
Collaborative Ads
Playbook
FACEBOOK

Agenda

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Collaborative Ads Overview

02
Collaborative Ads Best Practices: The Basics

03
Collaborative Ads Best Practices: Advanced

04
What's New: Conversion Objective

05
New Case Studies

06
Getting Started

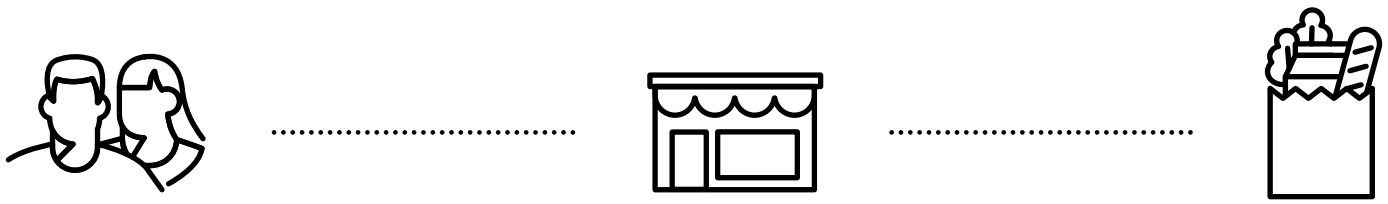


01

Collaborative Ads Overview

Introducing Collaborative Ads

Reach high intent shoppers at the right time to drive sales



- Target people who are more likely to buy.
- Optimize your campaigns to drive results.
- Measure the impact of your campaigns on sales.

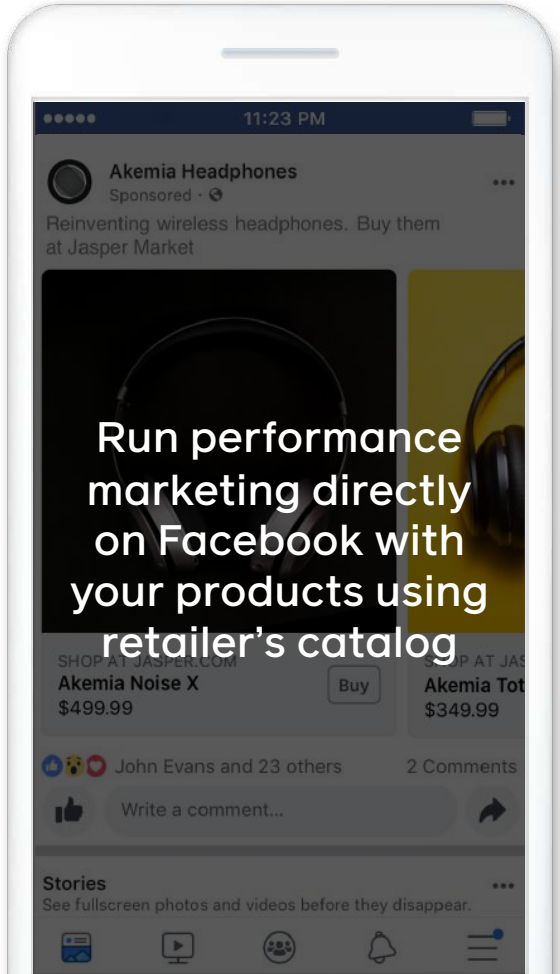
How Collaborative Ads work

BRAND

No Pixel

No SDK

Advertiser on Facebook

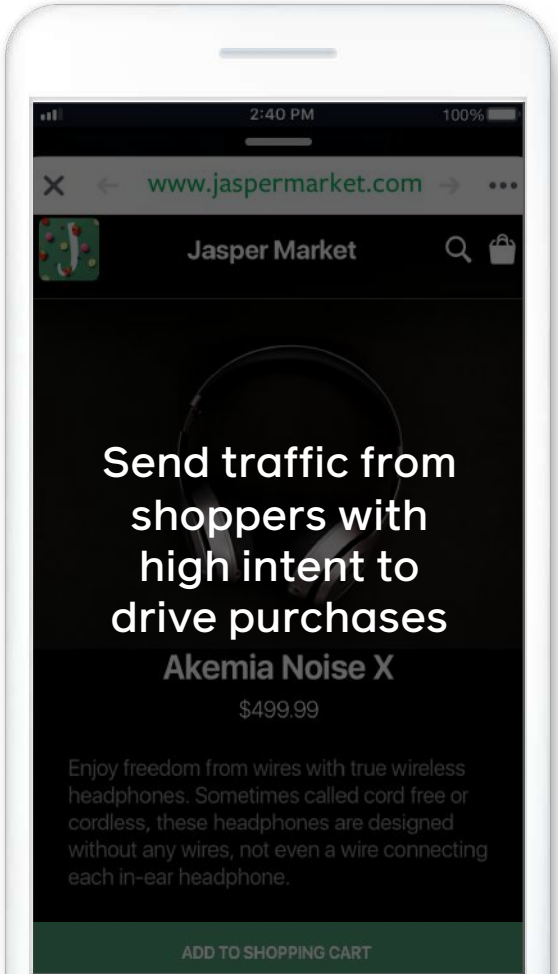


Retailer shares catalog segment with advertiser

Advertiser drives high-quality traffic to retailer site or app

Advertiser sees performance reporting for their products

Retailer site or app



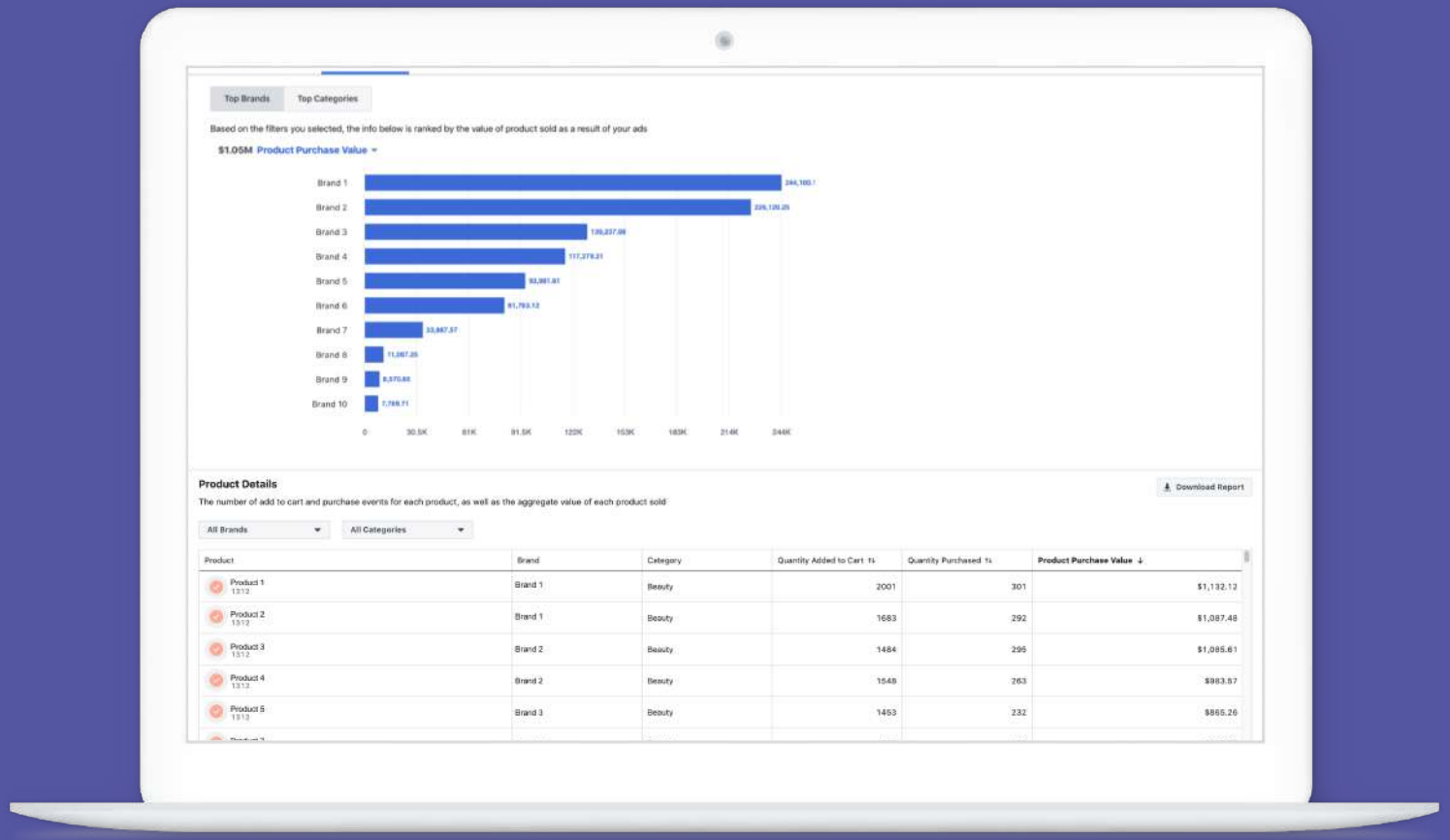
Pixel

SDK

Measure the impact of your Collaborative Ads on sales

In Ads Manager: High Level Performance

In Product Level Reporting: SKU Level Performance



Ads Manager Reporting: Available Collaborative Ads metrics

Typical Ads manager metrics

(Impressions, reach, cost per result, etc.)

+

Mobile metrics

- Mobile App Content Views
- Mobile App Adds to Cart with Shared Items
- Mobile App Purchases with Shared Items
- Mobile App Adds to Cart Conversion Value for Shared Items Only
- Mobile App Purchases Conversion Value for Shared Items Only

Website metrics

- Website Content Views
- Website adds to cart with shared items
- Website Purchases with Shared Items
- Website Adds to Cart Conversion Value for Shared Items Only
- Website Purchases Conversion Value for Shared Items Only

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02

Collaborative Ads Best Practices: The Basics

02

Collaborative Ads Best Practices: The Basics

- Objective
- Product Set
- Targeting
- Bid
- Conversion Event
- Conversion Window



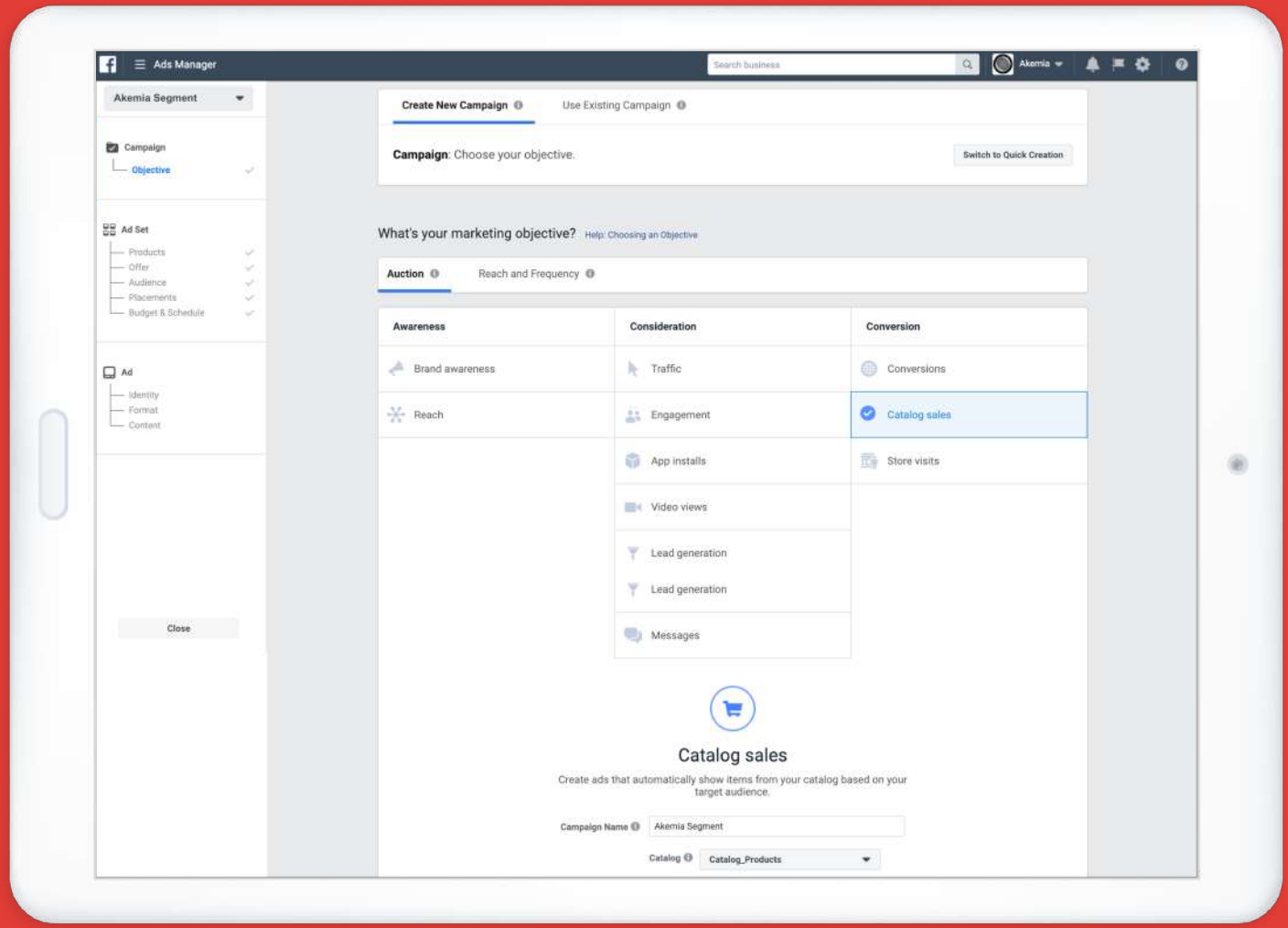
Collaborative Ads Best Practices: The Basics

Objective Product Set Targeting Bid

Conversion Event Conversion Window

Set your objective to catalog sales

to drive real business results



02

Collaborative Ads Best Practices: The Basics

Objective

Product Set

Targeting

Bid

Conversion Event

Conversion Window

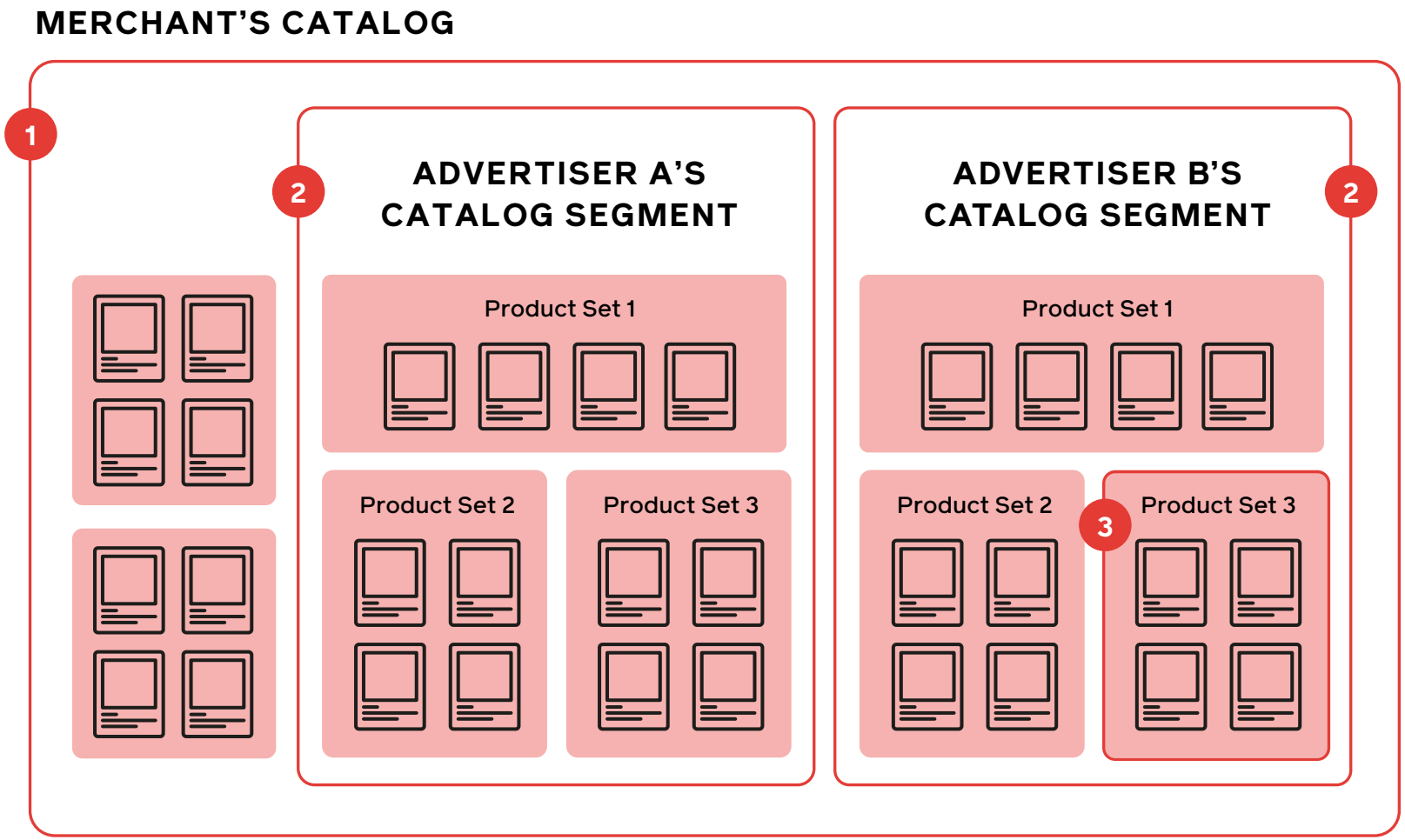


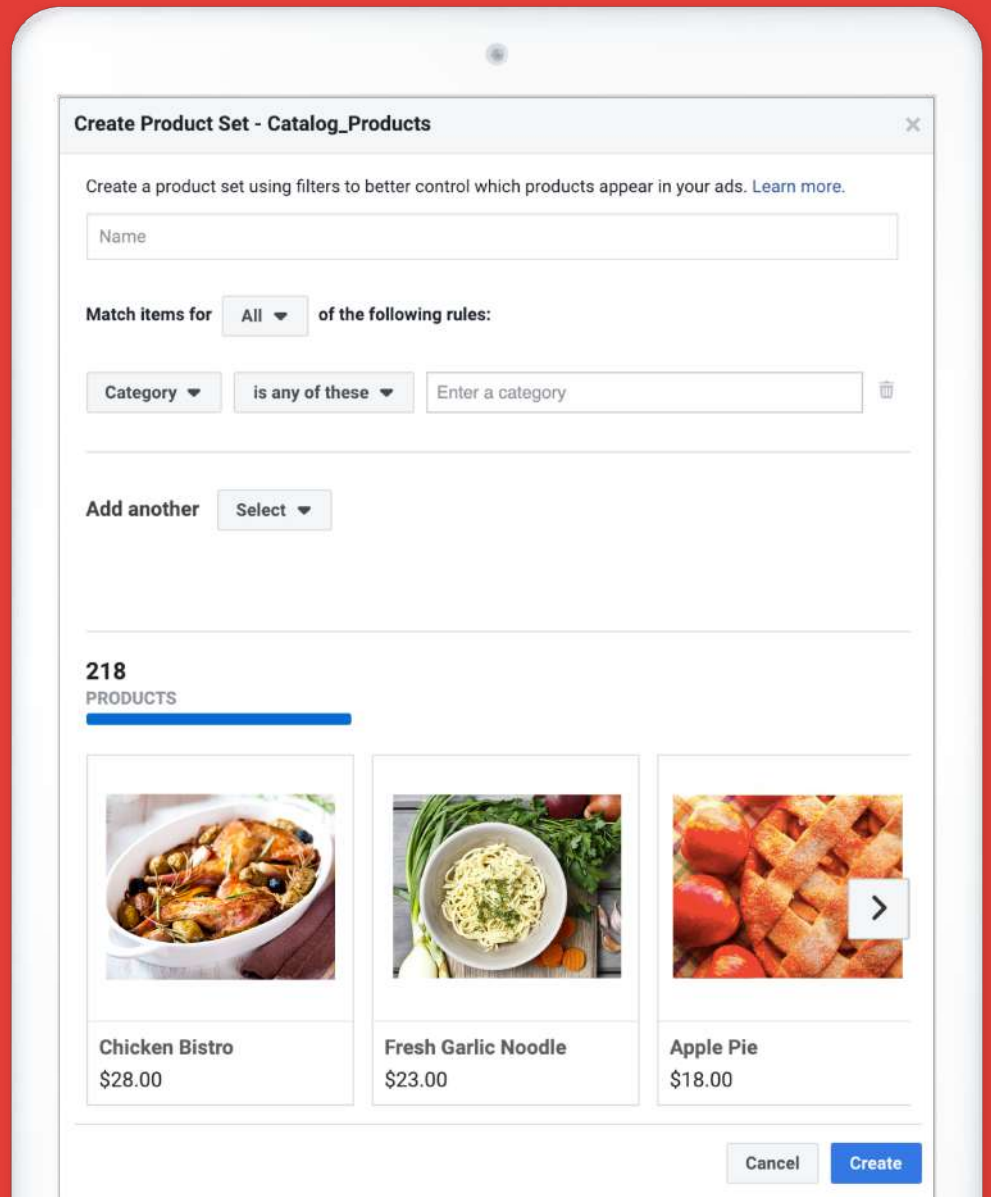
What is a product set?

1 Catalog
contains all products available in merchant's site/app.

2 Catalog Segment
contains advertiser's products which is shared by merchant to advertiser.

3 Product Set
is a grouping of related items in a catalog, created by advertiser/media agency.





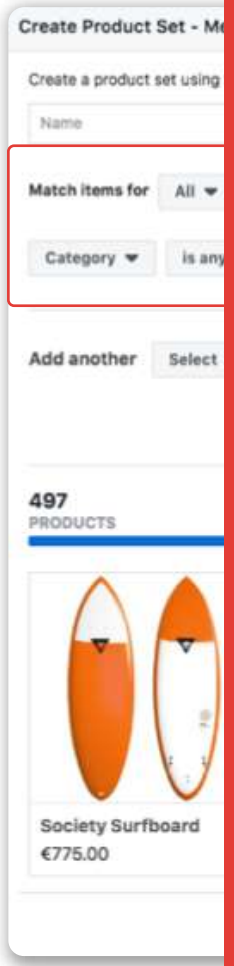
Create a product set you would like to advertise

We recommend that you start with a broader set to efficient delivery and performance

Create product sets strategically

Product sets enable you to control bids and product recommendations. Choosing the right balance of clearly delineated product sets without over-segmenting, will enable you to maximize your reach and control spend.

Product set filtering options



Watch-outs

For Brands:

- Avoid creating too many product sets with few items

For Merchants:

- Use custom columns in your product feed to create advanced product sets.
- You can add up to 5 custom columns to your product feed to add additional information about your products. You can use these custom columns to create advanced product sets.
- Don’t use product IDs for filers- brand name and product names are safer. If IDs or SKUs change with the merchant update, it won’t show in your product set anymore.

02

Collaborative Ads Best Practices: The Basics

Objective

Product Set

Targeting

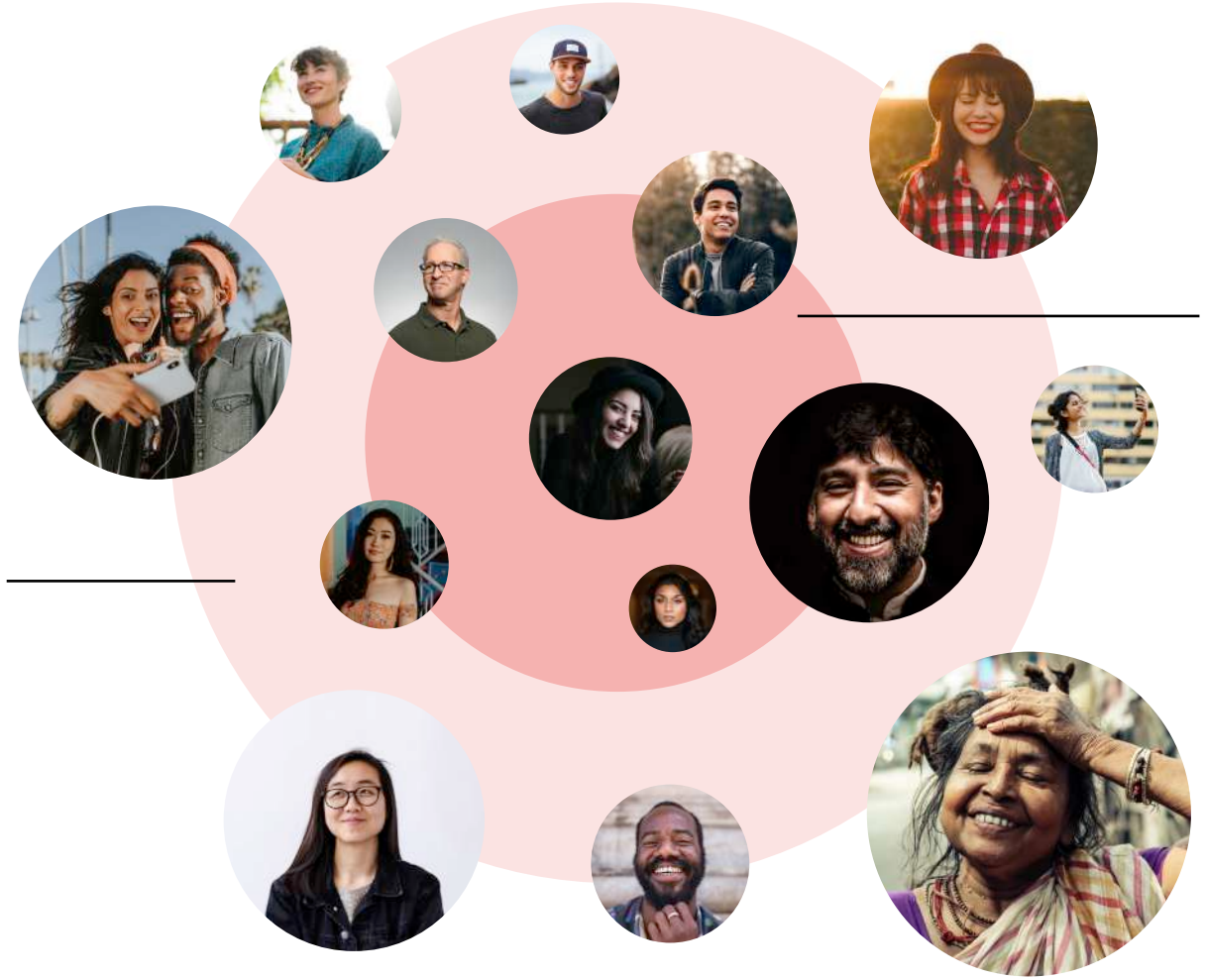
Bid

Conversion Event

Conversion Window



Two main types of targeting for dynamic ads



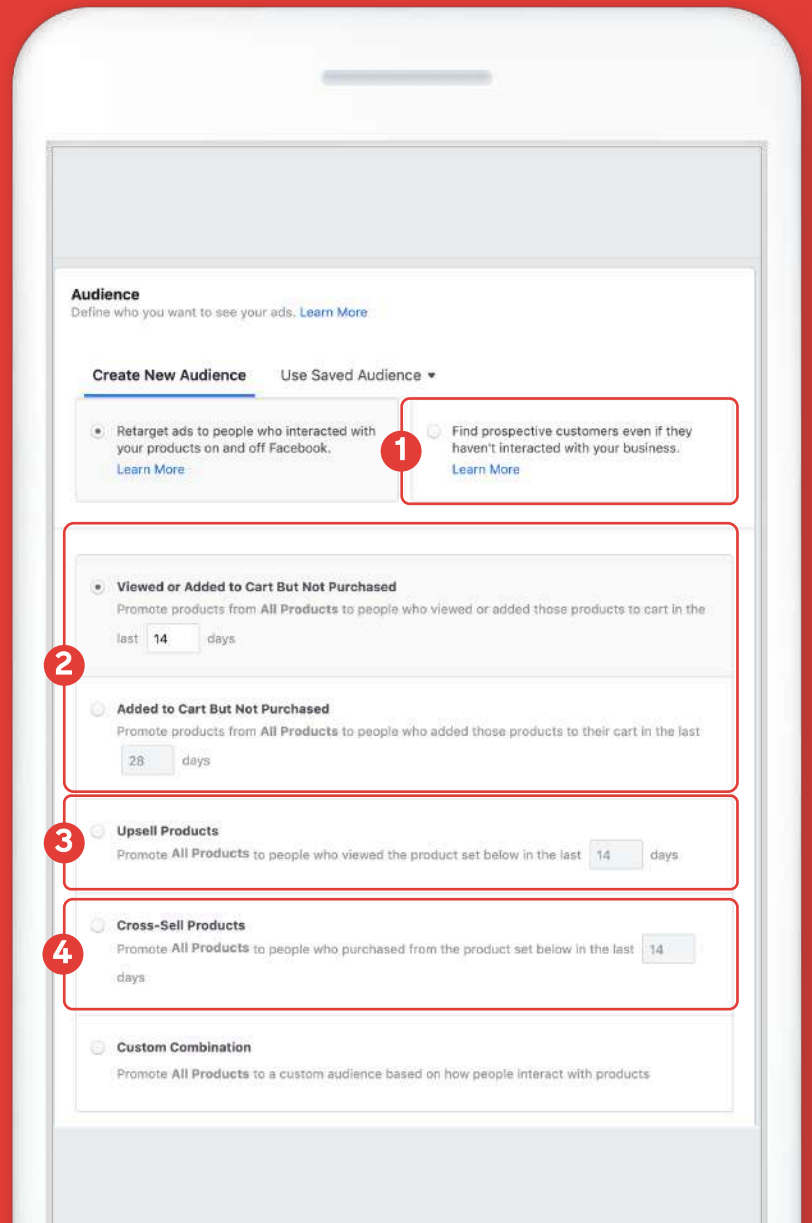
BROAD AUDIENCES/ PROSPECTING

Expand your dynamic ads to reach beyond your website or app visitors to generate demand

RETARGETING

Target people who have been to your site or app to generate sales

Ads Manager Interface: Targeting Types



- Broad Audience / Prospecting
- Retargeting
- Upselling
- Cross-selling

Prospecting in action



Jill is in your target audience



She has been browsing for skincare on Facebook Pages and over the web

But she has not been to the merchant's site yet



Your dynamic ad will display skincare from your catalog to match her intent

Prospecting:

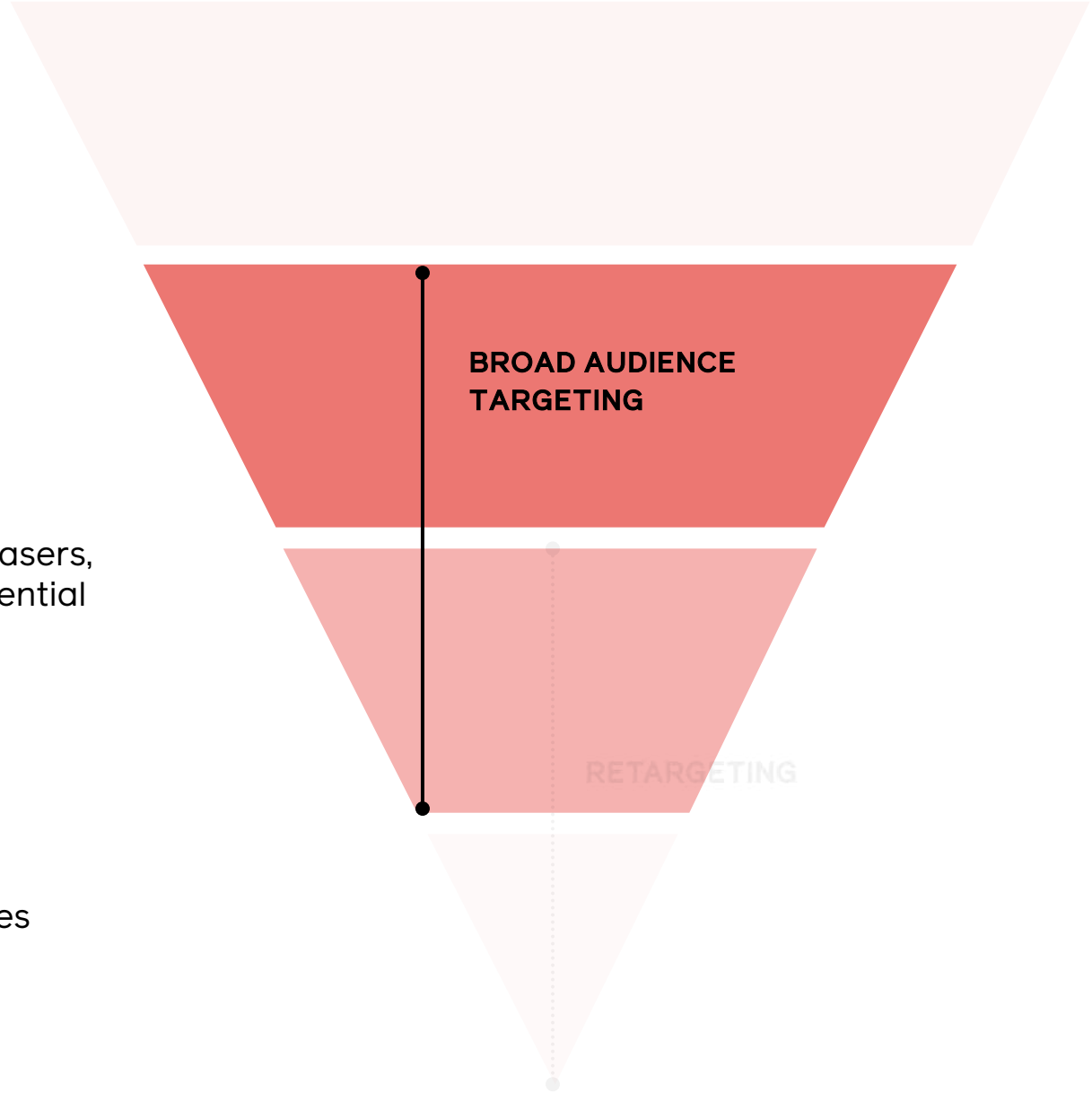
Tips to get started

1.
Avoid using filters such as city, interest, category targeting. These are the people who are already more likely to be interested in your products.

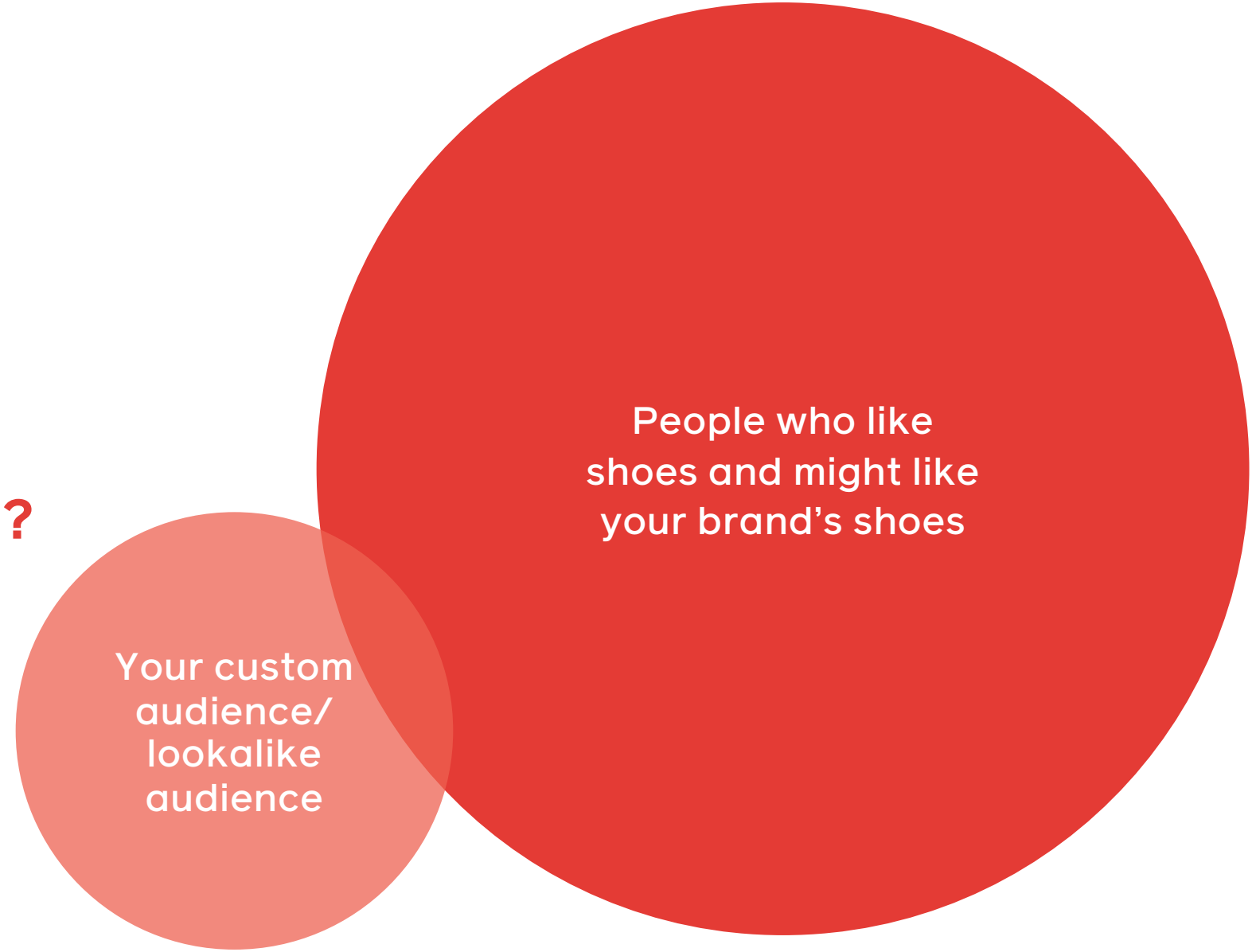
2.
Avoid excluding all purchasers, this will eliminate the potential of repeat purchases.

3.
Do not exclude all visitors to make sure your ads leverage this information to personalize product recommendations.

4.
We do not recommend using lookalikes audiences to ensure delivery.



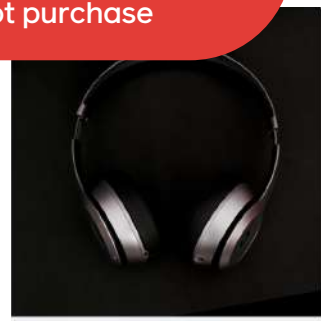
Why should I keep my audiences broad?



Retargeting in action

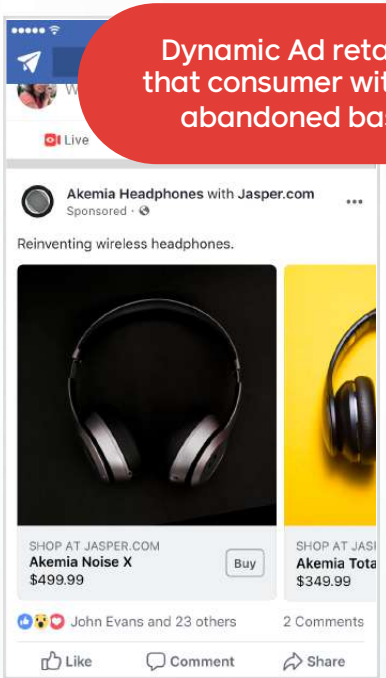
Merchant

Consumer views content of Item A on marketplace & adds to cart but did not purchase



Facebook

Dynamic Ad retargets that consumer with their abandoned basket



Merchant



Consumer clicks to continue and complete shopping

Retargeting:

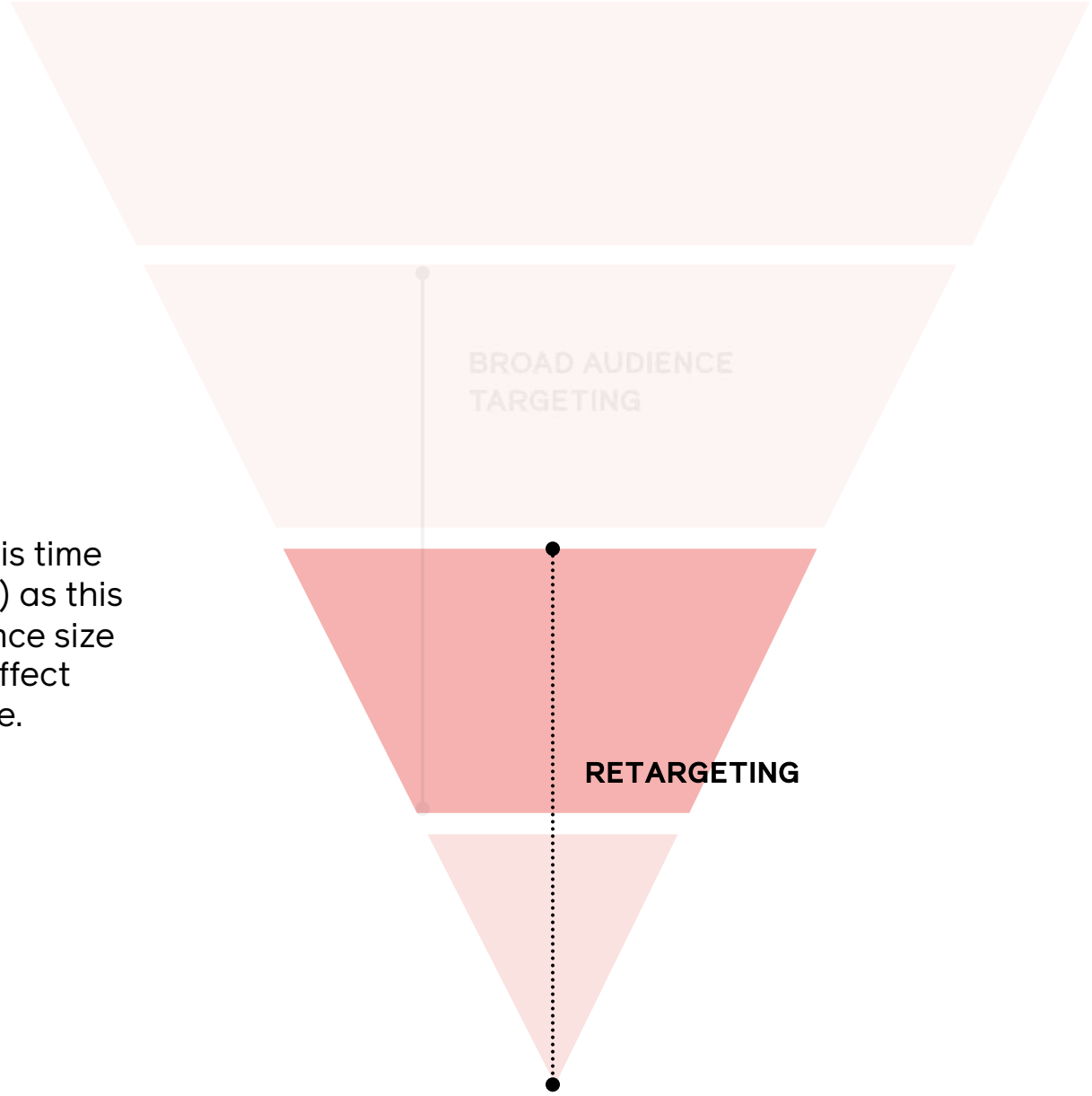
Tips to get started

1.
Start with a retargeting audience who viewed or added your products to their carts but did not buy in the last 14 days.

2.
Avoid narrowing down this time frame (e.g. 3 days, 7 days) as this may decrease the audience size significantly, which can affect delivery and performance.

3.
We do not recommend using additional filters such as city, interest, category targeting as these are shoppers who are already interested in your products.

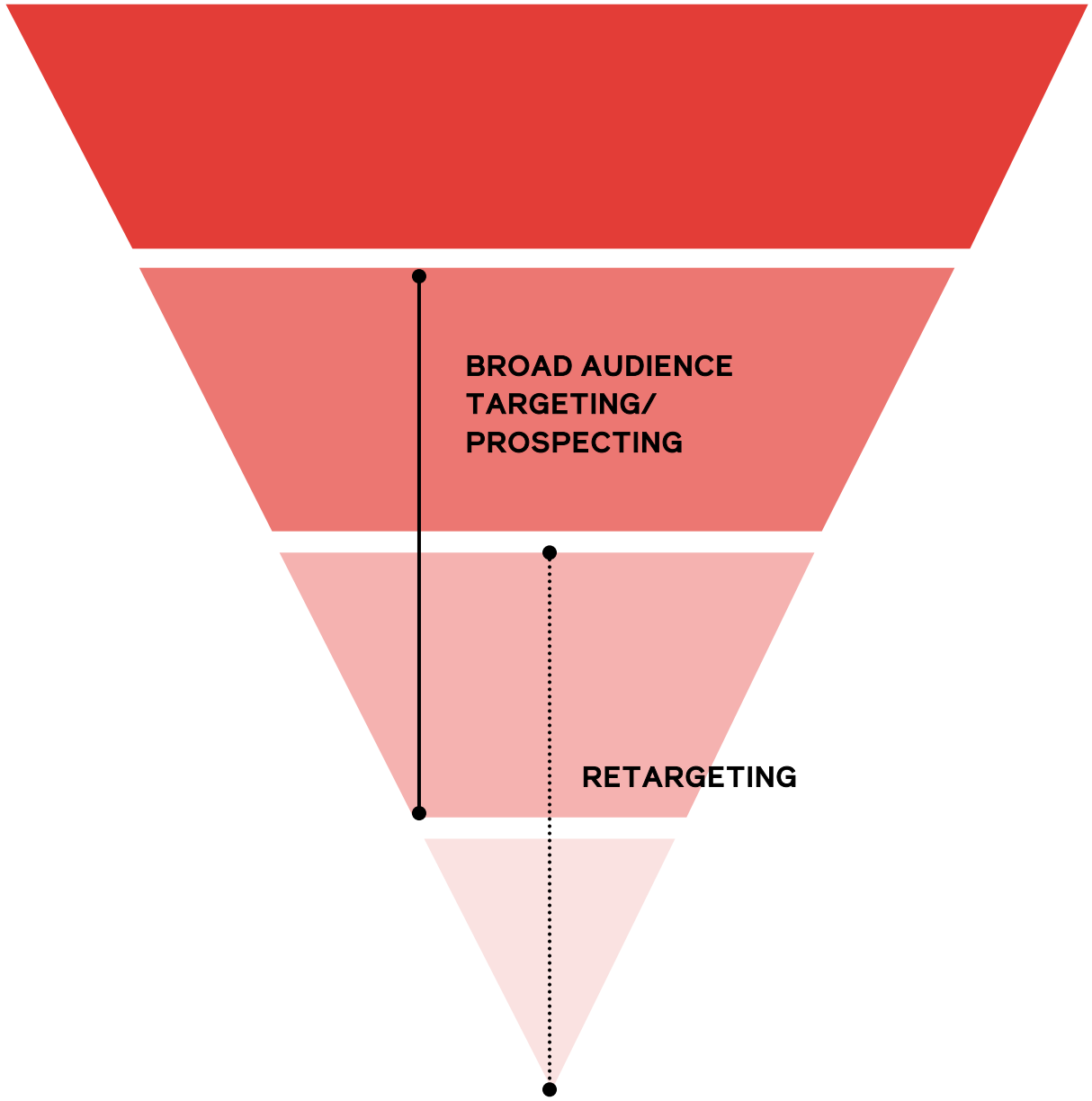
4.
Set your conversion windows based on your sales cycles.



Use both retargeting and prospecting

to maximize your performance with Collaborative Ads

91% of successful Collaborative Ads campaigns used a mix of prospecting & retargeting



02

Collaborative Ads Best Practices: The Basics

Objective

Product Set

Targeting

Bid

Conversion Event

Conversion Window



Bid determines how you spend your budget

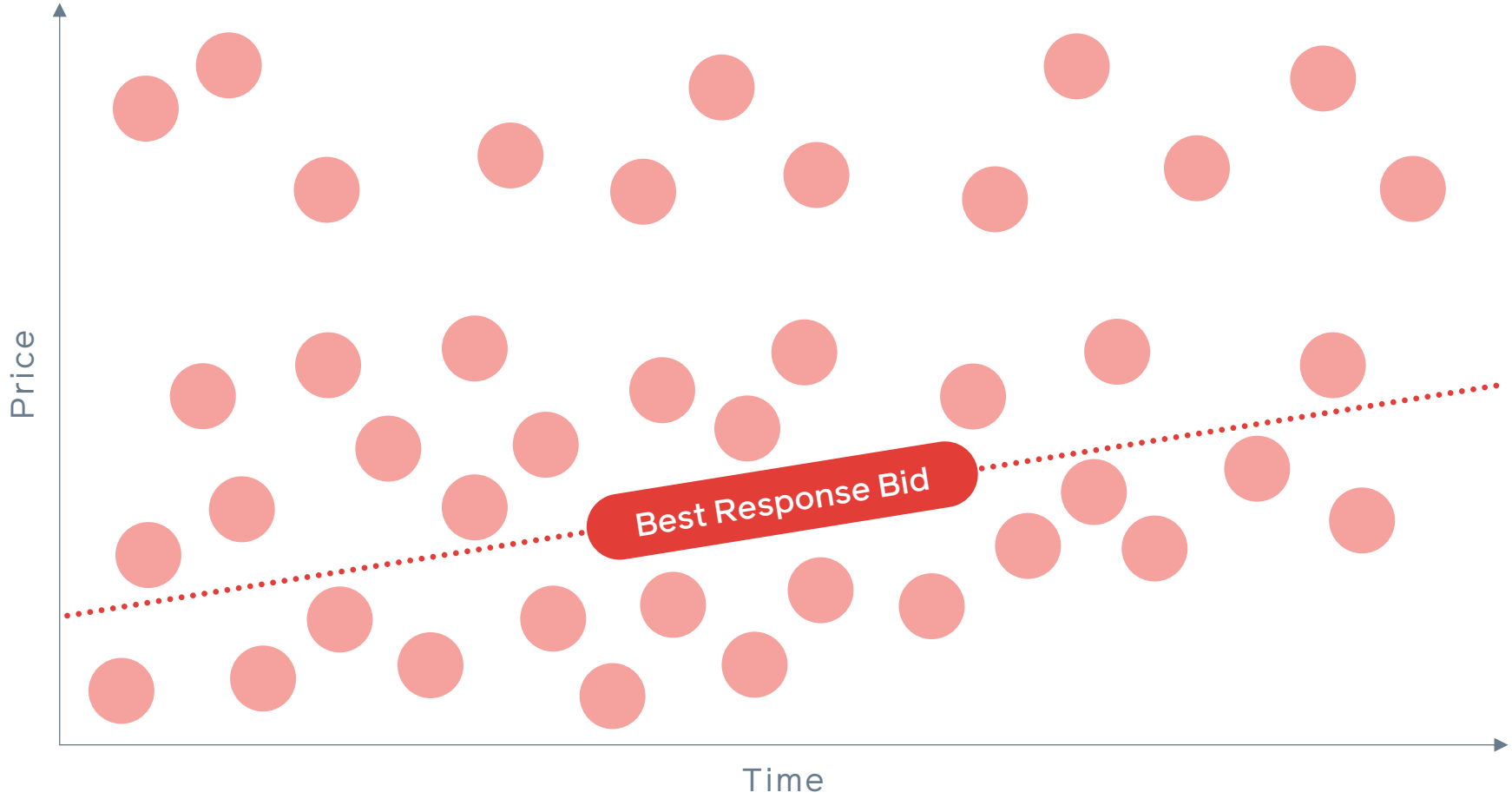
SCALE CONTROL



Lowest-cost bidding

When to use

When you are just starting out, you want the cheapest conversions and you have no idea how much a conversion is

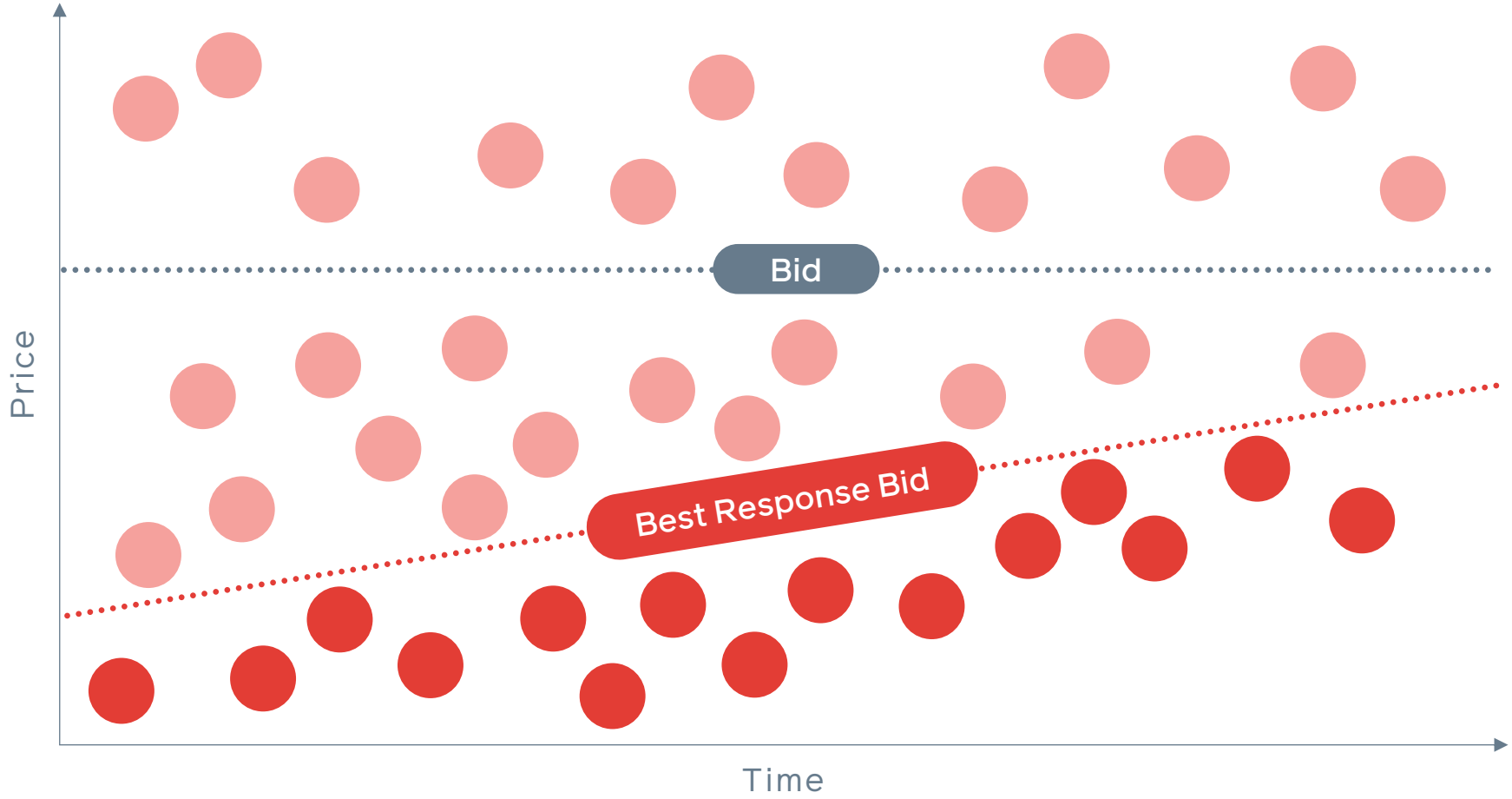


For illustrative purposes only

Lowest-cost bidding with a bid cap

When to use

When you want the cheapest conversions and you know your max bid

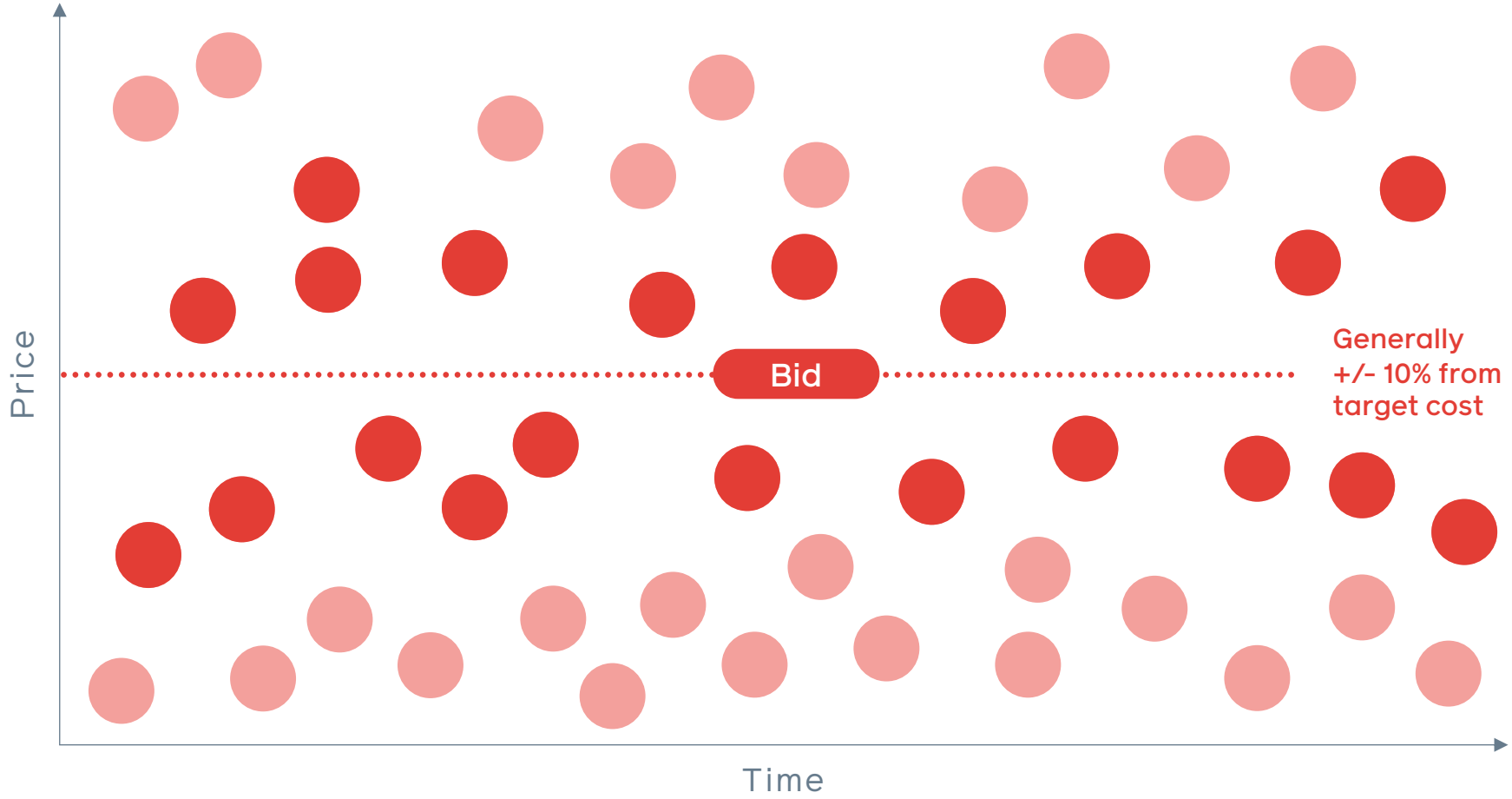


For illustrative purposes only

Target cost bidding

When to use

When you want to have a certain target cost



For illustrative purposes only

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Collaborative Ads Best Practices: The Basics

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Deciding your conversion event:

This tells the system how to optimize the results

Not recommended

LINK CLICK | **VIEW CONTENT** | **ADD TO CART** | **PURCHASE**

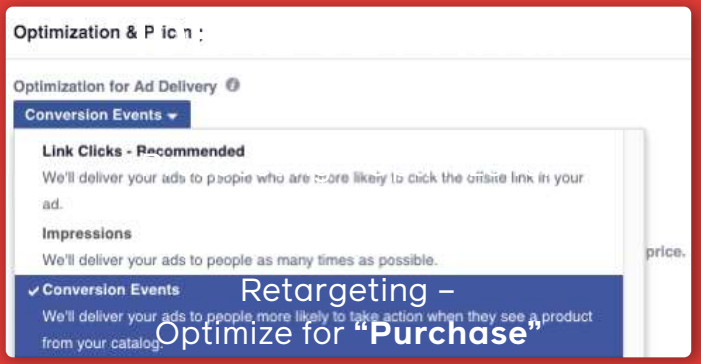
NO YES | NO YES | NO YES

Test Link click optimization

Test View content event: Are you able to get 50 conversions?

Test Add to cart event: Are you able to get 50 conversions?

Start with Purchase event: Are you able to get 50 conversions?



Retargeting – Optimize for **"Purchase"**

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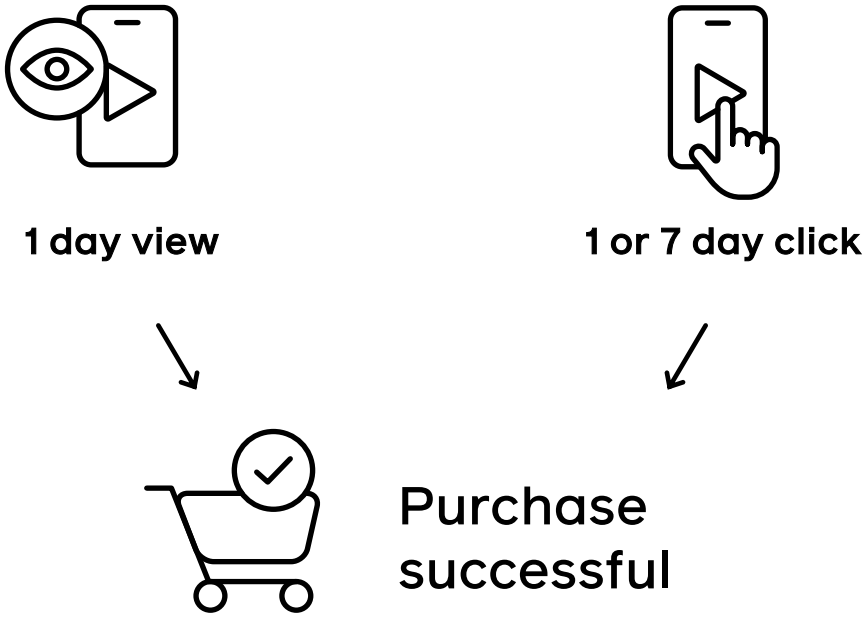
Conversion Window

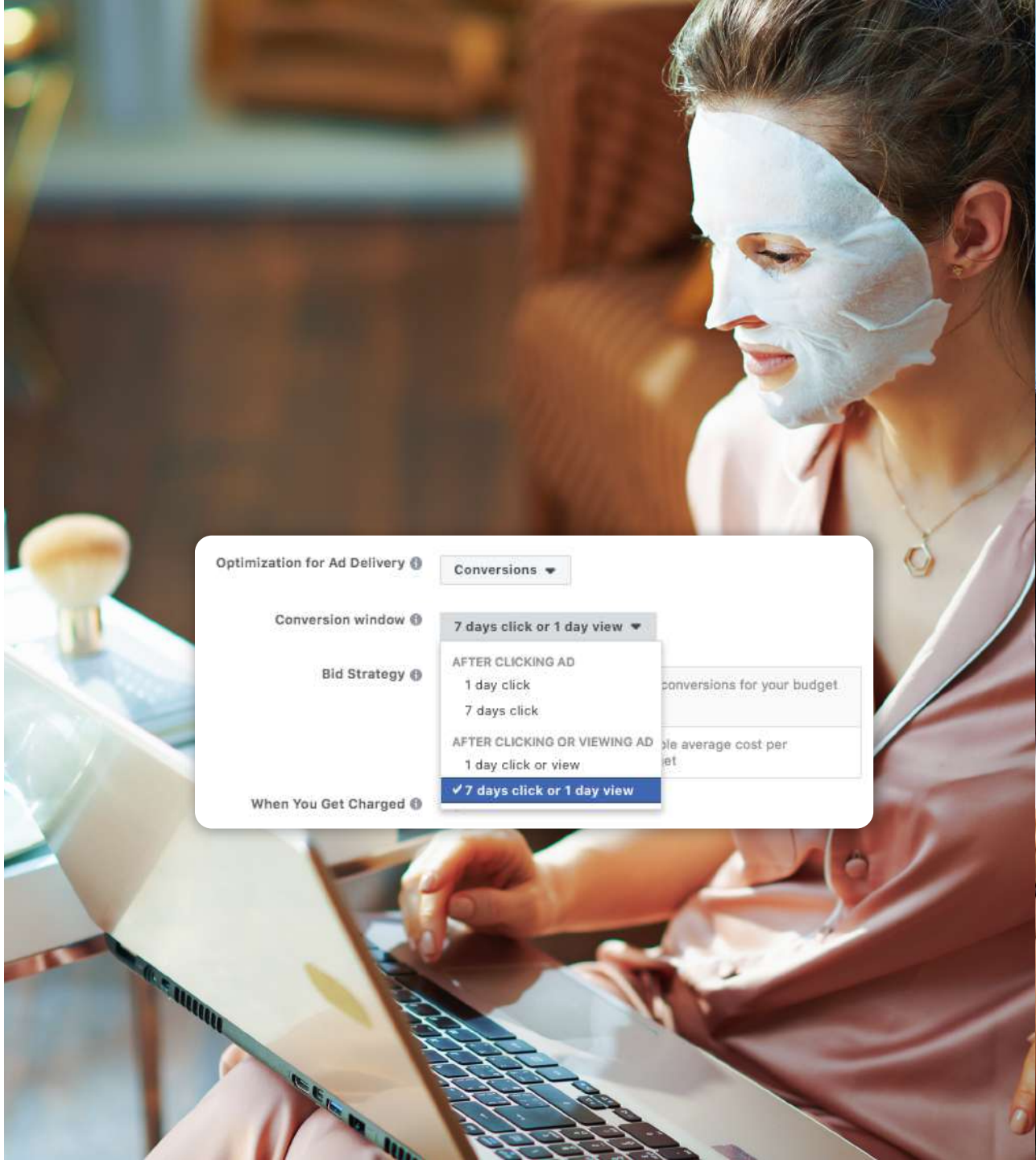


Collaborative Ads Best Practices: The Basics

Objective Product Set Targeting Bid
Conversion Event **Conversion Window**

Optimize toward “7 days click or 1 day view” for FMCG purchase behaviors





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Collaborative Ads Best Practices: Advanced

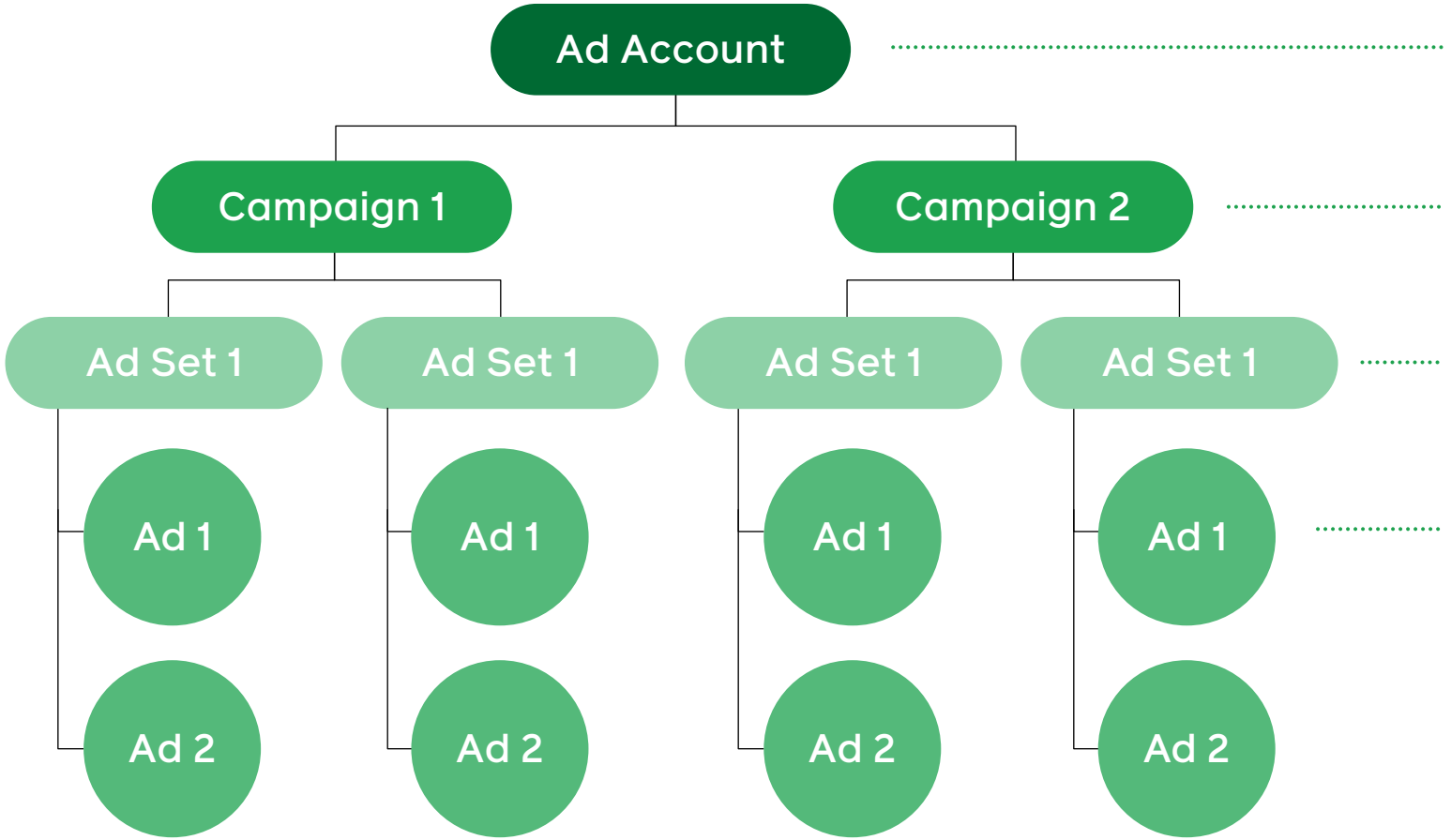
03

Collaborative Ads Best Practices: Advanced

- **Budget**
- Creative
- Placement
- Always-On
- Mega Sale Date



Recap: Campaign structure



Total company / brand / product level

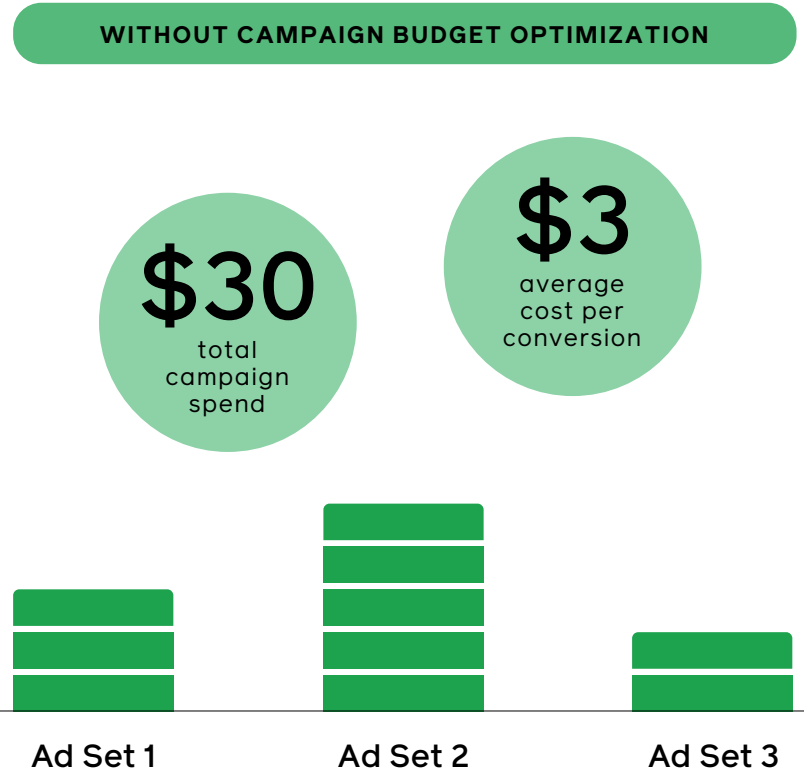
Buy type, objective, split test, campaign budget optimization

Targeting, budget, placement, optimization, goal, conversion window, delivery type

Ad format, creative details, FB pixel

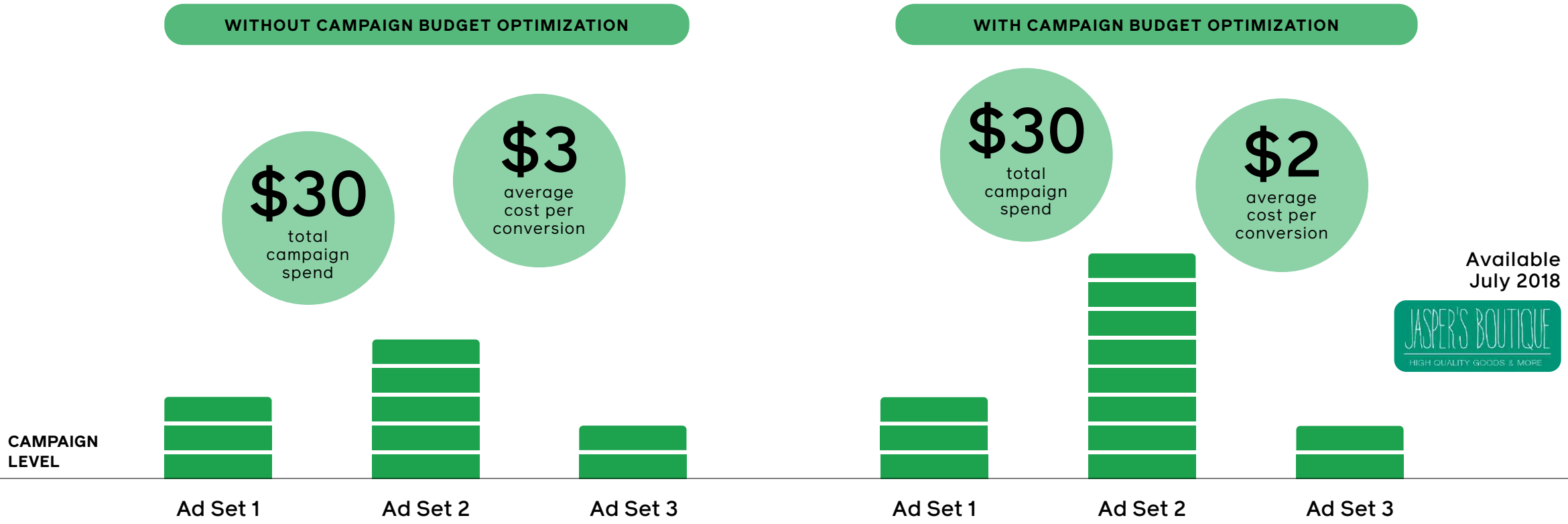
Use campaign budget optimization (CBO)

Campaign budget optimization allows the system to automatically allocate the budget to better performing ad sets.



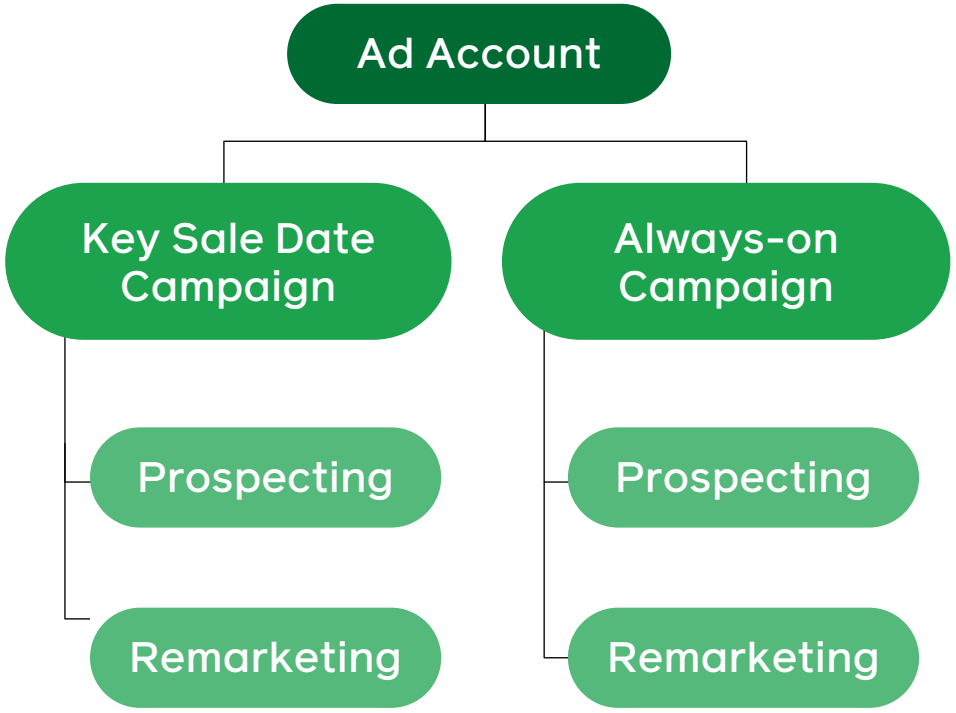
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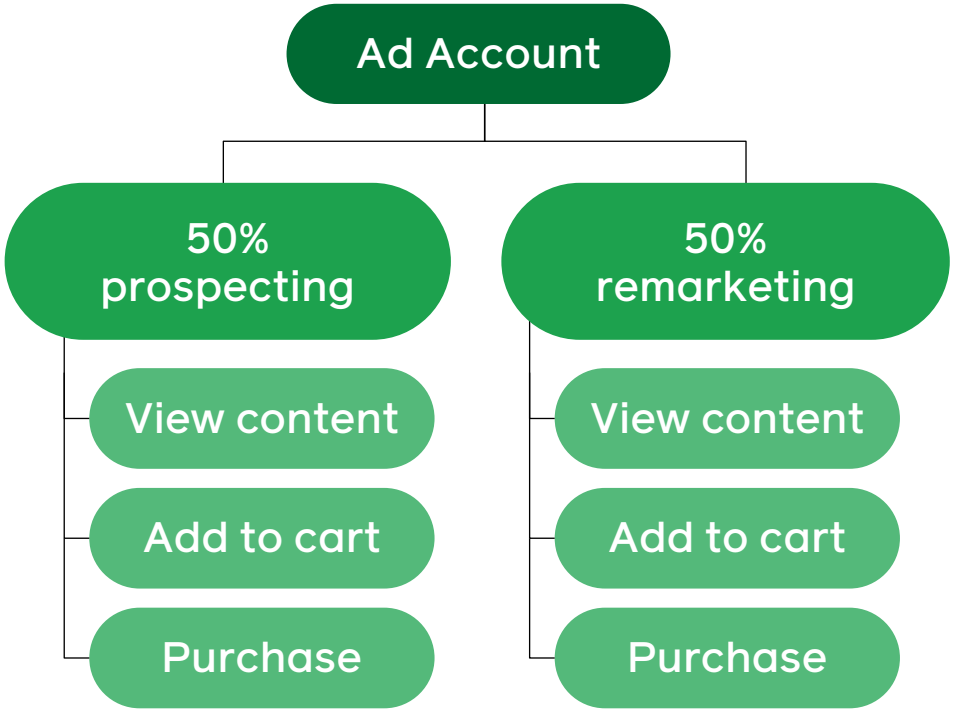


Test different CBD strategies

Potential Test 1



Potential Test 2



03

Collaborative Ads Best Practices: Advanced

Budget

Creative

Placement

Always-On

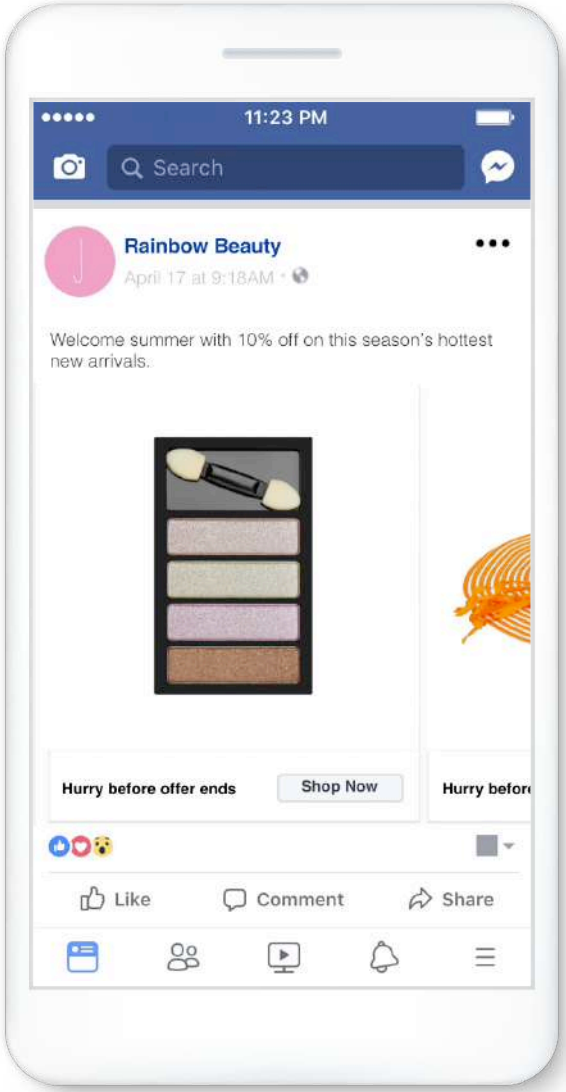
Mega Sale Date



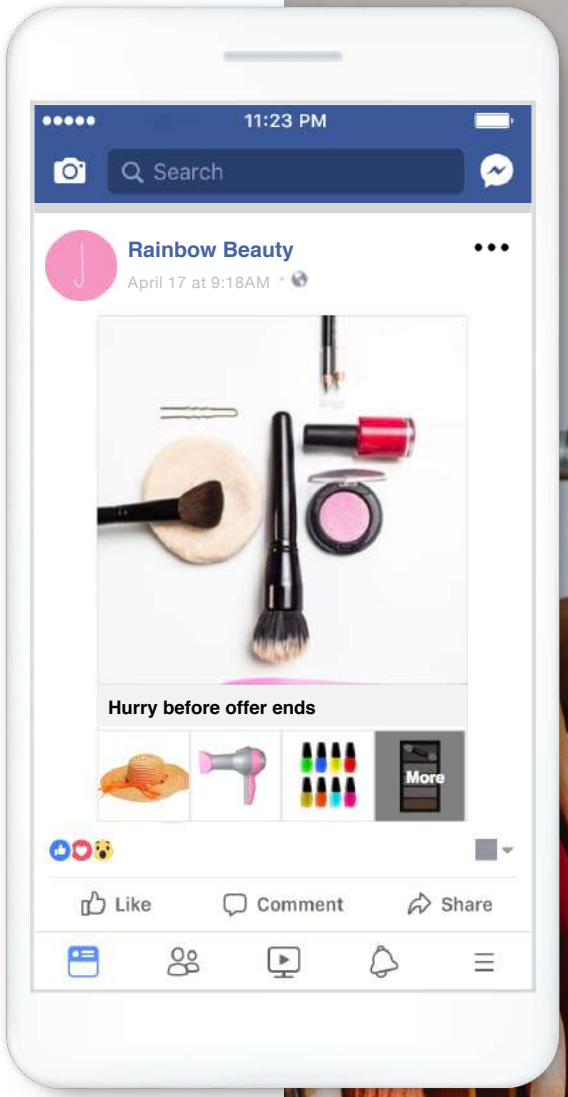
Use carousel or collection Ad format

Note: Single image is also available, but not recommended for Collaborative Ads.

Carousel



Collection

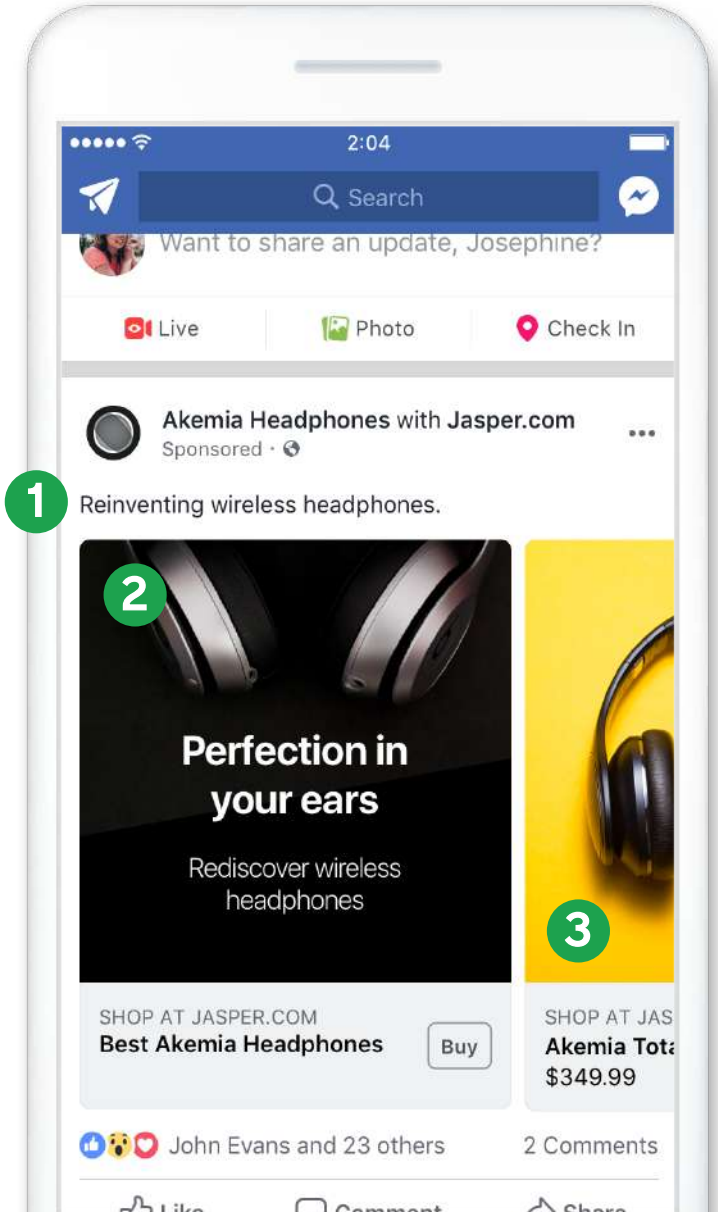


For carousel, option to add a card in front to include branding & other key information

1.
Text communicating value to consumer and where consumers can get the product.

2.
Brand image communicating brand value on the first card

3.
Rest of the cards are dynamically generated with products from product set



Collaborative Ads Best Practices: Advanced

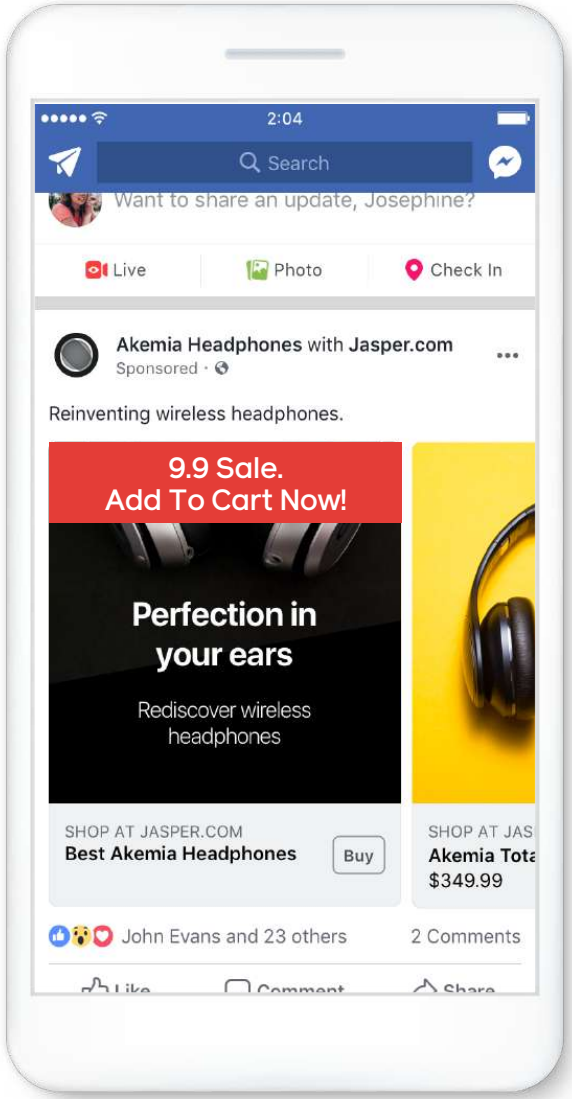
Budget Creative Placement

Always-On Mega Sale Date

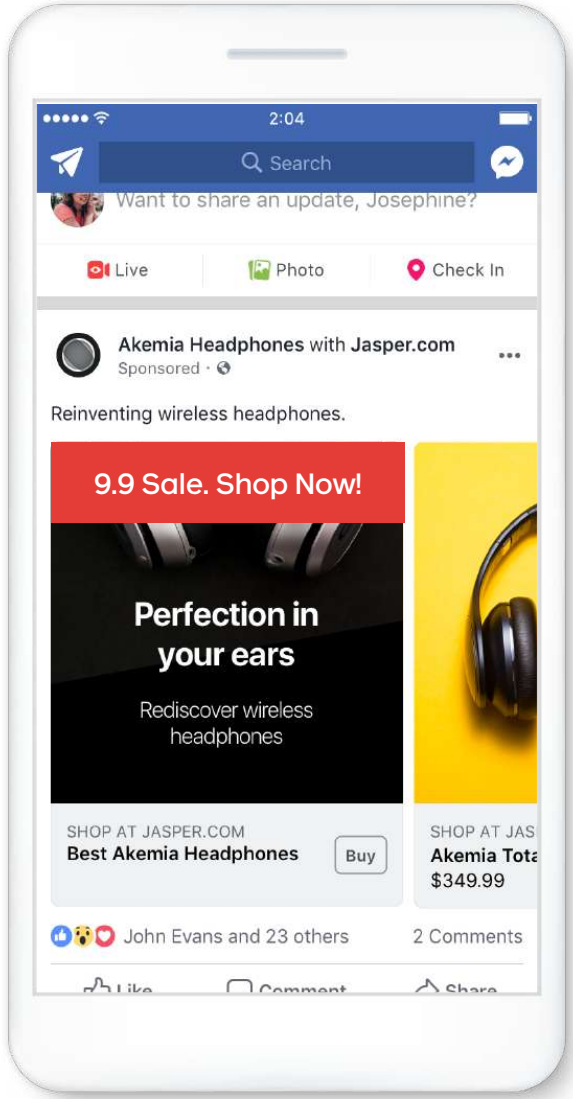
Employ tailored creative per targeting segment, with a specific CTA

Potential to improve View Content to Purchase ratios by including a specific concrete CTA per targeting segment

Prospecting



Remarketing



03

Collaborative Ads Best Practices: Advanced

Budget

Creative

Placement

Always-On

Mega Sale Date

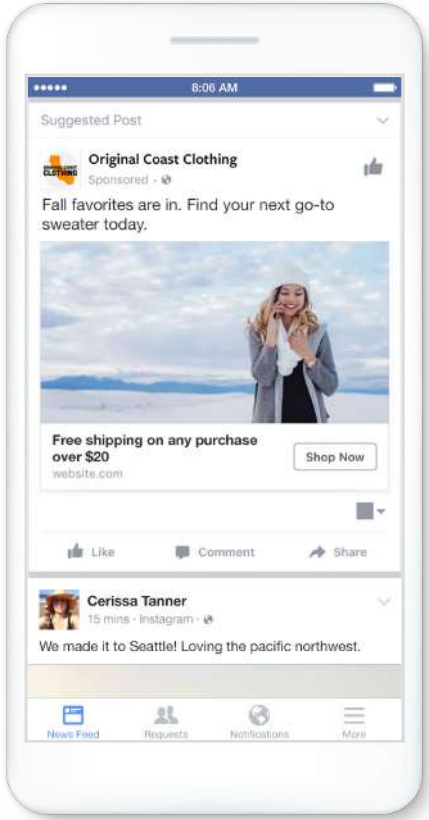


More placements, more opportunities for better results

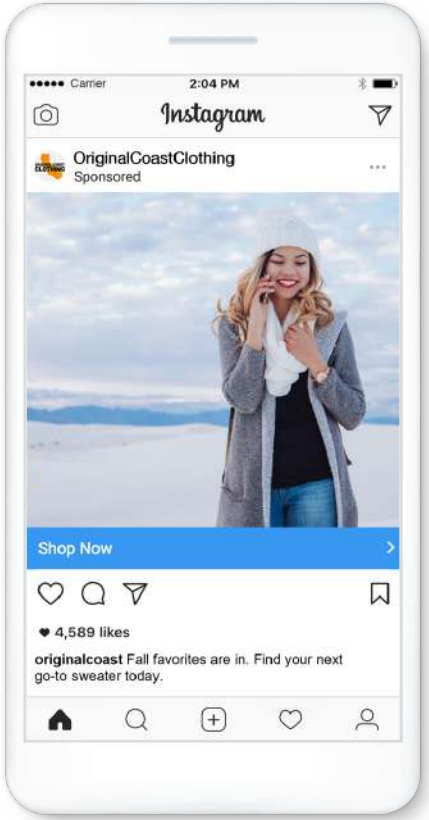
JASPER'S BOUTIQUE
HIGH QUALITY GOODS & MORE

- (●) Automatic placements (recommended)
- ( ) Edit placements

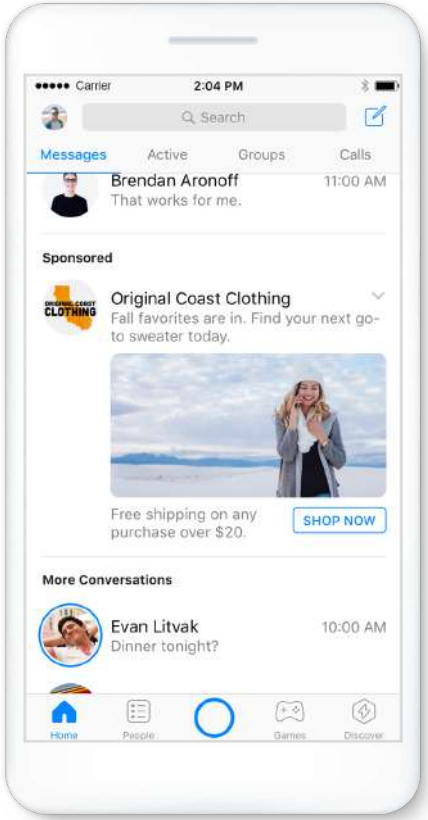
Facebook



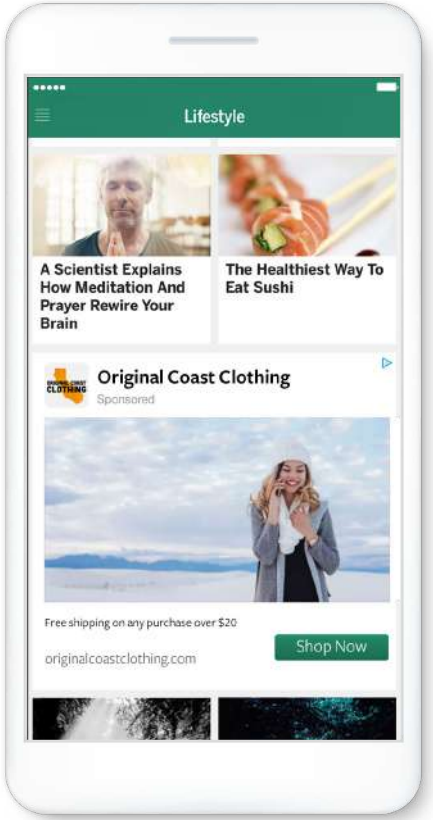
Instagram



Messenger

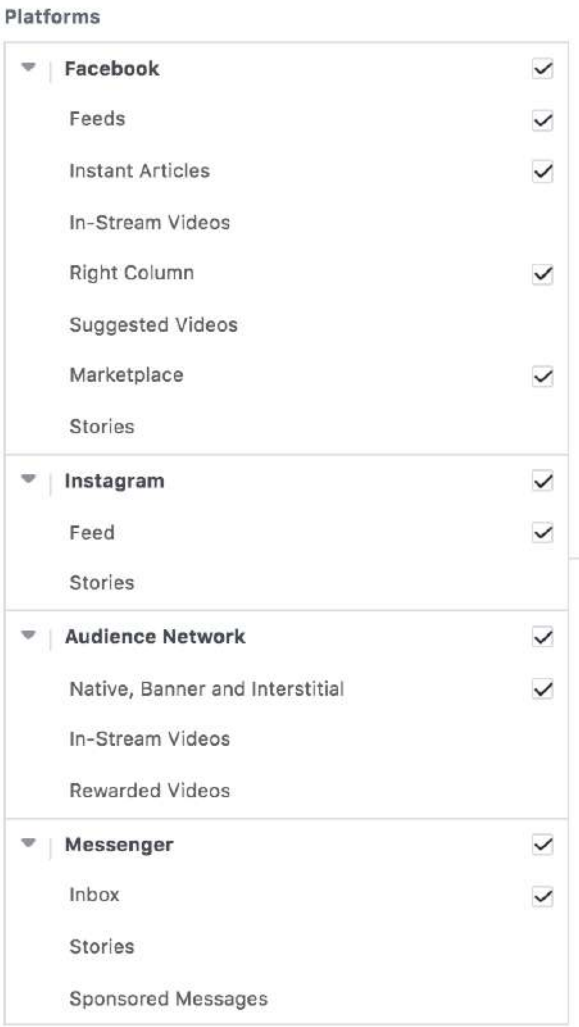


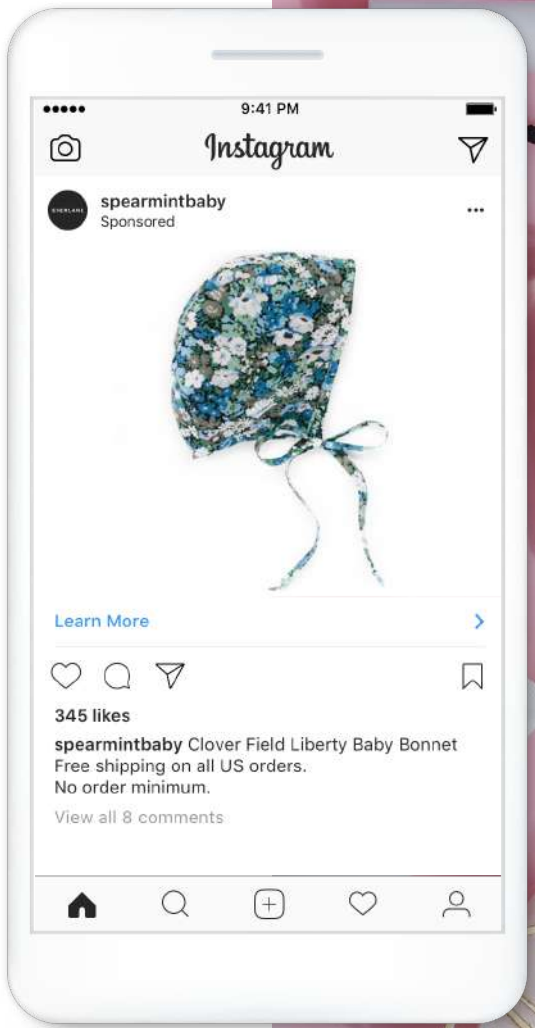
Audience Network

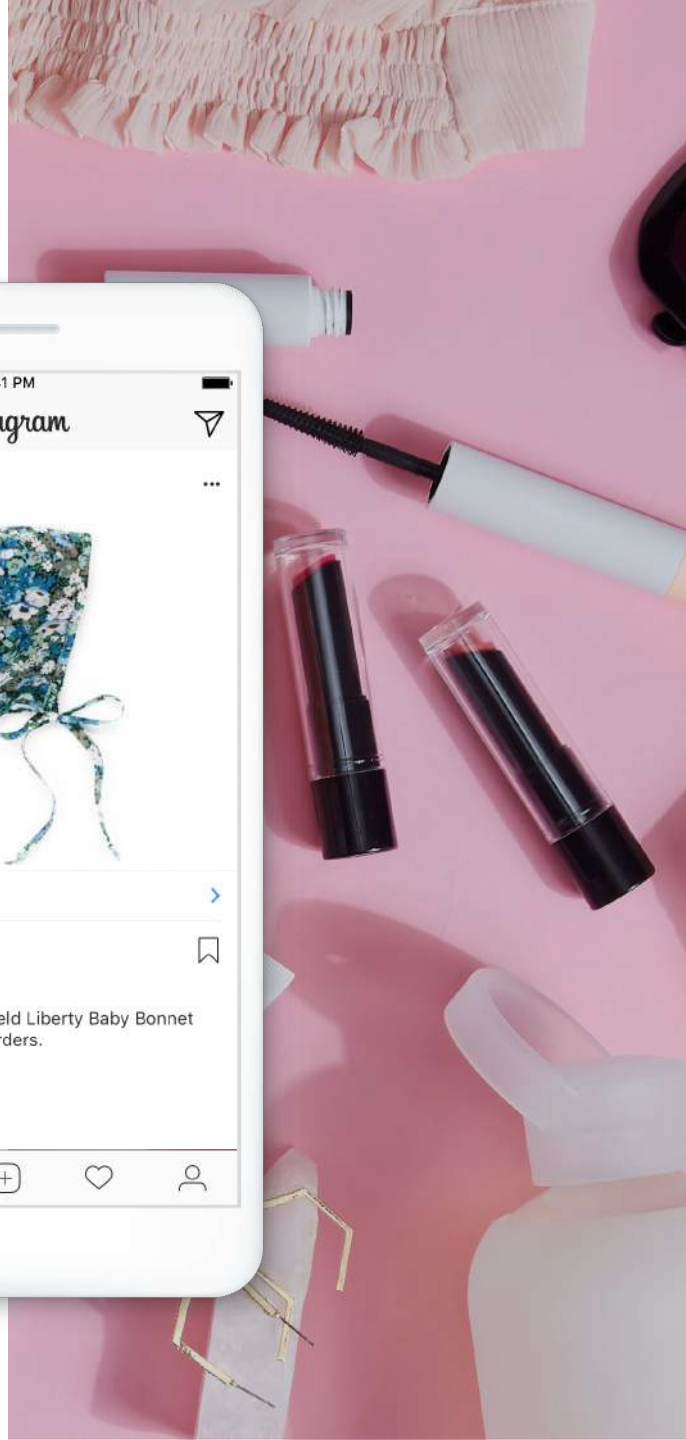


Automatic placements include a variety of ad opportunities

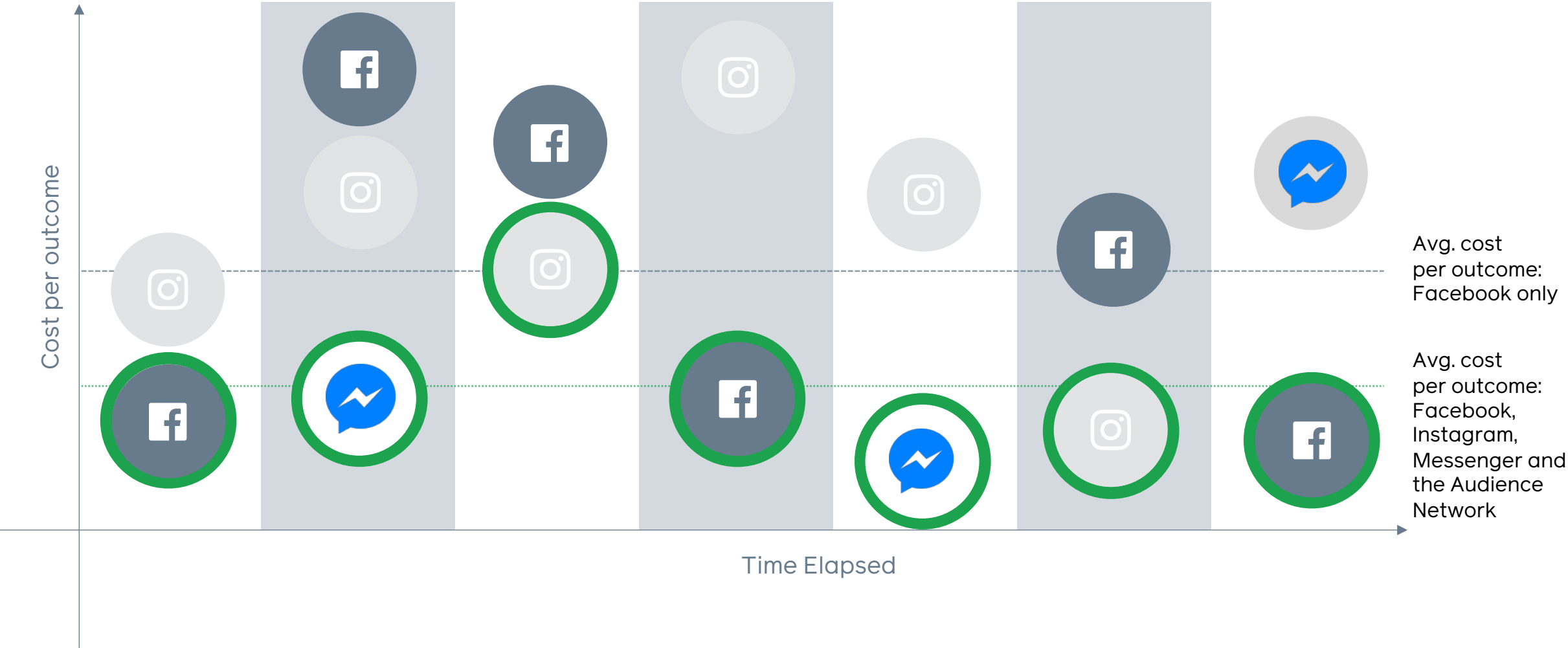
Single image
carousel collection



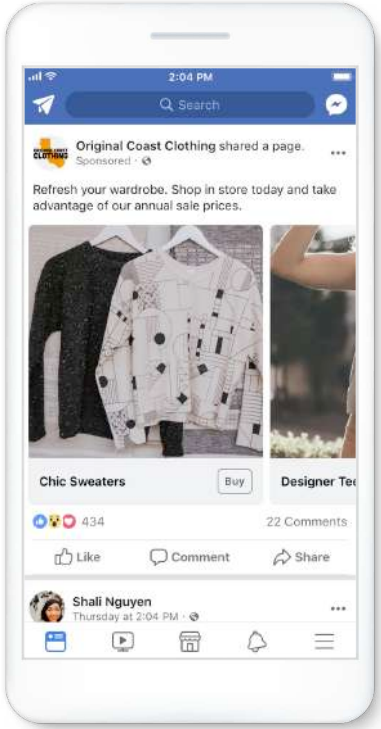




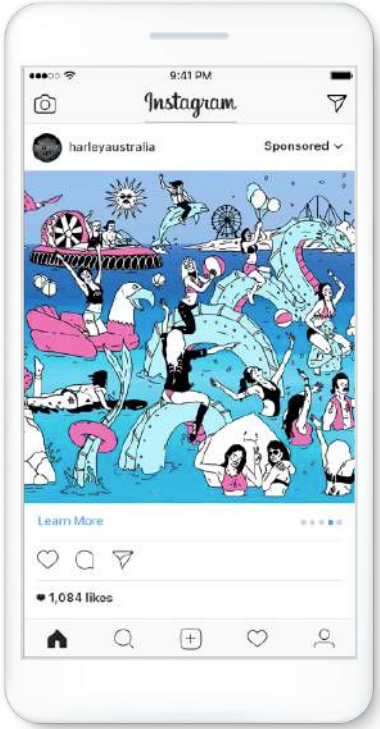
Opt for automatic placements for media efficiency



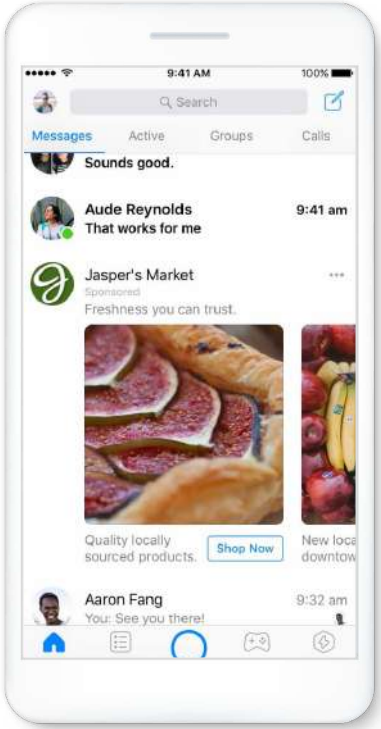
Carousel creative on automatic placement



Facebook Feed



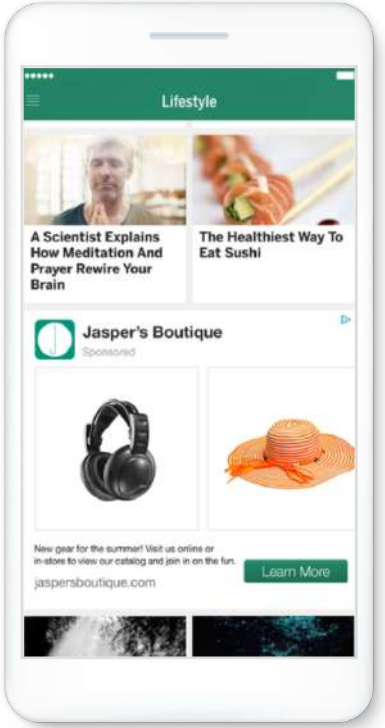
Instagram Feed



Messenger Inbox



Facebook Marketplace



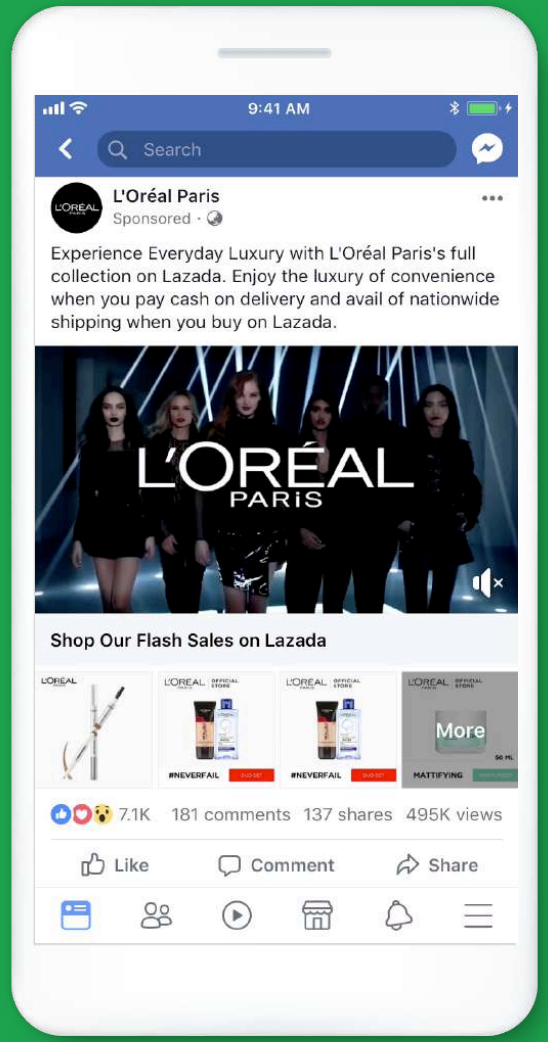
Audience Network

Collaborative Ads Best Practices: Advanced

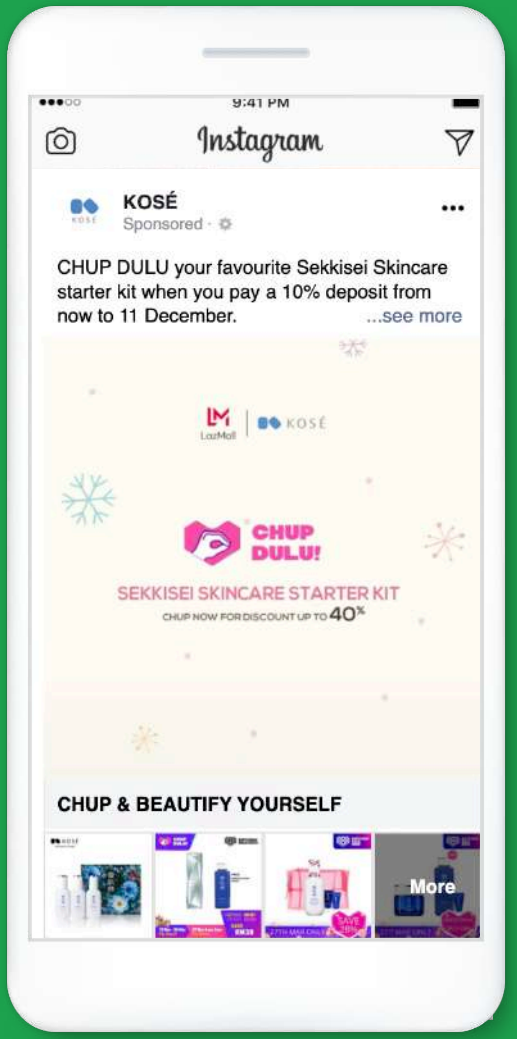
Budget Creative **Placement**

Always-On Mega Sale Date

Collection creative on automatic placement



Facebook Feed



Instagram Feed

03

Collaborative Ads Best Practices: Advanced

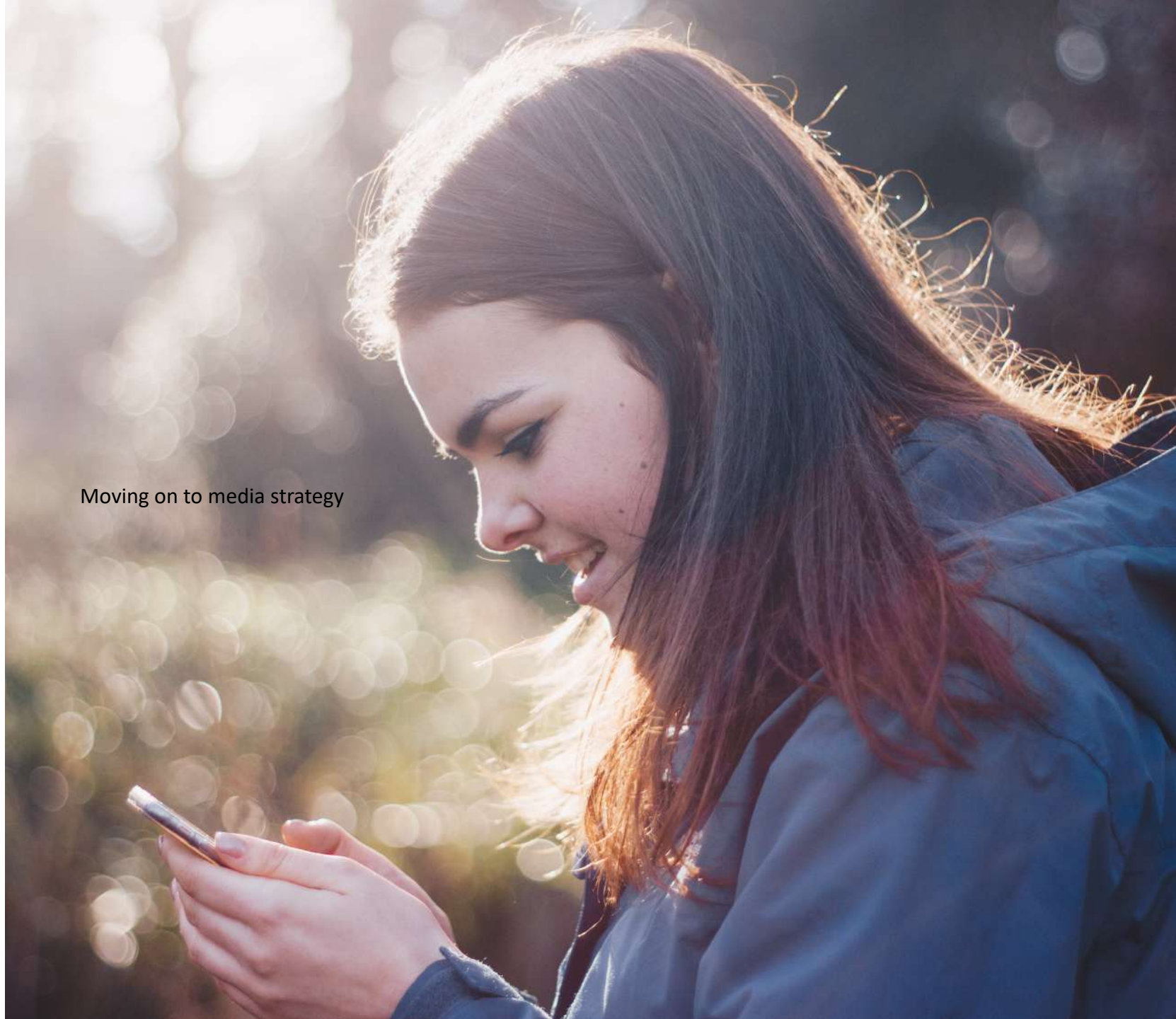
Budget

Creative

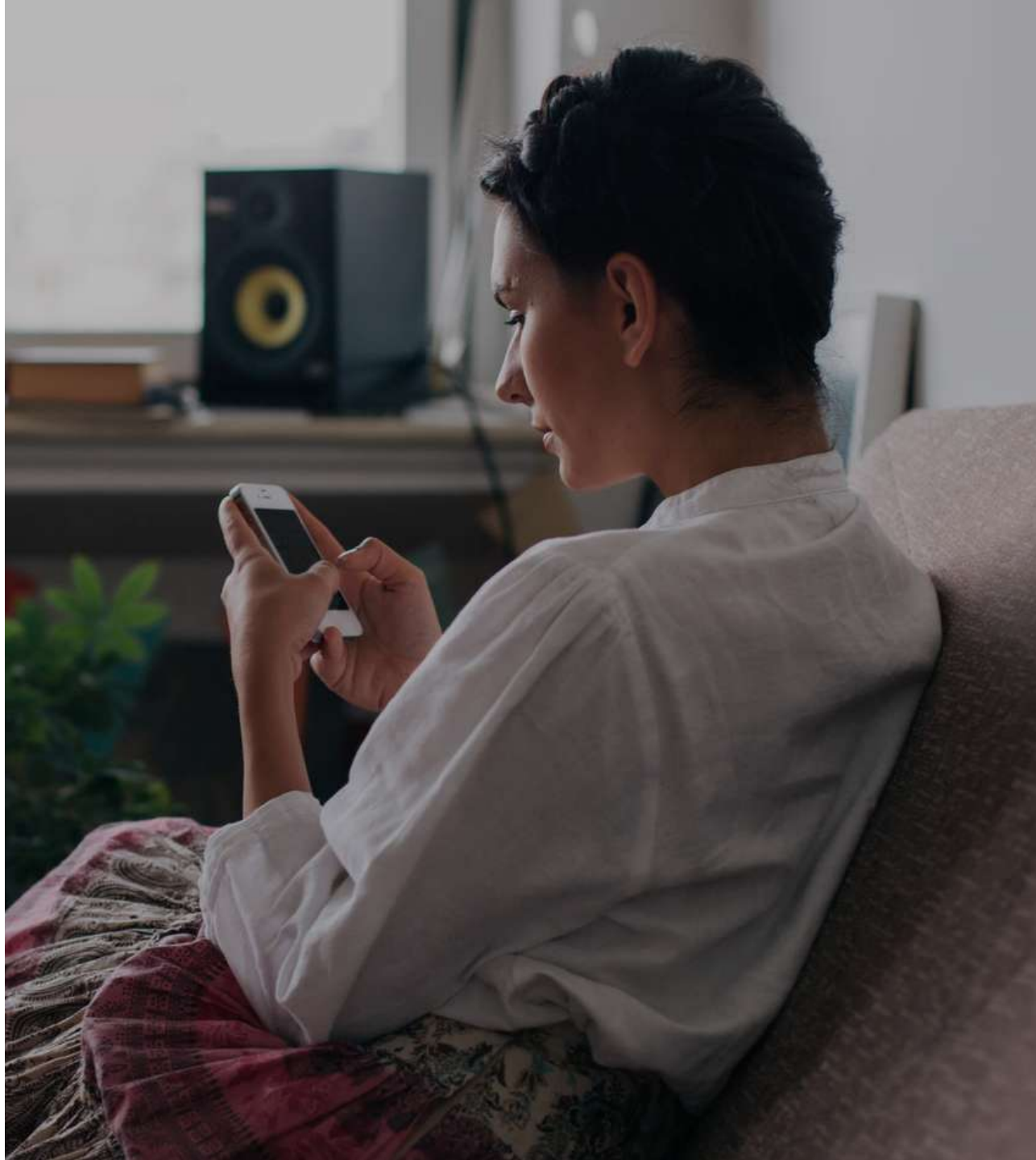
Placement

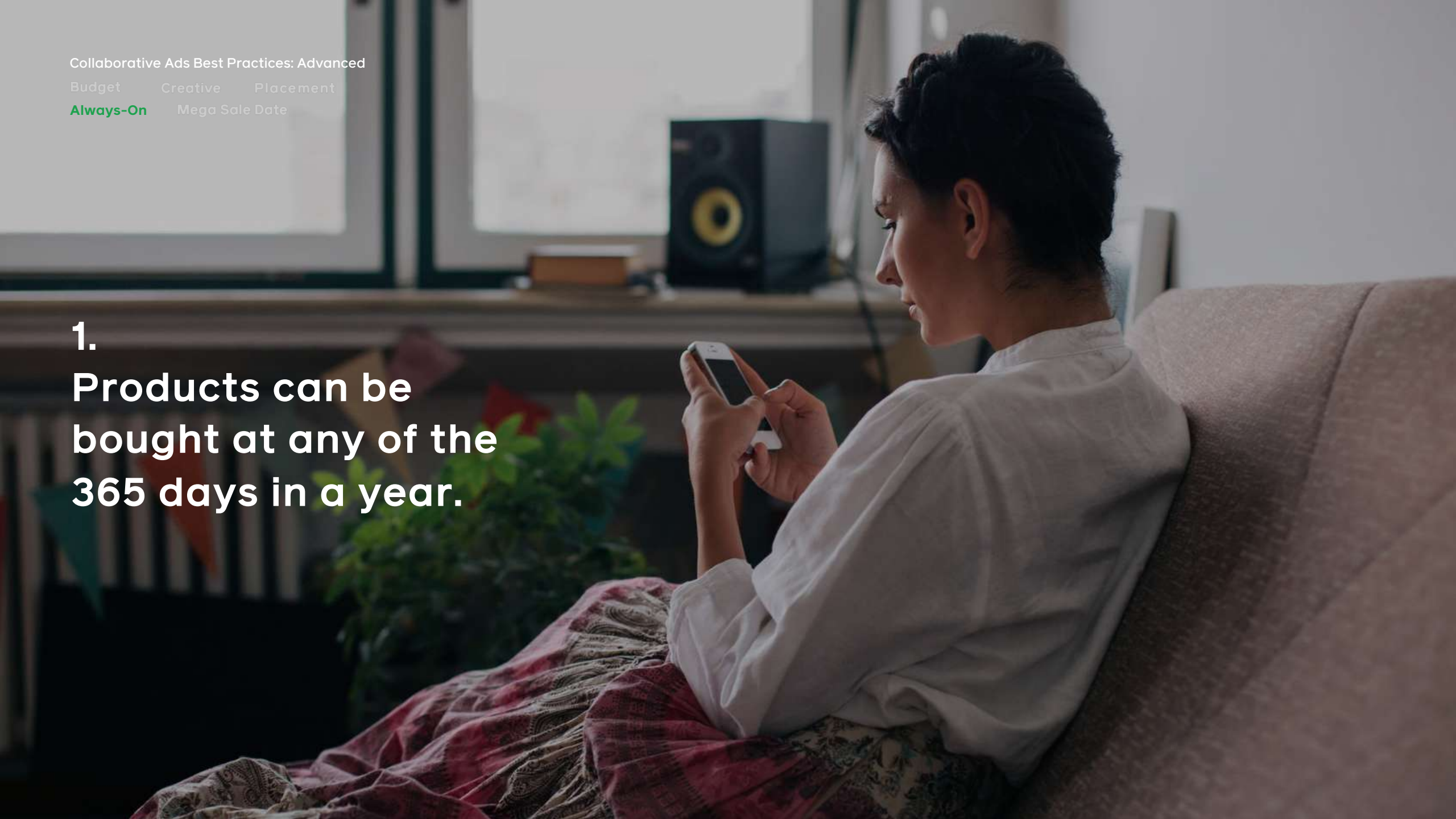
Always-On

Mega Sale Date



Why should we run Always-On eCommerce campaigns?





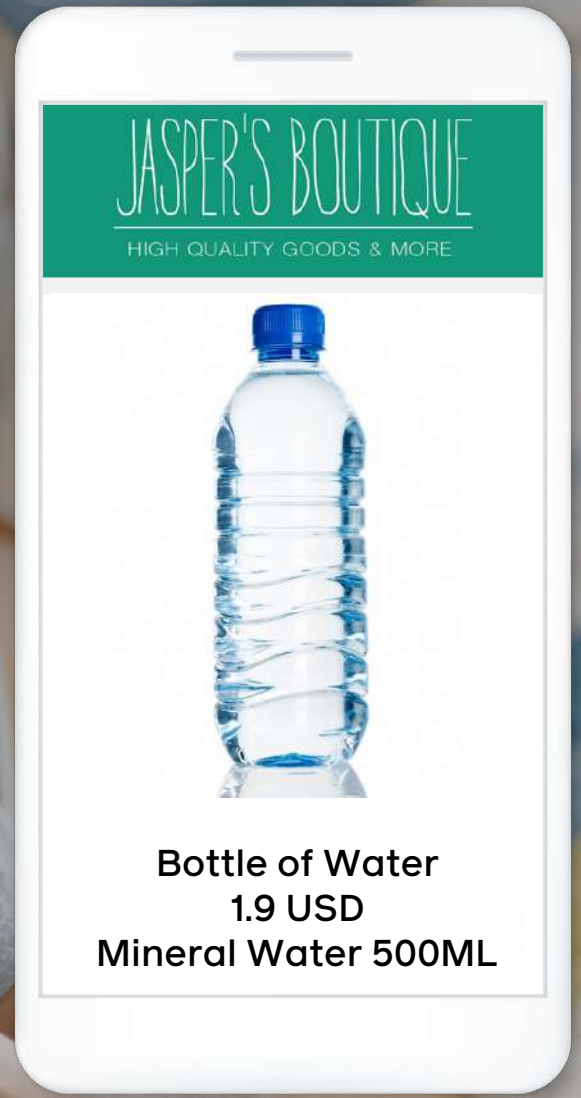
1.
Products can be bought at any of the 365 days in a year.

Collaborative Ads Best Practices: Advanced

Budget Creative Placement

Always-On Mega Sale Date

Consumer A viewed content but did not Add to Cart nor Purchase

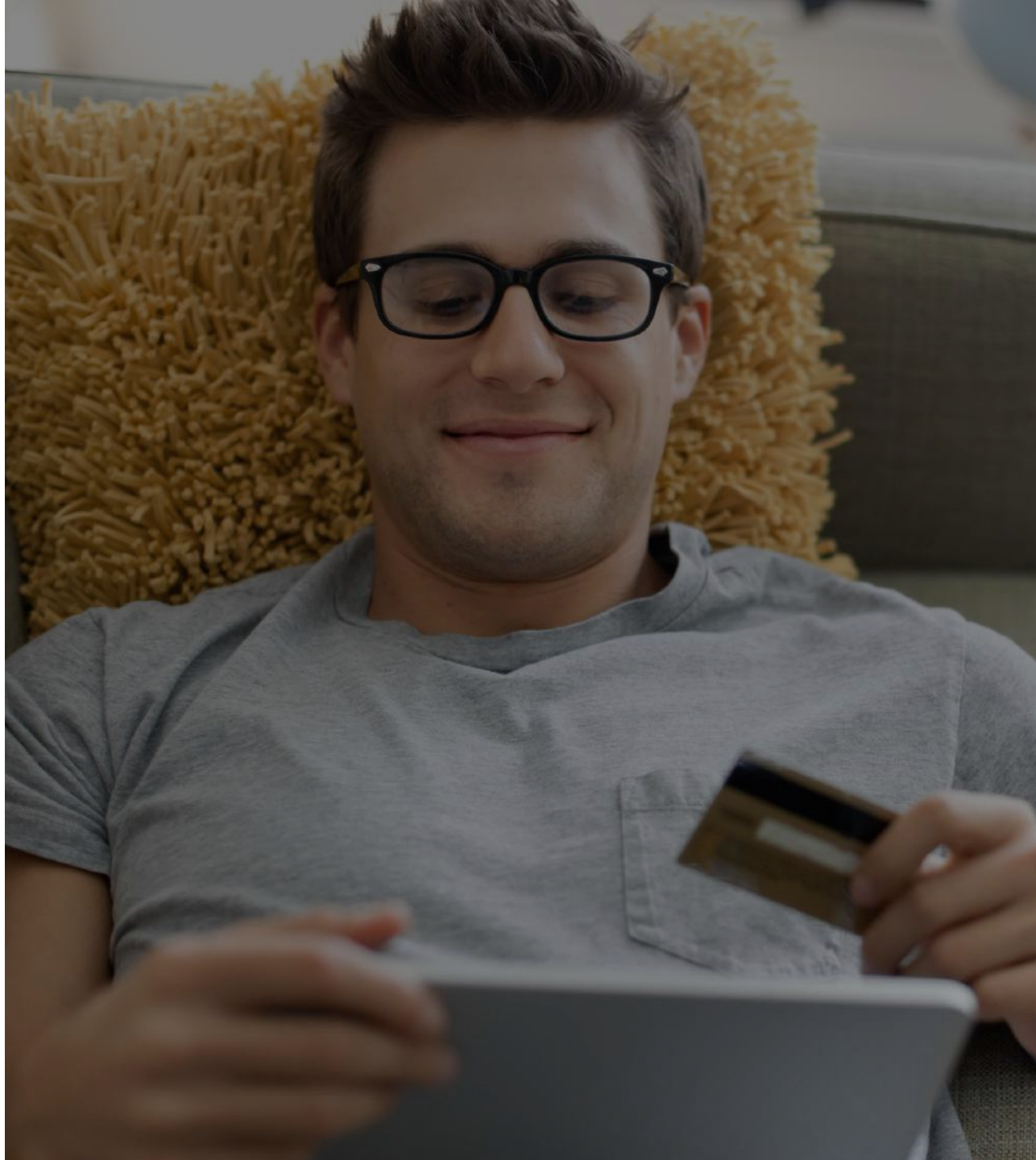


2.
Facebook Pixel and SDK capture signals of a consumer's purchase intent in real time. Seize daily signals.

3.
Always-on presence can ensure on-going learning for Facebook algorithm with expanded buyer pool for the brand and positive ROAS

Return on Ad Spend (ROAS)
= Purchase Value divide by Advertising Spend

$$\frac{\text{Purchase Value (1000USD)}}{\text{Advertising Spend (100USD)}} = \textbf{ROAS 10}$$



Collaborative Ads: Always-On checklist

1

Determine clear objective and sales KPIs (Sales Growth X%, ROAS >1)

2

Product Set

Do not micro-segment product catalog and advertise

3

Campaign Structure

Split campaigns by **prospecting & retargeting**. Use **campaign budget optimization**.

4

Targeting

Use **broad audience** for prospecting campaigns and **viewed/added to cart but not purchased** for re-targeting campaigns

5

Optimization Event

Optimize for lower funnel events: **View content, ATC, Purchase. Do not use Link Clicks**

6

Placements

Opt for **Automatic Placement** for media efficiency

7

Bid

Bid using **Auto-Bid (lowest cost bidding)**. Only place a bid cap if you have a max bid per result.

8

Conversion Window

Set **7 day click and 1 day view**

03

Collaborative Ads Best Practices: Advanced

Budget

Creative

Placement

Always-On

Mega Sale Date

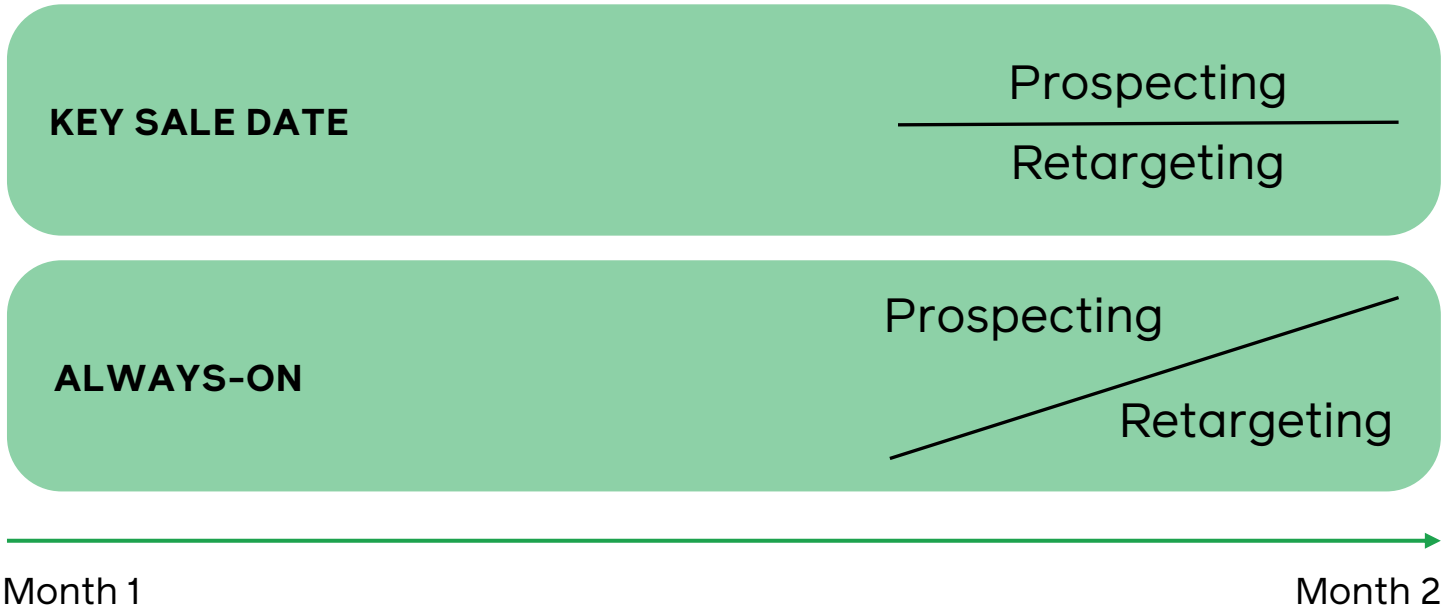


What strategy should I use for Mega Sale Dates?



Differentiate Always-on Vs Key Sale Date Strategy

Always-on campaigns are meant to build audiences and drive baseline purchases, while key sale dates are focused on driving high sales volume.



Potential areas to test via split testing:

- Optimization window of 7-day click / 1-day view
- Creative messaging
- Use of video vs static within collection

Teasing phase

Brands should start campaigns at most 2 weeks leading to mega sale to be top of mind for consideration

Consumers do increased product views 9-10 days before Mega Sale to identify what they want to buy during Mega Sale.

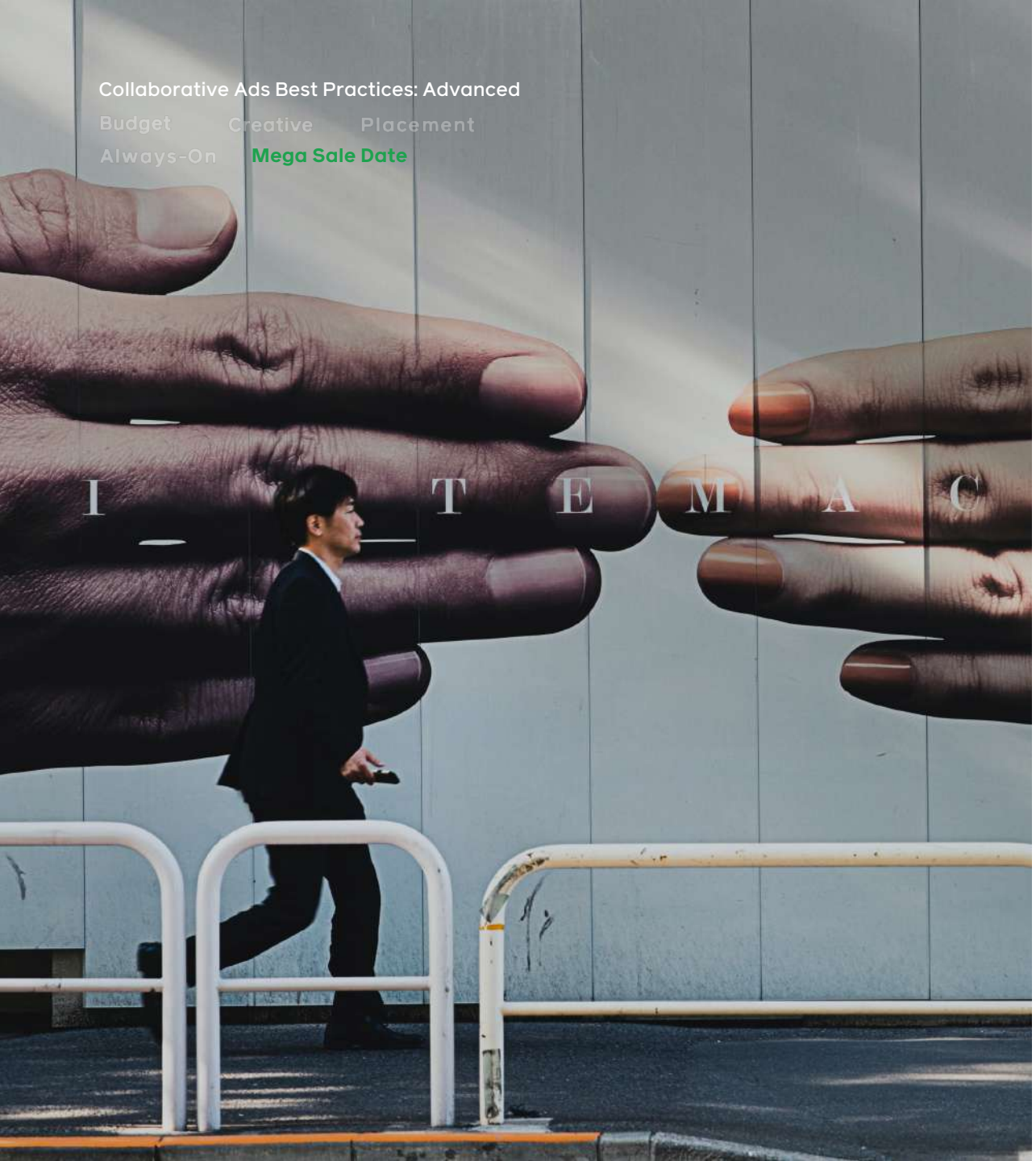


Teasing phase

Brands should optimize Mega Sale Campaigns for product views (‘View Content’) to drive consideration for their products.

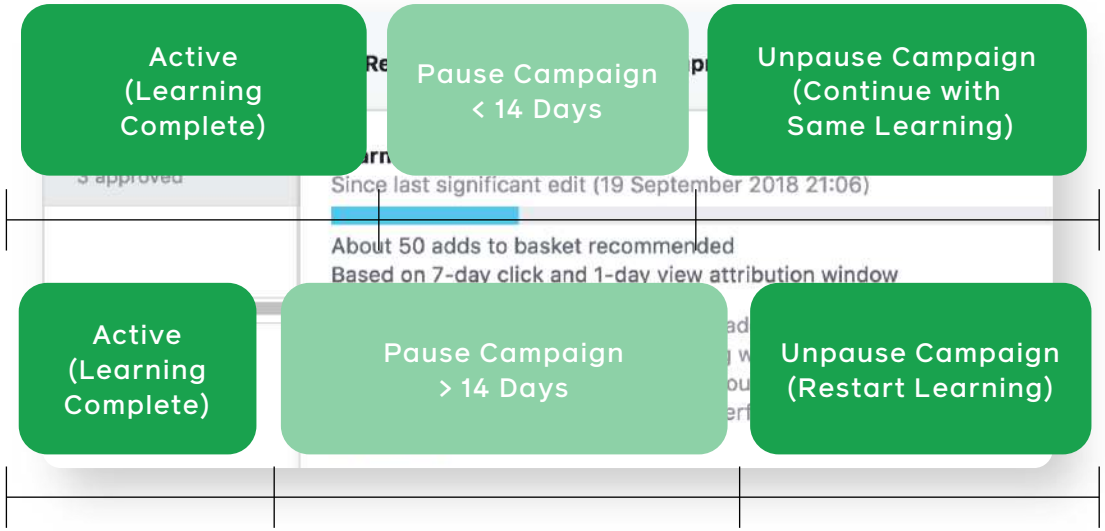
Purchase Rate drops 10-11 days before Mega Sale. During this period consumers are considering products to buy during Mega Sale.





Unpause campaigns instead of creating new ones

Restart a paused campaign within 14 days for previous learnings to continue.



Facebook system would keep previous performance campaign's learnings for up to 14 days. Restarting paused campaigns after 14 days would require in a new learning phase.

Applicable to Traffic, Conversions, and Catalog Sales campaign objective

Learning phase

At the start of a campaign or after you edit it, Facebook doesn't have all the data necessary to deliver it as stably as possible. In order to get that data, we have to show ads to different types of people to learn who is most likely to get you optimization events. This process is called the "learning phase."

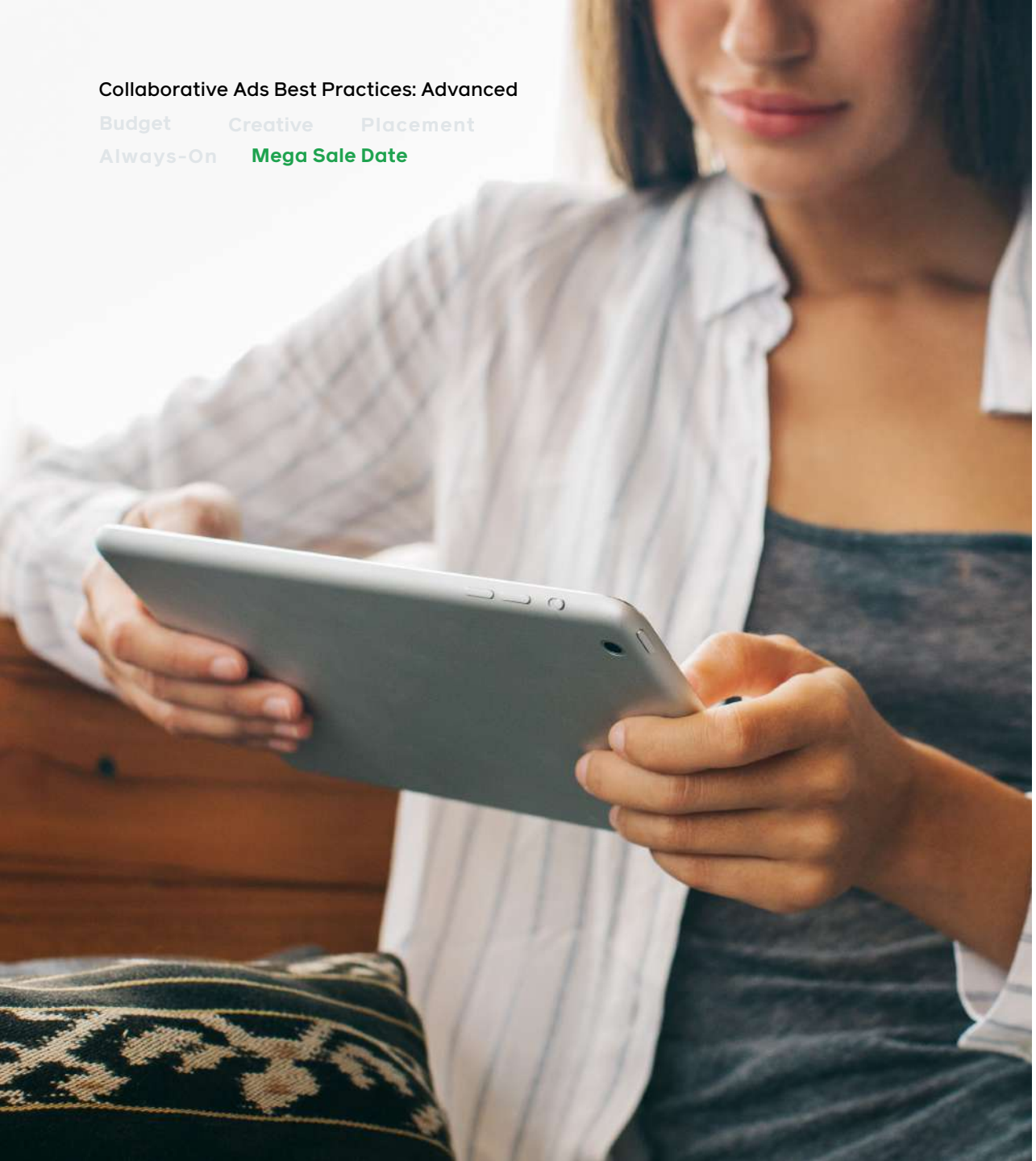
THINGS TO KNOW

1. Facebook requires 50 optimization events at ad set level to complete the learning phase

2. Expect more performance fluctuations than usual during Learning Phase

3. Making significant edits to your ad set will reset and reinitiate learning phase





Collaborative Ads Best Practices: Advanced

Budget Creative Placement

Always-On Mega Sale Date

Avoid creative changes during high traffic periods or time sensitive campaigns

Creative changes may impact the delivery of your ads in the middle of a campaign. If you must make creative changes to your ads, do so at a low-traffic time.

Mega Sale Media Plan

	PRE-TEASING	TEASING	SALE DAY
	D-14 TO D-8	D-7 TO D-1	D-Day
BUDGET	20%	50%	30%

Prospecting

DRIVE AWARENESS OF FLAGSHIP STORE AND MEGA-SALE CAMPAIGN
- Objective: Product Catalog Sales
- Targeting: Broad
- Optimization Event: View Content

Retargeting

DRIVE CONSIDERATION & CONVERSION FOR MEGA-SALE CAMPAIGN
- Objective: Product Catalog Sales
- Targeting: Last 14 days View Content or Add to Cart (minus) Purchase
- Optimization Event: View Content & Purchase
- CBO for Retargeting Ad-Sets

Past visitors

DRIVE CONVERSION FROM PAST VISITORS
- Objective: Product Catalog Sales
- Targeting: Last 180 -14 days View Content
- Optimization Event: View Content

CBO: Campaign Budget Optimization

Collaborative Ads Best Practices: Advanced

Budget Creative Placement

Always-On **Mega Sale Date**

Collaborative Ads: Mega Sale days checklist

1

Campaign Period

Start running campaigns
2 weeks before mega sale.

2

Product Set

Do not micro-segment
product catalog and advertise

3

Campaign Structure

Split campaigns by **prospecting & retargeting**.
Use **campaign budget optimization**.

4

Targeting

Use **broad audience** for prospecting campaigns and **viewed/added to cart but not purchased** for re-targeting campaigns

5

Optimization Event

Optimize for lower funnel events:
View content, ATC, Purchase.
Do not use Link Clicks
Teasing: Optimize for **View Content**
During sale: Optimize for **Purchase**

6

Placement

Opt for **Automatic Placement** for media efficiency

7

Bid

Bid using **Auto-Bid (lowest cost bidding)**. Only place a bid cap if you have a max bid per result.

8

Conversion Window

Set **7 day click and 1 day view**

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What's New: Conversion Objective



Collaborative Ads for Conversion Objective

This enables brands to:

Use **any creative** in their campaigns

Use Facebook's native targeting options and their first-party audiences to **target anyone**

Use **conversion optimization** based on conversions they are driving

Direct people to a **specific landing page** on their website/app



Key differences vs. current Catalog Sales Objective

	CATALOG SALES OBJECTIVE	CONVERSION OBJECTIVE (NEW!)
Targeting	• Retargeting of people who engaged with brands' products in merchants' website/app • Dynamic Ads Broad Audiences	• Any targeting (it does not include retargeting of audiences on merchants' website/app)
Optimization	• Link click, view content • Conversion optimization (such as Add to Cart or Purchase) based on conversions including one of brand's products	• Link click, view content and landing page views • Conversion optimization (such as Add to Cart or Purchase) based on all conversions that are driven by the brand

Creative	• Limited customization of creative[1]
	  • Static image (optional) in Carousel
	  • Hero image in Collections
		• Full customization of creative[1]

Landing Page	• Mostly directing to product details pages, only limited customization through[2]:
	  • Links in caption
	  • Links from static/last card in Carousel
		• Any landing page[2]

Reporting	• Performance reporting (View Content, Add-to-cart & Purchase Value for brand's products, SKU level Reporting)	• Performance reporting (View Content, Add-to-cart & Purchase Value for brand's products, SKU level Reporting)
Placement	• Any placement can be used except newer placements like Facebook Video Feeds, Messenger Stories, Audience Network videos	• All placements

[1] All creatives used by the brands can be viewed by merchants in Partner Ads tab in Catalog Manager
[2] Domain safeguard makes sure traffic always go back to the merchant's site/app

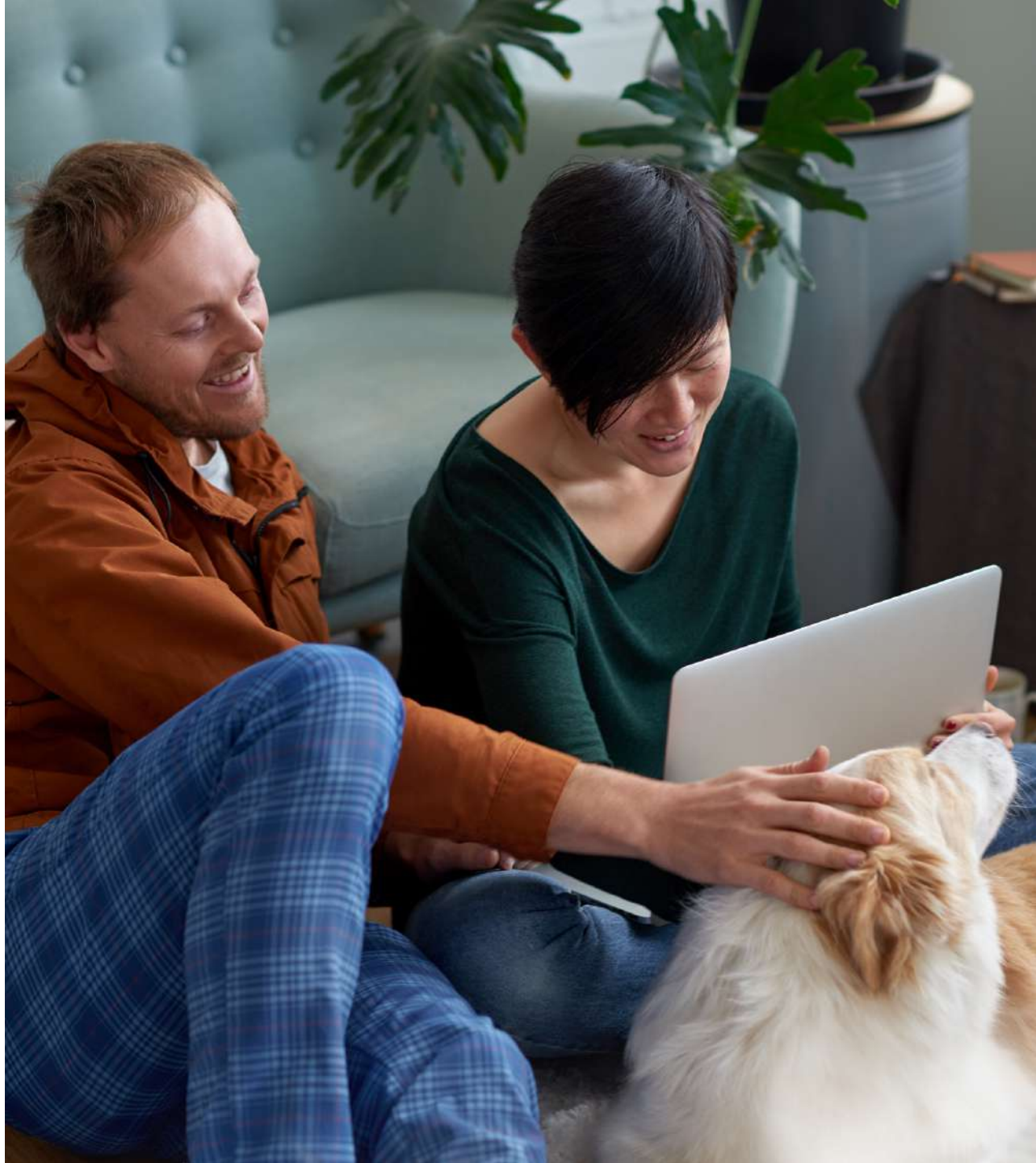
When should Brands use Conversion Objective?

Brands want to **reach more people beyond high-intent audience or target first-party audiences**

Brands who are in **sensitive categories** and cannot utilize the catalog sales objective due to their ads being rejected in ad review process

Brands who have a **low number of products in their catalog segment** and experience delivery/ performance issues

Brands already want to **send traffic to their Collaborative Ads merchant partner** but would like to measure this activity

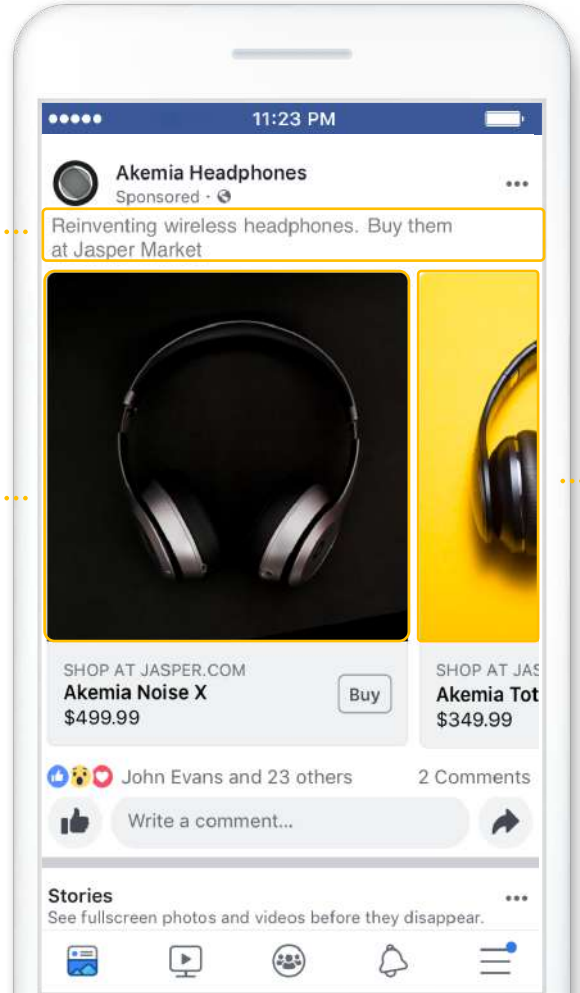


Creative Mockup—Carousel Ad Format

Catalog Sales Objective

Caption can be customized

Static card can be added in the first slot and can be customized

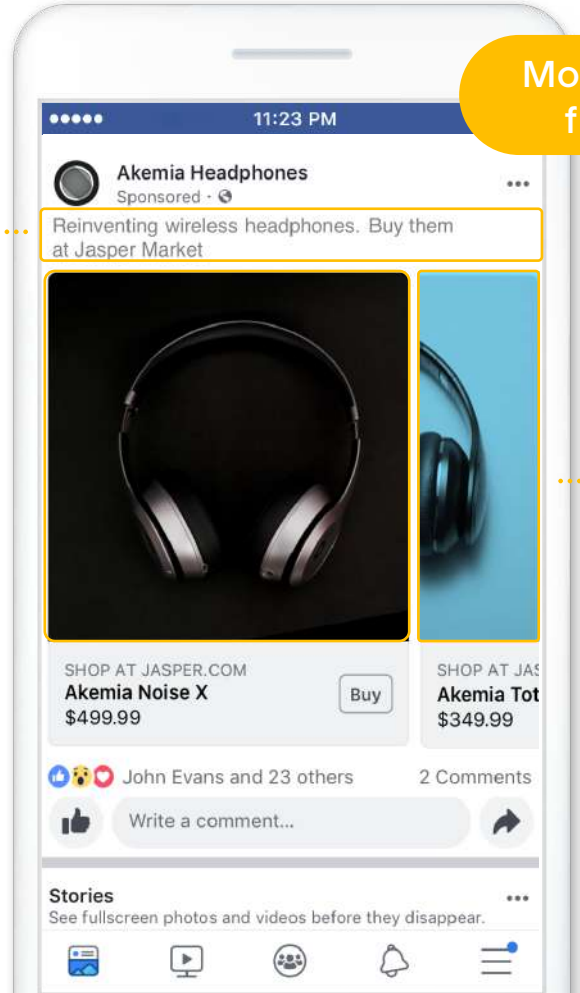


All other cards are dynamic from catalog segment

Conversion Objective

More creative flexibility!

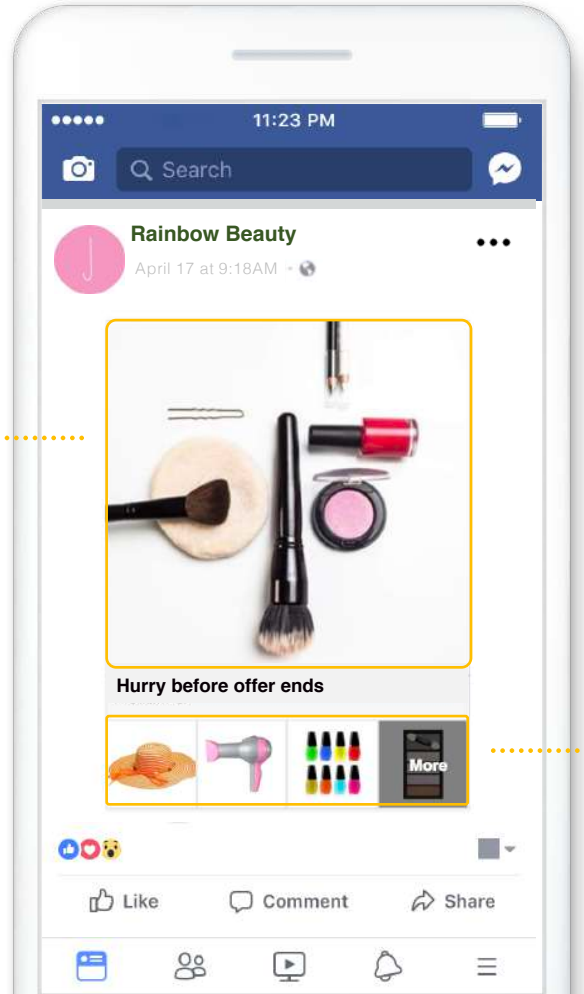
Caption can be customized



All cards can be customized

Creative Mockup—Collections Ad Format

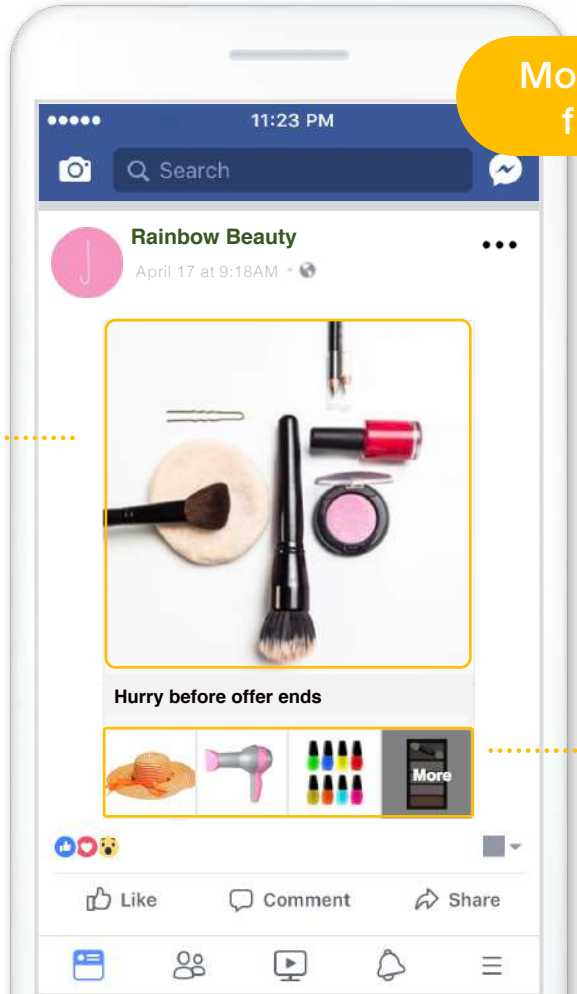
Catalog Sales Objective



Hero image can be customized

All other cards are dynamic from catalog segment

Conversion Objective



More creative flexibility!

Hero image can be customized

All other cards are customizable



Benefits to Merchants

1.
Greater creative transparency for merchants.
The **"Partner Ads"** we launched in Catalog Manager for Collaborative Ads give merchant full visibility to merchants on their brand's partner creatives

2.
Merchants can see the total value they receive from their brand partners through Merchant Reporting, whether it's from Conversion or Catalog Sales objectives.

3.
Domain safeguards are in place to ensure brands send traffic to only to the merchant's website/app.

4.
They can have access to net new audiences through their brand partner's Conversion Objective campaign, since brands are able to target new people and use their 1st party audiences

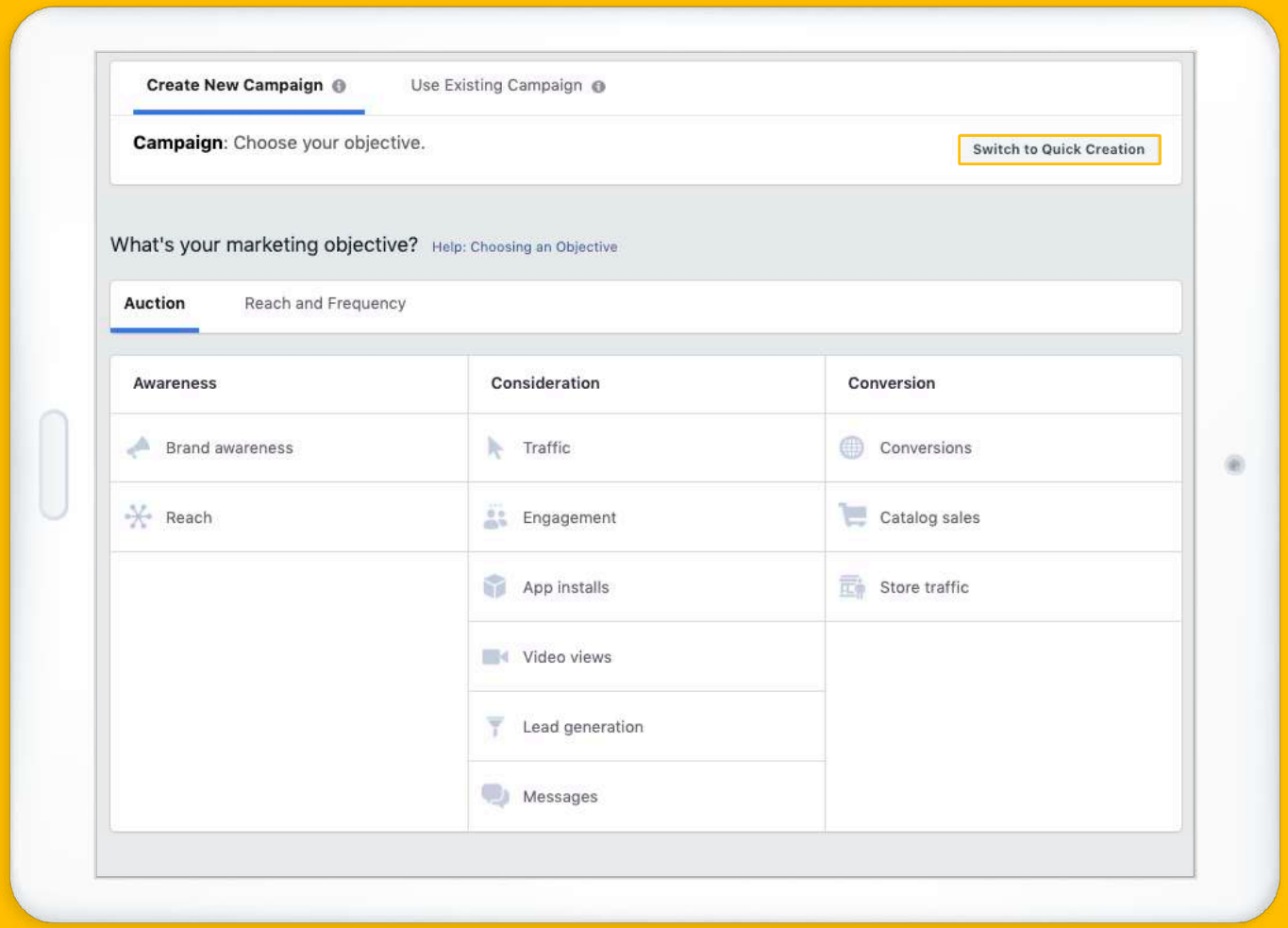
How do you create Collaborative Ads under Conversion Objective?

Use Quick Creation to create new campaign

Fill out form, selecting Conversion Objective & save to draft

Switch 'On' the new Collaborative Ad toggle

Select a catalog segment, then select Website or App



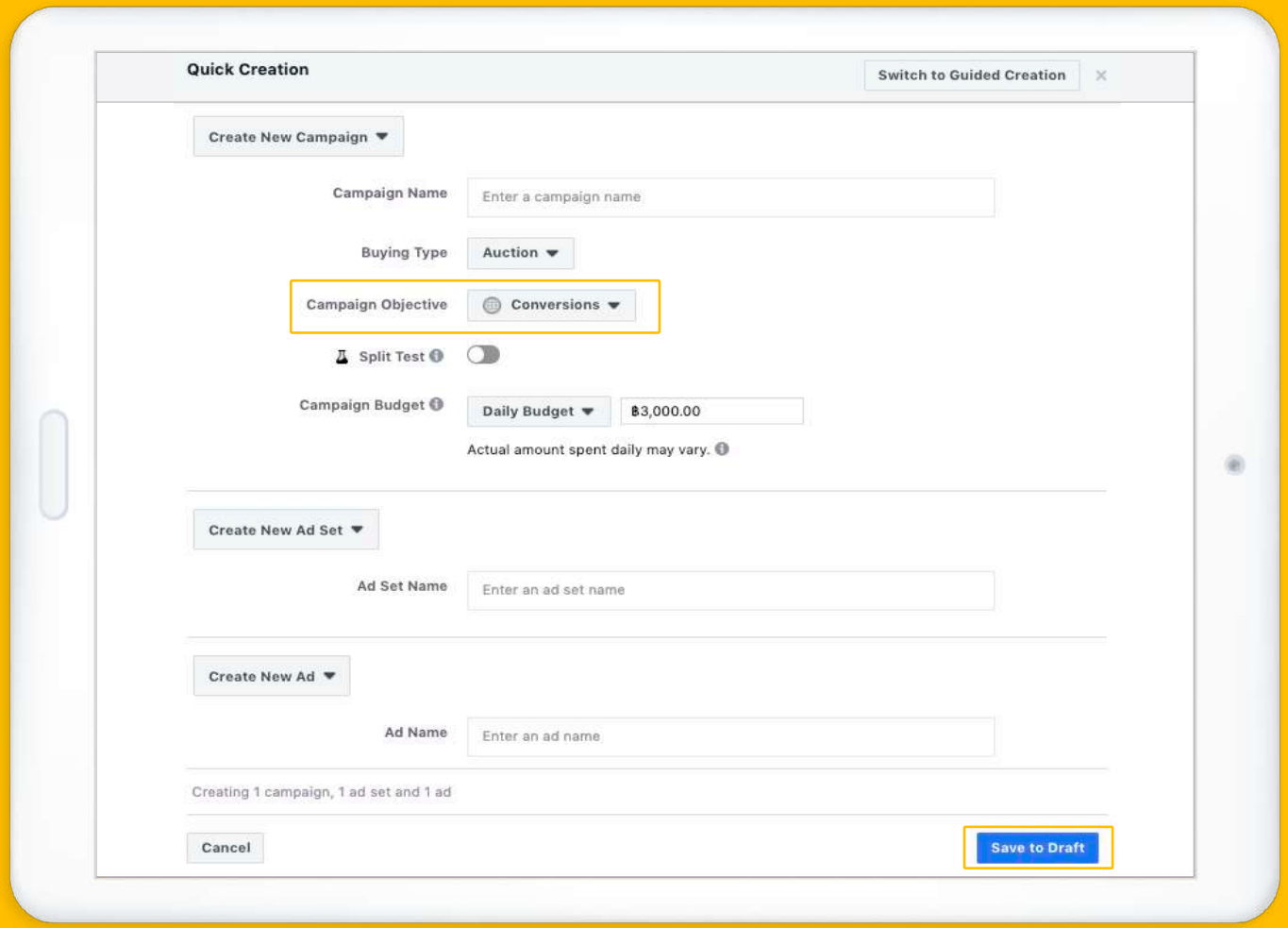
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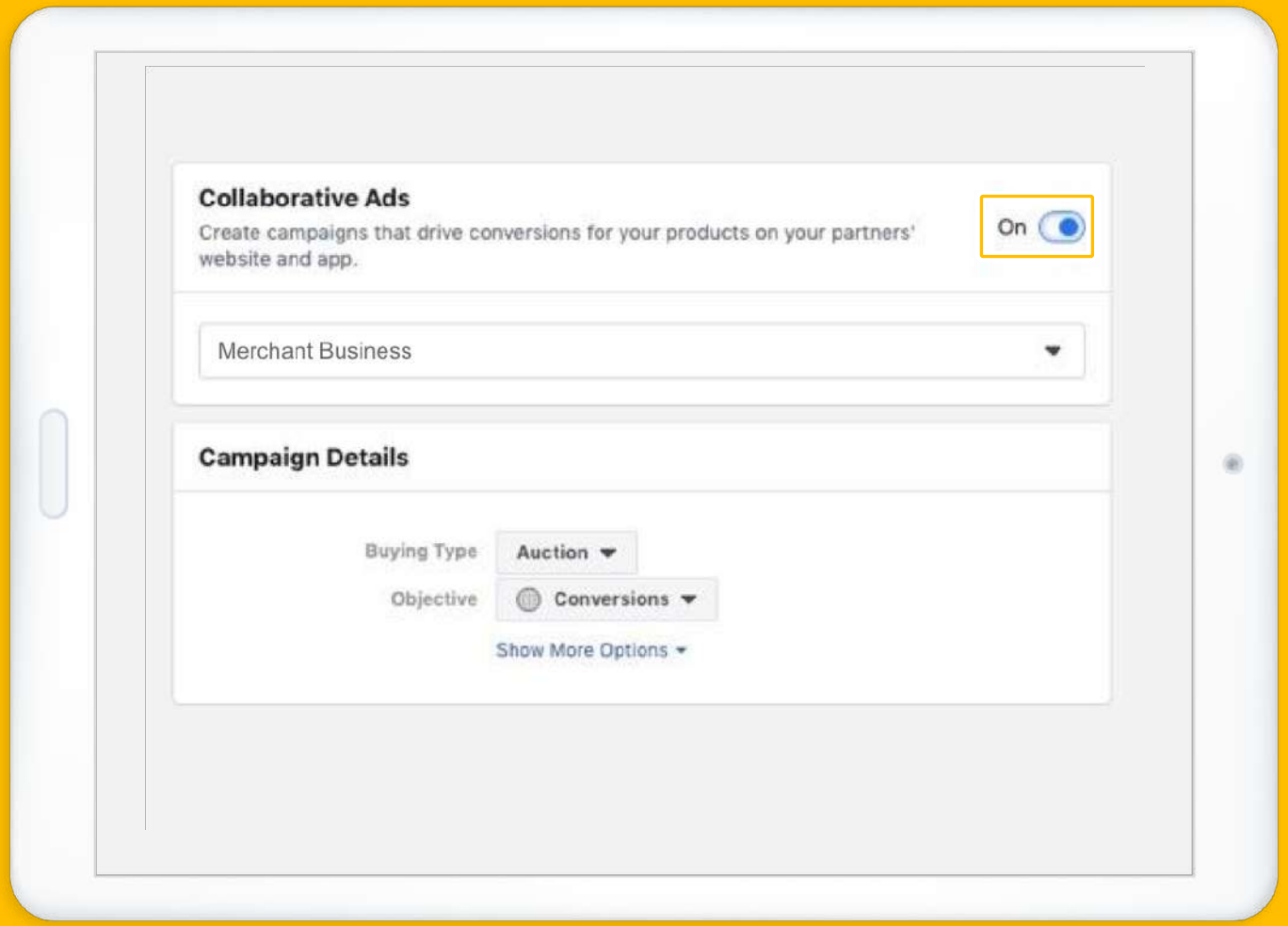
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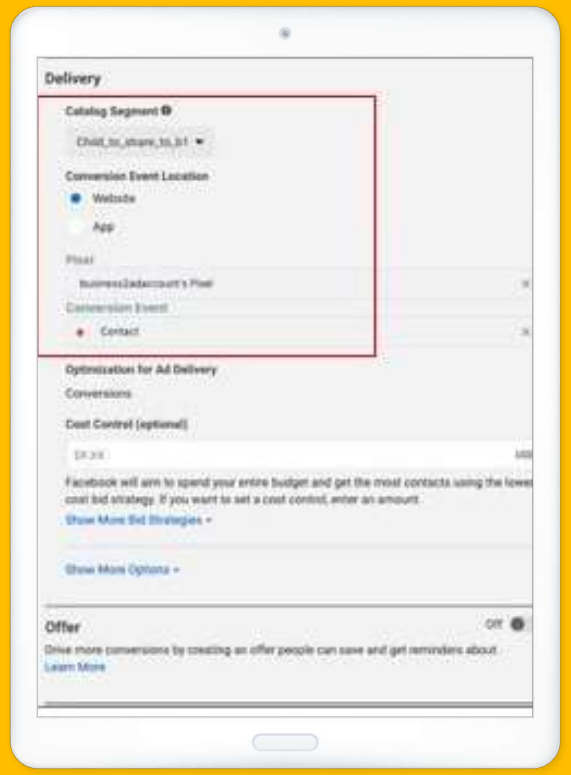
Use Quick Creation to create new campaign

Fill out form, selecting Conversion Objective & save to draft

Switch 'On' the new Collaborative Ad toggle

Select a catalog segment, then select Website or App

Website



App



*Need to create a separate ad set each for iOS and Android

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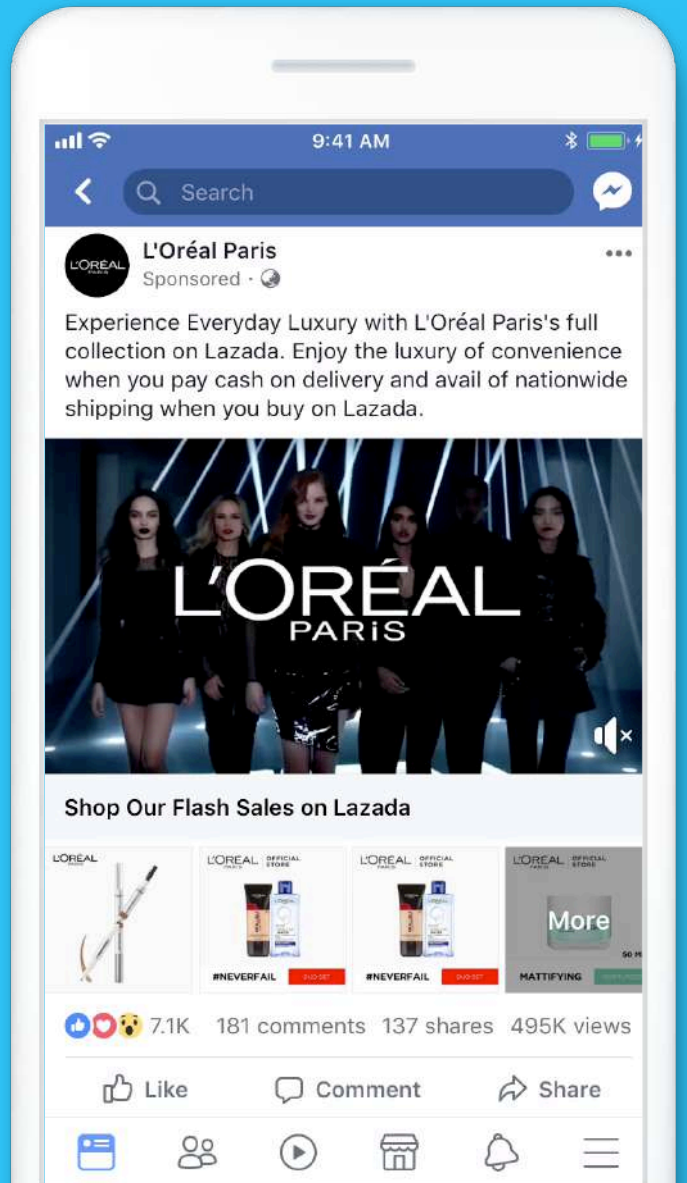
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New Case Studies





Increasing sales with Facebook's Collaborative Ads

L'Oréal Paris Philippines ran a campaign for its Lazada store using Collaborative Ads to boost online sales and significantly increase the revenue contribution of its ecommerce channels, resulting in a 55-point lift in sales.

96%
increase in traffic for L'Oréal Paris

50pt
lift in buyers for L'Oréal

55pt
lift in online sales for L'Oréal Paris on Lazada

8pt
lift in sales for L'Oréal, Garnier and MBNY as result of this campaign

To optimise its ecommerce campaigns and boost sales, L'Oréal Paris tested the effectiveness of Facebook's Collaborative Ads in combination with dynamic ads. This campaign was the first of its kind in the Asia Pacific region, using Facebook's Collaborative Ads to significantly increase online sales and attract a new audience. It ran for about 3 weeks in August 2018 on Facebook, Instagram and Audience Network.

L'ORÉAL https://www.facebook.com/business/success/loreal-paris-philippines

New Case Studies

Increasing sales with Collaborative Ads and dynamic retargeting

Huggies Vietnam ran a performance-driven product marketing campaign, combining Facebook's collaborative ads, dynamic ads and retargeting to increase Lazada sales, achieving a significant 3.8X return on ad spend.

3.8X
return on ad spend

21%
lower cost per purchase

2.2X
lift in sales value within 2 weeks

3.4X
increase in weekly purchases

To boost online sales, Huggies tested Facebook's Collaborative Ads in combination with dynamic ads and broad audience targeting. Huggies was able to run performance-driven dynamic ads to promote products from its Lazada store directly on Facebook, creating a Catalog Segment with the brand's products hosted on the ecommerce website, and then directly include the products in the dynamic ads in a Collection Ad format, pairing a hero video ad with 4 dynamic ads in a Carousel that featured products from Huggies' store on Lazada.

https://www.facebook.com/business/success/huggies-vietnam





Driving food and beverage online sales with Facebook Collaborative Ads

PepsiCo used Facebook Collaborative Ads for the first time to boost ecommerce sales in Thailand, resulting in a 3.8X increase in return on ad spend.

3.8X
Return on ad spend

28%
of people who viewed PepsiCo's products on Lazada added those products to their cart

15%
conversion rate (people who added products to their cart on Lazada and completed purchase)

"As one of the leading global brands, PepsiCo believes that Facebook's Collaborative Ads will revolutionise advertising by directly approaching customers with targeted offers, further increasing traffic and PepsiCo's ecommerce sales. PepsiCo has the utmost confidence in the future growth of ecommerce and has chosen Mindshare as our digital partner to help accelerate PepsiCo's growth in ecommerce."

Tassanarom Goodler
eCommerce Lead, APAC, PepsiCo. Thailand

PEPSICO

New Case Studies

Increasing online sales and brand awareness with Collaborative Ads

The skincare brand's sales-focused Facebook campaign improved both brand and online conversion metrics, achieving a 5-point lift in awareness and a 4.9X increase in sales.

5pt

lift in brand awareness among the target audience (young female millennials)

4.2X

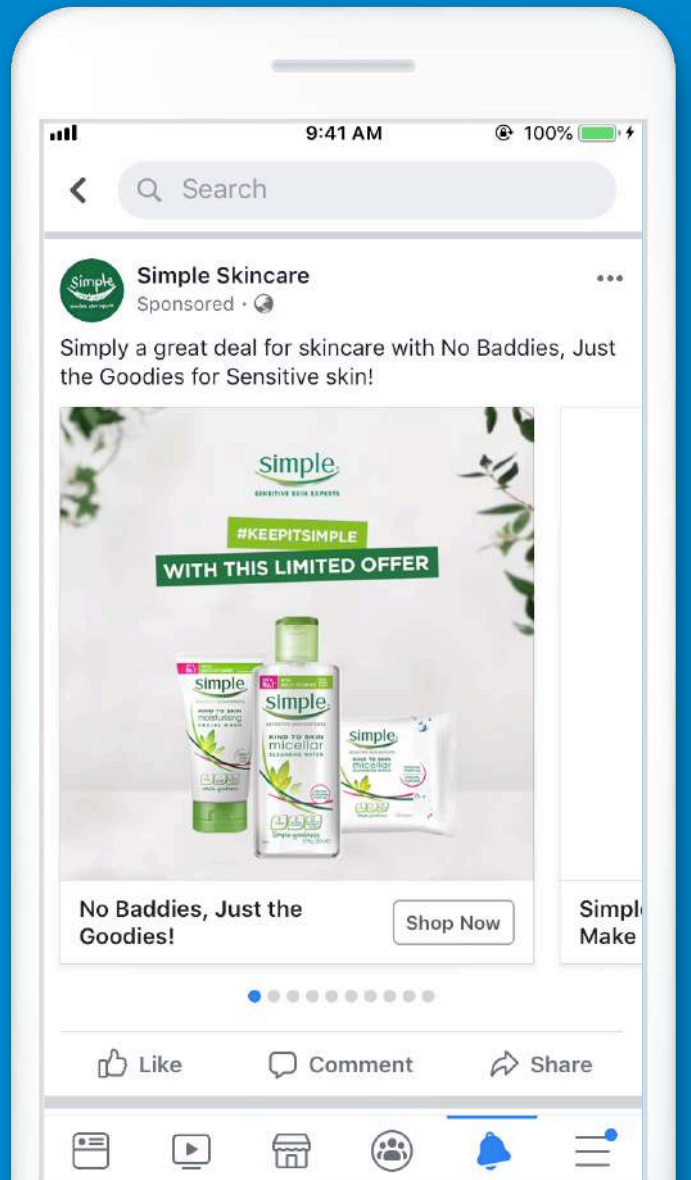
lift in brand awareness within consumer packaged goods category

4.9X

Increase in sales

"We have proven that conversation campaigns can also drive awareness. Therefore, we now always think of campaign executions that benefit the brand overall and that aim at a variety of objectives, regardless of what stage it is in the funnel."

Dennis Perez
Head of Media, Unilever Philippines



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Getting Started

Get started with Collaborative Ads today!

Start here

From evaluating the fit for your client
to creating your first campaign!



1. Find a Partner Merchant/ Marketplace

2. Merchant Creates Catalog Segment

3. Acceptance of Terms & Conditions and Catalog

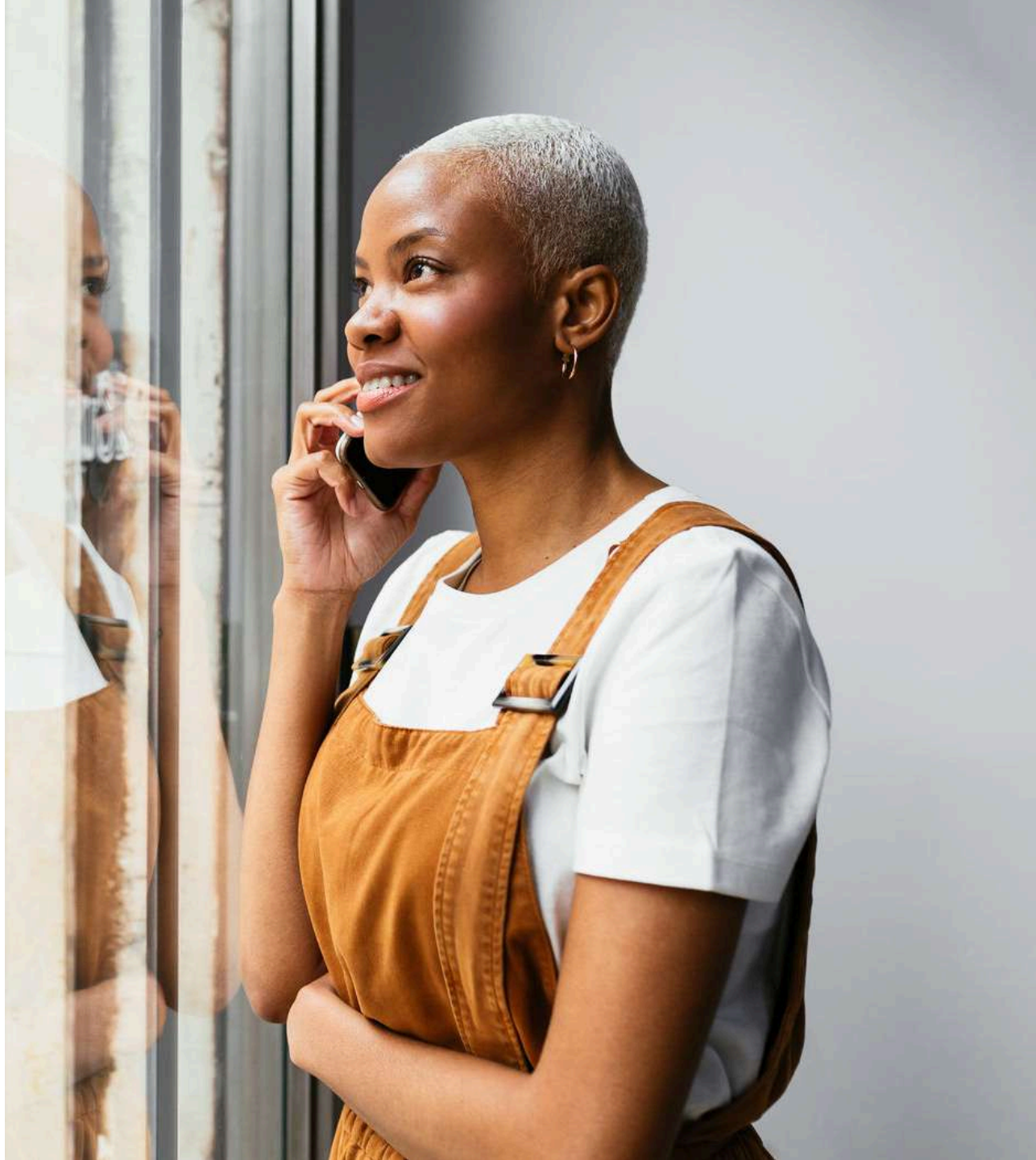
4. Create a New dedicated Collaborative Ad Account per Merchant

5. Launch Collaborative Ads

1.
Find a Partner Merchant/Marketplace

Find a Merchant that you'd like to partner with. Either contact the Merchant Team directly with the contact above or work with your Facebook Client Partner or Client Solutions Manager to connect you to the respective Merchant.

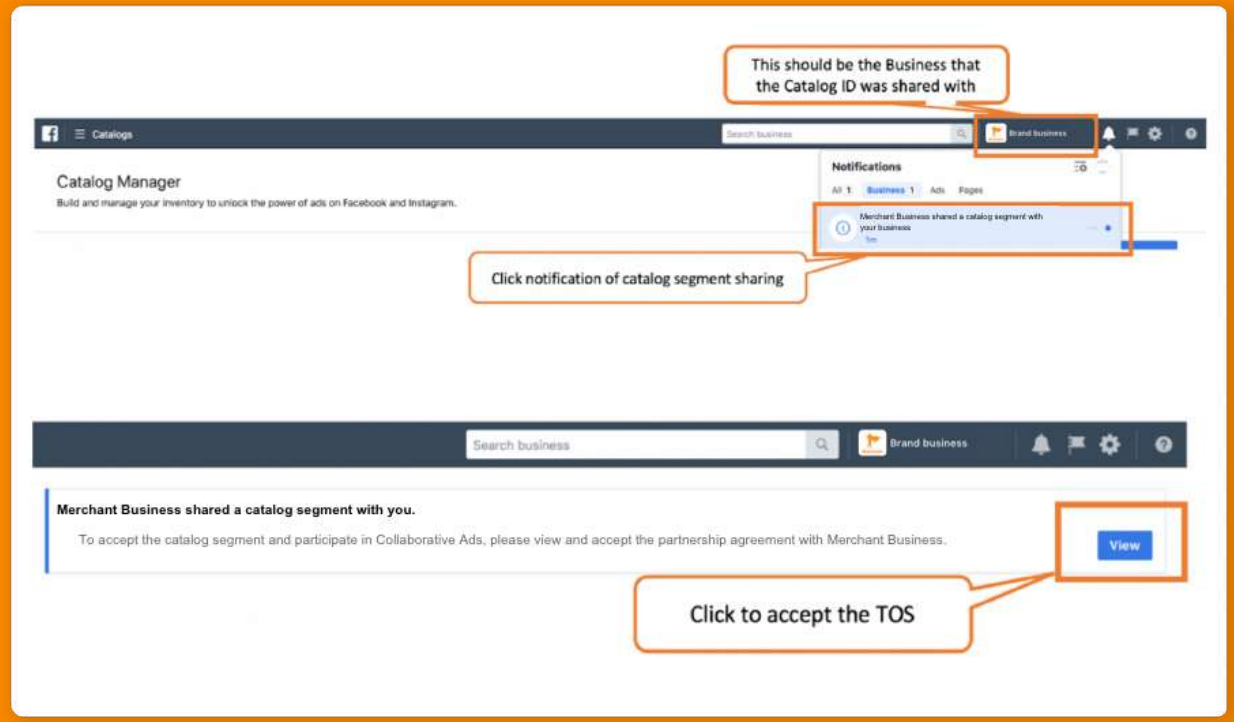
Check on available merchants through here.



2.
Merchant Creates Catalog Segment

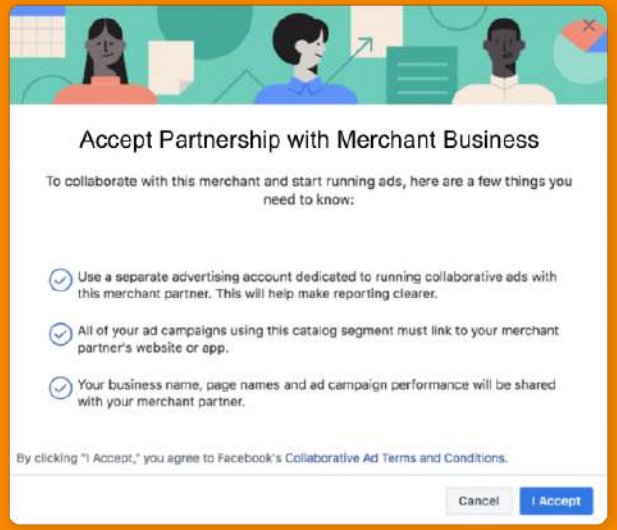
Request your Merchant/ Marketplace for your catalog segment which will be shared through your Business Manager ID.

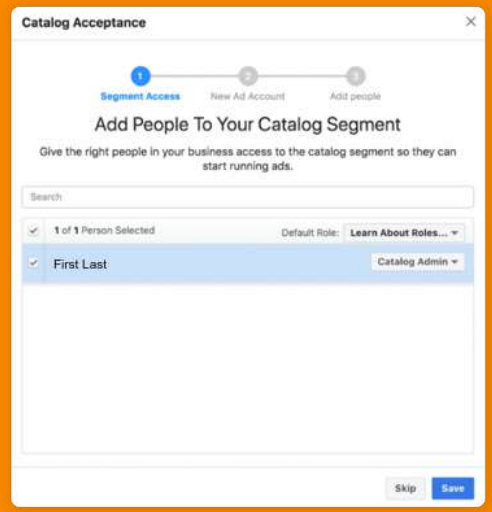
Check out your Business Manager Notification that “Marketplace has shared a catalog segment with you”.



3.
Acceptance of Terms & Conditions and Catalog

Follow the guided flow to Accept partnership and create a new ad account

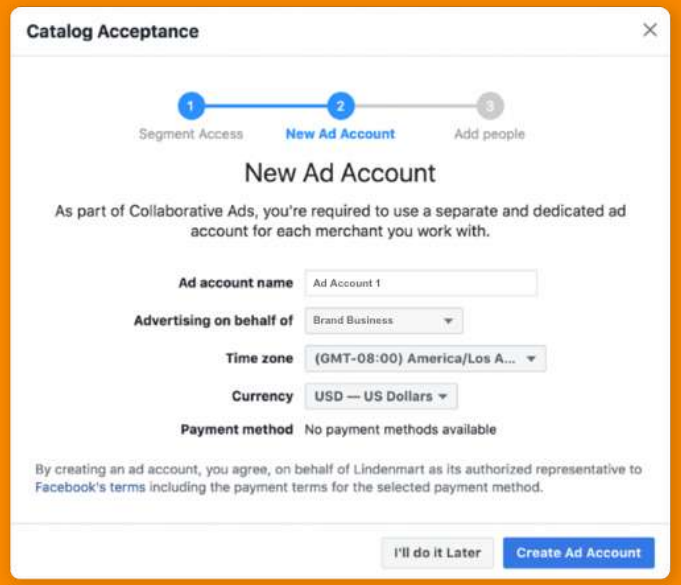


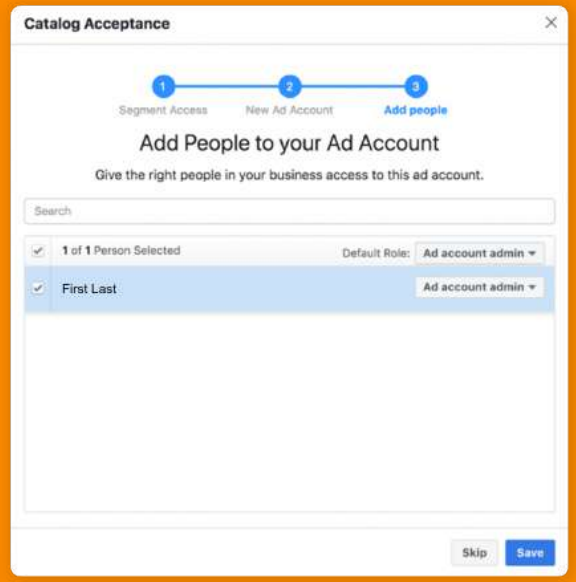


4.

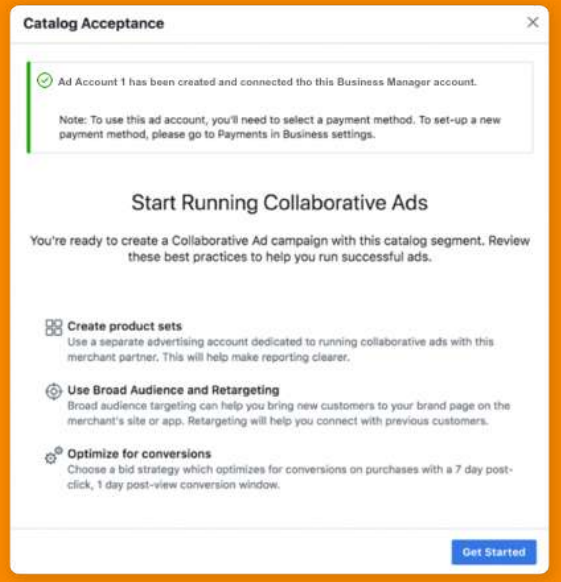
Create a New dedicated Collaborative Ad Account per Merchant

Follow the guided flow to create a new ad account and accept catalog.





Collaborative Ads setup completed! Move on to creating dynamic ads via shared catalog.



Questions?

Please reach out to your Facebook Sales team or visit our Help Center.


Thank you
FACEBOOK