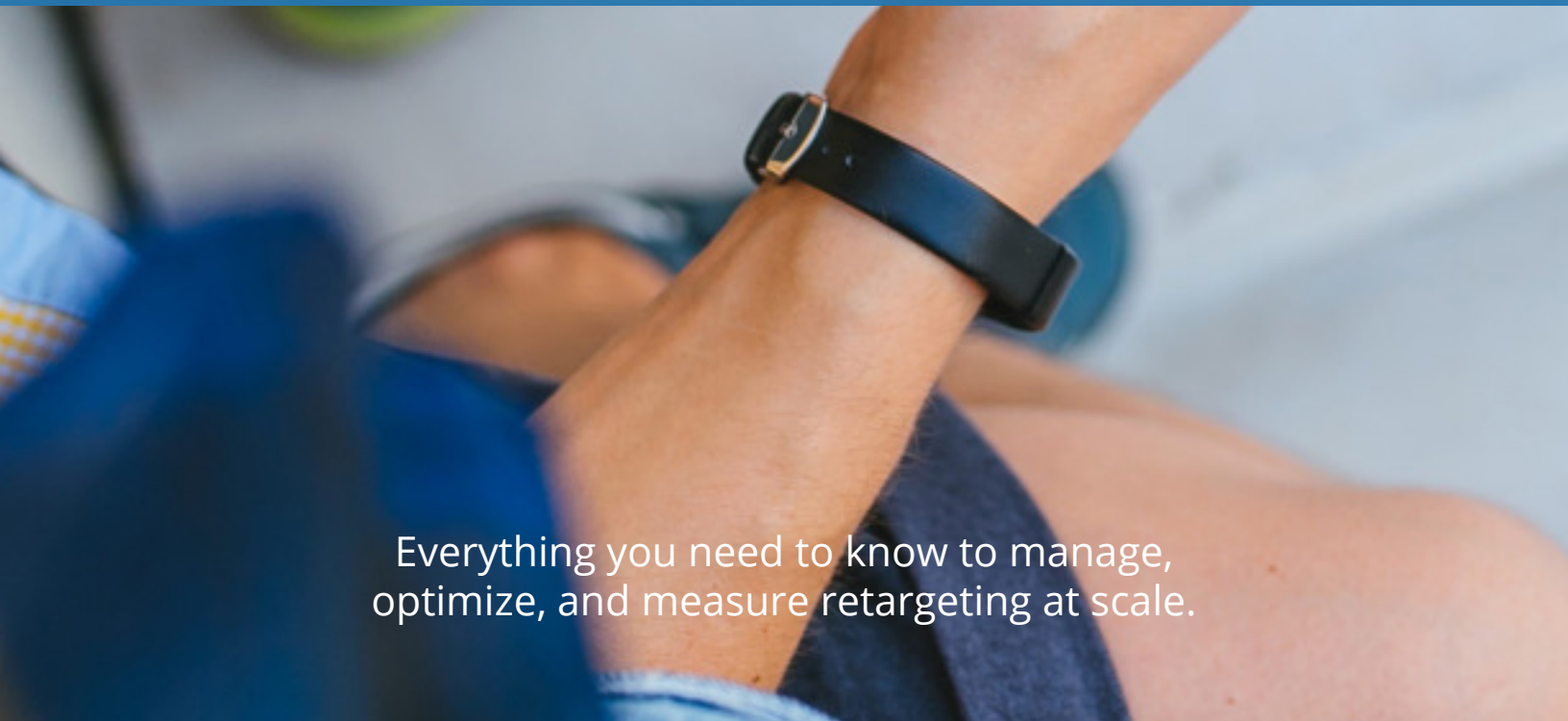




———— THE ESSENTIAL GUIDE TO ————

Driving ROI with Facebook Dynamic Product Ads



Everything you need to know to manage,
optimize, and measure retargeting at scale.

Don't leave ROI on the table.

All data-driven marketers know that return on investment is everything.

Facebook's dynamic ads (retargeting ads) enable you to capture more revenue by intelligently promoting the most relevant products or services, from your entire set of offerings, to customers on any device.

This guide has everything you need to know to get started.

WHAT YOU'LL LEARN:

- ✓ The value of retargeting on Facebook
- ✓ What exactly dynamic ads are and how they work
- ✓ 5 creative use cases to increase revenue with dynamic ads
- ✓ How to take dynamic ad campaigns to the next level with CC&A Strategic Media
- ✓ CASE STUDY: How a catalog retailer is using dynamic product ads to retool for a digital world

THE VALUE OF RETARGETING ON FACEBOOK

With over 2 billion monthly active users—and more than 1.3 billion of them on mobile—Facebook is one of the best channels for direct response marketers to reach new and existing customers. Retargeting campaigns on Facebook are now more powerful than ever, thanks to innovations like website custom audiences and dynamic ads.

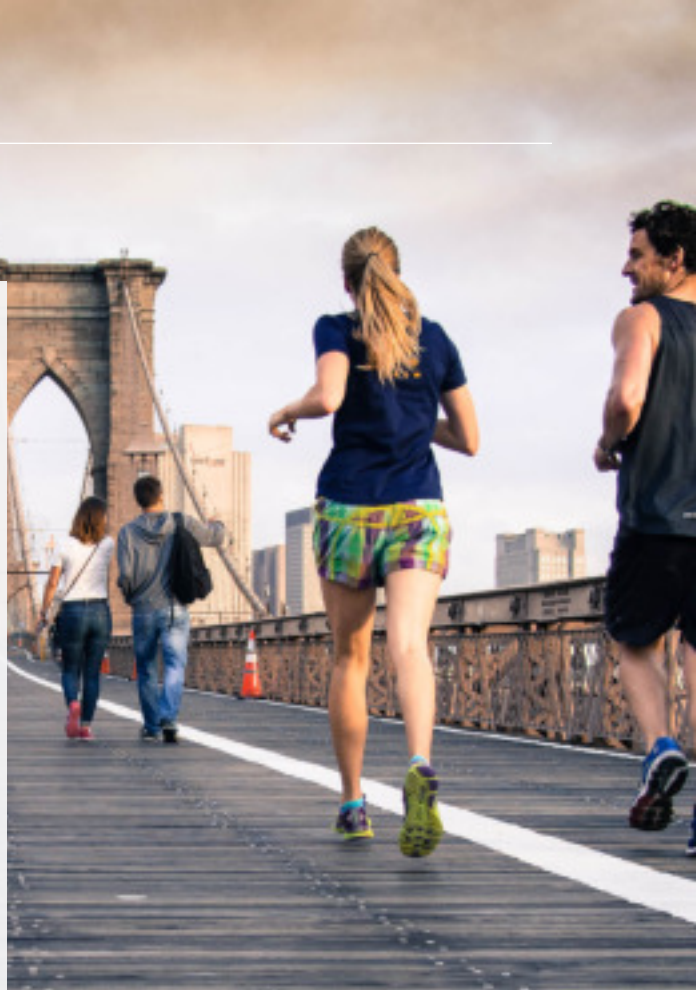
Why is retargeting on Facebook a must-use tactic for marketers? The ROI potential may be best illustrated through a real world example...

Meet Sarah. She's looking to buy a new pair of running shoes to jump-start training for her first-ever marathon.

At home on her laptop, she browses a few different shopping websites in search of the perfect pair. After checking out what your online storefront has to offer, she finds several options she likes, and one she loves. But when a message from a friend lights up Sarah's smartphone, that's where her buying journey ends—at least for now.

The next day, Sarah opens Facebook on her phone like she always does while commuting to work. With time to kill, she sees a dynamic ad from your website in her News Feed, and it's showcasing various running shoes just like the ones she found the night before. What Sarah doesn't know is that her favorite pair sold out not long after she first found it. But lucky for her, the ad Sarah sees features shoes just like it instead, along with two pairs from another brand and even some colorful laces. She taps on your mobile ad, selects her size, and adds the shoes to her cart.

After a quick checkout, you suddenly have a new customer that otherwise might have been left behind. And thanks to a highly personalized and perfectly timed ad, Sarah is off and running.



Retargeting at a Glance

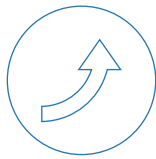


WHAT ARE FACEBOOK DYNAMIC ADS?

Dynamic product ads (DPAs) are a scalable retargeting solution from Facebook, enabling you to intelligently promote the most relevant products (or services) to customers on any device.

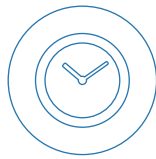
This means that you can drive lead generation, or more purchases for your online retail business by delivering more targeted ads to existing and potential customers.

Automatically show customized promotions to individual shoppers based on their desktop or mobile browsing behavior—while tapping into all the available data on your products and services—to increase the likelihood of a purchase or lead. It's like a highly personalized storefront on some of the most valuable digital real estate available today.



SCALE

Promote all of your products and services with unique creative without having to configure each individual ad



ALWAYS-ON

Set up your campaigns once and continually reach people with the right product and service at the right time



CROSS-DEVICE

Reach people with ads on any device they use, regardless of their original touchpoint for your business or promotion



HIGHLY RELEVANT

Show people ads for products and services they are interested in to increase their likelihood to make a purchase or generate a lead

Flexible ad formats

DPAs can be promoted on both desktop or mobile, using Facebook's single or carousel ad formats. This way, you can feature either the exact right product and service, or a targeted selection intelligently compiled from your offerings.

Style Shop
Sponsored

Shop this season's most popular styles at unbeatable prices!

25% off all shoes
styleshop.com Shop Now

New designer handbags
styleshop.com Shop Now

The styles you want
styleshop.com Shop Now

See more at styleshop.com
Shop Now

72 Likes · 13 Comments · 7 Shares

Like Comment Share

5 CREATIVE WAYS TO INCREASE ROI WITH DYNAMIC ADS

The potential of dynamic ads is clear, and there are infinite possibilities to increase incremental ROI through retargeting. While over time a data-driven marketing partner, like CC&A, will find sophisticated, multi-layered strategies for DPAs that are unique to your business goals, these simple ideas are a great place to start.

① Convert more add-to-carts into purchases

If someone abandons a pair of shoes in their shopping cart, inspire them to complete the purchase with an ad for the same pair of shoes, or a selection of similar ones.

② Fuel discovery of similar products in any given category

After a shopper searches your site for a new premium coffee maker, you can dynamically retarget them with an ad displaying other brands or models they haven't seen.

③ Cross-sell complementary products

Retarget buyers of new printers who did not also purchase ink within the last 60 days. Use DPAs for various ink cartridges, tailored to the specific printer model they purchased.

④ Increase purchase frequency with your top customers

When a customer buys a shirt of a particular style or brand, leverage DPAs to promote similar shirts to drive future repeat purchases.

⑤ Grow average order value by upselling products and services with higher margins

Promote DPAs showcasing designer handbags to shoppers who have recently browsed less expensive handbags on your site.



HOW TO DRIVE ROI WITH CC&A STRATEGIC MEDIA AUTOMATION AND DYNAMIC PRODUCT ADS

In-house marketing teams at today's largest and most successful organizations already rely on CC&A Strategic Media to power Facebook advertising at scale. When you're ready to capitalize on the enormous retargeting opportunity of DPAs, CC&A helps take things to the next level.













Simple setup (bring your existing product and service offerings), unified reporting, and a flexible multi-channel foundation make complex retargeting campaigns both highly customizable and built for scale.

Simple Onboarding



UNIVERSAL FEED ADAPTER

Reduce complexity by uploading your existing feed—no matter the type—to an automated feed adapter once, without having to rebuild or reformat anything at all. Optimize campaigns with custom defaults and rules based on any feed column.

Universal Feed fields	Your Feed's Corresponding Field
Product SKU   	<input type="text" value="Select Feed Header"/>
Product Category   	<input type="text" value="Select Feed Header"/>
Image Link   	<input type="text" value="Select Feed Header"/>
Item Link   	<input type="text" value="Select Feed Header"/>

Avoid product feed reformatting headaches. Automation works with Google's and any feed format, automatically translating it for retargeting on Facebook and beyond.



UNIVERSAL PIXELS & EVENTS

Save time and configure one set of events to use across channels. Optimize performance with unified dynamic pixels that can be updated on the fly.

```
<script type="text/javascript">
// NaN_api = [[app_id, user_id], [type, name, value, extra]];
NaN_api = [[123456, 'user-1234'], ['purchase', 'main', [100, 200, 300],
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var s = document.createElement('script'); s.type =
'text/javascript'; s.async = true; s.src =
'//cdn.nanigans.com/NaN_tracker.js';
var h = document.getElementsByTagName("head")[0];
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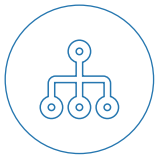
AUTOMATED PERSONALIZATION RULES

Increase the relevance of your ads so they speak directly to the customer who sees them. Define exactly which creative to show users based on actions they've taken on your site or in your app, as well as first-party recommendations.



Like all campaign management, measurement, and optimization by CC&A, the process for leveraging DPAs is designed to enable greater scale, more efficiency, and complete transparency.

You can enjoy all the same workflow automation, predictive optimization, and business intelligence benefits by partnering with CC&A across digital advertising channels. And with the large-scale, feed-driven nature of DPAs, this high level of automation and data transparency becomes even more essential to driving ROI.



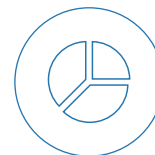
AUDIENCE AUTO-SEGMENTATION

Target more effectively when you can easily create thousands of unique audiences or ad creatives based on specific feed data and custom rules.



COMBINATORIAL BUILDING

Scale faster by automating the creation of iterative ads using universal and reusable component building blocks to streamline high-volume campaigns.



UNIFIED REAL-TIME REPORTING

Uncover new insights by building actionable reports on any attribute across channels, using historical data to inform efforts to scale.

SUCCESS STORY

A CATALOG FOR THE DIGITAL AGE: DRIVING MORE MOBILE PURCHASES

Dynamic product ads are a highly personalized catalog built for the modern day shopper. As people spend more time using smartphones, the ability for retailers to reach and retarget customers on mobile is essential for profitable ecommerce advertising.

With DPAs and CC&A Strategic Media, a large retailer with a hugely successful traditional catalog business is finding new opportunities for greater ROI among its evolving customer base.



Growing ROI with Dynamic Product Ads and CC&A

As a result of partnering with CC&A to promote its vast product catalog on Facebook with DPAs, the retailer achieved strong results in just the first week after launch.

HIGHER MOBILE PURCHASE RATES

DPAs enabled the retailer to promote products on mobile in a much more personalized, relevant format than was ever possible before. Mobile purchase rates surged 44% higher than the retailer's other mobile Facebook ads.

GREATER ENGAGEMENT

Showing the precise right products to the right customers led to a 244% increase in click-through rates from DPAs over other Facebook ads.

RAPID SPEND SCALE

Strong initial performance with DPAs led the retailer to scale spend 663% in just one week—a clear vote of confidence in the ROI potential of their new strategy working with CC&A.

+44%

increase in purchase rates on mobile using DPAs

+240%

increase in click through rates across desktop and mobile

+663%

increase in ad spend on DPAs in just 7 days, driven by strong ROI

KEY TAKEAWAYS

The opportunity to capture more revenue and increase marketing ROI with dynamic ads is tremendous. A highly personalized digital catalog of products and/or services—delivered to the right customer at the right time across all the devices they use—is an idea that should have every business asking how to get started TODAY.

With the added value of CC&A Strategic Media and automation, marketers using DPAs can benefit from an end-to-end software solution designed for performance marketing at scale:

- ✓ Universal product feed adapter
- ✓ Fully capable ad tracking and streamlined pixels
- ✓ Unified reporting and ad creation
- ✓ Combination ad building
- ✓ Optimized retargeting

Ready to take your retargeting campaigns on Facebook to the next level?

Get Started Today



CC&A Strategic Media

STRATEGICALLY PLANNED MEASURED RESULTS

CC&A Strategic Media empowers in-house marketing teams to grow the revenue impact of their digital marketing and advertising. We analyze big data, understand brand values, and look for demographics that are under represented. Our team uses technology, psychology, art, and science to grow businesses!

Offered as a strategic marketing partner, CC&A features multichannel programmatic media buying, predictive revenue optimization, and real-time business intelligence across today's most valuable digital channels.

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