



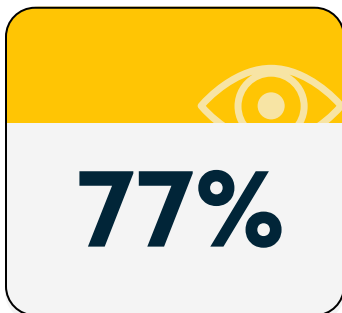
# Action Plan for Facebook ROAS Improvement



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# 3 Ways on How To Boost Your Sales and Return on Ad Spend on Facebook and Instagram



of Black Friday and Cyber Monday shoppers said Meta Technologies helped them decide to buy

Source: Facebook Holiday Guide 2024



## Understanding ROAS

ROAS is calculated by dividing your revenue from advertising by your advertising costs. For instance, if you spend \$100 on ads and generate \$300 in revenue, your ROAS is 3:1. Use our calculator [here](#).

## Factors Affecting ROAS

Factor	Description
Targeting	The accuracy of your target audience.
Creative	The quality and relevance of your ad content.
Product	The appeal and pricing of your products.
Bidding	Your bidding strategy and budget.
Tracking	Accurate tracking of conversions and attribution.

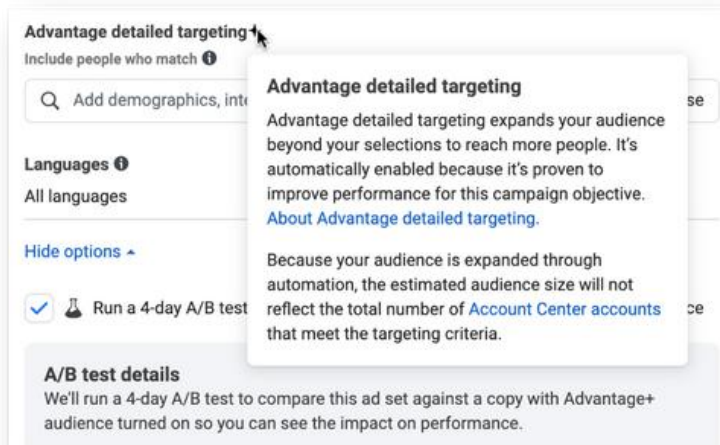


# Action Plan #1

# Targeting Optimization

## ✓ Expand Audience Reach

Strategically broaden your target audience to reach new potential customers.



### Here's how to do it:

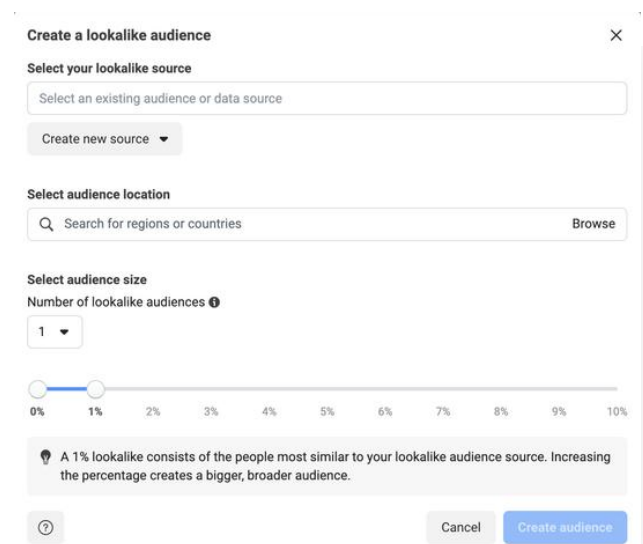
- 1** Start by gradually increasing audience size and tracking performance.
- 2** Test various audience segments to find the best converters.
- 3** Test various audience segments to find the best converters.

## ✓ Use Lookalike Audiences

Create lookalike audiences based on your existing customer data to find similar prospects.

### Here's how to do it:

- 1** Select a specific seed audience from your website visitors or app users for better targeting
- 2** Continuously update your seed audience by adding new customers to keep your targeting fresh and relevant



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# Action Plan #2

# Creative Optimization

## ✓ Increase Ad Relevance Score

Improve the relevance of your ads to your target audience.

## ✓ Match Landing Pages to Ads

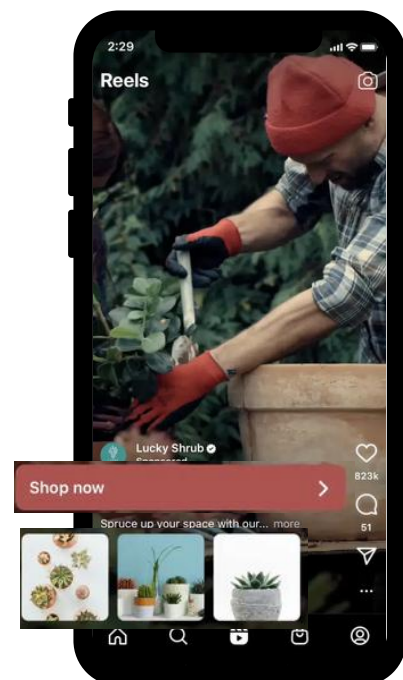
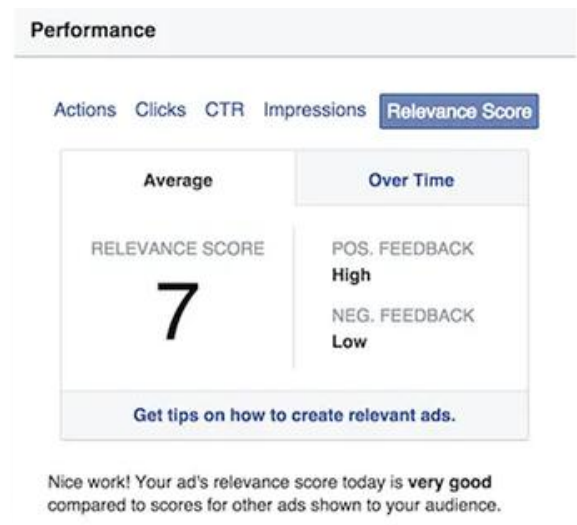
Ensure your landing pages align with your ad's message to enhance user experience.

## ✓ Create Engaging Ad Content

Use high-quality images, videos, and compelling copy to attract attention.

### Here's how to do it:

- 1 Utilize high-quality images and videos
- 2 Include a strong call to action (CTA), such as "Shop Now" or "Learn More."
- 3 Keep ad copy concise and ensure clear messaging





## Action Plan #3

# Product Optimization

### Increase Average Order Value (AOV)

Offer upsells, cross-sells, bulk discounts, and loyalty programs to encourage larger purchases.

- Viewed or added to cart but not purchased**  
Promote products from All products to people who viewed or added those products to cart in the last  days
- Added to cart but not purchased**  
Promote products from All products to people who added those products to their cart in the last  days
- Upsell products**  
Promote All products to people who viewed or added products to cart from the product set below within the last  days
- Cross-sell products**  
Promote All products to people who purchased from the product set below in the last  days
- Custom combination**  
Promote All products to a custom audience based on how people interact with products

#### Here's how to do it:

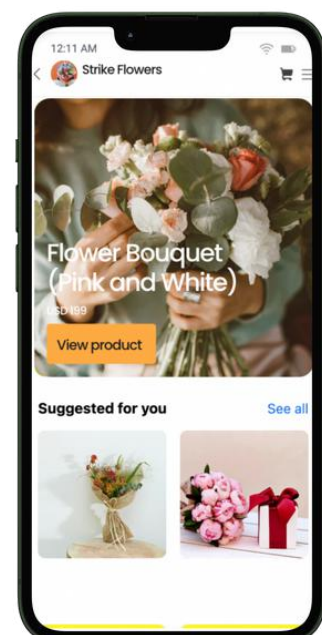
- 1** Start by gradually increasing audience size and tracking performance.
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### Optimize Product Listings

Ensure your product listings are clear, informative, and visually appealing.

#### Here's how to do it:

- 1** Ensure there are no errors in your Meta Pixel or product catalog to avoid irrelevant recommendations.
- 2** Remove out-of-stock items to feature only available products in your ads.
- 3** Provide a wide range of products to give the platform more options for selecting the best fits for your audience.

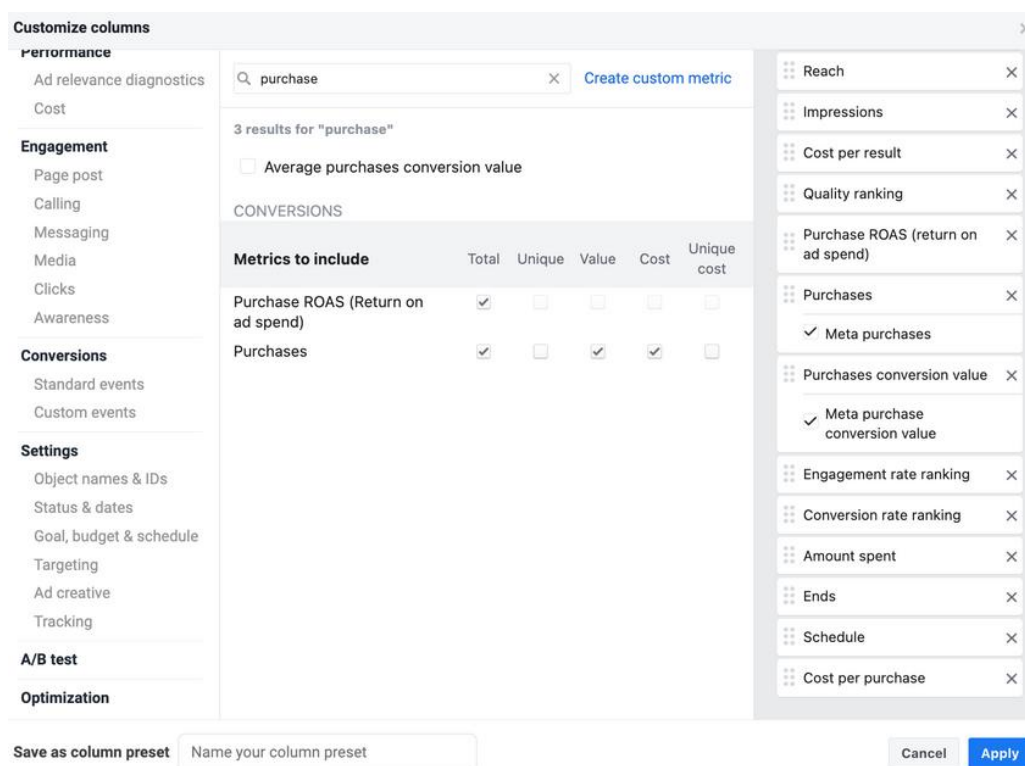




## Step by Step Guide

# How to Check Facebook Ads ROAS

- ✓ **Log in** to Facebook Ads Manager
- ✓ Go to column **Performance** > Customize **Columns**
- ✓ Select '**Purchase ROAS**' metrics
- ✓ Unselect **minor metrics** in the boxes (Check image below)



**Customize columns**

**Performance**

Ad relevance diagnostics  
Cost

**Engagement**

Page post  
Calling  
Messaging  
Media  
Clicks  
Awareness

**Conversions**

Standard events  
Custom events

**Settings**

Object names & IDs  
Status & dates  
Goal, budget & schedule  
Targeting  
Ad creative  
Tracking

**A/B test**

**Optimization**

Search: purchase

3 results for "purchase"

Average purchases conversion value

**CONVERSIONS**

Metrics to include	Total	Unique	Value	Cost	Unique cost
Purchase ROAS (Return on ad spend)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Reach  
Impressions  
Cost per result  
Quality ranking  
Purchase ROAS (return on ad spend)  
Purchases  
Meta purchases  
Purchases conversion value  
Meta purchase conversion value  
Engagement rate ranking  
Conversion rate ranking  
Amount spent  
Ends  
Schedule  
Cost per purchase

Save as column preset: Name your column preset

Cancel Apply

- ✓ Set your **Reporting Window** > **Update** > **Apply**








## Meta Ads

# Start your Facebook Campaign Today





## Why Ad Management Services Matter

Beyond basic tasks, effective ad management involves advanced features that significantly enhance social media advertising.

-  **Precise targeting**
-  **Comprehensive monitoring**
-  **Flexible formats**
-  **Efficient cost management**
-  **Brand safety**

## Strike Social's Ad Management Services

Strike Social offers a comprehensive suite of ad management services powered by its Campaign Lab software. Leveraging machine learning and AI, we provide:

-  **Precise audience targeting**  
 Our Campaign Generator recommends optimal budget allocations and audience segments.
-  **Data-driven insights**  
 Utilize historical data to inform campaign optimization and set pricing benchmarks.
-  **Channel recommendations**  
 Ensure ads appear on suitable YouTube channels.
-  **Efficient budget management**  
 Monitor campaign pacing and optimize ad delivery.

Project Creator

References

All columns selected

Project Name	Device	Platform	Ad Format
	Connected TV		Trueview
	Connected TV		Trueview
	Connected TV		Trueview
	Connected TV		Trueview

 **Request for a personal walkthrough of CampaignLab** 

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data science content.

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