



# ROIHUNTER SEEDS STRATEGY

Working closely with our clients, we found a new way how to bring new highly relevant visitors to your website, having decreasing CPC in time and growing number of transactions and traffic. Check it yourself with this step-by-step guide!

**Setup:** Create several large audiences, serve them nice banners in newsfeed, RHS or carousel ads, set up very low budget (10-20 EUR), conversions for Purchase event and oCPM bidding with autobid.

**Idea:** With this bidding and low budget, you will force FB to choose carefully the most relevant people. The algorithm will adjust based on the first results so give it 2-3 days to settle and then evaluate. Keep an eye on CPC, ROI and stop bad performing ad sets. Slowly but continuously increase budget for good ad sets. Run DPA campaign at the same time! New visitors don't need to necessarily convert at their first visit, DPAs will take care of remarketing automatically.



## Creatives

- DPA for new customers - carousel
- Statics ads - nice newsfeed or RHS banners (easily done in Image Editor)

Running carousel DPA for new customers, you will make sure that your creative is always new and refreshed, serving unique ad creative automatically thanks to Facebook recommendation engine.

**TIP:** try Audience Network placement for DPA to extend campaigns beyond Facebook into other mobile apps



## Targeting

The key is to have a BIG audience (+300k people and more) in each ad set. Easy to reach it with targeting interests, though you have to try various lookalike percentage to reach it. Always exclude your DPA audience (e.g. WCA ViewContent in 7 days) to prevent overlapping.

- LaL from event Purchase
- LaL from website visitors
- WCA from past 180 days
- Interests
- test it, test it, test it !!!



## Bidding

- oCPM + Autobid, conversions towards purchase

With low budget, you will get into auctions with little competitors cos they usually bid higher or have a bigger budget. With nice banners, you have a great chance to win the auction with very low price. Check your ad sets and continue with increasing the budget gradually. You will simply "grow" your customers and increase number of transactions thanks to optimization towards purchase conversions.

CPC can change during the time due to autobid but it's normal, looking at overall CPC statistics for "seeds" strategy, CPC is generally very low =)

## Give it a try and test it!

It might happen that the performance won't be that good at the beginning. Don't worry, just keep testing various creatives and various events in conversions. Try AddToCart conversion if you don't have enough data from Purchase event. Share your results with us! Get in touch with your Client Partner, tweet us or post it on our Facebook.

Happy Hunt!



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