



ADVANCED ECOMMERCE REMARKETING ON FACEBOOK

ABOUT ME

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



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The World's Quality

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לוקטים את העתיד


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

 **מדי-לינק פארם**
December 4 at 9:24am · 🌐

מגוון מוצרי איפור וטיפוח מחכים לך באתר שלם, כנסי עכשיו לסיים את הקנייה שלך. כבר ראית, לא תקני?



Color Sensational® שפתון קולור סנסיישיונל ויידס
מייבלין - Vivids



S קונסילר סופרסטיי - גוון 03 מדיום
מייבלין

Boost Unavailable

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.

Awareness	Consideration	Conversion
Reach awareness	Traffic	Conversion
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	
	Lead generation	
	Messages	

Catalog sales

Create ads that automatically show items from your catalog based on your target audience

Campaign Name @

Catalog @

BUILDING A CAMPAIGN - AD SET LEVEL

Create a Product Set - Groups of products that only visitor that interacted with them will see these ads.

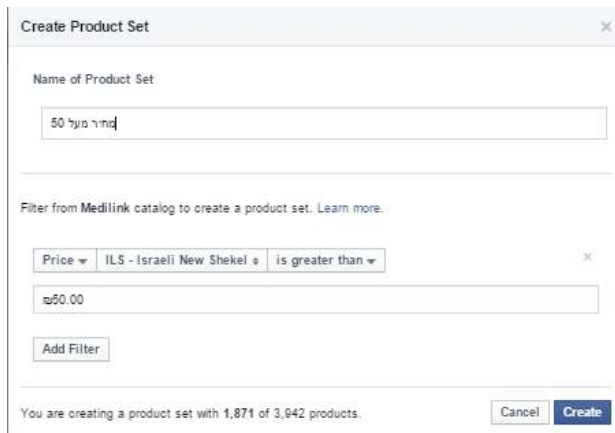
For example, Products that are priced over 50 ILS.



Products
Choose the products you want to promote.

Product Set                        

This product set contains 11 products.






Create Product Set

Name of Product Set

50 שקלים

Filter from Medilink catalog to create a product set. [Learn more.](#)

Price  ILS - Israeli New Shekel  is greater than 

50.00

Add Filter

You are creating a product set with 1,871 of 3,942 products.

Cancel Create

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.

Audience

Associate a Facebook pixel or app with your catalog to show more relevant products to your audience.
[Manage pixels and apps associated with your catalog.](#)

☒ Viewed or Added to Cart But Not Purchased
Promote products from Product Set to people who viewed or added those products to cart in the last days

☐ Added to Cart But Not Purchased
Promote products from Product Set to people who added those products to their cart in the last days

☐ Upsell Products
Promote Product Set to people who viewed the product set below in the last days


☐ Cross-Sell Products
Promote Product Set to people who purchased from the product set below in the last days


☐ Custom Combination
Promote Product Set to a custom audience based on how people interact with products

BUILDING A CAMPAIGN - AD LEVEL

Select a Carousel or Link Ad

Format
Choose how you'd like your ad to look:

☒ 
Carousel
Create an ad with 2 or more scrollable images

☐ 
Single Image
Create up to 6 ads with one image each at no extra charge

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

The screenshot shows the 'Links' section of a Facebook Ads campaign setup. It includes a 'Text' field with a placeholder 'Enter text that clearly tells people about what you're promoting'. Below this are three checkboxes: 'Add a card with a fixed image, video or slideshow at beginning' (unchecked), 'Add a card at the end with your Page profile picture' (checked), and 'Add a map card showing your nearest business location' (unchecked). A 'Catalog Assets' section is also visible, with a 'Show a slideshow when available' option checked. A dropdown menu is open, showing a list of dynamic parameters: Name, Brand, Retailer ID, Description, Short Description, Price, Current Price, Custom Label 0, Custom Label 1, Custom Label 2, Custom Label 3, and Custom Label 4.

Links
Enter the text for your ad. [Learn more](#)

Show More Catalog Information
Draw attention to your ads by adding catalog info, like prices and discounts, as a text overlay.

☐ Add an overlay to images

Text
Enter text that clearly tells people about what you're promoting

☐ Add a card with a fixed image, video or slideshow at beginning

☒ Add a card at the end with your Page profile picture

☐ Add a map card showing your nearest business location

Catalog Assets

☐ Images

☒ Show a slideshow when available
For items with multiple images in the product feed, a slideshow will appear instead of a single image

Dynamic Parameters:
Name
Brand
Retailer ID
Description
Short Description
Price
Current Price
Custom Label 0
Custom Label 1
Custom Label 2
Custom Label 3
Custom Label 4

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 its appearance to make it stand out.

- **Show a slideshow when available**
For items with multiple images in the product feed, a slideshow will appear instead of a single image.

Show More Catalog Information

Draw attention to your ads by adding catalog info, like prices and discounts, as a text overlay.

- ☒ Add an overlay to images



EXAMPLE ADS

Medi-Link פארם **מדי-לינק פארם**
Sponsored - 🇮🇱

מגוון מוצרי איפור ומינימום נוחים לך. באתר שלנו, האנטי עכשיו לסיים את הקנייה שלך. כבר ראתה, לא תקני?



Garnier | מוצר איפור לעיניים - גרנייה



טיפוח בגודל מיוחד + שובר חתונה
LiftActiv Kit - Vichy

Like Comment Share

Medi-Link פארם **מדי-לינק פארם**
December 3 at 10:10pm - 🇮🇱

מגוון מוצרי פארם מוחכים לך באתר שלנו. האנטי עכשיו לסיים את הקנייה. כבר ראתה, לא תקני?



Closer To Nature 2 Decorated 340ml Feeding Bottles +3...
Tommee Tippee



Sengenio פח לחיתולים סאנג'ניק
- 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



Upsell Products

Promote Product Set to people who viewed the product set below in the last days



Cross-Sell Products

Promote Product Set to people who purchased from the product set below in the last days

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.

IDC Herzliya - המרכז הבינתחומי הרצליה
Sponsored

מחפשים תואר שני בפסיכולוגיה?
זה הזמן שלכם להתמקצע באחד המסלולים המתאימים לכם



תואר שני בפסיכולוגיה
לחצו לפרטים נוספים <

LRIDC.AC.IL

המרכז הבינתחומי הרצליה - IDC Herzliya
Sponsored

בעולם שמשתנה ללא הרף חייבים ידע בינתחומי כדי להגיע רחוק ולהגשים חיים גדולים.
העתיד הוא בינתחומי.
תואר ראשון בבינתחומי הרצליה.
היכנסו לפרטים >>



כלכלה

הבינתחומי הרצליה

תואר ראשון כלכלה

Learn More

העתיד. הבינתחומי.



הבינתחומי הרצליה

קיימות

הבינתחומי.

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.



Carousel

Create an ad with 2 or more scrollable images



Single Image

Create up to 6 ads with one image each at no extra charge



NEW



Collection

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

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

Links

Enter the text for your ad. [Learn more.](#)

Text

Enter text that clearly tells people about what you're promoting

See More URL ⓘ

Preview URL

Ex: <http://www.example.com/page>

Headline ⓘ

הבאת את המוצר שלכם

Products featured in News Feed ⓘ

- ☒ Dynamically selected (Recommended)
- ☐ Customize up to 4 products to feature

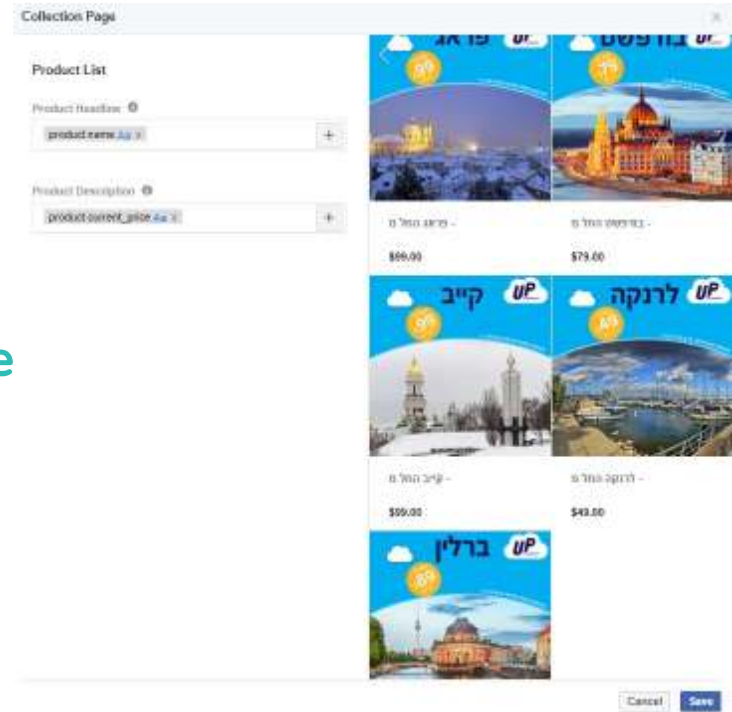
Collection Page ⓘ

 Preview and Customize

Deep link to website ⓘ

+

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:

Format
Choose from several formats for ads:

Carousel
Create an ad with 2 or more swappable images or videos

Single Image
Create up to 6 ads with one image, each with one call to action

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 10 images

Collection
Feature a carousel of items that opens into a full-screen mobile experience. [Learn more](#)

Customize the Fullscreen Experience
Collection ads use a Canvas Ad design to instantly refresh your mobile ads with your up-to-the-minute content. Start with a template or use a custom design to feature images, videos, products and call to action buttons that are in your website or app. [Learn more](#)

[Create Now](#) [Use Existing](#)

Start with a Template @
Templates are pre-built and ready to go. Just add your own content. [Learn more](#)

Sell Products: Grid Layout
Use your product catalog to create an experience that lets people shop right from their mobile device.

[Use Template](#)

Sell Products: Lifestyle Layout
Let people explore your products in action by featuring them in photos.

[Use Template](#)

Get New Customers
Drive conversions with a mobile-first page that encourages action.

[Use Template](#)

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

Event source group ⓘ EIAI Pixel +

Manage your event source groups in Business Manager

☐ Limit audience to events within All Flights.

Include ⓘ Include people who took the following actions:

Search ⌵ flight ⌵

in the past ⌵ 0 - 30 days

Or

View Content ⌵ flight ⌵ x

in the past ⌵ 0 - 30 days

Add Inclusion

Exclude ⓘ Exclude people who took the following actions:

Purchase ⌵ flight ⌵ x

in the past 0 - 10 days

Add Exclusion

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

The screenshot displays the Facebook Ad creation interface, specifically the 'Links' section on the left and the 'Ad Preview' on the right.

Links Section:

- Show More Catalog Information:** Draw attention to your ads by adding catalog info, like prices and discounts, as a text overlay.
☐ Add an overlay to images
- Text:** flight description: az x
- Website URL:** http://www.elal.com
- Headline:**
- News Feed Link Description:** Describe your link and why people should click on it
- Call To Action:** Shop Now

Ad Preview:

- Products:** 1 of 5 Sample Products
- Mobile News Feed:** 1 of 3
- Ad Content:**
 - EL AL אל על
 - Sponsored
 - מחפשים טיסה לחופא? עכשיו באתר אל על, מגוון טיסות במחירים משתלמים במיוחד.
 - Image: A photograph of the Colosseum in Rome.
 - elal.com
 - טיסות - טיסות לח"ל וברטיסי טיסה במחירים מפתיעים | אל על
 - SHOP NOW
 - Like, Comment, Share buttons
- Footer:** Report a problem with this preview

Tailored Ad to each visitor based on their flight search

EL AL על אל
Sponsored · 0

Like Page

חישבתם כמה לאתונה? הכנסו עכשיו לדירת הספירות הפמביות של אל על.
אתונה החל מ \$140



עכשיו במכירה פאזבית
אתונה
דלת אל על
\$140

TLV - ATH
May 29th - May 30th

ELAL.COM

Book Now

EL AL על אל
Sponsored · 0

Like Page

חישבתם כמה לאומבאי? הכנסו עכשיו לדירת הספירות הפמביות של אל על.
הומבאי החל מ \$679



עכשיו במכירה פאזבית
מומבאי
דלת אל על
\$679

TLV - BOM
May 29th - May 30th

ELAL.COM

Book Now

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)

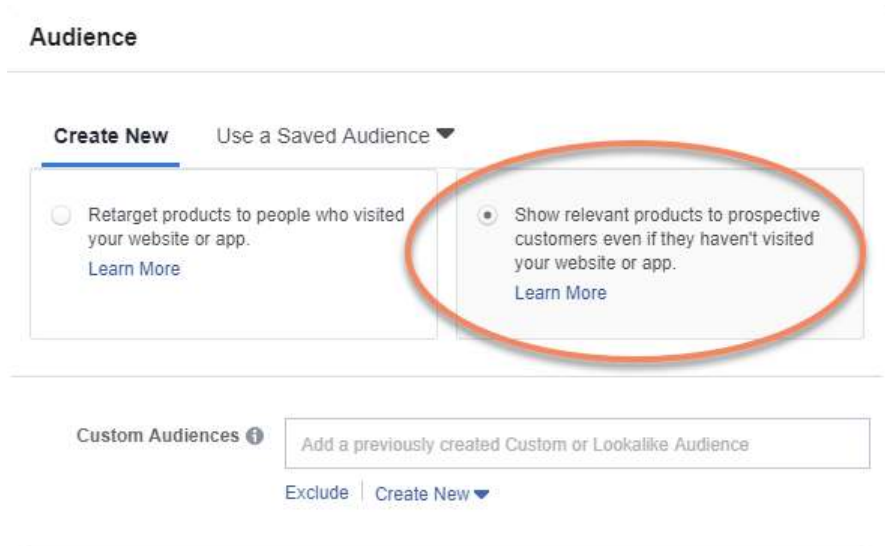
DYNAMIC REMARKETING TO NEW USERS (BROAD AUDIENCE)

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.



The screenshot shows the 'Audience' section of a Facebook ad campaign setup. It features two tabs: 'Create New' (active) and 'Use a Saved Audience'. Under 'Create New', there are two radio button options. The first option, 'Retarget products to people who visited your website or app.', is unselected. The second option, 'Show relevant products to prospective customers even if they haven't visited your website or app.', is selected and highlighted with a red oval. Below these options is a 'Custom Audiences' section with a text input field containing the placeholder 'Add a previously created Custom or Lookalike Audience'. At the bottom of this section are the links 'Exclude' and 'Create New'.

Audience

Create New Use a Saved Audience ▼

☐ Retarget products to people who visited your website or app.
[Learn More](#)

☒ Show relevant products to prospective customers even if they haven't visited your website or app.
[Learn More](#)

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

[Exclude](#) | [Create New](#) ▼

DYNAMIC REMARKETING TO NEW USERS (BROAD AUDIENCE)

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

your catalog. Learn more

Text

יום אחד בשנה עם 20%-40% הנחה
מוזמנים למכירה מתמנה
יום הבחירות, 09/04/19, 10:00-18:00
IPas Normal תמוס

Intro Catalog +

Intro Card Remove

Add a card to the beginning of your carousel ad. This can help people get to know your brand and encourage them to swipe through your inventory.

Select a card from previous ads
or

Image Video / Slideshow

Change Video Create Slideshow Use Templates

0:04
1000 x 1000
Customize Video

For questions and more information, see the Facebook Ad Guidelines.

Ad Preview 1 of 1

Products 1 of 5 Sample Product

Mobile News Feed 1 of 3

Pas Normal Sponsored

יום אחד בשנה עם 20%-40% הנחה
מוזמנים למכירה מתמנה
יום הבחירות, 09/04/19, 10:00-18:00
IPas Normal תמוס

SHOWROOM SALE
IPas Normal תמוס

Tapigri R
Pasnormal



Thanks