

Ad Sets

Pausing Underperforming Ad Sets

Based on lifetime data for the "Denver – March 2017" campaign, the following changes were made to underperforming ad sets:

- Paused "Physical Fitness" interest targeted ad set as it has the worst CPA (\$300 CPA) and lowest conversion count (1 conversion) out of our current 7 interest targets.
- Paused "Running" interest targeted ad set as it has a CPA twice the account average.

Ad Copy

Pausing Underperforming Ads

Paused all ads with the following image as they have a CPA that is 60% higher (\$73) than the account average (\$45).



Implementation of New Ad Copy

Sample | Facebook Report | April 2017

Replaced worst performing link description, which had a \$128 CPA compared to the account average of a \$45 CPA, with a new link description to integrate the “30% off Core3” promotion.

- Old Copy: “Repair your joint instead of replacing it. Our comprehensive Stem Cell therapy treatment can restore cartilage, rebuild joints, and alleviate chronic pain without surgery. Call 555-555-5555 today!”
- New Copy: “Winter Savings! Get 30% off all Stem Cell Treatments. Experience cartilage restoration, rebuilding of joints, and alleviation of chronic pain, all without surgery. Call 555-555-5555 today!”

Budgets

Budget Optimizations

10 budget adjustments were made, shifting spend between ad sets as well as monitoring overall spend to ensure proper management of monthly budget. Ad spend has currently been locked in at a consistent level to allow all ad sets to continue to receive healthy traffic in order to collect enough data in each ad set to optimize campaigns moving forward.

Remarketing

Creation of New Remarketing Audience

New custom audience for an upcoming remarketing campaign, via our Facebook tracking pixel. Audience includes All Website Visitors minus those who have already converted.