

A young man with dark hair, wearing a blue button-down shirt, is smiling and looking down at a white smartphone he is holding in his hands. The background is a blurred indoor setting with wooden elements.

FACEBOOK AUDIENCE TARGETING & CONTENT PERFORMANCE

Leveraging Data To Improve Your Facebook Advertising Efforts

 cpcstrategy +  socialbakers

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Why Facebook Audience Targeting Matters for Retail Brands

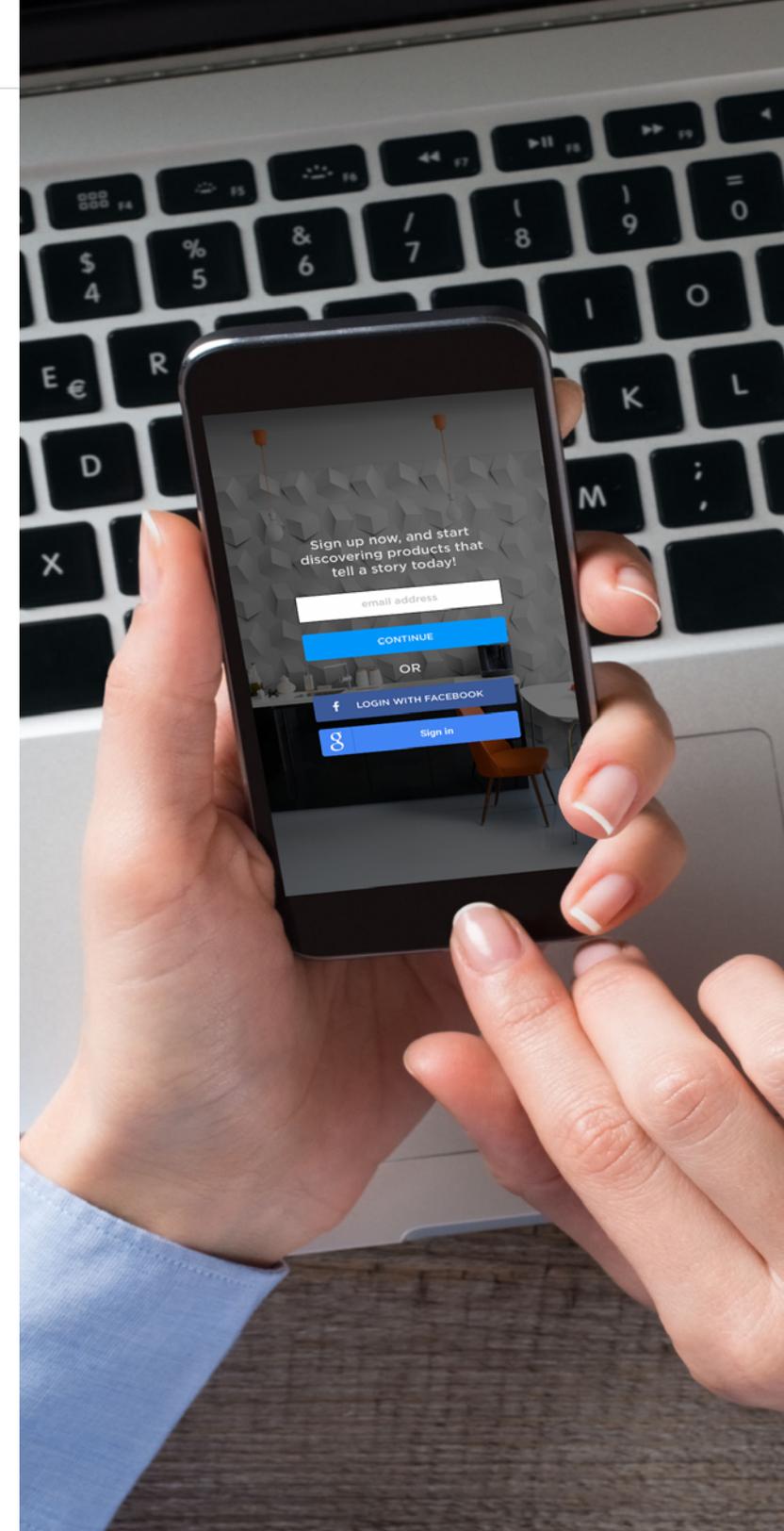
Facebook advertising is a must have for any business or brand trying to engage with new (or existing) customers. Understanding the Facebook advertising platform can help retailers **maximize their presence on social media, build credibility, and increase revenue.**

Although there's several new social channels that have recently opened up their advertising capabilities in the past couple years, Facebook still dominates among its social peers.

According to recent [reports](#), as of January 2017—Google and Facebook have taken over the digital ad industry and don't appear to be slowing down anytime soon.

It's no question that Facebook advertising is a prominent channel retailers & brands must be present in. However, different users have different needs and respond better to different advertising messages.

In the following guide, CPC Strategy and Socialbakers team up to discuss how retail brands can significantly improve their Facebook advertising strategy by leveraging **sophisticated content optimization tools** and **advanced targeting options** to reach the right audience, with the right message, at the right time.



Facebook Content Optimization



Facebook Content Optimization

Marketing Challenges: Let's explore the main challenges marketers face daily when it comes to content creation and delivering to the content objectives that impact their community and business.

1

Just creating content continuously for a brand! It's hard to be consistently great when it comes to crafting messages that will appeal to your various audiences.

2

It's hard to know what will work with your audiences. Content creators lean more and more on trending topics or events to help connect and drive their messages to the audiences. Marketers need to know more than ever what is interesting and relevant to optimize their content objectives. Overlooking what is relevant to the audience can significantly tank social performance.

3

The content feeds of social platforms are incredibly busy. Publishing at the historical conventional times—lunch, after work, weekends just doesn't work anymore. With mobiles people are constantly connected and the best time to reach audiences has dramatically changed from traditional posting times.

4

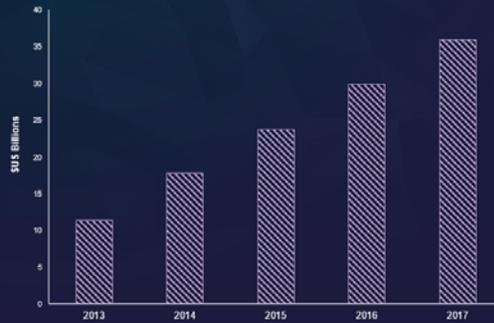
With more money being spent to achieve more in social media we have seen that there is a huge challenge marketers face in investing in the best content to gain the best return on their investment. Our research shows that the majority of paid content is content that organizations should not have invested in. As low quality content means significantly higher costs for reach, engagement and in the end reaching business objective goals.



INVESTMENT IN SOCIAL IS ON THE RISE

socialbakers

GLOBAL AD SPEND ON SOCIAL



Source: eMarketer

- No longer something that only teenagers do on their mobile phones
- It's already impacting your businesses today
- And it's growing fast!

THERE IS A PRICE ATTACHED TO THE QUALITY OF CONTENT

Median CPC vs. Post Reach Engagement Rate* *Amount of people who engaged with the post from the amount of people who saw the post



As more people engage with your content, the cheaper it becomes to boost it

CPC is 14x higher with 1% engaged users than with 5 - 6% engaged users.

socialbakers

Sample: 26,885 Promoted Posts posted by Brand pages. Time range: 01 Jun 2015-16 June 2016

If a marketer misses one of those points their efforts are in-efficient. If they miss all they have increased their chances of overspending their budget and missing their social performance goals. Our data indicates that a great many users struggle with the main challenges a high percentage of the time.

Now that we have explained the challenges let's dive into the approach to ease the daily life.

The good news is there are several actions marketers can take to ensure their content is consistent, efficient and driving their content/campaign objectives.



Let's explore the elements of the creative and delivering compelling content.

- ✓ **Content is your social currency**—You are what you share. People care about how they look to others. They want to be intelligent and knowledgeable. Focus on content that makes people look good when sharing it. This will drive reach and engagement as well as educate.
- ✓ Design content that is associated with the environment and is relevant to hot topics that audiences are talking about. Be in context but not stealing the spotlight.
- ✓ Tap into your **audience's emotional triggers**. Find emotional core and use that to craft your story. Your audience needs to fall in love.
- ✓ Humans have a high tendency to imitate. Appeal to your community, **appeal to your micro-macro influencers** to increase your reach and authenticity with your target audiences through the extension of shares.
- ✓ Ensure your message is full of knowledge and expertise. This provides value and positive exchange of information, making your content more likely to be shared.
- ✓ **Embed your brand** in the heart of the story. This ensures that when your story is shared—so is the brand and it's deeply connected.

Facebook Targeting & Advanced Options



Facebook Targeting & Advanced Options

Once you've nailed down your creative, you're presented with a **handful of categories** you can tailor to your campaign's objective. Each category acts as a layer, further defining your audience. The more layers you add, the more specific your audience definition will be.

Understanding the possibilities that lie beneath each of these categories is pivotal in determining which ones will have the biggest impact on a campaign.

In our recent blog post, "[How Retailers Can Utilize Targeting Options](#)", you can learn more about the fundamentals of targeting. These 6 targeting options are going to be the bulk of what determines who your ad is shown to.

But, because this is an advanced guide—we want to dive a little deeper into the more granular targeting options advertisers have available to them.



Advanced Facebook Targeting Options

The variety of audience types that Facebook is coming out with continues to expand.

We sat down with our in-house Facebook advertising team to compile a list of the **top targeting options preferred by advertisers**. Keep in mind some of these features are actively rolling out, so they might not be available via your Power Editor just yet.



PRO-TIP: In order to target people on your website, you need to have the latest Facebook Pixel installed correctly on your site. The Pixel is now a requirement for all Facebook advertisers and is helpful to target specific product pages, cart abandoners, etc.

Advanced Facebook Targeting Tips

[Custom Audiences](#) are a major component of Facebook targeting options. Although they may provide more value as a retargeting approach, they look to put advertisers in a position that helps businesses sell and market to customers they already know, and not explicitly tied to new markets.

Whether it's retargeting existing customers or putting together a cohort of prospective buyers, Custom Audiences simplify the process of marketing to specific groups with scalable ads.



Custom Audiences are created by uploading information from your current customer database, which Facebook will match to user profiles to create audience lists.

Additionally, [Lookalike Audiences](#) are available within the same section. They allow advertisers to target consumers who mirror or look similar to former or already existing customers they may have. This audience option is incredibly valuable, as it allows advertisers to reach an entirely new group of prospective customers, identical to previously converted customers, they may not have found otherwise.

Additional Facebook targeting strategies available to retail brands include:

1 Specific Web Pages (Targeting & Excluding)

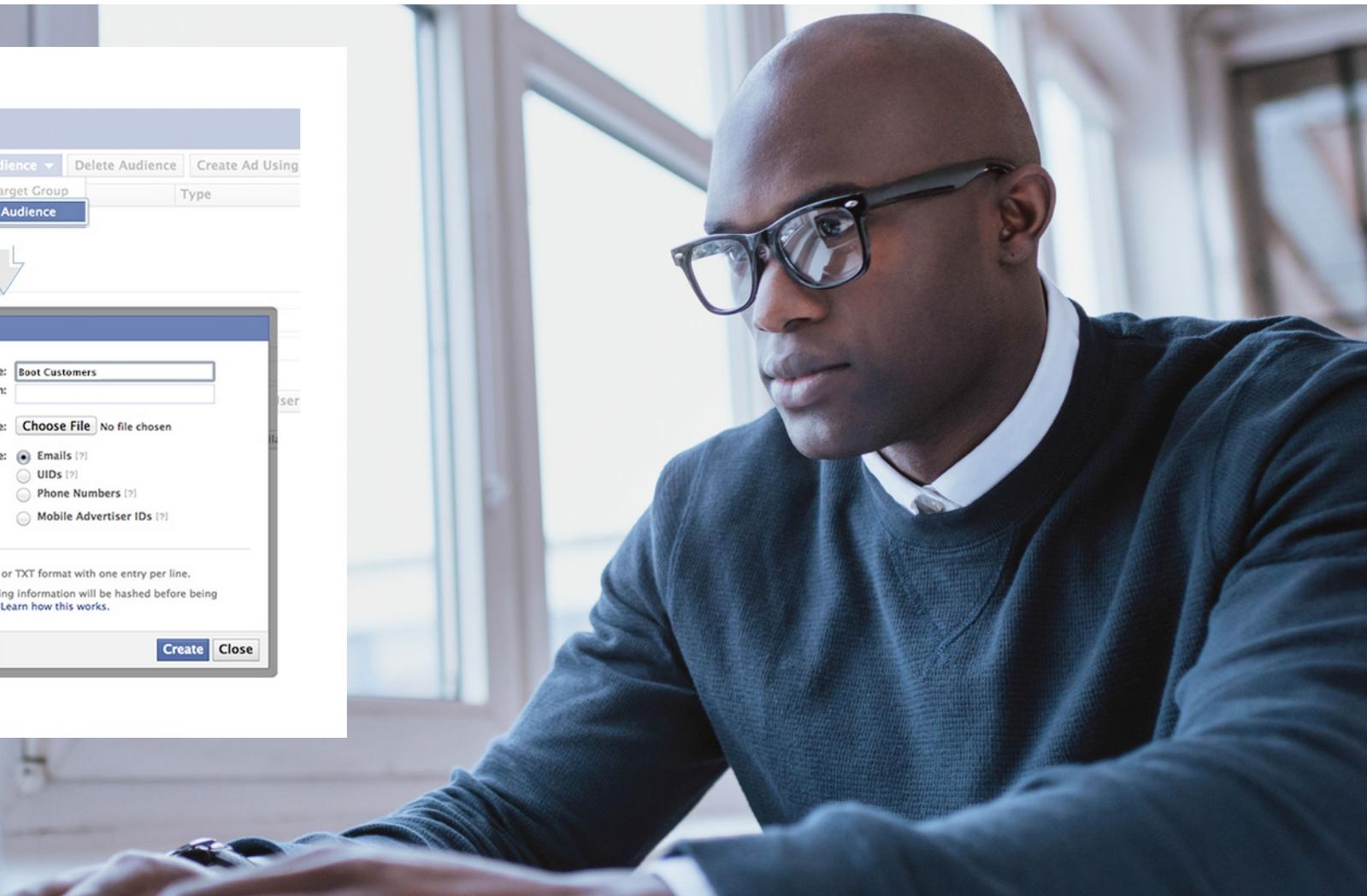
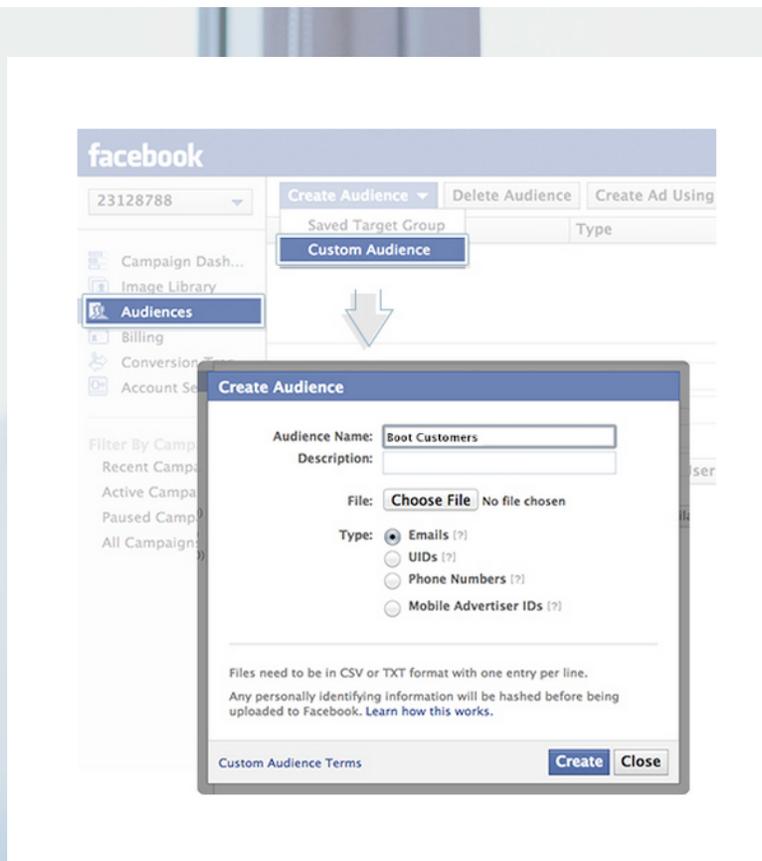
By targeting specific web pages you can hone in on someone who:

- ✓ Added to cart but did not purchase, or
- ✓ Someone who visited the site and clicked around but did not convert.

According to Ryan Bates, at CPC Strategy, “For some of our clients, we also use this as an **exclusion for past purchasers**. If someone purchased an item recently, they are most likely not going to purchase again anytime soon, so we have the ability to exclude them if we choose to.”

Keep in mind, retail brands can also target **all their website visitors** and segment by:

- ✓ 1 day (which is useful for those not actively running Facebook Dynamic Ads)
- ✓ 90 days or up to 180 days (which serve as “catch-all” to make sure you’re not missing any potential customers).





2 Email List Segments or Tags (Targeting or Excluding)

Retail brands can also upload their email list(s) into Facebook. This comes with a variety of identifier options (including but not limited to):

- ✓ 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
- ✓ Facebook User ID

For example, maybe you have customers who purchase your products on Amazon but you don't have access to their email, instead—you have their phone number or location. No problem! Facebook allows you to enter a variety of alternative information outside of just email addresses (including zip code, gender, age, and more) to better grow and target your segment.

Advertisers can also use CRM lists as one of their key metrics for targeting first party customers. The people signing up



for your email list are obviously going to be the most devoted since they've already showed an interest in your brand. From an advertising standpoint they are a key market to go after. You can also build lookalikes off of them.

"We recommend if you do set up a CRM list that you update it on a regular basis. We tend to get updated lists every month from the retail brands we manage, and Facebook makes it really easy to add in additional users to those lists so you don't have to create a brand new list every month," Bates said.

3 Time on Site

"Time on site" is an audience based off of your Facebook pixel. "Time on Site" is essentially—exactly what it sounds like—targeting people who have spent a significant amount of time on your site.

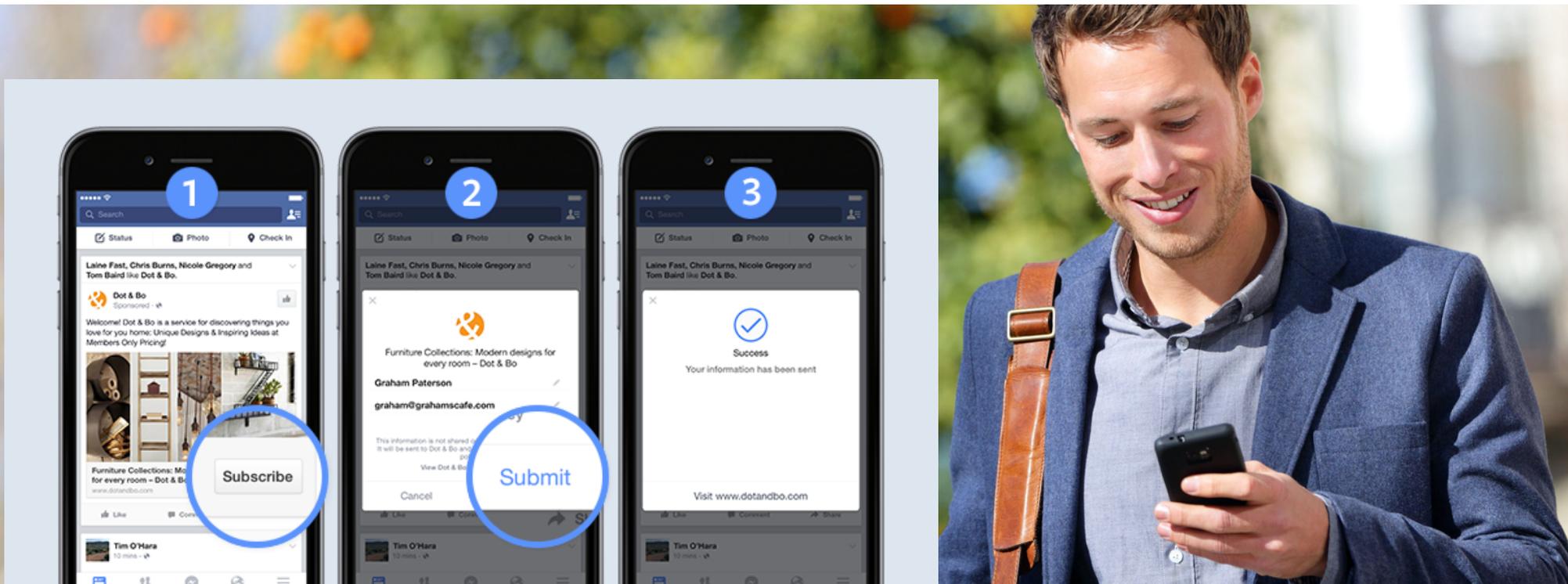
This is a brand new segment and we've seen success using this as a targeting strategy not only with B2C brands but also in B2B scenarios.

4 Engagement on Facebook

Another more recent update is the ability to target based off of people who have engaged with your organic Facebook page, as well as the posts, a lead ad or even video.

Although targeting based on video engagement has been around for a while, the latest introduction of targeting based on lead ad (as seen below) or a canvas ad is new.

The exciting part about Facebook engagement targeting is that advertisers are finally able to connect activity on the **organic side with their paid advertising efforts.**





5 Fans

You are also able to target fans of your Facebook page. Fan targeting is a great way to relay an important message to people interested in your brand and / or products.

You can also target “Friends of Fans”. This includes anyone that is a fan of your page and their friend groups. Retail brands can leverage this capability as a layering tactic on top of other audiences.

6 Behaviors

Behaviors are constructed based on someone’s activity on Facebook, as well as offline activity provided by trusted third-party Facebook partners. Similar to interests, this Facebook targeting option has an astounding number of categories and subcategories. You have the ability to reach people based on purchase behaviors, intent, device usage and more.

7 Interests

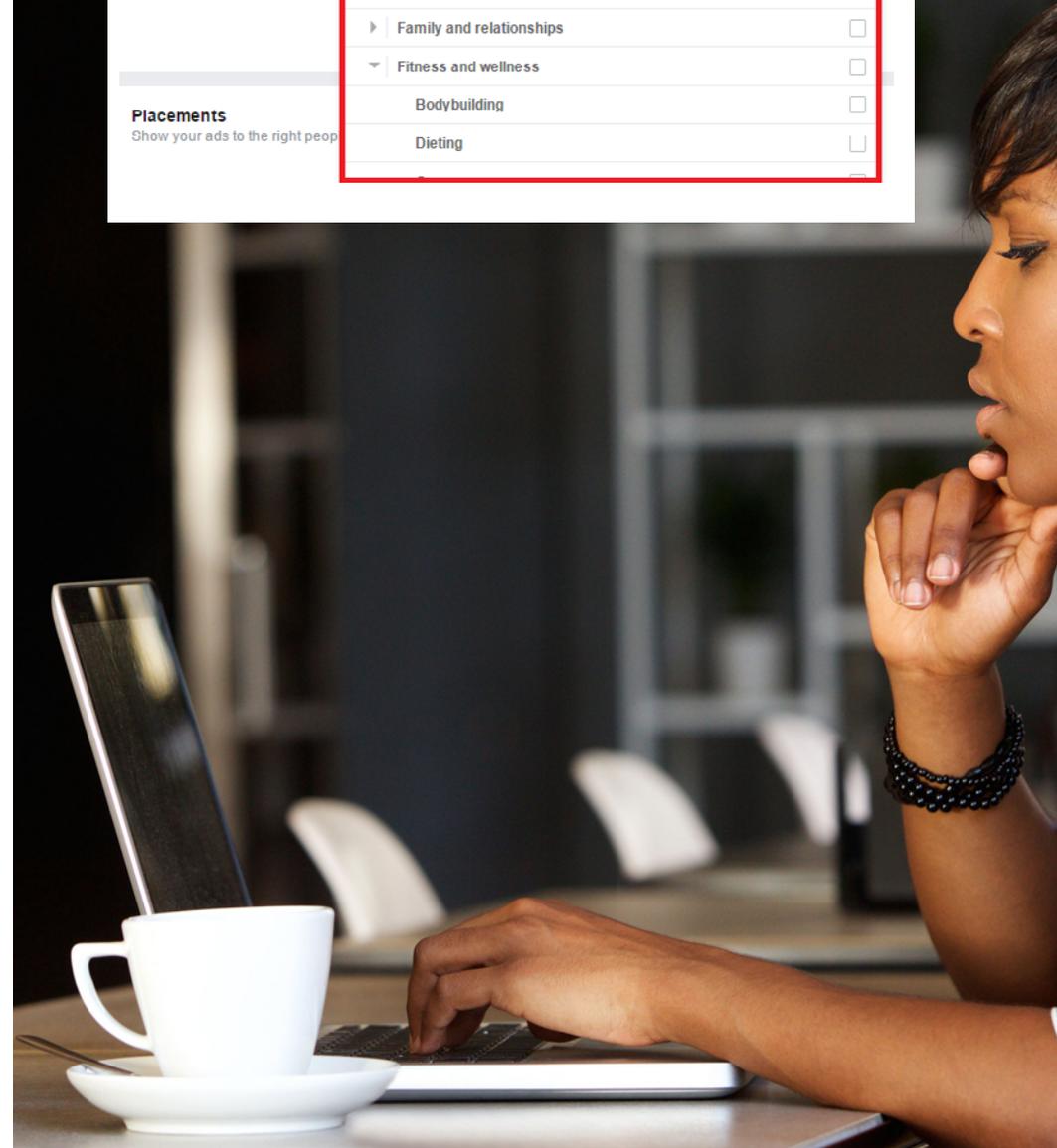
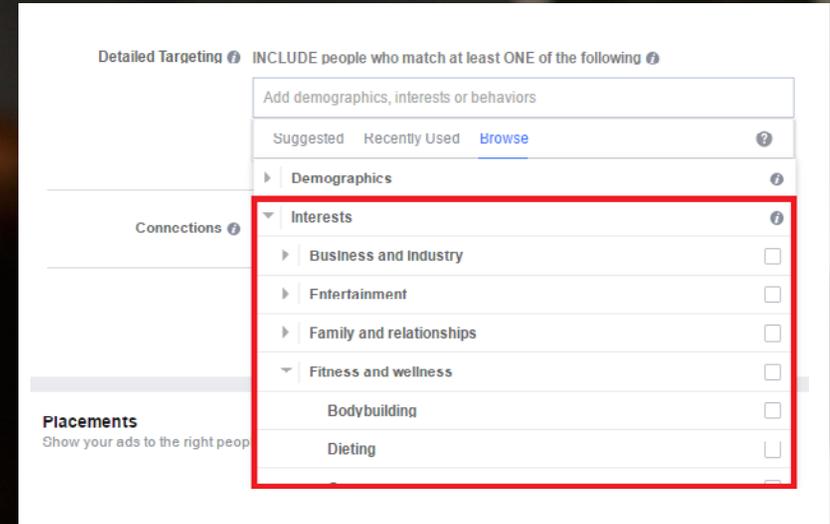
Interests includes the types of posts users share on their timelines, apps they use, and pages they like. The interests section has a nearly limitless number of options to choose from. You can search relevant topics or choose from a list of categories, each containing an abundance of subcategories.

8 Demographics

The demographics option allows you to reach people based on, well, just about anything! The number of choices you have to choose from can be a bit overwhelming. And for advertisers, that's a good problem to have.

You can target based on:

- ✓ Education
- ✓ Financial
- ✓ Generation
- ✓ Home
- ✓ Life Events
- ✓ Work
- ✓ & More



Best Time to Post on Facebook



Best Time to Post on Facebook

Timing is everything as they say.

Every day, social media marketers struggle to find the optimal time to publish their content. And studying audience activity charts for your page is only telling you half the story.

In today's world content and messages are posted at blinding rates. The platform channels are busier than ever and ensuring your message is the one that is visible is extremely difficult. Many rely on the good creative to gain visibility but it's only a piece of the puzzle and often content is lost in the noise.

Social is noisy, so how do you differentiate from the mix?

- ✓ 31.25 million Facebook posts per minute
- ✓ 347,222 Tweets per minute
- ✓ 17,361 LinkedIn profile views per minute
- ✓ 48,611 Photos posted in Instagram per minute
- ✓ 300 hours of view uploaded to Youtube per minute

([Source](#))





Now that you've taken creative to the next level and incorporated what is relevant to your audiences, we've established that timing is crucial. Social Media Managers need to know the time periods in which to publish their content to maximize the visibility to their target audiences.

How? A deep understanding of audience behavior is required. To maximize organic reach and engagement you need to turn to the data. Data tells us your historical content performance, the varying times and dates your audience saw and interacted with it.

This was a big data problem but now a big data opportunity. Having an algorithm that will crunch the data and provide an intelligent recommendation for the best times to publish is the easiest way to increase your visibility to cut through the noise and ensure the hundreds to hundreds of thousands of fans have the highest chance of interacting with your content.

Our research shows that publishing content without taking into consideration audience behavior can significantly hamper the performance of your content.

Socialbakers research conducted over 120,000 posts across April - September 2016 showed that by posting at the wrong time nearly 5 billion impressions were missed. Research shows that even by posting several minutes outside of the optimal time can impact content visibility.

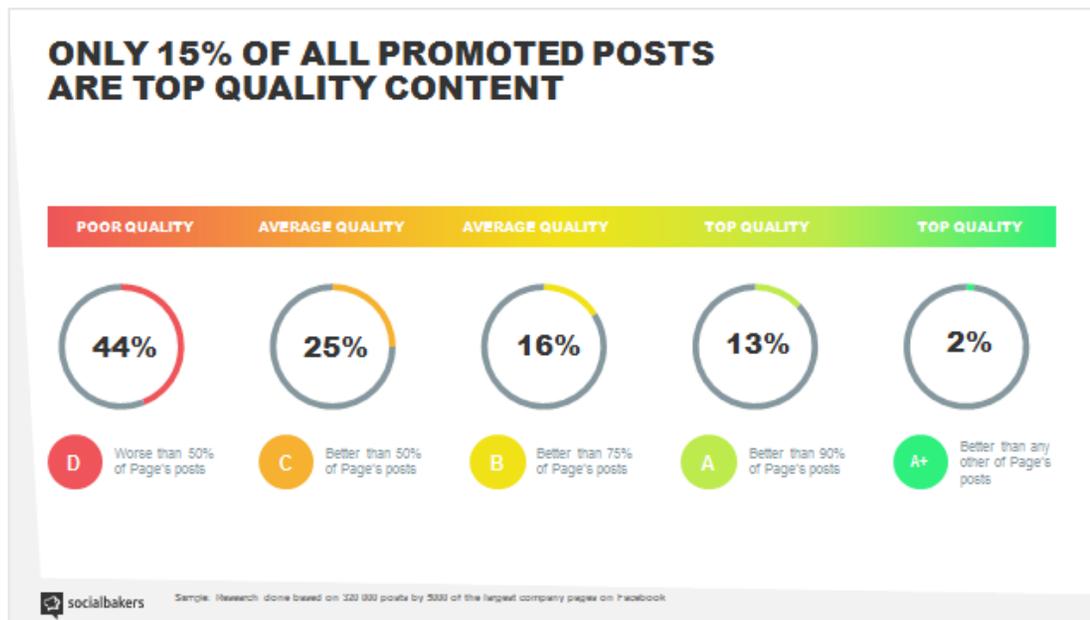
Why Timing is Crucial:



Investing in the best

Investing in content is a big gamble that marketers face. Which content should they invest their marketing dollars in?

A recent study conducted by Socialbakers shows that the majority of content published is content that will not yield a high ROI. Poor content can have up to 40 Xs higher cpc, 20% higher cpm and 4 times higher chance of negative feedback than the relevant content!



This makes it a gamble with the odds stacked against you in deciding which piece of content deserves the investment.



Who is the judge that determines your content quality?

Beauty is in the eye of the beholder and the beholder in this case is your audience. Positive and negative signals impact an ad's relevance score. Facebook calculates the grade based on the amount of positive and negative feedback your ad has both received and is expected to receive.

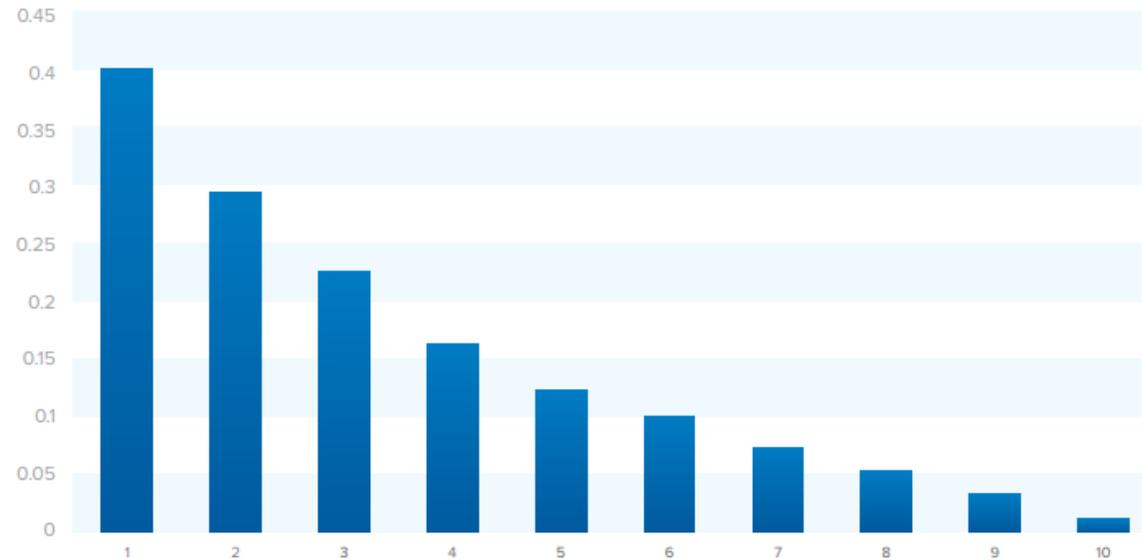
Positive feedback is any positive reaction generated by your ad, be it Likes, Shares or Comments. Even more importantly, positive feedback includes the completion of your advertising goals, such as clicks or video views. Negative feedback, on the other hand, is the number of times users hide your ad or choose to not see any of your ads. After your ad garners its first 500 impressions, you will see your grade updated in real-time.

While Relevance Score can be influenced by a variety of factors, there is only one thing that's directly influenced by the score itself—the advertising costs.

Displaying irrelevant ads is unfavorable for Facebook, as it has a negative effect on the user experience and increases negative feedback. That's why the platform charges marketers more for publishing low-graded content.

CPC Decreases Together With The Growth Of Relevance Score

The Correlation Between Relevance Score and CPC



Sample size: 291,848 Facebook ads published in July 2016

We looked at 291,848 sponsored posts and found out that ads with the lowest Relevance Score have nearly 40x higher Cost-per-Click (CPC) than ads with the highest score.

Aiming for a high relevance score pays off!

Furthermore, we have discovered that companies' median ad spend and clicks number vary depending on the Relevance Score. Companies whose ads' score is 10, spend 3x less and earn 14x more clicks, in comparison to companies whose ads' score is 1. This shows that producing relevant content is beneficial, not only in the case of particular ads, but also in the long run.



The Median Ad Spend Decreases Together With The Growth Of Relevance Score

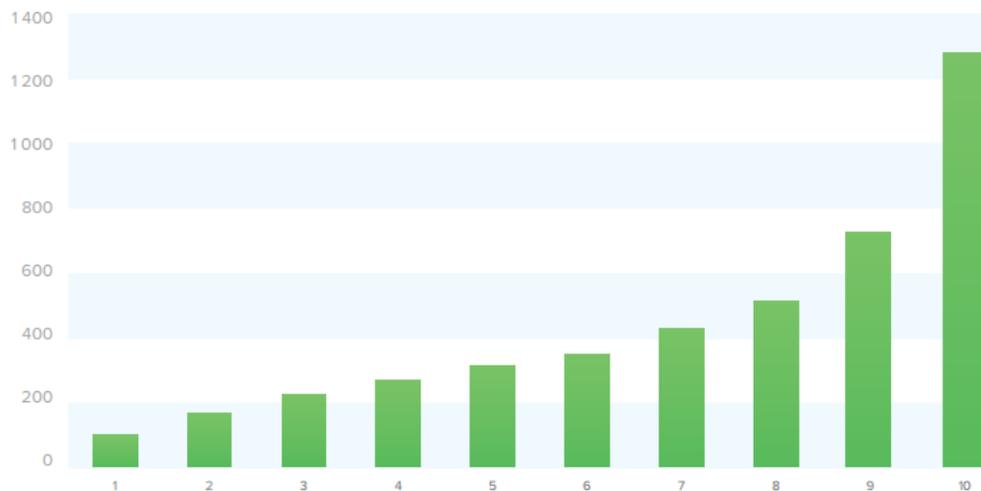
The Correlation Between Relevance Score and Median Ad Spend



Sample size: 291,848 Facebook ads published in July 2016

The Median Clicks Number Increases Together With The Growth Of Relevance Score

The Correlation Between Relevance Score and The Median Clicks Number



Sample size: 291,848 Facebook ads published in July 2016

Featured Success Story & Survey



Featured Success Story & Survey

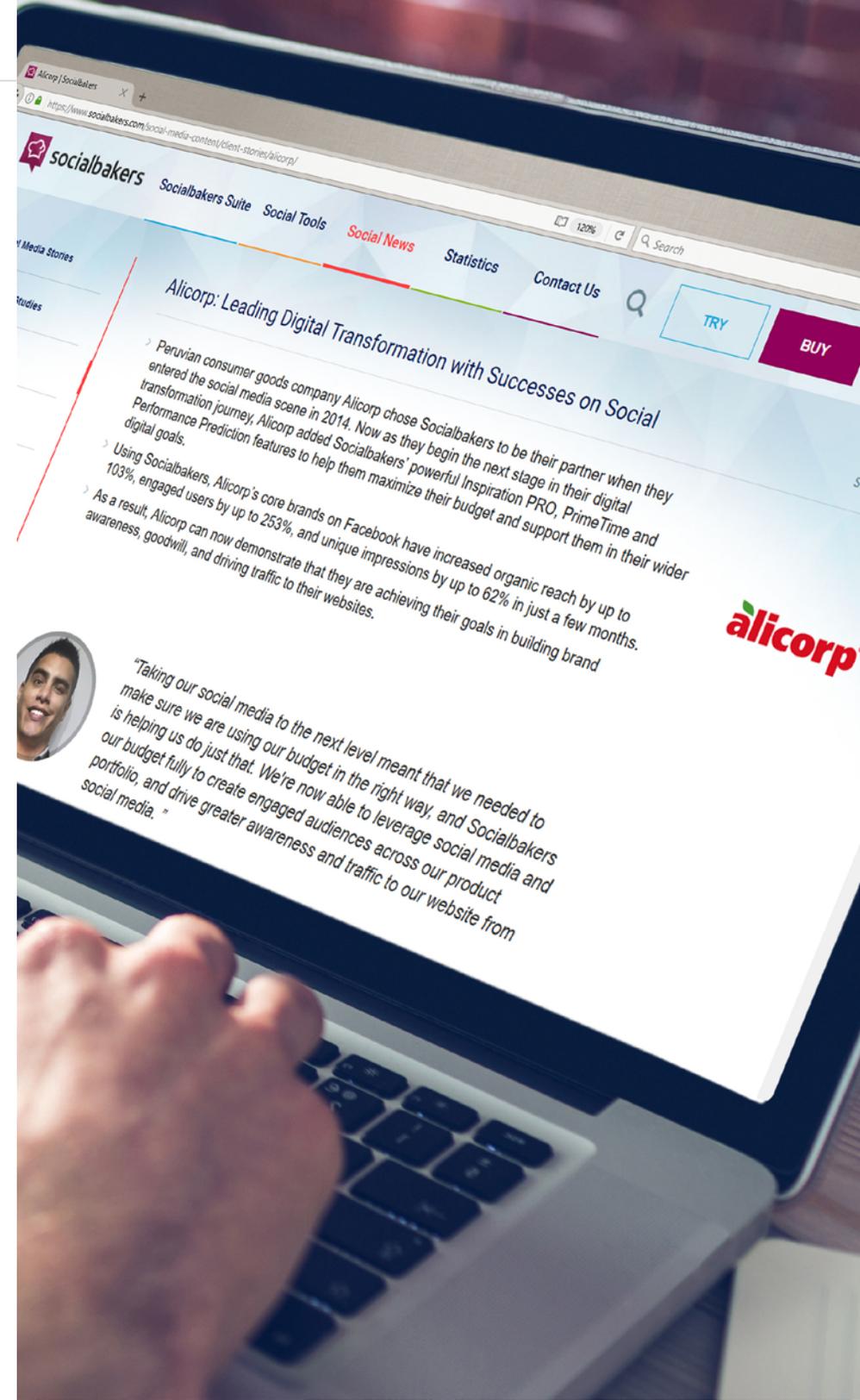
Success Story: Alicorp

Peruvian consumer goods company Alicorp chose Socialbakers to be their partner when they entered the social media scene in 2014. Now as they begin the next stage in their digital transformation journey, Alicorp added Socialbakers' powerful Inspiration PRO, PrimeTime and Performance Prediction features to help them maximize their budget and support them in their wider digital goals.

Using Socialbakers, Alicorp's core brands on Facebook have increased organic reach by up to 103%, engaged users by up to 253%, and unique impressions by up to 62% in just a few months.

As a result, Alicorp can now demonstrate that they are achieving their goals in building brand awareness, goodwill, and driving traffic to their websites.

Learn more about Alicorp and read the [full case study](#).



Survey: 2017 Facebook Consumer Report

CPC Strategy interviewed 1500 people online, all from the U.S. All respondents reported having a Facebook account and ranged in age from 18-54 years old.

Out of the 1500 respondents, 657 were male and 843 were female.

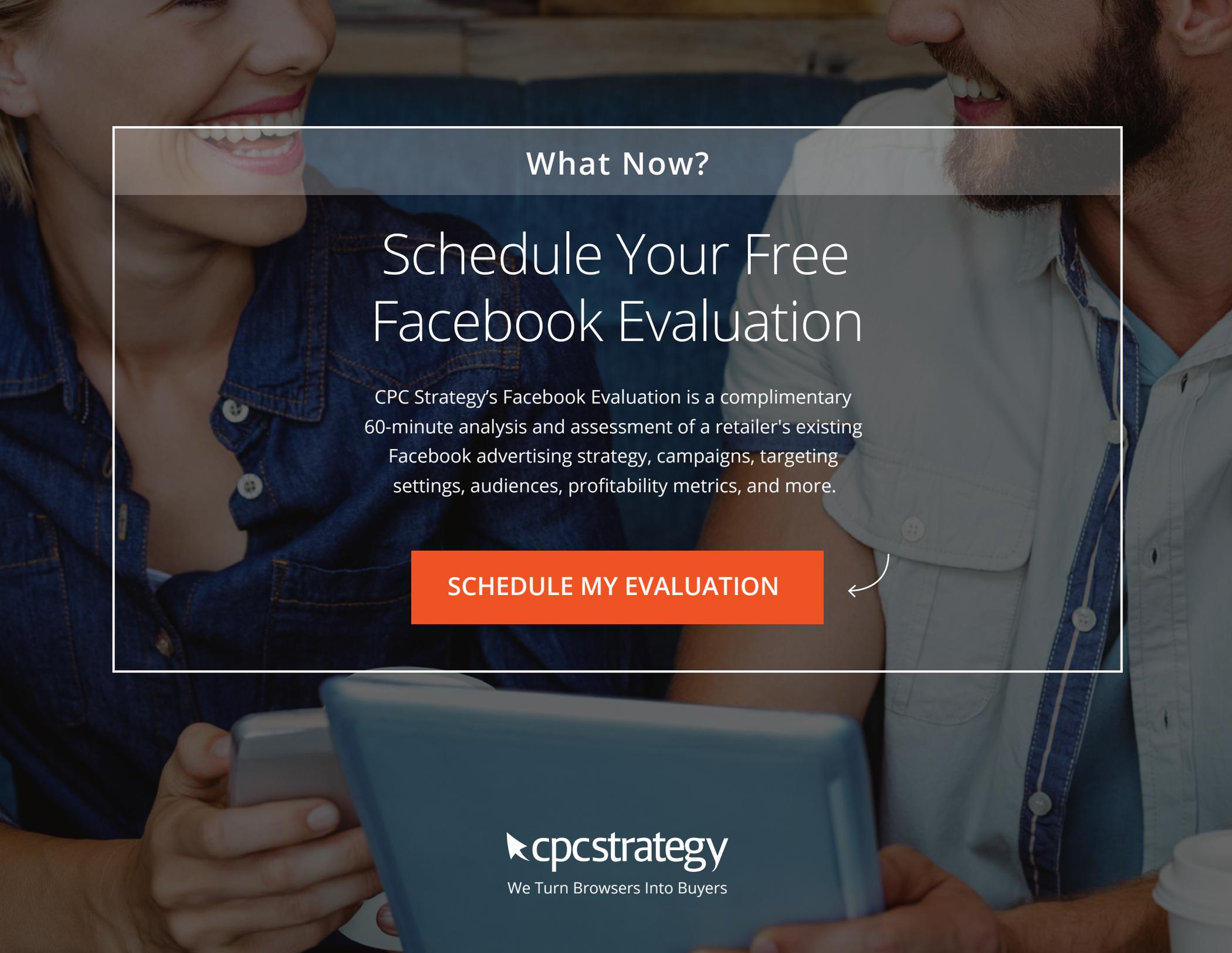
This survey was commissioned by CPC Strategy and conducted by Survata, an independent research firm in San Francisco. Survata interviewed 1500 online respondents between March 14, 2017 and March 15, 2017. Respondents were reached across the Survata publisher network, where they take a survey to unlock premium content, like articles and ebooks.

Curious about some of the key findings for brands and retailers? You might be surprised to learn that:

- ✓ Users Who Click on Facebook Ads are 3.5x More Likely to Buy
- ✓ Sales From Facebook Ads Take Time
- ✓ Facebook is Still a Great Place to Gain Brand Awareness
- ✓ Messenger is Still in the Early Phases for Brands & Retailers
- ✓ Facebook Users "Like" for Customer Service and Content
- ✓ Most Facebook Users Feel Positive or Indifferent About Ads
- ✓ Women More Likely to Buy Than Men



Want to learn more?
[Click here to view the complete survey.](#)

A smiling woman and man are looking at a tablet together. The woman is on the left, wearing a denim jacket, and the man is on the right, wearing a light blue shirt. They are both smiling and appear to be in a collaborative work environment. The background is slightly blurred, showing what looks like a blue couch or wall.

What Now?

Schedule Your Free Facebook Evaluation

CPC Strategy's Facebook Evaluation is a complimentary 60-minute analysis and assessment of a retailer's existing Facebook advertising strategy, campaigns, targeting settings, audiences, profitability metrics, and more.

[SCHEDULE MY EVALUATION](#)

 **cpcstrategy**

We Turn Browsers Into Buyers



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READY TO TAKE THE NEXT STEP?

Find Out How to Decrease Your Facebook Ads Costs

Our short guide to improve your ads efficiency with Facebook Relevance Score covers everything you need to know about Relevance Score, how it relates to advertising costs, and what you can do today to improve it.

[DOWNLOAD GUIDE](#)