



FACEBOOK REMARKETING

M a d e E a s y

TRAINING GUIDE

**Skyrocket Your Business Success
with our Latest Facebook
Remarketing Strategies**



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Introduction:

Welcome to the latest and most effective Facebook Remarketing Training Guide, designed to take you by the hand and walk you through the process of getting the most out of Facebook Remarketing on behalf of your business. I'm so excited to have you here, and I know this will be very helpful for you.

This excellent and exclusive Training Guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate Facebook Remarketing the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this Training Guide:

In Chapter I you will learn what Facebook Remarketing is all about; we will give you the easiest definition for it, as well as how it is generally used for businesses.

In Chapter II you will learn why Facebook Remarketing is such a powerful marketing approach to help you take the productivity of any business to any level you want.

You will learn about the amazing benefits Facebook Remarketing can bring to your own business or any other business, and we will even show you up to 10 shocking facts that will open your eyes to the immense power of Facebook Remarketing today.

In Chapter III you will see how important businesses are using Facebook Remarketing in their marketing efforts, so that way you can have complete



confidence in this powerful marketing strategy for your own business success story.

In Chapter IV you will learn how to do Facebook Remarketing the right way from start to finish. We will cover topics like Data File Custom Audience, MailChimp Custom Audience, Custom Audience from your Mobile App, Custom Audience from your Website and Lookalike Audiences.

In Chapter V you will learn about some really nice Facebook Remarketing power tools: highly effective tools that have been created to make Facebook Remarketing amazingly simple for you, even if you haven't tried Facebook Remarketing in the past.

In Chapter VI you will learn about several highly effective Facebook Remarketing Tips that you can apply and definitely see some great results in your Facebook Remarketing efforts. These are tips used by experienced people in the field.

In Chapter VII you will learn about a few really nice and shocking Facebook Remarketing case studies. These are actual examples we have taken from the internet to show you that Facebook Remarketing actually works.

In Chapter VIII we will give you a list of several Facebook Remarketing Dos you must be sure you include and a list of several Facebook Remarketing Don'ts you must be sure not to do.

Well, it's time to dominate Facebook Remarketing guys. I know you will love this Training Guide a lot.

To Your Success,

Leadseven



Chapter I: What is Facebook Remarketing?

- **Definition**

*“**Marketing** is the process of communicating the value of a product or service to customers, for the purpose of selling that product or service.” [Source](#)*

Remarketing (or Retargeting) would simply mean the action of re-marketing or re-engaging your visitors and customers with highly targeted ads based on their recent interaction with your product or service when they leave your website without buying from you.

Facebook Remarketing would then consist of retargeting those visitors and potential customers who have shown some interest in your product or service by using the Facebook Advertising Platform.

It's a fact that some people buy in the first visit, but we are talking about 1% to 2% of them. What about the other 98%? Yeah, squeeze pages can grab some leads, so you may target around 30% to 40% of those people by email marketing, but you are still wasting more than half of your visitors.

Another really cool fact is that a lot more people buy after having several contacts with your offer, so it just makes good sense to use remarketing as part of your business model.

There are several places you can turn to in order to benefit from this amazing marketing approach, but the one we will be focusing in this training is Facebook.



- **How is Facebook Remarketing generally used?**

There are two retargeting platforms on Facebook. The first one is [Facebook Exchange \(FBX\)](#), and the Second one is [Website Custom Audiences \(WCA\)](#).

The core difference between them is that with FBX you have to go through a third-party demand-side platform (DSP), like [AdRoll](#), [Triggitt](#), [Perfect Audience](#), or [Chango](#). With WCA you don't have to pay a third-party vendor; you do the work entirely on your own inside Facebook.

If you don't want to work with third party websites for additional fees, then Website Custom Audiences (WCA) will be the best choice, and there is where we will be focusing this training.

Because most of your consumers spend a lot of time on Facebook, you can target your consumers on Facebook with right hand side ads and native ads in their Facebook news feed on mobile and desktop, which will encourage further interaction online from those customers who still didn't make a purchase from you.

You can target all kinds of angles. You can target all website visitors for your new product, Specific categories visitors, Visitors who do not convert, Visitors who convert, Visitors who abandon shopping cart, Customers over a specific time period, etc.

You can extend your customers reach with different retargeting campaigns. You just need to exclude your already converted customers from the retargeting campaign and advertise to those potential customers until they buy.



Facebook has made digital marketing an easy-to-setup, scalable and measurable solution for retargeting, which makes your dream come true, getting you leads and sales like never before.

You can target your custom audiences in Five (5) different ways:

1. **Data File Custom Audience:** this one consists of uploading a file where the information inside will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and Facebook will never contact them without your permission.
2. **MailChimp Custom Audience:** Email addresses from your MailChimp list will be matched with people on Facebook to create an audience. Your contacts won't be notified that you've added them to an audience, and Facebook will never contact them without your permission.
3. **Custom Audience from your Mobile App:** here you will be able to create a custom audience to reach people who take specific actions in your app - like reaching a specific level in a game, adding items to their cart or rating your app. You will be able to start measuring events in your app by integrating Facebook's SDK for iOS and Android. Every time someone takes the specified action within your app, they will be added to your Custom Audience.
4. **Custom Audience from your Website:** here you will be able to set up your audience to include everyone who visits your website, or even create separate audiences for people who visit specific pages on your website. You will need to install a Custom Audience pixel on your website to start building your audience automatically. You can also send this code directly to the person who manages your website.
5. **Lookalike Audiences:** here you will be able to reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.



Chapter II: Why Facebook Remarketing?

- **Why Facebook?**

Why Facebook? Well, because the whole world is on Facebook. So there is a really high possibility that all people who have visited your website are already hanging out on Facebook.

And with Facebook Remarketing you could easily reach out to them as many times as you want, getting the most out of your initial traffic and increasing conversions like never before.

Facebook is the most used social media platform in the world. There are over 1 billion people hanging out there worldwide, so without any doubt it's too big to ignore.

If you are looking for more sales, an increase in your leads list, and you want to increase your brand awareness, then you can target them again on Facebook, and you can finally do it today.

It does not matter where traffic comes from to get to your website; it can be from Google AdWords, organic search traffic, an email and other marketing strategies; you can show advertisements for your business to them on Facebook and they will see it once they log in from absolutely any device they use.

Don't worry about complicated coding. Facebook has made it completely easy to do and we will guide you in every step of the process.



- **Amazing Benefits:**

Intent to Purchase: Facebook remarketing improves your efficiency and likelihood in such a way that your potential customers will always love to purchase products from you. It narrows down your customer base instead of target marketing and targets only those people who are searching for the products you offer.

Brand Exposure: Facebook Remarketing is a great tool to remind your custom audiences about your brand. Displaying an ad on Facebook will help them to recall the message that they viewed on your website and display reminder ads in their news feed and in the right side ads. The more potential customers are exposed to your brand the more they will be likely to buy from you.

Improve Conversion Rate: Facebook Remarketing will help you to drive your visitors and involve them in a conversion process before a sale happens. You can also target the visitors who looked for free services from you and filled out a form to download content from your website. With these remarketing campaigns you can increase conversions and improve the sales process of your online or offline business.

Reduce loss: The most salient feature of Facebook remarketing is that it allows your brand to re-engage your past visitors who are no longer available on your website. This will reduce your loss because those customers will have more potential than the first time visitors, and they will convert with less effort.

Improve relevancy of your ads: Remarketing works because it gives you the ability to deliver ads according to your potential customer's behavior, actions and interest. You can segment your visitors according to interest and advertise to them with highly targeted advertisement.



Cost Effective: Facebook remarketing is cost effective because you only need to pay when your customers click on your advertisement and thus you will be able to know how much you need to spend on your remarketing campaign. Your cost per click will be less because now your customers already know about your business and are familiar with your product and services.

Motivate Future Sales: If your business offers various types of products to its customers and you know their buying behavior, then you can offer them additional products and services. You can target these type of customers after a sale with a specific Facebook advertisement, and this will show them that you understand their needs.

Bring your customers back: New visitors are purchasing from you, but old customers are not interested in purchasing after some time. You can re-engage those custom audiences with some new and special offers. You need to show them that the offer you are providing is only for them and available for a limited time period. This will encourage them to purchase from your brand.

Audience Targeting: Your ability to target a specific group of audience with a specific message is more powerful than targeting all audiences with a single remarketing advertisement. You can use Facebook custom audiences remarketing advertisements to communicate with a group or custom audience with text or display advertisement.

Reach where your customers are: One of the main benefits of a Facebook remarketing campaign is that you can reach your potential customers at their next online destination. People not only use their desktop to access Facebook, they also use mobile devices to login to their Facebook accounts. So you can target them on desktop and mobile.



■ Shocking Facts:

Here are some amazing eye opening facts that will show you why you have to use Facebook Remarketing to market your Business.

96% of individuals leave a website before converting Source	
	49% of individuals visit a site 2-4 times before they actually make a purchase Source
11% of brands use remarketing to gain their competitors' customer Source	
	56% of companies use retargeting to gain customers Source
43% of companies use retargeting to increase brand awareness Source	
	Retargeted customers are 70% more likely to complete a purchase than someone who has not been remarketed to Source
57% of remarketing emails get opened Source	
	30% of remarketing clicks lead to purchases Source
According to "The Retargeting Barometer Report by Chango" More than half of the respondents plan to spend more on retargeting in 2014 Source	
	One in five marketers now has a dedicated budget for retargeting Source

Data like this makes it clear there is a lot of money to be made with Facebook Remarketing. And while lots of people might be talking about it, very few can really teach you how to productively use Facebook Remarketing on behalf of your business.



Chapter III: Are Businesses using Facebook Remarketing?

- [Fab – Fab.com](#)

Founded in 2010, Fab helps its customers to make the most of everyday design by selling apparel, furniture, home items, and garden

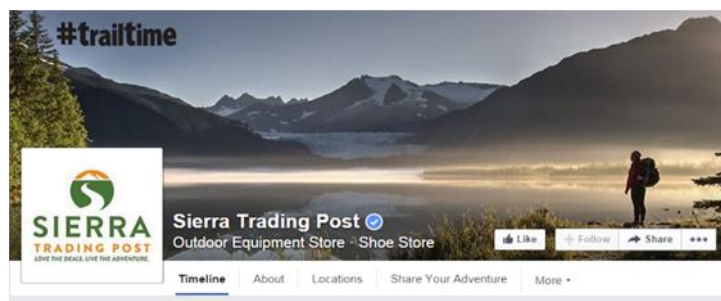
items. Since their launch, they have sold over 7 million products, and they receive about 6 million visitors per month.



In addition to their products, the ecommerce site also maintains an Inspiration Wall where members and customers can share design inspirations. They began in New York, but they also have a presence in the United Kingdom. Fab currently has over 10 million members.

- [Sierra Trading Post – SierraTradingPost.com](#)

Sierra Trading Post was founded in Reno, Nevada in 1986. The headquarters are currently located in Cheyenne, Wyoming. This company is an online, brick and mortar, and catalog retailer. They sell products related to outdoor and adventure recreation.





In addition to their website, they have locations in Cheyenne, Cody, Wyoming; Meridian, Idaho, Reno, Nevada; and Denver, Colorado. They offer discounted products from over 3,000 name-brand manufacturers.

- [Nordeus – Nordeus.com](http://Nordeus.com)

Nordeus, which is based in Belgrade, Serbia, develops mobile and browser-based games. The company was founded in 2010, and it is one of Europe's fastest growing computer game companies.



In addition to their location in Belgrade, they also have offices in Dublin, San Francisco, and Skopje. With 88 employees, this company's revenue as of 2013 was 64.12 million Euros. Their stated goal is “to provide a seamless gaming experience to millions of people, regardless of what devices they are using.”

- [Ebookers – Ebookers.com](http://Ebookers.com)

Ebookers, which is the European brand of Orbitz Worldwide, is an online travel company. They specialize in the mid and long-haul travel arena, and they offer hotel reservations, flights, car hires, and sports packages.



They are based in the UK, and they became an internet-only company after closing their Dublin office in 2006. They work with 250 airlines and over 110,000 hotels and car services to provide their products and services.



- [Reebonz – Reebonz.com](http://Reebonz.com)

Based in Asia, this company buys and sells new and pre-owned luxury items. They host sales events that typically last two to three days each. With over 300 staff, they have offices in Singapore, Malaysia, Indonesia, Taiwan, Hong Kong, Thailand, Australia, and South Korea.



In addition to their main website, they also have mobile apps for iOS and Android, Reebonz Mobile – a 40-foot traveling truck, Reebonz Space – a premium retail lounge, and Kwerke – a portal that is dedicated to design and home products. Currently, their market valuation is around \$250 million.

- [Native Instruments – NativeInstruments.com](http://NativeInstruments.com)

This company develops software and hardware that is used in DJing and music production. Their products include software



instruments, synthesizers, samplers, effect processors, sound libraries, emulations, and production systems.

Founded in Berlin in 1996, it also has branches in Los Angeles and Tokyo and holds an online partnership with Beatport, which is an online music store. The company currently has 400 employees. In addition to selling products, they offer workshops and events, and their site has a community forum.



- [Bestowed – Bestowed.com](#)

Bestowed makes it fortune selling healthy foods, snacks, condiments, and cooking products. You can select these products, or you can

sign up to receive monthly boxes with a variety of items included.



The company was founded in 2012 by Heather Bauer, a registered dietitian and certified dietician-nutritionist. Bestowed is based in New York, but they sell online internationally.

- [PetFlow – PetFlow.com](#)

This health-conscious pet food and supply company ships over 1 million pounds of pet food per month to pet owners across the United States. The

company was founded in 2010, and their inventory features over 100 health-conscious pet supply brands.

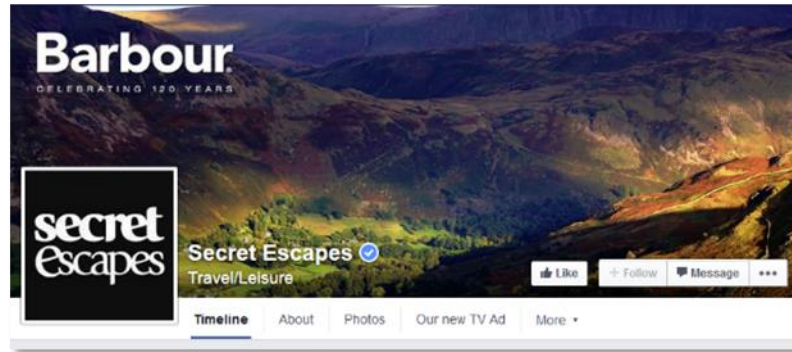


In addition to their products, the founders of PetFlow also involve themselves in animal-related philanthropy, such as their 2011 partnership with the International Fund for Animal Welfare. They have offices in New York and New Jersey and have about 40 employees.



- [Secret Escapes – SecretEscapes.com](http://SecretEscapes.com)

Secret Escapes negotiates exclusive rates for luxury hand-picked hotels and vacations in the United Kingdom as well as

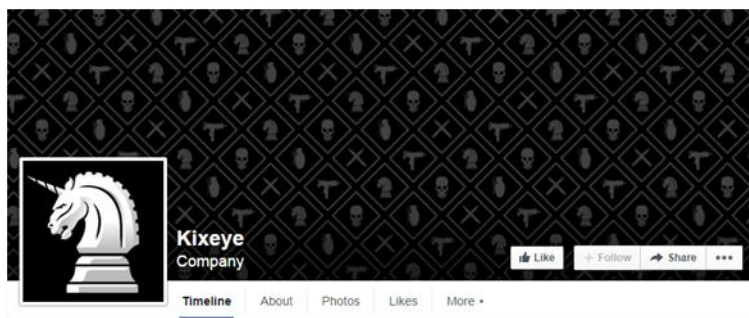


abroad. Unlike most other travel sites, this company only features hotels and vacations that would be considered luxury or “a cut above the rest.”

They run flash sales each week that feature specific hotels, vacations, or locations. Their main office is located in London, but they also have locations in Berlin, Stockholm, and New York.

- [Kixeye – Kixeye.com](http://Kixeye.com)

Formerly known as Casual Collective, Kixeye develops online strategy and combat games. Based, in California, the company boasts over 5



million active monthly users. In 2012, Kixeye generated \$100 million in revenue.

David Scott and Paul Preece started the company in 2007 with 13 Flash games. They currently have 6 extremely popular games with eight more in development, and these games generate 20 times more revenue per daily active user than other social games, retaining active users 5 times longer on average.



Chapter IV: How to Do Facebook Remarketing the Right Way

In this step by step process I will show you the greatest 5 strategies to get the most out of Facebook Remarketing for your Business Success. I will show you the easiest, fastest and cheapest ways to apply these strategies.

Those strategies are: Data File Custom Audience, MailChimp Custom Audience, Custom Audience from your Mobile App, Custom Audience from your Website and Lookalike Audiences.

Step 1: Creating the audience

Strategy #1: Data File Custom Audience

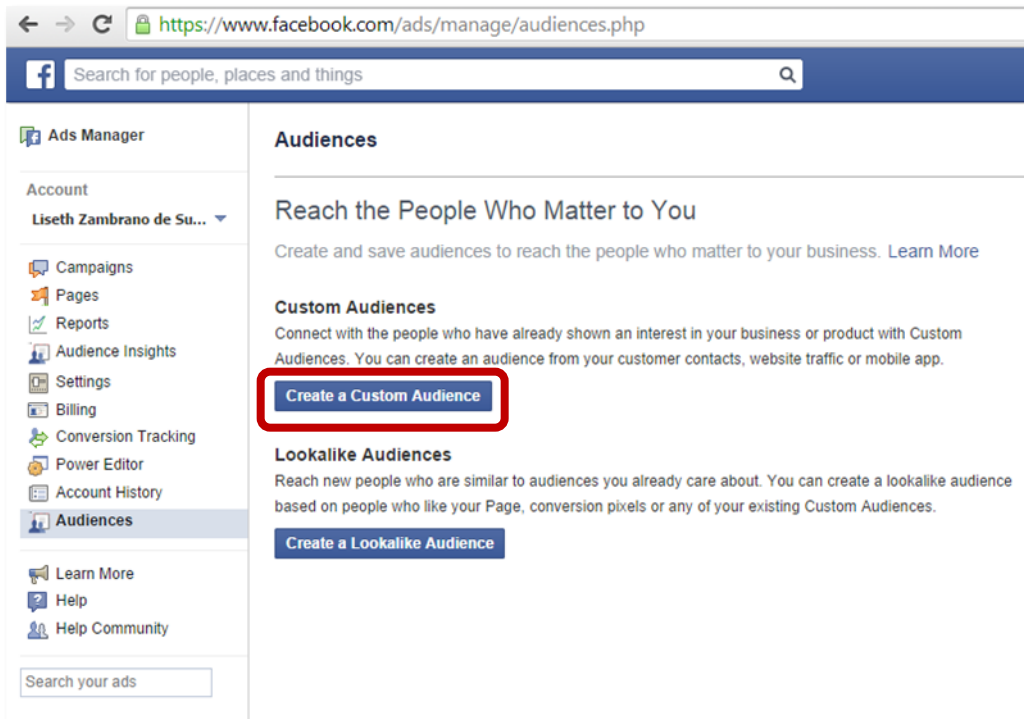
How it sound to you if you could “Naturally” advertise to your email list as many times as possible during the day without having to send several emails at the same time, which will end up burning out your list forever.

That’s exactly what you can do with this really cool remarketing service Facebook offers you with the first Remarketing Method in their Platform.

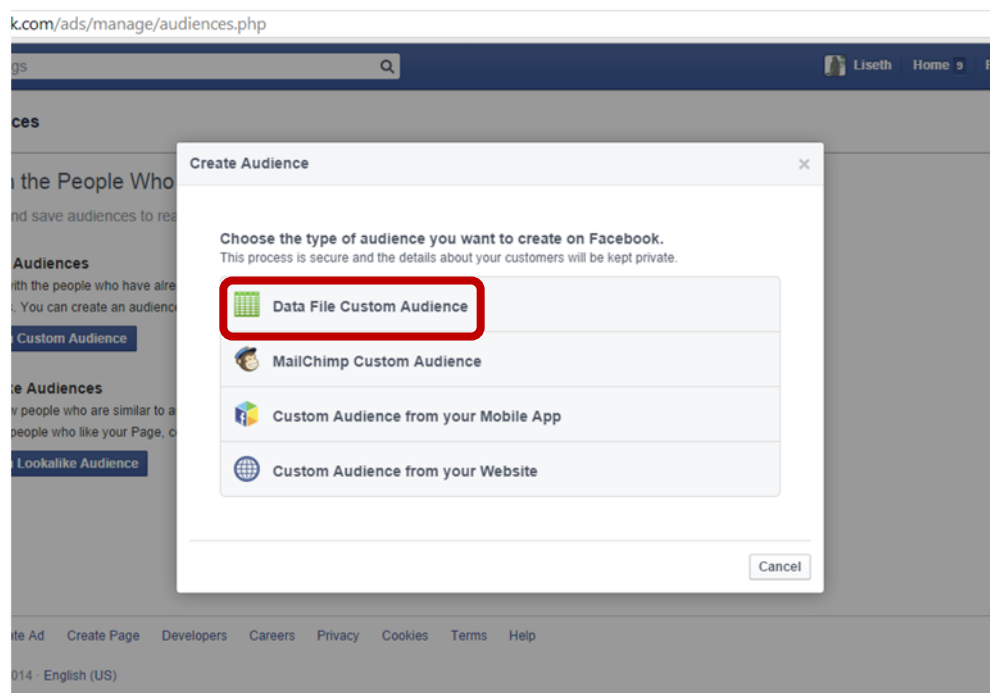
Once you are logged in on Facebook, you would need to go straight to

www.facebook.com/ads/manage/audiences.php

Once you are there, you will see the 2 different Remarketing Options Facebook is actually offering you at the moment.



Go inside the First one by clicking on Create Custom Audience, and you will be able to see the first and most important 4 remarketing options. You will click on the first one: “Data File Custom Audience”





Type a name and description, and with this option you will be able to upload a list of Emails, Facebook User IDs, phone numbers or Mobile Advertiser IDs.

The easiest one to use here is the Emails one. If you already have a list of subscribers you just need to add them on a list, organizing them 1 email per line, on a .csv or .txt file.

Then what Facebook will do is find out how many of those people have a Facebook Account registered with that email. And that's how you create the audience from real people with real emails. And let me tell you, a really high number of those email users will be on Facebook already.

Audience Name	Source	People	Time Created	Availability	Advertise
Aweber Email List	Data File	200	09/11/2014 4:16pm	Ready	Create Ad
Aweber Email List	Custom Audience			Last updated 09/11/2014	

Then you will be able to create an ad to target those people specifically with any related offer of your choice.

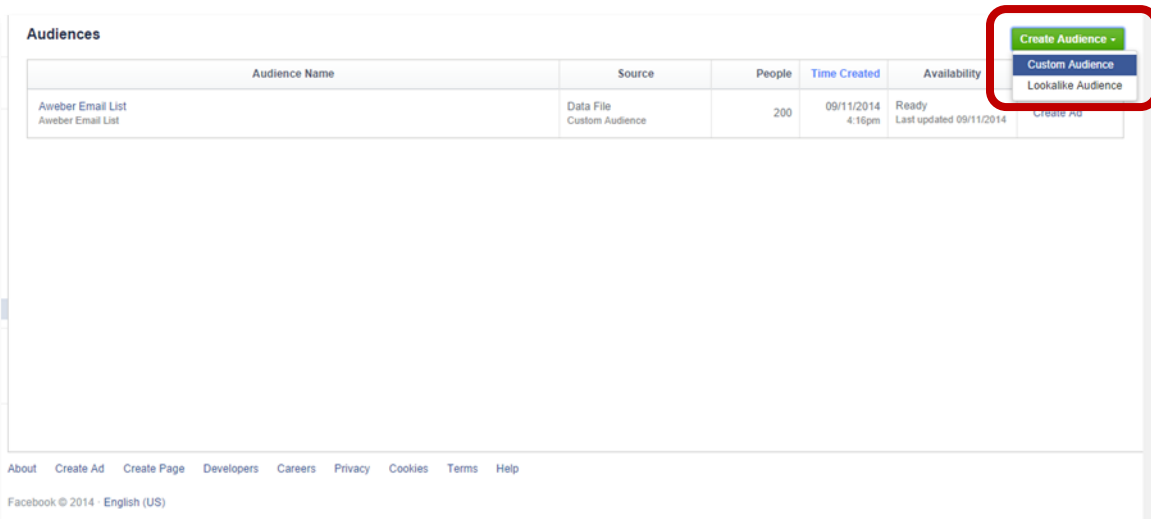
That way you will advertise to them by email as well as many times as you want on Facebook 100% naturally. Don't you feel more confident buying an offer that has been advertised everywhere?



Strategy #2: MailChimp Custom Audience

Now that I have created a Custom audience, the interface to create new custom audiences will look different.

To create a new one, you just need to click on the “Create Audience” button located at the top right corner, and then you will see the options again.

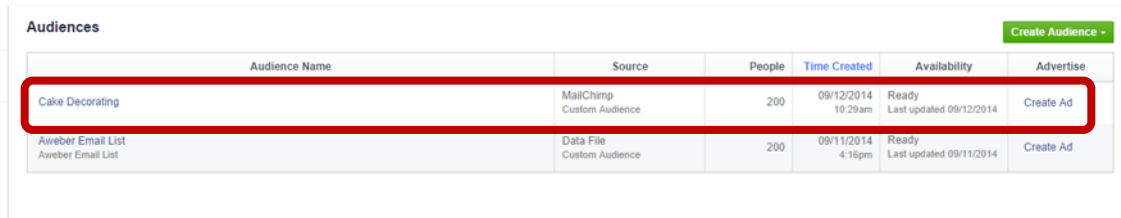


With this second strategy, you will be able to match your MailChimp list with people on Facebook to create an audience. This is a more direct way to create a Custom Audience with your email lists, but only if your lists are located in MailChimp. If not, you just need to use the previous strategy.

The process is extremely simple. You just need to login to your MailChimp account by using the Facebook Interface. We remind you Facebook will not store your login details.



Then you will select the list of your choice, and finally you will click on “Create Audience”. It’s that simple. In my opinion this is the easiest method of all.



Audience Name	Source	People	Time Created	Availability	Advertise
Cake Decorating	MailChimp Custom Audience	200	09/12/2014 10:29am	Ready Last updated 09/12/2014	Create Ad
Aweber Email List Aweber Email List	Data File Custom Audience	200	09/11/2014 4:16pm	Ready Last updated 09/11/2014	Create Ad

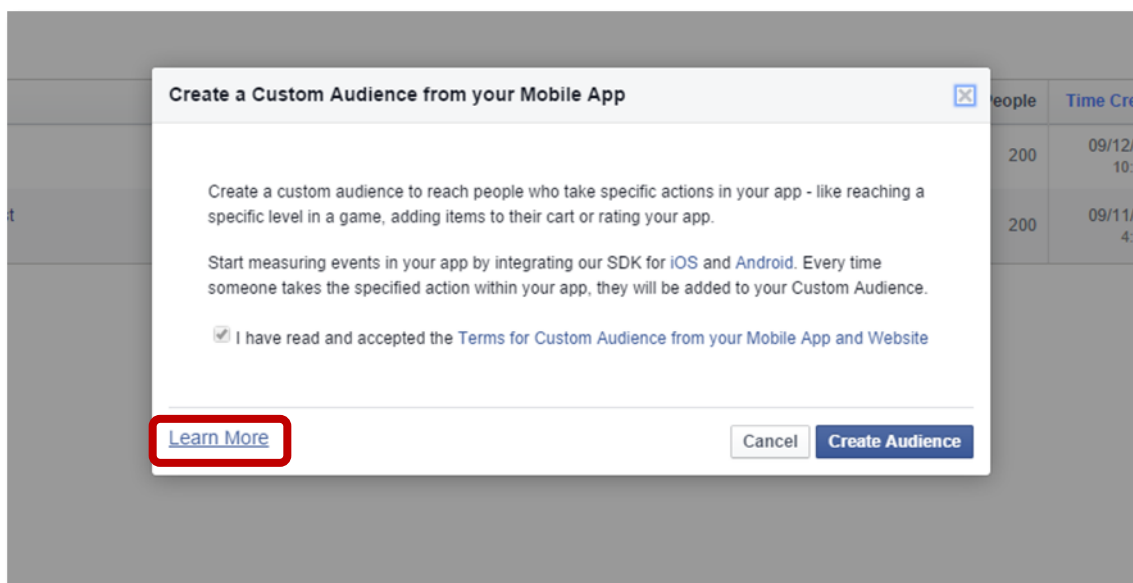
Strategy #3: Custom Audience from your Mobile App

Creating a Custom Audience from your Mobile App might be too complicated. So I would like to show you some places you may find out more information about it so you can decide whether to take the time and apply this strategy.

To get there you just need to click on the top right corner button again.

And then click on the “Custom Audience from your Mobile App” option.

And right there you will be able to learn everything you need to know to apply this strategy.





Before you create the audience, you will need to accomplish some very detailed steps. You can find those steps by clicking on “Learn More”

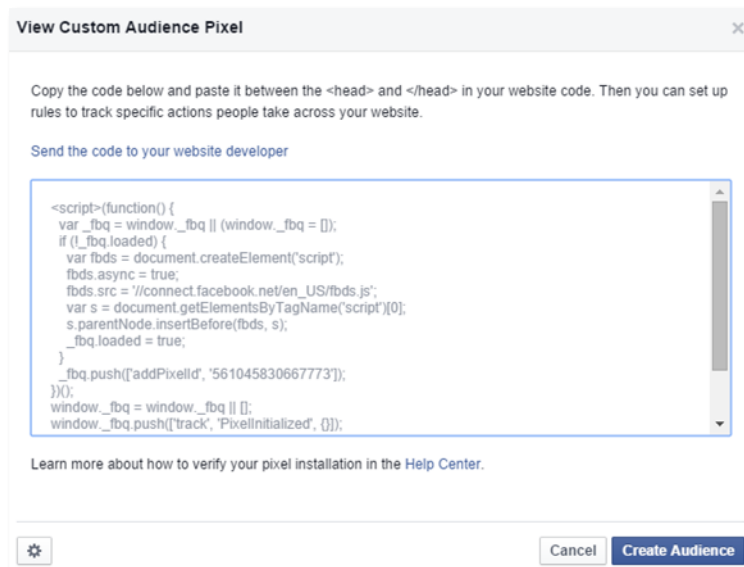
Right here you can see every step you need to accomplish to use this remarketing strategy

The intention of this training is not to complicate your life. So That’s why if you are not a technical person, we advise you to move on and take a look at the following strategy.

Strategy #4: Custom Audience from your Website

This strategy is one of the most used Facebook remarketing strategies.

This strategy is sometimes slower to build a custom audience with because it will depend on the number of visitors your website actually gets.



It consists of installing a piece of code inside the code of your website. It’s recommended that you place the code immediately before the closing </head> tag in your HTML.



If you have a basic html website. You just need to look for the `</head>` tag that will look like this:

```
15. <link href="css/style.css" rel="stylesheet"
16. <script>(function() {
17.     var _fbq = window._fbq || (window._fbq = []);
18.     if (!_fbq.loaded) {
19.         var fbds = document.createElement('script');
20.         fbds.async = true;
21.         fbds.src = '//connect.facebook.net/en_US/fbds.js';
22.         var s = document.getElementsByTagName('script')[0];
23.         s.parentNode.insertBefore(fbds, s);
24.         _fbq.loaded = true;
25.     }
26.     _fbq.push(['addPixelId', '561045830667773']);
27. })();
28. window._fbq = window._fbq || [];
29. window._fbq.push(['track', 'PixelInitialized', {}]);
30. </script>
31. <noscript>
35.     <div id="top">
```

If you have a WordPress Website, you just need to go to appearance, editor, look for the header.php area, look for the `</head>` and paste the code and remember to update the file.



Now you just need to wait for Facebook to track your visits and create your custom audience from the people who visit your website from now on.



Then, once there is enough of an audience, you will be able to create an ad and advertise specifically to those people.

Strategy #5: Create Lookalike Audience

This strategy is not actually a remarketing strategy. It is a really cool way to reach new people who are similar to an audience you care about.

The screenshot shows the 'Create Lookalike Audience' dialog box. It has a title bar with a close button. The main text says: 'Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.' Below this, there are three sections: 'Source' with a dropdown menu showing 'Choose a custom audience, a conversion tracking pixel, or a page.'; 'Country' with a dropdown menu showing 'Choose a country to target...'; and 'Optimize for' with a slider between 'Similarity' and 'Reach'. The 'Similarity' radio button is selected. Below the slider, there is a note: 'Audiences that are optimized for similarity will behave more like your source compared to larger audiences that are optimized for reach.' At the bottom right, there are 'Cancel' and 'Create Audience' buttons.

You just need to choose a custom audience, a conversion tracking pixel or a page. Then choose a country to target. Optimize for similarity or reach, and finally click on create Audience.

You have to make sure there are at least a minimum of 100 people from the same country in the Source Audience you are using to create your lookalike audience.

Marketing is all about statistics. There is a huge possibility that if you find a group of people who have identical needs and interests to another group of



people you are working with and giving you great results, it's possible that you can get the same positive results from that new group of people.

Step 2: Creating the Ad

I'm sure you already know how to create an ad, but let me walk you quickly through the process.

This process is simple. It's similar to the process for creating regular Facebook Ads, but you will find a few differences.

First of all you will click on Create Ad right here from the Custom Audience of your choice.

Audiences

Create Audience

Audience Name	Source	People	Time Created	Availability	Advertise
Cake Decorating Website Audience	Website Custom Audience	--	09/18/2014 10:33am	Not Ready ▲ Audience too small	--
Cake Decorating	MailChimp Custom Audience	200	09/18/2014 10:17am	Ready Last updated 09/18/2014	Create Ad
Cake Decorating Audience Email List Audience	Data File Custom Audience	200	09/18/2014 10:01am	Ready Last updated 09/18/2014	Create Ad

✓ What kind of results do you want for your ads?

Then you will choose what kind of results you want for your ads; this step is extremely important.

The great thing about this step is that you dedice where to send the traffic depending on the audience to whom you are advertising. The awesome thing is that you know exactly who your ad will reach.

For example, if you created an audience of people who bought your front end offer but didn't buy the Upsell offer, then you will send them straight to a limited time offer promoting the Upsell offer alone to them.



This will dramatically increase your upsell sales. It's true that you can just email them the upsell offer, but the more you advertise to them the more opportunities you will have.

You can't send them 3 emails about the same offer every day; that will make them very unhappy. But you can advertise to them from Facebook Ads completely naturally, and that will increase their confidence to buy the upsell offer.

✓ **Images**

Then you pick some images directly related to your offer. It's fine to pick the same images that have been giving you some great results with the regular Facebook Ads, but remember the audience you will be targeting is way more specific than the audience you targeted in those regular and previous campaigns.

A very detailed image informing them about an exclusive offer that only your front end buyers bought will be more attractive to them because they already know you.

Using your product image might be a great idea. If they paid for your product, that will catch their attention. People pay a lot of attention to stuff they paid for. And once they see there is an upgrade, they will be more likely to take a look.

✓ **Text and Links**

Here you will be able to approach your offer more specifically. Always keep in mind the audience you will advertise to. Remember they have already done something within your website, and remember where you are leading them.

Remember that you will be advertising to a specific group of people who have done something on your website. No one else will be looking at your ads; the



marvelous thing about Facebook Custom Audiences is that you know whom you are talking to exactly.

✓ **Audience**

In the audience section you will be able to do a lot of things. The custom audience will be selected by default.

Here you will be able to choose whom to advertise to inside of your custom audience. If you would like to advertise to all of them just don't enable anything in this section.

But specify if you are able to advertise only to women, or only to men, or only to people within a certain age, etc. You can decide the country as well. Maybe you have a special promotion to people in a specific country, or even a particular city.

You can advertise to anyone inside your custom audience; that's the awesome thing about combining Facebook Advertising with Retargeting.

✓ **Campaign, Ad Set, Bidding and Pricing**

Finally, here you can set up the rest of the ad. You can select the campaign, ad set name, the budget per day, the schedule, the bidding and the pricing and click on "Place Order."

Something great about working with Custom Audiences is that your CTR (Click Through Rate) will significantly increase. That will help your CPC (Cost per Click) to drop and lower your Facebook Advertising cost significantly.

This will happen because you will be advertising to an audience that is live and that is directly related to your offers. Because they know you already - they have



interacted with your emails, website or mobile app - they have probably purchased from you, so they will be interested to know more about you.

Step 3: Tracking and Optimizing

There are 2 very important concepts you must understand in order to track and optimize your Facebook Ads Campaign. A lot of people get confused during this part. Those 2 very important concepts are **Click-through Rate** and **Variation**.

- **Click-through Rate**

Click-through Rate is the number of clicks you received divided by the number of times your ad was served by Facebook.

For example if 1000 people have seen your ad and only 20 have clicked on it, it means you got a 2% Click-through Rate on that ad.

The dollar amount you set in the campaign pricing when you created the ad is what is called maximum bid per click. It means that the dollar amount will be the maximum amount you will pay to Facebook per Click. It also means Facebook may charge you LESS than that amount.

The Click-through Rate is the means through which Facebook may charge you LESS than the maximum bid per click you have set. The higher the Click-through Rate percentage the less Facebook will charge you per click.

That Click-through Rate will increase depending on how good your ad is up to the point that the majority of people who see the ad click on it, and at the same time this will drop your CPC up to the point of getting those super low CPCs that only gurus get.



But this will only be achieved by testing a lot of different combinations of your ad until you get to the sweet spot, and there we come to the second concept: Variation.

- **Variation**

By variation we mean the action of creating as many ad variations as possible so that you can test as many of them as possible until you get the CPC you want.

At the beginning you may end up paying the maximum bid per click you set because you are just starting out. But because you created 6 ads at the same time, you just need to pick the winning one and clone it, make variations of it, and see what happens.

Then, after you see the results, you will easily see which ads convert the best. You will end up getting closer to the most effective ad, and that's how you get to the winning ad paying only \$0.05 per click to Facebook.

- **Tracking and Optimizing**

Now that you know what to track, you just need to optimize your ads with as many variations as possible so you can get the best possible results.

The great thing about Remarketing on Facebook is that you will be advertising to people who are alive. These will be real people who have interacted with your website or offer and who are on Facebook. So for that reason you will see that the CTR will be really high, and your CPC should significantly drop.



All Except Deleted Edit Ads View Report View History													2 Results	
Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?		
<input type="checkbox"/>	ju28.com/c/110257/116793/? td=facebook - Website Clicks	● Inactive	10 Website Clicks	\$0.60 Per Website Click	1,126	1.15	17	1.315%	\$1.00	\$6.00	\$0.50 CPC	\$0.35 CPC		
<input type="checkbox"/>	ju28.com/c/110257/116793/? td=facebook - Website Clicks	● Inactive	5 Website Clicks	\$0.36 Per Website Click	31	7.45	8	3.463%	\$0.00	\$1.78	\$0.25 CPC	\$0.22 CPC	2 Results	

Here you have a really nice example. These two ads are exactly the same ad. I did not change a thing on them.

First I created the bottom ad. As you can see the CTR is really good. And the CPC dropped to \$0.22 from the Max. Bid of \$0.25 I set when I created the ad.

The ad reached only 31 people, and 5 people decided to go to the website and check the offer.

Then I decided to clone the ad. I disabled the custom audience and targeted people on all of Facebook. The audience I targeted on Facebook was directly related to the topic in the offer, but the results were different.

The CTR went down by 50%. The CPC increased significantly and I had to reach 1,000+ people so only 10 could decide to visit the website.

As you can see, though this was a really small test, it's real; Facebook Remarketing can dramatically change your results for the better.



Chapter V: Facebook Remarketing Power Tools

▪ [Adespresso](#)

Adespresso allows you to test every aspect of your advertising campaign. With Adespresso, you can

quickly test your ads with multiple titles, words and pictures to create every possible combination.

You can easily test all your targeted audiences, and you will be able to discover the most profitable ones with split testing to boost the performance of your remarketing campaign.

You can create custom audiences for Facebook to create laser-focused remarketing campaigns with Adespresso. And you will be able to target and manage your existing customers.

But its advance Custom audience manager features will speed up your day to day performance. You can use Lookalike audiences to expand your reach to your potential customers when you are remarketing with Facebook.



▪ [Datify](#)

Datify creates and implements digital marketing strategies



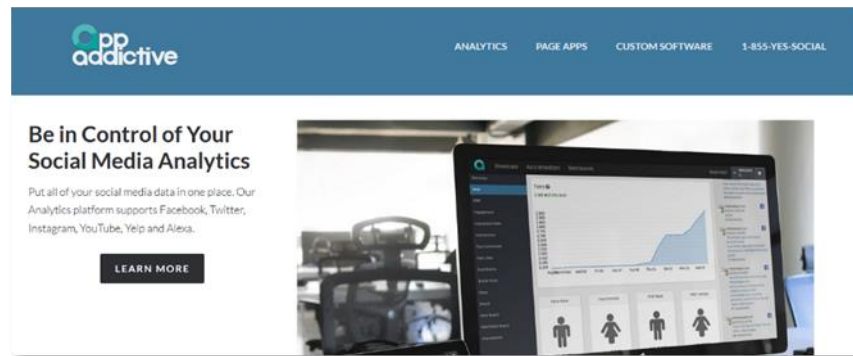


which are anchored by the best data insights in businesses. Datify allows you to engage your customers and share your content on Facebook. You can grow your audience reach and brand awareness with Facebook advertising and useful content in your news feed when remarketing.

If you want to retarget your existing customers and expand your reach to find more potential customers, Datify is a perfect tool for helping you reach your goals, set up campaigns and optimize your campaigns for best results. It also provides you advanced targeting option for your business to find the most relevant audience.

- [AppAddictive](#)

AppAddictive helps you to optimize your ad spending on Facebook marketing



campaigns. AppAddictive is highly focused on Facebook and re-engages your existing customers and mobile users. You can generate more fans, drive engagement and ultimately create more leads for your business with it.

You can use the AppAddictive tools and apps that you need to grow your business on Facebook. It provides you Precision Targeting that will help your potential customers to find your products. It also provides rigorous optimization that will help to identify ad unit and targeting customer's profile to deliver best results.



▪ [Merchenta](#)

Merchenta is a great tool to remarket your business on Facebook. Merchenta will help you to increase your revenue and conversions. All



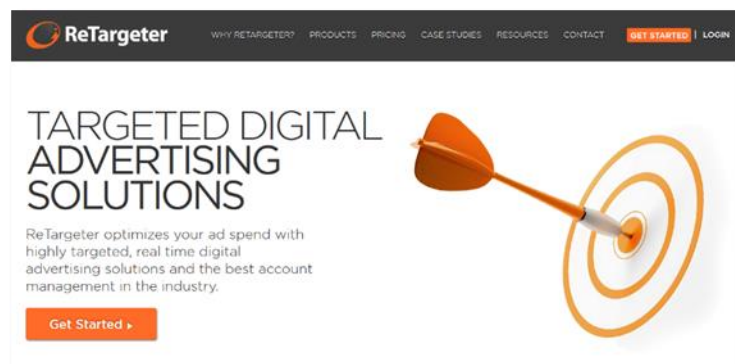
Merchenta ads are bundled with real-time analytics. You can adjust the ad copy, message and creativity by analyzing the ad to make your ad more relevant.

You can drive more sales and great results for your business using Merchenta Facebook retargeting. Merchenta studies the behavior of each customer to show them the ad that will perform best to drive sales. It uses real-time behavioral insights for your website visitors and personalizes each ad to make ads more relevant when retargeting.

You can also use Merchenta lookalike audiences for your Facebook remarketing campaigns to create similar audiences to your custom audience. Merchenta drives results on a performance basis for positive ROI.

▪ [ReTargeter](#)

ReTargeter is a display advertising solution that specializes in remarketing. ReTargeter will help you manage your marketing





spending by serving targeted ads to the right potential customer. ReTargeter helps you gain brand awareness and keep your brand at the top of people's minds when your potential customers are ready to buy.

ReTargeter provides you with a dedicated account manager to help you to set up and optimize your campaigns and generate results on a performance basis. ReTargeter's advanced targeting solutions help you bring back your past visitors. You can improve campaign effectiveness quickly and easily with ReTargeter powerful optimization tools.

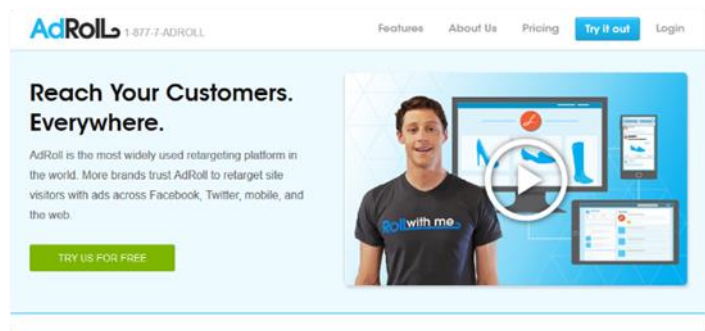
■ [AdRoll](#)

AdRoll is a tool that will help you to retarget you website visitors across Facebook. It will help you reach your potential audience with

retargeting ads in Facebook news feeds and side bars on mobile and desktop. It also provides reporting and optimizing tools that you need.

AdRoll easily manages all your Facebook campaigns using website custom audiences on mobile and desktop. AdRoll uses dynamic creative, predictive buying through real-time bidding, and segmentation for the campaign that works for your business.

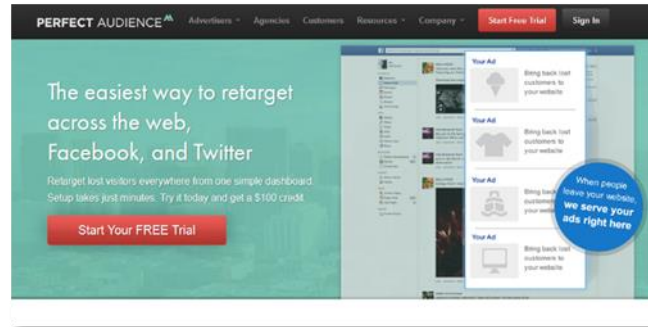
You can get the maximum return on investment with advanced segmentation of customers, personalized ads in News feeds and right hand columns and many more. You can get real time performance reports, campaign and pricing transparency and stay up-to-date with insights.





■ [Perfect Audience](#)

Perfect Audience is the easiest way to retarget your lost visitors across Facebook in just minutes.

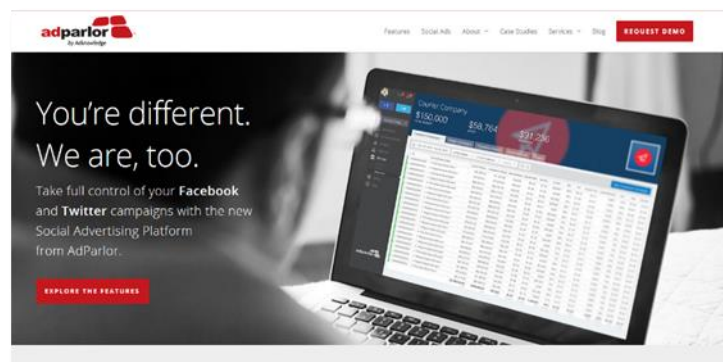


If you want to expand your reach, you are at the right place. Perfect Audience brings back your previous website visitors who didn't buy from you in first visit. It also provides you with an easy to use self-service dashboard that will help you analyze your conversions, click through rate and ad spending.

Perfect Audience and Facebook use anonymous cookies that will track user ids to place retargeting ads. There are some more tools such as Rule-based Tag Manager, Conversion Tracking, Revenue Tracking, Transparent Billing, Detailed Analytics, Powerful Segmenting and Cookie Freshness to help you make your remarketing campaign more powerful and successful.

■ [AdParlor](#)

AdParlor offers global social advertising tools that will help you to get the best ROI for your Facebook marketing spending. In bulk uploading, AdParlor allows you to segment your target audience and set ads according to their behavior.



AdParlor facilitates your success with real time marketing; mobile LTV optimization to maximize ROI; Custom & Segmentation Reporting to compare performances across age ranges, location and other demographics and

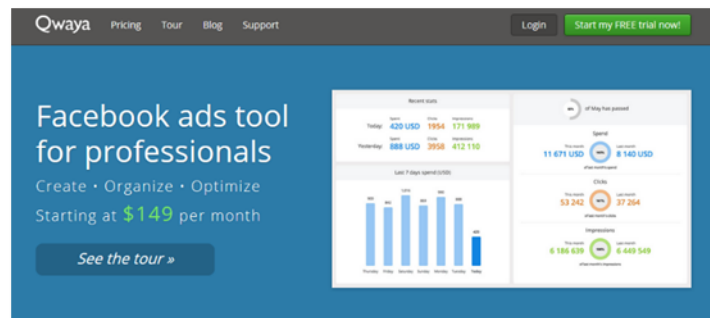


Advanced Targeting Options to target your audience with native targeting, custom audiences and lookalike audiences.

With AdParlor you can analyze your brand's messages across Facebook and achieve top results. You can create targeting libraries that are based on Geographic elements, Demographic elements and Psychographic elements, and you may reuse elements on demand.

▪ [Qwaya](#)

Qwaya is the best tool for advertising on Facebook. You can easily create Facebook remarketing ads.

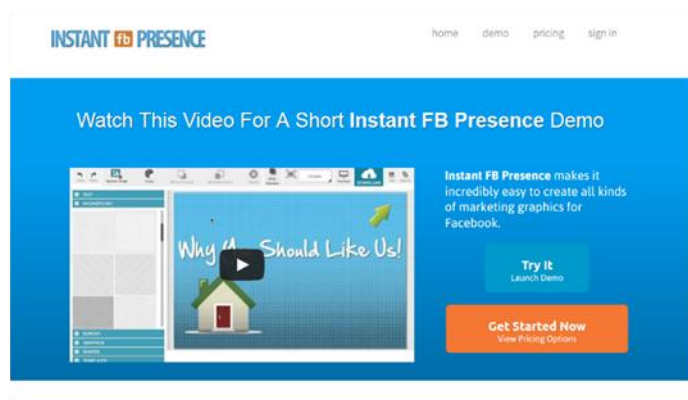


You can split your audience into multiple segments based on targeting. Qwaya also helps you test all types of ads and placements in the Facebook news feed, side bar and Mobile app install ads.

You can save ads and targeted audiences to optimize your Facebook advertising workflow. Qwaya provides you with graphical reporting to identify winning and losing marketing messages. You can manage your ad campaigns in folders for different markets.

▪ [Instantfbpresence](#)

Instant FB Presence makes it incredibly easy to create unlimited graphics in real-time. It's simple, fast and elegant but powerful. You can edit





your pages with the live editor; that means you can see the changes you have made in your content and layout live.

Instant FB Presence provides you with 8 different Facebook formats, including Fanpage covers, profile pics, tab icons, post, milestone, fangate graphics, Facebook ads and a customize feature.

The Instant FB Presence video tutorial will help you to learn step-by-step and get started in minutes. You can share your designs with other users or edit shared designs. You will get over 400 high resolution Facebook marketing graphics with Instant FB Presence that fit any timeline graphics design.

Chapter VI: Highly Effective Facebook Remarketing Tips

- **Who to remarket to:**

You have to know who you want to remarket to, it's a basic step to create the solid foundation of your remarketing campaign. Don't target everyone who visited your website with the same Retargeting ads.

You can segment them and group those who fall into the same category, according to their interests and actions. Some of your customers have left your website with incomplete forms or abandoned shopping carts. You can segment your customers separately according to page visits, visitors who leave your website without purchasing, visitors who purchase from you, and visitors who abandon shopping after adding products to the cart.

Facebook Remarketing becomes easy after segmentation, and you can create highly targeted ads for each and every group and re-engage them accordingly.



You can also provide them with incentives like discount offers and a free gift after completing their purchase. This discount ad pushes your potential customers into buyers.

- **Be Consistent with Offer & Landing Page:**

“What are you offering in your advertisement and what is presented on your landing page?” If you have offered a discount on the advertisement and it’s not available on the landing page, then chances are that visitor will not go back to the offer. Thus your visitor feel cheated and will never buy from you.

If your ad is offering a discount, then the landing page should be the page where the discount is mentioned, along with how to use the discount offer. With this information, visitors will be engaged and proceed to the checkout process.

- **Test, Test and Test:**

Beri said there is not straight line to success. When you are working in a digital world, you have to test in order to know what is working and what is not. If you are not aware of this, I can tell you that you are likely losing the money that you invest on your ads, and you are also likely losing new customers.

You can use A/B testing for your Facebook remarketing campaign, which will monitor your websites visits and conversions. Sometimes the smallest change in your ad copy can increase your conversions and make more for you.

You need to adjust your budget, Facebook remarketing campaign strategies, images you are going to use, landing pages, and ad copy. You also have to include creativity and a call to action. The landing page for your advertisement and ad copy should be correct. You can check which landing page converts best, and that will help you improve your click through rate, creating better results.



- **Retarget Mobile App Users on Desktop:**

The mobile application market is growing year after year, with 30% estimated growth per year. Every marketer invests in mobile applications as it is a part of mobile marketing. You can target those visitors who are using mobile applications to search for and purchase products on their desktop.

Using this method, you can easily target those customers who use mobile apps for searching. For example, a visitor may search for a flight ticket on his mobile application and purchase the ticket on his desktop.

- **Retarget website visitor on mobile:**

This is the inverse of retargeting the mobile app user on the desktop. You can retarget those customers who visit your website with a mobile targeted ad. You can create custom audiences for those visitors who choose a product for their cart and resume at its final stage.

You can also retarget those who are using mobile at that time by tracking their geo-specific campaign. Use a call to action in your advertisement to drive your visitors to become buyers.

- **Exclude buyers:**

Once a visitor subscribes to your newsletter and purchases something from you, you need to stop showing your Facebook remarketing ads to them. You need to implement tracking pixels for your conversion page. Once your visitors reach the conversion page and buy from you, they should be removed from your remarketing campaign. You can use custom audiences to exclude your buyers and subscribers by adding a remarketing list as a negative audience.



If a customer has already converted, exclude those buyers and target those potential visitors who are more likely to buy from you and interested in your products. You can use this strategy to get more relevant and profitable audiences to your website.

Again, if you want to retarget your buyers for your new products and services, you need to segment your list according to their action and behaviors.

- **Nurture Leads:**

In digital marketing, email still typically works great for lead nurturing and communication. Custom audiences also offer feasible solutions for nurturing your leads and engaging and communicating with your customers, which makes lead generation easier than launching an email campaign.

You need to create a new campaign for the specific purpose of lead outreach and tailor your KPI's accordingly. You can promote lead generating content like free EBooks, guides, and webinars to engage them and give them a reason to fill your forms out; they will provide their email id for the free guide and reports. With this information, you can target your homepage and content page visitors.

- **Offer Coupons:**

You can use coupons, discounts, and offers in your remarketing advertising strategy to motivate your customers (who leave your website at the shopping cart) to come back to your product page. These are visitors who have come to your website, have chosen a particular product they are very much interested in buying, but have left your sales funnel. This time you can remarket to them with a discounted offer to reach out to those lost sales.



As your potential customers look at your special offer wherever they are online, there are more chances to convert them into your buying customers. This will increase your brand awareness and repeat customers.

- **Cross Selling:**

Cross selling is also known as upselling and reselling. Cross selling is one of the primary ways to increase sales with Facebook custom audiences. It reengages your existing and highly valued customers and is a great way to boost and repeat sales.

If your business is offering different types of products, you can retarget them again by promoting ads of similar products in their Facebook newsfeeds. For example, if someone books a flight ticket, you can suggest to them nearby hotels. The cost per click may be a little bit higher, but the rewards can be worth it.

- **Create similar audience:**

You can extend your remarketing reach to target more audiences by generating audiences who are similar in behavior to your custom audience. As you know, retargeting with Facebook advertisement will help you stay on top of your customers' behaviors and intent.

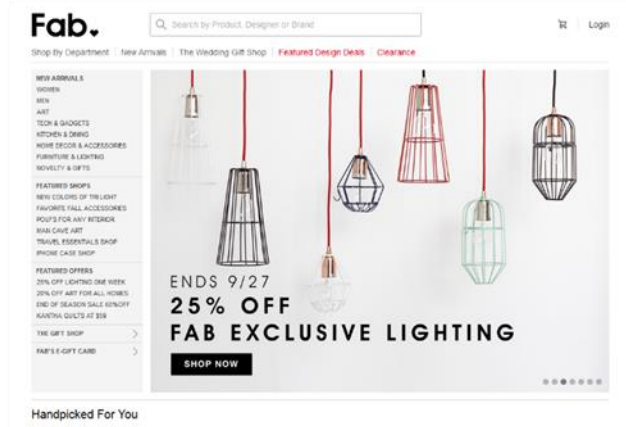
You can opt for lookalike audience to make your marketing campaign successful. You can create custom audiences targeting similarity, and you will be able to get more audiences who are likely to be interested in your products, services, and content. If you optimize for similarity, Facebook will match the top 1% audiences who are most similar to your custom audience. But if you want greater reach, you can go for the reach that will match up to the top 5% similar audiences.



Chapter VII: Shocking Facebook Remarketing Case Studies

▪ [Fab – Fab.com](http://Fab.com)

Fab wanted to create an experience that would make browsing online fun for its customers and encourage them to browse in-store as much as possible. There are more than 14 million consumers from 27 countries using fab.com's website and mobile application to find its products and services and share their own designs with fab.



Fab needed to develop a marketing strategy to expand its customer base to Europe, U.K. and Germany to increase its brand awareness and online product sales.

Fab started with Website custom audiences and targeted the group of customers who already visited their website and knew about their brand. The people who were targeted with custom audience were 10X more likely to purchase from Fab than the first time visitors.

Fab also used Facebook pages, Facebook Ads, and Lookalike audiences with website custom audiences. People who were targeted with lookalike audience had a 50% higher lifetime value.

Tom Beverley said, “We’re gaining a higher lifetime value via Facebook than we are from anywhere else. Right now, Facebook is our most effective marketing channel.”



- [Sierra Trading Post –](#)
[SierraTradingPost.com](#)

Sierra Trading post is an American outdoor clothing, gear and sporting goods retailer that was

acquired by TJX in 2012. Sierra



Trading Post wanted to increase its website conversion and business.

Sierra Trading Post used Pages, Offers, Custom Audiences, Lookalike Audiences and Conversion Tracking products from Facebook to reach their goal.

They saw great results with Facebook custom audience targeting their best buyers, and it doubled their efforts with Facebook website custom audience to reach the audiences who already visited its website and show them ads.

And results were surprising; Sierra received 2X higher click-through rate with Custom Audiences.

Their brand value was increased 3.6X for customers who were referred through Facebook. They saw a growth of 65% in their fan base year after year using Facebook advertisement.

Nick Eppley and Juliette Rule from marketing said, “Whenever Facebook rolls out a new tool, we experiment with it. We measure the success of each tool and our general marketing results using conversions.

We really like using Custom Audiences from your website—it’s helped us double our best click-through rate and has delivered a great return on ad spending.”



- [Nordeus – Nordeus.com](http://Nordeus.com)

Nordeus develops
multiplatform games like
“Top Eleven”.

It launches games for
Facebook, iOS and Android

as well. Nordeus already had 12 million active users, but it wanted to re-engage them to play “Top Eleven”.



The company used Facebook Website Custom audiences to target and encourage its previous customers who had not recently been playing the game.

They also encouraged their customers to share moments when they won the game. The company also used Mobile App Ads and Boosted Posts to increase online sales.

Facebook helped Nordeus to monetize existing Facebook players and engage previous players and boost sales.

Nordeus achieved a 3X greater return in 2 months on ads spending and 9000 installs every day driven by Facebook ads campaign.

Ratko Božović, User Acquisition Manager said, “Facebook’s app ads helped us boost our sales and deliver an impressive 3X return on ad spend.”

“The combination of Facebook's app ads, clever targeting using Custom Audiences and multiple variations of ad copy gave us results that can't be matched using other advertising channels.”



▪ [Ebookers – Ebookers.com](http://Ebookers.com)

Ebookers launched an update for iOS application, as 50% of its Facebook fans were interacting with it on mobile devices.

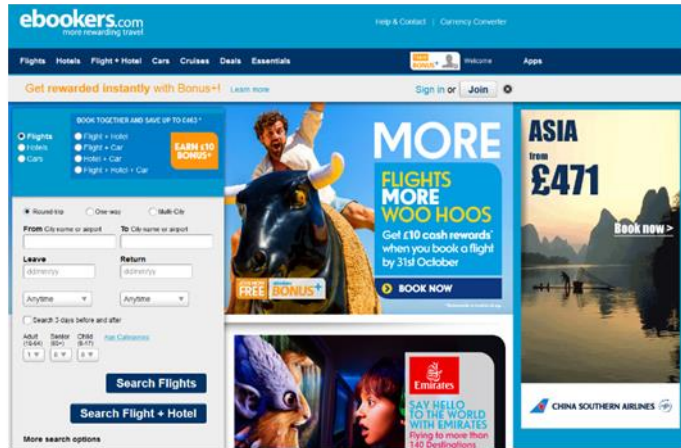
Ebookers wanted to drive quality downloads that would result in actual booking. The company needed a marketing solution that would drive installs and downloads.

They used Facebook services like Mobile App Ads, Custom Audiences, Lookalike Audiences and Preferred Marketing Developers to promote its app and build the company's brand awareness.

Using custom audiences, Ebookers was able to target its existing customers to offer them other services. And unlike standard retargeting, custom audiences encouraged Ebookers' customers to acquire new services.

There were great results with Facebook remarketing, there was a 41% increase in Click through rate, a 35% increase in daily average installs and a 33% decrease in cost per click.

According to VP Robert Define, Ebookers "experienced a dramatic change in how we view Facebook. To a certain extent, Facebook is now a business-critical channel for Ebookers."





- [Reebonz – Reebonz.com](http://Reebonz.com)

Reebonz offers online shopping from luxury brands at affordable prices through its mobile application and website.

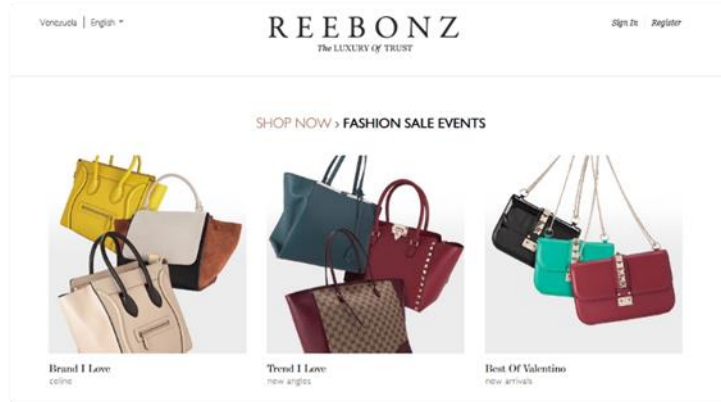
Reebonz wanted to grow its membership base and increase sales with its mobile application and website by targeting the interested consumers in Fashion.

Reebonz utilized the combination of page post links and images to engage its targeted audience. It also employed Mobile app ad, Boosted post and custom audience's features to advertise their brand.

Reebonz used custom audiences to targeted women over 27 who had interest in certain brands. They reached out to the people who visited their websites from the last 6 months to target the right people with the right message, growing its membership base.

Results with Facebook advertisement were awesome. 39% of all paid acquisition, 5X the mobile app downloads and 18% of all website traffic came directly from Facebook.

Daniel Lim, Co-founder of Reebonz said, “Partnering with Facebook has not only helped us acquire more members, but it’s also provided us with new ways of reaching and engaging with them. By leveraging Custom Audiences, we were able to target the right people with the right message at the right time to give people a more personalized experience.”





- **Native Instruments** –
NativeInstruments.com

Native Instruments' audio technologies have helped Music directors and DJ's to explore new horizons.

With Black Friday and Cyber

Monday looming, Native instruments wanted to remix its previous year's successful offer of 50% discounts for 10 days.

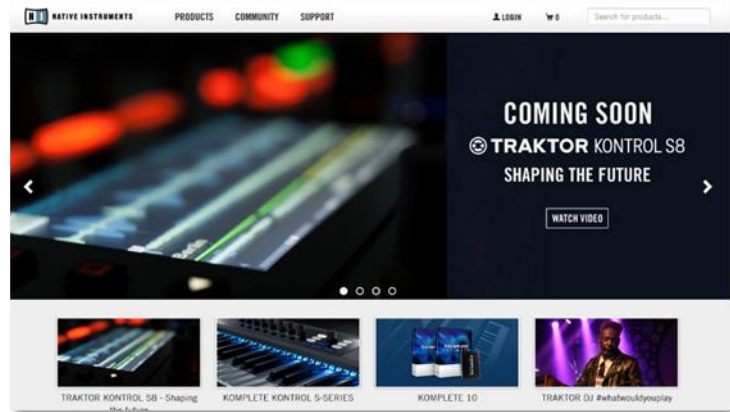
They needed a marketing campaign that could help them reach their existing customers as well new ones.

They moved to the Facebook marketing strategy with its Mobile App Ads, Mobile Placements, News Feed Placements, Offers, Custom Audiences, and Boosted Posts features.

As they saw desirable return on ad spending, they shifted their budget toward Facebook.

They achieved 64X the return on ad spend, an impressive CPA of €0.33, 2% of all people who saw the advertisements and 38% of website visitors who converted as customers.

Jan Klemm, Online Marketing Manager, said, "Facebook' ad system delivers unparalleled possibilities to reach a very specific target audience worldwide."

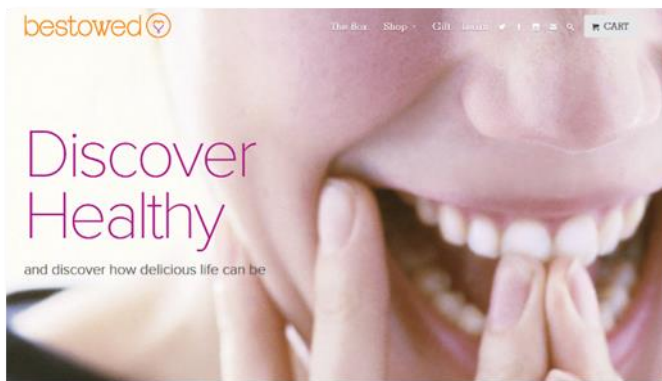




- [Bestowed – Bestowed.com](#)

Bestowed delivers delicious and healthy food samples to its consumers every month.

Bestowed wanted to grab the attention of consumers with



their services and increase new subscriptions and sales. They also wanted to target those health conscious women aged 25-44 in the U.S.

Bestowed was able to distinguish the existing customers with website custom audiences in order to upload old lists and new lists.

They used Page Publishing, Mobile Placements, News Feed Placements, Boosted Posts, Custom Audiences, Lookalike Audiences and Conversion Tracking features of Facebook.

Their success with Facebook was great. There was a 30% increase in website traffic from Facebook ads, a 2X higher new customer conversion rate on Facebook, 20% lower cost per click on Facebook Ads and a 5X return on ad spend with Facebook.

Ross Bauer, Co-Founder said, “Facebook is a critical part of our marketing mix. I initially didn’t realize how good Facebook was for targeting specific groups and interests.”

“The best part is that it was inexpensive and easy to set up, and provided immediate returns. This is why we chose to use Facebook as our primary marketing channel instead of other competing channels.”



- [PetFlow – PetFlow.com](https://www.petflow.com)

PetFlow aims to deliver quality food and accessories for pets like dogs and cats at their home in the U.S. Co-owners of PetFlow (Alex Zhardanovsky and Joe Speiser) wanted to increase their brand awareness and sales. They needed to be top of the mind with their customers.



They started with page publishing and promoting it with ads. They also used conversion pixels to find which ads were best for their campaign. They segmented their audiences who were already visiting their websites.

They uploaded a list of custom audiences and ran campaigns to re-engage specifically those who did not purchase from them. They also used News Feed Placements, Boosted Posts, Facebook Exchange and Lookalike Audiences to make their campaigns much better.

Website conversions increased by 50% from Facebook Ads with website custom audiences. They achieved 50% higher return on ad spending, 2.5X the customer registrations and email subscribers since starting, 10X the website traffic and 45% more customers and sales originated from Facebook than other media channels.

Alex Zhardanovsky, Co-founder says, “Facebook is a great advertising tool because you’re reaching the exact consumers you want to talk to and building a relationship with an audience who is genuinely interested in your business. We invest in Facebook because it works, and conversion pixels have enabled us to measure and improve our return on investment.”



- [Create Escapes – SecretEscapes.com](#)

Secret Escapes negotiates exclusive discounts for hand-picked selections for holidays and hotels and tell its members about the best possible rates then passes the deals to its members with regular emails.



Secret Escapes wanted to enlarge their business and launch new websites in Germany and Sweden.

They started with News Feed placement and ran page post links that took users to their website to sign up. Page post ads were also displayed in news feeds to targeted customers.

They utilized custom audiences to reach their existing customers that were more likely to convert.

They also used lookalike audiences to target customers with similar characteristics like custom audiences.

They saw twice the clicks and twice the sign ups from the previous month.

Tom Valentine, Managing Director and Co-Founder said, “We’re delighted that we’ve been able to add paid Facebook advertising to our acquisition marketing, allowing us to grow spending and increase ROI.”



- [Kixeye – Kixeye.com](http://Kixeye.com)

Kixeye is an online gaming company that is creating imaginative and social browser-based experiences for combative gamers.



Kixeye needed to identify and target their quality players, increase engagement and find the users who were going to forget them, and take them to the next game.

The company wanted to customize their messages according to segmented users. Kixeye created custom audience ads for retargeting, re-engagement and remarketing purposes.

They broke their customers' ID's into segments on the basis of their stages and gamer characteristics and matched them with Facebook users. Kixeye used A/B testing to optimize the performance of customer audience ads.

Facebook custom audiences delivered 14X the ROI for the war commander campaign and lifetime value for players became 5.5X as high.

With the remarketing campaign, 41% of targeted users engaged with the ads and participated in events.

There was a lift in revenue of \$100,000 which was related to the control group and achieved 21X the ROI.



Chapter VIII: Facebook Remarketing Dos and Don'ts

▪ Dos

Include a call to action: A call to action is very important in order to convert your website visitors into buyers when you are retargeting them. You can use creative words that change their minds within seconds like “click here” and “read more” etc. You need to create curiosity with your call to action links in your remarketing campaign; that will make your potential customers click on the advertisement.

Be creative: You don't need to spend more time building the trust of your audience when you are retargeting them. You should consider what makes them unique from others in order to creatively retarget. You can create and serve customized ads to re-engage your website visitors and existing customers according to their behavior and offer them your products based on their interest.

Audience Segmentation: Audience segmentation allows you to customize your ad copy to your visitors in different stages of the buying process. As a marketer, you need to deliver the most relevant ads to your visitors.

You can place different types of retargeting pixels on different pages to retarget them again. For example, after they visit your home page, you can target those visitors with a more creative ad to build your brand awareness; and if they visit your product page, you need to give them more specific ads for your products.



Audience segmentation helps you to serve more relevant and engaging ads according to your user's interests in order to grab their attention. You need to build multiple lists for multiple goals.

Limit your ad: You need to avoid annoying followers, and exclude your current buyers from your Facebook remarketing campaign. You can apply limits to your remarketing campaigns that specify how and where your ads will be displayed. You can limit your ad impressions and show your ads a specific number of times in a day. You can also limit the places in which you want to show them.

Test Everything: You will see the best results if you test each campaign that you have created. With help of A/B testing you can create highly targeted ads, and this testing also assists you in monitoring your conversions and visits.

You need to track the results of your remarketing campaigns after a fixed period of time and make the changes if required. You can test different calls-to-action, wordings and landing pages to find more highly converting ad copy. This will help you increase your conversion and brand awareness.

Optimize your conversion: There are various Facebook tools available that will help you optimize your Facebook remarketing conversions. Facebook will automatically deliver highly targeted ads to your potential audience. These tools will also manage your Facebook remarketing strategy by taking care of your bidding strategy and the rotation of your ads. Optimizing your conversions will also help to generate more leads and sales.

Analyze behavior: You can include behavioral-based campaigns in your Facebook remarketing strategy; these campaigns are most effective when used on potential customers and relevant traffic. It's a great way to know, understand and analyze your customers' behavior. You can characterize your visitors



according to time they spend on your website, the traffic's source and their last purchasing behavior. Characterization will help you serve highly targeted and relevant ads to your visitors.

Use all ad formats: While being creative with Facebook ads to remarket your business, there are many types of ad sizes available with Facebook, such as page post link for desktop ad 470X246, mobile ad 560X292, permalinks 470X246 and sidebar ad 254X133 and many more image sizes for video ads, page post images ads, page post like ads, page post event ads, and mobile application ads.

You need to test which ad is working best for you and getting more impressions for your remarketing campaign. Once you find the most convertible ad sizes, you need to be sure to create ads in all valid sizes to maximize your reach to your customers.

Keep your bidding high: With remarketing, you have already found your potential customers to whom you will show your brand online; now it's time to put in some more effort and engage them with your product. You can keep the bidding rate higher to display your ads on top for that small segment of traffic.

Keeping the bidding rate high makes your ad display in the desirable position and in front of the eyes of the customers. You customers will be more likely to convert if they are already familiar with your business.

Create multiple campaigns: If you are dealing in more than one business and service and want to remarket your brand, creating a common campaign for all products and services can't give you desired result.

You need to create multiple campaigns to capture your potential customers' attention according to their actions and interests. Every campaign should be defined for a specific goal. By doing this, you can easily manage and understand



your remarketing campaign. This will also help you increase your conversion and revenue.

- **Don'ts**

Don't forget to optimize your landing pages: You have done everything, such as highly targeted and creative ads, segmented your audience and created killer ad copy, but you forgot to optimize your landing pages for your remarketing ads. The customers follow your call to action, but they will be unable to be directed to the desired page, and this will harm your business badly.

You need to optimize your landing pages for your remarketing ads to direct them to the desired page, or you can create custom landing pages with your retargeting messages. If you optimize correctly, you have an opportunity to increase your sales and revenue with your potential customers.

Don't underestimate lookalike audiences: You are using Facebook website custom audiences to retarget your website visitors without lookalike audiences; that means you are losing customers who have similar characteristics to your custom audiences. Facebook automatically finds new potential customers whose interest and behavior are similar to those people who are in your remarketing list.

With lookalike audiences you have an opportunity to engage an audience that doesn't have any previous knowledge of your brand and products.

Don't focus on CTR only: You are running a remarketing campaign to convert your potential customers into buyers. But you fail because you only pay attention to your click through rate rather than ROI.



For example, if your click through rate is 25% but your conversions are 0.00%, you are not making money with your ad clicks. You will make money when your visitors buy your products. So you need to pay less attention to CTR and more attention to ROI.

Don't follow your customers everywhere: Do not follow your customers everywhere; that is, do not allow your ads to display again and again because a user may become annoyed and leave.

Do not just market by causing distractions and interrupting the privacy of a user by following them everywhere. Set-up a frequency cap, and make sure that your ad gets displayed for a short and desirable period of time.

Don't forget to target the cart abandonment: You want to re-engage your customers with the Facebook remarketing strategy. You started marketing to your previous website visitors but forget to include cart abandonment in your remarketing campaign, and you are losing potential customers.

Targeting cart abandonment is a quick and highly effective technique to re-engage those customers who left your website after adding products to their cart. You can offer them a discount or free stuff to convert into buyers. You need to engage them to drive more sales and build more meaningful relationships.

Don't forget to define your business objectives: You are started posting ads, content, offers and contests on Facebook to re-engage your past website visitors. But you forgot about defining your goals; your campaign is nice but there is no value for that campaign.

It doesn't matter what your goal is; you want to drive more sales, higher click through rate and customer engagement. However, first you need to define your



objective in a clear, measurable and time-oriented way. This will prevent confusion when you optimize your campaigns.

Don't show only two or three ads: You set a remarketing campaign and you create only one or two ads to promote your campaign. When you promote your campaign with one or two ads, your customers will get tired of the ads soon. Then you will lose your customers.

You are offering useful reminders to your potential customers to be in the buying process, so do not try to stalk or haunt your customers. As the amount of time spent retargeting to your audience becomes smaller, you need to use multiple ad formats to target them. Each ad should look different from the others.

Don't fail to measure success: When you run remarketing campaigns to engage your customers, it's also important to measure your success. You can measure your success with click through rates that show how many customers visit your website directly through Facebook. If you see any changes with remarketing campaigns increasing your business, this means your campaign is working.

Don't show too many impressions: One or two visits to your website doesn't necessarily mean that your potential customers want to buy from you. If you are showing too many impressions to your custom audience, overexposure of your brand can decrease your remarketing campaign performance. Your audience may ignore your ads and have negative association with your brand.

So, you need to use frequency caps to limit the number of impressions and ads for each user. Frequency caps also helps you prevent your customers from feeling overwhelmed.



Don't forget to refine your target audience: Never hesitate in refining your target audience. If, after finding your target customers through their behavior, your aim doesn't get accomplished, you should also target them by their age, gender and other means. Using geographical and physical demographics also helps in this process. You also need to target them with their interests, actions and behavior for better results.





Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success

Thanks so much for the time you have dedicated to learning how to get the most advantages from Facebook Remarketing. Facebook Remarketing has come to stay in the market forever.

To Your Success,

Leadseven



Facebook Remarketing Resources

Videos

- ✓ https://www.youtube.com/watch?v=oxXvxjRb_7Q
- ✓ <https://www.youtube.com/watch?v=xYzp585cW68>

Tools

- ✓ <http://adespresso.com/>
- ✓ <https://datify.co.uk/>

Training

- ✓ <https://www.facebook.com/business/news/custom-audiences>
- ✓ <https://www.facebook.com/help/274669426037482>

Blogs

- ✓ <https://blog.kissmetrics.com/remarketing-and-retargeting-services/>
- ✓ <http://www.degordian.com/blog/remarketing-101/>

Forums

- ✓ <http://www.warriorforum.com/ad-networks-cpm-cpl-display-sem/974044-retargeting-facebook-cpm-cpc.html>
- ✓ <http://www.warriorforum.com/warrior-special-offers/983623-free-facebook-tracking-retargeting-software.html>

Affiliate Programs

- ✓ https://www.jvzoo.com/products?csrf_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+remarketing&cat=&subcat=
- ✓ https://www.jvzoo.com/products?csrf_protected=4988da941c49fac1d2d5da64052ee234&terms=facebook+retargeting&cat=&subcat=

Demographics

- ✓ <http://www.alexa.com/siteinfo/adespresso.com>
- ✓ <http://www.alexa.com/siteinfo/datify.co.uk>

Webinars

- ✓ <http://www.youtube.com/watch?v=5b6cMGvWl0k>
- ✓ https://www.youtube.com/watch?v=gEvC_YaesTI

Infographics

- ✓ <http://studio1design.com/how-to-use-facebook-remarketing-infographic/>
- ✓ <http://blog.adroll.com/leveraging-behemoths>