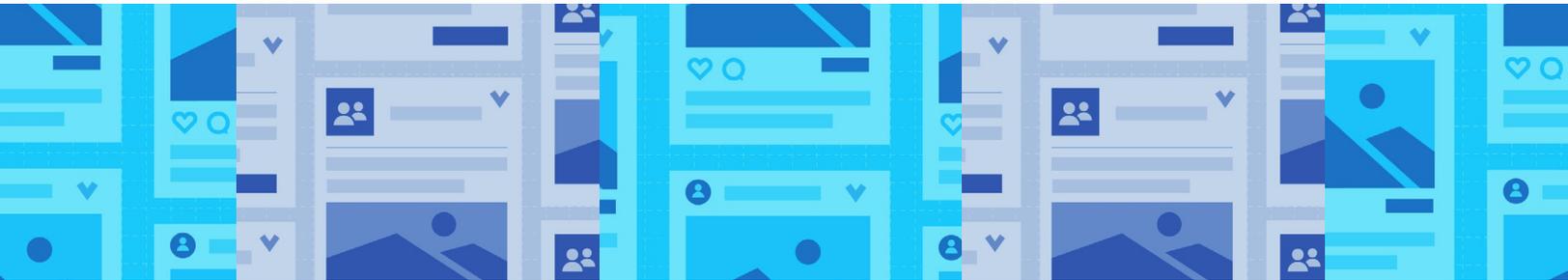




## Placement Optimization

Boosting Ad Performance Across  
Facebook, Instagram, and Audience Network



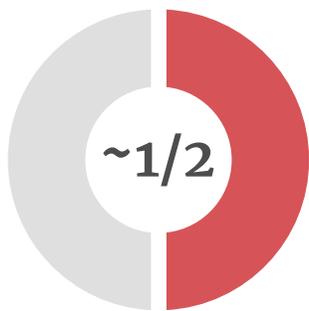
## The Facebook Landscape

Facebook boasts more than 1.71 billion monthly active users.<sup>1</sup> Among the many users are 3 million businesses advertising on the platform.<sup>2</sup> Considering that 98 of Facebook's top 100 advertisers also advertise on Facebook-owned Instagram, which has 500 million users,<sup>3</sup>

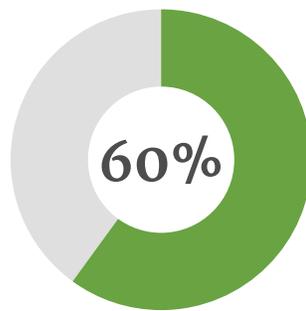
Facebook is expected to account for 26% of total digital display ad revenues in 2016.<sup>4</sup>

While Facebook is about personal discovery and one-to-one relationships with friends and family, Instagram is geared towards visual inspiration and interests. Businesses have always been important to the Instagram community, which now has more than 200,000 advertisers.<sup>5</sup>

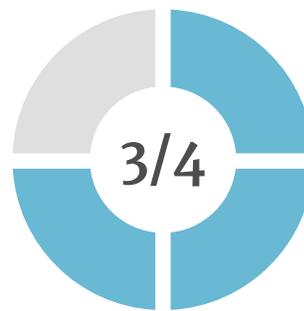
### On Instagram:



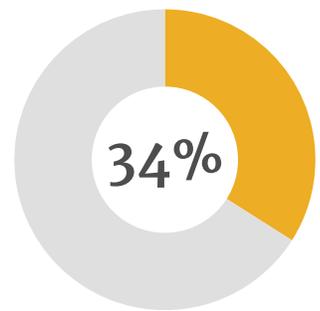
Nearly half of users follow a business



60% learn about products and services



Three in four take action after seeing a post



34% visit a website for more information

## The Facebook Landscape *continued*

The third prong of Facebook's platform success is the Audience Network, a collection of mobile apps where advertisers can extend the targeting and measurement capabilities available on Facebook. The number of apps joining the mobile ad network increased tenfold year-over-year in 2016,<sup>4</sup> and the apps running on Audience Network account for 6% of the total time spent on mobile.<sup>5</sup> And since one in every five minutes on mobile is spent on either Facebook or Instagram (more than the next top 10 platforms combined), Facebook-related activity accounts for a significant chunk of all mobile device usage.<sup>6</sup>



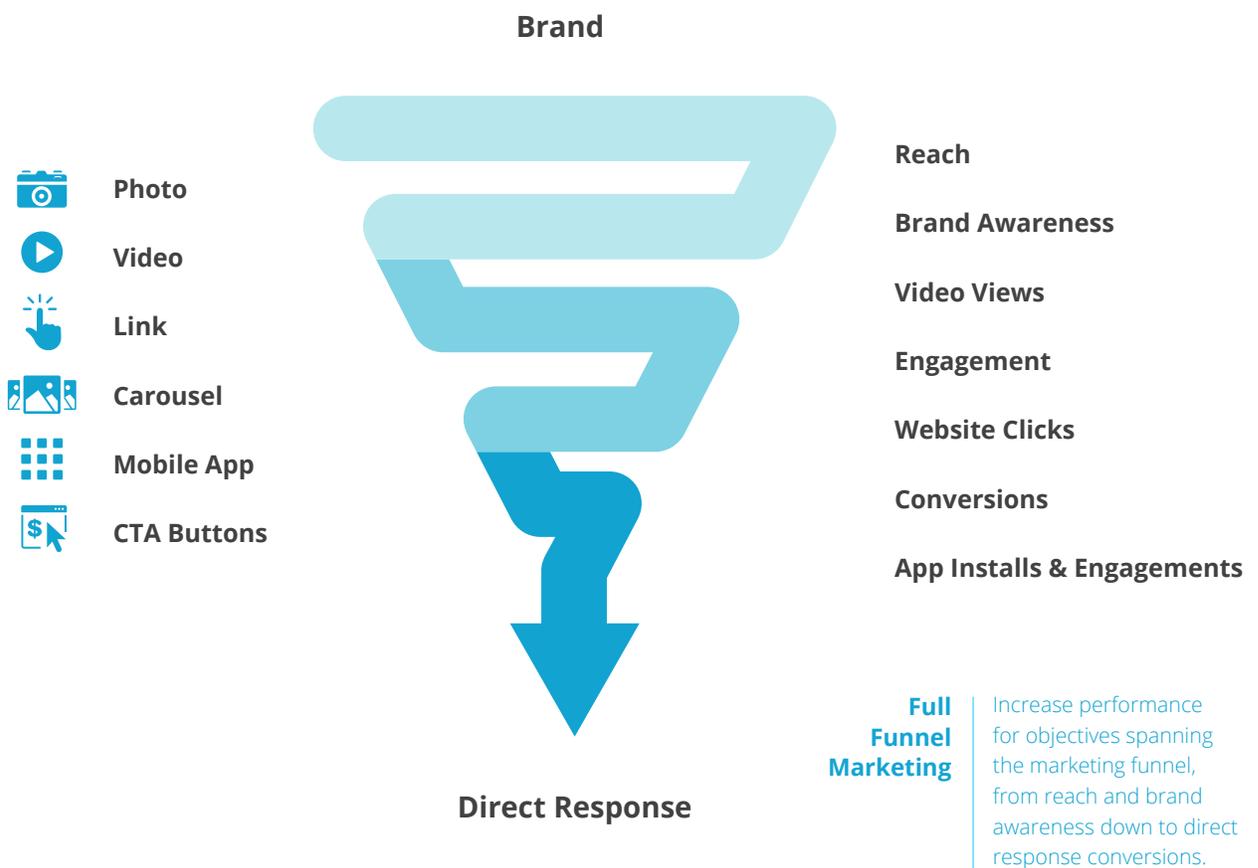
## Why Advertise Across Facebook, Instagram, and the Audience Network

The popularity of the platforms in Facebook’s arsenal gives advertisers access to a massive audience, including Instagram’s highly engaged millennial user base and users of mobile apps like Shazam, Trivia Crack, and the Huffington Post.

Advertisers can choose to automatically optimize delivery across Facebook, Instagram, and Audience Network within a single ad set based on branding and direct response objectives. This approach allows advertisers

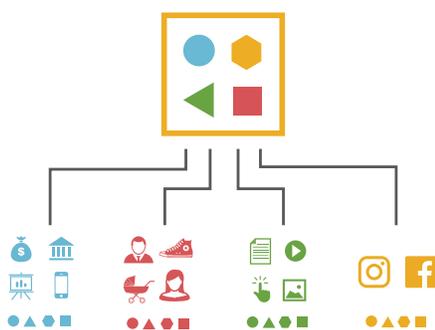
to drive incremental and more efficient reach across devices compared to advertising on Facebook or Instagram alone or independently.

What’s more, Placement Optimization can boost performance for objectives such as video views, website clicks, website conversions, and mobile app installs. It delivers comparable or lower costs per result compared to running ads in Facebook mobile News Feed or Instagram separately.

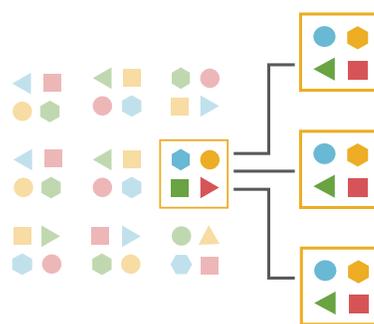


## Leverage Robust Targeting

In terms of targeting, Facebook’s capabilities are applicable to Facebook, Instagram, and the Audience Network. Advertisers can accurately reach people (not cookies) by targeting campaigns based on rich first-party data like demographics, location, interests, and behaviors plus top partner categories from third-party data companies like Datalogix and Acxiom. They can also develop Custom and Lookalike Audience segments by matching their CRM data in a privacy-safe way and through tracking with the Facebook pixel, retarget users who have visited specific web pages.



Create an audience of users based on your current customers or high value customers



Create a Lookalike on each of these audiences and select the % lookalike, e.g. 1%, 5%, 10%



Target your Lookalike audiences and ensure you exclude current customers

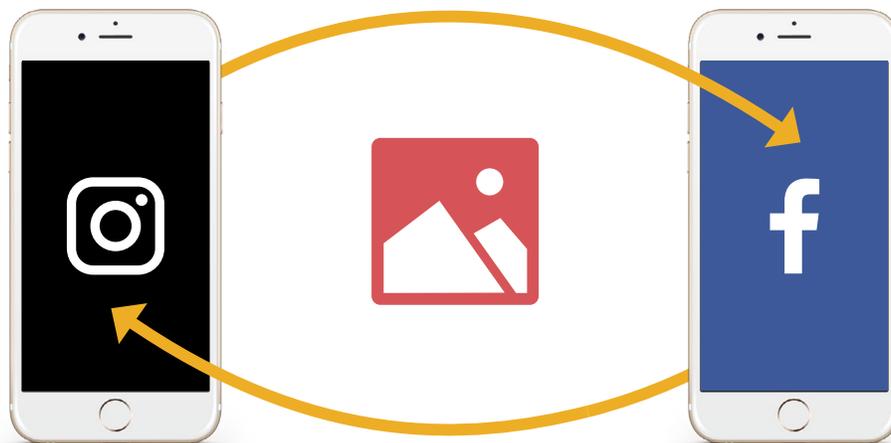


## Maximize Creative Resources

According to Jessica Sherrets, Brand Development Lead at Instagram, “good creative is good creative.” Businesses don’t necessarily have to create custom creative assets and can use high-quality photos and videos across Facebook, Instagram, and the Audience Network. Aside from making adjustments to ensure it meets specifications, the same creative works for all three and advertisers don’t have to worry about customization for each platform.

## Other Ideas

Extend offline activity to Facebook and Instagram: drive incremental reach or increase frequency with key millennial audiences. Use Nielsen’s TRP buying to measure TV, Facebook, and Instagram campaign performance.



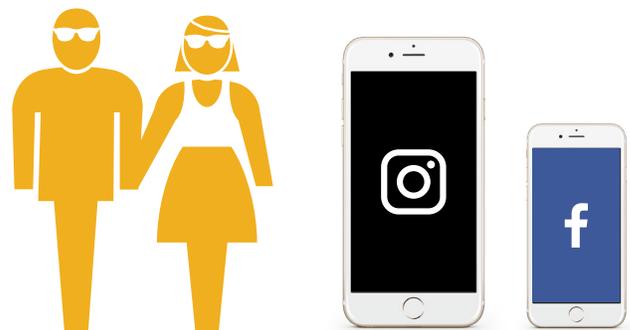
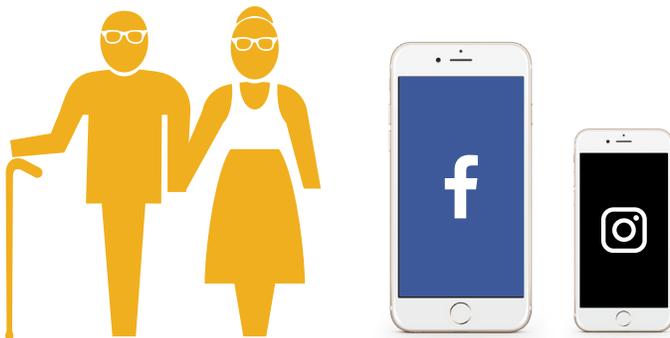
### Adaptable Creative

Since creative will automatically work across all platforms, advertisers should think of Instagram and the Audience Network as additional Facebook placements, not separate channels.



## Adaptly Learning

Adaptly client TV Land, owned by Viacom, successfully extended the show Teachers' video campaign from Facebook using the same creative assets for Instagram and chose to optimize ad placements for views. We found that Facebook ads had a higher video completion rate with older audiences while Instagram had a higher video completion rate with younger audiences. Read on for additional details about this TV Land campaign...



### Age Gap

Instagram has a highly engaged millennial audience, while older audiences are more likely to be on Facebook. Placement optimization ensures that advertisers reach both audiences.



## Featured Case Study

### TV Land

TV Land aimed to boost awareness and drive tune-in for a new comedy called Teachers. Adaptly, in collaboration with media agency MediaHub, developed a marketing strategy around the first three episodes of the show, with spend focused on air times and keeping up the momentum of content between episodes. The goal was to encourage live tune-in, continue chatter, and inspire people who missed the show to catch up through on-demand video.

Using creative originally intended for Facebook, Adaptly efficiently served ads across both Facebook and Instagram. Ad content consisted of bite-sized video clips featuring funny character moments and sneak peeks of upcoming Teachers episodes.

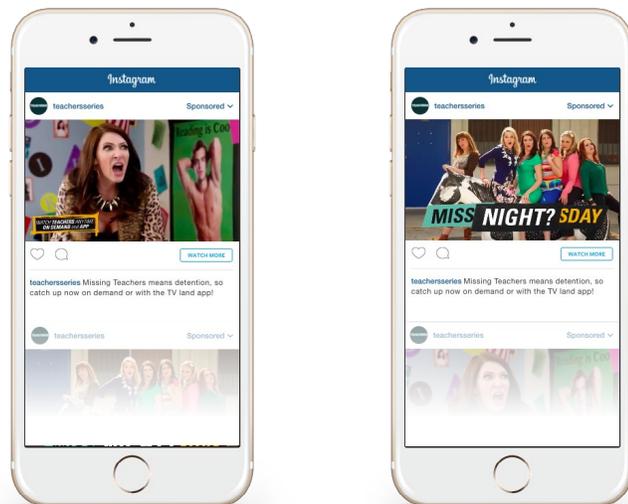
A Facebook Brand Effect study was conducted to determine the overall performance of the campaign and determine the impact of Placement Optimization versus running on Facebook Only.

- Test cell 1 was an isolated portion of the audience exposed only to the Facebook placement.
- Test cell 2 was exposed to Facebook, Instagram, or both placements.
- The control groups were not exposed to any ads.
- In order to reach key millennials on Instagram without Instagram-specific content, a controlled test of 'Facebook Only' inventory was also served to Facebook, Instagram or both placements.

Ultimately, optimizing ad placement across Facebook and Instagram delivered strong results: TV Land's Placement Optimization test cell drove 7% more reach and 16% more impressions than the Facebook Only cell, while driving a 6% lower CPM. Overall, the campaign generated a 25% lift in ad recall, 21% lift in brand awareness, and 3% lift in intent to tune-in.

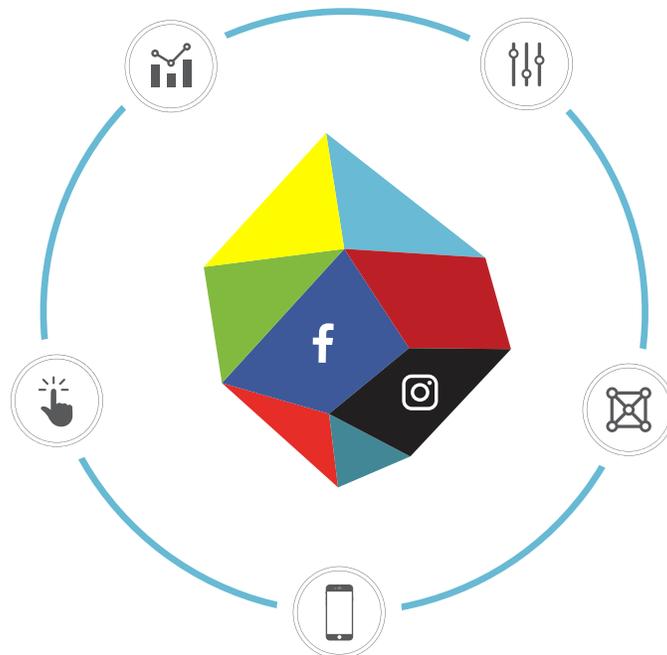
### Better Results

Running the campaign across both Facebook and Instagram increased reach, ad recall, brand awareness and intent to tune-in.



## Conclusion

In summary, Facebook, Instagram, and the Audience Network are far more powerful in tandem. Advertisers can tap into Facebook's extensive targeting capabilities for all three and optimize ad placement across the platforms to achieve full-funnel marketing objectives. At the same time, boost efficiencies - leverage existing creative, drive reach, and deliver better costs.



## Contact Us

Adaptly is a marketing technology and services company that enables the world's biggest brands and agencies to scale campaigns across walled gardens, including Facebook, Instagram, Snapchat, Twitter, and Pinterest. Clients spanning 15 industries include MasterCard, Viacom, FOX, Banana Republic, Etsy, KFC, Frito-Lay, Quaker, and more. Adaptly is headquartered in New York City, with offices in Chicago, Los Angeles, San Francisco, Sydney, and London.



## Sources

1. <http://newsroom.fb.com/company-info/>
2. <https://www.facebook.com/business/news/3-million-advertisers>
3. <http://blog.instagram.com/post/146255204757/160621-news>
4. <http://blog.instagram.com/post/129662501137/150922-400million>
5. <http://techcrunch.com/2016/02/24/200k-advertisers-on-instagram/>
6. <http://www.adweek.com/news/technology/why-facebooks-audience-network-looks-billion-dollar-ads-machine-168892>
7. <https://www.facebook.com/business/news/audience-network-improvements-and-performance>
8. <https://www.facebook.com/business/news/facebook-and-instagram-ads>