

# **FB Remarketing**

**Segmentation Strategies for maximum Revenue & ROAS**

# Prediction

**We target an audiences because what we know from them helps us predict the likelihood of a conversion..**

# Recency + Behaviour

One of the greatest predictors of future behaviour is...

**“past behaviour”**

especially, **the RECENCY** of that past behaviour.

# Cold, Large Audience

When we target a large, cold audience, we don't really know what they did last, and when.

Facebook does!

Thus, we can rely on Facebook algorithm to optimize the targeting.

It uses AI and it knows a lot about the prospects.

# Warm, Small Audiences

**When we target smaller warmer audiences, like site visitors, we know what they did and when.**

**Their behaviour is a strong signal of their level of intent and likelihood of conversion.**

**The audience has already taken a step in the funnel, are more aware of the brand, and are more likely to convert** (due to consistency, commitment, familiarity and other emotional triggers)

**Therefore we can segment and take more control of the targeting to get better results - more sales and better ROAS.**

# Typical Remarketing Setup...

## All Visitors + Optimize for Conversions

	Ad Set Name		Included Custom Audiences	Excluded Custom Audiences
<input checked="" type="checkbox"/>	Rem ALL Site Visitors 60 Days		<ul style="list-style-type: none"><li>Site Visitors - 60 Days</li></ul>	<ul style="list-style-type: none"><li>Purchasers</li></ul>


### Optimization & Delivery

Optimization for Ad Delivery ⓘ

Conversions ▼

# Typical Remarketing Setup...

Same Ad, Optimization and Creatives for Everyone?



	Ad Set Name		Included Custom Audiences	Excluded Custom Audiences
<input checked="" type="checkbox"/>	Rem ALL Site Vis		<ul style="list-style-type: none"><li>Site Visitors - 60 Days</li></ul>	<ul style="list-style-type: none"><li>Purchasers</li></ul>

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Optimization & Del

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Optimization for Ad Delivery ⓘ

Conversions ▼

# A Better Remarketing Setup...

Lets take control!

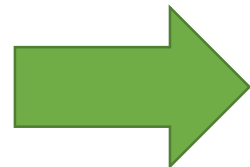
For Each Segment...	We Decide (and optimize)
<b>Recency</b> <b>Behaviour</b> <b>Placement</b>	<b>Budget</b> <b>Delivery Optimization</b> <b>Creative</b> <b>Frequency</b>



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<http://bit.ly/spashmore>

# Segment: Recency

Recency
0-3 Days
4-14 Days
15-30 Days

# Segment: Recency

Recency
0-3 Days
4-14 Days
15-30 Days



# Segment: Recency

Recency
0-3 Days
4-14 Days
15-30 Days



**Go for as small  
as possible!**

# Segment: Behaviour

Behaviour
Not interested
Viewed Product
Added to Cart
Purchased

# Segment: Behaviour

Behaviour
<del>Not interested</del>
<b>Viewed Product</b>
<b>Added to Cart</b>
<del>Purchased</del>

# Segment: Behaviour

**Behaviour**

~~Not interested~~

**Viewed Product**

**Added to Cart**

~~Purchased~~



**Best ROAS**

# Segment: Placement

Placement
Desktop News Feed
Desktop Right Hand Side
Mobile News Feed
Instagram



# Segment: Placement

Placement
Desktop
RH
Mobile
Insta

# Segment: Placement

Placement
Desktop
RH
Mobile
Insta



**Largest # Of  
Conv**

# Segment: Placement

Placement
Desktop
RH
Mobile
Insta



**Surprising  
Results**

# Segment: Creative to Match Placement

Placement
Desktop
RH
Mobile
Insta

Ad Name ⓘ Abandoned Cart 14-21d, Right (c) ⚙️


1 of 1 Ad

Products 1 of 5 Sample


Desktop Right Column ▾ 1


**Identity**


Facebook Page  
Your Facebook Page represents your business in ads.


 Pool & Spa Warehouse ▾

**Creative**

☒  Ad with an image

☐  Ad with multiple images in a carousel (Recommended)  
Show multiple images for the same price. [Learn more.](#)

☐  Collection  
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)



**Onga PPP1100**  
[poolandspawarehouse.com.au](https://poolandspawarehouse.com.au)  
Take 5% OFF today with coupon code "FB5". In Stock, Same Day Dispatch.

[Refresh preview](#) • [Report a problem with this preview](#)

**Make sure the creative format matches the placement!**

# Segment: Placement

Placement

Desktop

RH

Mobile

Insta



## identity


### Facebook Page

Your Facebook Page or Instagram account represents your business in ads.




 Pool & Spa Warehouse ▾

### Instagram Account ⓘ

Select an Instagram account to represent your business in your Instagram ad. To manage available Instagram accounts, contact your Business Manager admin.

 pool.and.spa.warehouse ▾

## Creative

- ☐  Ad with an image
- ☐  Ad with multiple images in a carousel (Recommended)  
Show multiple images for the same price. [Learn more.](#)
- ☒  Collection  
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

### Customize Your Instant Experience

Collection includes an Instant Experience that opens when someone interacts with your ad. Use the space to promote products from your catalog, get new customers, introduce your brand, or encourage people



**Make sure the creative format matches the placement!**

# Segment: Placement

## Recommended Ad Type

Placement	Ad Type
Desktop	Carousel
RH	Single Product
Mobile	Carousel, Collection
Insta	Carousel, Collection

# Segment: Placement

## Recommended Ad Type

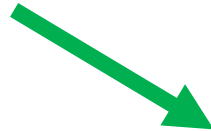
Placement	Ad Type
Desktop	Carousel
RH	Single Product
Mobile	Carousel, Collection
Insta	Carousel, Collection



**Great  
Results**

# Collection

## Use Dynamic Video



**Edit Instant Experience**

**Product**

**Catalog** ⓘ

ⓘ This ad uses the catalog you selected for this campaign. To use a different catalog, edit your campaign. ...

Pool & Spa Warehouse (Simple Titles) ▾

☒ Order dynamically ⓘ ☐ Choose a specific order ⓘ


Products will be chosen and sections will be arranged in a different order for each person based on what's most relevant to them.

**Product Set** ⓘ

All Products 2,046 ▾

**Cover Video or Image**

Dynamic Video ▾

 Products from All Products ⓘ  
Customization Options


**Automatically group into relevant sections** ⓘ ☒ ON  
This option only applies to ads on Facebook.


Edit section titles

Include discount section ⓘ ☐ OFF

Show Advanced Options ▾

**Instagram**







# Let's Take Control

## Optimize By Recency

Recency	Optimize Delivery	Budget / Freq *	Creative
0-3d	Impressions or Link Clicks	4	Short, Hard Sell Strongest USP
4-14d	Link Clicks, Landing Page Views, or Conversions	2 - 4	Longer Secondary Benefits
15-30d	Conversions	2 - 4	Special Offer Strongest USP

Placement	Budget / Freq *	Creative
RH Placement	10-20	Very Short

**\* Adjust budget to achieve desired ROAS & Freq Target**

# A Sample of the Segments (Adsets)

Recency	Behaviour	Placement	Delivery Opt
0-3d	Aban.Cart	Desktop	Impressions
0-3d	Aban.Cart	Mobile	Impressions
0-3d	Aban.Cart	RH	Impressions
0-3d	Aban.Cart	Desktop	Impressions
4-14d	Aban.Cart	Desktop	Link Clicks
4-14d	Aban.Cart	Mobile	Link Clicks
4-14d	Aban.Cart	RH	Link Clicks
4-14d	Aban.Cart	Desktop	Link Clicks
15-30d	Aban.Cart	Desktop	Conversions
15-30d	Aban.Cart	Mobile	Conversions
15-30d	Aban.Cart	RH	Conversions
15-30d	Aban.Cart	Desktop	Conversions

Recency	Behaviour	Placement	Delivery Opt
0-3d	Viewed Product	Desktop	Impressions
0-3d	Viewed Product	Mobile	Impressions
0-3d	Viewed Product	RH	Impressions
0-3d	Viewed Product	Desktop	Impressions
4-14d	Viewed Product	Desktop	Link Clicks
4-14d	Viewed Product	Mobile	Link Clicks
4-14d	Viewed Product	RH	Link Clicks
4-14d	Viewed Product	Desktop	Link Clicks
15-30d	Viewed Product	Desktop	Conversions
15-30d	Viewed Product	Mobile	Conversions
15-30d	Viewed Product	RH	Conversions
15-30d	Viewed Product	Desktop	Conversions

# How it looks in Facebook...

Recency	Behaviour	Placement	Delivery Opt	Recency	Behaviour	Placement	Delivery Opt				
0-3d	Cart	Ad Set Name	Delivery	Website Content Views	Website Adds to Cart	Website Purchases	Website Leads	Results	Reach	Frequency	Impressions
0-3d	Cart	Abandoned Cart 0-3d, Desktop (lc)	● Active Initial learning complete	107	28	12	4	12 Purchases	332	2.40	Impressions
0-3d	Cart	Abandoned Cart 0-3d, Mobile (lc)	● Active Initial learning complete	694	83	20	16	20 Purchases	1,769	2.46	Impressions
0-3d	Cart	Abandoned Cart 0-3d, Right (lc)	● Active Initial learning complete	54	7	3	—	3 Purchases	350	4.63	Impressions
0-3d	Cart	Abandoned Cart 14-21d, Desktop (c)   	● Active Initial learning complete	74	16	5	6	5 Purchases	829	4.64	Impressions
4-14d	Cart	Abandoned Cart 14-21d, Mobile (c)	● Active Initial learning complete	306	34	7	7	7 Purchases	2,205	3.56	Link Clicks
4-14d	Cart	Abandoned Cart 14-21d, Right (c)	● Active Initial learning complete	95	7	3	4	3 Purchases	1,191	16.28	Link Clicks
4-14d	Cart	Abandoned Cart 4-13d, Desktop (c)	● Active Initial learning complete	111	16	2	4	2 Purchases	729	3.45	Link Clicks
4-14d	Cart	Abandoned Cart 4-13d, Mobile (c)	● Active Initial learning complete	234	33	5	3	5 Purchases	1,680	2.60	Link Clicks
4-14d	Cart	Abandoned Cart 4-13d, Right (c)	● Active Initial learning complete	189	34	11	6	11 Purchases	1,248	14.19	Conversions
15-30d	Cart	Viewed Product 0-3d, Desktop (lc)	● Active Initial learning complete	1,011	59	9	16	9 Purchases	3,136	2.88	Conversions
15-30d	Cart	Viewed Product 0-3d, Mobile (lc)	● Active Initial learning complete	2,710	62	14	22	14 Purchases	10,046	2.00	Conversions
15-30d	Cart	Viewed Product 0-3d, Right (lc)	● Active Initial learning complete	687	25	6	13	6 Purchases	4,667	7.13	Conversions
15-30d	Cart	Desktop	Conversions	15-30d	Viewed Product	Desktop	Conversions				

# Avoid Audience Overlaps

(It is Critical! Or they would compromise the structure!)

Audience	Include	Exclude
0-3d Cart Abandoners	Added to Cart 3d	Purchasers 30d
4-14d Cart Abandoners	Added to Cart 14d	Added to Cart 3d Purchasers 30d
15-30d Cart Abandoners	Added to Cart 30d	Added to Cart 14d Purchasers 30d
0-3d Viewed a Product	Viewed a Product 3d	Purchasers 30d Added to Cart 3d
4-14d Viewed a Product	Viewed a Product 14d	Viewed a Product 3d Added to Cart 14d Purchasers 30d
15-30d Viewed a Product	Viewed a Product 30d	Viewed a Product 14d Added to Cart 30d Purchasers 30d

# Avoid Overlaps

(They would compromise the structure)

Audience	Include	Exclude
0-3d Cart Abandoners	Added to Cart 3d	Purch
4-14d Cart Abandoners	Added to Cart 14d	Add Purch
15-30d Cart Abandoners	Added to Cart 30d	Add Purch
0-3d Viewed a Product	Viewed a Product 3d	Purch Add
4-14d Viewed a Product	Viewed a Product 14d	View Added to Cart 14d Purchasers 30d
15-30d Viewed a Product	Viewed a Product 30d	Viewed a Product 14d Added to Cart 30d Purchasers 30d

☒ Custom Combination

Promote All Products to a custom audience based on how people interact with products

From All Products ▼ +

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Included Audience Interactions

Product Viewed ▼ In the last 30 days

[+ Add inclusion](#)

But Not Purchased ▼ In the last 30 days ✕

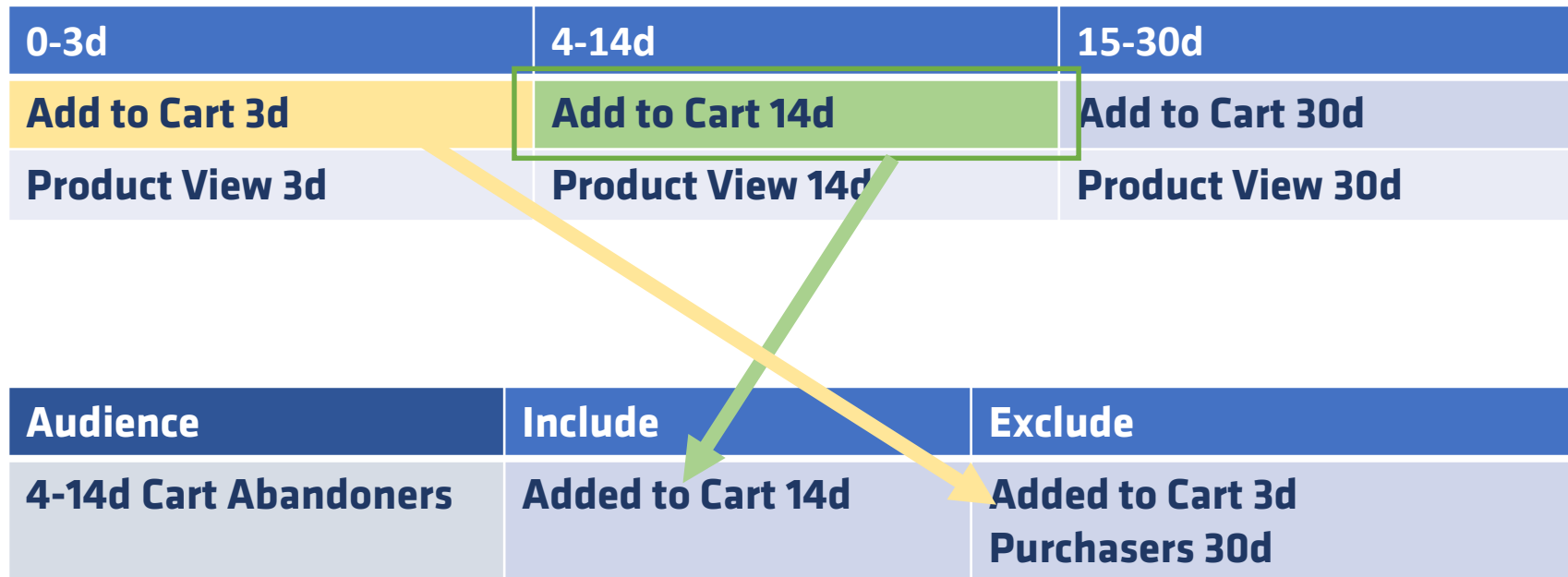
Added to cart ▼ In the last 30 days ✕

Viewed ▼ In the last 14 days ✕



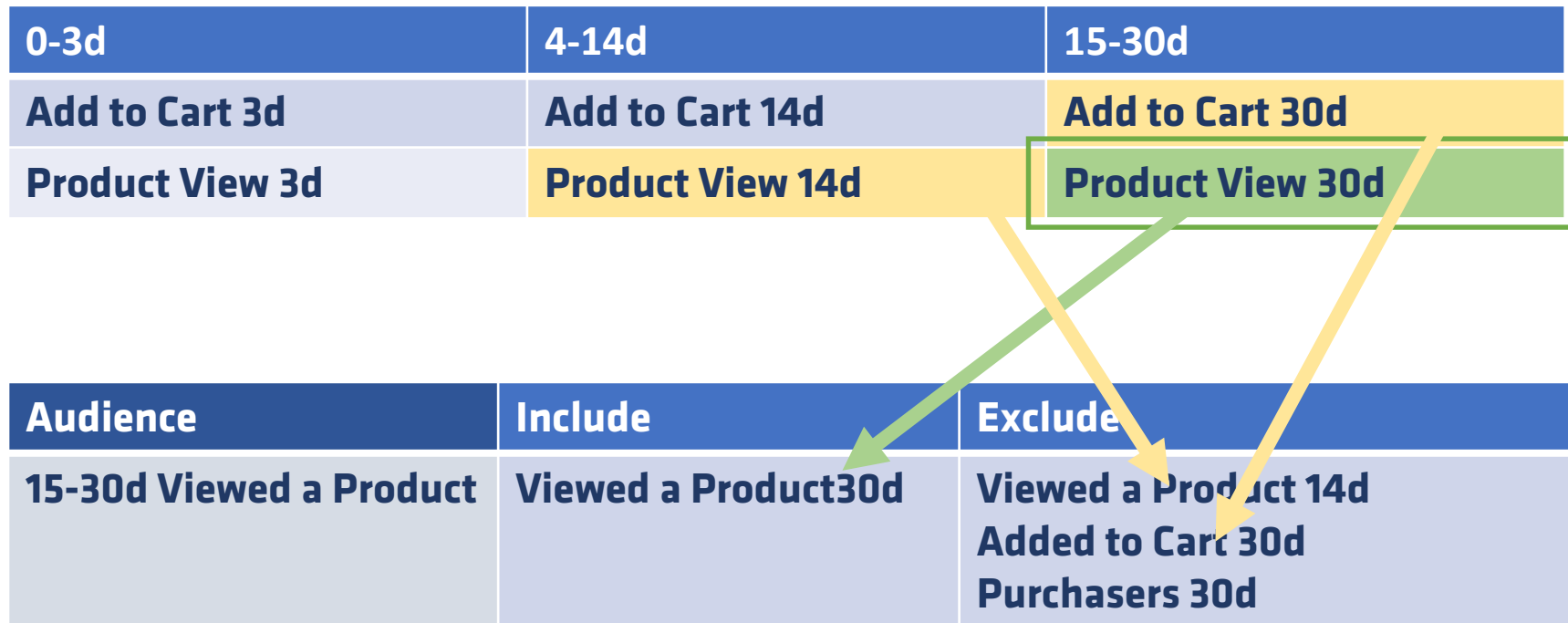
# Avoid Audience Overlaps

## How to visualize exclusions, examples



# Avoid Audience Overlaps

## How to visualize exclusions, examples



# If not enough Traffic (yet) or CR is low...

## Merge & Simplify

Recency	Behaviour	Placement	Delivery Opt
0-7d	Viewed Product	Desktop	Link Clicks
0-7d	Viewed Product	Mobile	Link Clicks
0-7d	Viewed Product	RH	Link Clicks
0-7d	Viewed Product	Desktop	Link Clicks
4-14d	Viewed Product	All	Conversions
15-30d	Viewed Product	All	Conversions

### Most recent is key

Target viewed products, don't exclude add to cart (they are in viewed products)



# Remarketing is Critical and Larger than you think!

**Don't just do Dynamic Remarketing Product Ads!**

**At least cover the areas below. You will find that 2+2 = 5**

- **Brand Story**
- **Brand USP**
- **Brand Reviews (Especially 3<sup>rd</sup> party)**
- **Brand Warranties / Guarantees**
- **Product and Category USP**
- **Product and Category Benefits**
- **Product Reviews (Especially 3<sup>rd</sup> party & Controversial)**
- **Ads that address objections and obstacles head on**
- **Evergreen Content (Blog Articles)**
  - **Product Comparisons**
  - **Product / brand story**
  - **Product awareness**
  - **Etc.**
- **Promotions**
- **Past Customers?**

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  - Etc.
- Promotions
- Past Customers?



# Remarketing is Critical and Larger than you think!

- All purchase decisions are emotional. The rational reasoning is a mere excuse to justify it. 😊
- People tell themselves their own stories about buying. (It is about them, their world, their “before” and “after”)
- Give them more resources (ads), emotional and rational to help them do it.
- Ads relevant to the stage of the funnel.

# Remarketing

## Similar Principles Apply... Segment...

Ad Set Name	Reach	Frequen	Website Purchases Conversion	Website Purchase ROAS
Satisfaction Guarantee - Abandoned Cart 8-30d	2,196	4.27	\$3,055.00	18.61
Satisfaction Guarantee - Viewed a Product 8-30d	14,567	2.59	\$4,013.00	7.99
Satisfaction Guarantee - Viewed a Product 0-7d	13,024	2.06	\$2,826.00	5.63
Satisfaction Guarantee - Abandoned Cart 0-7d	1,927	2.75	\$4,862.80	32.60
► Results from 4 ad sets ⓘ	23,943 People	3.31 Per Per...	\$14,756.80 Total	11.20 Average

😎 Shop with confidence 😎

If for any reason you are simply not happy with any product you purchase from us, you are more than welcome to return it to us for a refund or exchange.

- ✓ Returns are free
- ✓ We will cover shipping
- ✓ It is easy!



POOLANDSPAWAREHOUSE.CO...

**Happiness Guaranteed**

Shop with confidence.

SHOP NOW

# 2+2 = 5 ...

## 1 Key Product, 6 Remarketing campaigns segmented (in addition to PLA, brand, category, etc. campaigns)

Campaign Name	Website Purchases Conversion	Website Purchase ROAS
Warm Traffic, L3, Zodiac CX20 Offer	\$7,480.00	12.58
Warm Traffic, L3, Zodiac CX20 Reviews, Page Post	\$7,568.80	6.99
Warm Traffic, L3, Zodiac CX20 Vid1	\$3,803.02	2.91
Warm Traffic, L3, Zodiac CX20 Vid2	\$4,416.99	10.42
Warm Traffic, L3, Zodiac FX18 CX20 CX35 Exclusive Range	\$1,528.00	3.12
Warm Traffic, L3, Zodiac FX18 CX20 CX35 Warranty & Exclusivity	\$15,166.01	20.62
Results from 6 campaigns	\$39,963.81 Total	8.62 Average

Ad Set Name
URL = Robotic Pool Cleaners, Review2, 30d
URL = Zodiac CX20, Review2, 30d
URL = Pool Cleaners, Review2, 30d

"I was a little nervous about buying this unit..."

"The Zodiac CX20 Robotic Pool Cleaner well and truly exceeded my expectations. I was a little nervous about buying this unit as it was a quarter to half the... [More](#)



FEEFO.COM

Best pricing, excellent communication and quic...

LEARN MORE

46 76 Comments 3 Shares

# What Works in FB often does in the GDN (And Vice-Versa! Remarketing & Prospecting)

Just use a landing page for the “long copy”

"The pump unit is usually the largest single user of residential electricity" - [energyrating.gov.au](http://energyrating.gov.au)

The typical pool pump takes about 30% of the total bill - which is more electricity than what your washing... [More](#)



POOLANDSPAWAREHOUSE.C...  
Your pool pump is the largest user of electricity

LEARN MORE

39

56 Comments 13 Shares

Ad Set Name

Engaged w/Page 30d (pp)

All Other Product Viewers 30d (pp)

Pool Pump Visitors 30d (orig)

Ad group

Pool Pumps  
30d

All Other  
Visitors 30d

## Pool Pump

Is the single largest user of electricity in your home



Your pool pump is the single largest user of electricity in your home.

(It doesn't have to be that way)

A pool pump typically takes about 30% of the total electricity bill - which is more than what your washing machine, clothes dryer and dishwasher consume together.

Even worse, conventional pool pumps are also at the center of neighbour disputes because they are noisy. Australia boasts the world's highest household pool ownership per capita and councils are flooded with pool pump noise-related complaints.

"the pump unit is usually the largest single user of residential electricity"  
[energyrating.gov.au](http://energyrating.gov.au)

"a pool pump can be the largest user of electricity in a home"  
[yourenergysavings.gov.au](http://yourenergysavings.gov.au)

It's one household appliance that can bump up power bills by four figures, without homeowners realising just how much electricity is being used."  
[smh.com.au](http://smh.com.au)

on electricity + Be a good neighbour - Switch to an Energy Efficient Pump

Efficient pumps, on the other hand, are very quiet and can save between 50% to 80% on electricity.

are more expensive than a conventional pump because they use superior technology. However, they will pay themselves generally ear just with the savings they deliver.

g your pool pump might not be the most exciting thing you can boast you did during the weekend, but it is a simple and straightforward in that will deliver savings day in and day out.

not into DIY, most pool technicians and plumbers can fit it in no time.

eed help choosing a pool pump?

g the right pool pump will ensure you enjoy a clean and inviting pool with low operating and maintenance costs as well as minimum fences. In addition, the right pump will ensure all components in the filtration system operate correctly and last longer... For help ig the best suitable pool pump for your pool click here