THE BASICS – GETTING SET UP

First, you need to install your Meta Pixel on your site.

This allows Meta to continue to monitor what visitors do on your site after they click through or interact with your ads, and then Meta will optimize your ads for the best results.

This also allows Meta to build ad audiences for you (like for retargeting).

Note: You can't install your Meta pixel on Etsy.

THE BASICS – GETTING SET UP

Head to business.facebook.com

>Data sources

>Pixels

THE BASICS – GETTING SET UP

You can verify it's set up properly under your "event manager" > "test events"

THE BASICS – ADS MANAGER

Meta

Home

J Janet LeBlanc the Mous...

- Ads Manager
- Ads Reporting
- Events Manager

? Help

All tools

Meta Business Suite

Shortcuts

Ads Manager

Events Manager

Experiments

Business settings

Commerce Manager

Ads Reporting

Manage business

Apps

Brand safety and suitability

Business settings

Business Support Home

Collaboration Center

Events Manager

Media Library

Store Locations
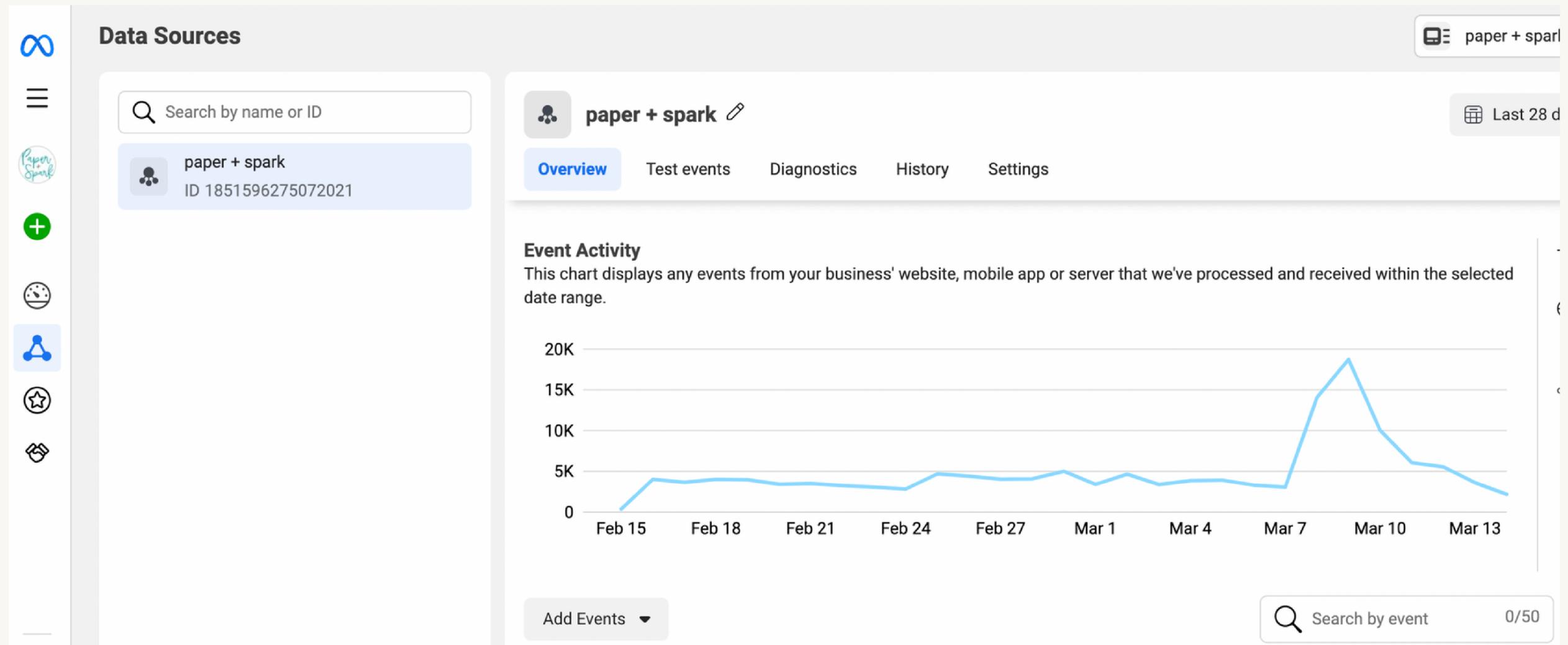
THE BASICS – ADS MANAGER

Ads Manager > Boosting a post

Gives you tons more control over the outcome – who sees your ad (and who doesn't see your ad), where it goes, etc.

Allows Meta to track the results and optimize your targeting based on those results.

THE BASICS – ADS MANAGER

Campaigns – your overall goal or objective for your ad.

THE BASICS - ADS MANAGER

Campaigns - your overall goal or objective for your ad. You can select awareness, traffic, engagement, leads, app promotion, or sales.
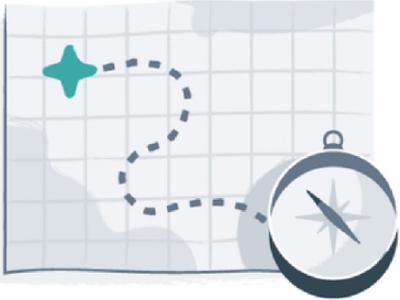
The most popular options are probably traffic, leads, or sales.

THE BASICS – ADS MANAGER

Awareness – literally what it sounds like

Traffic – send people to a destination, landing page views

Engagement – get messages, likes/follows, video views

Leads – get email subscribers

Sales – conversions

THE BASICS – ADS MANAGER
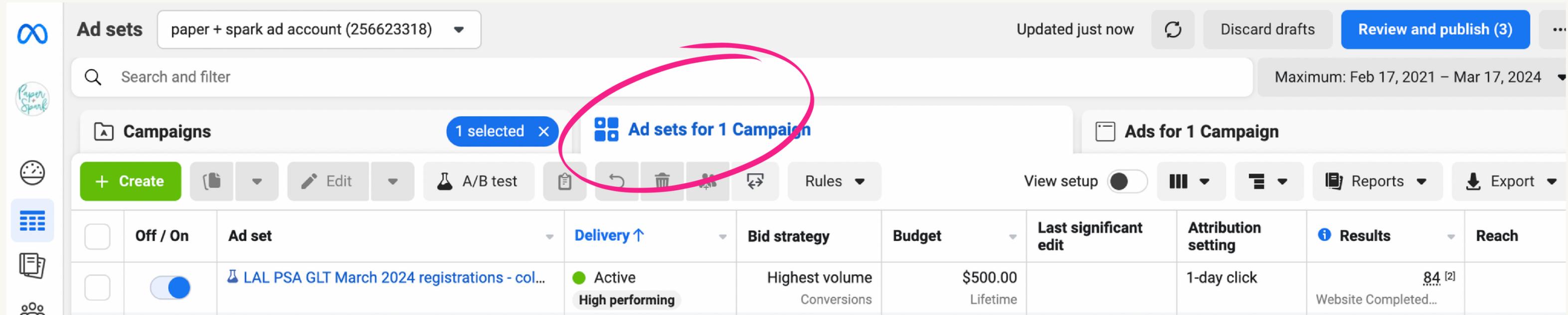
Ad sets | paper + spark ad account (256623318) ▾ | Updated just now | ⟳ | Discard drafts | **Review and publish (3)** | ⋯

🔍 Search and filter | Maximum: Feb 17, 2021 – Mar 17, 2024 ▾

▣ **Campaigns** | 1 selected ✕ | ▦ **Ad sets for 1 Campaign** | ▤ **Ads for 1 Campaign**

➕ Create | 📋 ▾ | ✏️ Edit ▾ | 🧪 A/B test | 📋 | ↩ 🗑 ⛶ ⇄ | Rules ▾ | View setup ⚫ | ▥ ▾ | ▤ ▾ | 📑 Reports ▾ | ⬇ Export ▾

	Off / On	Ad set ▾	Delivery ↑ ▾	Bid strategy	Budget	Last significant edit	Attribution setting	ℹ Results ▾	Reach
☐	⬤○	🧪 LAL PSA GLT March 2024 registrations - col...	● Active **High performing**	Highest volume Conversions	$500.00 Lifetime		1-day click	84 [2] Website Completed...	

Ad set – who you want to target with your ad, where you can your ad to be seen, and (usually) your ad budget

Create new audience | **Use saved audience** ▾

Income (10-25%), College Grad, Coffee Prep, Parents

Location:
United States

Age:
28 - 60

People who match:
Education level: College grad

And must also match:
Interests: Coffee preparation

And must also match:
Education level: College grad

And must also match:
Parents: Parents (All)

✅ **Audience controls** ⓘ

Set criteria for where ads for this campaign can be delivered. Learn more

* Locations

Location:
- United States: City View (29609), Greenville (29601) South Carolina

More ▾

Minimum age

25

Custom audiences   Create new ▾

Include people who are in at least **one** of the following

Value-based

Lookalike (US, 1%) - paper + spark using Purchase

🔍 Search existing audiences

Exclude people who are in at least **one** of the following

Website

.Com purchasers (past 90 days)

Anyone who visits P+S within 180 days

Custom: Website Visitors

Leads in past 180 days, per pixel

Engagement - Page

Custom: Facebook Engagers

FB engagement ppl [60 days]

THE BASICS – ADS MANAGER

Where do you want to place your ads?

- FB feed
- IG feed
- Reels & stories

✅ **Placements**   Learn more

○ Advantage+ placements (recommended) ✦
  Use Advantage+ placements to maximize your budget and help show your ads to more people.
  Facebook's delivery system will allocate your ad set's budget across multiple placements based on
  where they're likely to perform best.

🔘 Manual placements
  Manually choose the places to show your ad. The more placements you select, the more
  opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

⊟ Facebook   ⊟ Instagram

☐ Audience network   ☐ Messenger

THE BASICS – ADS MANAGER

✅ Budget & schedule

Lifetime Budget ⓘ

$500.00	USD

You won't spend more than $500.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. Learn more
Up to $500.00, including $144.06 you've spent so far.

✅ Budget & schedule

Daily budget ⓘ

$5.00	USD

You'll spend an average of $5 per day. Your maximum daily spend is **$6.25** and your maximum weekly spend is **$35**. Learn more

THE BASICS – ADS MANAGER

The Ad Level – creative (your copy, your photos/graphics/videos, your destination link)

Ad preview

Share ⌄   ⤢ Advanced preview

Feeds

Facebook
Feeds

Calibration Coffee Lab
Sponsored · 🌐   ✕   ⋮

Hey neighbor!

Elevate your morning with our   ...See more

Greenville,
THERE'S A NEW COFFEE BEAN IN TOWN

FREE DELIVERY

calibrationcoffeelab.com
New Greenville Coffee Roaster   Shop now

👍❤️😊 15   1 comment 1 share

Feeds
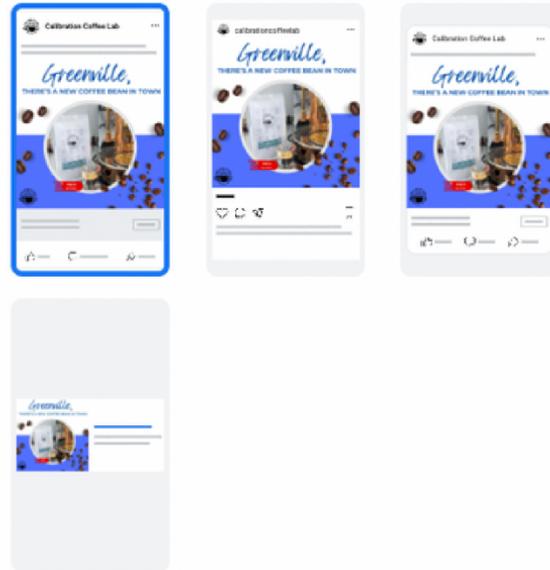
Stories and Reels
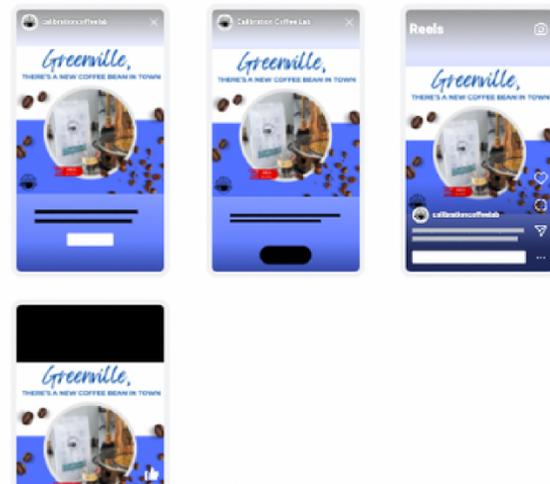
Primary text ⓘ

Hey neighbor!

Elevate your morning with our small-batch, freshly roasted coffee beans delivered to local Greenville zip codes for FREE.

Get $5 off your first order with code "MOREGVLCOFFEE" at checkout.

Thanks! Alex

⊕ Add text option   ⌄

Headline

New Greenville Coffee Roaster

Primary text ⓘ

Attention handmade sellers! 🎨🖌️✂️

Feeling frustrating trying to use a complicated one-size-fits-all bookkeeping solution to do your handmade shop's books each month?

Or perhaps you're just avoiding dealing with your books at all? 🙈

Paper + Spark offers user-friendly spreadsheet templates made especially for makers, with step-by-step instructions to help you find, enter, and interpret your numbers.

As an accountant and maker, I'll help breakdown your sometimes complicated e-commerce reports in plain English.

If you're ready to feel confident about doing your books each month, download your shiny new Paper + Spark spreadsheet and get started today via the shop link below!

Come see what everyone is raving about over at Paper + Spark!

Call to action ⓘ

Shop now ▾

Facebook
Feeds

Paper + Spark
Sponsored · 🌐   ✕   ⋮

Attention handmade sellers! 🎨🖌️✂️

Feeling frustrating trying to use a   ...See more

"Blown away! Literally downloaded this about half an hour ago. Have been so unsure for ages, but honestly, it's 100% worth it!"

PAPER + SPARK SPREADSHEET USER

"I di
e
ever
tha

"Blown away!"   Shop now   "So wo
purchas

👍❤️🥰 Bonnie Whit... 66 comments 8 shares

👍 Like   💬 Comment   ↗ Share

Feeds

Stories and Reels

WHAT DO YOU NEED BEFORE YOU RUN YOUR AD?

- A measurable goal
- A landing page
- Ad copy
- Ad creative (graphics, photos, video)
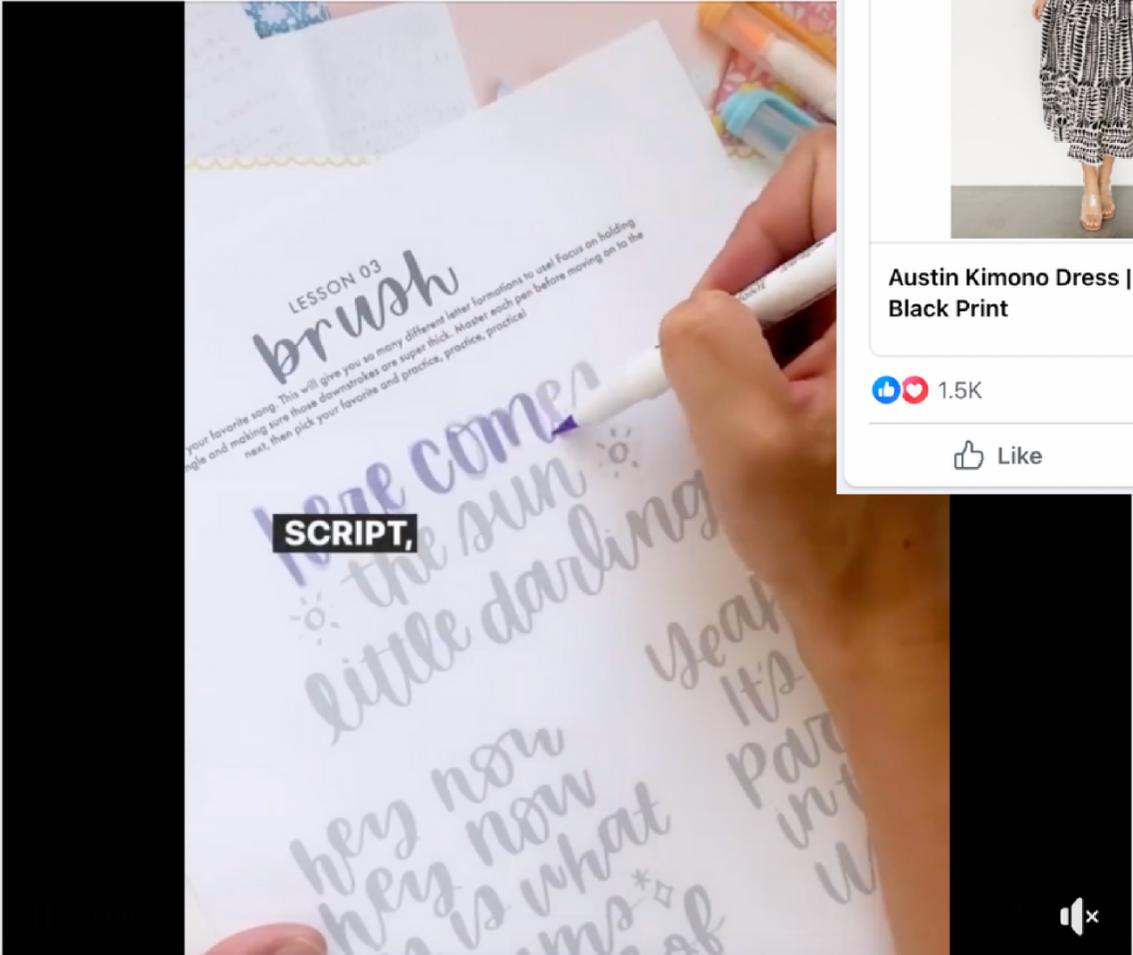
WHO WILL YOU TARGET?

- Custom audiences – based on your pixel
  - People who bought
  - People who visited a certain page
  - People who follow you on social
  - Your email list
  - People who visited the product but not the checkout page
- Lookalike audiences – create a cold audience that "looks like" your email list, your site visitors, your IG followers, your customers, etc.

WHO WILL YOU TARGET?

- Saved audiences – based on interests or demographics you select
    - Location, age, gender
    - Interests
    - Income or education level

Details

Excluding custom audience: Custom: Website Visitors and Custom: Facebook Engagers

Location: United States

Age: 25 - 55

Gender: Female

People who match: Interests: Handmade jewelry, HowDoesShe, Cricut - The Official Page! or Cricut

Saved: DIYers

Location:
- United States

Age
29 - 62

Gender
Women

Detailed targeting

Include people who match ⓘ

Behaviors > Digital activities > Facebook page admins

Business page admins

Interests > Additional interests > Etsy

Etsy

Interests > Additional interests > Shopify

Shopify

WHO WILL YOU TARGET?

Will you target a warm audience or a cold audience?

Get your pixel installed and let it gather data before you try targeting warm audiences or lookalike audiences.

You can upload a custom audience or target based on demographics & interests right away.

Note that you don't want your cold audiences to be too big or too small (around 1 million is usually good).

A GOOD AD STRATEGY FOR DIPPING YOUR TOES

Two-fold ad strategy:

1. Target a cold audience (either based on interests or a LAL) with a piece of popular content
   - Get them on your email list or in your social world

2. Re-target a warm audience with a call-to-action to purchase

AN EXAMPLE OF A LEAD-GENERATING AD TARGETING A NEW COLD AUDIENCE

Search

✏️ **Edit**   👁 Review

📁 PSA GLT March 2024 registrations - cold •••

🔲 Demo PSA GLT March 2024 registratio... •••

🗔 Demo PSA GLT March 2024 registra... •••

🔲 Advantage + test - PSA GLT March 202... •••

🗔 Advantage + test PSA GLT March 2... •••

🔲 LAL PSA GLT March 2024 registration... •••

🗔 LAL PSA GLT March 2024 registrati... •••

✅ **Campaign name**

PSA GLT March 2024 registrations - cold   Create template

✅ **Special ad categories**

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. Learn more about special ad categories

Benefits of declaring special ad categories
Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent pot...

Categorize your ads

Categories
Select the categories that best descri

Declare category if applicable

✅ **Campaign details**

Buying type

Auction ▾

Campaign objective ⓘ

Leads ▾

Less ▲

Campaign spending limit ⓘ   ✏️Edit
None added

Search

PSA GLT March 2024 registrations - cold

Demo PSA GLT March 2024 registratio...

Demo PSA GLT March 2024 registra...

Advantage + test - PSA GLT March 202...

Advantage + test PSA GLT March 20...

LAL PSA GLT March 2024 registration...

LAL PSA GLT March 2024 registrati...

Edit   Review

✅ **Ad set name**

LAL PSA GLT March 2024 registrations - cold - LAL   Create template

✅ **Conversion**

Conversion location

Choose where you want to generate leads. Learn more

○ **Website**
Generate leads through your website.

○ **Instant forms**
Generate leads by asking people to fill out a form.

○ **Messenger**
Generate leads by starting chats in Messenger.

○ **Instagram**
Generate leads by starting chats on Instagram.

○ **Calls**
Generate leads by asking people to call your business.

○ **App**
Generate leads through your app.

Performance goal ⓘ

Maximize number of conversions ▾

We'll try to deliver your ads to help you get the most leads possible.

A/B test results

Advantage+ audience A/B test
Ended Mar 12, 2024 at 12:00 AM

⊖ **Not enough data to determine a winner**
There wasn't enough data to find a winner.

Go to Experiments

Audience definition

Audience definition is unavailable.

Specific   Broad
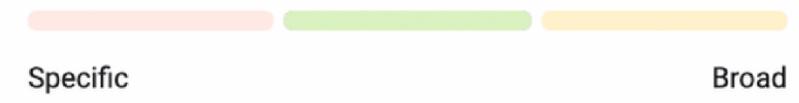
Estimated audience size: Unavailable ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Based on 1-day click conversion window

Reach ⓘ
1.9K - 5.6K

Conversions ⓘ
< 10

Pixel ⓘ

paper + spark ▾

Conversion event ⓘ

Complete registration ▾

Cost per result goal · Optional

$X.XX   USD

Meta will aim to spend your entire budget and get the most complete registrations using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

More ▾

Attribution setting ⓘ

- 1-day click

✅ **Dynamic creative**   On 🔘

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. Learn more

✅ **Budget & schedule**

Lifetime Budget ⓘ

$500.00   USD

You won't spend more than $500.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. Learn more
Up to $500.00, including $145.54 you've spent so far.

Hide graph of estimated reach and results ▲

Estimated Daily Complete Registrations
Based on 1-day click conversion window

$25.26 Budget   **3** Complete registrations ▾

These are estimates and don't guarantee results. ⓘ

Schedule ⓘ

Start date

| 📅 Mar 7, 2024 | 🕐 05 : 41 PM PDT |

End

| 📅 Mar 27, 2024 | 🕐 01 : 41 PM PDT |

Hide options ▲

Budget scheduling ⓘ

☐ Increase your budget during specific time periods   [View ▾]

Ad scheduling ⓘ

Run ads all the time

Custom audiences

Create new ▾

Include people who are in at least **one** of the following

Value-based

| Lookalike (US, 1%) - paper + spark using Purchase |

🔍 Search existing audiences

Exclude people who are in at least **one** of the following

Website

| .Com purchasers (past 90 days) |

| Anyone who visits P+S within 180 days |

| Custom: Website Visitors |

| Leads in past 180 days, per pixel |

Engagement - Page

| Custom: Facebook Engagers |

| FB engagement ppl [60 days] |

Engagement - Instagram

| IG engagement ppl [60 days] |

* Locations

Location:
- United States

Age

29 - 62

Gender

Women

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors   Suggestions Browse

💡 Advantage detailed targeting has been applied, so we may deliver ads beyond your audiences if it's likely to improve performance. Learn more.

Add exclusions

Languages

- English (US)

☐ ⚗️ Run a 4-day A/B test to compare custom audience against Advantage+ audience

Save this audience

✅ **Placements**   Learn more

⚪ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

🔵 **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

➖ Facebook   ➖ Instagram

☐ Audience network   ☐ Messenger

Placements

▼ **Feeds**   ➖

Get high visibility for your business with ads in feeds

Facebook Feed   ✔️

Facebook profile feed   ☐

Instagram feed   ✔️

Instagram profile feed   ☐

Facebook Marketplace   ☐

Facebook video feeds   ☐
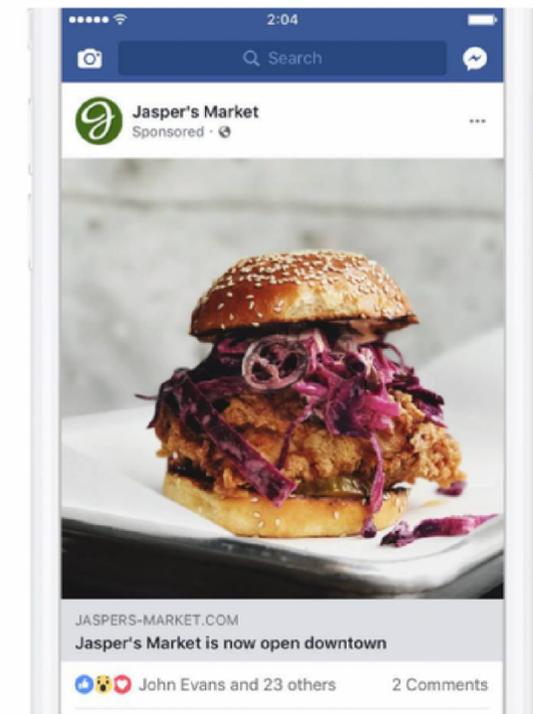
Messenger inbox

Facebook Business Explore

Stories and Reels ✓

Tell a rich, visual story with immersive, fullscreen vertical ads

Instagram Stories ✓

Facebook Stories ✓

Messenger Stories

Instagram Reels ✓

Facebook Reels ✓

In-stream ads for videos and reels ✓

Reach people before, during or after they watch a video or reel

Facebook in-stream videos ✓

Ads on Facebook Reels ✓

Ads on Instagram Reels

Search results

Get visibility for your business as people search

Facebook search results

Instagram search results

Messages

< Reels   📷 Create

👍 22K
💬 12K
↗ 1K

🍃 **Jasper's Market**
Sponsored
Introducing our new Meal to Door service. Get fresh farm, go...See More

Learn More   ⋯
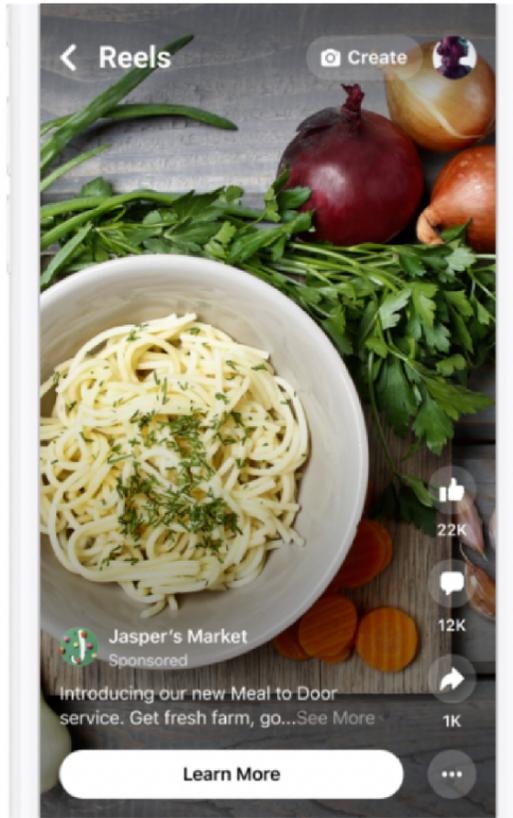
Facebook Reels

We recommend **fullscreen vertical (9:16)** videos.

✅ **Ad name**

LAL PSA GLT March 2024 registrations - co   Create template

✅ **Identity**

Partnership ad   Off ⚪

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. Learn more

✅ **Identity**

* **Facebook Page** ⓘ

Paper + Spark ▼

Instagram account ⓘ

paperandspark ▼

✅ **Ad setup**

Creative source

Choose how you'd like to provide the media for your ad.

🔘 **Manual upload**
Manually upload images or videos.

⚪ **Catalog** ✦
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

⚪ Ad preview   Sh

f **Facebook**
Feeds   ⤢ Expand   ⋯

Paper + Spark
Sponsored · 🌐   ✕   ⋮

Attention handmade sellers! 🎨✂️🖌️ Are you still confused when it comes to WHAT EXACTLY your financial   ...See more

March 25 - 27
daily audio stream

March 28
live masterclass

PSA:
Three Taxes You Need to Know about as an Online Seller
...and When to Worry about Them

getlegit.lpages.co
Understand what to do for your shop's taxes   Sign up

👍 Like   💬 Comment   ↗ Share

See variations

* Media ⓘ

Select images	Select videos	Create vide

Images, videos and slideshows
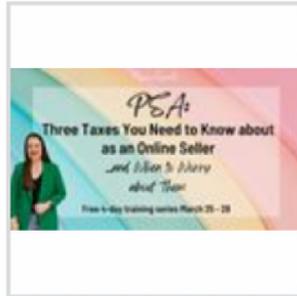
🖼 1640 × 924

Edit media

🖼 2048 × 2048

Edit media
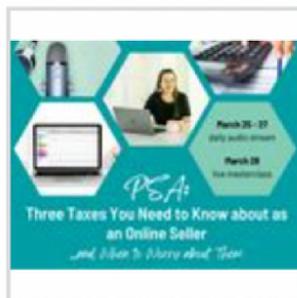
🖼 1640 × 1300

Edit media

🖼 940 × 788

Edit media

🖼 940 × 788 ✕

Edit media

🔵 **Optimize Creative For Each Person**

Vary your ad creative and destination based on each **person**'s likelihood to respond. **See possible optimizations**

Primary text ⓘ

Attention handmade sellers! 🎨✂️🖌 Are you still confused when it comes to WHAT EXACTLY your financial responsibilities as an online shop owner are?

Mastering your money and understanding all the tax jargon that applies to you is often something that holds us back from really GOING for it. Helping you get over these obstacles is my purpose!

🌟 That's why I'm inviting you to join me for a totally free training series happening March 25 - 28. 🌟

Learn the 3 types of taxes ALL e-commerce sellers should understand, along with how to properly deal with them and when! 🚩🚩🚩

No more needing to crowd-surf these questions and sift through 160 conflicting responses. I'm a CPA & a handmade seller myself, and I'll deliver all the straight facts to you on March 25-28!

Click for all the deets on the FREE training and to sign up ⬇️⬇️⬇️

Headline ⓘ

Free tax training for e-commerce sellers

Understand what to do for your shop's taxes ✕

Tax 101 for online sellers ✕

Description ⓘ

Include additional details

* Website URL ⓘ

https://getlegit.lpages.co/tax101ma rch24ad/?utm_source= {{site_source_name}}&utm_medium ={{placement}}&utm_campaign= {{campaign.id}}

🔗 Preview URL

Build a URL parameter

Display link

Enter the link you want to show on your ad

Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

🔵 ⊗ **None**
Don't add a button.

AN EXAMPLE OF AN AD TARGETING A WARM AUDIENCE WITH A CTA TO BUY

Campaign details ✅

⚠️ **Update your campaign objective**

As of January 2024, the **conversions** objective has been replaced with objectives that better align with your business goals. You can duplicate this campaign using the **sales** objective, which matches your original settings. Learn more about simplified objectives

🏪 Sales

Duplicate campaign

Buying type

Auction

Campaign objective ⓘ

Conversions

Ad set name ✅

| BOF - Spreadsheet shop - warm ppl | Create template |

Conversion ✅

Conversion event location

⦾ **Website and shop**
We'll automatically send people where we think they're most likely to purchase: your website or your shop on Facebook or Instagram. Learn more

🔘 **Website**

⦾ **App**

⦾ **Website and app**
When a person clicks on your ad, send them to either your website or app (if installed). Your ad will be shown to people more likely to convert.

⦾ **Messenger**
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

⦾ **WhatsApp**
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

⦾ **Calls**
When someone taps your ad, they'll be able to call your business. Your ad will be shown to people who are more likely to call you.

Pixel ⓘ

| paper + spark | ▼ |

Audience definition

Audience definition is unavailable.

Specific ──────── Broad

Estimated audience size: Unavailable ⓘ

Your criteria is currently set to allow Advantage detailed targeting. ⓘ

📈 Estimates may vary significantly over time based on your targeting selections and available data.

Estimated daily results

Based on 1-day click conversion window

Reach ⓘ

865 - 2.5K

Conversions ⓘ

< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Estimates may change as Accounts Center accounts update to iOS 14. Learn more

Conversion event

Purchase ▾

Dynamic creative   Off ⬤

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimized for your audience. Variations may include different formats, templates or audio based on one or more elements. Learn more

✅ Budget & schedule

Daily budget ⓘ

$15.00   USD

You'll spend an average of $15 per day. Your maximum daily spend is **$18.75** and your maximum weekly spend is **$105**. Learn more

Graph not available ⓘ

Schedule ⓘ

Start date

📅 Feb 14, 2021   🕐 01 : 47 PM PDT

End

☐ Set an end date

Create new ▾

Custom audiences

Include people who are in at least **one** of the following

Website

> Abandoned cart at .com within last 30 days

> Anyone who visits P+S within 180 days

> Custom: Website Visitors

> Opted in for Tax Workshop but didn't confirm [4d]

> Ppl who opted in for coupon but didn't buy [30 d]

> Ppl who opted in for GLT checklist [30 days]

> Ppl who opted in for GLT webinar [30 days]

> Top 25% visitors time spent paperandspark 180 days

> website visitors past 90 days

Engagement - Instagram

> IG engagement ppl [60 days]

Engagement - Page

> FB engagement ppl [60 days]

Engagement - Page

FB engagement ppl [60 days]

Ppl who saved page/post within 90 days

Ppl who watched 25% of GL checklist ad video

🔍 Search existing audiences

Exclude people who are in at least **one** of the following

Website

.Com purchasers (past 90 days)

✅ **Placements**   Learn more

⚪ **Advantage+ placements (recommended)** ✦
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

🔵 **Manual placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

⚠️ **Using fewer than 6 placements may increase cost per result**

We recommend selecting additional platforms where your ad can be delivered. This enables the delivery system to allocate your budget where it's likely to perform best.

Learn more

Devices

All devices

Platforms

➖ Facebook   ➖ Instagram

☐ Audience network   ☐ Messenger

✅ Optimization & delivery

Optimization for ad delivery ⓘ

Conversions

Cost per result goal · Optional

$X.XX

Meta will aim to spend your entire budget and get the most purchases using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

More ▾

Attribution setting ⓘ

- 1-day click

✅ Ad name

BOF - spreadsheet shop, reviews   Create template

Partnership ad   Off ⚫

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. Learn more

✅ Identity

* Facebook Page ⓘ

🔖 Paper + Spark   ▾

Instagram account ⓘ

👤 paperandspark   ▾

Creative source

Choose how you'd like to provide the media for your ad.

○ **Manual upload**
Manually upload images or videos.

○ **Catalog** ✦
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

Format

Choose how you'd like to structure your ad.

○ **Single image or video**
One image or video, or a slideshow with multiple images

● **Carousel**
2 or more scrollable images or videos

○ **Collection**
Group of items that opens into a fullscreen mobile experience

☐ **Multi-advertiser ads (recommended)** ⓘ
Enabling this may increase your ad's exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. **Learn more**

✅ **Ad creative**

Select the media and text for your ad. You can also customize your media and text for each placement. **Learn more**

Carousel cards ⓘ
6 of 10 cards added

⠿ 🖼 "Blown away!"
Enter description and URL ⌃

🖼 **15.png**
1080 × 1080 ✕

[Edit image] [Change image]

Headline   Apply to all cards

"Blown away!"

Description ⓘ

Include additional details

* Website URL ⓘ

https://paperandspark.com/shop?utm_source=facebook&utm_medium=ad&utm_campaign=bof_shopspreadsheetreviews

Build a URL parameter

🔵 Ad preview   Share ▾   ⤢ Advanced preview

f Facebook
Feeds

Paper + Spark
Sponsored · 🌐   ✕ ⋮

Attention handmade sellers! 🎨🖌✂️

Feeling frustrating trying to use a   ...See more

"Blown away! Literally downloaded this about half an hour ago. Have been so unsure for ages, but honestly, it's 100% worth it!"

PAPER + SPARK SPREADSHEET USER

"Blown away!"   [Shop now]

👍❤️🤩 Bonnie Whit... 66 comments 8 shares

👍 Like   💬 Comment   ➤ Share

Feeds

Stories and Reels

Primary text ⓘ

Attention handmade sellers! 🎨🖌️✂️

Feeling frustrating trying to use a complicated one-size-fits-all bookkeeping solution to do your handmade shop's books each month?

Or perhaps you're just avoiding dealing with your books at all? 🙀

Paper + Spark offers user-friendly spreadsheet templates made especially for makers, with step-by-step instructions to help you find, enter, and interpret your numbers.

As an accountant and maker, I'll help breakdown your sometimes complicated e-commerce reports in plain English.

If you're ready to feel confident about doing your books each month, download your shiny new Paper + Spark spreadsheet and get started today via the shop link below!

Come see what everyone is raving about over at Paper + Spark!

Call to action ⓘ

Shop now ▼

✅ **Destination**

Tell us where to send people immediately after they click or tap the last carousel card. Learn more

🔘 🔗 Website
Send people to your website.

Tell us where to send people immediately after they click or tap the last carousel card. Learn more

🔘 🔗 **Website**
Send people to your website.

* See more URL ⓘ

https://paperandspark.com/shop?utm_source=facebook&utm_medium=ad&utm_campaign=bof_shop spreadsheetreviews

↗ Preview URL

Build a URL parameter

See more display link

Enter the link you want to show on your last carousel ca

⚪ ⊞ **Instant Experience**
Send people to a fast-loading, mobile-optimized experience.

✅ **Tracking**

Track event datasets that contain the conversions your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

☑ Website events

● paper + spark

HOW TO MONITOR YOUR ADS

- Once you turn on an ad, give it 24-48 hours to gather data
- Important metrics to check:
  - Unique click-thru-rate should be greater than 1%
    - If less, you need to work on your ad copy or creative – it's not enticing enough for people to click on it
    - If it's greater than 1%, make sure your landing page is converting well (are you getting the leads or sales you want once people are ON your site?)
  - Return on ad spend should be greater than 1

HOW TO MONITOR YOUR ADS

- Important metrics to check (continued):
  - Your cost per result should be something you're willing to pay (less than $5 per lead for example?)
  - Check your quality rankings
- You may need to customize your ads manager columns to see what you want to see

+ Create | Edit | A/B test | Preview | Rules

View setup ● | Reports

	Off / On	Ad	Budget Ad set	Last significant edit	Attribution setting	ⓘ Results	Reach	Impressions	Cost per result
☐	⬤	BOF - spreadsheet shop, reviews	$15.00 Daily	Aug 24, 2022, 12:... 571 days ago	1-day click	7 [2] Website purchases	5,576	43,007	$58.55 [2] Per Purchase
☐	⬤	BOF - spreadsheet shop, video ad - Copy	$15.00 Daily	Aug 24, 2022, 12:... 571 days ago	1-day click	19 [2] Website purchases	6,008	48,698	$38.58 [2] Per Purchase
		Results from 2 ads ⓘ		—	1-day click	26 [2] Website purchases	7,483 Accounts Center acco...	91,705 Total	$43.96 [2] Per Purchase

Ad	Unique link clicks	Landing page views	Cost per landing page view	Unique outbound clicks	Unique CTR (link click-through rate)
BOF - spreadsheet shop, reviews	116	99 [2]	$4.14 [2]	110	2.08%
BOF - spreadsheet shop, video ad - Copy	195	188 [2]	$3.90 [2]	195	3.25%
Results from 2 ads ⓘ	294 Total	287 [2] Total	$3.98 [2] Per Action	286 Total	3.93% Per Accounts Center a...

Ad		Amount spent	Impressions	CPM (cost per 1,000 impressions)
	BOF - spreadsheet shop, reviews	$409.86	43,007	$9.53
	BOF - spreadsheet shop, video ad - Copy	$732.99	48,698	$15.05
Results from 2 ads ⓘ		**$1,142.85** Total spent	**91,705** Total	**$12.46** Per 1,000 Impressions

Ad		Purchase ROAS (return on ad spend)	Website purchase ROAS (return on ad…	Purchases	Website purchases	Meta purchases	Purchases conversion value
	BOF - spreadsheet shop, reviews	5.63 [2]	5.63 [2]	7 [2]	7 [2]	—	$2,306.80 [2]
	BOF - spreadsheet shop, video ad - Copy	3.65 [2]	3.65 [2]	19 [2]	19 [2]	—	$2,677.40 [2]
Results from 2 ads ⓘ		**4.36** [2] Average	**4.36** [2] Average	**26** [2] Total	**26** [2] Total	**—** Total	**$4,984.20** [2] Total

Ad	Website registrations completed	Cost per registration completed	Reach	Frequency
Warm PSA GLT March 2024 registrations - c...	95 [2]	$1.27 [2]	4,210	3.72
🧪 LAL PSA GLT March 2024 registrations - c...	85 [2]	$1.73 [2]	12,407	1.58
Results from 2 ads ⓘ	180 [2] Total	$1.49 [2] Per Action	16,398 Accounts Center acco...	2.15 Per Accounts Center a...

Ad	Unique link clicks	Landing page views	Cost per landing page view	Unique outbound clicks	Unique CTR (link click-through rate)
Warm PSA GLT March 2024 registrations - c...	159	163 [2]	$0.74 [2]	159	3.79%
🧪 LAL PSA GLT March 2024 registrations - c...	158	144 [2]	$1.02 [2]	158	1.27%
Results from 2 ads ⓘ	317 Total	306 [2] Total	$0.88 [2] Per Action	321 Total	1.93% Per Accounts Center a...

HOW TO MONITOR YOUR ADS

- You may need to verify what Meta takes credit for (or doesn't take credit for)
    - What's your attribution window?
    - What does your Google Analytics or Shopify dashboard say?
    - Can you verify with your email service provider?
    - Are the leads or followers you're paying for actually purchasing something…eventually?

Ad set		Website leads	Meta Leads	Cost per lead
2 Coffee Buying Primer | Lead Campaign | Cold...	]	94 [2]	—	$4.00 [2]
2 Coffee Buying Primer | Lead Campaign | Cold...	]	72 [2]	—	$7.58 [2]
Results from 2 ad sets ⓘ	2]	166 [2] Total	— Total	$5.55 [2] Per Action

Ad set	Amount spent	Unique outbound CTR (click-through rate)
2 Coffee Buying Primer | Lead Campaign | Cold...	$375.58	2.30%
2 Coffee Buying Primer | Lead Campaign | Cold...	$546.07	2.48%
Results from 2 ad sets ⓘ	**$921.65** Total spent	**2.71%** Per Accounts Center a...

FB Ad Landing Page

Overview   Advanced reports   A/B Test results

22.08%	195	883
Submit rate	Submits	Viewed form

⬜ **FB Ad Landing Page** 🟢 Live
Embed, Submitting to: Ad Landing page

🔻 3 Filters applied

🟦 Viewed   🟩 Submit form   ▬ Form submit rate

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klaviyo▪   🔍 Search   🔔6   Support

🏠 Home

▷ Campaigns

⬡ Flows

⭐ Reviews

▤ Sign-up forms

👥 **Audience**   ⌃

   Growth tools

   Lists & segments

← List & segments

fb ad who bought Segment

Manage segment ⌄

Members (1)   Edit definition   Segment growth   Engagement   Settings

Profile	Email	Phone number	Location	Date added ⇅
Mack	mac		Silver Spring, Maryland	Mar 17, 2024, 10:42 AM

‹ Prev   Next ›

KEEP YOUR GOALS IN MIND

- Is your ad helping you achieve your long-term goal?
- Are ads a good way to scale your business?
  - A piece of the puzzle, but don't rely on them too hard
- People can't know about your product unless you're getting in front of them!