Fialkov Digital
Digital Marketing

FIXEL

ADVANCED ECOMMERCE REMARKETING ON FACEBOOK

ABOUT ME

Google Partner

Fialkov Digital
Digital Marketing

Or Fialkov, 36 years old

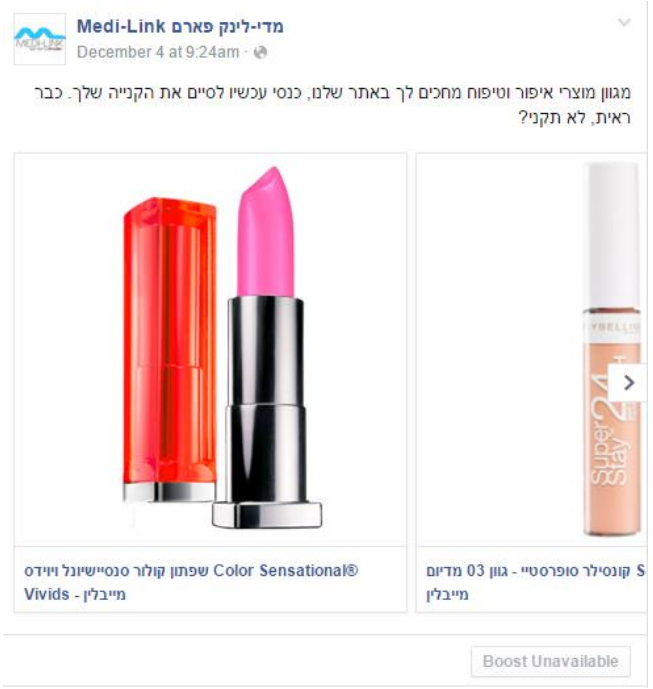
- Digital Advertising Expert
- Lecturer on the subject of Digital Advertising & Marketing
- Owner of the website: www.fialkov.co.il
- Manager of “Digital Advertising Professionals”
- Owner of Fialkov Digital, an agency specializing in advanced advertising on Facebook, Google and YouTube

OUR CUSTOMERS

DYNAMIC PRODUCT ADS & DYNAMIC REMARKETING ON FACEBOOK

WHAT IS DYNAMIC REMARKETING ON FACEBOOK

Dynamic remarketing is an ad campaign that automatically creates a different ad to every user, based on the products they've seen on a website



CREATING DYNAMIC REMARKETING

Install a dynamic Pixel on the page

Create a product feed

Create a remarketing campaign

Add advanced capabilities

INSTALLING A DYNAMIC PIXEL

ADDING DYNAMIC CODE

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
// Insert Your Facebook Pixel ID below.
fbq('init', '<FB_PIXEL_ID>');
fbq('track', 'PageView');

fbq('track', 'ViewContent', {
  content_name: 'Really Fast Running Shoes',
  content_category: 'Apparel & Accessories > Shoes',
  content_ids: ['1234'],
  content_type: 'product',
  value: 0.50,
  currency: 'USD'
 });
</script>
<!-- End Facebook Pixel Code -->
```

ADDING A DYNAMIC PIXEL

3 Types of Actions:

ViewContent - Viewed the product (on every page with a product)
AddToCart - Added to cart (activated only when pressed on 'Add to Cart')
Purchase - Purchased (In thank you page)

Also Send:

content_type - Needs to be 'product'
content_ids - the ID of the product

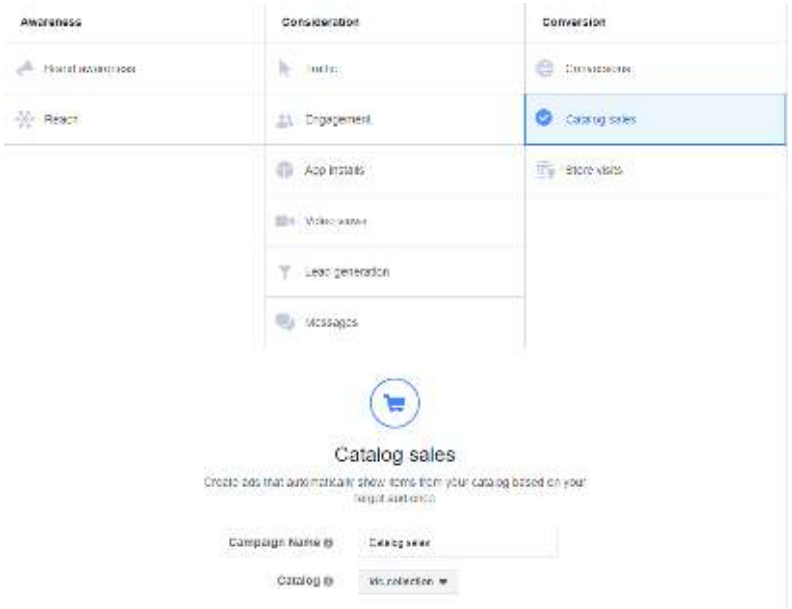
It is possible to add many other parameters for more advanced campaigns.

Additional information:

https://developers.facebook.com/docs/marketing-api/dynamic-product-ads/product-audiences/

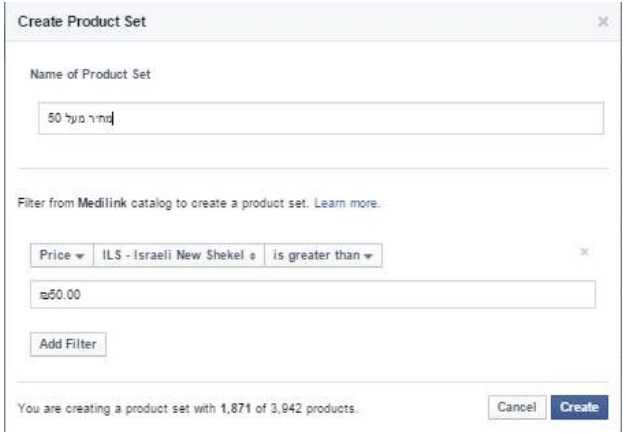
BUILDING A CATALOG

Build a new campaign of the ‘Catalog Sales’ type, give it a name and select the catalog we created.



BUILDING A CAMPAIGN - AD SET LEVEL

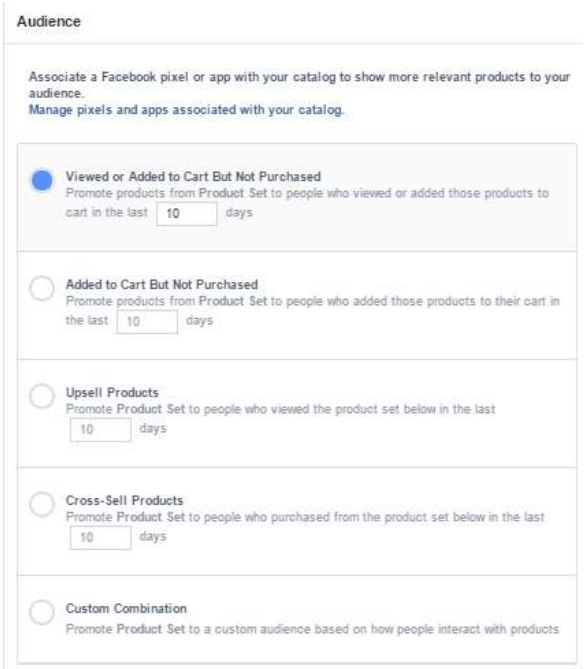
Create a Product Set - Groups of products that only visitor that interacted with them will see these ads.
For example, Products that are priced over 50 ILS.



NOW FOR THE INTERESTING PART

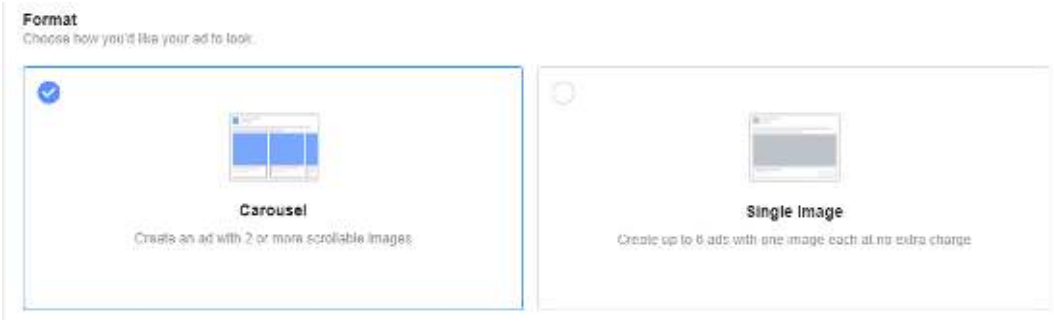
- Viewed a Product but didn't Purchase (time based)
- Added to Cart but didn't purchase
- Upsell - Promoting products to those who saw and didn't buy for example the entire 'Dresses' Category to someone who saw a Dress
- Cross-Sell - Promoting products to users who bought a product, for example, if she bought a dress let's sell her shoes
- Custom combinations of user behavior

We can add additional segmentations on top of these, e.g. demographics, locations etc.



BUILDING A CAMPAIGN - AD LEVEL

Select a Carousel or Link Ad

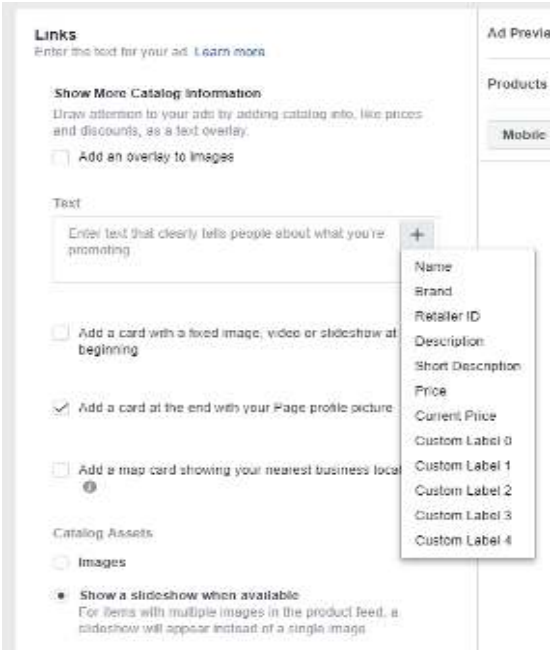


Building a Dynamic Ad with Dynamic Parameters

- Name of Product
- Brand
- Description
- Price
- Current Price

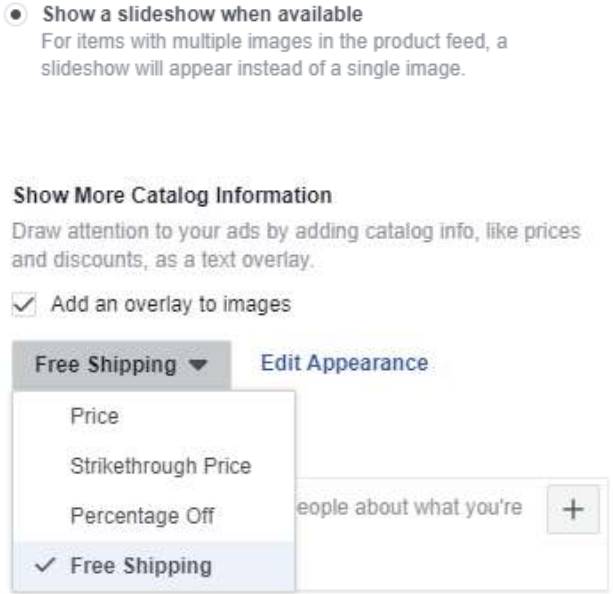
You can add a card with your FB's Page profile picture

You can also add a card with a map showing the nearest location of your store



If you've added images to your catalog, the system can automatically create a slideshow from the images.

Additionally, it's possible to overlay information over the images, e.g. price, discount percentage, free delivery and also editing it's appearance to make it stand out.



EXAMPLE ADS

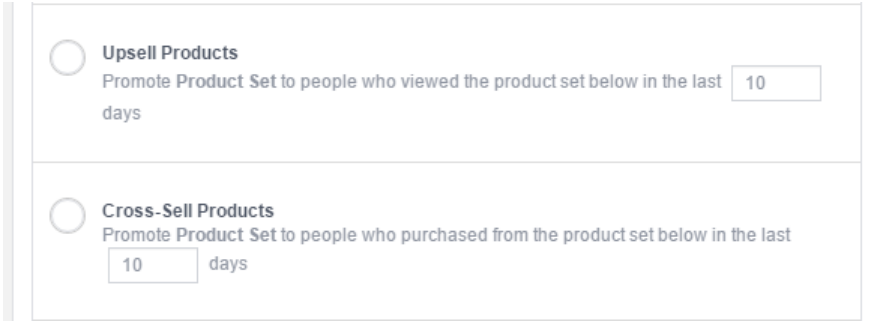
Medi-Link מדי-לינק פארם
Sponsored
מגוון מוצרי איפור וטיפוח מוכרים לך באתר שלנו. הכנסי עכשיו לסיים את הקנייה שלך. כבר ראית, לא תקני?
GARNIER
מסיר איפור לעיניים - גרנייה | Garnier
LiftActiv Kit - Vichy
Like Comment Share

Medi-Link מדי-לינק פארם
December 3 at 10:10pm
מגוון מוצרי פארם מוכרים לך באתר שלנו. הכנסי עכשיו לסיים את הקנייה. כבר ראית, לא תקני?
הכי טבעי - בקבוקי האכלה צבעוניים 340 מ"ל Closer To Nature 2 Decorated 340Ml Feeding Bottles +3...
Tommee Tippee
פח לחיתולים סאנג'ניק Sangenic - Tommee Tippee
Tommee Tippee

Increasing Sales With Cross-Sell and UpSell

UpSell - Presenting products to users who viewed a specific category and didn't buy.

Cross Sell - Presenting products to users who bought a product from a specific category



Special Uses for Dynamic Ads

ADS FOR HIGHER EDUCATION

Showing a tailored ad to someone who visited a specific degree page and didn't leave contact details.

ADS FOR JOBS LISTINGS

Presenting Tailored Ads to users who visited a Job listing but didn't send in a CV.

Collection Ads

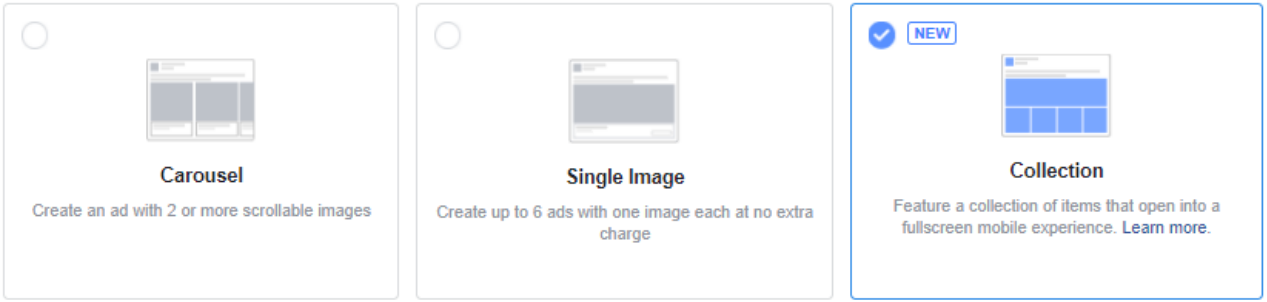
COLLECTION ADS

Collection Ads are ads that allow us to present the key message of the campaign and then 4 products from our catalog.

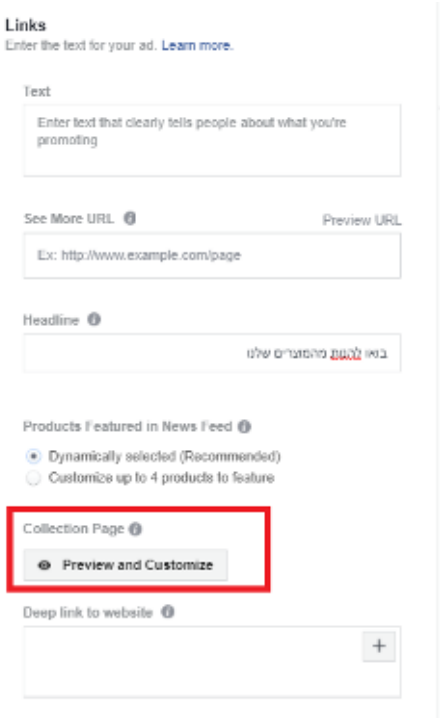
Select “Collection”

Format

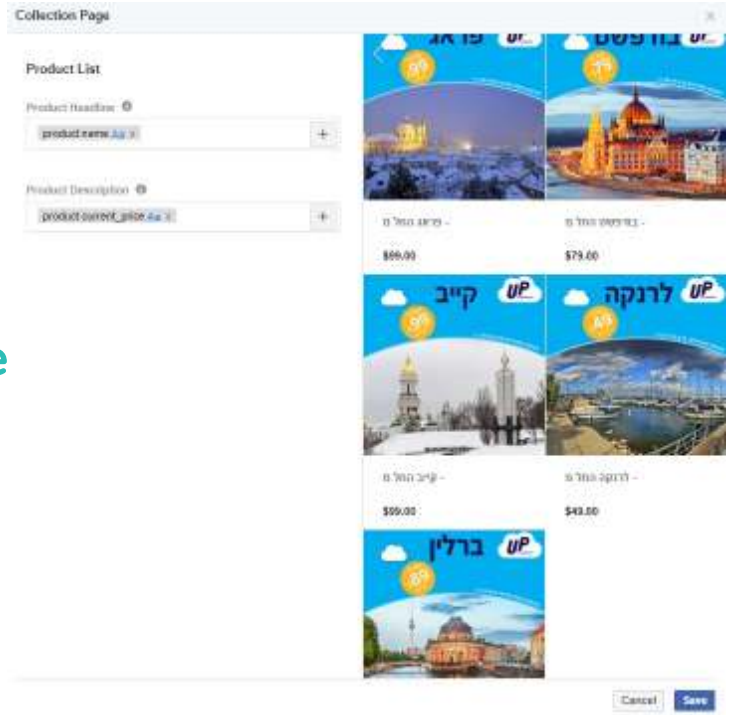
Choose how you'd like your ad to look.



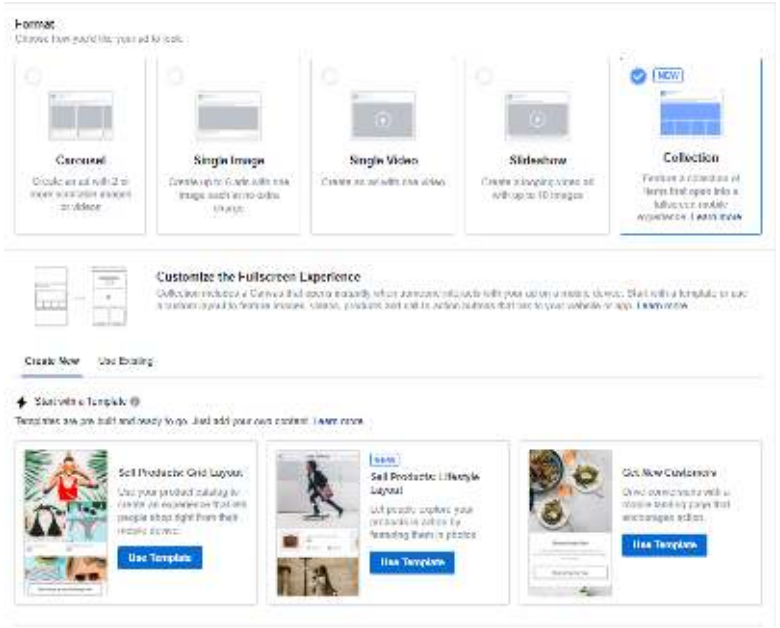
Design the Ad and then you can see the Canvas with the Products



Please note that here too, you can use Dynamic Content such as Product's Price and Name



In a Traffic/Conversion campaign, you can create Collection Ads that point to a Canvas Ad with pre-made Templates:



Dynamic Ads for Flights

Mandatory fields to send:

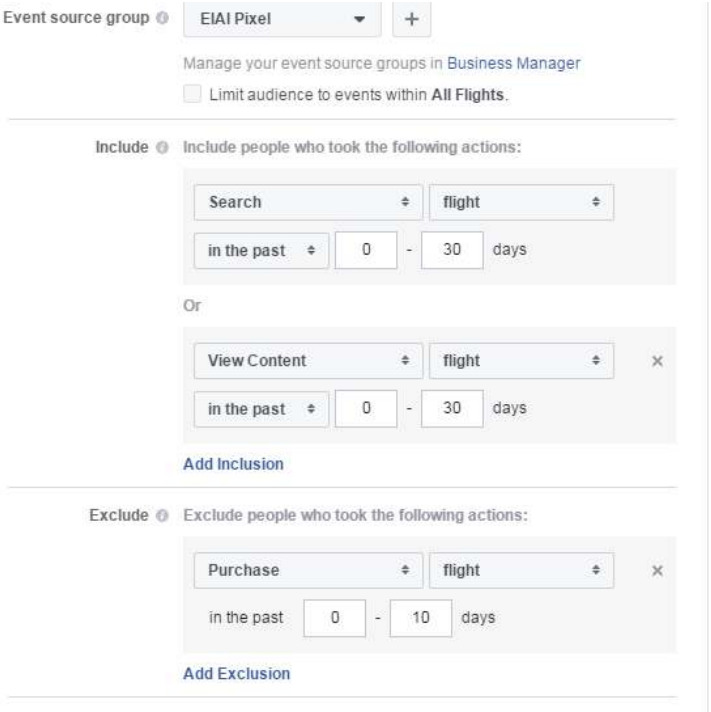
content_type: 'flight'
origin_airport: 'SFO'
destination_airport: 'JFK'

CUSTOM PARAMETERS SENT

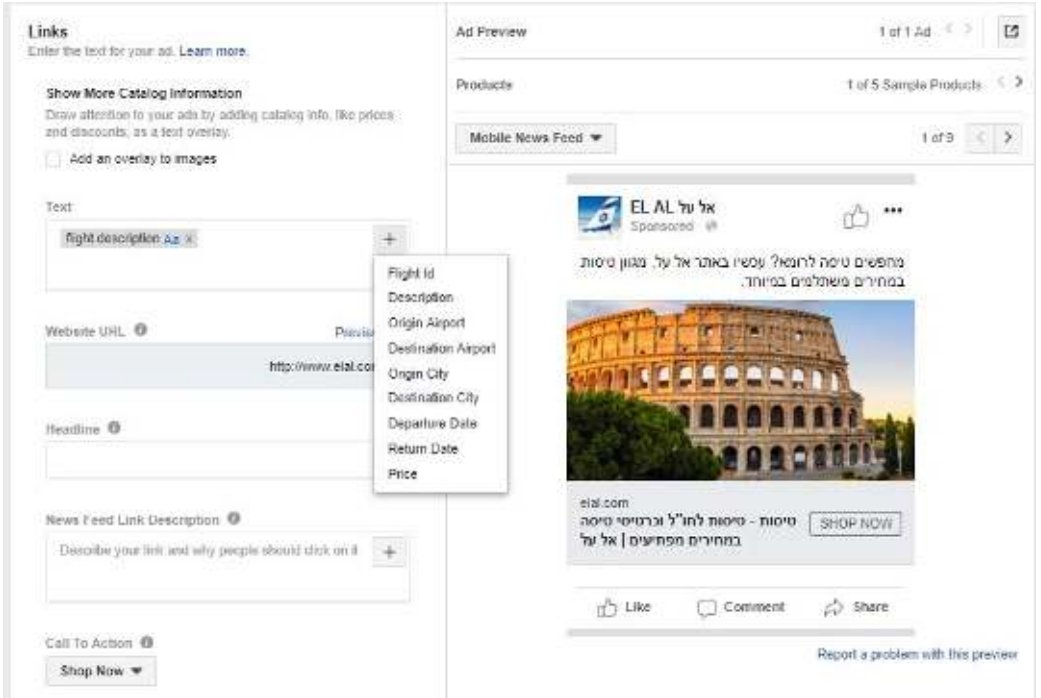
content_type: flight
returning_departure_date: 2018-03-20
departing_departure_date: *Not Set*
city: *Not Set*
currency: *Not Set*
origin_airport: TLV
num_adults: 1
content_ids: LON
num_infants: 0
num_children: 0
destination_airport: LON

In the Campaign we build an Audience

- Users that searched for a flight over the past X days but didn't purchase



On the Ad level we can add information that matches the flight data in the catalog



Tailored Ad to each visitor based on their flight search

Dynamic Ads for Real-Estate and Automotive

DYNAMIC ADS FOR REAL-ESTATE & AUTOMOTIVE

It is possible to use Dynamic Ads to sell cars/apartments and it's possible to combine them with Lead Ads.

Automotive:
https://developers.facebook.com/docs/marketing-api/dynamic-ads-auto

Real-Estate
https://developers.facebook.com/docs/marketing-api/dynamic-ads-for-real-estate

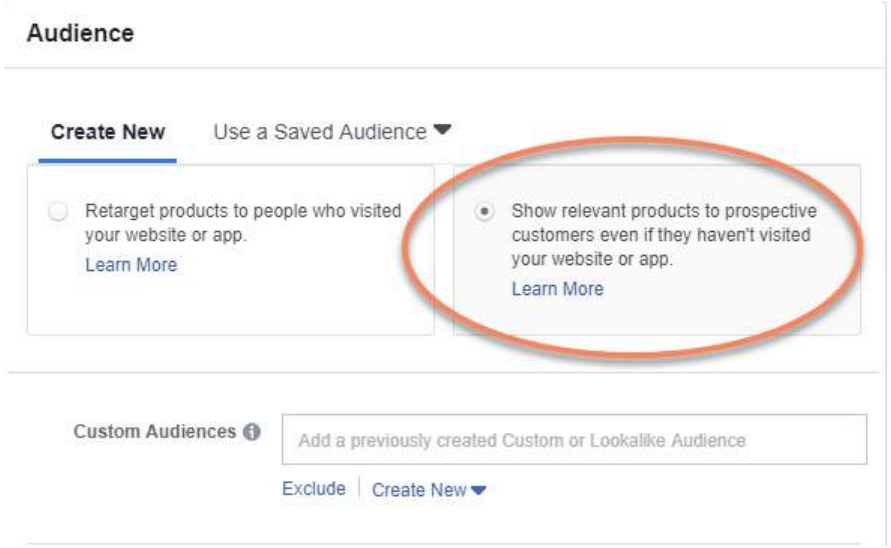
Dynamic Remarketing to New Users (Broad Audience)

DYNAMIC REMARKETING TO NEW USERS (BROAD AUDIENCE)

Facebook allows us to target our dynamic remarketing ads at new audiences.

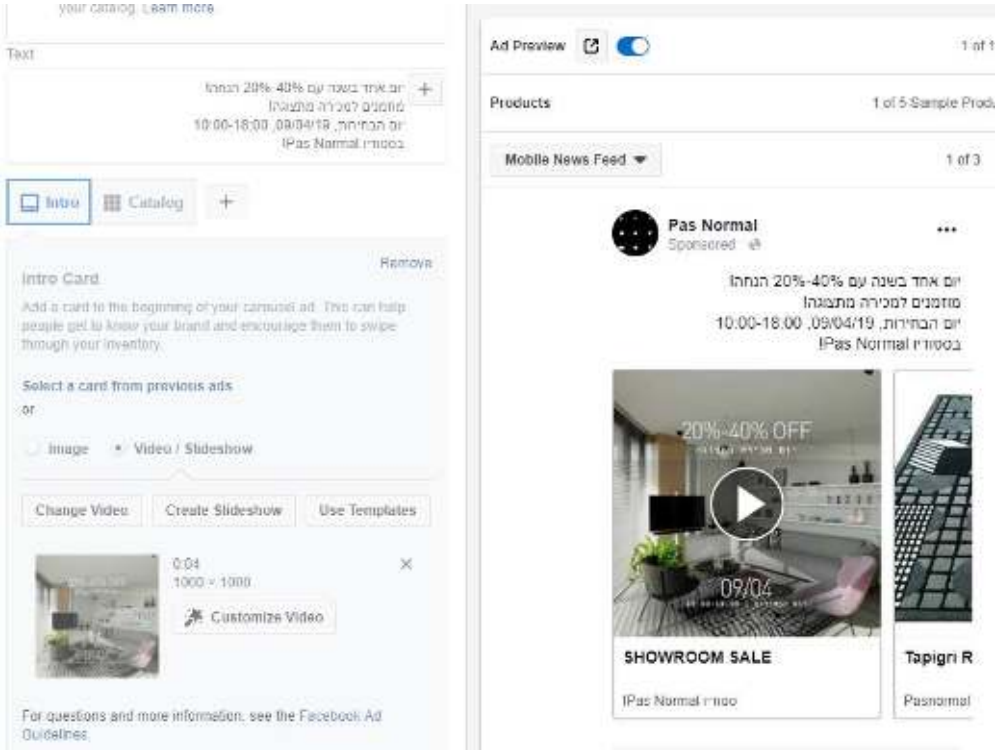
On the Ad-Set Level, we'll select 'Prospective' to target new audience.

It's recommended to add an additional layer of segmentation such as interests or lookalikes.
You can also select a specific Product Set to promote, e.g. Products on Sale.



DYNAMIC REMARKETING TO NEW USERS (BROAD AUDIENCE)

On the Ad level it is possible to add an Intro card before the products.



Thanks