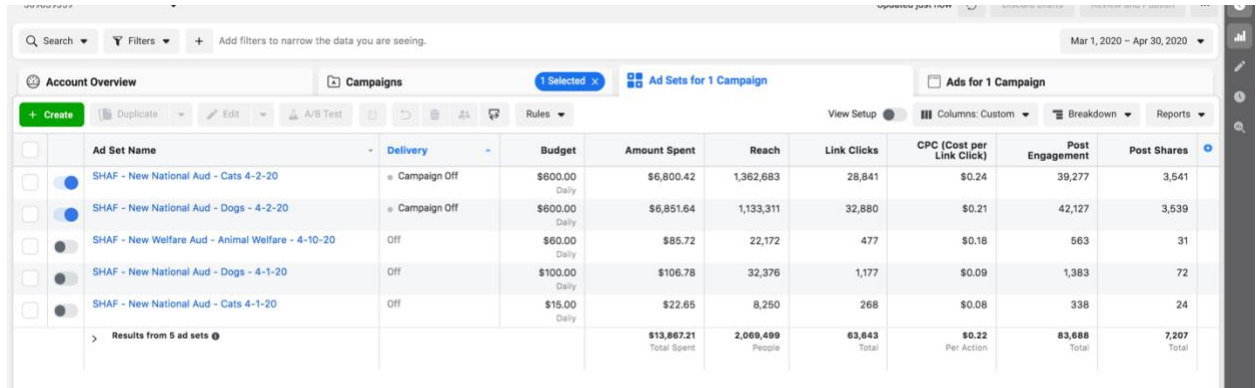




- **Test, test, and then test!** We created over 120 ad variations for #StayHomeandFoster before settling on just a select few to use long-term.
- **Facebook does the work for you** – You can create multiple ads in one ‘Ad Set,’ and Facebook will drive traffic to the ad performing best.

7) Measure Your Success – Although Facebook does a lot of the work for you in determining the best ad, there are several Key Performance Indicators (KPI’s) you can use to track the success of campaigns along the way.

You can evaluate these KPI's in **Business Manager**



The screenshot displays the Facebook Business Manager interface, specifically the 'Campaigns' section. A table lists five ad sets with their respective performance metrics. The table includes columns for Ad Set Name, Delivery status, Budget, Amount Spent, Reach, Link Clicks, CPC (Cost per Link Click), Post Engagement, and Post Shares. A summary row at the bottom shows totals for 5 ad sets.

Ad Set Name	Delivery	Budget	Amount Spent	Reach	Link Clicks	CPC (Cost per Link Click)	Post Engagement	Post Shares
SHAF - New National Aud - Cats 4-2-20	Campaign Off	\$600.00 Daily	\$6,800.42	1,362,683	28,841	\$0.24	39,277	3,541
SHAF - New National Aud - Dogs - 4-2-20	Campaign Off	\$600.00 Daily	\$6,851.64	1,133,311	32,880	\$0.21	42,127	3,539
SHAF - New Welfare Aud - Animal Welfare - 4-10-20	Off	\$60.00 Daily	\$85.72	22,172	477	\$0.18	563	31
SHAF - New National Aud - Dogs - 4-1-20	Off	\$100.00 Daily	\$106.78	32,376	1,177	\$0.09	1,383	72
SHAF - New National Aud - Cats 4-1-20	Off	\$15.00 Daily	\$22.65	8,250	268	\$0.08	338	24
Results from 5 ad sets			\$13,867.21 Total Spent	2,069,499 People	63,643 Total	\$0.22 Per Action	83,688 Total	7,207 Total

- Some **KPI's we use to measure success:**

- Link Clicks
- Cost per Link Click (CPC)
- Cost per 1,000 impressions (CPM)
- Post Engagement
- Post Shares

8) Track what worked!

- Of course, it's important to continue to try out different approaches to ads, the most important thing is to **remember what worked**.
- It sounds so easy, but **measuring your success** is only effective if you implement what you learned in future ads you create.