



 **EMBER**TRIBE

Expectations Managed



Facebook Advertising is Not:



- **A guaranteed solution for sales**
- **A set-it-and-forget-it method**
- **Right for every business**

Facebook Advertising is:

- **Research**
- **Testing**
- **More research**
- **...And more testing**

Profitability



You Have to Pay to Learn



Welcome to the Learning Curve

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Ad Set Edit Duplicate Ad Sets... Create Rule More Columns: Performance Break

<input type="checkbox"/>	Ad Set Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount Spent	Schedule	
<input type="checkbox"/>	<input checked="" type="checkbox"/> DEM C	→	● Active (Learning) 13 Approved	1 Purchase (...)	8,828	10,635	\$74.79 Per Purchas...	\$20.00 Daily	\$74.79	Nov 29, 201...
<input type="checkbox"/>	<input checked="" type="checkbox"/> LLA ATC 1%	→	● Active (Learning) 13 Approved	1 Purchase (...)	9,968	11,486	\$74.40 Per Purchas...	\$20.00 Daily	\$74.40	Nov 29, 201...
<input type="checkbox"/>	<input checked="" type="checkbox"/> INT H	→	● Active (Learning) 13 Approved	5 Purchases (...)	7,164	8,686	\$11.12 Per Purchas...	\$15.00 Daily	\$55.60	Nov 29, 201...
<input type="checkbox"/>	<input checked="" type="checkbox"/> LLA Shopify 1%	→	● Active (Learning) 13 Approved	2 Purchases (...)	5,411	5,962	\$18.67 Per Purchas...	\$10.00 Daily	\$37.34	Dec 21, 2017

Focused Market Research

