DIGITAL drop·in

REMARKETING *and* CONVERSION TRACKING

for Instagram and Facebook Ads

Welcome

What is Remarketing?

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Are remarketing and retargeting the same?

According to Neil Patel...

Remarketing is the act of advertising to the same person more than once and can be done via any marketing medium.

Retargeting is the act of targeting ads to specific groups of people who have visited your website and is done via online advertising

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Facebook Pixel Basics

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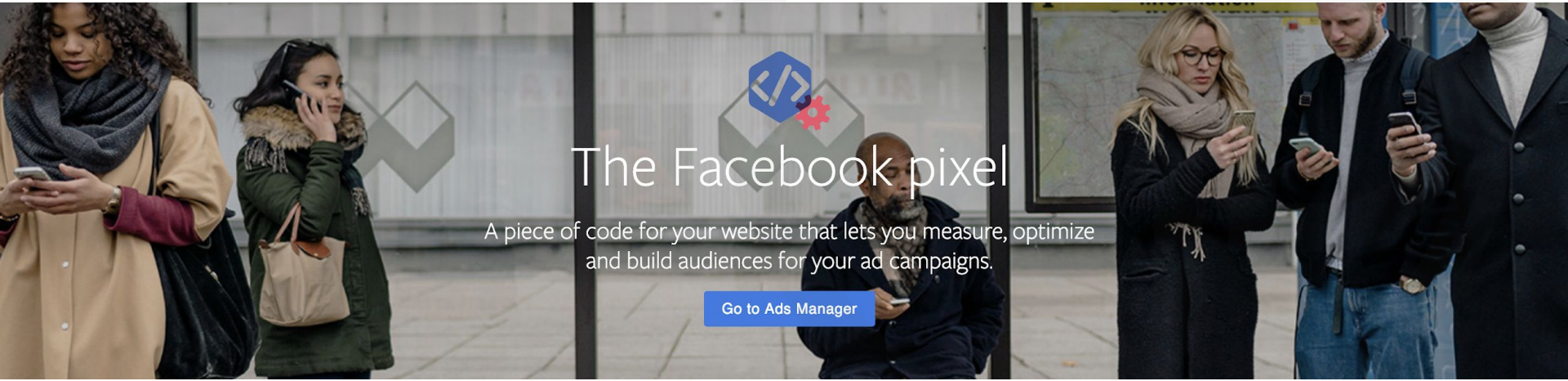

https://www.facebook.com/business/learn/facebook-ads-pixel

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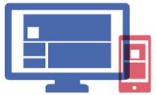


Measure cross-device conversions

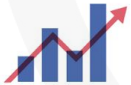
Understand how your cross-device ads help influence conversions.

Optimize delivery to people likely to take action

Ensure your ads are shown to the people most likely to take action.

Create custom audiences from website visitors

Dynamic ads help you automatically show website visitors the products they viewed on your website—or related ones.



Learn about your website traffic

Get rich insights about how people use your website from your Facebook pixel dashboard.

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Setting up the Facebook pixel

If you have access to your website's code, you can add the Facebook pixel yourself. Simply place the Facebook pixel base code (what you see when you create your pixel) on all pages of your website. Then add standard events to the pixel code on the special pages of your website, such as your add-to-cart page or your purchase page. For full step-by-step instructions on adding the Facebook pixel to your site, visit the Help Center.

Many people need the help of a developer to complete this step. If that's the case, simply email your Facebook pixel code to them, and they can easily add it to your site.

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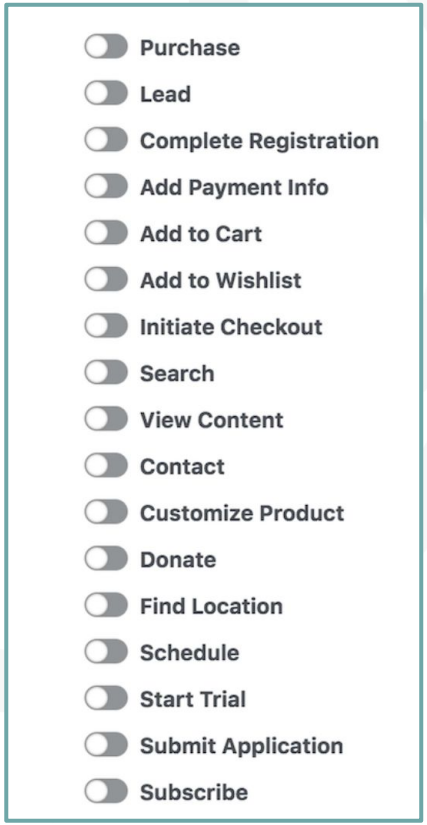
What are standard events according to Facebook?

Events are actions that happen on your website (like when someone makes a purchase). To track an event, you'll need to place a piece of code on your website to help Facebook understand that someone has taken an action.

https://www.facebook.com/business/m/pixel-set-up-step-3



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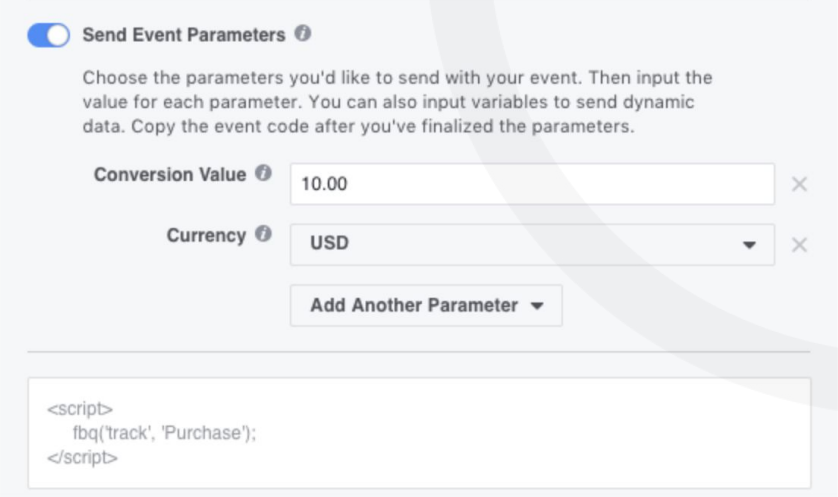
What are the two types of standard events?

1. **Track Event on Page Load**: Choose this option if the action you care about can be tracked when someone lands on a certain page, like a confirmation page after completing a purchase.
2. **Track Event on Inline Action**: Choose this option if the action you want to track requires someone to click something (like an add to cart or purchase button).



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Can you create custom events outside of the standard?

Custom events allow you to track page or product categories, product IDs, page or product names, the number of times checkout was initiated, predicted lifetime value, etc.

Property Key	Value Type	Parameter Description
`content_category`	String	Category of the page/product.
`content_ids`	Array of integers or strings	Product IDs associated with the event, such as SKUs (e.g. `['ABC123', 'XYZ789']`).
`content_name`	String	Name of the page/product.
`content_type`	String	Either `product` or `product_group` based on the `content_ids` or `contents` being passed. If the IDs being passed in `content_ids` or `contents` parameter are IDs of products then the value should be `product`. If product group IDs are being passed, then the value should be `product_group`.
`contents`	Array of objects	An array of JSON objects that contains the quantity and the International Article Number (EAN) when applicable, or other product or content identifier(s). `id` and `quantity` are the required fields. e.g. `[{'id': 'ABC123', 'quantity': 2}, {'id': 'XYZ789', 'quantity': 2}]`.
`currency`	String	The currency for the `value` specified.
`num_items`	Integer	Used with `InitiateCheckout` event. The number of items when checkout was initiated.
`predicted_ltv`	Integer, float	Predicted lifetime value of a subscriber as defined by the advertiser and expressed as an exact value.
`search_string`	String	Used with the `Search` event. The string entered by the user for the search.
`status`	Boolean	Used with the `CompleteRegistration` event, to show the status of the registration.
`value`	Integer or float	The value of a user performing this event to the business.

https://developers.facebook.com/docs/facebook-pixel/reference#events

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What are Custom Audiences?

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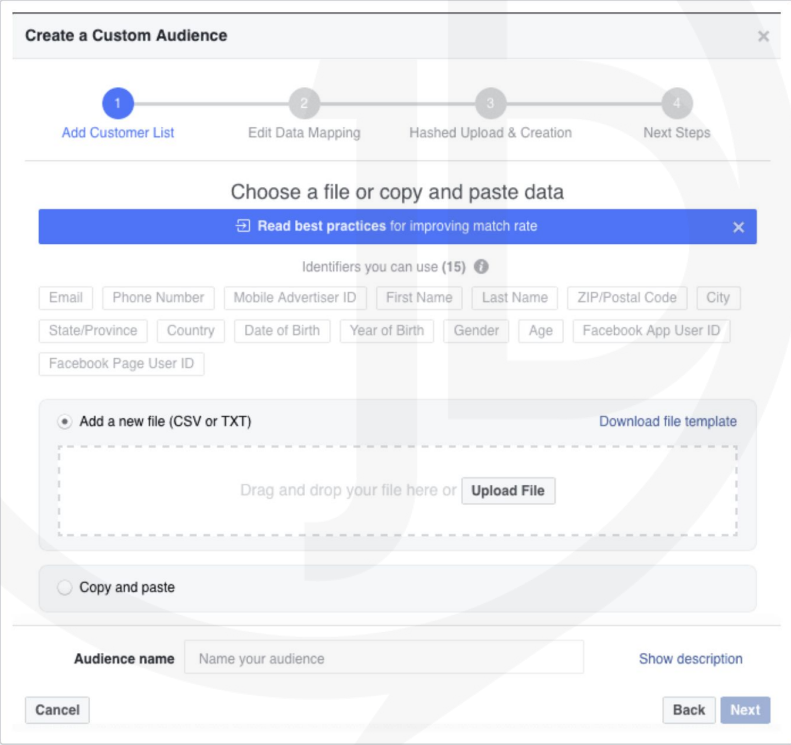
Custom Audiences from Customer Files

This first type of Facebook Custom Audience is based on your existing customer files – the lists of email accounts, phone numbers or app IDs. The Customer File audience is can target newsletter subscribers or app users.



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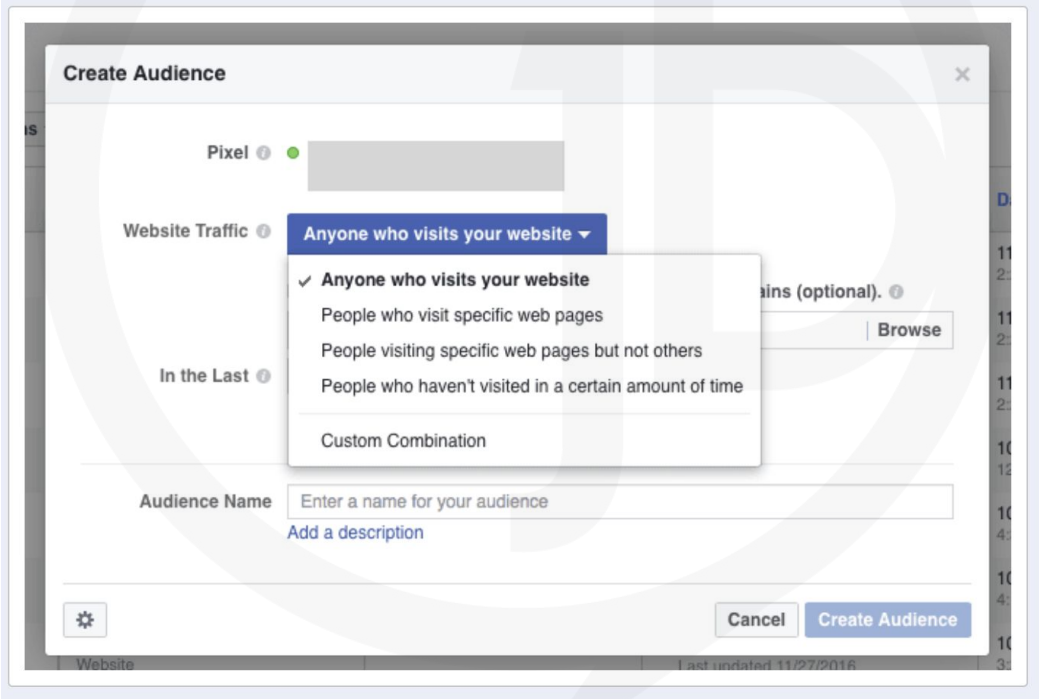
Custom Audiences from Website Traffic

Website traffic-based Facebook audiences allow you to create remarketing campaigns for people who have engaged with your website and are already aware of your brand.



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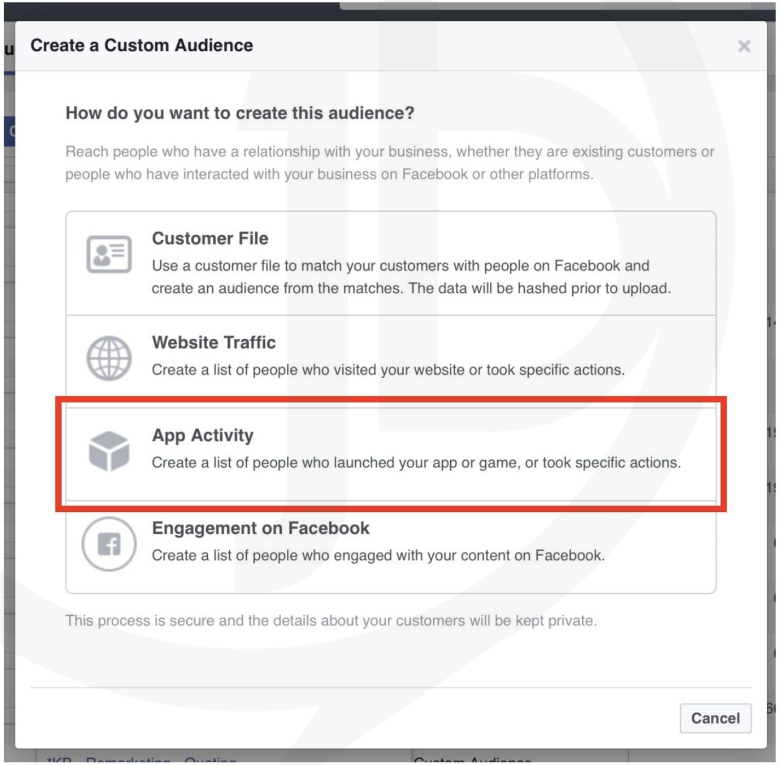
Custom Audiences from App Activity

If you want to reach the people who have engaged with your iOS or Android app, you can set up a Facebook target audience to do that. To target people based on the app activity, you first need to register your app and set up app events. You can target people who have taken specific actions (events) in your app and select the timeframe for targeted events



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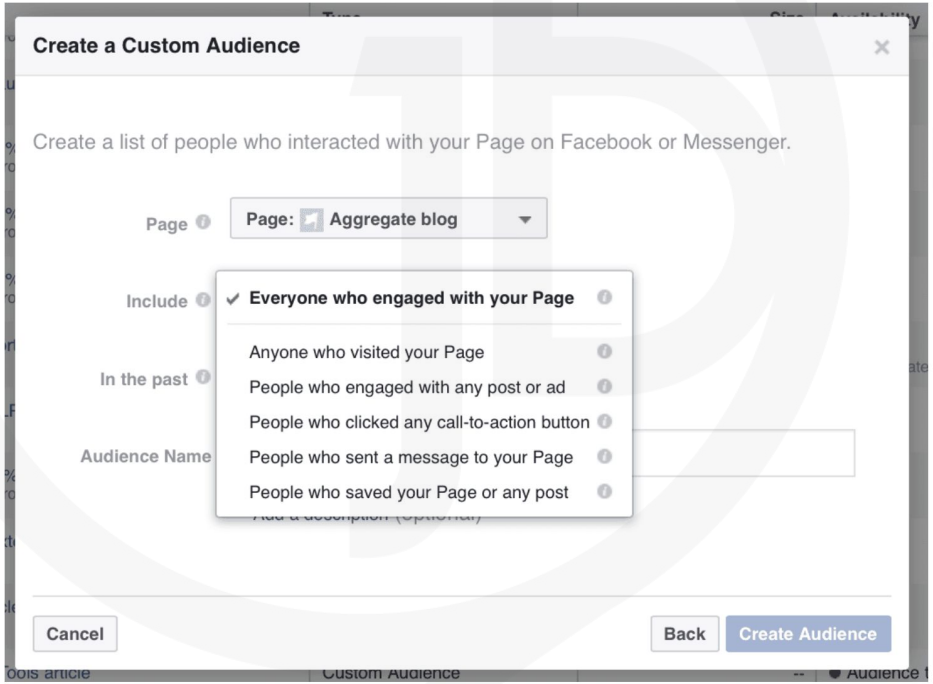
Custom Audiences from Engagement

Did you know that you can also target the users that have engaged with your content on Facebook, e.g. viewed your videos or liked a Page post. This is the perfect opportunity to reach high-potential audiences interested in learning about your brand.



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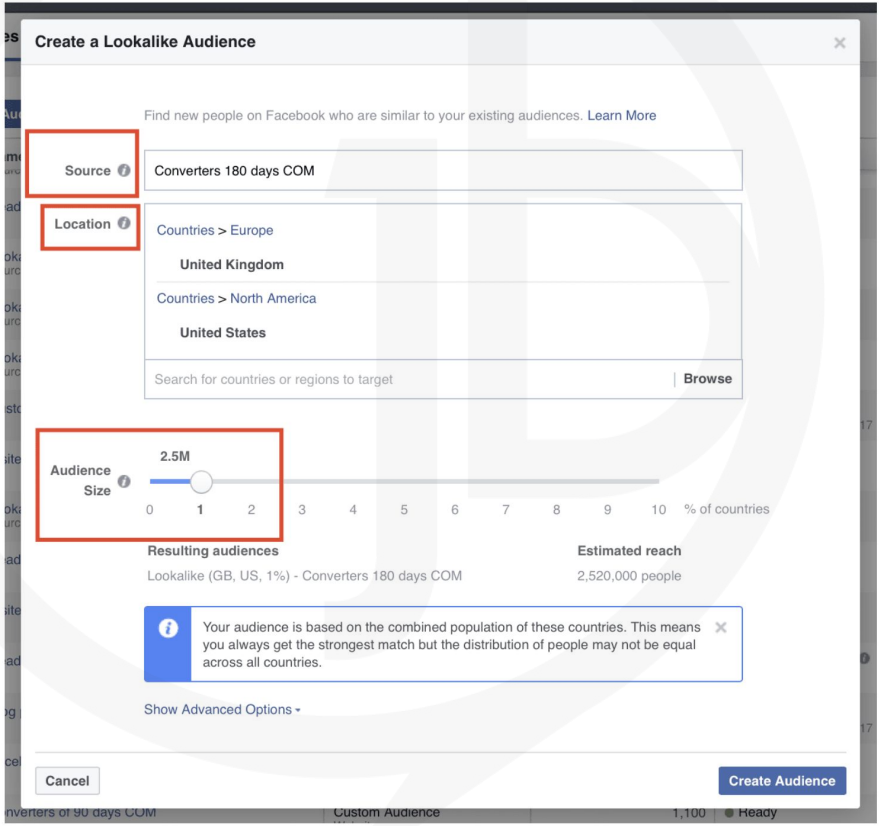
Lookalike Audiences

Facebook Lookalike Audiences let you reach people who are similar to your existing customer database – making them highly likely to convert as well. To create a Lookalike Audience, you first need to create a Custom Audience.



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Pro Tips

1. Use the Facebook Business Manager
2. Choose your events wisely - how do you quantify success
3. Make sure your custom audiences are large enough to work with

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Thank you!

Questions?

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