Sales Campaign Best Practices

X

CAMPAIGN STRUCTURE

- Simplify structure and don't run more than 10 Sales campaigns per market to avoid targeting overlap
- Run 1 Ad group to 1 Campaign ratio to leverage optimization levers and diminish audience overlap and cannibalization

FLIGHT PERIOD

- Run for 4-6 weeks to discover the optimal audience and creative pairing for best results
- The longer campaigns run, the more data the algorithms collect, helping you decrease CPA and maximize performance

BIDS & BUDGETS

- Start campaign with **CBO** (Campaign Budget Optimization) for the best performance & Pay by Impressions Bid Strategy
- Determine the Daily Budget based on your CPA Goal and the calculation below
- The campaign requires at least 10-20 daily conversions per campaign to unlock max performance

| KPI is CPA | = | $20.00 |
| EXPECTED CONVERSIONS | = | 20 | ✖
| DAILY BUDGET | = | $400.00 |

Expected Conversion volume for Small Businesses should be 10

AUDIENCE & TARGETING

- Ensure the max. Audience size by running BROAD (no targeting) **OR** by inputting the min. Audience guidelines

DEMOGRAPHIC	GUIDELINES
Gender	All Genders, unless business specific
Age	All Age Groups unless business specific
Location	Country, instead of regions, cities, post codes
Language	Only if Creatives are not in language of targeted location
Platform/OS	Only if targeting limitations are in place

AUDIENCE FEATURE	GUIDELINES
Keywords	+25 - 50 KWs per campaign, +100 in JP
Handles	+30 Handles per campaign, + 50 in JP
Interests	+5 Interests per campaign
Tailored Audiences	+50K users per Audience List

CREATIVES

- Run +5 unique Creatives per Ad group and have only one format per Ad group
- Use Unique Copies and Post Descriptions for each Creative
- Refresh Creatives every 2 - 3 weeks minimally
- Utilize Incentives, Promos, Discounts, Sense of Urgency, Keywords
- Use Short Post Copies with 40-60 characters

| Collection Ads | Carousel Ads |
| Video Ads | Image Ads |

LEARNING PERIOD

- Avoid modifying campaigns for 3-5 days post-launch and allow the learning period to finalize
- Apply optimizations and changes only every 2-3 days to avoid interrupting optimization calibration in the system

CAMPAIGN LAUNCH

| Day 1 | Day 2 | Day 3 | Day 4 | Day 5 | Day 6 | Day 7 | Day 8 |
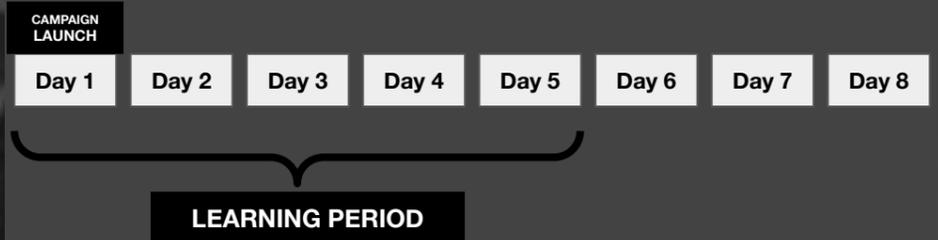
LEARNING PERIOD

OPTIMIZATIONS

Daily Budgets should be increased by max. 10-30% and only every 3-4 days.

Week 1 | Week 2 | Week 3 | Week 4+

| Launch Campaign and allow Learning Period to finalize | Apply Optimizations to Bids & Budget only every 2-3 days | Stabilize CPA by experimenting with Targeting & Audiences | Stabilize CPA by experimenting with Creative Formats and Post variations |

CONVERSION TRACKING

Website conversion optimization relies on cAPI and/or new X Pixel. Refer to X guidelines to track ad effectiveness and ROI!