

THE INTERSECTION OF SEARCH AND SOCIAL

Workshop



EXPERIMENT #2

Use Facebook Ads to Test Paid Search Ad Text by Demographic

Experiment Overview

Marketers will test paid search messaging on Facebook ads to targeted consumer segments in order to determine which creative direction works best to generate a greater response (via click) with those audiences.

Purpose/Question

Most marketers have a handful of key, target audiences that have proven to convert at higher rates than other segments. Search engine ad platforms do not allow for fine demographic targeting but Facebook offers marketers the ability to create very granular ad groups by age, gender, and other demographic and behavioral attributes. So how can search marketers use Facebook to better “speak the language” of their target audience when reaching them via search ads?

Even though consumers engage with social advertising differently than paid search ads, there are enough similarities between the two channels (e.g. auction-based PPC ads featuring text) in which insights will prove useful to help drive paid search performance.

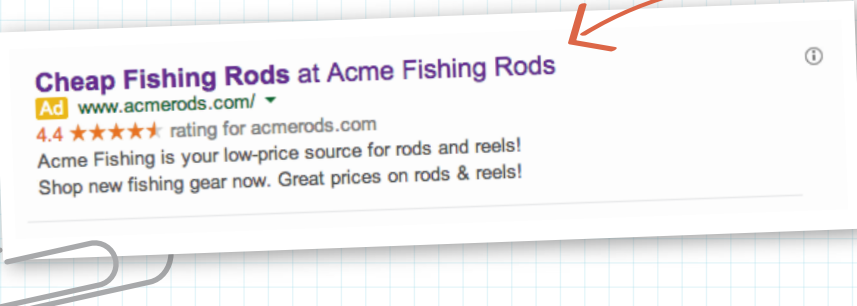
Research

1. Identify best creative variations from paid search

Within your paid search account, select 3 high-volume ad groups (which will become Tests A, B, and C) and choose your best ad from each group. It’s up to you which performance metrics you use to determine the “best” ads.

2. Create new variations

Next, generate up to 4 additional headlines for each ad with varying creative directions/tones. For example, “promotion”, “name brand”, “quality”, “time-sensitive deal”, “buy 1 get 1 free”, etc. Record your direction for each headline variation.



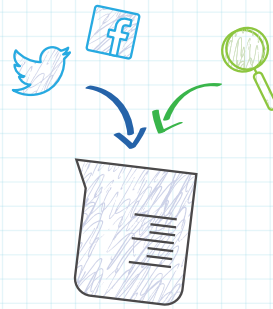
- Direction 1 = Price (Headline = “Cheap Fishing Rods”)
- Direction 2 = Time-sensitive (“2-Day Sale on Rods”)
- Direction 3 = Best (“Best Fishing Rods Here”)
- Direction 4 = Seasonal (“Rods for the Season”)
- Direction 5 = Question (“Need a new rod?”)

Repeat this process for your other two ad groups (Tests B and C).



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Research, cont'd

3. Set up your Facebook ads

Identify your most valuable audience segments and map them to Facebook ad campaigns. For example, Males in the southern United States aged 25-54.

Page Post Link Ads (PPLA) in the Right Hand Column (RHC) will provide the closest match to paid search, although News Feed ads may be necessary if reaching mobile users is important. Use the same image across all ads within your test if at all possible, or that may skew your results.

Cheap Fishing Rods at Acme Fishing Rods
Ad www.acmerods.com/
4.4 ★★★★★ rating for acmerods.com
Acme Fishing is your low-price source for rods and reels!
Shop new fishing gear now. Great prices on rods & reels!

Acme Fishing Rods
Sponsored · @
Acme Fishing is your low-price source for rods and reels!

Cheap Fishing Rods at Acme Fishing
Shop new fishing gear now. Great prices on rods & reels!
WWW.ACMERODS.COM
Shop Now

Like · Comment · Share · 133 12 26

Create 3 new ad sets for Test A, B, and C. Load each set's test ads accordingly, using the above as a guide. You can use your paid search bids as a starting point, but choose a similar bid and budget for each group and try not to change them during the test period.

If you already have corresponding Facebook ad sets that map to the products/services being promoted via paid search, load the 5 ads for Test A, B, and C into the matching Facebook ad sets. Keep the spending, bidding, and other settings the same during the test period. If your existing ads are not Page Post Link Ads, you may need to adapt the "translation" from your search ads, and your success metrics may be slightly different.

IMPORTANT

Before you start the test:

- ▶ Calculate your Facebook costs and make sure you are prepared to spend at that level before you go live with your test ads. Monitor them closely so that they don't accidentally spend over your desired limits.
- ▶ Make sure the landing pages you are using for these ads include the right destination URLs, tracking parameters, etc. based on your current advertising best practices.
- ▶ Keep in mind that Right Hand Column (RHC) ads on Facebook are desktop only so, if your social program has a significant mobile component, consider News Feed ads.
- ▶ Check your test groups daily (or even twice a day) to ensure they are live and running ads.
- ▶ Run these ads for 1 week. After 1 week, pause your test creative and restart your previous creative (if you had live Facebook ads before the test).

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Hypothesis

Write an if/then statement based on what you think the results will show. Try to quantify the effect rather than a generic statement. You can predict multiple things – even a prediction that nothing will happen is still a prediction.

Example: When I test search ad headlines on Facebook targeted to my most important consumer segments, they will choose the ads that are most relevant to their buying behavior – providing valuable insights for generating new search ad creative.

Analysis

Record what happened during the experiment. Which headlines had the highest click-through rate? If you are not using Page Post Link Ads, which headlines generated the highest rate of other outcomes (likes, offers, etc.).

Test A	Creative Direction	Facebook Campaign CTR
Campaign: Fishing Group: Rods FB Targeting: Southern US, Males 25 - 54	Price (“Cheap Fishing Rods”)	0.04%
	Time-sensitive (“2-Day Sale on Rods”)	0.07%
	Best (“Best Fishing Rods Here”)	0.10%
	Seasonal (“Rods for the Season”)	0.19% <i>winner!</i>
	Question (“Need a new rod?”)	0.02%

If there’s a clear winner... take that insight and test that direction and a few other close iterations in your paid search ad groups. Do those search ads drive higher CTR?

Extra Credit: Test the new messages’ effect on conversion metrics such as conversion rate, Cost Per Acquisition (CPA), or Return on Investment (ROI).

If there’s no clear winner... the creative directions of your headline variations may not have been different enough. Run the test again with a new group of more varied headlines.

Conclusion

Review the data and compare the effects to your hypothesis. Detail the results. Remember, being “wrong” is not bad. You can still learn something from results that don’t match your hypothesis.

Next Steps

Try taking this experiment to the next level and test other headlines, lines of description, more ad groups, and other elements of your paid search messaging in Facebook. Discover for yourself if social advertising’s ability to segment by consumer attributes can help provide valuable insights that can be used to maximize your paid search performance.

BONUS TIPS FOR KENSHOO CLIENTS:

- Generate multiple ad and targeting permutations using Kenshoo Social to run your test across different demographic segments.
- Control the number of impressions each creative gets in the test (instead of allowing Facebook to deliver impressions to the creative that receives the highest CTR) by using Kenshoo Social’s ‘one ad per ad set’ feature when creating your ads.
- Use Kenshoo Social Demand-Driven Campaigns™ (DDC) to automatically select the best-performing ads from paid search or Google Shopping campaigns and turn them into Facebook ads.
- If you simply want to understand the demographic profile of your existing paid search efforts, you can use Kenshoo’s Intent-Driven Audiences™ to create custom audiences in Facebook based on search clicks in your campaign, which can then be profiled in Facebook.