

Campaign Structure

Single Sku (Or Skus with Similar AOV) Brand Structure

Campaign Budget Optimization

Bid Strategy (Lowest Cost or Highest Value)

****Use cost caps to ensure efficiency, but often the challenge is finding out how to unlock scale while using cost caps.**

Prospecting Campaign (60-80% of Budget)

- Lookalike (1-10%, but start with 1%)
- Broad (Simply Male/Female age 18-65+)
- Interest Stack (5-10 Interests to reach an audience of ~2M)
- 5-7 ads per ad set (use auto placements and have a 9x16 and 4x5 size for each of your creatives.)
- Exclusions: ALL Existing Customers and Pixel Purchasers from Last 180 days

****Once you find your best performing ad set (audience), duplicate it and use that one as a testing ad set moving forward.**

Prospecting Testing Campaign (Dynamic Creative Test) (10-20% of Budget)

****Do not create a testing campaign if you do not have additional budget to allocate here.**

- Your Best Performing Ad Set from Your Evergreen Prospecting Campaign

Remarketing (20-40% of Budget)

- Website Custom Audience of Website Visitors for Last 30 Days
- Social Engagers (FB and IG) from Last 30 Days

- Exclusions: ALL Existing Customers and Pixel Purchasers from Last 180 days
- 5-7 Ads Per Ad Set (use auto placements and have a 9x16 and 4x5 size for each of your creatives.)

Running Funnels For Different Geo, Sku, or Customer Categories

For Brands With:

- Ability to ship to different geographical regions
- Multiple Sku Categories Across Varying AOVs (for example socks, hoodies, and shoes)
- Multiple Product Categories (for example, men, women, and kids)

Use the same structure above, but launch individual funnels for each category.

For Example:

1 Europe Prospecting Campaign, Testing Campaign, and Remarketing Campaign

1 US Prospecting Campaign Testing Campaign, and Remarketing Campaign

Or

1 Shoe Prospecting Campaign, Testing Campaign, and Remarketing Campaign

1 Hoodie Prospecting Campaign, Testing Campaign, and Remarketing Campaign

Or

1 Men's Prospecting Campaign, Testing Campaign and Remarketing Campaign

1 Women's Prospecting Campaign, Testing Campaign, and Remarketing Campaign