Automated Optimisation

On Facebook with Social Ads Tool

Automated Optimisation for performance

Optimisation is crucial in today's online performance marketing landscape. Historically, campaign managers resort to manual optimisation techniques – spending too much time on manual data aggregation and approximates. Today, many advertisers have opted to work with bid management platforms that allow for improved workflow automation and scalability. However, the most valuable benefit comes from the advanced optimisation feature.

Social Ads Tool algorithm

Social Ads tool's optimisation algorithm helps campaign managers save time by automating this process with intelligence and real insights. Our sophisticated algorithm aims to boost campaigns even further by leveraging on various rules built on real-time data mining of the advertiser's historical performance and cross-referencing data with real competitive data.

Our key principles

We believe that an optimisation algorithm must identify and exploit intrinsic interdependencies between the various elements that lead to the desired performance goal. These are some of the key
principles of our algorithm:

- Audience – we recognise that audience behaviour on Facebook is vastly different from other online channels and traffic inventory. Unlike most other bid management technologies that uses a similar algorithm across different online channels in the same platform, we chose to harness and include very specific rules that applies to users' Facebook usage behaviour.

- Using actual in-house data – the algorithm works on prioritising historical data from your campaign first, and secondarily cross-referencing with historical data based on your creative performance. This will be finally cross referenced with the response rate of your selected target audience

- Managed services in-house research and data – our managed services team manages a wide variety of campaigns across verticals, countries and audiences. The first-hand real campaign optimisation knowledge gained is constantly being used to create and test new rules to improve our algorithm.

- Advanced estimators on target bids and target CPA – we use advanced estimators based on historical performance and in-house data to carefully measure the widest deviation of bids acceptable to hit target CPAs

- Adjust based on placement types – different placements have different rules for optimisation

- Adjust based on competitive landscape as competition – we leverage on fresh data related to your product and target audience that has been mined in-house

- Adjust to different conversion patterns over certain days of the week, times of day, yearly seasonal patterns – user behaviour online is constantly changing and we have built rules to accommodate this factor

- Frequency – our algorithm runs hourly on your campaigns

- Adjusting for fatigue – We take into account that the individual user reacts differently based on the number of times the ad has been shown to them.

Given a sufficient amount of learning period and budget (we recommend 3 days and/or 15% of your total budget), your campaigns' ROI can dramatically improve with our optimisation tool.
For advanced users, we have also included additional options such as thresholds and weighted objectives.

We've only covered a couple of key principles that are critical to the functionality of our optimisation algorithm. To drive successful optimisation in your campaigns, you will need to ensure a sufficient learning period, accurate tracking implementation and testing of the right creatives. Leverage on our advanced tracking methods as well as our multi ad creation and rotation tools to further enhance the optimisation of your campaign.