



Seeker

Facebook Ads Tutorial

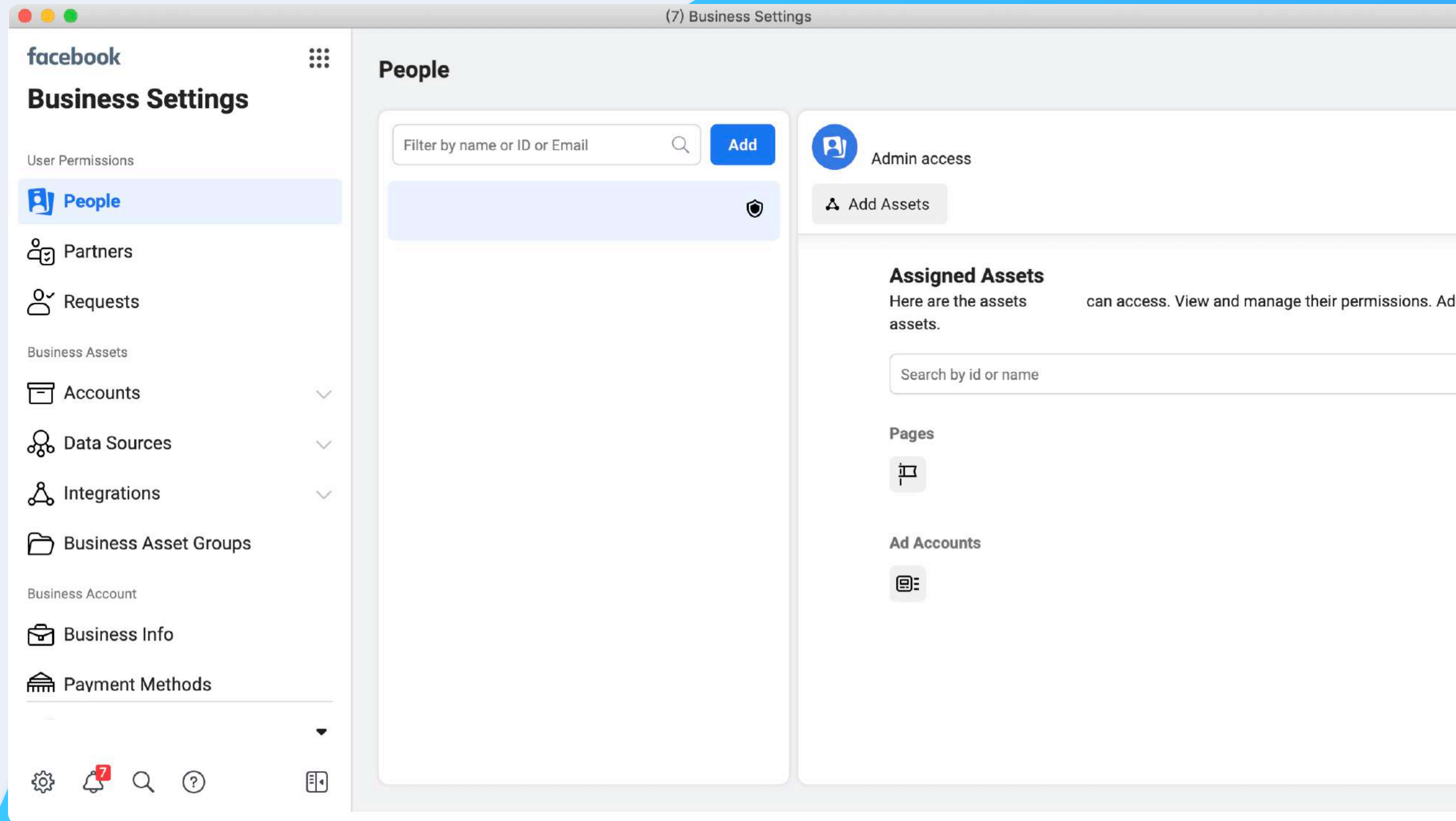
2019.10.31

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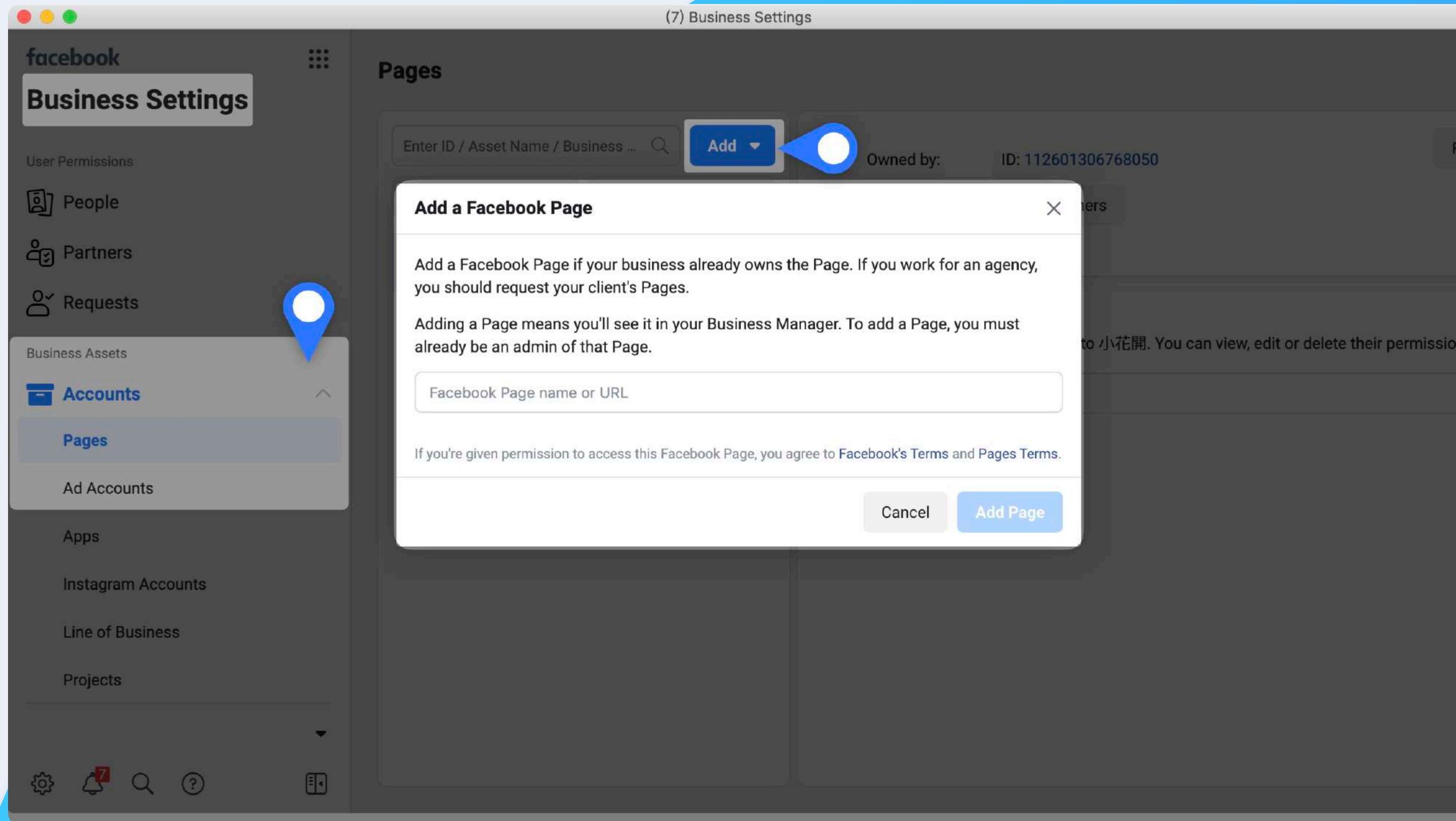
Part A

Create a Business Manager



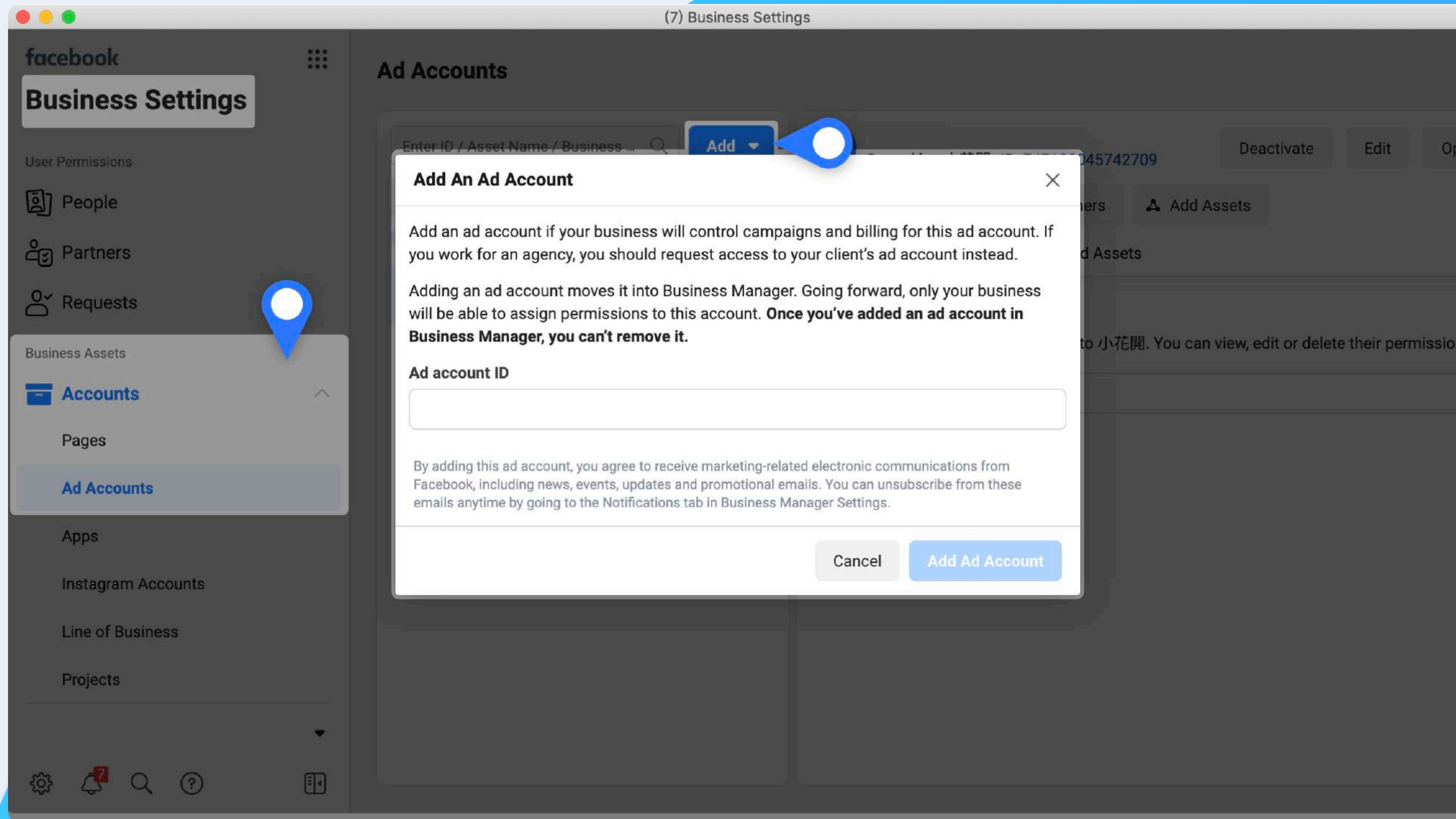
Click
business.facebook.com

to create your account for
managing all business related
settings.



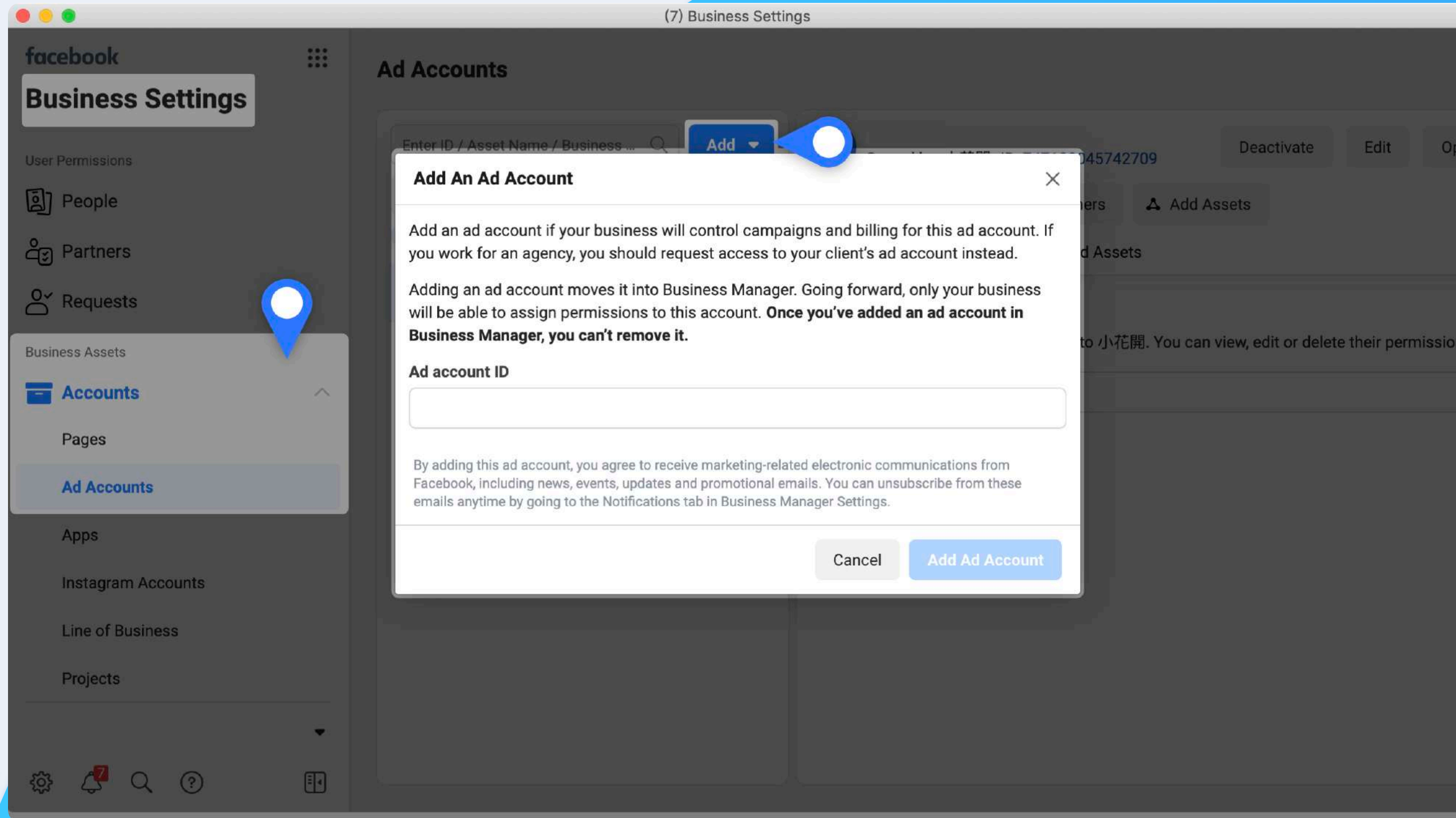
Add a Page to Business Manager :

- 1 Go to Business Settings.
- 2 Click Pages > Ad Accounts.
- 3 Click + Add.
- 4 Select Add a Page.
- 5 Enter the Facebook Page name or URL.



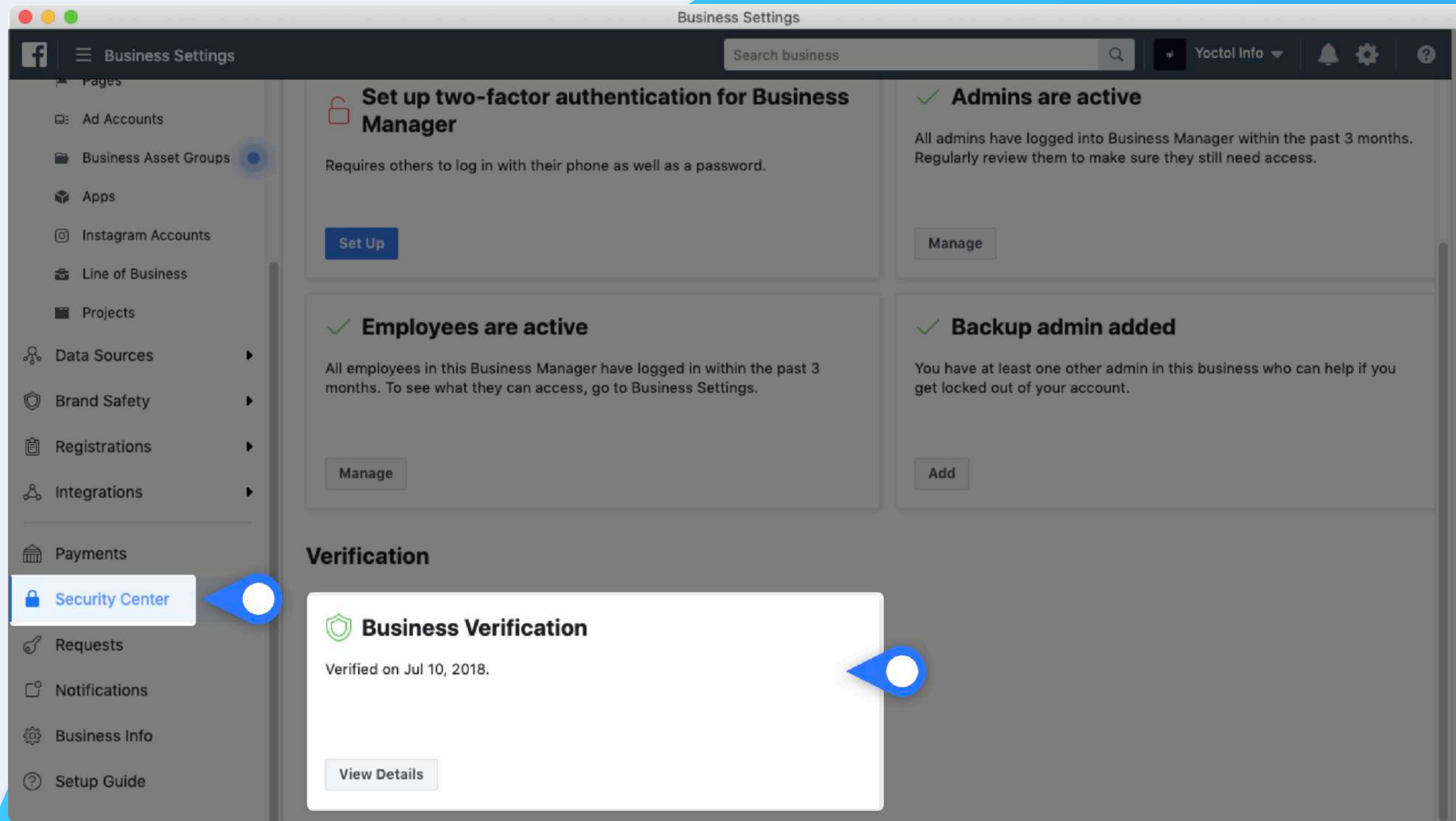
Add an Ad Account to your Business Manager:

- 1 Go to Business Settings.
- 2 Click Accounts > Ad Accounts.
- 3 Click + Add.
- 4 Choose one of the 3 options: Add Ad Account, Request Access to an Ad Account or Create a new Ad Account. See below for additional information.



Add an Ad Account to your Business Manager:

- 5 If you choose to request access or add an Ad Account, enter the Ad Account ID.
- 6 Follow the instructions to select people and access levels.



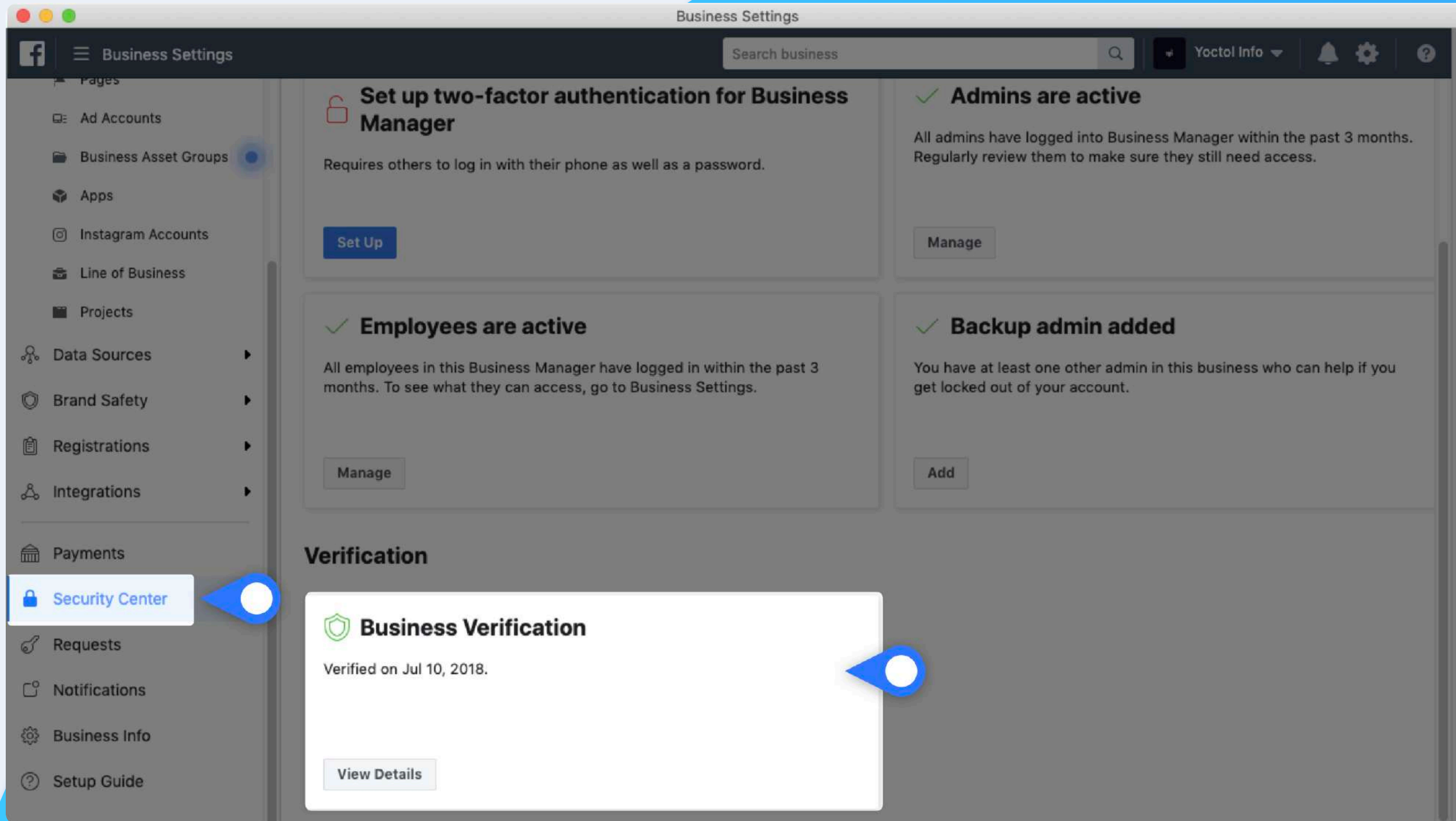
To start the verification process:

- 1 Go to Business Settings.
- 2 Click Security Center.
- 3 Find the Verification section and below Business Verification, click Start Verification.
- 4 Enter your business info and click Next.



To start the verification process:

- 5 Select the correct business from the list of suggestions or select None if your business is not displayed.
- 6 Follow the instructions on your screen to confirm your business details. If you select None, you'll need to verify by submitting additional documentation.





Part B

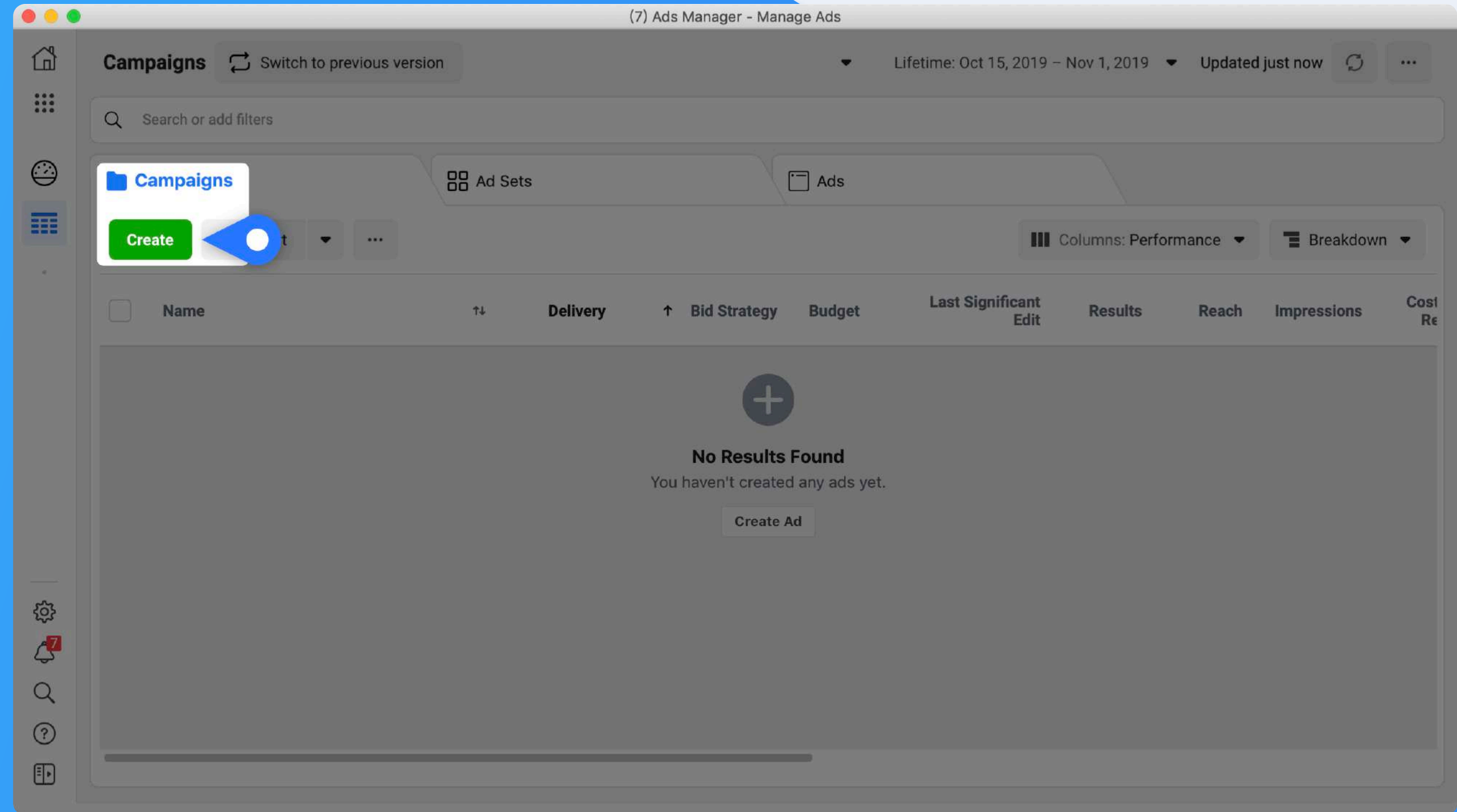
Create Lookalike Audience



STEP 1

Create Target Audience

- 1 Go to Ads Manager in Business tools menu.
- 2 Click create new campaigns.





STEP 2 Settings

- 1 Choose Traffic.
- 2 Turn on Split Test.
- 3 Set your variable to Audience.

The screenshot shows the Facebook Ads Manager interface. The left sidebar contains a navigation menu with sections: Campaign (with sub-items: Special Ad Category, Objective), Ad Set (with sub-items: Traffic, Offer, Variable, Audience (Variable), Placements, Delivery Optimization, Budget & Schedule), and Ad (with sub-items: Identity, Format, Media, Links). The main content area is titled 'Campaign: Choose your objective.' and features a 'Traffic' objective selection modal. The modal includes a cursor icon, the title 'Traffic', a description 'Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. [Learn More](#)', a 'Campaign Name' field with the value 'Traffic', a 'Create Split Test' toggle switch (turned on) with the text 'A/B test your creative, placement, audience, and delivery optimization strategies.', and a 'Variable' dropdown menu. The dropdown menu is open, showing options: Creative, Delivery Optimization, Audience (selected with a checkmark), and Placement. The background interface also shows a 'Messages' button and a 'Switch to Quick Creation' button.



STEP 3

Edit your Ads Content

- 1 Go to Audience (Variable).
- 2 Choose Create New Audience for AD SET A.
- 3 AD SET B is your original Audience.

Ads Manager - Manage Ads - Campaigns

Yoctol AI (80791961...)

Ad Set: Create Split Test Ad Sets.

Switch to Quick Creation

Audience (Variable)

Understand which groups of people are more likely to respond to your ads.

AD SET A

Audience: Create or Choose a Saved Audience ▼

Location: Taiwan

Age: 18 - 65+

Edit

AD SET B

Audience: Create or Choose a Saved Audience ▼

Location: Taiwan

Age: 18 - 65+

Edit

Test Another Ad Set

Placements

Show your ads to the right people in the right places.

Automatic Placements (Recommended)

Split Test Summary

Variable: Audience

Total budget: NT\$801, Even Split

Estimated Test Power: 80%

Schedule: Aug 20, 2019 - Aug 24, 2019

Ad Set A: Ad Set A - TW - 18+

Using New Audience

More ▼

Daily budget: NT\$401 TWD

Ad Set B: Ad Set B - TW - 18+

Using New Audience

More ▼

Daily budget: NT\$400 TWD

How Split Tests Are Organized

Split Test Campaign

Ad Set - Version A

Ad

Close



STEP 4

Edit your Ads Content

- 1 In AD SET A, click Create New > choose Custom Audience.
- 2 Set the other variables (age, gender..) to your preference and confirm.

Ads Manager - Manage Ads

Ad Set: Create Split Test Ad Sets.

Switch to Quick Creation

Create a New Audience

Custom Audiences ⓘ Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼

Locations ⓘ

Everyone

Taiwan

Taiwan

Include

Custom Audience
Reach people who've already interacted with your business.

Lookalike Audience
Reach new people on Facebook who are similar to your most valuable audiences.

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Potential Audience:
Potential Reach: 19,000,000 people ⓘ

Audience Details:

- Location:
 - Taiwan
- Age:
 - 18 - 65+

Detailed Targeting ⓘ Include people who match ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Save as Confirm

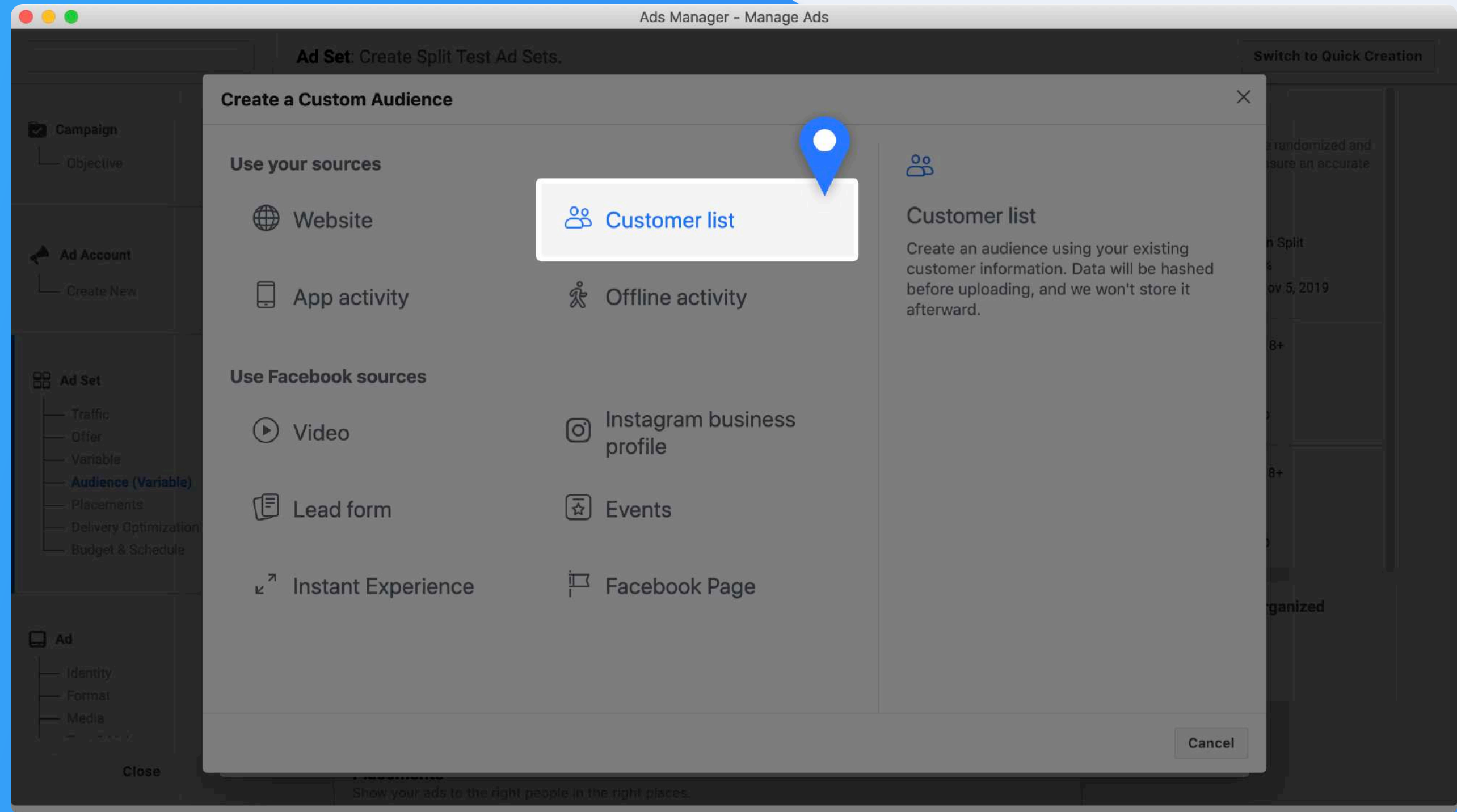
Close

https://business.facebook.com/adsmanager/creation?act=747188045742709&business_id=2057309401035562#



STEP 5

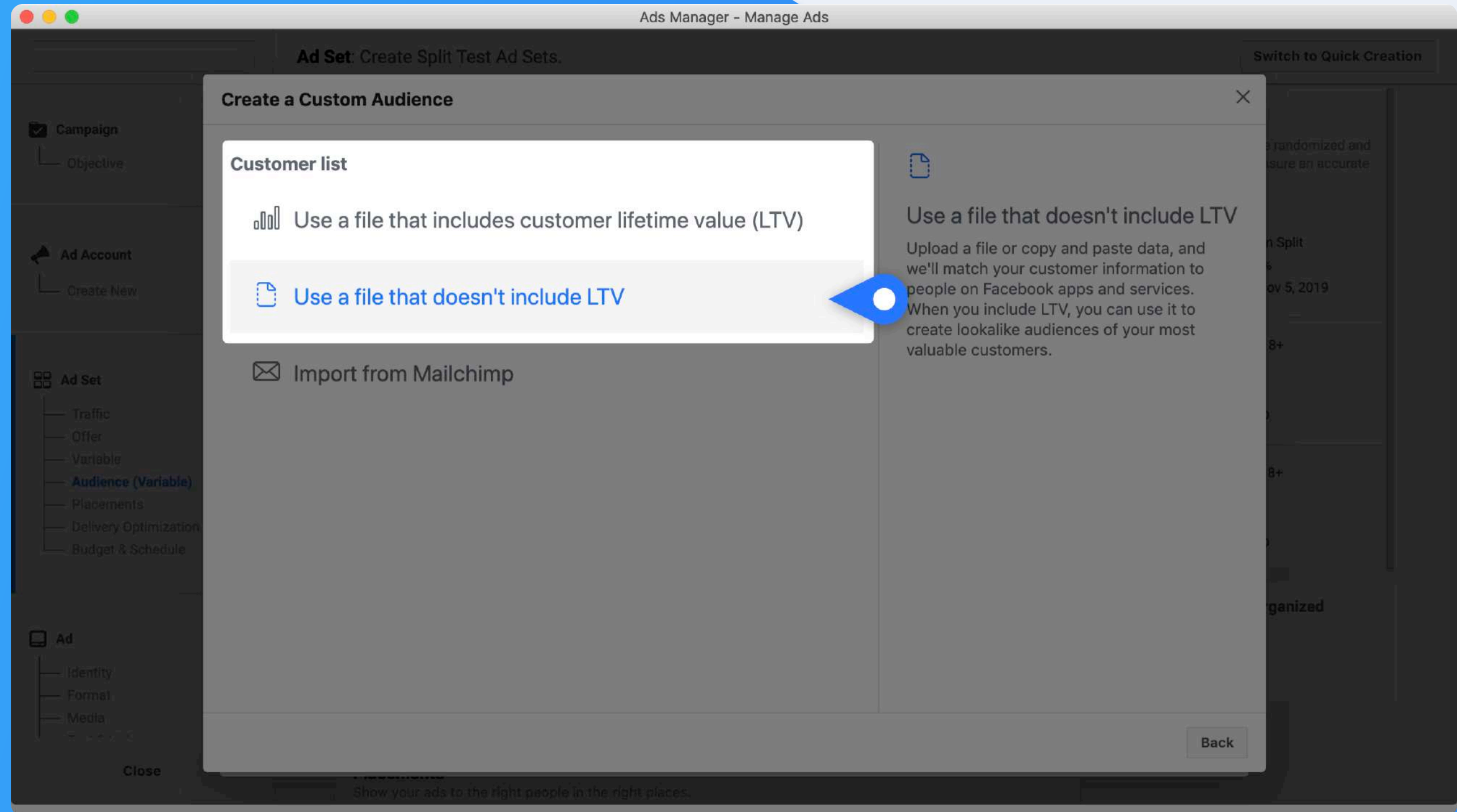
Choose Customer List





STEP 6

Choose Use a file that does not include LTV





STEP 7

Customer List Settings

- 1 Choose From partners at the Original Data Sources.
- 2 Upload the customer list(CSV format) downloaded from Seeker Ads Lookalike and click Next.

Ads Manager - Manage Ads - Campaigns

Yoctol AI (8079196)

Create a Data File Custom Audience

1 Prepare a File with Your Customer Data [Show](#)

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City State/Province

Country Date of Birth Year of Birth Age Facebook App User ID Facebook Page User ID

2 Add Your File

Original Data Source **From partners**

☒ Add a new file (CSV or TXT) [Download file template](#)

Drag and drop your file here or [Upload File](#)

☐ Copy and paste

3 Name Your Audience

Name your audience 50 [Show Description](#)

Close Cancel Back **Next**

Detailed Targeting **INCLUDE** people who match at least ONE of the following



STEP 8

Set the first and second columns to Last Name, Facebook Page User ID, and the others to Do Not Upload.

Ads Manager - Manage Ads - Campaigns

Search business

YOCTOL.AI (8079196)

Create a Data File Custom Audience

4 Preview and Map Your Data [Show](#)

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more.](#)

name	✓ Last Name
id	⚠ Facebook Pag... Enter Facebook Page IDs
score	⚠ Do Not Upload

If the identifier above looks incorrect, [Modify the delimiter.](#)

1 column is mapped and will be uploaded: Last Name

[Close](#) [Cancel](#) [Back](#) [Upload & Create](#)

Detailed Targeting [i](#) INCLUDE people who match at least ONE of the following [i](#)



Tips:

Make sure the second column is Facebook Page User ID.

Ads Manager - Manage Ads

Create a Customer List Custom Audience

4 Preview and Map Your Data [Show Tips](#)

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more.](#)

姓名	✓	Last Name ▼
PSID	!	Facebook Pag... ▼
階段	!	Do Not Upload
初次互動	!	Email
上次互動	!	Phone Number

- Mobile Advertiser ID
- First Name
- Last Name ⓘ
- ZIP/Postal Code
- City
- State/Province
- Country
- Date of Birth
- Year of Birth
- Gender
- Age
- Facebook App User ID
- ✓ Facebook Page User ID

Cancel Create

Close



STEP 9

Enter your Facebook Page ID. You can find your Facebook Page ID in the About section at the sidebar of your Facebook Page.

Ads Manager - Manage Ads - Campaigns

Yoctol AI (8079196)

Search business

Yoctol Info

Switch to Quick Creation

Create a Data File Custom Audience

4 Preview and Map Your Data [Show](#)

Map your data to upload it. Your data will be hashed before it's uploaded. [Learn more.](#)

name	✓ Last Name
id	
score	

Enter Facebook Page IDs

Enter Facebook Page IDs

You can find the IDs of your Facebook pages in the Page bookmarks.

Cancel Add

If the identifier above looks incorrect, Modify the delimiter. ?

1 column is mapped and will be uploaded: Last Name

Close Cancel Back Upload & Create

Detailed Targeting ? INCLUDE people who match at least ONE of the following ?



STEP 10

Choose Create a lookalike audience

Ads Manager - Manage Ads

Ad Set: Create Split Test Ad Sets. Switch to Quick Creation

Create a Customer List Custom Audience ×

Your audience data was uploaded

1001 rows uploaded (100%)

It may take a few minutes for us to finish matching your customers to people on Facebook. We'll notify you when your audience is ready to use. You can also check the status in [Audience Manager](#).

Next steps

- Create a lookalike audience**
Expand your reach by creating an audience of people similar the customers you already care about.
- Create an ad**
Start building an ad right now to target your new audience.

Close

Placements
Show your ads to the right people in the right places.

Done

2



STEP 11

Select Audience Size

- 1 Set the range from 1% to 5%
- 2 Click Create Audience.

Ads Manager - Manage Ads

Create a Lookalike Audience

1 Select Your Lookalike Source ⓘ

20191101

2 Select Audience Location

Countries > Asia

Taiwan

Search for regions or countries Browse

3 Select Audience Size

Number of lookalike audiences ⓘ 1 ▾

823K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

Audience size ranges from 1% to 10% of the combined population of your selected locations. A 1% lookalike consists of the people most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

New lookalike audiences ⓘ	Estimated reach
1% to 5% of TW - 20191101	823,000 people

Cancel Create Audience



STEP 11

Set variables

- 1 Set the other variables(age, gender...) to your preference, and start your Facebook Lookalike Ads.
- 2 Get ready for massive improvement for Facebook Ads!

Ads Manager - Manage Ads

Ad Set: Create Split Test Ad Sets.

Switch to Quick Creation

Create a New Audience

Custom Audiences

Customer List

20191101

Lookalike

Lookalike (TW, 1% to 5%) - 20191101

Add a previously created Custom or Lookalike Audience

Exclude | Create New

Locations

Everyone in this location

Taiwan

Taiwan

Include | Type to add more locations | Browse

Add Locations in Bulk

Age

18 - 65+

Gender

All Men Women

Languages

Enter a language...

Potential Audience:

Data is not available.

Audience Details:

- Custom Audience:
 - 20191101 or Lookalike (TW, 1% to 5%) - 20191101
- Location:
 - Taiwan
- Age:
 - 18 - 65+

Save as Confirm

Finish the setting and click confirm.



Seeker

GET STARTED

2019.10.31

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