



# Facebook Ads account setup

## SERVICE OUTLINE

Strategy. Account structure with device separation and reasonable campaign objectives

Pixel setup. Custom conversions and values. ROAS measurement and Product Catalog (if applicable)

Audience setup: remarketing, customer list, lookalikes. Exclusions. Interest-based audiences of up to 150k people

3 ad formats per ad group and 2 ads per ad format

Additional consultation

Facebook groups targeting.  
Landing page setup

We focus primarily on audience management as well as unique and engaging creatives. We believe that for a campaign to drive sales, creative and message have to match the audience perfectly. Unlike Google Ads, no campaign is better than the boring campaign on Facebook. In a complete scenario, we can improve audience targeting by reaching members of Facebook groups.

	ESSENTIAL 2 WEEKS	COMPLETE 4 WEEKS
Strategy. Account structure with device separation and reasonable campaign objectives	✓	✓
Pixel setup. Custom conversions and values. ROAS measurement and Product Catalog (if applicable)	✓	✓
Audience setup: remarketing, customer list, lookalikes. Exclusions. Interest-based audiences of up to 150k people	✓	✓
3 ad formats per ad group and 2 ads per ad format	✓	✓
Additional consultation	✓	✓
Facebook groups targeting. Landing page setup	✗	✓