



# REMARKETING *and* CONVERSION TRACKING

*for Instagram and Facebook Ads*



# Welcome



# What is Remarketing?

# Are remarketing and retargeting the same?

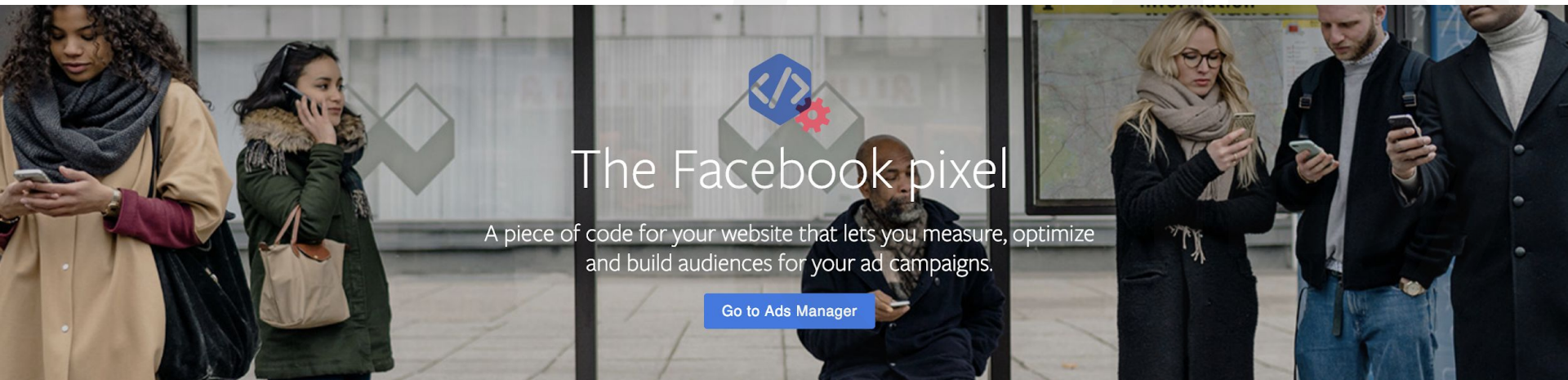
According to Neil Patel...

**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



# Facebook Pixel Basics



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



### 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.

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

# 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.

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

# 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.

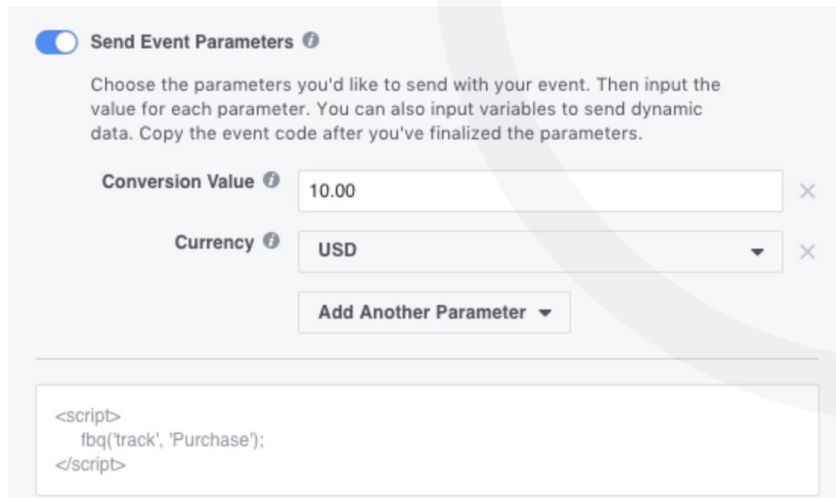
<https://www.facebook.com/business/m/pixel-set-up-step-3>

- ☐ Purchase
- ☐ Lead
- ☐ Complete Registration
- ☐ Add Payment Info
- ☐ Add to Cart
- ☐ Add to Wishlist
- ☐ Initiate Checkout
- ☐ Search
- ☐ View Content
- ☐ Contact
- ☐ Customize Product
- ☐ Donate
- ☐ Find Location
- ☐ Schedule
- ☐ Start Trial
- ☐ Submit Application
- ☐ Subscribe



# 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).



☒ **Send Event Parameters** ⓘ

Choose the parameters you'd like to send with your event. Then input the value for each parameter. You can also input variables to send dynamic data. Copy the event code after you've finalized the parameters.

**Conversion Value** ⓘ  ×

**Currency** ⓘ  ×

▾

```
<script>
  fbq('track', 'Purchase');
</script>
```

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

# 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
<code>content_category</code>	String	Category of the page/product.
<code>content_ids</code>	Array of integers or strings	Product IDs associated with the event, such as SKUs (e.g. <code>['ABC123', 'XYZ789']</code> ).
<code>content_name</code>	String	Name of the page/product.
<code>content_type</code>	String	Either <code>product</code> or <code>product_group</code> based on the <code>content_ids</code> or <code>contents</code> being passed. If the IDs being passed in <code>content_ids</code> or <code>contents</code> parameter are IDs of products then the value should be <code>product</code> . If product group IDs are being passed, then the value should be <code>product_group</code> .
<code>contents</code>	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). <code>id</code> and <code>quantity</code> are the required fields. e.g. <code>[{'id': 'ABC123', 'quantity': 2}, {'id': 'XYZ789', 'quantity': 2}]</code> .
<code>currency</code>	String	The currency for the <code>value</code> specified.
<code>num_items</code>	Integer	Used with <code>InitiateCheckout</code> event. The number of items when checkout was initiated.
<code>predicted_ltv</code>	Integer, float	Predicted lifetime value of a subscriber as defined by the advertiser and expressed as an exact value.
<code>search_string</code>	String	Used with the <code>Search</code> event. The string entered by the user for the search.
<code>status</code>	Boolean	Used with the <code>CompleteRegistration</code> event, to show the status of the registration.
<code>value</code>	Integer or float	The value of a user performing this event to the business.

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



# What are Custom Audiences?

# Custom Audiences from Customer Files

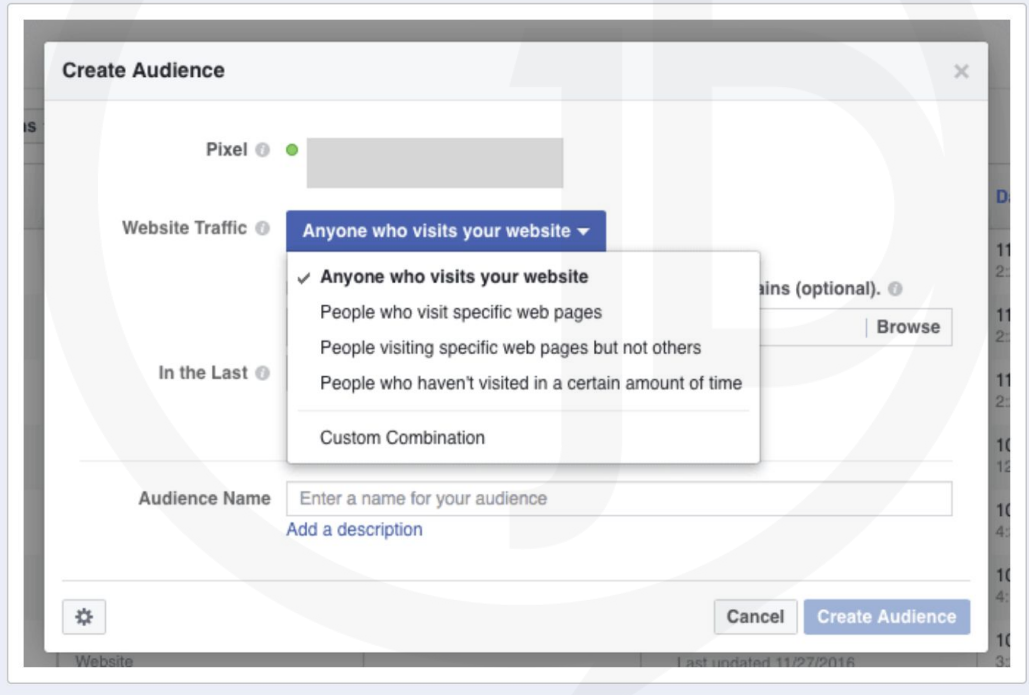
This first type of Facebook Custom Audience is based on your existing customer files – the lists of email accounts, phone numbers or app IDs. The Customer File audience is can target newsletter subscribers or app users.

The screenshot shows the 'Create a Custom Audience' interface in Facebook Ads Manager. At the top, a progress bar indicates four steps: 1. Add Customer List (selected), 2. Edit Data Mapping, 3. Hashed Upload & Creation, and 4. Next Steps. Below the progress bar, the heading 'Choose a file or copy and paste data' is displayed. A blue banner with a link 'Read best practices for improving match rate' is visible. Underneath, a section titled 'Identifiers you can use (15)' lists various fields: Email, Phone Number, Mobile Advertiser ID, First Name, Last Name, ZIP/Postal Code, City, State/Province, Country, Date of Birth, Year of Birth, Gender, Age, Facebook App User ID, and Facebook Page User ID. Two main options are presented: 'Add a new file (CSV or TXT)' and 'Copy and paste'. The 'Add a new file' option is selected, showing a dashed box for file upload with the text 'Drag and drop your file here or' and an 'Upload File' button. A 'Download file template' link is also present. At the bottom, there is a field for 'Audience name' with the placeholder 'Name your audience', a 'Show description' link, and 'Cancel', 'Back', and 'Next' buttons.

<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>

# 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.



The screenshot displays the 'Create Audience' window in Facebook Ads Manager. The 'Website Traffic' section is active, showing a dropdown menu with the following options:

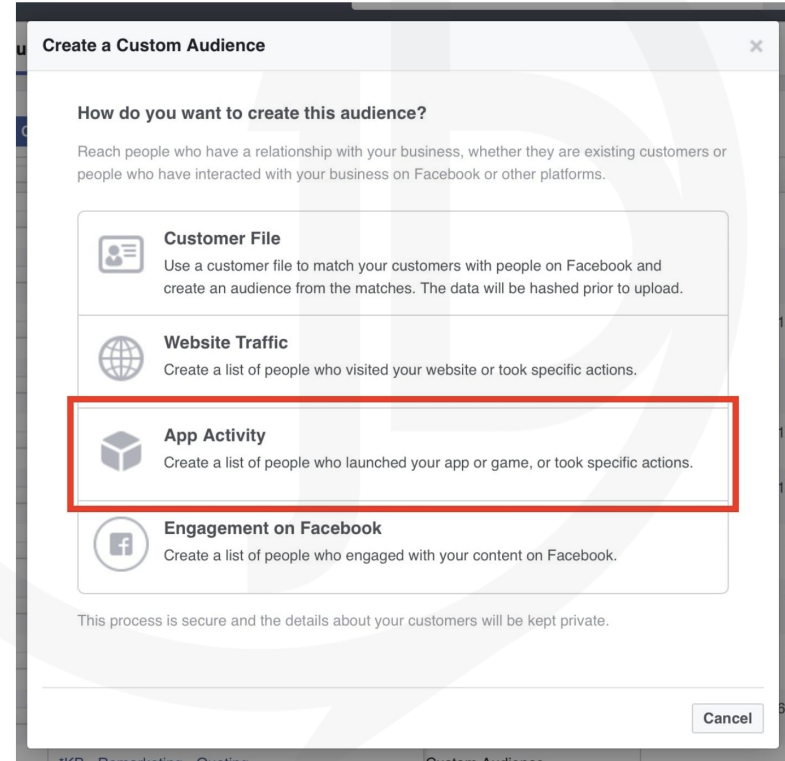
- ☒ **Anyone who visits your website**
  - People who visit specific web pages
  - People visiting specific web pages but not others
  - People who haven't visited in a certain amount of time
- ☐ Custom Combination

Below the dropdown, there is a text input field for 'Audience Name' with the placeholder 'Enter a name for your audience' and a link 'Add a description'. At the bottom right, there are 'Cancel' and 'Create Audience' buttons. The bottom status bar indicates 'Website' and 'Last updated 11/27/2016'.

<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>

# 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



<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>

# 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.

**Create a Custom Audience**

Create a list of people who interacted with your Page on Facebook or Messenger.

Page: **Aggregate blog**

Include: **Everyone who engaged with your Page**

In the past: **30 days**

Audience Name:

Add a description (optional):

**Cancel** **Back** **Create Audience**

<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>

# 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.

**Create a Lookalike Audience**

Find new people on Facebook who are similar to your existing audiences. [Learn More](#)

**Source** Converters 180 days COM

**Location**

- Countries > Europe
  - United Kingdom
- Countries > North America
  - United States

Search for countries or regions to target [Browse](#)

**Audience Size** 2.5M

0 1 2 3 4 5 6 7 8 9 10 % of countries

**Resulting audiences** Lookalike (GB, US, 1%) - Converters 180 days COM

**Estimated reach** 2,520,000 people

**Information:** Your audience is based on the combined population of these countries. This means you always get the strongest match but the distribution of people may not be equal across all countries.

[Show Advanced Options](#)

[Cancel](#) [Create Audience](#)

<https://adespresso.com/guides/facebook-ads-beginner/demographic-targeting/>



# 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

# Thank you!

## Questions?

# Upcoming Educational Opportunities



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- Learn SEO, social media, online advertising, online PR, and marketing strategy in our April 2019 Tourism Cohort of our full program - contact [genna@jbmediagroupllc.com](mailto:genna@jbmediagroupllc.com) to learn more.