



# *Facebook Advertising Success*

## **Module 3 Split Testing To Get Results**

*Webonize*  
with Jayne Day

# Split Testing To Get Results

To be successful with your Facebook Ads and to get results at the best possible price than you need to be continually split testing.

Split testing is a marketing strategy where an element of a marketing campaign is tested against a 2nd variation to analyse which one can deliver the best results.

When it comes to split testing with your Facebook advertising there is many elements you can split test including:

- Image and/or Video
- Text copy
- Headline
- Link Description
- Wording on Call To Action Button
- Landing Page
- Audience Targeting
- Objective of Campaign (Clicks, conversions, engagement,etc.)
- Type of ad eg. Carousel, slideshow, image, video
- Placement (where your ads are displayed)

Don't get carried away with your split testing. Only test one variation at a time and generate a good amount of data on this one split test to determine the best performer before split testing another element.

# Split Testing To Get Results

When I am setting up a new campaign I always create an ad set that has only one interest targeting per ad set. I will then test that against a 2nd ad set that has a different interest selected. The results from most other options in your ad set can be analysed by the breakdown in your reporting for you to determine what demographics are performing the best to narrow down your targeting even further. Detailed interests however isn't available for you to view in this breakdown, hence why you need to separate them out into different ad sets in order to get the best performers and keep your cost per result as low as possible.

To get a breakdown in your reporting, in Ads Manager select the "Breakdown" box and choose the option that you want to breakdown your options by. There is many options here to choose from, however the ones that I find most useful to narrow down your targeting for better results are:

- Age
- Gender
- Country
- Placement
- Platform

This may vary depending on the type of ads you are running and the type of business but these are my go to options for narrowing down the targeting based on the results.

# Split Testing To Get Results

Columns: Custom ▾	Breakdown ▾	Export ▾
per ...	BY DELIVERY ▾	Likes ⓘ
\$0.3	✓ None	116
t Engag	Age	—
\$0.8	Gender	—
tin Insta	Age and Gender	—
\$25.2	Business Locations	—
chased l	Country	—
\$28.2	Region	19
GA Give	DMA Region	—
\$1.5	Impression Device	218
Per Lea	Platform	520
	Platform & Device	—
	Placement	1,452
	Placement & Device	—
	Product ID	133
	Time of Day (Ad Account Time Zone)	136
\$0.1	Time of Day (Viewer's Time Zone)	395
Link Cli	BY ACTION >	—
	BY TIME >	46

# Split Testing To Get Results

Begin with broad experiments and then narrow them down and refine once you start to get results. This will allow you to optimize a lot faster.

Let me give you an example to show you how this works.

You want to create a campaign that is promoting a product that you want to sell.

1. Campaign created with Conversions Objective (make sure you are tracking your conversions correctly with the Facebook Pixel and Custom Conversions or Standard Objects)
2. 3 x Ad Sets created
  - a. First one targeting Australia, New Zealand and United States, women aged 20 to 50 who are interested in online shopping
  - b. Second one targeting Australia, New Zealand and United States, women aged 20 to 50 who are interested in travel
  - c. Third one targeting Australia, New Zealand and United States, women aged 20 to 50 who are interested in beauty

Note that the only variation is the detailed interest targeting

# Split Testing To Get Results

3. 2 x ads created under each ad set

Both ads have the same text and creative with the only difference being that each ad has a different image.

Run this entire campaign for a minimum of 24 hours before making any changes. This gives the ads enough time to get traction and give you an indication of how they are going to perform.

After this time, you will see 2 things. What ad set (targeting) is performing the best and also which image is performing the best. Then build on the results from there. Turn off the ad that isn't performing as well, and duplicate the existing one with the best performing image and then test this 2nd one with alternative text.

If there is an ad set that clearly isn't performing well than turn that one off and test another targeting option.

Now you might asking how to measure what ads are performing the best. This will depend on the objective of your campaign and the results you are after. If your goal is conversions, than you would look at the cost per conversion as your indicator of the best performing ads. If your goal is to get people to your website to read a blog post than you would look at cost per website link click.

Once you have got some clear winners, you can then drill down into your Breakdown reporting and narrow down your targeting either further. Perhaps reduce the age of those you are targeting to those that are converting better.

# Split Testing To Get Results

You can then create a complete new campaign and use the winning combinations for your ad sets and your ads in the new campaign but change the objective of the new campaign to Website Clicks to see if that changes the cost per conversion.

This is the basic structure of getting started with split testing all new Facebook Advertising campaigns. The elements may change slightly but this gives you the basis of where to start.

A couple of rules to stick to when you start a new campaign and are doing the split testing.

1. Start each new ad set at \$10 per day. Only increase when you see that the ad set is performing well and increase the budget gradually. Any huge immediate spike in the budget could well see your entire campaign bomb.
2. When your daily budget is small when you are first starting out, only have 2 active ads under each ad set at any given time. If you have more than 2 ads active with a small budget, then it will take too long for the ads to get traction, which won't give you a good indication of the results you could expect.

Most importantly be patient and keep testing your ads. What works for you this week may be different next week. Keep an eye on the results and when the ads start to decline in the results turn them off and try something different.