Pay-Per-Click (PPC) Advertising
1.6 billion people worldwide are connected to a small business on Facebook.
Age and Gender

68% Women
55% All Facebook

32% Men
45% All Facebook
<table>
<thead>
<tr>
<th>Job Title</th>
<th>Selected Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community and social services</td>
<td>10% +26%</td>
</tr>
<tr>
<td>Education and libraries</td>
<td>16% +25%</td>
</tr>
<tr>
<td>Administrative services</td>
<td>27% +8%</td>
</tr>
<tr>
<td>Healthcare and medical services</td>
<td>16% +7%</td>
</tr>
<tr>
<td>Legal services</td>
<td>2% +6%</td>
</tr>
<tr>
<td>Government employees (global)</td>
<td>2% +6%</td>
</tr>
<tr>
<td>Sales</td>
<td>24% +4%</td>
</tr>
<tr>
<td>Arts, entertainment, sport and media</td>
<td>9% +3%</td>
</tr>
<tr>
<td>Food and restaurants</td>
<td>9% +1%</td>
</tr>
<tr>
<td>Business and finance</td>
<td>10% +1%</td>
</tr>
</tbody>
</table>
Device Users

- Desktop Only: 3% (-48%)
- Mobile Only: 97% (+3%)

- Computer: 3% (-48%)
- iPhone/iPod: 53% (+4%)
- iPad: 2% (+16%)
- Android: 39% (+8%)
- BlackBerry: 0% (+0%)
- Mobile Web: 4% (-40%)
- Feature Phone: 0% (+0%)
- Unknown: 0% (+0%)
“Become genuinely interested in other people.”

Know your target audience!
Where do they live?
How old are they?
Male / Female?
It helps to develop personas
PPC for Retargeting

Create a Facebook Pixel
Set up a single Facebook pixel to unlock powerful tools in Facebook advertising.

Tracking
Measure real-world outcomes from your Facebook ads.

Optimization
Deliver your ads to the right people to get more of the conversions you want.

Audience Targeting
Build audiences from people who converted, or from similar audiences to reach new people.

Create a Pixel
PPC for Retargeting

Create a Custom Audience

How do you want to create this audience?

Reach people who have a relationship with your business, whether they are existing customers or people who have interacted with your business on Facebook or other platforms.

- **Customer File**
  Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.

- **Website Traffic**
  Create a list of people who visited your website or took specific actions using Facebook Pixel.

- **App Activity**
  Create a list of people who launched your app or game, or took specific actions.

- **Engagement**
  Create a list of people who engaged with your content on Facebook or Instagram.
Audience Match Types

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Specific Feedback for Reviewed Stores

- eCommerce conversion tracking should be setup in your Facebook account IF you track. As a result, you won’t be able to connect revenue to ad spend or organic reach.

- Most of the targeted campaigns are post boosts. Consider improving them by making the posts have more specific objectives or calls to action.

- Other competitors are more focused on carousel and conversion ad campaigns.

- Facebook dynamic product ads to remarketing users such as all visitors, cart abandoners is a proven performing campaign type. This doesn’t appear to have been used recently by either store and is usually a high performing opportunity.
Specific Feedback for Reviewed Stores

- Serve Facebook dynamic product ads to remarketing users such as all visitors, cart abandoners is a reliable, higher performing campaign type. We didn’t see this indicated as being

- Facebook dynamic product ads are also recommended to test on new prospecting audiences such as book lovers, competitor store fans, lookalike to subscribers, lookalike to converters, broad audiences, etc.

- Handpicked image based banner ads are highly recommended to run using Facebook conversion objective campaigns for both remarketing as well as new prospecting audiences.
Specific Feedback for Reviewed Stores

● Ads in all formats such as carousel ad, collection ad (instant experience ad), slideshow ad, video ad and single image are recommended to test together. Over time the ad formats that perform the best should be replicated with future ads.

● Close the loop between advertising channels (highlighted by Brilliant Books). What works in one audience for your business is likely to work for another channel too!

● Play to YOUR strengths. Local, human, personable and personality driven.
Competitors Analysis (Facebook Ads)
Competitors Analysis (Facebook Ads)
Coalition’s Strategies to drive maximum revenue:

Account Setup with proper tracking parameters to identify revenue and ROAS for each account.
Coalition’s Strategies to drive maximum revenue:

Facebook pixel setup with dynamic remarketing tracking.

Implement the catalog to manage dynamics campaigns.

Implement the custom audiences based on interest, behaviours, website visitors etc.
Coalition’s Strategies to drive maximum revenue:

Make sure you understand how your destination landing pages work on mobile device users, in the Facebook browser experience.

Divert most of the budget to prospective customers based on interest, behaviours and lookalike audiences of engaged users (Past buyers, newsletter subscribers etc.)

Run remarketing campaigns to target existing audiences.
Coalition’s Strategies to drive maximum revenue:

Set up and run additional campaigns in addition to core campaigns to maintain consistent conversion rate and incrementally grow conversions.

Consistently monitor performance and use accumulated data to improve the existing campaigns and new campaigns going forward.
Coalition’s Strategies to drive maximum revenue:

Proposed Campaigns Structure:

- Catalog Sales (Dynamic ads based on Books)
- Interest based targeting
- Website Visitors
- Users interested into Competitors
- Conversions (Carousel and single image ads)
- Book specific ads
- Monthly subscriptions
Thank you!

Any questions?
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