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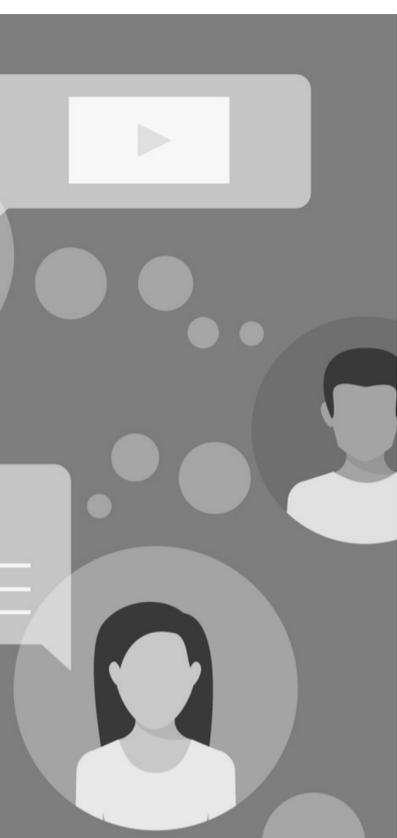
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QUICK START GUIDE

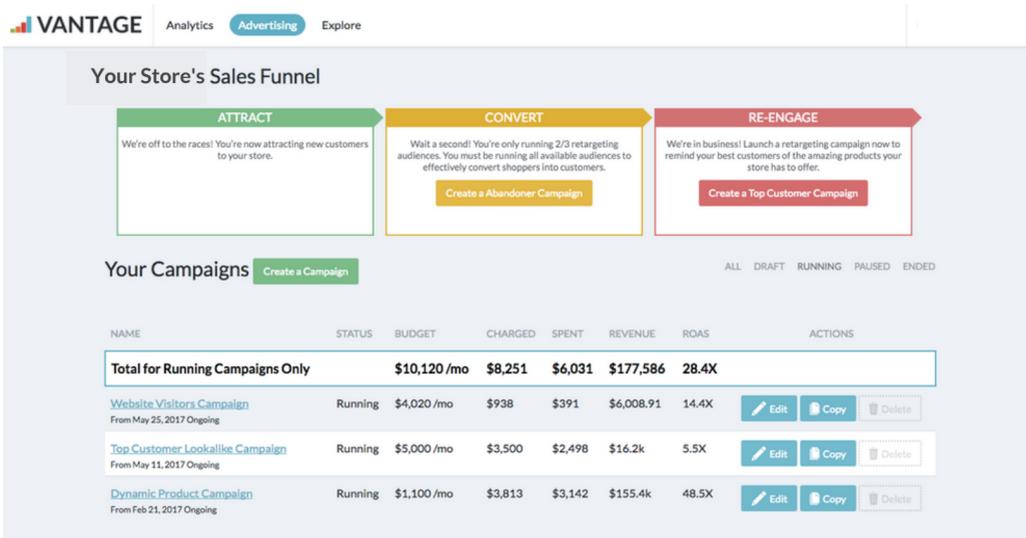
TO SMART CAMPAIGNS



Thousands of ecommerce stores have already learned that setting up ongoing Vantage Smart Campaigns is a great way to generate recurring revenue that you can count on.

In this Quick Start Guide, you'll learn everything you need to know to launch successful campaigns that make money for your store around the clock, even while you sleep!

Only Vantage creates intelligent targeted prospecting and retargeting audiences based on your ecommerce data. We use data - *lots of it*: customer behavior, interests, and previous sales to help you focus on the customers that are most likely to buy. No one wants to waste money advertising with bad ads targeting the wrong people.



All stores have three broad needs when it comes to managing their customer relationships.

Corresponding to your sales funnel, the Vantage Stack of Smart Campaigns serves those needs.

1

ATTRACT
new visitors to your store

The Attract stage is entirely focused on finding you new customers.

2

CONVERT
browsers into customers

The Convert stage is designed to bring past visitors back to your store to help you close the sale.

3

RE-ENGAGE
those customers to buy more

The Re-Engage stage is all about repeat customers and retention. We help you keep your products and brand top of mind.

It's important to know that if your store is not running campaigns within each stage of the funnel, you are leaving money on the table. Don't worry though! The Vantage Stack strategically recommends the Smart Campaigns you need to launch to enable a healthy sales funnel for your store.

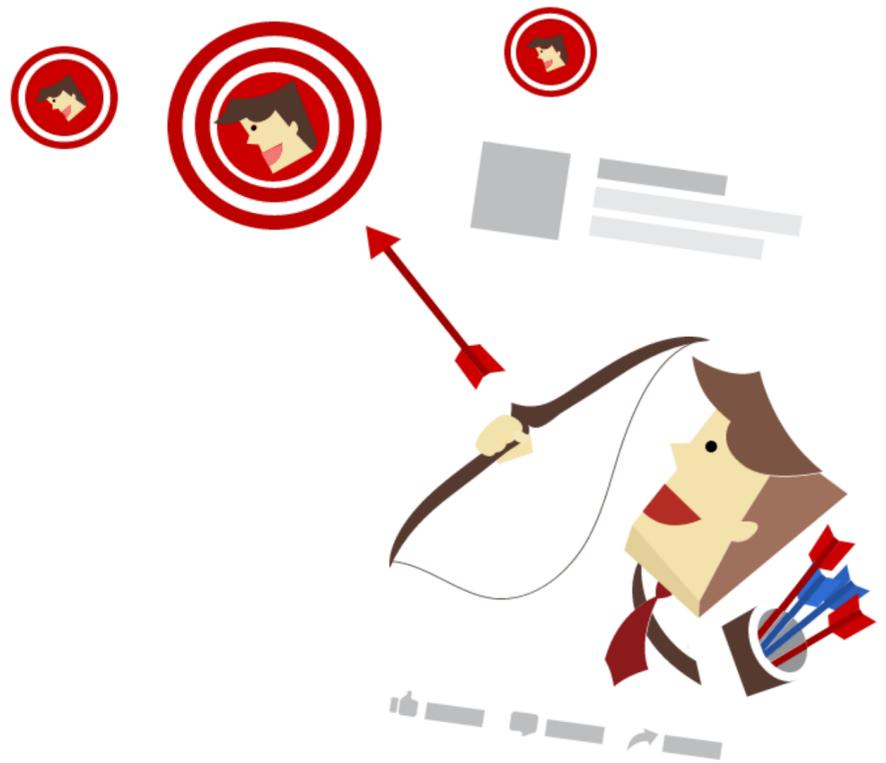
Follow the simple steps outlined in the guide below to begin launching Smart Campaigns that convert browsers into buyers today.

The Vantage Stack delivers a recurring revenue source you can count on!

Step 1 | Select an Audience

You should always be trying to attract new visitors to your store (prospect) and to bring back past visitors (retarget) to turn them into customers.

To kick-off your Smart Campaign select one of the audiences below to target.



ATTRACT

Prospecting

TOP CUSTOMER LOOKALIKE: Target audiences similar to your best customers to drive new traffic.

WEBSITE VISITOR

LOOKALIKE: Target audiences similar to your website visitors to drive new traffic.

TARGETED AUDIENCE: Target audiences based on demographics, interests and behaviors online.

AROUND ME: Target Facebook users in a specific neighborhood.

CONVERT

Retargeting

DYNAMIC PRODUCT: Create an ad that shows shoppers several products that they have already viewed, but not purchased.

WEBSITE VISITORS: Target past visitors to your website, regardless of where they bounced.

UPLOAD LIST: Upload a .csv or .txt file of at least 500 email addresses or phone numbers to target.

ABANDONED CARTS: Target all of the customers who left the store and didn't return to make a purchase.

RE-ENGAGE

Retargeting

TOP CUSTOMERS: Bring your best customers back to your store.

READY CUSTOMERS: Bring back past customers who we think are likely to make another purchase.

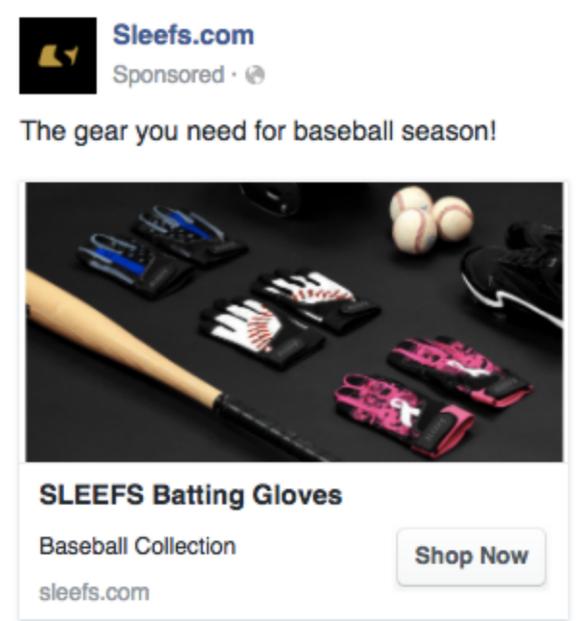
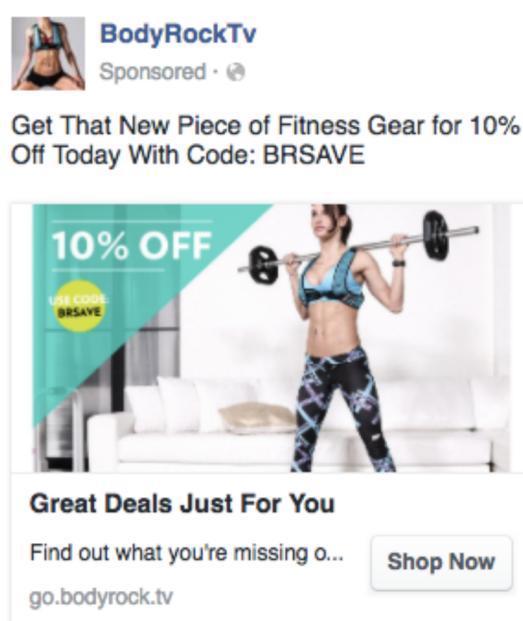
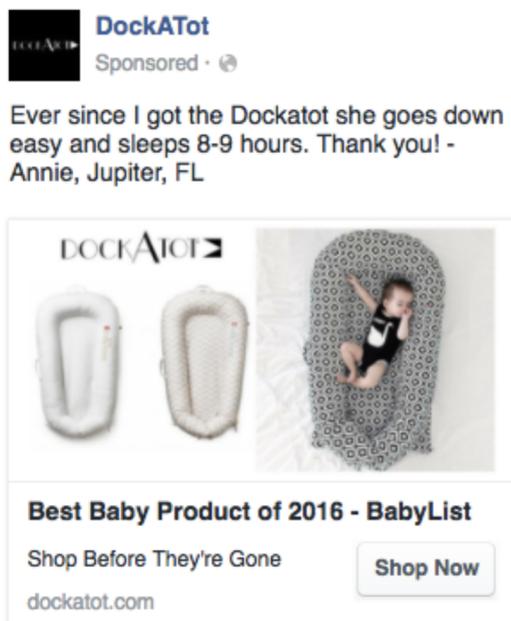


IMPORTANT

You should always be running both prospecting and retargeting campaigns. All stores need to continually attract new visitors and bring back past customers.

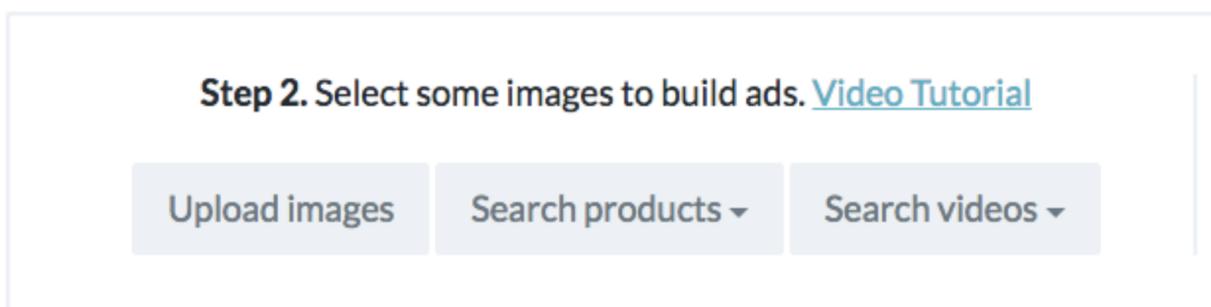
Step 2 | Ad Creative

Images



Once you've selected your audience, it's time to design your ad. Most importantly choose some great images. We suggest selecting 5-10 images to A/B test per campaign.

There are three ways to select the images for your ads:



1. Upload images from your computer
2. Search your product catalog to select images
3. Browse videos that have been uploaded to your Facebook page to create great video ads

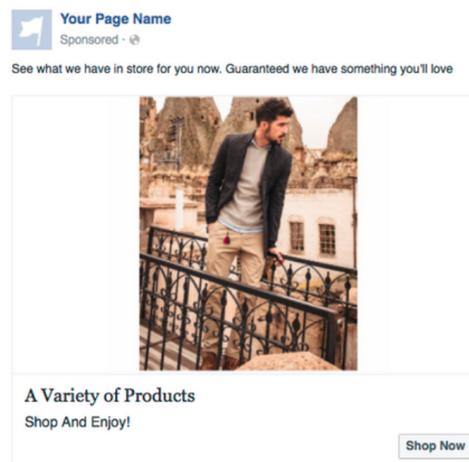
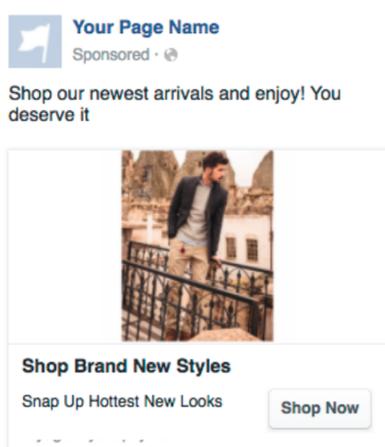
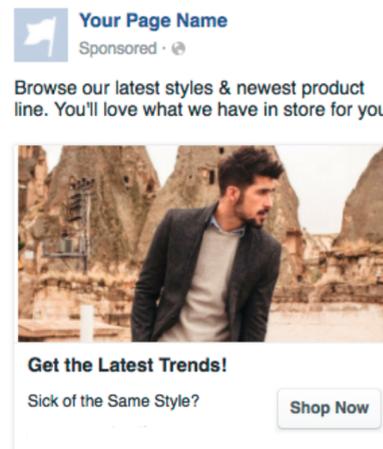
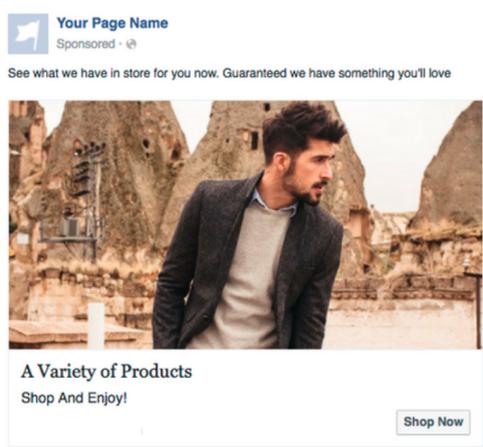
To ensure your ads really engage shoppers it's important to use the proper image size. Images for Facebook ads are rectangular while images for Instagram ads are square. Therefore the same images should not be used for both types of ads.

The dimensions (measured in pixels) are:

 **Facebook: 1200 x 628**

 **Instagram: 1080 x 1080**

Step 2 | Ad Creative Images



Quick Tip

On a Mac, you can find the size of an image by holding down the CONTROL button and clicking on the image and selecting one of the first menu items: 'Get Info'.

If your image has the wrong dimensions, you can open it on a Mac in Preview and select a portion of the image, noting the new dimensions as you drag your cursor.

When you've selected the correct dimensions, select EDIT, Copy and then FILE, New From Clipboard, and then File, Save the new image.

Test Your Text

Facebook also limits the amount of text you can show in your images to 20%. If you want to know if your images are in line with this policy, use their **Text Overlay Tool**. If the proportion of text to image is too high, your ads are unlikely to reach their full audience.

IMPORTANT



It's very important to frequently refresh the images of your ads to ensure that your audience keeps seeing them as fresh and attractive. We recommend that ecommerce stores A/B test a mix of product and general lifestyles images to learn what attracts your customers.

Step 2b | Ad Creative

Copy

Setting up your ad's copy – the words you'll use in your ad – can be trickier than it sounds. Depending on your ad type, you will need copy for a few different sections: The headline, the text, and your link description.

There are four ways to edit copy on your ads:

1. Click the 'Edit' button on an individual ad
2. Click the 'Edit all Ads' button to edit all ads simultaneously
3. Click on several ads and select the 'Edit all Ads' button to edit multiple ads
4. Write copy in the editor and click the 'Add' button. Then drag-and-drop the copy over onto each ad copy section

The screenshot displays the Vantage advertising dashboard for a 'Top Customers Campaign'. At the top, there's a navigation bar with 'VANTAGE', 'Analytics', 'Advertising', and 'Explore'. Below this is a campaign summary bar showing 'Top Customers Campaign', 'AUDIENCE' (checked), 'ADS' (4), 'START DATE' (ASAP), 'BUDGET' (\$1,070), and 'Save'/'Run' buttons. The main content area is divided into sections for 'Newsfeed', 'Right-hand column', 'Mobile', and 'Instagram'. A central ad preview for 'DockATot' is shown, with a 'Shop Now' button. To the right, a 'Copy Editor' panel allows for creating and managing ad copy, with a list of existing copy options. Red numbers 1, 2, 3, and 4 are overlaid on the interface to highlight key actions: 1 points to the 'Edit' button on the ad, 2 points to the 'Edit all Ads' button, 3 points to the ad's text area, and 4 points to the 'Add' button in the copy editor.

It's a good idea to A/B test several different headlines and body copy to find out what copy compels people to click on your ad.

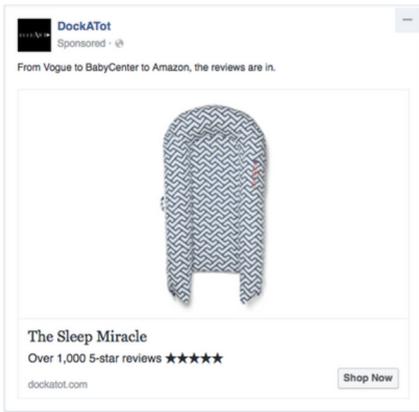
When dealing with News Feed, Mobile and Instagram ads, you can select a 'Call to Action' button such as Learn More or Shop Now. These buttons have proven to be really effective to increase the click through rate.

IMPORTANT

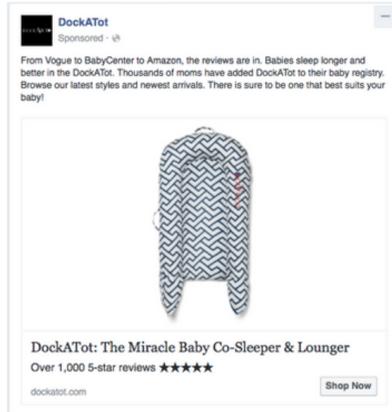
Remember, keep your copy short and extremely clear. Don't just try to sell. Focus on convincing users to click on the ad to come visit your store. Try to be catchy and clearly explain to viewers why they should click. Offering discounts can help but don't rush to give up margin or to attract clicks that won't convert.

Ad Creative Tips and Tricks

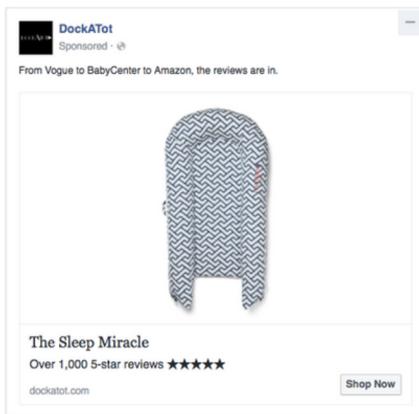
With ad copy, shorter is better



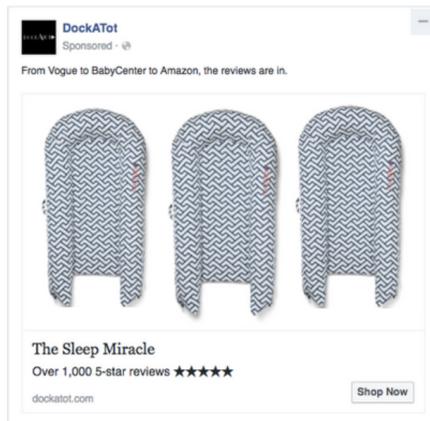
VS.



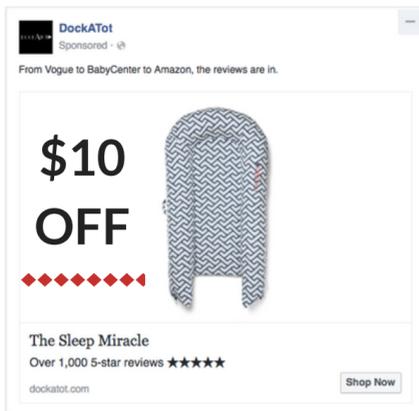
Images with one product often outperform ones with multiple products



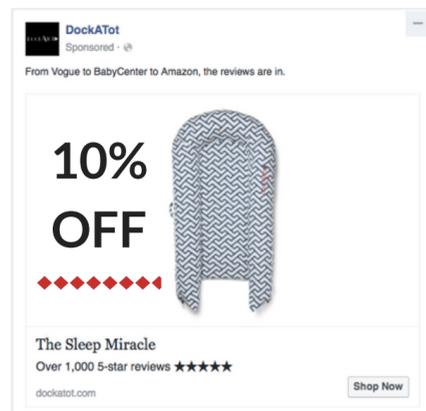
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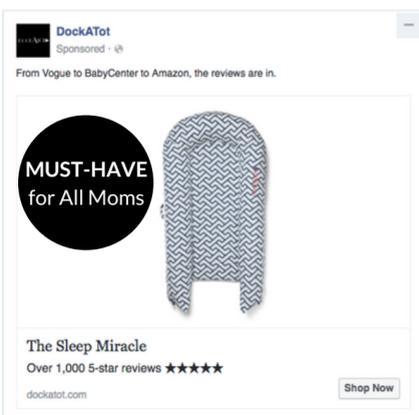
Discounts stated in dollars usually perform better than those in percentages



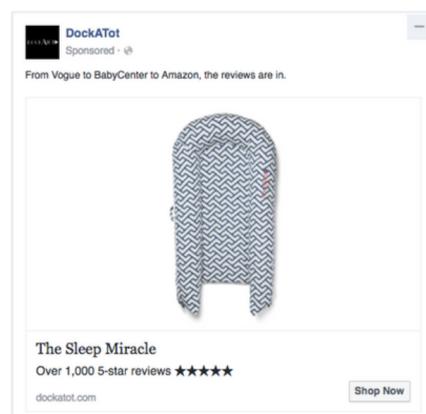
VS.



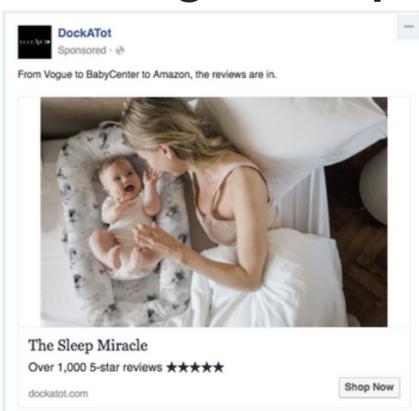
Images with text overlay perform better than creative without



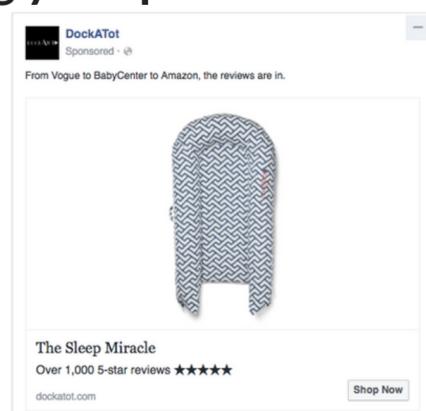
VS.



Use images with people using your product



VS.



Always. Be. Testing.

A/B testing your ads is the only way to find out what your customers are looking to see before they hit the checkout and make a purchase.

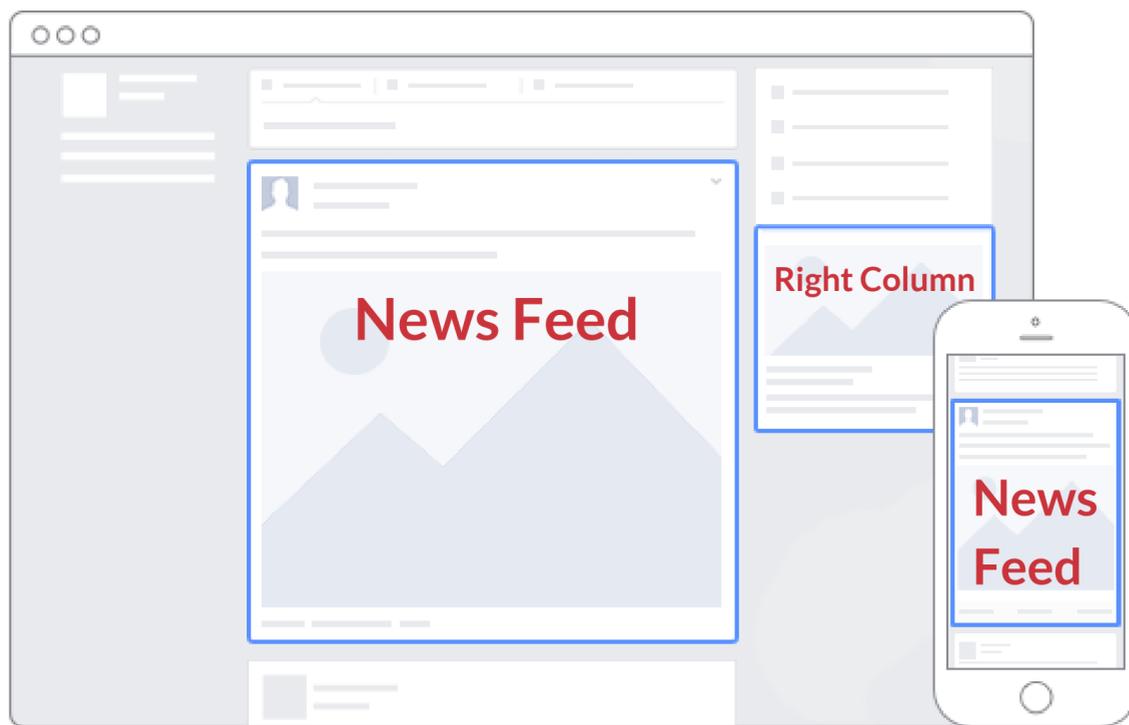
You should be testing:

- Headlines
- Body copy
- Images
- Call to actions
- Combination of the above

We have outlined here a few tips and tricks to try while setting up your A/B tests that we have seen provide great returns for our customers.

There is no greater value for an ecommerce business than actually uncovering their audience's interests, preferences, and personalities.

Step 3 | Ad Placement



News Feed:

News Feed ads appear in the stream of friends updates in the center of the Facebook screen accessed on a computer.

Right Column:

You can also opt for your ads to appear in the right-side columns across Facebook. Keep in mind that right column ads only appear to people browsing Facebook on computers.

Mobile:

Mobile ads are the same as News Feed, but refer to ads seen in the Facebook app or browser web page accessed on a mobile phone.

Instagram:

Ads are displayed in the Feed on Instagram.

Step 3. Use the selected media to build ads for:

Facebook

Instagram

All Platforms

IMPORTANT

We recommend running ads in all placements and on Facebook and Instagram for the following reasons:

- Engagement varies campaign by campaign, you never know where your audience will be most compelled to click.
- When all placements are launched, Vantage will optimize your campaigns based on which placements are driving the most revenue for you.

Step 4 | Campaign Optimization

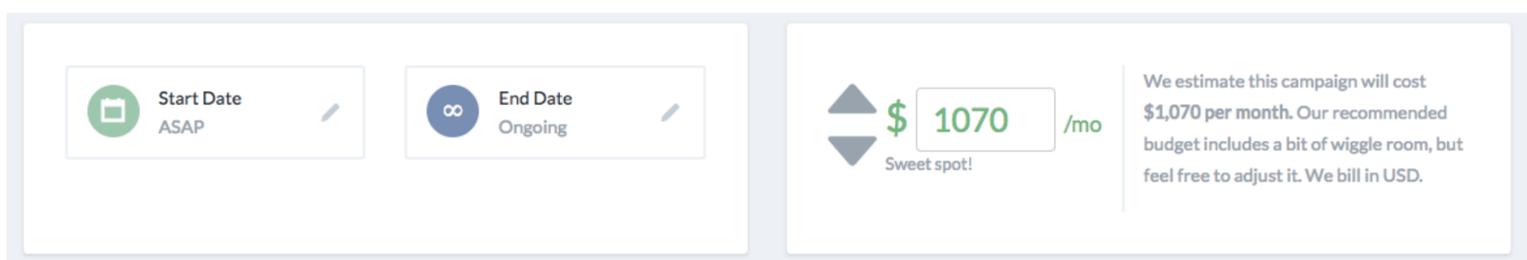


Our customer favorite Smart Campaign feature is our automatic campaign optimization! The Vantage platform automatically optimizes out the bad ads and re-allocates the budget to the best ads, placements, and channels to ensure you never spend money on bad ads. Think of the time and money you'll save only running ads that are performing.

PLEASE HELP - To ensure we can optimize your campaigns effectively and provide the best possible return, we would appreciate if you followed these guidelines:

- Use multiple placements
- Make sure you use 5-10 ads per placement
- Test different copy and images (always be testing)

Step 5 | Duration and Budget



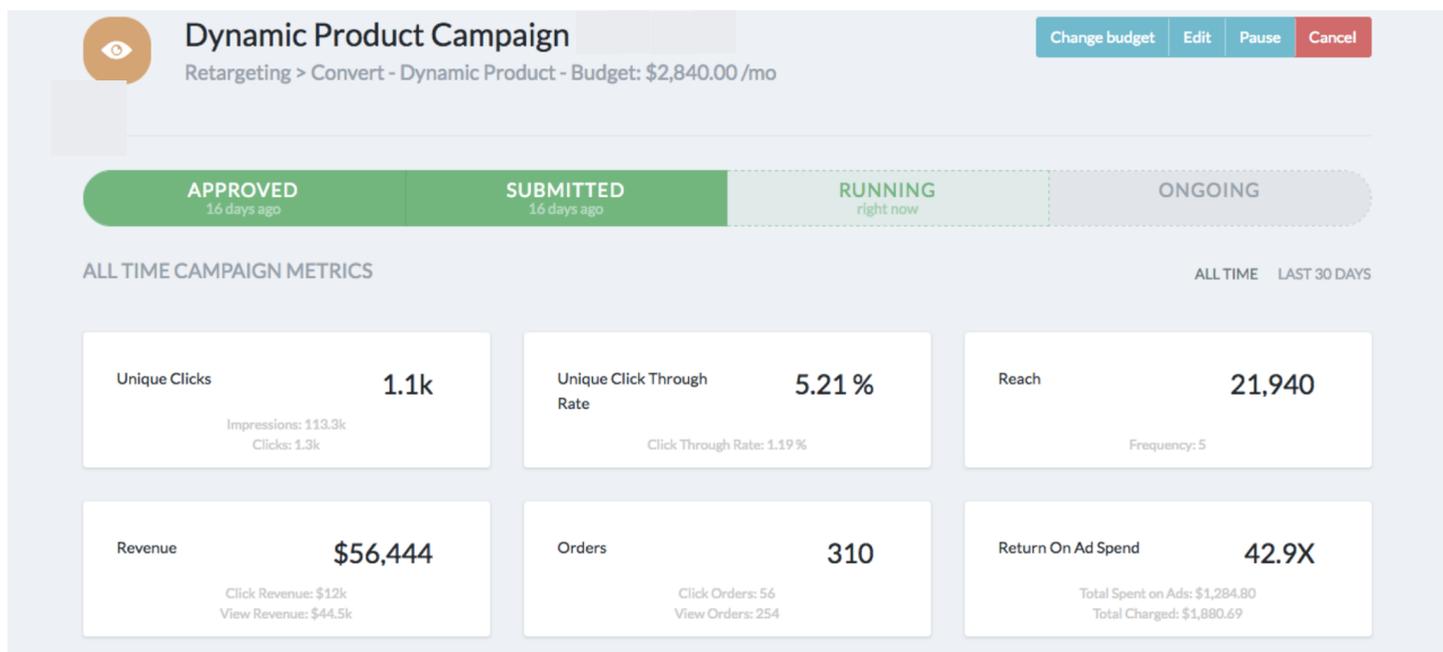
Vantage recommends that you set the duration of your campaigns to ongoing. When it comes to your marketing efforts it's important to communicate with your customers on an ongoing basis, and not solely during peak shopping seasons when it's expensive to advertise.

A best practice would be to have ongoing campaigns running throughout the entire year to ensure you have a continual source of recurring revenue and to supplement this foundation with additional fixed-length campaigns for any promotional or seasonal campaigns.

Vantage recommends a budget that will help you get the greatest reach possible based on the size of the target audience.

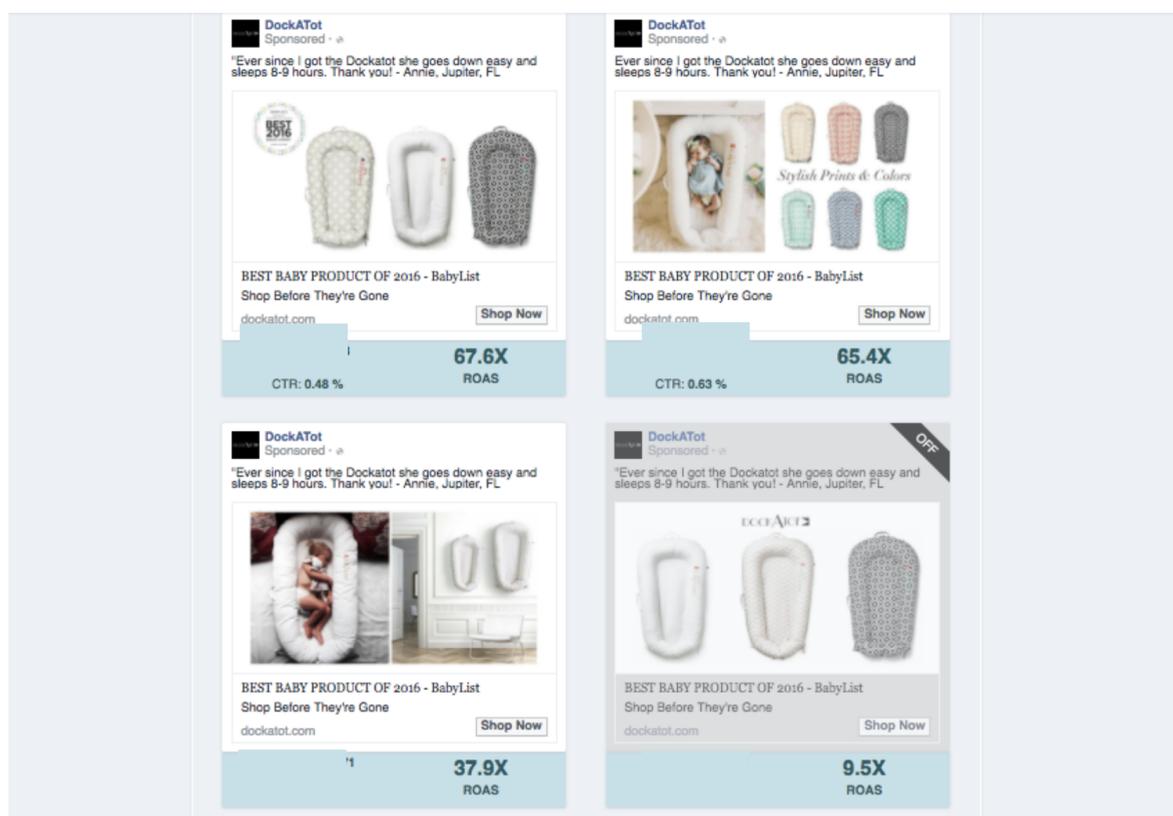
You are free to adjust the budget (minimum spend is \$100/channel). It is important to understand that if you decrease your budget, you will be missing out on potential customers.

Step 6 | Campaign Performance



Once your campaigns are launched you will want to check how they perform: how many orders your campaign drove, the revenue generated, your return on ad spend, and many more key metrics.

Vantage campaigns are automatically optimized based on revenue that they drive. That said, prospecting campaigns fall under the Attract stage of your sales funnel and are designed to drive new visitors to your site. In that case, the number of unique clicks (visitors) the campaign drove to your store is the metric that matters most. Your campaigns within the Convert stage will retarget and convert them later in the funnel.



Make sure to A/B test your ads! Vantage will turn off the worst ads to ensure that you don't spend money on bad ads. You can check in and see which ads are still running and performing best and which ones didn't make the cut.

As you continue to revise and build Smart Campaigns, we recommend that you carry the insights found here into the rest of your campaigns, only showing your customers the copy and images that resonate most.

There you have it! You're now on your way to building Smart Campaigns that convert into sales.

The Vantage Customer Success team is standing by to help
- support@gotvantage.com.



Click this button to launch a
Smart Campaign now!

[Create a Campaign](#)