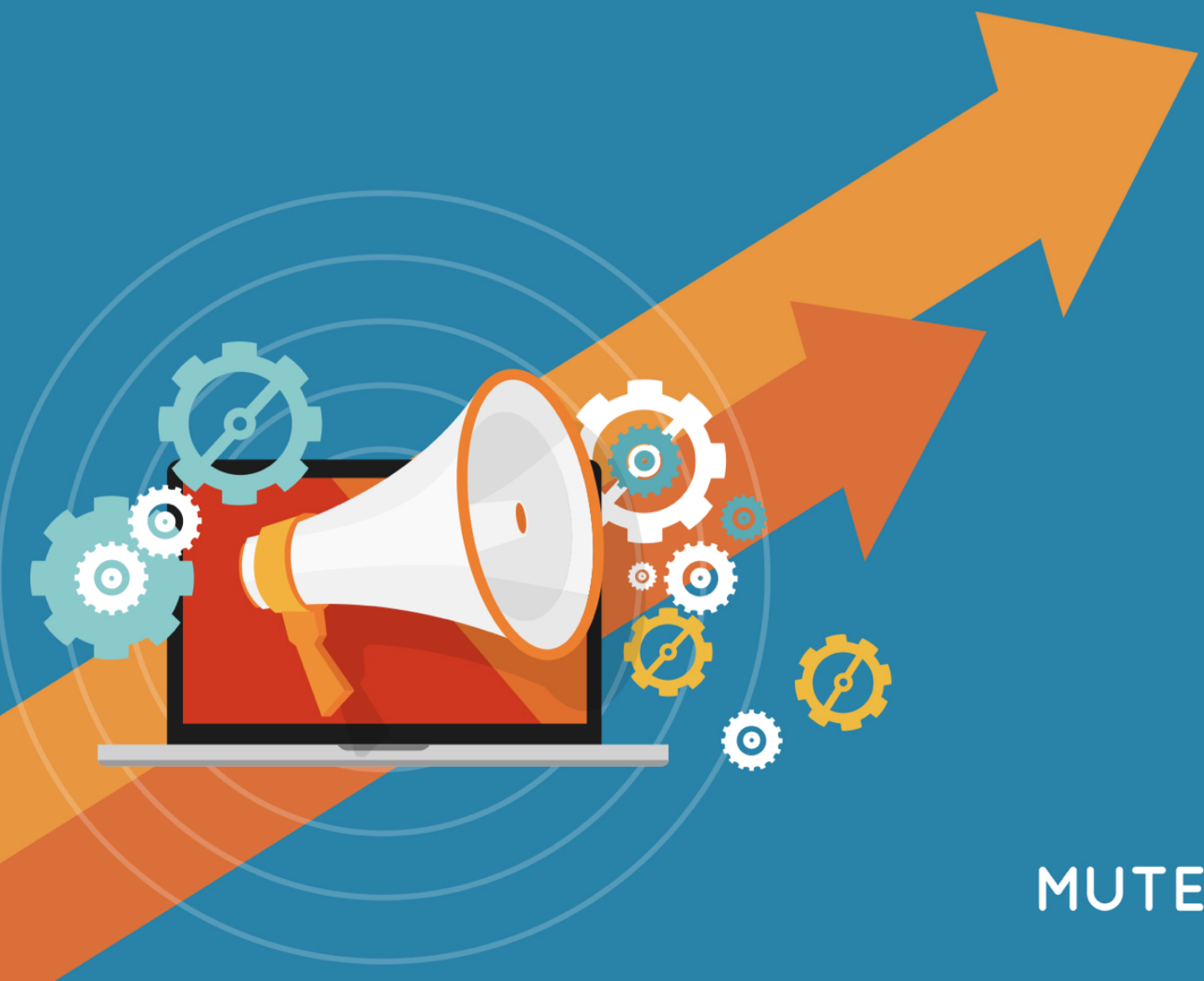
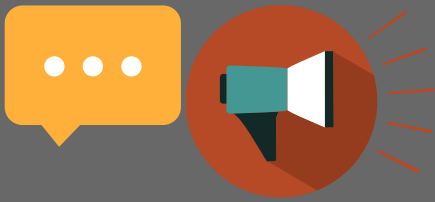


THE FACEBOOK ADS RECAP FOR 2017

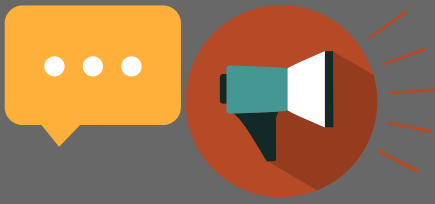


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The Facebook Ads Recap for 2017

In 2017 we saw dozens of changes made to the Facebook Power Editor and Ads Manager.

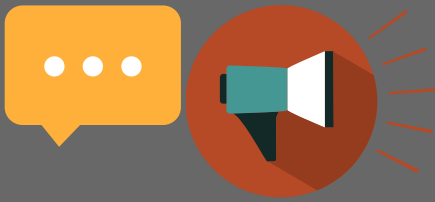
Some changes made industry news while others went under the radar until one day they just happened to appear in your Business Manager.

How many important Facebook updates did you miss in 2017?

In this short guide, I'll cover some of the most valuable updates made by Facebook and Instagram in 2017.



*Written By:
Steve Weiss
CEO, MuteSix*



Lifetime Value (LTV) Custom Audience

One of my favorite updates in 2017 was the ability to create lifetime value custom audiences.

A lifetime value custom audience is simply an email customer list where you could assign the total amount spent by each customer.

You could then create a lookalike audience based off your LTV custom audience to find new audiences.

Customers are not all created equal – some spend more than others and are more profitable for your business. This feature is great for businesses with big customer lists to create super-fine lookalike audiences based on their best customers.

Create a Custom Audience ×

Customer file

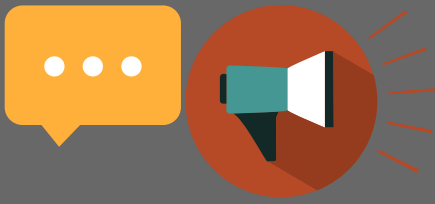
Add customers from your own file or copy and paste data
Use your customers' information to match them with people on Facebook.

Import from MailChimp
Import email addresses directly from this third-party connection by providing your login credentials.

Customer file with lifetime value (LTV)

Include LTV for better-performing lookalikes NEW
Use a file with LTV to create a lookalike that is more similar to your most valuable customers.

[Back](#)



How to use: The LTV custom audience is best used when finding new audiences to serve top-of-the-funnel content to. To make the most of LTV lookalike audiences you want over 5,000 email addresses in your list for Facebook to really be able to work its magic.

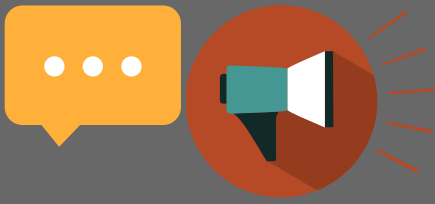
You can learn more about this feature by reading the following article on our blog: [How to Create a Lifetime Value \(LTV\) Custom Audience](#).

Facebook to Show All Page Ads

One update that didn't receive too much love in 2017 was the announcement that Facebook will start to show all ads on a brand's page.

This means that anyone can visit your page (including competitors) to see which ads you're running. Even if they are not in your target audience, they are able to see every running ad for your page.

This feature was added in an attempt to make marketing more transparent.

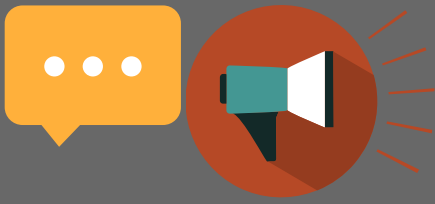


How to use: This is the easiest way to spy on competitors to see what types of offers and creatives they are using. Learn what types of messages and creatives they are using: do their offers differ from yours or are certain posts receiving a lot of engagement?

These are useful questions you can ask to improve your own Facebook and Instagram funnel.

You can also use it to see what ads businesses in the same industry, but who operate in different countries, are running. This will give you a better understanding on how to set up your funnels for international audiences.

You can learn more about this update by reading the following article on our blog: [Facebook Will Start to Show All Ads on a Brand's Page](#).



Dynamic Creative

Facebook Dynamic Creative was introduced as a way to reduce ad fatigue and help marketers create dozens of ad combinations within a single ad.

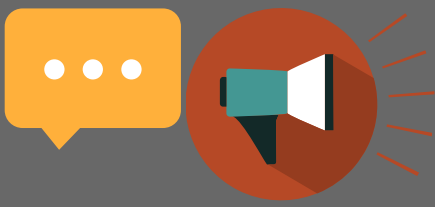
It allows you to choose up to 30 creative assets which it mixes and matches to create your ad. You can choose from the following:

- Headline text: 5 variations
- Image or video: 10 variations
- Text: 5 variations
- Call to action: 5 variations

Instead of creating dozens of ads to have multiple ad copies running at once, you can now do it through a single ad.

How to use: Consider using Dynamic Creatives when targeting smaller audiences as they are more prone to ad fatigue. Having dozens of ads can keep your relevance score higher.

You can learn more about this feature by reading the following article on our blog: [Facebook's Newest Update: Dynamic Creative](#).



Household Targeting, Dwell Time and Link Sharing

Near the tail end of 2017, Facebook introduced three new custom audiences:

Dwell time – This allows you to create a custom audience based on people who viewed at your ads but did not take action (clicked, like, saved etc.).

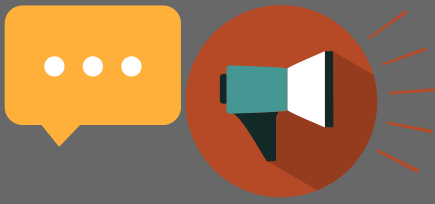
Link sharing – This allows you to create a custom audience around people who shared any of your posts.

Household targeting – This gives you the ability to target people who live in the same house with the exact same ad.

How to use: I would use dwell time engagement audiences to pre-sell the prospect further before pitching them an offer (for example, anyone who spent time viewing your ad but didn't take action, has some sort of objection to your product etc.).

Maybe it's the price, they don't understand the benefits of the product, or they don't trust your brand.

Whatever the reason, you can target this small audience with social proof, user reviews, and content to ease their objections.

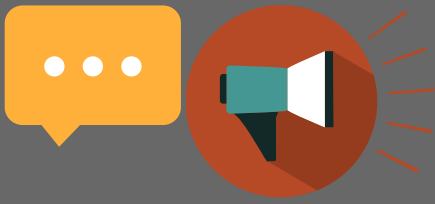


Link-sharing custom audiences can be used to create social proof for your ads. For example, I may serve this audience a brand new ad post first as they are most likely to comment and share it, and it will add social proof to the actual post ID.

I'd then use this post ID to target people at the top of my funnel. Seeing the comments and shares, they will be more likely to engage.

Household targeting is best suited for brands that sell products where the purchasing decision is made by more than one person, such as at holidays or for high-ticket items.

You can learn more about dwell time and link sharing by reading the following articles on our blog: [*Dwell Time and Link Sharing New Custom Audiences*](#) and [*Household Targeting Audiences*](#).



Instagram Engagement Audiences

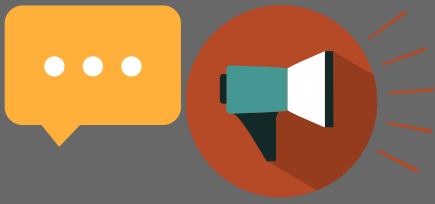
Instagram is rapidly becoming a powerful advertising platform for e-commerce businesses, with features such as the Shopping Ad (discussed below) and engagement audiences being introduced in 2017.

Instagram engagement audiences allow you to create an audience around people who engaged with your Instagram Page to retarget them later through your funnel.

What do you want to use to create this audience?

Engagement audiences allow you to reach people who have previously interacted with your content on Facebook.

	Video UPDATED Create a list of people who have spent time watching your videos on Facebook or Instagram. From:  
	Lead form UPDATED Create a list of people who have opened or completed a form in your lead ads on Facebook or Instagram. From:  
	Full-screen experience UPDATED Create a list of people who have opened your collection ad or Canvas on Facebook. From: 
	Facebook Page Create a list of people who have interacted with your Page on Facebook. From: 
	Instagram business profile NEW Create a list of people who have interacted with your Instagram business profile. From: 
	Event NEW People who have interacted with your events on Facebook. From: 



This update was huge because there was no way to retarget anyone who engaged with your Instagram profile; they had to visit your website before you could include them in an engagement audience.

How to use: Instagram is a goldmine for new prospects, test running page post engagement and reach objectives, and retargeting anyone who engaged with your page with offers or the next message in your funnel.

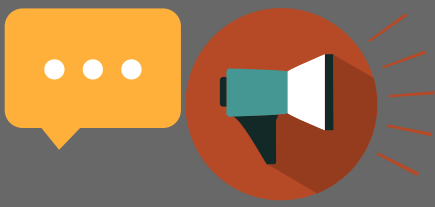
You can learn more about this feature by reading the following article on our blog: [How to Start Using Instagram Engagement Audiences](#).

Shopping Ads on Instagram

Technically, Shopping Ads were launched in 2016 as that's when Instagram began testing, but they didn't roll out to the world until 2017.

Shopping ads allow brands to catalog products into a single ad unit. Prospects can click on various products within the ad unit and learn more about a product such as price, description, and even go directly to the product page.

Shopping Ads made it easier for consumers to discover products and increased engagement as they load 10x faster than most websites.



How to use: Shopping Ads are best used for product discovery. By using Instagram Engagement custom audiences and this ad unit you can create some cool Instagram ad funnels to drive people through the customer journey.

For example, start with a Shopping Ad of your best items and then retarget anyone who engaged with that ad with a unique offer.

You can learn more about Shopping Ads on Instagram by listening to our podcast: [Episode 30: Shoppable Instagram](#).

Dynamic Language Optimization

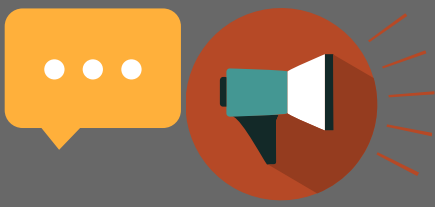
In the past, targeting audiences with different languages meant you had to duplicate an entire campaign and edit all the creatives.

A godsend update for international brands was Dynamic Language Optimization, which let you run ads in multiple languages to the same audience.

Using the profile information of your audience, Facebook would serve them the most relevant language.

How to use: This update is great to use when targeting local or national areas where it's popular to speak multiple languages.

For example, in the UK, Polish is the second most popular language spoken after English. Setting up ads in English and Polish may lead to more people consuming your content as it's more personalized to their needs.



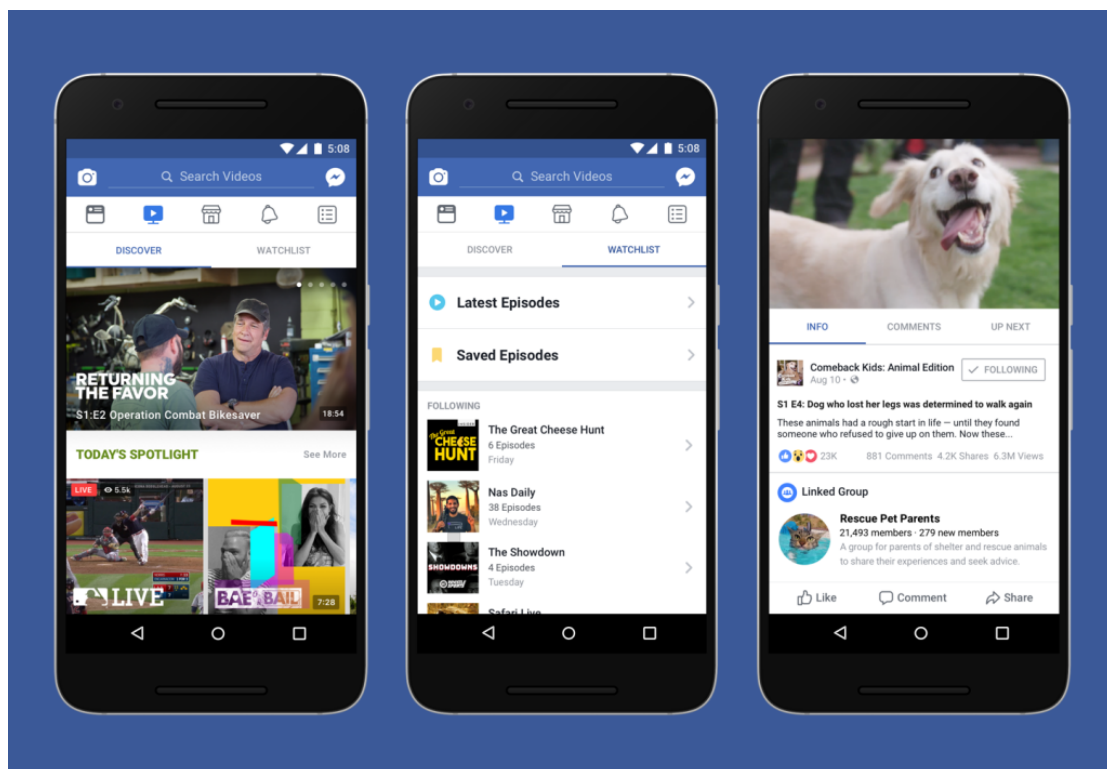
Pre-roll Ads on Watch

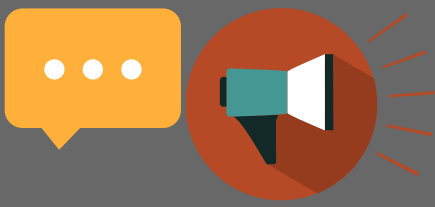
Perhaps the biggest update made in Q4 of 2017 by Facebook was the introduction of pre-roll ads on the Watch network.

For years, Facebook said it would not run pre-roll video ads because it offers their audience a bad user experience, but it will now begin testing them on Watch.

For now, the total length of a video is only six seconds long and will not be shown on the newsfeed (yet).

It may only be a matter of time before we start seeing pre-roll ads within the newsfeed if this original test goes well.





How to use: Six seconds is not a lot of time to reveal a product or brand to prospects, so there are two ways you can use this placement.

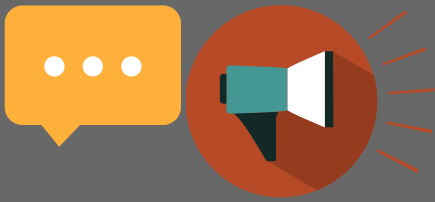
The first is to retarget warmer audiences who already have some background on your product or brand, giving your six-second video more impact. The second way is to show them a short branding video of your product or brand during a pre-roll and then instantly retarget anyone who watched your first video with another branding or content-driven message on the newsfeed where you have more time.

Messenger Ads Objective and New Placement

In 2017 Facebook officially rolled out Messenger ads – a new Facebook objective where the goal was to let prospects directly message your Facebook Page.

But that wasn't enough. Facebook launched the new Messenger placement, allowing brands to run Facebook ads on Messenger.

The Messenger app has more than 1.4 billion active users, so it was a no-brainer for Facebook to introduce this new placement.



Platforms

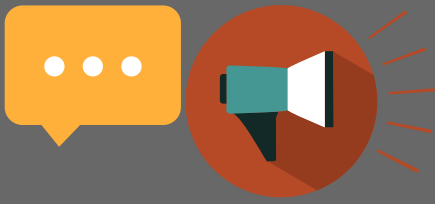
▼ Facebook	☐
Feeds	☒
Instant Articles	☐
In-stream videos	☐
Right column	☐
Suggested videos	☐
▼ Instagram	☐
Feed	☒
Stories	☐
▼ Audience Network	☐
Native, banner and interstitial	☐
In-stream videos	☐
Rewarded videos	☐
▼ Messenger	☐
Home	☐
Sponsored messages	☐

Messenger

[View media requirement](#)

 Removing Audience Network as a placement may increase the cost per conversion. Select Audience Network to show ads to your target audience off Facebook.
[Learn more](#)

How to use: Test the messenger placement like you would any new placement. As it's a place where people go to message friends, consider using the CTA 'Send Message' button to get the prospect to engage with your Page rather than clicking a link to your website.



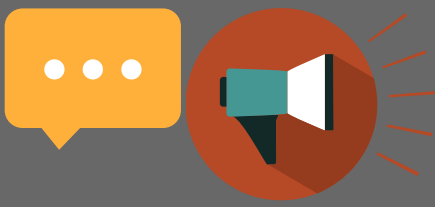
Full-width Ads for the Audience Network

Another Facebook ad update that went unnoticed was the ability to run full-width ads within the Audience Network.

At the start of 2017, the Audience Network was the placement to avoid and where Facebook ad money goes to die. On May 25th, 2017, Facebook updated its placements on the Audience Network to allow brands to use full-width ads.

Facebook found that this new placement increases click-through rates by [58%](#) and CPM monetization by as much as [34%](#).





How to use: If you've been avoiding the Audience Network placement because of bad results, consider giving it another shot using this new placement. In your testing be sure to only select the Audience Network placement only to see if it brings you any success.

In-stream Placements

Maybe the most undervalued placement on Facebook right now is the in-stream video option. Launched in August 2017, Facebook revealed that more than 70% of in-stream video ads over 15 seconds long were watched until completion.

The in-stream placement allows brands to run video ads within a video on either the newsfeed or Audience Network.

Editing Ad set: TH - 18+

Platforms

- Facebook
 - Feeds ☒
 - Instant Articles ☐
 - In-stream videos ☐
 - Right column ☐
 - Suggested videos ☐
- Instagram
 - Feed ☒
 - Stories ☐
- Audience Network
 - Native, banner and interstitial ☐
 - In-stream videos ☐
 - Rewarded videos ☐
- Messenger
 - Home ☐
 - Sponsored messages ☐

Audience definition

Your audience is defined.

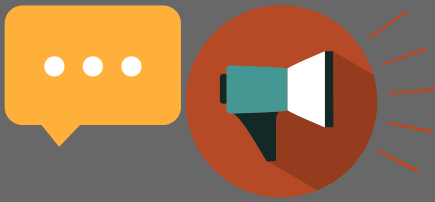
Potential reach: 17,000 people

Estimated daily results

Reach
380-1,100

Your results are likely to differ from estimates
We have limited data available to calculate this estimate, so estimates may be less accurate.
The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.
Were these estimates helpful?

Removing Audience Network as a placement may increase the cost per conversion. Select Audience Network to show ads to your target audience off Facebook.
[Learn more](#)



How to use: Test both placements separately and see how they compare against newsfeed placements. I would advise keeping these videos shorter in length (20 seconds max) as the user will want to go back to the video they were watching.

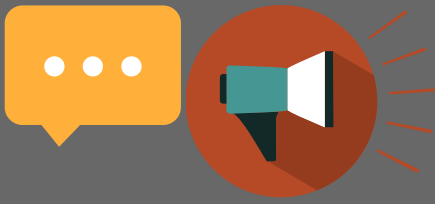
You can learn more about the in-stream placement by reading our blog post: [How to Use In-stream Video Ads on Facebook and the Audience Network](#).

Which Update Did You Enjoy Most?

Facebook made many changes to their newsfeed, Ads Manager and Instagram platform.

Mentioned above are some of the most important updates for e-commerce stores that can help them increase revenue.

Which update did you get the most value from and what do you hope to see in 2018?



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<https://www.mutesix.com/free-marketing-consultation>