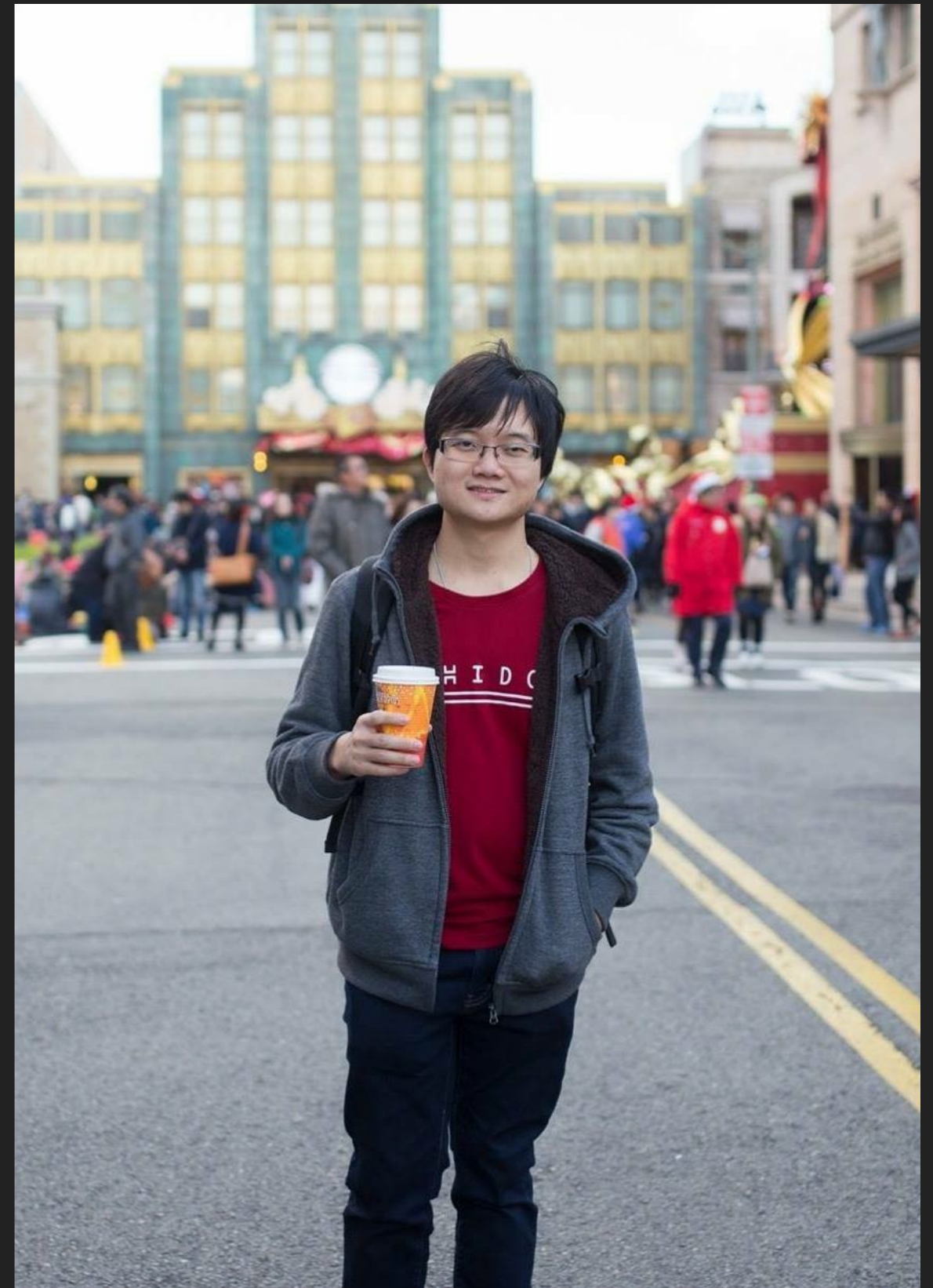


**BY BANK K.**

---

# **FACEBOOK ADS SCALING**

- ▶ Not a public speaker.
- ▶ English is not my native language.
- ▶ Full-Time Internet Marketer for 10 Years.
- ▶ Started eCom three years ago.



- ▶ Increase the daily budget, but it crashes.
- ▶ Facebook optimizes the ads? (optimized for what!?!?)
- ▶ Add new ad sets with new interests, but nobody purchased products.



# #1 RULE - MANY GOOD SELLING PRODUCTS

True Black Pocket...

\$ 49.95



Engraved Wooden W...

\$ 59.95



Engraved Wooden W...

\$ 59.95



Drive Safe Keyring

\$ 19.95



TO MY SON WALLET

\$ 49.95



YOUR LAST EVERYTH...

\$ 19.95



# THE MISTAKES I MADE

- ▶ Just three winning products for a year.
- ▶ Promote them repeatedly.

- ▶ Increased the daily budget.
- ▶ Duplicated the winning ad sets.
- ▶ Manual bidding.
- ▶ It works, but the cost increased ...

**FACEBOOK ADS SUCKS?**





Hey man, I want to know how to scale Facebook Ads without a crash.

How many products you launched a day?





Rarely, I have 2-3 winning products and I promote them over and over.

.....



Facebook Ads is easy, man. You just need to launch the new products every single day.

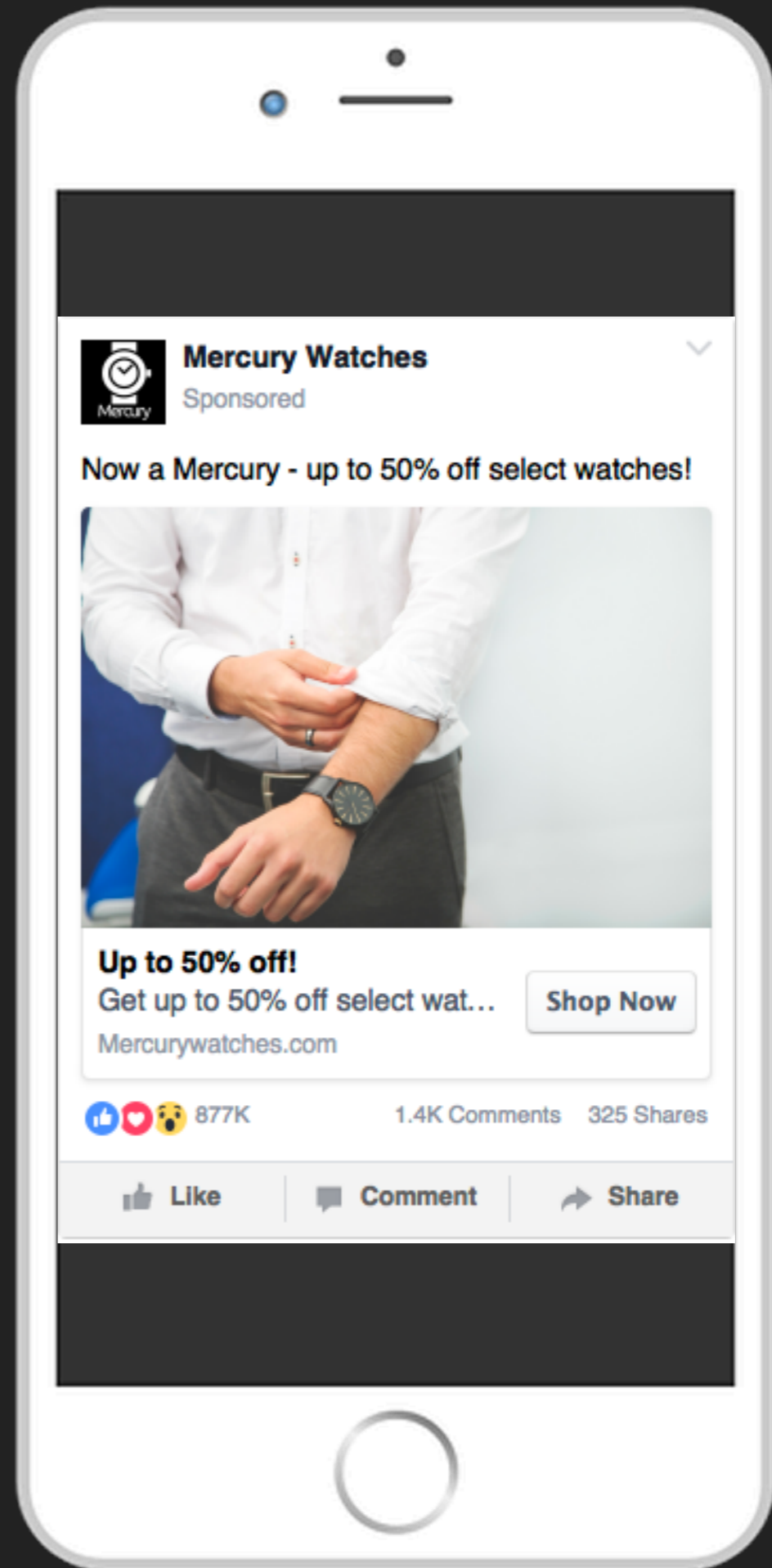


hmmm.....

# THE PRODUCTION FLOW

# WHAT'S THE PRODUCTION FLOW?

- ▶ Launch new products regularly.





**\$1M**



**\$500K**



**\$100K**



**\$100K**



**\$50K**



**\$50K**



**\$50K**





**STORE**



**PRODUCT  
TEAM**

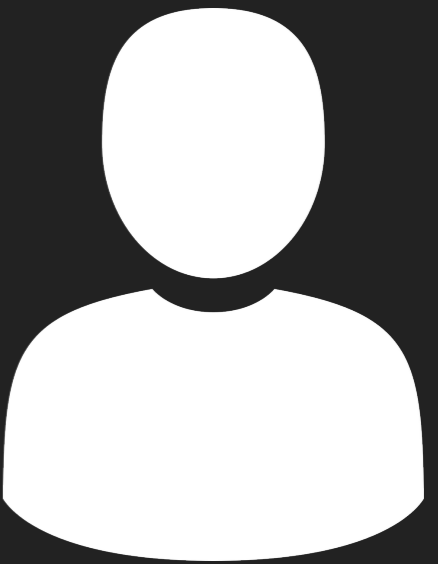
*Add a Product*

*Add the Data*

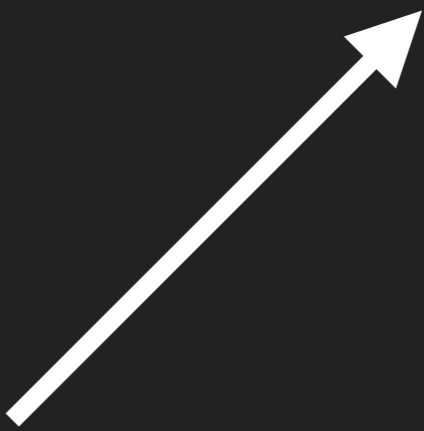
- PRODUCT URL
- PRODUCT IMAGE
- PRODUCT SKU



**GOOGLE SHEET**



**ADS TEAM**



**SCALING METHOD #1**

**DUPLICATION**

**FORMULA**

**DUPLICATE GOOD AD  
SETS WITH THE  
HIGHER DAILY BUDGET.**

DAY 1

Today: Jun 20, 2018

Ads for 1 Campaign

Columns: Custom

Breakdown

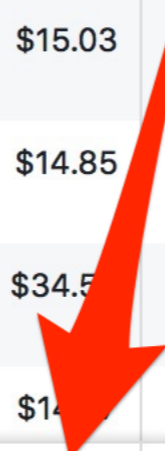
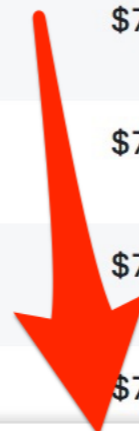
Reports

Cost per Website Purchase	Website Purchases	Website Purchases Conversion	Budget	Amount Spent	Date Created	Link Clicks	
\$5.82	6	\$149.40	\$50.00 Daily	\$34.92	Jun 19, 2018	76	
\$7.09						62	
\$9.15						55	
\$8.84						84	
\$4.48						40	
\$4.86						28	
\$4.89	3	\$74.70	\$20.00 Daily	\$14.67	Jun 18, 2018	34	
\$5.01	3	\$74.70	\$20.00 Daily	\$15.03	Jun 19, 2018	43	
\$4.95	3	\$74.70	\$20.00 Daily	\$14.85	Jun 19, 2018	45	
\$11.52	3	\$74.70	\$50.00 Daily	\$34.5	Jun 19, 2018	56	
\$7.39	2	\$74.70	\$20.00	\$14	Jun 17, 2018	34	
<b>\$10.67</b> Per Action	<b>62</b> Total	<b>\$1,964.11</b> Total		<b>\$661.62</b> Total Spent		<b>1,344</b> Total	

AMOUNT SPENT = \$661.62  
REVENUE = \$1,964.11

revenue

ads spent



DAY 2

Today: Jun 21, 2018

Ads for 9 Campaigns

Columns: Custom

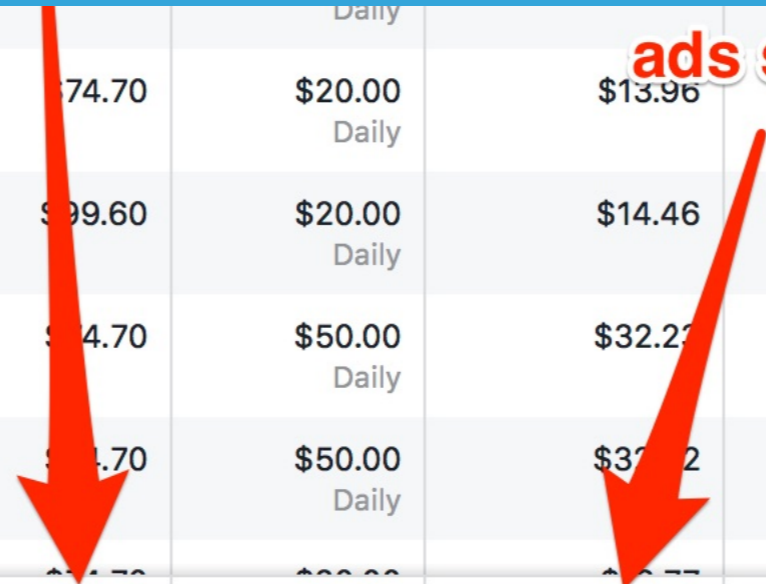
Breakdown

Reports

Cost per Website Purchase	Website Purchases	Website Purchases Conversion	Budget	Amount Spent	Date Created	Link Clicks
\$6.14	6	\$149.40	\$50.00 Daily	\$36.81	Jun 20, 2018	48
\$6.90						47
\$2.65						43
\$3.77						35
\$8.52						59
\$3.68						27
\$4.65	3	\$74.70	\$20.00 Daily	\$13.96	Jun 18, 2018	30
\$4.82	3	\$99.60	\$20.00 Daily	\$14.46	Jun 17, 2018	33
\$10.74	3	\$44.70	\$50.00 Daily	\$32.27	Jun 19, 2018	37
\$10.81	3	\$44.70	\$50.00 Daily	\$37.92	Jun 20, 2018	46
\$11.50	0	\$11.50	\$20.00	\$11.50	Jun 17, 2018	30
<b>\$12.26</b> Per Action	<b>152</b> Total	<b>\$4,542.83</b> Total		<b>\$1,864.01</b> Total Spent		<b>2,978</b> Total

AMOUNT SPENT = \$1,864.01  
REVENUE = \$4,542.83

ads spent



**DAY 3**

Today: Jun 22, 2018

Ads for 9 Campaigns

1-200 of 425

Columns: Custom

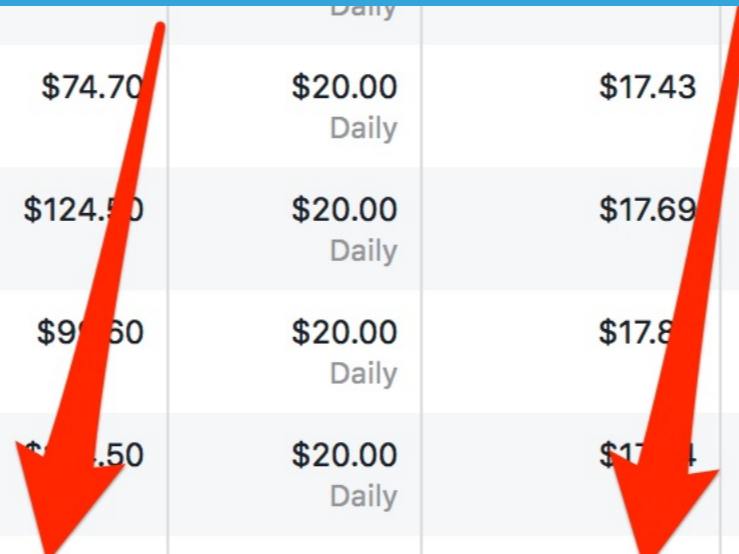
Breakdown

Reports

**1 DAY :)**

Cost per Website Purchase	Website Purchases	Website Purchases Conversion	Budget	Amount Spent	Date Created	Link Clicks
—	—	\$0.00	\$20.00 Daily	—	Jun 22, 2018	—
—	—	—	—	—	—	—
\$21.30	—	—	—	—	—	95
\$12.25	—	—	—	—	—	80
\$16.97	—	—	—	—	—	78
\$12.42	—	—	—	—	—	74
\$5.81	3	\$74.70	\$20.00 Daily	\$17.43	Jun 21, 2018	31
\$5.90	3	\$124.50	\$20.00 Daily	\$17.69	Jun 21, 2018	28
\$5.95	3	\$91.60	\$20.00 Daily	\$17.8	Jun 21, 2018	23
\$4.39	4	\$175.50	\$20.00 Daily	\$17.44	Jun 21, 2018	26
\$14.00	340	\$11,120.35	\$20.00	\$4,760.37	Jun 21, 2018	5,259
Per Action	Total	Total		Total Spent		Total

**AMOUNT SPENT = \$4,760.37**  
**REVENUE = \$11,120.35**



## DAY 1

AD SET #1 - INTEREST #1 - \$20

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

**TOTAL DAILY BUDGET = \$60**

# DAY 2

<del>AD SET #1 - INTEREST #1 - \$20</del>	AD SET #14 - INTEREST #4 - \$20
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	
AD SET #5 - INTEREST #2 - \$20	
AD SET #6 - INTEREST #2 - \$20	
AD SET #7 - INTEREST #2 - \$20	
AD SET #8 - INTEREST #2 - \$20	
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
AD SET #11 - INTEREST #3 - \$20	
AD SET #12 - INTEREST #3 - \$20	
AD SET #13 - INTEREST #3 - \$20	

TOTAL DAILY BUDGET = \$300

FIRST DUPLICATION

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	
AD SET #5 - INTEREST #2 - \$20	
AD SET #6 - INTEREST #2 - \$20	
AD SET #7 - INTEREST #2 - \$20	
<del>AD SET #8 - INTEREST #2 - \$20</del>	
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	
<del>AD SET #12 - INTEREST #3 - \$20</del>	
<del>AD SET #13 - INTEREST #3 - \$20</del>	

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	
AD SET #5 - INTEREST #2 - \$20	
AD SET #6 - INTEREST #2 - \$20	
AD SET #7 - INTEREST #2 - \$20	
<del>AD SET #8 - INTEREST #2 - \$20</del>	
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	
<del>AD SET #12 - INTEREST #3 - \$20</del>	
<del>AD SET #13 - INTEREST #3 - \$20</del>	

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$20
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$20
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$20
AD SET #7 - INTEREST #2 - \$20	AD SET #20 - INTEREST #2 - \$20
<del>AD SET #8 - INTEREST #2 - \$20</del>	AD SET #21 - INTEREST #2 - \$20
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	
<del>AD SET #12 - INTEREST #3 - \$20</del>	
<del>AD SET #13 - INTEREST #3 - \$20</del>	

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50
AD SET #7 - INTEREST #2 - \$20	AD SET #20 - INTEREST #2 - \$50
<del>AD SET #8 - INTEREST #2 - \$20</del>	AD SET #21 - INTEREST #2 - \$50
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	
<del>AD SET #12 - INTEREST #3 - \$20</del>	
<del>AD SET #13 - INTEREST #3 - \$20</del>	

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50
AD SET #7 - INTEREST #2 - \$20	AD SET #20 - INTEREST #2 - \$50
<del>AD SET #8 - INTEREST #2 - \$20</del>	AD SET #21 - INTEREST #2 - \$50
AD SET #9 - INTEREST #3 - \$20	
AD SET #10 - INTEREST #3 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	
<del>AD SET #12 - INTEREST #3 - \$20</del>	
<del>AD SET #13 - INTEREST #3 - \$20</del>	

# DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50
AD SET #7 - INTEREST #2 - \$20	AD SET #20 - INTEREST #2 - \$50
<del>AD SET #8 - INTEREST #2 - \$20</del>	AD SET #21 - INTEREST #2 - \$50
AD SET #9 - INTEREST #3 - \$20	AD SET #22 - INTEREST #5 - \$20
AD SET #10 - INTEREST #3 - \$20	AD SET #23 - INTEREST #5 - \$20
<del>AD SET #11 - INTEREST #3 - \$20</del>	AD SET #24 - INTEREST #5 - \$20
<del>AD SET #12 - INTEREST #3 - \$20</del>	AD SET #25 - INTEREST #5 - \$20
<del>AD SET #13 - INTEREST #3 - \$20</del>	AD SET #26 - INTEREST #5 - \$20

DAY 3

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>	AD SET #27 - INTEREST #6 - \$20
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20	AD SET #28 - INTEREST #6 - \$20
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20	AD SET #29 - INTEREST #6 - \$20
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50	AD SET #30 - INTEREST #6 - \$20
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50	AD SET #31 - INTEREST #6 - \$20
AD SET #6 - INTEREST #2	<b>TOTAL DAILY BUDGET = \$710</b>	- INTEREST #7 - \$20
AD SET #7 - INTEREST #2		- INTEREST #8 - \$20
<del>AD SET #8 - INTEREST #2 - \$20</del>	AD SET #21 - INTEREST #2 - \$50	AD SET #34 - LLA 1% - \$20
AD SET #9 - INTEREST #3 - \$20	AD SET #22 - INTEREST #5 - \$20	
AD SET #10 - INTEREST #3 - \$20	AD SET #23 - INTEREST #5 - \$20	
<del>AD SET #11 - INTEREST #3 - \$20</del>	AD SET #24 - INTEREST #5 - \$20	
<del>AD SET #12 - INTEREST #3 - \$20</del>	AD SET #25 - INTEREST #5 - \$20	
<del>AD SET #13 - INTEREST #3 - \$20</del>	AD SET #26 - INTEREST #5 - \$20	

# DAY 4

~~AD SET #1 - INTEREST #1 - \$20~~   ~~AD SET #14 - INTEREST #4 - \$20~~   AD SET #27 - INTEREST #6 - \$20  
AD SET #2 - INTEREST #2 - \$20   AD SET #15 - INTEREST #5 - \$20   ~~AD SET #28 - INTEREST #6 - \$20~~  
AD SET #3 - INTEREST #3 - \$20   AD SET #16 - INTEREST #6 - \$20   ~~AD SET #29 - INTEREST #6 - \$20~~  
AD SET #4 - INTEREST #2 - \$20   AD SET #17 - INTEREST #2 - \$50   ~~AD SET #30 - INTEREST #6 - \$20~~  
AD SET #5 - INTEREST #2 - \$20   AD SET #18 - INTEREST #2 - \$50   AD SET #31 - INTEREST #6 - \$20  
AD SET #6 - INTEREST #2 - \$20   AD SET #19 - INTEREST #2 - \$50   AD SET #32 - INTEREST #7 - \$20  
AD SET #7 - INTEREST #2 - \$20   ~~AD SET #20 - INTEREST #2 - \$50~~   ~~AD SET #33 - INTEREST #8 - \$20~~  
~~AD SET #8 - INTEREST #2 - \$20~~   ~~AD SET #21 - INTEREST #2 - \$50~~   AD SET #34 - LLA 1% - \$20  
AD SET #9 - INTEREST #3 - \$20   AD SET #22 - INTEREST #5 - \$20  
AD SET #10 - INTEREST #3 - \$20   ~~AD SET #23 - INTEREST #5 - \$20~~  
~~AD SET #11 - INTEREST #3 - \$20~~   AD SET #24 - INTEREST #5 - \$20  
~~AD SET #12 - INTEREST #3 - \$20~~   ~~AD SET #25 - INTEREST #5 - \$20~~  
~~AD SET #13 - INTEREST #3 - \$20~~   AD SET #26 - INTEREST #5 - \$20

# DAY 4

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>	AD SET #27 - INTEREST #6 - \$20
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20	<del>AD SET #28 - INTEREST #6 - \$20</del>
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20	<del>AD SET #29 - INTEREST #6 - \$20</del>
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50	<del>AD SET #30 - INTEREST #6 - \$20</del>
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50	AD SET #31 - INTEREST #6 - \$20
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50	AD SET #32 - INTEREST #7 - \$20
AD SET #7 - INTEREST #2 - \$20	<del>AD SET #20 - INTEREST #2 - \$50</del>	<del>AD SET #33 - INTEREST #8 - \$20</del>
<del>AD SET #8 - INTEREST #2 - \$20</del>	<del>AD SET #21 - INTEREST #2 - \$50</del>	AD SET #34 - LLA 1% - \$20
AD SET #9 - INTEREST #3 - \$20	AD SET #22 - INTEREST #5 - \$20	AD SET #35 - INTEREST #5 - \$50
AD SET #10 - INTEREST #3 - \$20	<del>AD SET #23 - INTEREST #5 - \$20</del>	AD SET #36 - INTEREST #5 - \$50
<del>AD SET #11 - INTEREST #3 - \$20</del>	AD SET #24 - INTEREST #5 - \$20	AD SET #37 - INTEREST #5 - \$50
<del>AD SET #12 - INTEREST #3 - \$20</del>	<del>AD SET #25 - INTEREST #5 - \$20</del>	AD SET #38 - INTEREST #5 - \$50
<del>AD SET #13 - INTEREST #3 - \$20</del>	AD SET #26 - INTEREST #5 - \$20	AD SET #39 - INTEREST #5 - \$50

# DAY 4

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>	AD SET #27 - INTEREST #6 - \$20
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20	<del>AD SET #28 - INTEREST #6 - \$20</del>
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20	<del>AD SET #29 - INTEREST #6 - \$20</del>
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50	<del>AD SET #30 - INTEREST #6 - \$20</del>
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50	AD SET #31 - INTEREST #6 - \$20
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50	AD SET #32 - INTEREST #7 - \$20
AD SET #7 - INTEREST #2 - \$20	<del>AD SET #20 - INTEREST #2 - \$50</del>	<del>AD SET #33 - INTEREST #8 - \$20</del>
<del>AD SET #8 - INTEREST #2 - \$20</del>	<del>AD SET #21 - INTEREST #2 - \$50</del>	AD SET #34 - LLA 1% - \$20
AD SET #9 - INTEREST #3 - \$20	AD SET #22 - INTEREST #5 - \$20	AD SET #35 - INTEREST #5 - \$50
AD SET #10 - INTEREST #3 - \$20	<del>AD SET #23 - INTEREST #5 - \$20</del>	AD SET #36 - INTEREST #5 - \$50
<del>AD SET #11 - INTEREST #3 - \$20</del>	AD SET #24 - INTEREST #5 - \$20	AD SET #37 - INTEREST #5 - \$50
<del>AD SET #12 - INTEREST #3 - \$20</del>	<del>AD SET #25 - INTEREST #5 - \$20</del>	AD SET #38 - INTEREST #5 - \$50
<del>AD SET #13 - INTEREST #3 - \$20</del>	AD SET #26 - INTEREST #5 - \$20	AD SET #39 - INTEREST #5 - \$50

# DAY 4

<del>AD SET #1 - INTEREST #1 - \$20</del>	<del>AD SET #14 - INTEREST #4 - \$20</del>	AD SET #27 - INTEREST #6 - \$20
AD SET #2 - INTEREST #2 - \$20	AD SET #15 - INTEREST #5 - \$20	<del>AD SET #28 - INTEREST #6 - \$20</del>
AD SET #3 - INTEREST #3 - \$20	AD SET #16 - INTEREST #6 - \$20	<del>AD SET #29 - INTEREST #6 - \$20</del>
AD SET #4 - INTEREST #2 - \$20	AD SET #17 - INTEREST #2 - \$50	<del>AD SET #30 - INTEREST #6 - \$20</del>
AD SET #5 - INTEREST #2 - \$20	AD SET #18 - INTEREST #2 - \$50	AD SET #31 - INTEREST #6 - \$20
AD SET #6 - INTEREST #2 - \$20	AD SET #19 - INTEREST #2 - \$50	AD SET #32 - INTEREST #7 - \$20
AD SET #7 - INTEREST #2 - \$20	<del>AD SET #20 - INTEREST #2 - \$50</del>	<del>AD SET #33 - INTEREST #8 - \$20</del>
<del>AD SET #8 - INTEREST #2 - \$20</del>	<del>AD SET #21 - INTEREST #2 - \$50</del>	AD SET #34 - LLA 1% - \$20
AD SET #9 - INTEREST #3 - \$20	AD SET #22 - INTEREST #5 - \$20	AD SET #35 - INTEREST #5 - \$50
AD SET #10 - INTEREST #3 - \$20	<del>AD SET #23 - INTEREST #5 - \$20</del>	AD SET #36 - INTEREST #5 - \$50
<del>AD SET #11 - INTEREST #3 - \$20</del>	AD SET #24 - INTEREST #5 - \$20	AD SET #37 - INTEREST #5 - \$50
<del>AD SET #12 - INTEREST #3 - \$20</del>	<del>AD SET #25 - INTEREST #5 - \$20</del>	AD SET #38 - INTEREST #5 - \$50
<del>AD SET #13 - INTEREST #3 - \$20</del>	AD SET #26 - INTEREST #5 - \$20	AD SET #39 - INTEREST #5 - \$50

# DAY 4

~~AD SET #1 - INTEREST #1 - \$20~~

~~AD SET #14 - INTEREST #4 - \$20~~

AD SET #27 - INTEREST #6 - \$20

AD SET #40 - INTEREST #7 - \$20

AD SET #2 - INTEREST #2 - \$20

AD SET #15 - INTEREST #5 - \$20

~~AD SET #28 - INTEREST #6 - \$20~~

AD SET #41 - INTEREST #7 - \$20

AD SET #3 - INTEREST #3 - \$20

AD SET #16 - INTEREST #6 - \$20

~~AD SET #29 - INTEREST #6 - \$20~~

AD SET #42 - INTEREST #7 - \$20

AD SET #4 - INTEREST #2 - \$20

AD SET #17 - INTEREST #2 - \$50

~~AD SET #30 - INTEREST #6 - \$20~~

AD SET #43 - INTEREST #7 - \$20

AD SET #5 - INTEREST #2 - \$20

AD SET #18 - INTEREST #2 - \$50

AD SET #31 - INTEREST #6 - \$20

AD SET #44 - INTEREST #7 - \$20

AD SET #6 - INTEREST #2 - \$20

AD SET #19 - INTEREST #2 - \$50

AD SET #32 - INTEREST #7 - \$20

AD SET #45 - LLA 1% - \$20

AD SET #7 - INTEREST #2 - \$20

~~AD SET #20 - INTEREST #2 - \$50~~

~~AD SET #33 - INTEREST #8 - \$20~~

AD SET #46 - LLA 1% - \$20

~~AD SET #8 - INTEREST #2 - \$20~~

~~AD SET #21 - INTEREST #2 - \$50~~

AD SET #34 - LLA 1% - \$20

AD SET #47 - LLA 1% - \$20

AD SET #9 - INTEREST #3 - \$20

AD SET #22 - INTEREST #5 - \$20

AD SET #35 - INTEREST #5 - \$50

AD SET #48 - LLA 1% - \$20

AD SET #10 - INTEREST #3 - \$20

~~AD SET #23 - INTEREST #5 - \$20~~

AD SET #36 - INTEREST #5 - \$50

AD SET #49 - LLA 1% - \$20

~~AD SET #11 - INTEREST #3 - \$20~~

AD SET #24 - INTEREST #5 - \$20

AD SET #37 - INTEREST #5 - \$50

~~AD SET #12 - INTEREST #3 - \$20~~

~~AD SET #25 - INTEREST #5 - \$20~~

AD SET #38 - INTEREST #5 - \$50

~~AD SET #13 - INTEREST #3 - \$20~~

AD SET #26 - INTEREST #5 - \$20

AD SET #39 - INTEREST #5 - \$50

# DAY 4

~~AD SET #1 - INTEREST #1 - \$20~~

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

AD SET #4 - INTEREST #2 - \$20

AD SET #5 - INTEREST #2 - \$20

AD SET #6 - INTEREST #2 - \$20

AD SET #7 - INTEREST #2 - \$20

~~AD SET #8 - INTEREST #2 - \$20~~

AD SET #9 - INTEREST #3 - \$20

AD SET #10 - INTEREST #3 - \$20

~~AD SET #11 - INTEREST #3 - \$20~~

~~AD SET #12 - INTEREST #3 - \$20~~

~~AD SET #13 - INTEREST #3 - \$20~~

~~AD SET #14 - INTEREST #4 - \$20~~

AD SET #15 - INTEREST #5 - \$20

AD SET #16 - INTEREST #6 - \$20

AD SET #17 - INTEREST #2 - \$50

AD SET #18 - INTEREST #2 - \$50

A

~~A~~

~~AD SET #21 - INTEREST #2 - \$50~~

AD SET #22 - INTEREST #5 - \$20

~~AD SET #23 - INTEREST #5 - \$20~~

AD SET #24 - INTEREST #5 - \$20

~~AD SET #25 - INTEREST #5 - \$20~~

AD SET #26 - INTEREST #5 - \$20

AD SET #27 - INTEREST #6 - \$20

~~AD SET #28 - INTEREST #6 - \$20~~

~~AD SET #29 - INTEREST #6 - \$20~~

~~AD SET #30 - INTEREST #6 - \$20~~

AD SET #31 - INTEREST #6 - \$20

AD SET #34 - LLA 1% - \$20

AD SET #35 - INTEREST #5 - \$50

AD SET #36 - INTEREST #5 - \$50

AD SET #37 - INTEREST #5 - \$50

AD SET #38 - INTEREST #5 - \$50

AD SET #39 - INTEREST #5 - \$50

AD SET #40 - INTEREST #7 - \$20

AD SET #41 - INTEREST #7 - \$20

AD SET #42 - INTEREST #7 - \$20

AD SET #43 - INTEREST #7 - \$20

AD SET #44 - INTEREST #7 - \$20

AD SET #45 - LLA 1% - \$20

AD SET #46 - LLA 1% - \$20

AD SET #47 - LLA 1% - \$20

AD SET #48 - LLA 1% - \$20

AD SET #49 - LLA 1% - \$20

AD SET #50 - LLA 1-2% - \$20

AD SET #51 - LLA 2-3% - \$20

AD SET #52 - LLA 3-4% - \$20

AD SET #53 - LLA 4-5% - \$20

AD SET #54 - LLA 5-6% - \$20

AD SET #55 - LLA 6-7% - \$20

AD SET #56 - LLA 7-8% - \$20

AD SET #57 - LLA 8-9% - \$20

AD SET #58 - LLA 9-10% - \$20

**TOTAL DAILY BUDGET = \$1,070**

**AD SET #1**

**AD SET #2**

**AD SET #3**

**NEW CAMPAIGN WITH THREE AD SETS.**

**AD SET #1 – INTEREST #1**

**AD SET #2 – INTEREST #2**

**AD SET #3 – INTEREST #3**

**EACH AD SET HAS ONE INTEREST.**

**AD SET #1 – INTEREST #1 – \$20**

**AD SET #2 – INTEREST #2 – \$20**

**AD SET #3 – INTEREST #3 – \$20**

**DAILY BUDGET = \$20**

~~AD SET #1 - INTEREST #1 - \$20~~

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

PAUSE THE BAD ONES.

~~AD SET #1 - INTEREST #1 - \$20~~

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

AD SET #4 - INTEREST #2 - \$20

AD SET

CREATE THREE NEW AD SETS WITH NEW INTERESTS.

AD SET

AD SET #7 - INTEREST #2 - \$20

AD SET #8 - INTEREST #2 - \$20

AD SET #9 - INTEREST #4 - \$20

AD SET #10 - INTEREST #5 - \$20

AD SET #11 - INTEREST #6 - \$20

~~AD SET #1 - INTEREST #1 - \$20~~

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

AD SET #4 - INTEREST #2 - \$20

~~AD SET~~

PAUSE THE BAD ONES AND DUPLICATE THE GOOD ONES.

~~AD SET~~

~~AD SET #7 - INTEREST #2 - \$20~~

AD SET #8 - INTEREST #2 - \$20

~~AD SET #9 - INTEREST #4 - \$20~~

AD SET #10 - INTEREST #5 - \$20

AD SET #11 - INTEREST #6 - \$20

~~AD SET #1 - INTEREST #1 - \$20~~

AD SET #2 - INTEREST #2 - \$20

AD SET #3 - INTEREST #3 - \$20

AD SET #4 - INTEREST #2 - \$20

~~AD SET #5 - INTEREST #2 - \$20~~

AD SET #6 - INTEREST #2 - \$20

~~AD SET #7 - INTEREST #2 - \$20~~

AD SET #8 - INTEREST #2 - \$20

~~AD SET #9 - INTEREST #4 - \$20~~

AD SET #10 - INTEREST #5 - \$20

~~AD SET #11 - INTEREST #6 - \$20~~

~~AD SET #1 - INTEREST #1 - \$20~~ AD SET #12 - INTEREST #2 - \$50

AD SET #2 - INTEREST #2 - \$20 AD SET #13 - INTEREST #2 - \$50

AD SET #3 - INTEREST #3 - \$20 AD SET #14 - INTEREST #2 - \$50

AD SET #4 - INTEREST #2 - \$20 AD SET #15 - INTEREST #2 - \$50

~~AD SET #6 - INTEREST #2 - \$20~~ **DUPLICATE WITH \$50 BUDGET FOR THE NEW AD SET #2 - \$50**

**AD SET #6 - INTEREST #2 - \$20**  
**DUPLICATED AD SETS.**

~~AD SET #7 - INTEREST #2 - \$20~~

AD SET #8 - INTEREST #2 - \$20

~~AD SET #9 - INTEREST #4 - \$20~~

AD SET #10 - INTEREST #5 - \$20

~~AD SET #11 - INTEREST #6 - \$20~~

~~AD SET #1 - INTEREST #1 - \$20~~ AD SET #12 - INTEREST #2 - \$50

AD SET #2 - INTEREST #2 - \$20 AD SET #13 - INTEREST #2 - \$50

AD SET #3 - INTEREST #3 - \$20 AD SET #14 - INTEREST #2 - \$50

AD SET #4 - INTEREST #2 - \$20 AD SET #15 - INTEREST #2 - \$50

~~AD SET~~ **DO THIS EVERY DAY.** ~~ST #2 - \$50~~

AD SET ~~ST #5 - \$20~~

~~AD SET #7 - INTEREST #2 - \$20~~ AD SET #18 - INTEREST #5 - \$20

AD SET #8 - INTEREST #2 - \$20 AD SET #19 - INTEREST #5 - \$20

~~AD SET #9 - INTEREST #4 - \$20~~ AD SET #20 - INTEREST #5 - \$20

**AD SET #10 - INTEREST #5 - \$20** AD SET #21 - INTEREST #5 - \$20

~~AD SET #11 - INTEREST #6 - \$20~~

- ▶ New Facebook Interests
- ▶ Lookalike Audience.
- ▶ Other countries.
- ▶ Lookalike Audience for other countries.

**SCALING METHOD #2**

**AGGRESSIVE SCALING**

**GREAT WINNING  
PRODUCT**

- ▶ Has a big audience.
- ▶ Can be sold in any occasions.



- ▶ Very low cost per purchase.

**BIG AUDIENCE AND  
HIGH DAILY BUDGET**

▶ Audience Size: 2,000,000+ people

## Audience Size

## Daily Budget

2,000,000

\$500 to \$1,000

3,000,000

\$750 to \$1,500

4,000,000

\$1,000 to \$2,000

5,000,000

\$1,500 to \$2,500

10,000,000+

\$5,000+

# BROAD AUDIENCE

- ▶ Married or Single
- ▶ Professions

- ▶ Engineer
- ▶ Engineering
- ▶ Civil engineering
- ▶ Mechanical engineering
- ▶ Electrical engineering
- ▶ etc.

# BROAD AUDIENCE

- ▶ Married or Single
- ▶ Professions
- ▶ Lookalike Audience

# LOOKALIKE AUDIENCE

- ▶ People who visit the product's landing page
- ▶ People who clicked add to cart button
- ▶ People who purchased the product
- ▶ etc.

# LOOKALIKE AUDIENCE

▶ 1% LLA

▶ 1-2% LLA

▶ 2-3% LLA

▶ 3-4% LLA

▶ 4-5% LLA

▶ 5-6% LLA

▶ 6-7% LLA

▶ 7-8% LLA

▶ 8-9% LLA

▶ 9-10% LLA

# LOOKALIKE AUDIENCE

- ▶ Ad Set #1 - 1% LLA
- ▶ Ad Set #2 - 1-2% LLA
- ▶ Ad Set #3 - 2-3% LLA
- ▶ Ad Set #4 - 3-4% LLA
- ▶ Ad Set #5 - 4-5% LLA
- ▶ Ad Set #6 - 5-6% LLA
- ▶ Ad Set #7 - 6-7% LLA
- ▶ Ad Set #8 - 7-8% LLA
- ▶ Ad Set #9 - 8-9% LLA
- ▶ Ad Set #10 - 9-10% LLA

**\$500 DAILY BUDGET EACH**

# LOOKALIKE AUDIENCE

- ▶ 10% LLA - \$5,000 daily budget

**\$19.95**



**\$1,704,859.51 Profit**

**68307 Sold**

**\$19.95**



**\$873,697.24 Profit**

**35046 Sold**

**\$19.95**



**\$345,094.26 Profit**

**13825 Sold**

- ▶ Great Winning products
  - ▶ Broad products
  - ▶ Big Audience Size
- ▶ High Daily Budget
  - ▶ \$500 - \$5,000

**SCALING METHOD #3**

**MANUAL BIDDING**

- ▶ The cost is increasing.
- ▶ Auto-bidding started performing badly.

▶ Bidding Price = Average Cost Per Purchase

▶ Example

▶ AVG CPP = \$20 then Bid Price = \$20

▶ 1 Campaign - 5 Ad Sets - Same Audience -  
Different Bidding Price

▶ Conversion Objective

▶ **AVG CPP = \$20**

▶ **Ad set #1 - Bidding Price = \$18**

▶ **Ad set #2 - Bidding Price = \$19**

▶ **Ad set #3 - Bidding Price = \$20**

▶ **Ad set #4 - Bidding Price = \$21**

▶ **Ad set #5 - Bidding Price = \$22**

# NO TRAFFIC?

- ▶ Don't adjust the bid price - Pause it
- ▶ Create the new one with the higher bid price

**HIGH DAILY BUDGET**

## Audience Size

2,000,000

3,000,000

4,000,000

5,000,000

10,000,000+

## Daily Budget

\$500 to \$1,000

\$750 to \$1,500

\$1,000 to \$2,000

\$1,500 to \$2,500

\$5,000+

# CAUTIONS

- ▶ When the campaign starts running, watch it in the first 1-2 hours.
- ▶ If the ad set spends too fast and has no conversion, pause it immediately.
- ▶ Most of the time, higher bidding price is better.

# MANUAL BID SCALING

- ▶ Duplicate the good ad sets and adjust the bidding price by \$0.5 or \$1.
  - ▶ Ad Set #1 - \$19.5
  - ▶ Ad Set #2 - \$20
  - ▶ Ad Set #3 - \$20.5

# LOOKALIKE AUDIENCE

- ▶ 10% LLA in US - 21,000,000 people
- ▶ 1% LLA in WW - 22,000,000 people
- ▶ Daily Budget = \$5,000

# LOOKALIKE AUDIENCE

▶ 1% LLA

▶ 5-6% LLA

▶

▶

**\$500-1,000 DAILY BUDGET EACH**

▶ 3-4% LLA

▶ 8-9% LLA

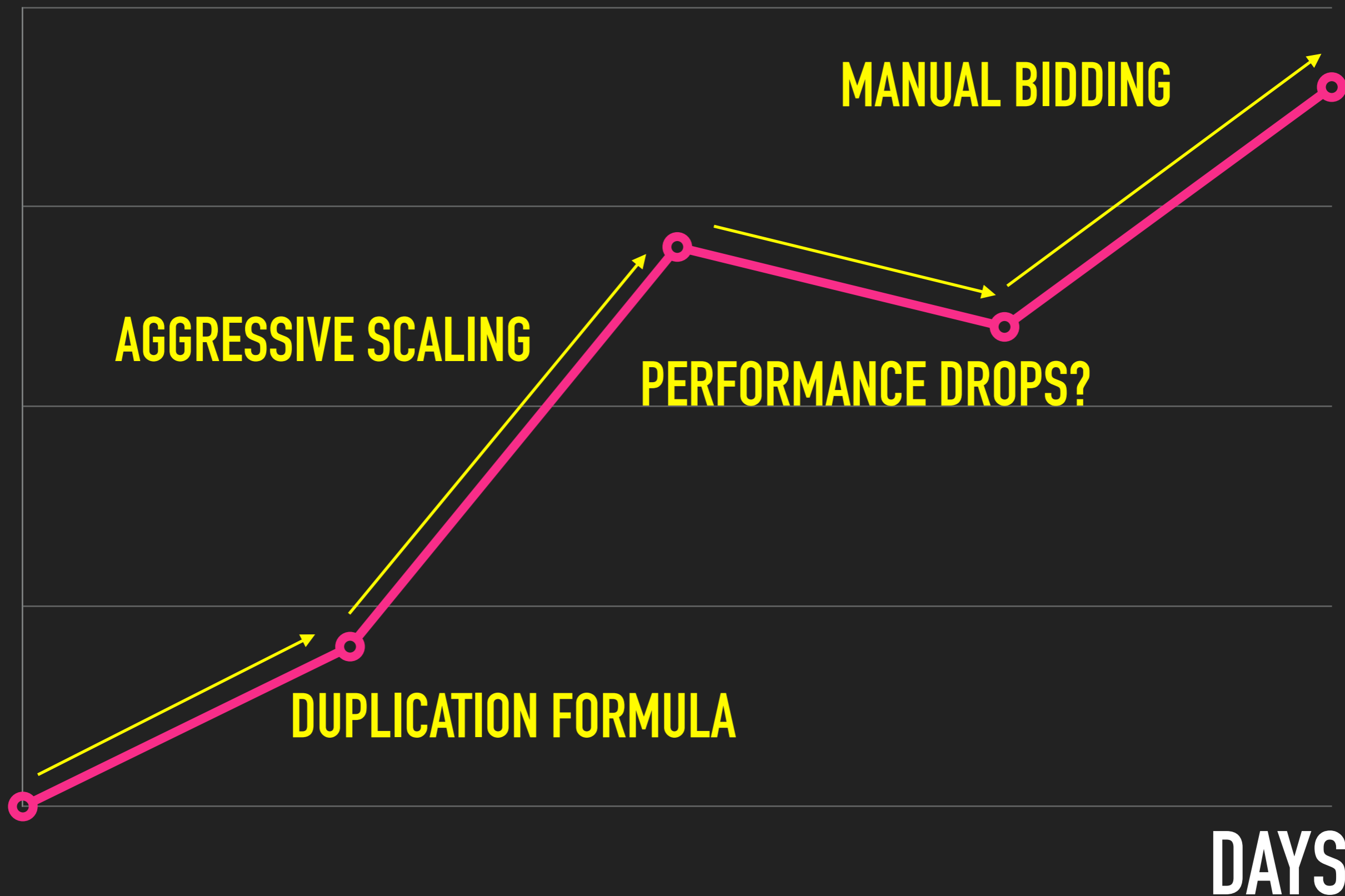
▶ 4-5% LLA

▶ 9-10% LLA

# MANUAL BIDDING

- ▶ Bid Price = AVG CPP
- ▶ High Daily Budget
- ▶ Broad Audience
- ▶ 5 Ad Sets with Different Bidding Prices

# SALES



# SCALE TO OTHER COUNTRIES

- ▶ Canada, UK, Australia, New Zealand
- ▶ Europe, America (exclude the US), Asia, Oceania
- ▶ Worldwide

# LOOKALIKE AUDIENCE

- ▶ Access the product's landing pages.
- ▶ Clicked Add to Cart button.
- ▶ Purchased the products.

# LOOKALIKE AUDIENCE



# LOOKALIKE AUDIENCE

- ▶ LLA from different countries, continents, and worldwide.
- ▶ LLA 1%, 1-2%, 2-3%, ... UK
- ▶ LLA 1%, 1-2%, 2-3%, ... AU
- ▶ LLA 1%, 1-2%, 2-3%, ... Europe
- ▶ LLA 1%, 1-2%, 2-3%, ... Asia

# ALWAYS RETARGETING

- ▶ Mobile News Feed
- ▶ Mobile Instagram
- ▶ Desktop News Feed
- ▶ Desktop Right Column

# ALWAYS RETARGETING

- ▶ Mobile News Feed - \$10 -> \$50
- ▶ Mobile Instagram - \$10 -> \$50
- ▶ Desktop News Feed - \$10 -> \$50
- ▶ Desktop Right Column - \$10 -> \$50

# ALWAYS RETARGETING

- ▶ “Tap here to get this product”
- ▶ “Have you got this product yet?”
- ▶ Customer reviews

- ▶ Run the campaign at the beginning of the day
- ▶ Try “Budget Optimization”
- ▶ Always test new things in the Facebook

# TO SUM UP

- ▶ Duplication Formula
- ▶ Aggressive Scaling Method
- ▶ Manual Bidding

# TO SUM UP

- ▶ Scale to other countries worldwide.
- ▶ Use the Lookalike Audience.
- ▶ Always retargeting.
- ▶ Start the campaign at the beginning of the day.
- ▶ Always test the new things on Facebook.

# THANK YOU!

GET THIS SLIDE HERE

[ALCHEBANK.COM/MYSLIDE](https://ALCHEBANK.COM/MYSLIDE)

(REMOVE TOMORROW)

CONTACT : [ME@ALCHEBANK.COM](mailto:ME@ALCHEBANK.COM)