Fluid
COMMERCE

Driving Social Media Performance in a Privacy-First World

A 2022 Handbook

The Changing Ads Landscape

Transparency and privacy regulations

The landscape is changing. The ads ecosystem is rapidly evolving to meet customers' expectations around privacy. We're moving into a new, privacy-first world that will forever change how the online-advertising industry operates.

Facebook, regulators and other companies are more focused on ways to meet privacy expectations, especially as regulations increase. Already, retailers have seen:

- The General Data Protection Regulation (GDPR)
- The California Consumer Privacy Act (CCPA)
- 2021's iOS 14 update, which slashed online merchant's ability to use data to create hyper-targeted, extremely personalised ads on social media

In March 2023, Google Chrome will stop tracking personal cookies in its Chrome Browser - other major search engines, including Bing, will soon follow suit.

Advertising solutions and platforms will adapt to find a way around these challenges. But, until this happens, retailers must develop and prepare an alternative advertising strategy now if they are to avoid losing out.

In this guide, we'll give you a number of tools to use in order to operate your social media ads in a privacy-first world.

Any questions? Contact me at hello@fluidcommerce.co.uk or call 0161 549 0569.

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Tool #1: Machine Learning & Liquidity Tools

Machine Learning helps show the right ad to the right audience by using predictive analytics and algorithms.

It helps improve ad performance by shifting spend wherever the system is likely to achieve the best results based on your campaign goals. This is known as liquidity.

By learning how machine learning powers your ads, you can feel confident you're setting up your campaigns to achieve maximum results.

Increasing liquidity across four key dimensions will help maximise campaign flexibility and steer the system towards the right business goals.

The four dimensions consist of:

1. Budget
2. Audience
3. Placement
4. Creative

1. Budget liquidity

The use of Campaign Budget Optimisation, this will automatically manage your budget across ad sets to drive the most results for the lowest cost.

Instead of setting individual ad set budgets, you set one overarching campaign budget that has the flexibility to shift spend to the best performing ad sets.

2. Audience liquidity

Choose the correct audience parameters for your goals. The different audiences include:

- Custom - the use of an existing audience list such as website data
- Custom - the use of email subscribers
- Social media engagers

The second is lookalike audiences, this is a new audience list that mirrors an existing audience to find people that look like your existing list.

Broad targeting is the use of specific parameters to target users based on their location, age, gender without any other parameters.

The final audience liquidity is detailed target expansion; this is a tool that allows the system to expand beyond detailed targeting.

3. Placement liquidity

Choose the platform for your ads. You can either use automatic placements or manual placements.

We highly recommend automatic placements as this is the most cost-efficient option on the platform and maximise your results, optimise your ad delivery and consolidate your ad sets.

However if you choose to run a platform specific ad then try and aim to tick at least four placements within the list provided.

4. Creative liquidity

This is the use of dynamic creative and language optimisation.

The recommended step for creative is to set up dynamic creative at the very beginning of the campaign build in ads manager.

This is beneficial to the learning machine and will automatically deliver high-performing combinations of their creative assets to their audiences.

Liquidity Tools Best Practice

During the learning phase:

- Use at least 50 conversions as your benchmark

- Avoid frequent edits to an ad until the learning phase ends

- Select the advertising objective that aligns to your business goal

With campaign budgets enabled:

- Use ad set limits sparingly or not at all

- Ensure ad sets can be delivered. If they aren't delivering, try to:

  - Increase the bid caps or target costs, if applicable
  - Adjust targeting and ad creative
  - Switch to a more common optimisation event

- Use campaign budget optimisation and automatic placements together to maximise opportunities to reach customers at the lowest cost

Tool #2: Invest in Creative as a Lever for Performance

Creative has become one of the biggest opportunities brands have to really drive performance.

New strategies like embracing interactivity and broadening your appeal and messaging across the funnel will help performance.

Employ creative diversification by using a broader variety of assets and formats, and test your strategies to learn when you might consider refreshing your content.

Better creative quality is better for the bottom line.

Diversify your creative for stronger results

Add product tags to your static ads for more efficient conversions
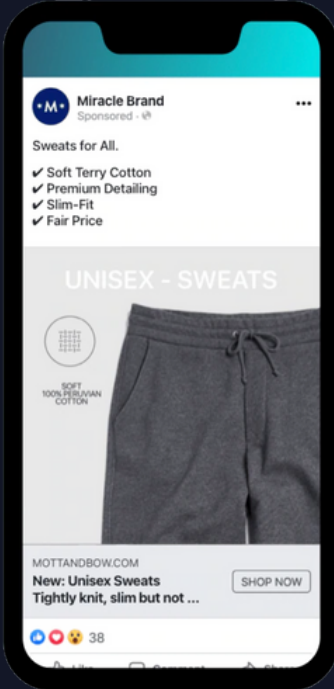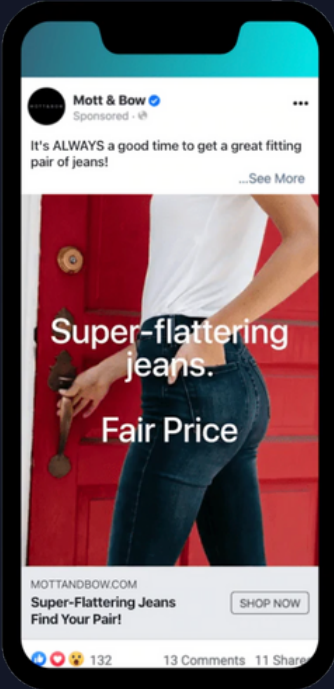
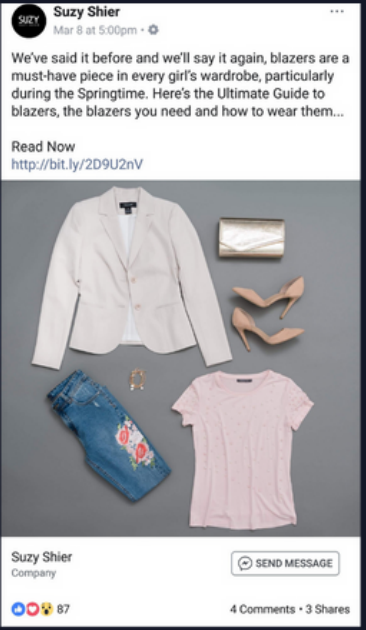Experiment with different creative executions to boost the performance of your Instagram ads with product tags
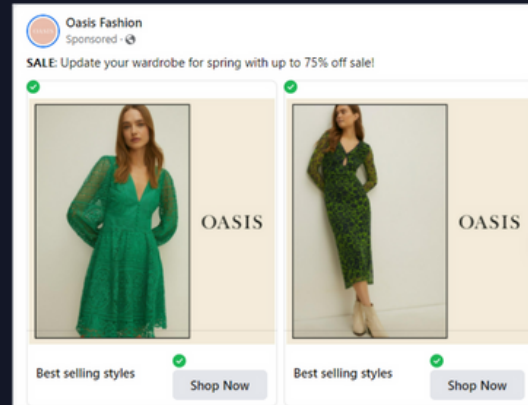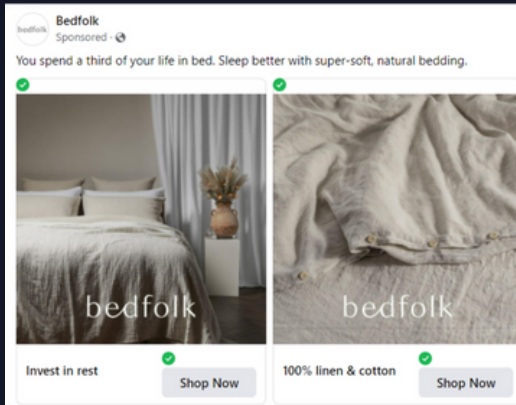
To lower your cost per click, try using less text

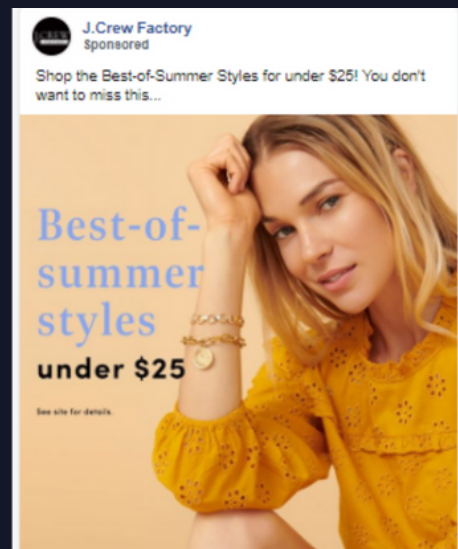Experiment with text overlay to drive clicks to conversion - test, test, test!

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Business Insider, Uncrate, Men's Health, and Ask Men Are loving our jeans! 👏 💯
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MOTTANDBOW.COM
Jeans as Comfortable as they are Good-Looking
SHOP NOW

😊❤️😮 132   13 Comments 11 Shares

👍 Like   💬 Comment   ↪ Share

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It's ALWAYS a good time to get a great fitting pair of jeans!
...See More

Super-flattering jeans.

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Super-Flattering Jeans Find Your Pair!
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✔ Soft Terry Cotton
✔ Premium Detailing
✔ Slim-Fit
✔ Fair Price

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SOFT 100% PERUVIAN COTTON

MOTTANDBOW.COM
New: Unisex Sweats Tightly knit, slim but not ...
SHOP NOW

😊❤️😮 38

Use shorter copy above your ads to drive leads

❌

✅

SUZY Suzy Shier
Mar 8 at 5:00pm · ⚙

We've said it before and we'll say it again, blazers are a must-have piece in every girl's wardrobe, particularly during the Springtime. Here's the Ultimate Guide to blazers, the blazers you need and how to wear them...

Read Now
http://bit.ly/2D9U2nV

Suzy Shier
Company
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Ted's looking to bolder, brighter days. Shop his striking new arrivals, just in time for summer.

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Must-have hues
Discover men's shirts from Ted Baker. His wide-ranging collection boasts bespoke prints, luxury fabrics and the finest fits to create your day or evening look.
TEDBAKER.COM

Add people to your creative to drive clicks to conversion

❌

Bedfolk
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You spend a third of your life in bed. Sleep better with super-soft, natural bedding.

bedfolk | bedfolk

Invest in rest — Shop Now

100% linen & cotton — Shop Now

✅

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SALE: Update your wardrobe for spring with up to 75% off sale!

OASIS | OASIS

Best selling styles — Shop Now

Best selling styles — Shop Now

Lead with your product for lower-cost link clicks

❌

J.Crew Factory
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Get an EXTRA 60% off CLEARANCE! Limited time only... Better get shopping!

extra **60% OFF CLEARANCE**

See site for details.

✅

J.Crew Factory
Sponsored

Shop the Best-of-Summer Styles for under $25! You don't want to miss this...

Best-of-summer styles under $25

See site for details.

Tool #3: Conversions API

The Conversion API is a Meta business tool that creates a direct connection between your marketing data and Meta technologies.

It can achieve this and respect privacy choices and how people want companies to use their data.

The Conversion API can help you to use your own marketing data to optimise ad targeting, decrease cost per action and more accurately measure campaign outcomes.
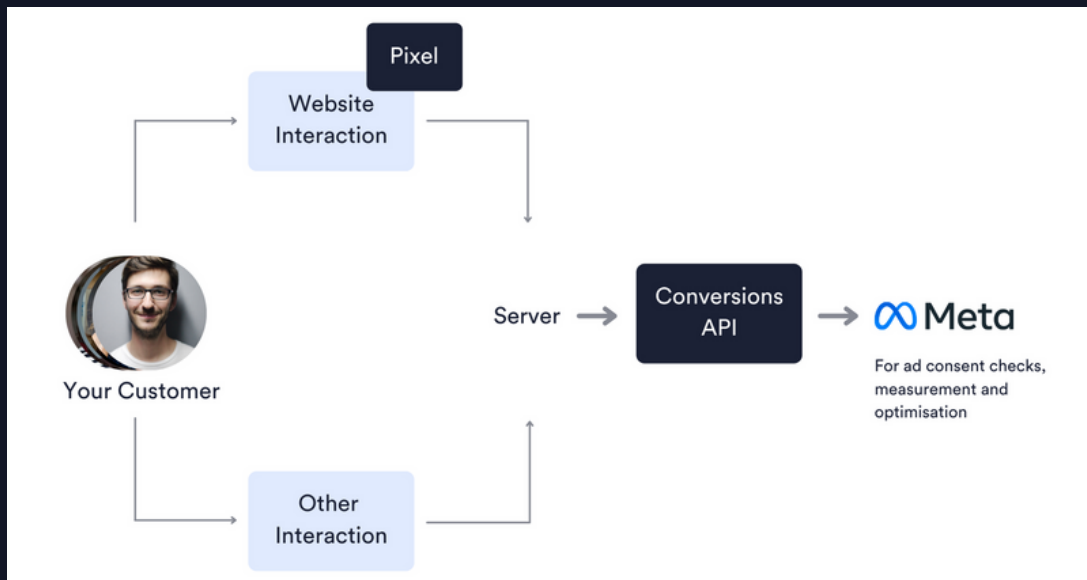
The value of the Conversions API

Conversions API can help your business to:

- Connect information directly from your server, which means you can bring in information from across the purchase funnel

- Share real-time website interactions with a page URL

- Discover post conversion activity stored in your server that the Facebook pixel may not be able to access, such as lead scores gathered from phone calls or CRM

- Obtain any customer activity you store in your server, such as IP or email addresses, user agents, names and phone numbers

- Explore detailed parameters, such as product descriptions and cart values

- Gain control over what information you share and when you share it

	Use developer documentation to connect directly	Connect through your solutions partner
	DIRECT	**PARTNER**
Advantages	- Full control and customisation - Potential cost savings	- Faster and easier set up - Outsourced expertise and technical support
Considerations	- Requires access to server codebase and in-house resources - Requires setup and management of customer information parameters	- Less control and customisation - Potential fees, which vary by partner - Potential limits to data coverage

Prepare Your Strategy

There you have it, some exclusive insights and tips to help you to improve your Facebook ad performance and build a solid ecommerce Facebook marketing strategy.

To help sum up everything we have covered in this guide, here is a checklist of things to help you improve Facebook ad campaign performance:

- Leverage machine learning across these four main dimensions: budget, audience, placement and creative

- Ensure you're using the right ad types for ecommerce

- Ask yourself whether you're targeting the right audience

- Are your budget parameters serving you?

- Leverage creative for testing

- How relevant is your ad creative and text to your objective and audience?

- Implement Conversions API for better control over data and insights

Take Your Facebook Ads to the Next Level

Now you know what you can do to optimise your ads and meet your Facebook ad performance goals. If you have any questions about how to implement these improvements, or if you're not sure where to start, we would be happy to help.

Get in touch to schedule a free audit with one of our paid social specialists. As part of your audit, we'll:

- Review and analyse up to three social media accounts including Facebook, Instagram, Twitter, LinkedIn, TikTok and YouTube

- Provide recommendations and suggestions on how to improve

- Show you how to increase impressions, engagement, clicks and conversions

- Forecast in performance based on our recommendations

Our social media marketing expert will walk you through your audit on a phone or video call, providing one-to-one advice that is tailored to your business goals.

Book your social media audit here.

We look forward to learning more about your business!

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@fluid_commerce