



## How to get the most out of your Facebook + Oracle Data Cloud CPG campaigns

Facebook and Oracle Data Cloud conducted a meta analyses of over 200 campaigns to understand the common discerning factors that differentiated the top and bottom performing campaigns. Based on that, we identified five key areas for conducting a successful campaign on Facebook.



### Reach

#### How many people should you serve ads to?

- Successful campaigns focus on reach as a strategic KPI, but it doesn't stop there. Reach and incremental sales are correlated as long as the campaign is executed properly across the other key indicators of success.
- The top third performing campaigns have a median reach of approximately 20MM households.

#### Planning Consideration:

- Ensure campaigns are designed to achieve maximum reach.



### Duration

#### How long should your campaign be?

- Campaigns that run for a minimum of 50 days generally see the most success and can be measured, but the purchase cycle of the product should always be considered.

#### Planning Consideration:

- Ensure your campaign duration sufficiently captures the purchase cycle of both the advertised product and the associated category.



### Frequency

#### How many impressions should you serve?

- While most campaigns serve less than 1 impression per Facebook household per week, our norms suggest that incremental sales are maximized at **2.2 impressions per household**.

#### Planning Consideration:

- Aim for an impression frequency of **2-3 impressions per household per week**.



## Targeting

### Who should you serve your impressions to?

- An optimal strategy starts with Datalogix CPG purchase-based targeting then adds Facebook native targeting to increase reach.
- Compared to campaigns using only native targeting, campaigns leveraging DLX purchase-based targeting see an **88% average increase in sales lift and 75% average increase in RPM.**

#### Planning Consideration:

- Always check the audience size to see if the digital definitions are providing the extent of audience you anticipated.
- Always align your campaign objective with your target strategy.

Business Objective	Strategy	Target Audience	Success Metric
Drive Sales Lift	Cross-sell/Upsell	Light-Medium brand buyers, Heavy-Medium category buyers	Incremental Sales
Drive Penetration Lift	Conquest/Win-back	Competitive buyers, Category non-buyers, Lapsed brand buyers	% Penetration Lift



## Creative

### What should you think about when developing creative?

**Creative in a mobile feed-based environment is a different challenge than TV. Based on evaluating over 2000+ ads that have run on Facebook across different industries, below are the best practices for static ads:**

- Noticeability: The ad should be noticeable and uncluttered so people stop to look at it.
- Brand linkage: Clear brand linkage so the ad is clear about what product is being advertised.
- Emotional reward: A relevant hook that makes the ad persuade enough to keep the brand top of mind.

#### Planning Consideration:

- Ensure your creative noticeably and clearly features both the advertised product and the brand name.
- When featuring video, the advertised product and the brand name should be shown in the first three seconds.
- When seeking to drive sales of a specific product, feature only that specific product in all campaign creative.
- Include a human element in the creative (i.e., a hand using the detergent).

## Media buying

### What should be the optimal strategy to buy media?

**Based on all the sales lift studies we have done, it is clear that clicks (including shares, comments, likes) don't drive in-store sales.**

- Looking at Facebook auction data, we know that people who click are 5x more expensive than those who do not.
- We recommend buying media based on reach-frequency and not engagements.

#### Planning Consideration:

- Buy on Reach-Frequency or optimize the campaign towards reach not engagements.
- Don't tweak campaign bid strategy mid-flight. Let it play out as in-market click metrics are just noise.
- Opt into buying across Facebook and Instagram so the auction system can maximize reach while minimizing CPM which is most beneficial for CPG success.