



ROIHUNTER

# DPA for new prospects Best Practices

DPA for new prospects are a great way to reach your target audience with specific products in your ad. Use this powerful weapon for Upsell, Cross-sell or new customer acquisition. Check our best practices!



## Product Set

Use the Product Filter to select products you want to advertise. You can use all fields in your feed as a filter (Price, Product type, Brand, Category,..). You can use Custom labels (custom\_label\_0, custom\_label\_1, custom\_label\_2, custom\_label\_3, custom\_label\_4) for your individual parameters. For example, label products „On Sale“.

**TIP:** Exclude the cheapest products. Users intend to click on cheap products and these will receive a high CTR. Facebook's algorithm will rank them as the best performing ones and show these cheap products more often instead of products delivering a greater ROI.



## Bidding

You can try different bidding types but, based on our experience, CPC (optimization and billing for Link Clicks) works best.

These campaigns might not be so successful in last click attribution but they will provide you with cheap visitors who will be converted by remarketing later. The key to your success is a great selection of interesting products with attractive prices.



## Template

Always test different placements: RHS, newsfeed – mobile / desktop and multi-product ads.

**TIP:** Try new Right-Hand-Side MultiProduct Ads.

## 3 Bonus Tips

- 1 Target your Newsletter recipients with the same products you have used in an e-mail campaign.
- 2 Filter products of one brand and target the users interested in this brand.
- 3 Upsell all goods we need to buy regularly – jeans, food, cosmetics, etc.



## Targeting

### Remarketing

Use your website custom audiences to promote the best products from each category the user has visited.

### Upsell & Cross-sell

Use it for upselling and cross-selling. Create your custom audience of customers by category they purchased in. Offer a T-Shirt to the user who has bought jeans or offer a handbag of the same brand as the ones she has already bought.

**TIP:** Do you know that ROI Hunter can dynamically update your custom audience from your CRM?

### Awareness

We don't recommend broad targeting, use lookalike audiences or exact interest targeting. For awareness campaigns, do always filter only products on sale or with better price than your competitors.

**TIP:** Don't forget to exclude audience you target with your remarketing (e.g. users who visited the product in the last 3 days) and users who have already bought the product.

## Step-By-Step Guide

- 1 Go to Create Ads
- 2 Select Dynamic Product Ads
- 3 Create Product Set (Filter products you want to show)
- 4 Create Ad Template
- 5 In targeting select tab „DPA for new prospects“
- 6 Choose your targeting
- 7 Complete your campaign settings & sent to Facebook

**Happy Hunt!**