

Pay-Per-Click (PPC) Advertising

Sponsored

Create Ad



A New Free Twitter Tool You Should Know About
analytics.agorapulse.com
Are your competitors doing it? Find out for free!



The Complete Digital Marketing Course
Learn Anything, Anywhere, Anytime
This comprehensive 20-hour course is specifically designed to teach you everything you need to know to succeed in the digital marketing world.

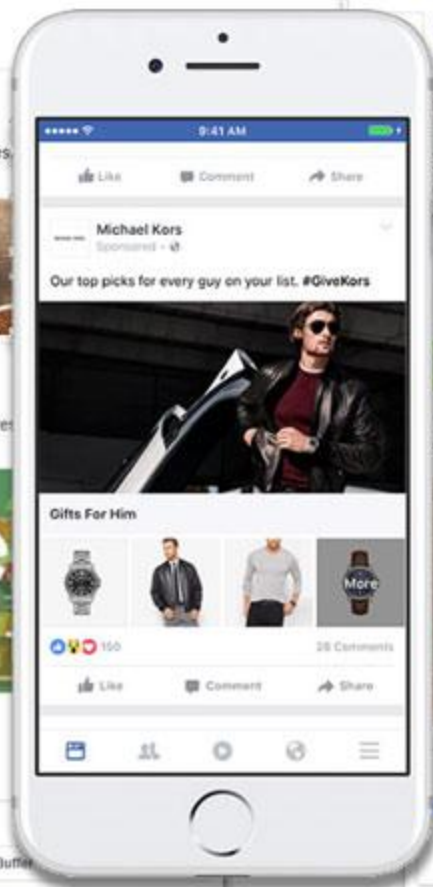


Jasper's Market
Sponsored · €
Jasper's is more than just groceries, tools and utensils on our website.
Jasper's is a unique community destination for fresh prepared food.



Jasper's Market
4.2 ★ · Fruit & Vegetable Store
666,776 people like this

3 Reactors
Like Comment Share Buffer



Watermelon Worldwide

Sponsored · €

Like Page

my Ready For Summer? Nothing Better Than Going Out With The Diaper Bag!
ON SALE TODAY!-----
here [watermelonworldwide.com/collections/handy](https://www.watermelonworldwide.com/collections/handy)
meone Who Should Get It For You!

Jasper's Market
Sponsored · €

We deliver organic fruits and vegetables fresh from our fields to your doorstep.



What's in your box this week? Explore our selection.

Myles Larson and 10 others · 2 Comments

Like Comment Share

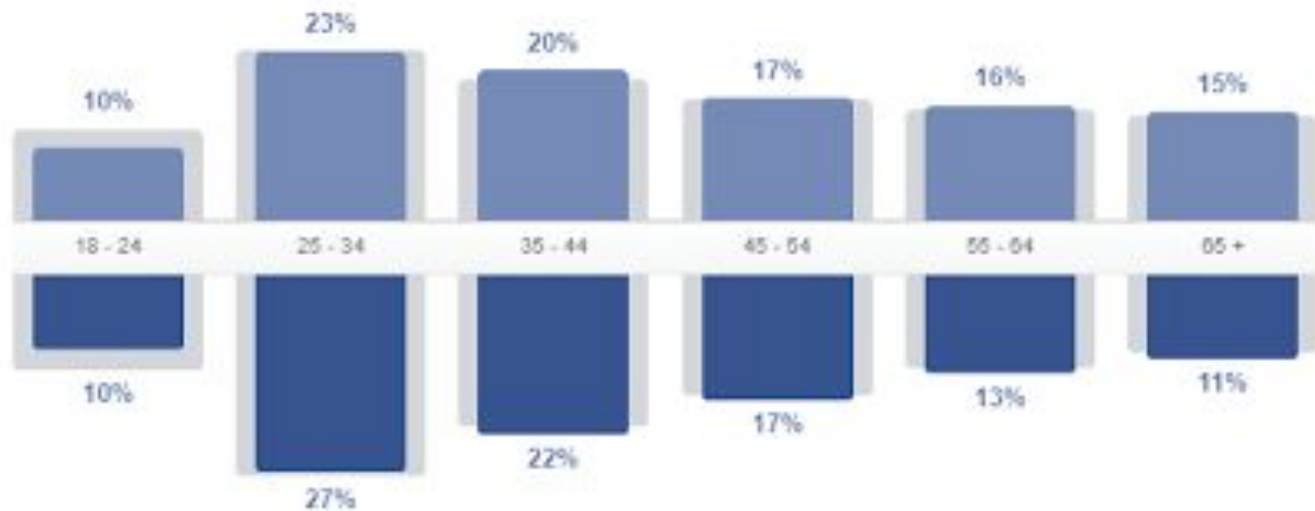
1.6 billion












people worldwide are connected to a small
business on Facebook.

Age and Gender

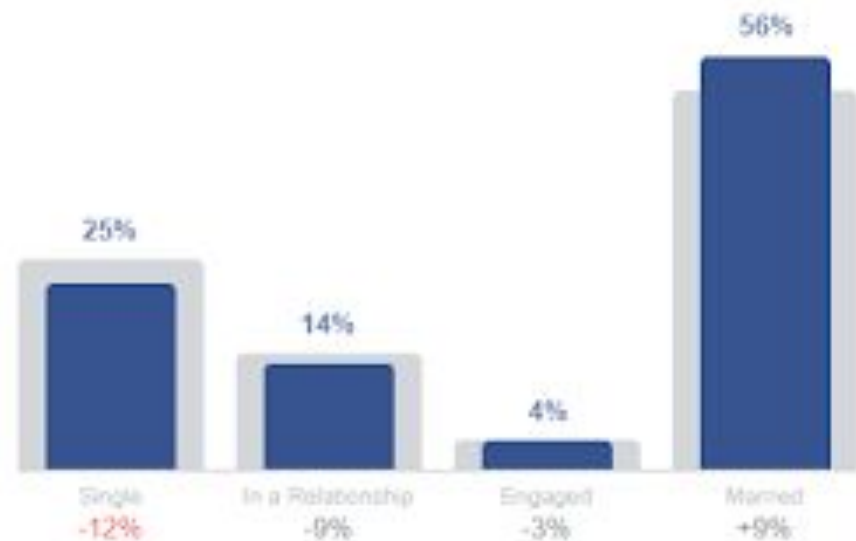
68% Women
55% All Facebook

32% Men
45% All Facebook

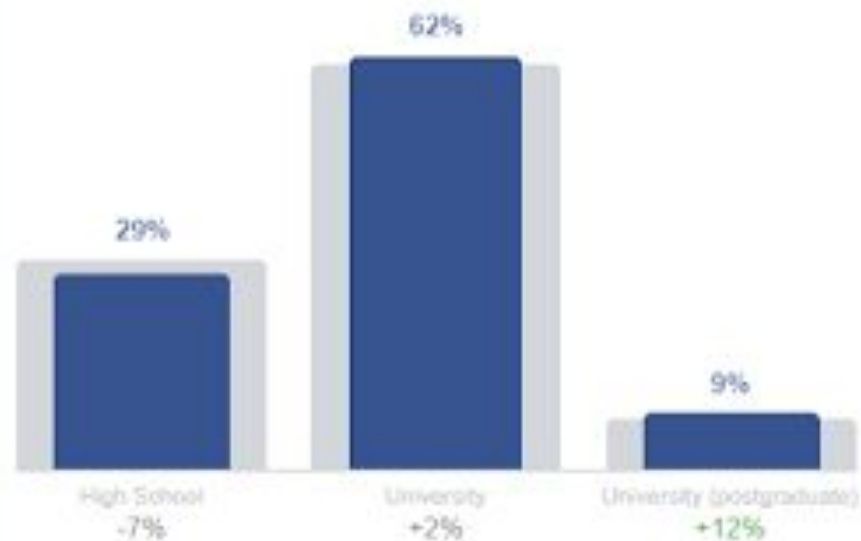


Job Title	Selected Audience	Compare 
Community and social services	10% 	+26%
Education and libraries	16% 	+25%
Administrative services	27% 	+8%
Healthcare and medical services	16% 	+7%
Legal services	2% 	+6%
Government employees (global)	2% 	+6%
Sales	24% 	+4%
Arts, entertainment, sport and media	9% 	+3%
Food and restaurants	9% 	+1%
Business and finance	10% 	+1%

Relationship Status



Education Level

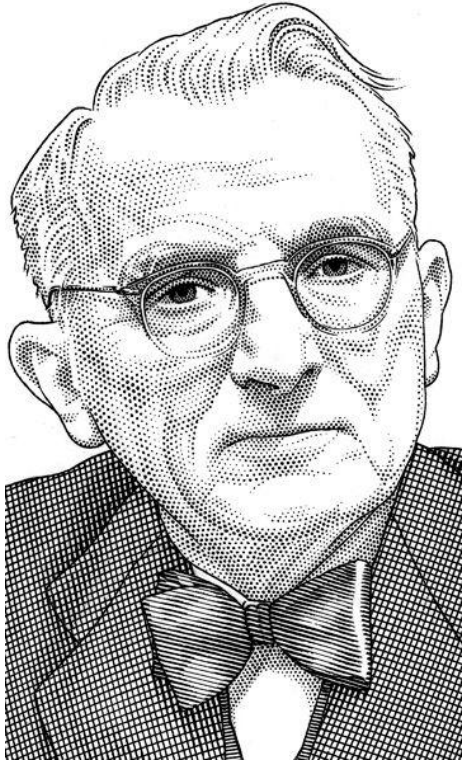


Device Users

Primary Devices ▾



“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

A graphic showing a user profile card. The card is white with a blue header and a grey background. It features a placeholder for a profile picture on the right. The fields are: Name, Job Title, Demographics (Age, Gender, Salary, Location, Education, Family), Goals and Challenges, Marketing Message, Values and Fears, and Elevator Pitch.

Name
Job Title

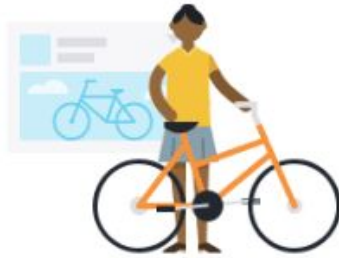
- Where she works
- Details about her role

Demographics <ul style="list-style-type: none">• Age• Gender• Salary• Location• Education• Family	Goals and Challenges	Marketing Message
	Values and Fears	Elevator Pitch

PPC for Retargeting

Create a Facebook Pixel

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



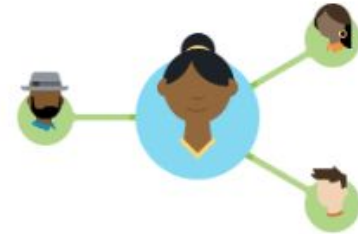
Tracking

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

- Purchase
- Lead
- Complete Registration
- Add Payment Info
- Initiate Checkout
- Add to Cart
- Add to Wishlist
- Search
- View Content

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 UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

Audience Match Types

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

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App Activity

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

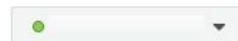


Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

Create a Custom Audience

Include people who meet **ANY** of the following criteria:



All website visitors in the past 30 days



All website visitors



People who visited specific web pages



Visitors by time spent

From your events

PageView

AdvancedEvents

Include More Exclude

50

Show description

Cancel

Back

Create Audience

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)

Launched November 2018

2 ● Active
Started running on Nov 23, 2018
ID: 313953079299286

Just The Right Book
Sponsored

"Holy cow, my jaw is on the floor with appreciation for your first pick! Cannot wait!"



Read A Book The Way It Was Meant To Be Read!

JUSTTHERIGHTBOOK.COM
Curl Up With Just The Right Book
We focus on responding to the uniqueness of each reader. Satisfaction guaranteed!


[Sign Up](#)

[See Ad Details](#)

2 ● Active
Started running on Nov 23, 2018
ID: 404932346973427

Just The Right Book
Sponsored

"Holy cow, my jaw is on the floor with appreciation for your first pick! Cannot wait!"



JUSTTHERIGHTBOOK.COM
Curl Up With Just The Right Book
We focus on responding to the uniqueness of each reader. Satisfaction guaranteed!


[Sign Up](#)

[See Ad Details](#)

2 ● Active
Started running on Nov 23, 2018
ID: 571315833377478

Just The Right Book
Sponsored

"Holy cow, my jaw is on the floor with appreciation for your first pick! Cannot wait!"



JUSTTHERIGHTBOOK.COM
Curl Up With Just The Right Book
We focus on responding to the uniqueness of each reader. Satisfaction guaranteed!

[Sign Up](#)

[See Ad Details](#)


Competitors Analysis (Facebook Ads)

Launched August 2020

● Active
Started running on Aug 3, 2020
ID: 293085998435802

Book of the Month
Sponsored

The search is over! Get one of 2020's hottest reads for just \$9.99 with code READON.



BOOKOFTHEMONTH.COM
Brit Bennett is back. [Learn ...](#)

BOOKOFTHEMONTH.COM
Staying in? Our books can help. [Learn ...](#)

Confront race and identity.

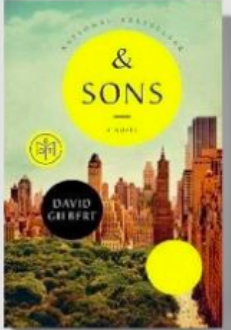
[See Ad Details](#)

● Active
Started running on Aug 3, 2020
ID: 977749749354482

This ad has multiple versions. ⓘ

Book of the Month
Sponsored

Bye, boring book choices. 🙄 Read with us, and you'll only choose from the best. Your first book is \$9.99 with code READON.



WWW.BOOKOFTHEMONTH.COM
Get this for just \$9.99.
Literary fiction

[Shop ...](#)

[See Ad Details](#)


2

● Active
Started running on Aug 3, 2020
ID: 213431710064354

This ad has multiple versions. ⓘ

Book of the Month
Sponsored

For all those who eat, sleep, and breathe true crime: Get this thriller for \$9.99 with code READON.



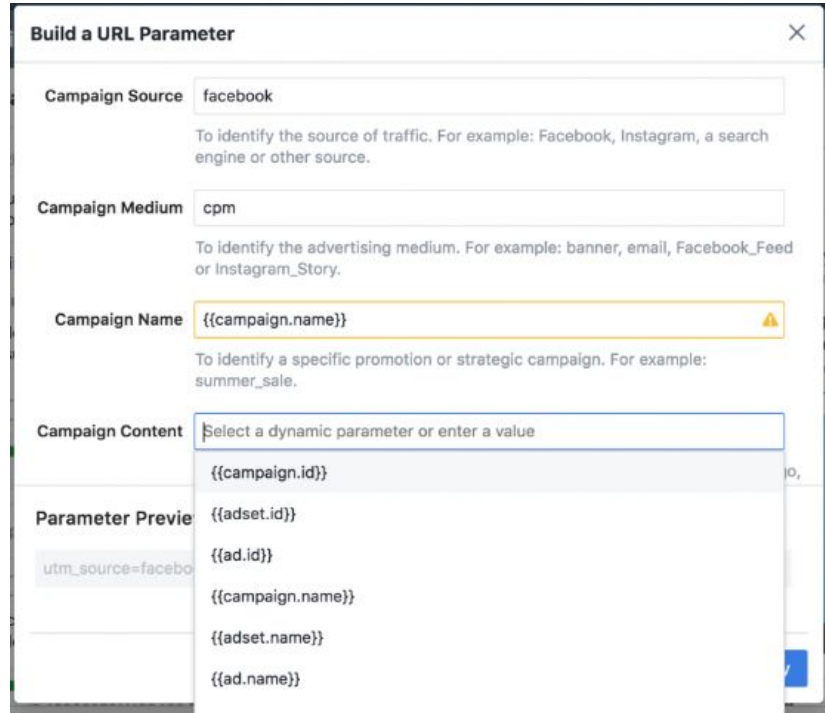
BOOKOFTHEMONTH.COM
Your August thriller.
Hot leads on a cold case.

[Learn ...](#)

[See Ad Details](#)

Coalition's Strategies to drive maximum revenue:

Account Setup with proper tracking parameters to identify revenue and ROAS for each account.



The screenshot shows the 'Build a URL Parameter' interface. It includes the following fields and options:

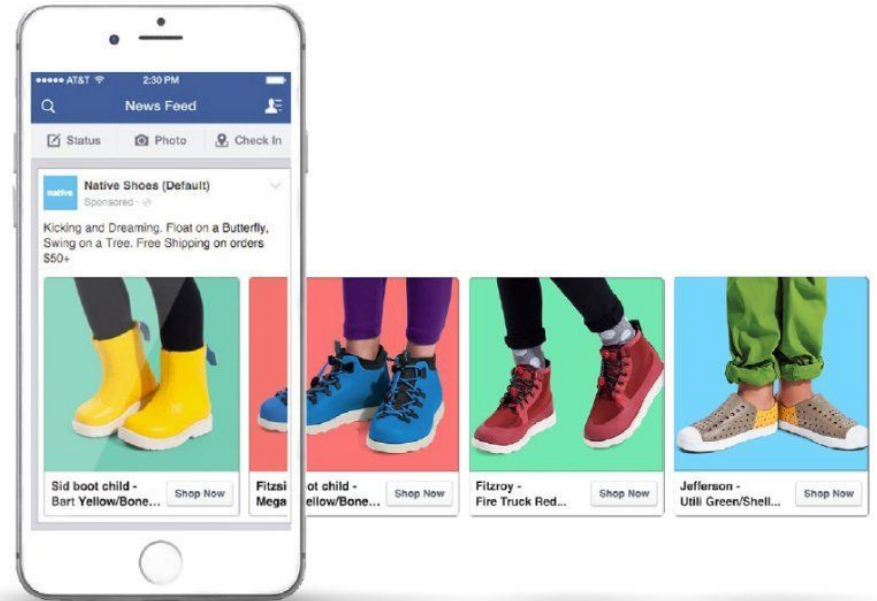
- Campaign Source:** facebook
- Campaign Medium:** cpm
- Campaign Name:** {{campaign.name}}
- Campaign Content:** Select a dynamic parameter or enter a value. A dropdown menu is open showing options: {{campaign.id}}, {{adset.id}}, {{ad.id}}, {{campaign.name}}, {{adset.name}}, and {{ad.name}}.
- Parameter Preview:** utm_source=facebo

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.

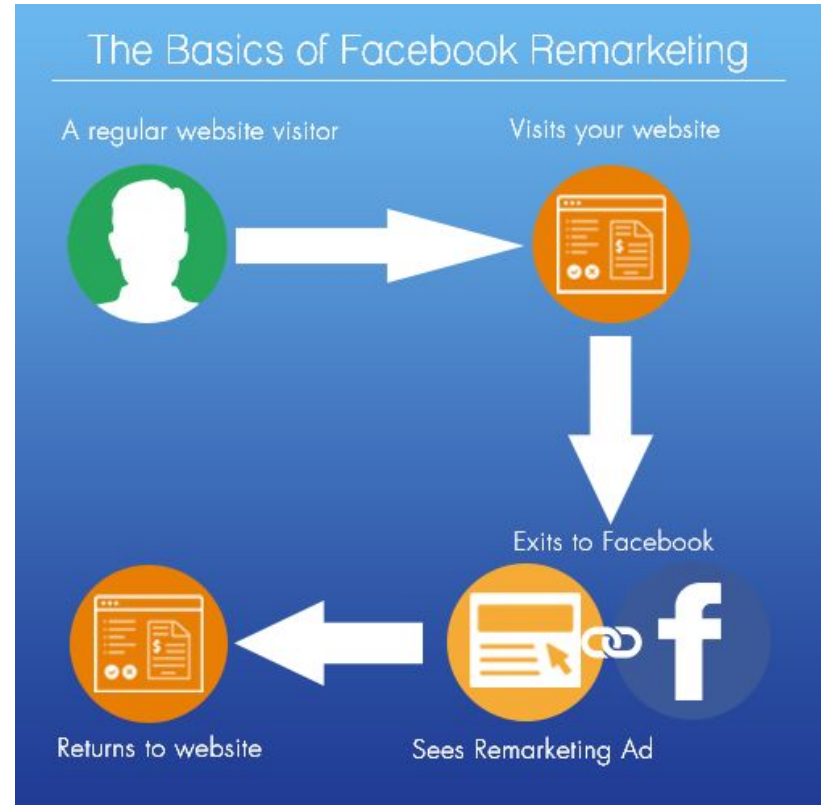


Coalition's Strategies to drive maximum revenue:

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.)

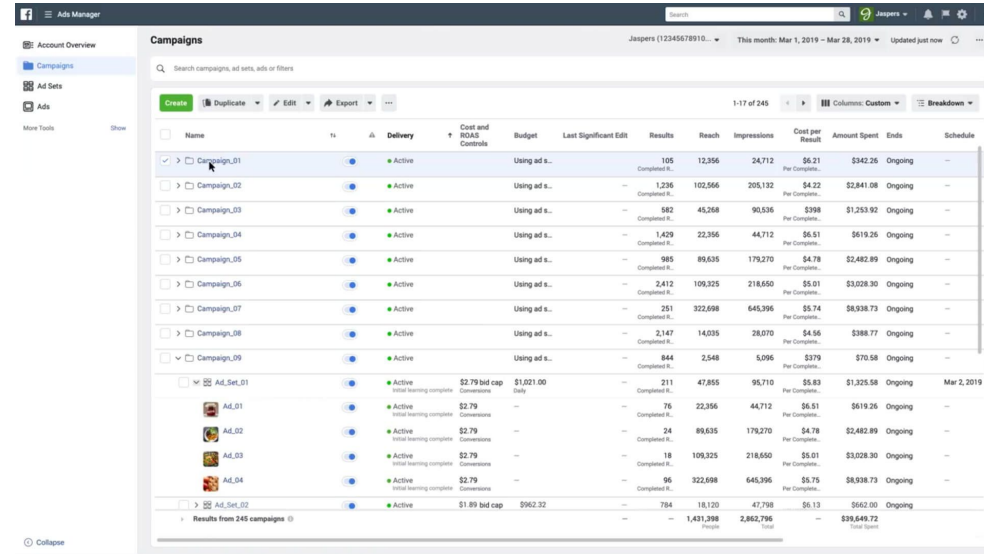
Run remarketing campaigns to target existing audiences.



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.



The screenshot displays the Facebook Ads Manager interface for the account 'Jaspers (12345678910...)'. The 'Campaigns' section is active, showing a list of 245 campaigns. The table below summarizes the data for these campaigns.

Name	Status	Delivery	Cost and ROAS Controls	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Campaign_01	Active	Using ad s...	Completed R...	105	12,356	24,712	\$6.21	\$342.26	Ongoing	—	—	
Campaign_02	Active	Using ad s...	Completed R...	1,236	102,566	205,132	\$4.22	\$2,841.08	Ongoing	—		
Campaign_03	Active	Using ad s...	Completed R...	582	45,268	90,536	\$398	\$1,253.92	Ongoing	—		
Campaign_04	Active	Using ad s...	Completed R...	1,429	22,356	44,712	\$6.51	\$619.26	Ongoing	—		
Campaign_05	Active	Using ad s...	Completed R...	985	86,635	173,270	\$4.78	\$2,482.89	Ongoing	—		
Campaign_06	Active	Using ad s...	Completed R...	2,412	109,325	218,650	\$5.01	\$3,028.30	Ongoing	—		
Campaign_07	Active	Using ad s...	Completed R...	251	322,698	645,396	\$5.74	\$8,938.73	Ongoing	—		
Campaign_08	Active	Using ad s...	Completed R...	2,147	14,035	28,070	\$4.56	\$388.77	Ongoing	—		
Campaign_09	Active	Using ad s...	Completed R...	844	2,548	5,096	\$379	\$70.58	Ongoing	—		
Ad_Set_01	Active	\$2.79 bid cap	\$1,021.00	211	47,855	95,710	\$5.83	\$3,325.58	Ongoing	Mar 2, 2019		
Ad_01	Active	Initial learning complete	Completed	76	22,356	44,712	\$6.51	\$619.26	Ongoing	—		
Ad_02	Active	Initial learning complete	Completed	24	89,635	179,270	\$4.78	\$2,482.89	Ongoing	—		
Ad_03	Active	Initial learning complete	Completed	18	109,325	218,650	\$5.01	\$3,028.30	Ongoing	—		
Ad_04	Active	Initial learning complete	Completed	96	322,698	645,396	\$5.75	\$8,938.73	Ongoing	—		
Ad_Set_02	Active	\$1.89 bid cap	\$962.32	794	18,120	47,795	\$6.13	\$662.00	Ongoing	—		
Results from 245 campaigns						1,421,398	2,862,796	\$29,549.73	Total Spent	—	—	

Coalition's Strategies to drive maximum revenue:

Proposed Campaigns Structure:

Catalog Sales (Dynamic ads based on Books)

Interest based targeting

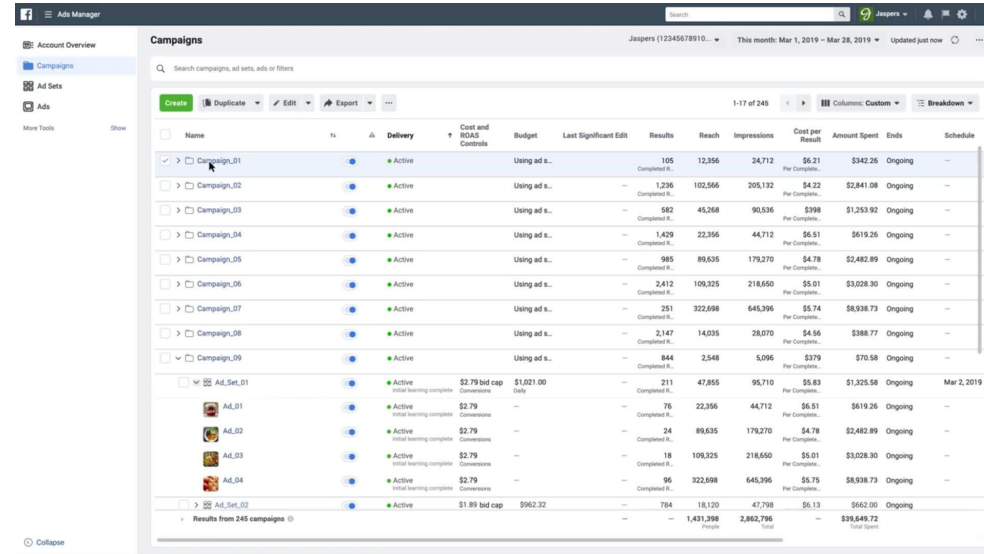
Website Visitors

Users interested into Competitors

Conversions (Carousel and single image ads)

Book specific ads

Monthly subscriptions



The screenshot displays the Facebook Ads Manager interface for the account 'Jaspers (12345678910...)'. The 'Campaigns' section is active, showing a list of 245 campaigns. The table below summarizes the data for these campaigns, including their status, budget, and performance metrics.

Name	Status	Delivery	Cost and ROAS Controls	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Campaign_01	Active	Using ad s...				105 Completed R...	12,356	24,712	\$6.21 Per Comple...	\$342.26	Ongoing	
Campaign_02	Active	Using ad s...				1,236 Completed R...	102,566	205,132	\$4.22 Per Comple...	\$2,841.08	Ongoing	
Campaign_03	Active	Using ad s...				582 Completed R...	45,268	90,536	\$398 Per Comple...	\$1,253.92	Ongoing	
Campaign_04	Active	Using ad s...				1,429 Completed R...	22,356	44,712	\$6.51 Per Comple...	\$619.26	Ongoing	
Campaign_05	Active	Using ad s...				985 Completed R...	86,635	173,270	\$4.78 Per Comple...	\$2,482.89	Ongoing	
Campaign_06	Active	Using ad s...				2,412 Completed R...	109,325	218,650	\$5.01 Per Comple...	\$3,028.30	Ongoing	
Campaign_07	Active	Using ad s...				251 Completed R...	322,698	645,396	\$5.74 Per Comple...	\$8,938.73	Ongoing	
Campaign_08	Active	Using ad s...				2,147 Completed R...	14,035	28,070	\$4.56 Per Comple...	\$388.77	Ongoing	
Campaign_09	Active	Using ad s...				844 Completed R...	2,548	5,096	\$379 Per Comple...	\$70.58	Ongoing	
Ad_Set_01	Active	Initial learning complete	\$2.79 bid cap	\$1,021.00 Daily		211 Completed R...	47,855	95,710	\$5.83 Per Comple...	\$1,325.58	Ongoing	Mar 2, 2019
Ad_01	Active	Initial learning complete	\$2.79 Conversions			76 Completed R...	22,356	44,712	\$6.51 Per Comple...	\$619.26	Ongoing	
Ad_02	Active	Initial learning complete	\$2.79 Conversions			24 Completed R...	89,635	179,270	\$4.78 Per Comple...	\$2,482.89	Ongoing	
Ad_03	Active	Initial learning complete	\$2.79 Conversions			18 Completed R...	109,325	218,650	\$5.01 Per Comple...	\$3,028.30	Ongoing	
Ad_04	Active	Initial learning complete	\$2.79 Conversions			96 Completed R...	322,698	645,396	\$5.75 Per Comple...	\$8,938.73	Ongoing	
Ad_Set_02	Active	Initial learning complete	\$1.89 bid cap	\$962.32		784 Completed R...	18,120	47,795	\$6.13 Per Comple...	\$662.00	Ongoing	
Results from 245 campaigns								1,421,398 People	2,862,796 Total	\$29,549.72 Total Spent		

Thank you!

Any questions?

Feel free to reach us at

jordan@coalitiontechnologies.com

cassandra.cross@coalitiontechnologies.com