



Facebook Ads account optimisation

SERVICE OUTLINE

Strategy review. Improvements in account structure and objectives.

Review of pixel, custom conversions and values. Product catalog and ROAS (e-commerce)

Optimisations of ad group parameters (audiences and targeting) in A/B testing mode

Setup or review of up to 5 automated rules for budgets and bids

Optimisation of ad creative in A/B testing mode

Landing page optimisation or setup

Account optimisation makes sense once a significantly large volume of fresh data has been generated since last optimisation or setup. Our focus is dedicated to various automations using Facebook automated rules. Ad group parameters and ad creatives will be improved using A/B testing engines provided by Facebook.

	ESSENTIAL 2 WEEKS	COMPLETE 3 WEEKS
Strategy review. Improvements in account structure and objectives.	✓	✓
Review of pixel, custom conversions and values. Product catalog and ROAS (e-commerce)	✓	✓
Optimisations of ad group parameters (audiences and targeting) in A/B testing mode	✓	✓
Setup or review of up to 5 automated rules for budgets and bids	✗	✓
Optimisation of ad creative in A/B testing mode	✓	✓
Landing page optimisation or setup	✗	✓