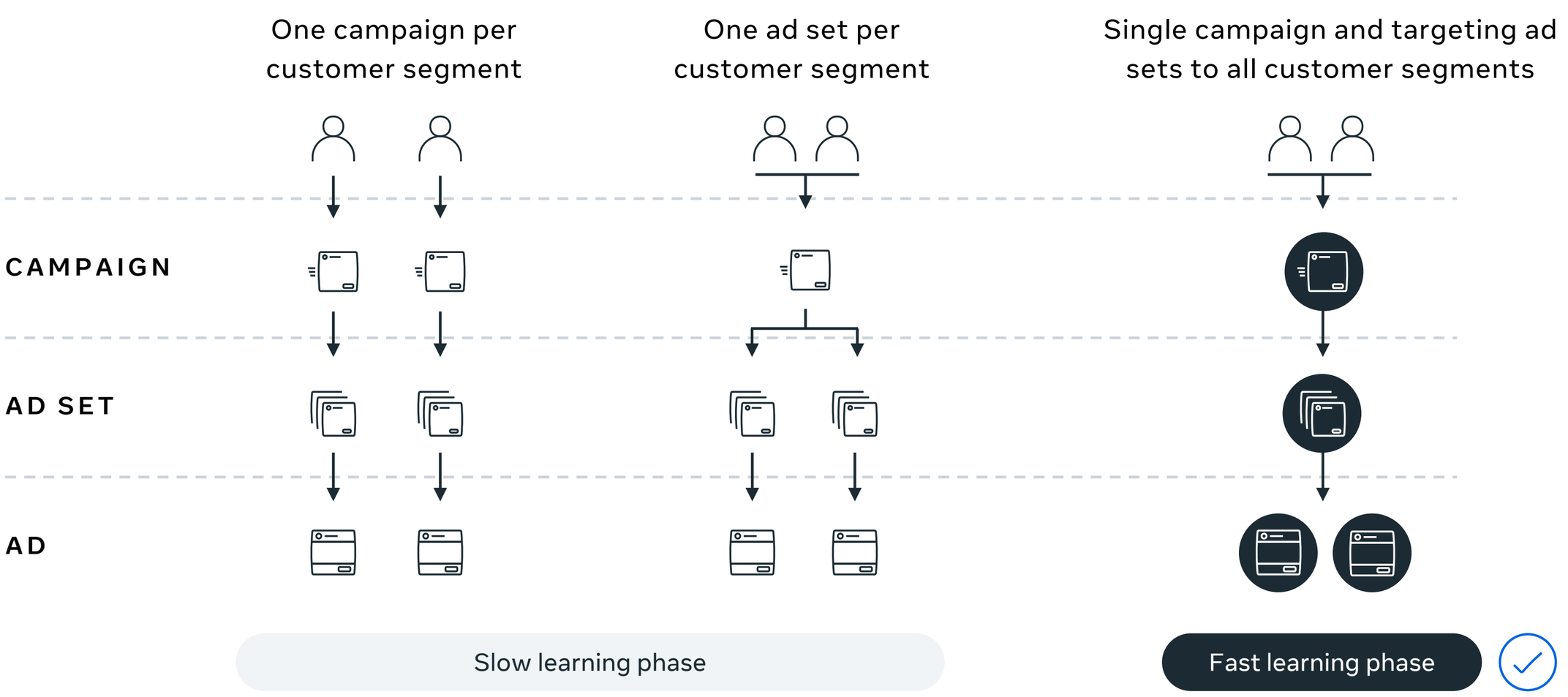
28% Lower cost per purchase for ad sets that had more than 50 events per week.[1]

19% Lower CPA for ad sets that successfully exited the learning phase.[1]

RECOMMENDATIONS*

Consolidate and limit changes to simplify your account.

- Look for additional consolidation opportunities e.g. combining prospecting and retargeting audiences.
- Limit the number of ad sets you create to ensure you can reach 50 weekly conversions per ad set.
- Optimize for events with sufficient volume.
- Group together significant edits to avoid sending an ad set back into the learning phase.



SUCCESS STORY

In an effort to reach more shoppers, Lele Sadoughi simplified their account structure from 69 to 15 ad sets and saw a 41% increase in purchases.[2]

*Best practice recommendations solely to help inform ad campaign strategies; not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.

Source: 1- Analysis excludes smaller tail-end advertisers who are not eligible to see spend in learning details, and uses only purchase optimized activity from October 2022. 2- Meta case study, Sep 2020. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

2 Automation

KEY INSIGHT

Automation helps marketers keep up with dynamic consumer behavior using advanced AI models to achieve efficient results.

Automate end-to-end

32%

Increase in return on ad spend with Advantage+ shopping campaigns.[1]

Automate single lever

13%

Decrease in cost per result with Advantage+ custom audiences.[2]

RECOMMENDATIONS*

Automate your entire campaign, or part of a campaign across budget, audience, creative, placement.

Automate end-to-end

Select end-to-end automation if your business can be flexible across budget, audience, creative, and placement decisions. End-to-end automation solutions include Advantage+ shopping campaigns or Advantage+ app campaigns.

Automate a single campaign lever

For businesses with strict requirements that limit flexibility, automating an individual lever helps meet constraints while delivering efficiency. Top automation levers in this category include automating:

- Creative - Advantage+ catalog ads
- Audience - Advantage custom audience
- Placement - Advantage+ placements

Meta Advantage suite uses automation to make media more efficient.

Marketers can automate their entire setup or select parts of a campaign.
In this guide, we will cover a subset of the most impactful solutions within Advantage suite.

End-to-end automation

Advantage+ shopping campaigns
Advantage+ app campaigns

Budget automation	Creative automation	Audience automation	Placement automation	Destination automation
Advantage Campaign Budget	Advantage+ catalog ads Advantage+ creative	Advantage detailed targeting Advantage lookalike Advantage custom audience	Advantage+ placements	Advantage destination: Website, Shop*, App

SUCCESS STORY

The running company On believed they had saturated their audience on Meta. With the help of Advantage+ shopping campaigns, they discovered new customer groups to grow at a 60% improved cost per result.[3]

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Source: 1- Meta internal study on 31 advertisers from NA, APAC, EMEA, and LATAM from July-Sept 2022. 2- The results were based on 10 experiments (Meta A/B split tests) across multiple verticals in NA to measure performance of their Meta campaigns to retarget custom audiences. All tests were run between Feb 2023 - April 2023. 3- Meta case study, June 2022. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

3 Creative differentiation

KEY INSIGHT

People buy the same product for different reasons. Diversified creative reaches more shoppers with a relevant message.

32%

Increased efficiency.[1]

8%

Incremental reach.[1]

RECOMMENDATIONS*

Deliver more relevant creative by building a variety of assets.

Diversify concepts

- Identify top motivators and barriers for your product.
- Map them to a benefit and call to action.
- Differentiate creative routes visually.
- Add new creative to high-spend ad sets and monitor new audiences reached.

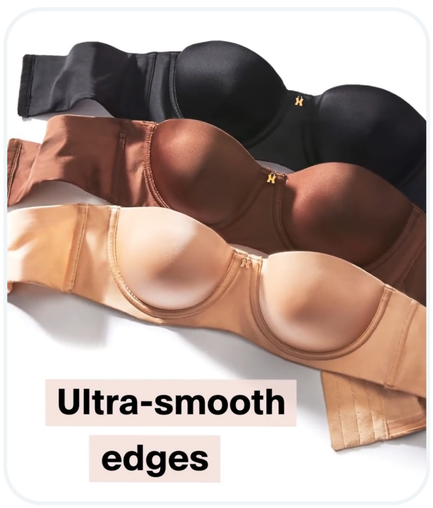
Diversify formats

- Build for Reels
- Work with creators using partnership ads (formerly branded content ads)

CONCEPT

Emotion-led creative

Motivation-led creative



FORMAT

Reels

Partnership ads

(formerly branded content ads)

SUCCESS STORY

Wild Alaskan wanted to expand their business to more seafood lovers. They diversified their creative to be more health-conscious and speak to a younger demographic. A lift test revealed that the cell with diversified creative drove 1.8x more purchases at 43% lower cost per action.[2]

*Best practice recommendations solely to help inform ad campaign strategies; not intended as a warranty or guarantee of results to be achieved. Marketing outcomes depend on a variety of factors and will vary.

Source: 1- These results were derived from a scaled backend test comparing the performance of two identical vs two non-identical (creatively diverse) creatives in 2703 ad sets across verticals from 04-04-2021 to 04-26-2021. This analysis was limited to static ads only. 2- Meta case study, Feb 2022. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

4 Data quality

KEY INSIGHT

Strengthening data quality helps brands better target and measure across a variety of shopping journeys.

13%

cost per result improvement with the Meta Pixel and Conversions API.[1]

19%

Additional attributed purchase events with the Meta Pixel and Conversions API.[2]

RECOMMENDATIONS*

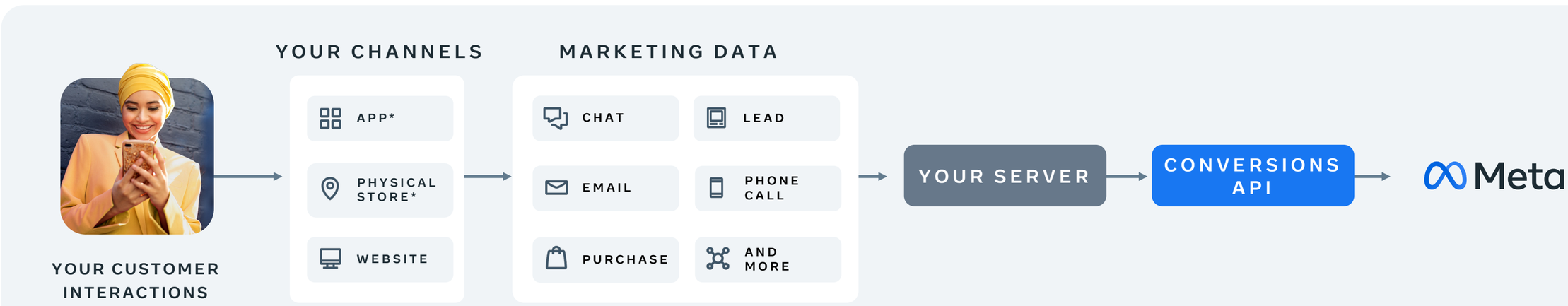
Maximize data quality with the Conversions API.

Get started with the Conversions API:

- Integrate directly
- Use the Conversions API Gateway
- Collaborate with a partner: Shopify, WooCommerce, Google Tag Manager

Optimize Conversions API setup

- Prioritize customer information parameters most likely to improve match quality (e.g. hashed email, IP address, hashed phone number).
- Combine the Conversions API with the Meta Pixel.
- Confirm you're not counting events from multiple data sources more than once.
- Ensure data freshness by minimizing the time between when the event occurred and when it is sent via the Conversions API.



SUCCESS STORY

Tommy Hilfiger implemented the Conversions API alongside the Meta Pixel to more reliably share key web and offline events. They discovered this set up helped drive a 72% increase in online sales at a 2.9x return on ad spend.[3]

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Source: 1- Based on 28 global A/B experiments of direct, partner or Conversions API Gateway integrations between May to August 2022. 2- Based on analysis of >1K global large advertisers with direct, Conversions API Gateway or partner integrations (partner integrations only included if >1000 integrations exist) between 2022-01-01 and 2022-03-31 with criteria of at least 50 server and browser events, EMQ score > 5, server coverage of > 90% (but no higher than 300% to eliminate outliers). 3- Meta case study, Mar 2021. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

5 Results validation

KEY INSIGHT

Understanding the true impact of marketing helps inform more effective strategies.

47%

of marketing executives say that measuring and proving that what they do works is their biggest concern.[1]

RECOMMENDATIONS*

Better understand marketing impact by validating results with other measurement methods.

- Use conversion lift results to improve measurement accuracy across marketing channels.
- Leverage marketing mix modeling to validate the value of marketing.
- Utilize A/B testing to identify winning strategies and optimize campaigns.

What is the true value of my marketing?

Which media strategies maximize performance?

How do I allocate budget effectively?

SUCCESS STORY

To shift budgets to the most efficient channels, personal care brand Lumē used conversion lift studies to calibrate their attribution and MMM models, increasing conversions by 2x.[2]

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Source: 1-Momentive “4 strategies to highly effective marketing”. 2- Meta case study, Aug 2022. All results are self-reported and not identically repeatable. Generally expected individual results will differ.

PERFORMANCE 5 SCORECARD

● = Excellent ◕ = Good ◑ = Fair ○ = Poor

	Tactic	Goal	Status
Media **Account simplification**	Reduce overall investment in learning phase.	<20%	○
Automation	Increase adoption of Advantage suite products. • End-to-end: Advantage+ shopping campaigns, Advantage+ app campaigns • Individual levers: Advantage+ catalog ads, Advantage+ custom audiences, Advantage+ placements	Test to find peak performance.	○
Creative	Concept: Include diverse motivators and visual treatments.	Monitor new audiences reached.	○
Creative diversification	Format: Ensure healthy balance of video and image formats, including Reels and Partnership ads.	Test to find peak performance.	○
Data	Implement the Conversions API alongside the Meta Pixel.	Y/N	○
Data quality	Increase Event Match Quality score.	EMQ > 6 or “good” to “great”	○
	Improve catalog match rate.	Catalog match rate > 90%	○
Measurement	Run A/B tests to inform tactical optimization decisions.	1+ month, as needed	○
Validate results	Run conversion lift tests to measurement incremental value of ads.	Quarterly	○
	Calibrate measurement models (attribution, MMM) with incrementality.	As needed	○

Meta