



SMARTLY.IO

Performance Playbook

Public



Purpose of the Playbook

A group of people are gathered around a laptop and a tablet. One person is pointing at the laptop screen, while another is pointing at the tablet. The image is overlaid with a purple gradient. There are decorative elements: a yellow circle near the top right, a red circle near the bottom right, and a blue circle near the bottom left with a yellow line extending from it.

Give a quick introduction on **how Smartly.io can improve advertiser results**

List the most common use cases for **performance improvements with Smartly.io features**

Agenda

1

Smartly.io Approach to Improve Performance

2

How to Improve Performance with Smartly.io Features

3

Additional Reading




Smartly.io Approach to Improve Performance





Key to Performance Improvements



Iterative
approach with
**continuous
testing**

The diagram consists of a large light yellow circle. Inside the circle, the text 'Iterative approach with continuous testing' is centered. The word 'continuous' is in a darker yellow, and 'testing' is in a darker yellow. There are three small solid circles on the perimeter of the large circle: one dark yellow at the top-left, one light yellow at the top-right, and one dark yellow at the bottom-left.



Invest in the
volume and
variability of
creative

The diagram consists of a large light pink circle. Inside the circle, the text 'Invest in the volume and variability of creative' is centered. The word 'creative' is in a darker pink. There are three small solid circles on the perimeter of the large circle: one dark pink at the top, one light pink at the top-left, and one dark pink at the bottom-right.

Iterative Approach

Create a Testing Plan

#	Test	Test Type	Type	Status	Start Date	Estimated Duration
1	Predictive Budget Allocation with MMP metrics	Budget	Split Test	Planned		2–5 weeks
2	Image Templates with 3 variations	Budget	Split Test	Planned		2–5 weeks
3	Localized creative with Automated Ads	Creative	Split Test	Planned		2 weeks
4	Bid Multipliers by audience segment LTV	Bid	Split Test	Planned		1 month
5	Smartly Creative Optimization	Creative	Split Test/informal Test	Planned		3–4 weeks
6	Video Templates with 3 variations	Creative	Split Test	Planned		2–5 weeks

Maximize Campaign Performance with Creative

11X

More Assets to Optimize Creatives*

23%

Lower Cost per Incremental Buyer*

**Facebook Mobile-First Creative and Data-Driven Insights, Q1 2019*





Variability and Performance Through New Ad Formats

TUI – Collection Ads

Success Study

*compared to Link Ads

58%
lower Cost Per
Booking*

36%
Lower cost-
per-purchase



How to Improve Performance With Smartly.io Features



Top Use Cases to Improve Results with Smartly.io Features

Predictive Budget Allocation

Smartly.io Creative Optimization

Predictive Creative Optimization

Bid Multipliers

Stop-loss/Triggers

Image Templates

Video Templates

Automated Ads

Automated Post Boosting



Predictive Budget Allocation

- **Optimizing for 3rd party metrics:**
In a study by a Global App Advertiser, we saw a 14 % improvement in CPA when optimizing for 3rd party metrics versus optimizing for Facebook metrics
- **Budget pools across campaigns** even if individual campaigns use CBO
- **Budget scaling** based on CPA/ROAS goal
- **Splitting retargeting audiences by recency** (e.g., 0-1 days, 1-3 days, 3-10 days, 10-30 days) and allocating budget with PBA



Smartly.io Creative Optimization

- We have seen that Smartly.io Creative Optimization can improve performance over keeping all ads live with large creative volumes
- **If you have more than ~10 ads per ad set, try Smartly.io Creative Optimization with 8 ads live**
- In a study by a Global App Advertiser, we saw that Smartly.io Creative Optimization with eight (8) ads live gave a better performance than all 20 ads live



Bid Multipliers

- Bid Multipliers can improve performance **when we value conversions from different audience segments differently**: LTV differences, Incrementality differences, Bidding for an intermediate goal and conversion rate to final goal varies
- In studies by two App Advertisers, we improved results with Bid Multipliers compared to no Bid Multipliers (9% and 12 %) – we bid for an intermediate goal in both cases
- There is no use case for Bid Multipliers if we can bid until the end of the funnel and CPA/ROAS for that event is our primary goal
- Prefer small changes (values close to 100%) over big changes



Stop-loss/ Triggers

- Pausing underperforming ads can improve performance – especially when the customer has a large volume of ads. You can do this with either Stop-loss (recommended) or Triggers
- **Recommended setup:** Set Stop-loss target at 1.3–1.8 x expected average CPA
- Triggers can bring more consistency to any type of *'if-this-then-that'* workflow and thus save time, but also improve results
- In a study by a Global App Advertiser, we got better results with Stop-loss compared to pre-selected ads live



Image Templates

- We have multiple examples of tests where Image Templates improve performance over no image templates – most importantly for Dynamic Ads
- Sometimes, we need to **iterate on the template to find the winning formula**
- **Best practice for testing Image Templates:**
Create 3–5 templates initially, Pause underperforming ones, Create new iterations based on those that perform, Find the best template in the long run

[eBags Case Study on performance improvements with Image Templates](#)



Video Templates

- **Video Templates can improve performance when we find the right formula** – finding the right formula might require iteration
- **Video Templates with Automated Ads can be a great addition on top of Dynamic Ads** - run both for the same audience for more variability and better overall performance
- **How to test:** Test adding video on top of current assets = Test 'Static' vs. 'Static and Video'

[A blog post to learn more on the setup and iterations](#)

[In a study by Stubhub, video garnered 30% better CPA compared to carousel](#)



Automated Ads

- Automated Ads can improve performance since they allow **campaign setups that would otherwise not be possible due to extensive manual work**
- According to our analysis, the top opportunities to improve results with Automated Ads are:
 - Creative Localization
 - City name in creative
 - Local offers
 - Promote top-selling items when Dynamic Ads cannot be used

[See Toto & Greenhouse Group betting Case Study](#)



Automated Post Boosting

- The basis for performance improvement with Automated Post Boosting is similar to Automated Ads in general – we can create **campaign setups that would otherwise not be possible due to extensive manual work**
- Well-performing organic posts tend to perform as ads, which makes Automated Post Boosting a no-brainer to test

Improving Performance Beyond Smartly.io Features

You should try to find performance improvements beyond Smartly.io features – through applying **best practices**. Both aspects are important. Below, we have listed some highlights of best practices verified with systematic testing:

- Account simplification – [Bigger Audiences, Automatic Placements, Campaign Budget Optimization, etc.](#)
- Incrementality testing and [optimal budget allocation between funnel steps](#)
- Systematic creative testing, higher creative volumes and new ad formats
- Value optimization if ROAS is the primary goal
- Seasonal content in creatives
- Testing new creative concepts/higher-level assumptions behind copy



Additional Reading

Additional Reading

[Smartly.io Attribution – eBook](#)

[A Framework for Creative Testing – eBook](#)

[Blog Post on Bid Multipliers](#)

[How to allocate budget between funnel steps on Facebook](#)