

动态广告，自动化提升销量

www.meetsocial.cn



Kendy Huang

Facebook 优化师
飞书互动

讲师信息

meel[↑]

I N D E X

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2	动态广告快速设置
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1

动态广告介绍

meel 

A close-up photograph of a person's hands interacting with a silver laptop. The person is wearing a red top. One hand is pointing at the keyboard, while the other holds a gold credit card. The background is softly blurred, showing a patterned cushion and a wooden table. A semi-transparent white graphic overlay is on the right side of the image, containing the text.

人们的购物
方式已然改变

人们将更多时间花在移动设备上

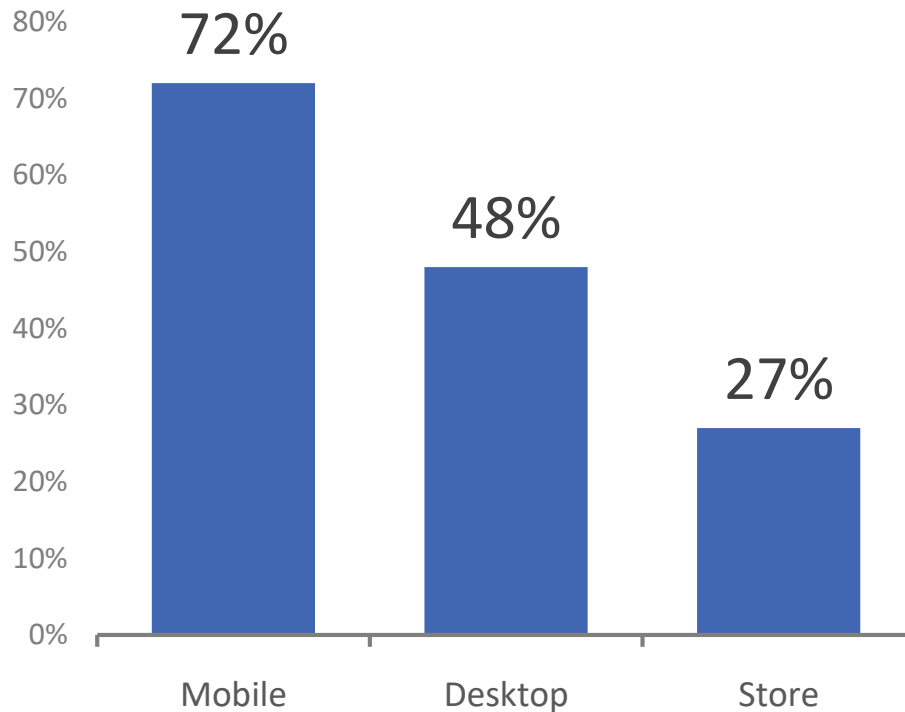
而这些时间大部分时间用在APP上



现在，探索从移动设备开始



人们了解商品的主要来源



Source: SessionM, Consumer Survey, Released May 2016

内容创建的速度正在超过人们消费的能力

用户关注度成为商家争夺的稀缺资源



如今，人们每 10 分钟
创造的信息就多达 50
亿千兆

混沌之初

2003 年

现在

争夺眼球的竞争如此激烈

相关度是激发需求和提升销量的关键

facebook
f i g v a

面临的挑战：批量提升相关度

现有的方法需要



人工匹配受众与商品



尝试优化广告需要
耗费大量时间



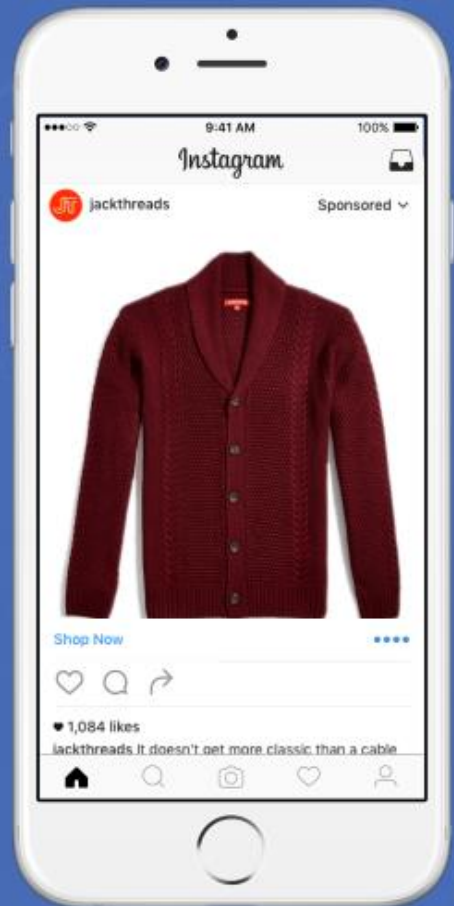
广告要随目录、库存状态
和价格变化而频繁更新

解决办法：动态广告（dynamic ads）

DABA—Dynamic Ads for Broad Audience
扩大受众的动态广告

DPA—Dynamic Product Ads
动态商品广告

您可以在 Facebook、Instagram 和 Audience Network 投放动态广告，自动向对你的商品感兴趣的受众推广整个商品目录。



利用动态广告发展业务



提升商品目录中所列商品的需求量和销量



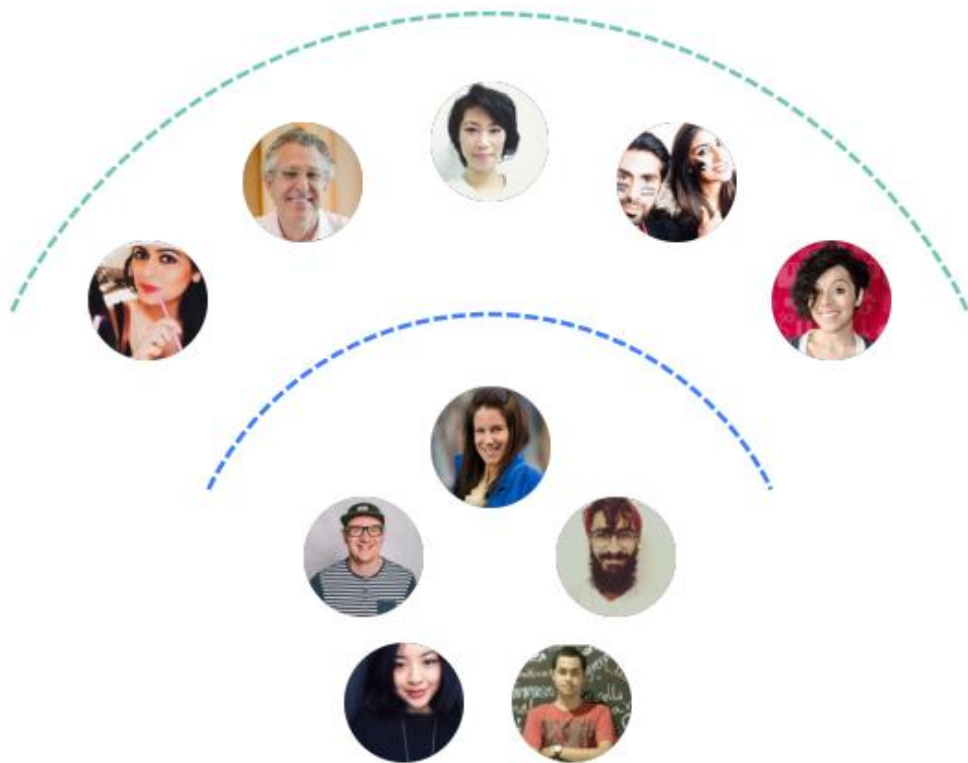
获取优质移动应用安装量



提升店铺访问量和销量

向消费者动态展示合适的商品

提升需求量和销量



新功能

扩大动态广告受众，向网站或应用访客之外的人群投放广告，从而增加需求量

向您的网站或应用访客投放广告，从而提升销量

扩大动态广告受众

提升需求激发营销活动的相关度



您的网站或应用的
最近访客

动态广告可根据网站或应用访客
感兴趣的商品定制广告单元

+



从来没有或最近没有访问过
您的网站或应用的用户

动态广告可根据人们在 **Facebook** 和其他网络平台表
现出的购物意向自动展示商品目录中的相关商品

新功能

从更多平台获得消费者意向

根据浏览活动和商品表现提供个性化的商品推荐

赞了一篇关于好友近日
购买的运动手表的帖子

在多个电商网站浏览过
运动手表

访问过运动手表公司的
Facebook 主页

曾经点击过运动手表广告



近日购买了配套的体育用品

加入了一个小组，人们在此
分享运动手表所追踪的活动

与运动手表品牌的视频广告
(Video Ads) 互动

参加了与最近购买运动手表
的用户类似的活动/存在与之
类似的行为

动态广告实例



Jill 是您的目标受众



她在 Facebook 主页和其他网络平台浏览过鞋子



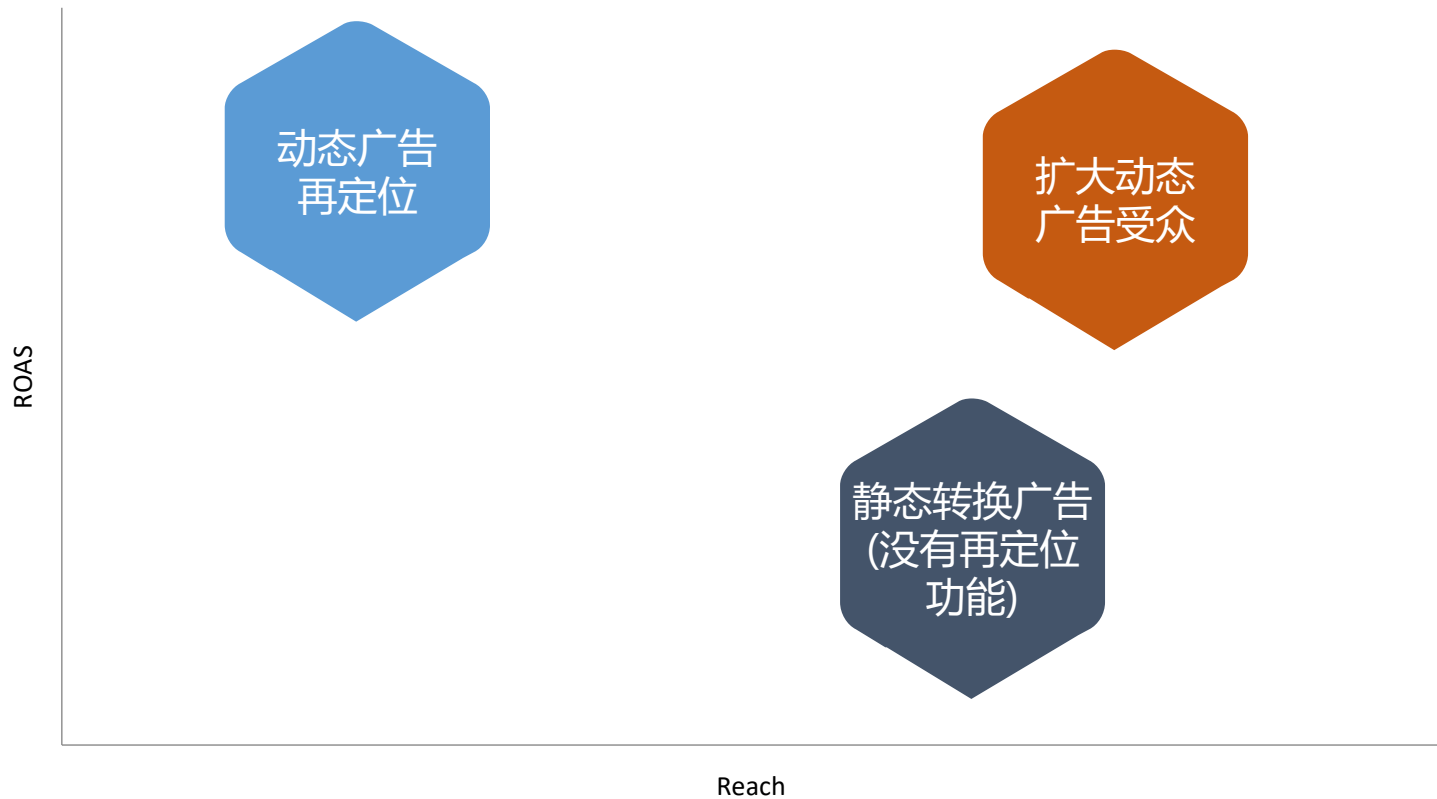
您的动态广告将向她展示商品目录中的鞋子，以便契合她的购物意向



假如 Jill 访问了您的网站或应用，您的动态广告内容将取决于她浏览过但未购买的商品



动态广告效果



通过扩大动态广告受众

广告主可以大规模提升各个广告目标的成效

全渠道零售商

单次点击费用降低 43%，
受众规模扩大到 2.1 倍

百货零售商使用动态广告

单个客户获取成本降
低 8%，受众规模扩大到 1.6 倍

电商公司

单次注册费用降低 15%，
受众规模扩大到 1.8 倍

网络零售商

广告花费回报保持不变，
受众规模扩大到 3 倍



2

D A B A 快 速 设 置

动态广告入门



01

将在线商品目录上传至商务管理平台



02

在您的网站嵌入 Facebook 像素，或在您的移动应用中嵌入 Facebook SDK 和应用事件 (App Events)

Use info from your pixel or app to create a retargeting audience.

新功能

- Define a broad audience and let Facebook optimize who sees your products

03

选择受众定位选项，集中定位网站/应用的最近访客或广泛定位他们之外的人群
















04

设置广告模板

第 1 步：

在 Power Editor 中，新建一个以“商品目录促销”为目标的广告系列。

Auction ⓘ Run ads on auction and pay based on demand	Reach and Frequency ⓘ Book audience in advance and reserve price
 Boost your posts	
 Promote your Page	
 Send people to your website	
 Increase conversions on your website	
 Get installs of your app	
 Increase engagement in your app	
 Reach people near your business	
 Raise attendance at your event	
 Get people to claim your offer	
 Get video views	
 Promote a product catalog	Create ads that automatically show products from your product catalog based on your target audience.
 Collect leads for your business	
 Increase brand awareness	NEW

第 2 步：

创建广告组，并选择想要推广的商品系列。

我们建议创建至少包含 1,000 件商品的商品系列。

Create Product Set ×

Name of Product Set

Filter from **Demo Catalog 3** catalog to create a product set. [Learn more.](#)

×

第 3 步

设置单日预算。

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ Daily Budget ▾ \$1000.00

\$1000.00 USD

Schedule ⓘ Run my ad set continuously starting today

Set a start and end date

Optimization for Ad Delivery ⓘ Link Clicks ▾

Bid Amount ⓘ Automatic - Let Facebook set the bid that helps you get the most link clicks at the best price.

Manual - Enter a bid based on what link clicks are worth to you.

When You Get Charged ⓘ Link Click (CPC)

[More Options](#)

Ad Scheduling ⓘ Run ads all the time

[More Options](#)

Delivery Type ⓘ Standard - Show your ads throughout the day - Recommended

[More Options](#)

[Hide Advanced Options -](#)

第 4 步：

选择标准受众条件，
再使用特定的排除条件加以细化。

首先，我们建议排除在最近 10 天内购买过商品的客户

Audience
Define who you want your ads to reach. [Learn More](#)

- Use info from your pixel or app to create a retargeting audience.
- Define a broad audience and let Facebook optimize who sees your products

Create New | Use a Saved Audience ▾

Prefill with options from your last ad set

Custom Audiences ⓘ Choose a Custom Audience [Browse](#)
Create a New Custom Audience

Locations ⓘ Everyone in this location ▾
United States
📍 **United States**
📍 Include ▾ | Add locations
Add Bulk Locations...

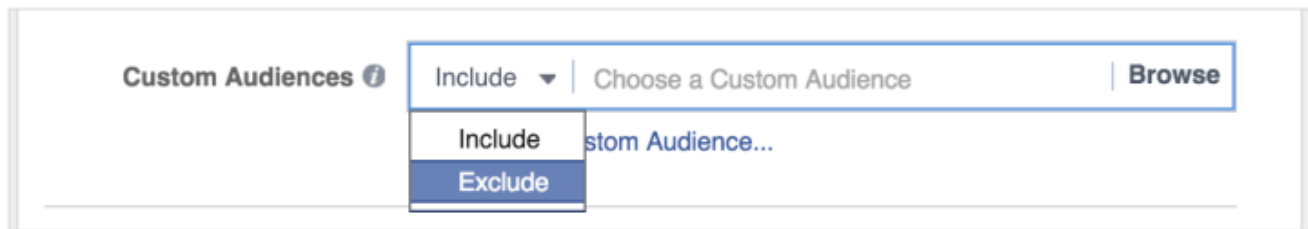
Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language

Detailed Targeting ⓘ Include people who match at least one of the following
Add demographics, interests or behaviors | [Suggestions](#) | [Browse](#)
Exclude People

受众定位技巧



01

您可以使用自定义受众作为排除条件，例如您的数据库中已包含的客户。

02

为了获得最佳表现，我们建议使用核心定位

03

在创建营销活动时，不要排除网站访客，以便确保 Facebook 推荐引擎能够利用网站访客数据来优化商品推荐，提升转化效果。

04

为确保投放效果，我们不建议使用：

- 兴趣或关系网络定位，因为这样会缩小受众范围
- 类似受众

受众定位技巧

交叉销售:

当有人购买您某个商品系列中的商品时，您就可以交叉销售其他商品系列中的相关商品。

追加销售:

追加销售可用于将客户的注意力从商品目录的一个商品转移到另一个盈利率更高的商品（例如：高销量商品）上。

Use info from your pixel or app to create a retargeting audience.

Define a broad audience and let Facebook optimize who sees your products.
[Learn More](#)

Viewed or Added to Cart But Not Purchased

Promote products from 所有商品 to people who viewed or added those products to cart in the last

14 days

Added to Cart But Not Purchased

Promote products from 所有商品 to people who added those products to their cart in the last

28

days

Upsell Products

Promote 所有商品 to people who viewed the product set below in the last

14

days

Cross-Sell Products

Promote 所有商品 to people who purchased from the product set below in the last

14

days

第 5 步：

选择“优化转化事件”来
最大限度提升成效。

The screenshot shows the 'Optimization & Pricing' section of a Facebook Ads campaign. Under 'Optimization for Ad Delivery', there are three options: 'Link Clicks - Recommended', 'Impressions', and 'Conversion Events'. 'Conversion Events' is selected, indicated by a checkmark and a blue background. The text for 'Conversion Events' reads: 'We'll deliver your ads to people more likely to take action when they see a product from your catalog.' The text for 'Impressions' reads: 'We'll deliver your ads to people as many times as possible.' The text for 'Link Clicks - Recommended' reads: 'We'll deliver your ads to people who are more likely to click the offsite link in your ad.' The word 'price.' is partially visible on the right side of the screenshot.

Optimization & Pricing

Optimization for Ad Delivery ⓘ

Conversion Events ▼

Link Clicks - Recommended
We'll deliver your ads to people who are more likely to click the offsite link in your ad.

Impressions
We'll deliver your ads to people as many times as possible.

✓ **Conversion Events**
We'll deliver your ads to people more likely to take action when they see a product from your catalog.

price.

第 6 步

配置广告模板。

选择与首次访客相关的文案（例如首次下单享受九折优惠、包邮）。

为获得最佳效果，请在商品目录中使用清晰的图片（分辨率至少达到 600x600 像素）

The screenshot shows the Facebook Ad Creative configuration interface. On the left, under the 'Creative' tab, the 'Ad with multiple images in a carousel (Recommended)' option is selected. Below this, there are fields for 'Change Image', 'Crop Image', 'Website URL' (societyclothing.com), 'Headline', and 'News Feed Link Description'. On the right, the 'Audience Network Interstitial' and 'Audience Network Banner' tabs are visible, along with a preview of the ad. The preview shows a carousel of product images for 'SOCIETY' clothing, with a 'Like Page' button and a 'www.societyclothing.com' link. A blue callout box points to the carousel ad option, and another blue callout box points to the product images in the preview.

1. 选择在轮播广告 (Carousel Ads) 中展示多件商品

其余位置将填充商品目录中的商品

营销活动开展投放后，Facebook 推荐引擎将向受众推荐个性化的商品

第7步：

发布营销活动。

根据需要及时调整，确保投放效果和广告成效。

The screenshot displays the Facebook Ads Manager interface for a campaign named "Demo Catalog 3 - Product Catalog Sales". The account is "Lou Test Ads". The campaign is currently "On". The main performance area shows "No Activity During Date Range" with a message: "There wasn't any delivery in this campaign during this date range." and a "Change Date" button. The right sidebar shows campaign details: "Campaign" is On, "Objective" is "Product Catalog Sales", and "Amount Spent Today" is "\$0.00 spent today" and "\$0.00 spent in total". The bottom table lists the ad sets in the campaign.

Ad Set Name	Delivery	Results	Reach	Cost	Budget	Amount Spent	Schedule
US - 18+ Demo Catalog 3 - Product Catalog Sales	Active 1 Approved	--	--	-- Per Result	\$1,000.00 Daily	\$0.00	Jul 18, 2016 - Ongoing
Results from 1 Ad Set						\$0.00 Total Spent	

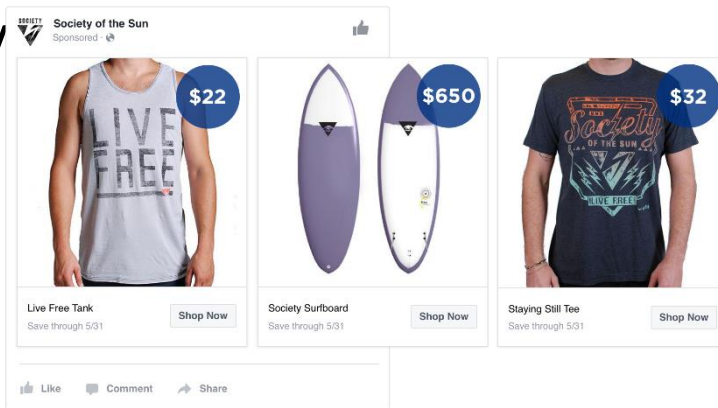


3

设置 新 样式

价格标签Text Overlay

CIRCLES

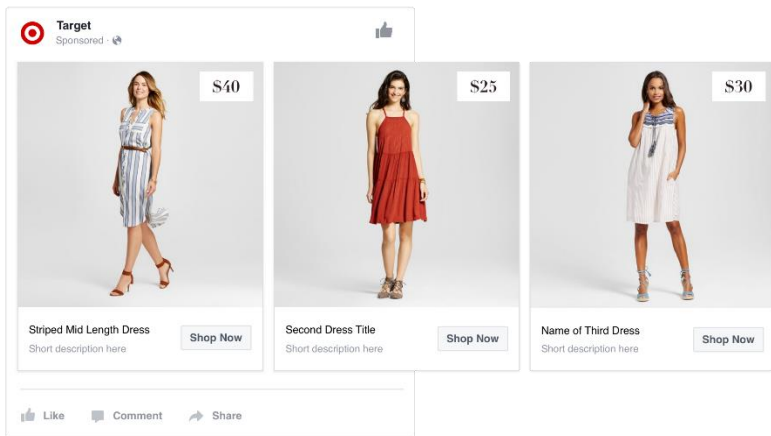


Society of the Sun Sponsored

- Live Free Tank: \$22
- Society Surfboard: \$650
- Staying Still Tee: \$32

Like Comment Share

PILLS

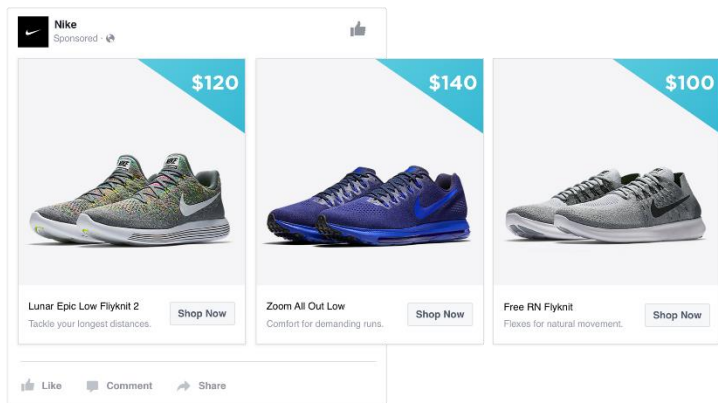


Target Sponsored

- Striped Mid Length Dress: \$40
- Second Dress Title: \$25
- Name of Third Dress: \$30

Like Comment Share

TRIANGLES



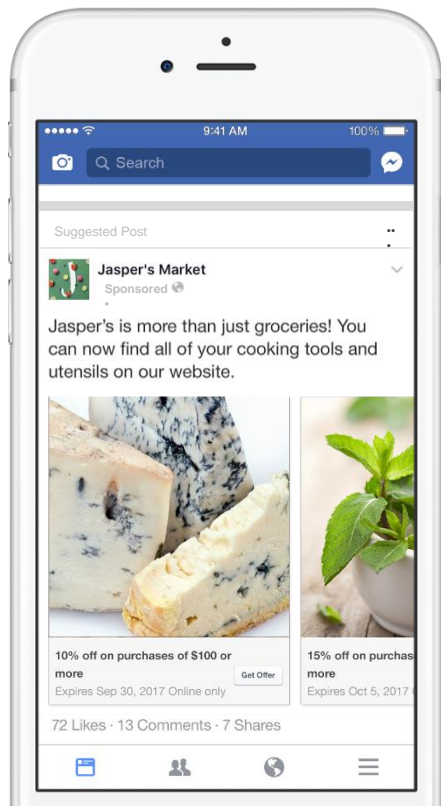
Nike Sponsored

- Lunar Epic Low Flyknit 2: \$120
- Zoom All Out Low: \$140
- Free RN Flyknit: \$100

Like Comment Share



动态广告+Offer



总结



1

用DA既做新客，
又做再营销

2

结合text-overlay,
offers等多种广告
样式吸引受众

3

多种产品分类来匹
配不同的消费需求
和场景



4

动态广告最佳实践

meel 

Facebook Pixel以及App Event应该追踪消费者在你的网站或App上的全部活动

记得将Facebook Pixel装在M-site上



Overview Product Feeds Product Sets Product Events Catalog Settings

ABCD Product Catalog 732,177 PRODUCTS IN CATALOG

▲ Event Sources

Custom Audience Master's Pixel - Purchase
Only 81% of products sent from the Purchase event from pixel 260785567427852 are in the catalog

○ Product Sets
You have not set up a product set for this product catalog yet. Get help

✓ Product Feeds

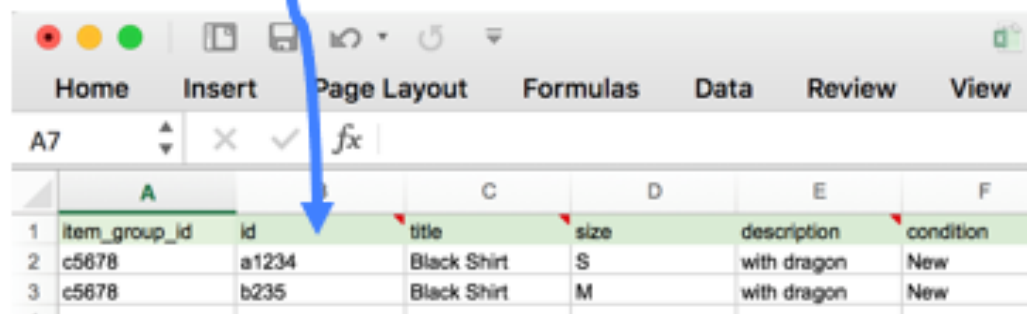
Anything missing? Contact your admin.

Facebook Developers Privacy Terms Cookies Help Report a Problem Facebook ©

将正确的 Product ID与 event相匹配

- 每一件产品都应该有一个独特的ID，一旦feed中存在重复的ID，所有的相关产品都将无法上传
- 如果有同一件产品的不同颜色或者相关尺码产生了不同的ID，你可以使用item_group_id，这是一个额外的数据让系统识别那些产品是相关产品
- 如果页面有多个产品，应该追踪多个Product ID.
- 使用Facebook Pixel Helper去检测是否设置成功

```
<script>  
fbq('track', 'ViewContent', {  
  content_type: 'product', //either 'product' or 'product_group'  
  content_ids: ['a1234'], //array of one or more product ids in the page  
  value: 16.95, //OPTIONAL, but highly recommended  
  currency: 'USD' //REQUIRED if you a pass value });  
</script>
```



	A		C	D	E	F
1	item_group_id	id	title	size	description	condition
2	c5678	a1234	Black Shirt	S	with dragon	New
3	c5678	b235	Black Shirt	M	with dragon	New

正确设置Product Set

对出价和系统的产品推荐有重要影响

- 从一个比较大的product set开始，避免将product set切割的过小

- Product set的正确示例

Examples:

- 每一种品类设置一个set
- 根据价格范围设置，例如大于50美金的
- 根据促销主题设置set

根据产品特点和广告需要设置product set，不要人为进行无意义的切割

Filter from **Dynamic Product Alpha - Product Feed 2015** catalog to create a product set. [Learn more.](#)

Category contains

- Availability
- Brand
- ✓ **Category**
- Product Type
- Price

product set with **105,173** of 105,173 products.

Name Name new product set

一开始先设置一个比较大的product set



BEST PRACTICES

素材

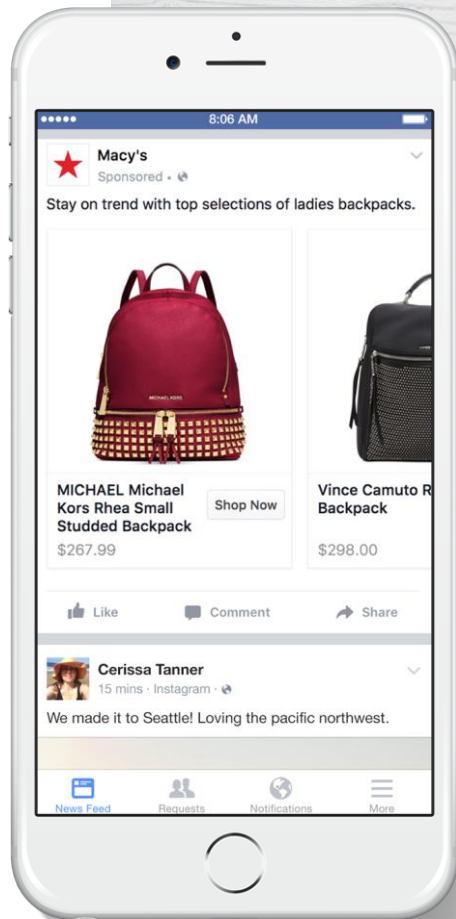
素材的最佳实践

01 使用高质量的产品图片，像素应最少在600x600

02 文字素材中应包括价格

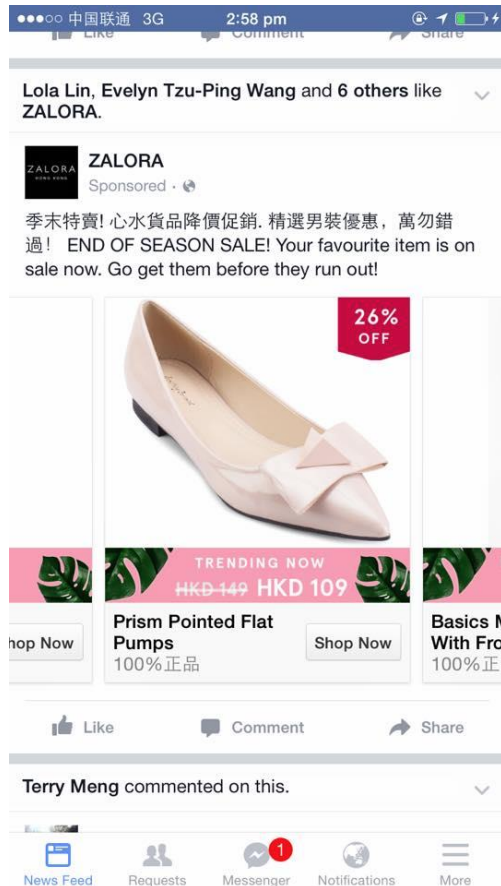
03 在feed中加入deep link从而实现app上的购买

04 素材的风格应保持统一



在素材上实现更多创意

加入促销、折扣以及季节元素，让你的广告脱颖而出





BEST PRACTICES

Targeting

Targeting如何设置

从较广的 targeting开始

从viewed or add to cart的受众开始，
逐步尝试add to cart only

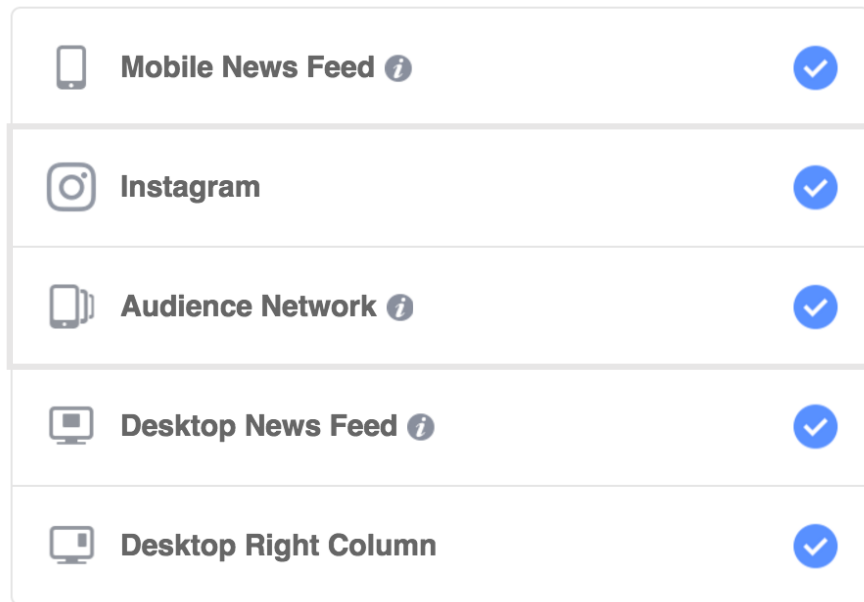
排除Purchaser

针对提高复够率的remarketing广告
单独target purchaser

提高广告的 Reach

提高retention window并覆盖所有的
广告位

覆盖广告位，特别是Instagram和Audience Network



Power Editor

- 将覆盖拓展至Instagram以及Audience Network
 - 无需额外的catalog或者SDK，广告位混投的优化逻辑依然适用
- Instagram对素材要求至少600x600像素

从活动和时间两个维度进行划分

- 受众设置有两个维度，用户所进行的活动（**view, add to cart, purchase**）以及发生的时间（过去x天），从这两个维度可以将受众进行划分

The image displays four stacked screenshots of a user interface for selecting an ad set. Each screenshot shows a 'CHOOSE AN AD SET' section with two radio button options: 'Use Existing' and 'Create New'. The 'Create New' option is selected in all four cases. The text in the input field for 'Create New' varies across the screenshots, representing different combinations of activity and time filters.

Activity	Time	Input Text
ViewContent	0-7 Days	ViewContent 0-7 Days
ViewContent	8-20 Days	ViewContent 8-20 Days
AddToCart	0-7 Days	AddToCart 0-7 Days
AddToCart	8-20 Days	AddToCart 8-20 Days

进阶设置：Cross sell

Audience

Associate a Facebook pixel or app with your catalog to show more relevant products to your audience.
[Manage pixels and apps associated with your catalog.](#)

Viewed or Added to Cart But Not Purchased
Products that have been viewed or added to the cart but not purchased in the last days

Added to Cart But Not Purchased
Products that have been added to cart but not purchased in the last days

Upsell Products
Suggest products from Product Set when people view the product set below in the last days

Viewed Products From:

Cross-Sell Products
Suggest products from Product Set when people purchase from the product set below in the last days

Custom Combination
Define custom retargeting based on inclusion and exclusion rules

- 提高顾客的lifetime value
- - 可以对最近购买的人群推送相关的产品

进阶设置：Upsell

Audience

Associate a Facebook pixel or app with your catalog to show more relevant products to your audience.
[Manage pixels and apps associated with your catalog.](#)

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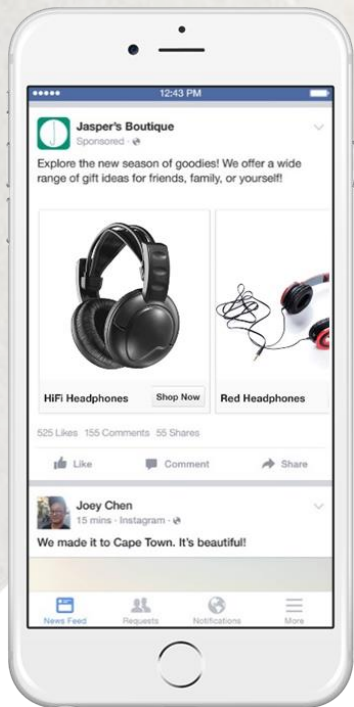
Viewed Products From:

Cross-Sell Products
Suggest products from Product Set when people purchase from the product set below in the last days

Custom Combination
Define custom retargeting based on inclusion and exclusion rules

- 提高平均客单价
- - 对用户推送高利润的产品

总结



STEP 1: 正确设置Pixel和Product Catalog

STEP 2: 根据产品划分Product Set

STEP 3: 根据用户行为和时间划分不同的targeting

STEP 4: 利用Instagram和Audience Network扩大广告覆盖

常见问题

• 我需要暂停现有的动态广告营销活动吗？

- 不需要。扩大受众动态广告与再定位营销活动之间可以形成优势互补，其中，前者能够将那些具有强烈购买意向但最近未访问您网站或应用的客户添加至可再定位的客户群中，而后者则能够帮助您吸引这些消费者完成转化并获得较高的广告花费回报。

• 使用这一功能后，再定位营销活动的表现会变差吗？

- 扩大受众动态广告营销活动的引入应该不会对再定位营销活动产生不利影响。已经参与过测试的广告主并未发现其再定位营销活动的表现变差。相反，根据所使用的营销组合不同，您甚至可能看到再定位营销活动的表现有所改进，这是因为扩大受众动态广告能够壮大您的潜在客户群，让更多具有强烈购买意向的消费者访问您的商品页面。

• 我应该排除再定位营销活动的受众吗？

- 将网站和应用的最近访客包含在内有助于 Facebook 更多地了解您的商品，进而提升广告表现，因此我们并不建议做出这类排除。不过，我们确实建议排除过去 10 天内曾购买您商品系列中的商品的用户。对于消费者考虑周期较长的一些业务（如家具），使用 30 天或 60 天等较长的排除时间窗可能更为合适。

• 对移动应用安装量 (MAI) 广告而言，使用这一功能需满足的要求是一样的吗？

- 如果选择“商品目录促销”作为广告目标，动态广告将针对加入购物车或网站转化进行优化，最终提升在线销量。如果选择“移动应用安装量”作为广告目标，由于优化模型发生了变化，投放动态广告需要满足的定位要求也会有所不同。





谢 谢 大 家

