

A vibrant, multi-colored rainbow arches across the background of the slide, set against a light blue sky. The rainbow's colors are bright and distinct, creating a cheerful and dynamic visual.

Measurement Masterclass

Performance marketing series

10th of May 2023

Measurement Essentials

Building strong measurement foundation



Measurement Essentials

1

**Approach to Ad's
Measurement in Meta**

2

**Solution #1:
A/B Test**

3

**Solution #2:
Brand Lift Study**

4

**Solution #3:
Conversion Lift Study**

Measurement Essentials

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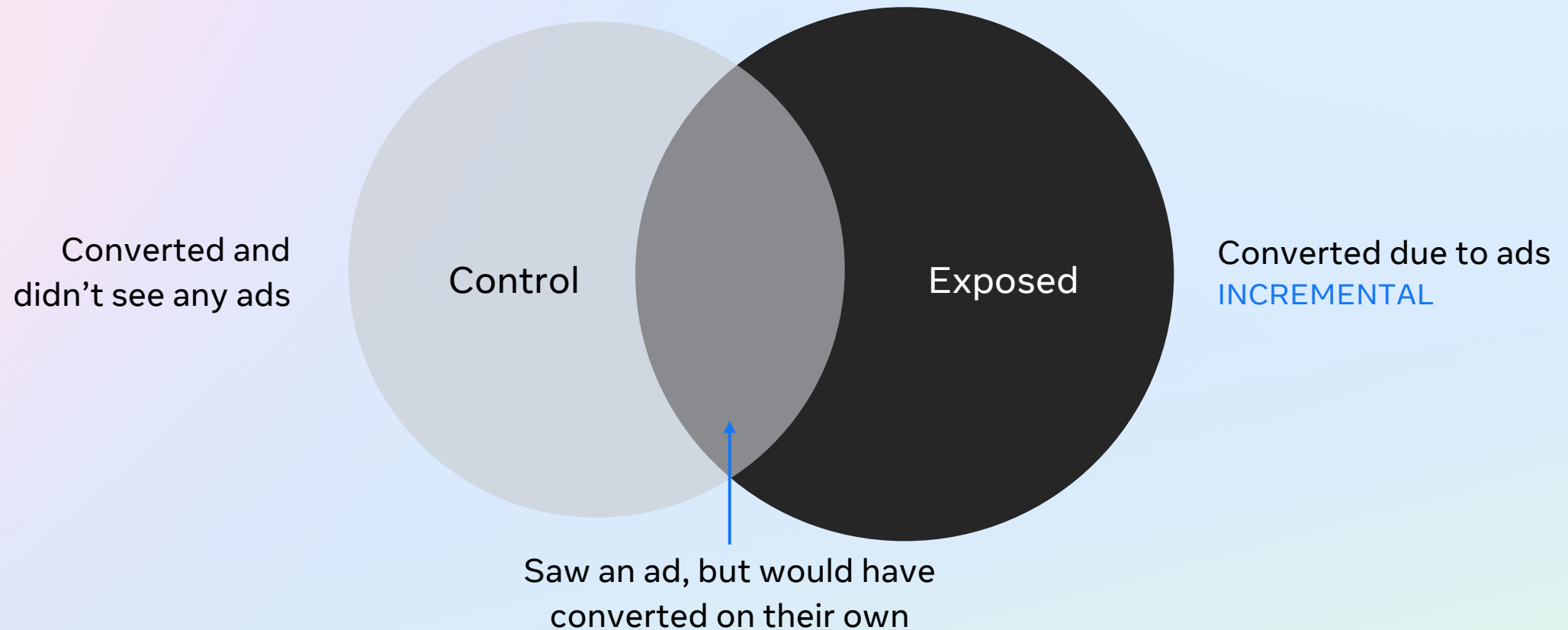
4

**Solution #3:
Conversion Lift Study**

Shark attacks and ice cream sales

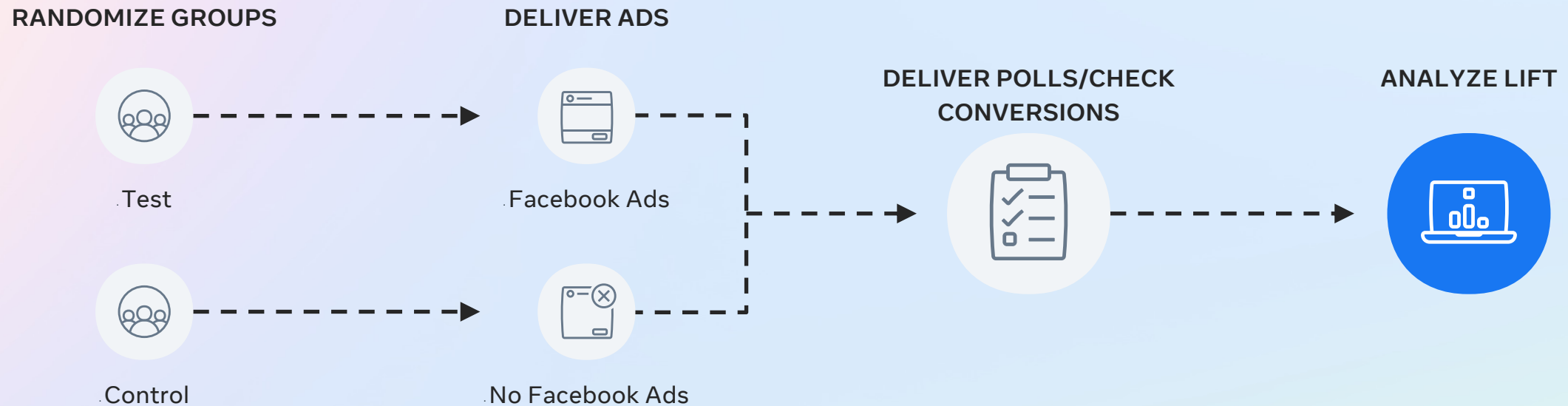


Incrementality measures the value caused by ads

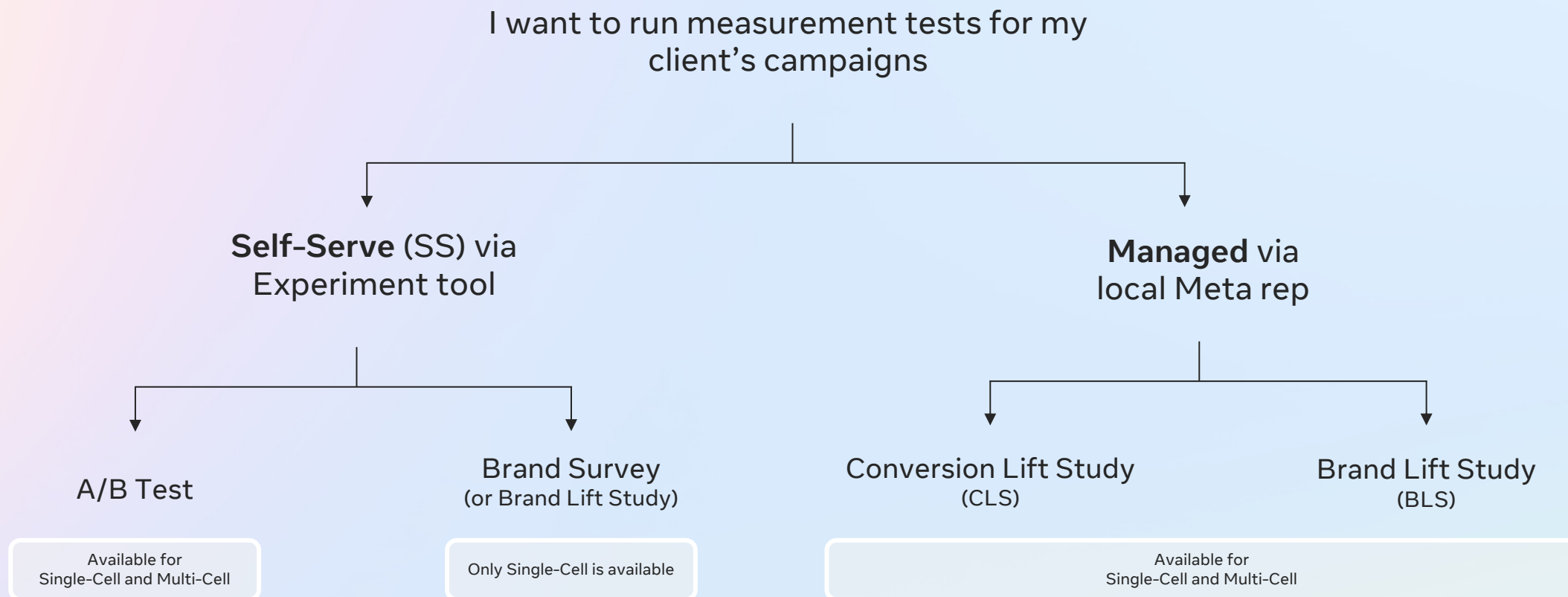


Meta lift solutions are based on experimental design

Control vs. exposed methodology



Decision Tree



Single-cell vs. Multi-cell

SINGLE CELL

FB ads vs. No Facebook Ads



Used to understand **WHAT** the lift of an overall campaign was.

MULTI

CELL

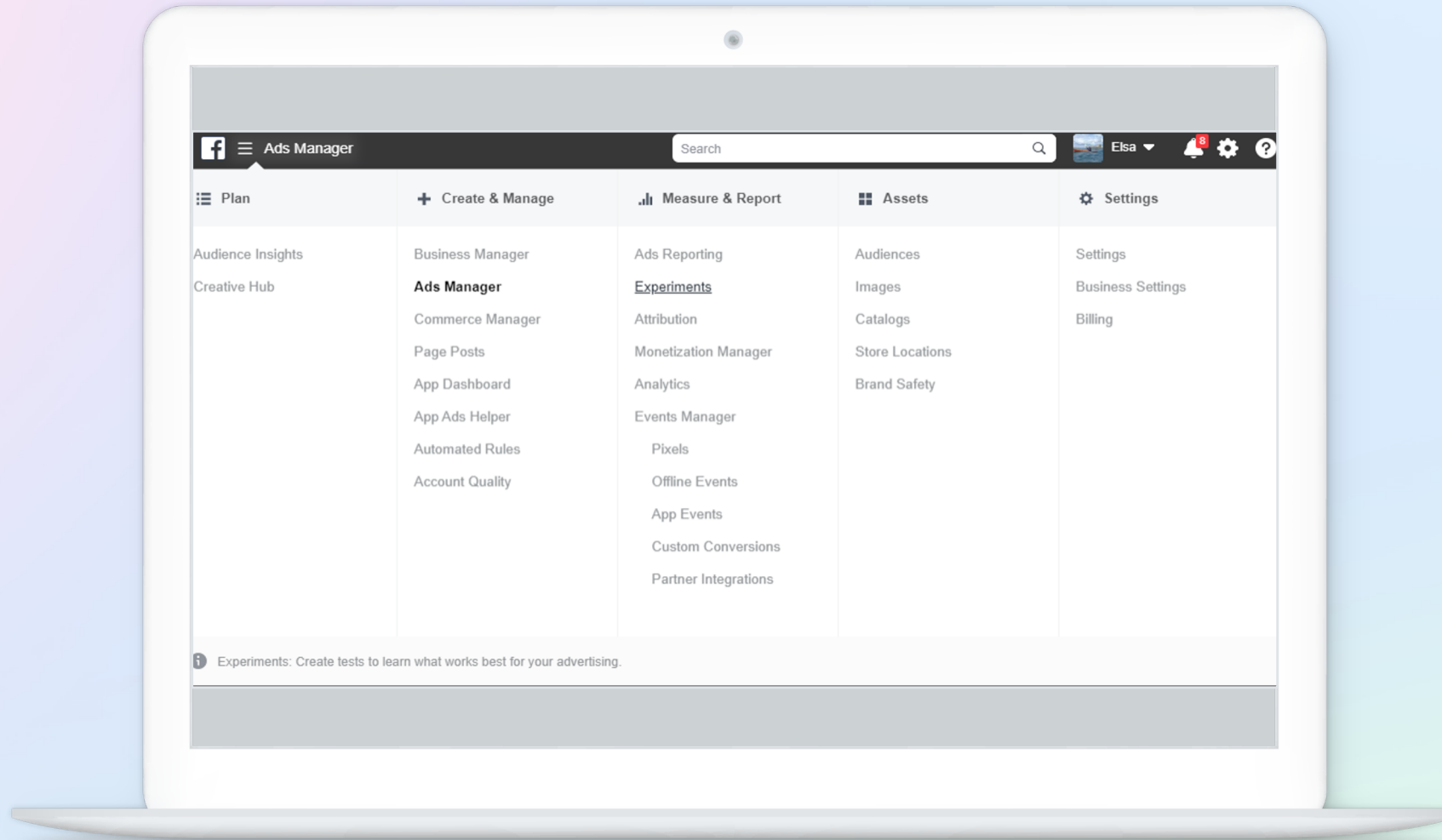
Creative 1 vs. Creative 2



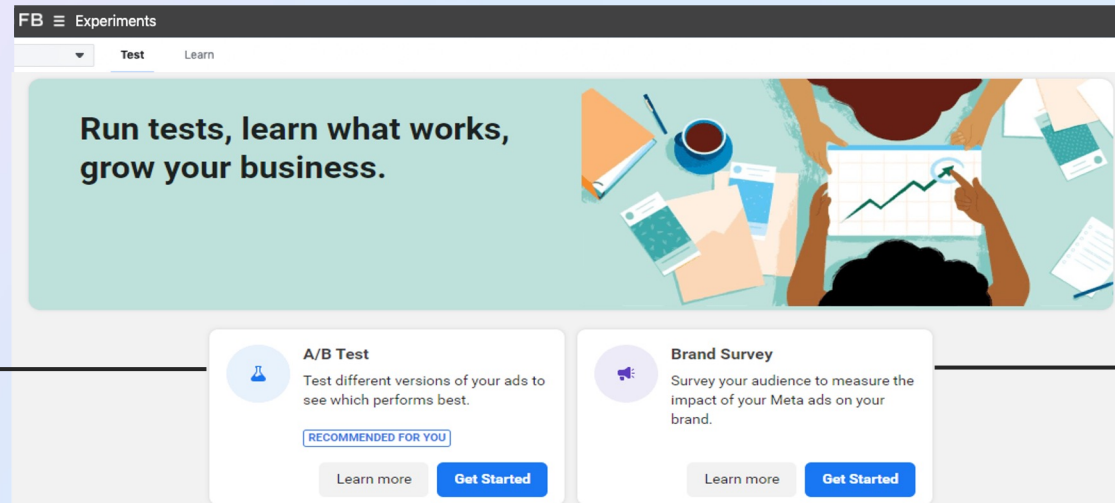
Helps to understand **WHY** certain outcomes were delivered. *

**Isolating and measuring a specific variable (e.g. creative content, targeting type, frequency) to understand effect on outcomes.*

Go to 'Experiments' tab in ads manager to find a range of testing opportunities



Choose the test options to answer your business question (Demo of interface)



1 Comparative Testing (A/B Test)
strategies to understand
which one works best

A/B Test without Lift

2 Understand impact of ad
account or campaign on
brand outcomes

Brand Lift

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A/B TESTING

Advertisers can finally take the guesswork out of finding their best performing ads

A/B Testing allows advertisers to compare two strategies and determine which one best drives results



A/B testing benefits



Randomized,
non-overlapping
groups of people



Easy to setup in
Ads Manager



Actionable results and
best practices for future
campaign planning

Determine a variable to A/B test



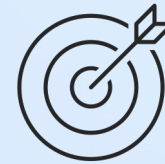
CREATIVE

- 1 Ad unit
- 2 Call to action button
- 3 Messaging and headline
- 4 Creative execution
- 5 URL destination



AUDIENCE

- 1 Broad vs. narrow
- 2 Interest based vs. pixel based
- 3 Lookalike audience based on seed A vs. Lookalike audience based on seed B



DELIVERY OPTIMIZATION

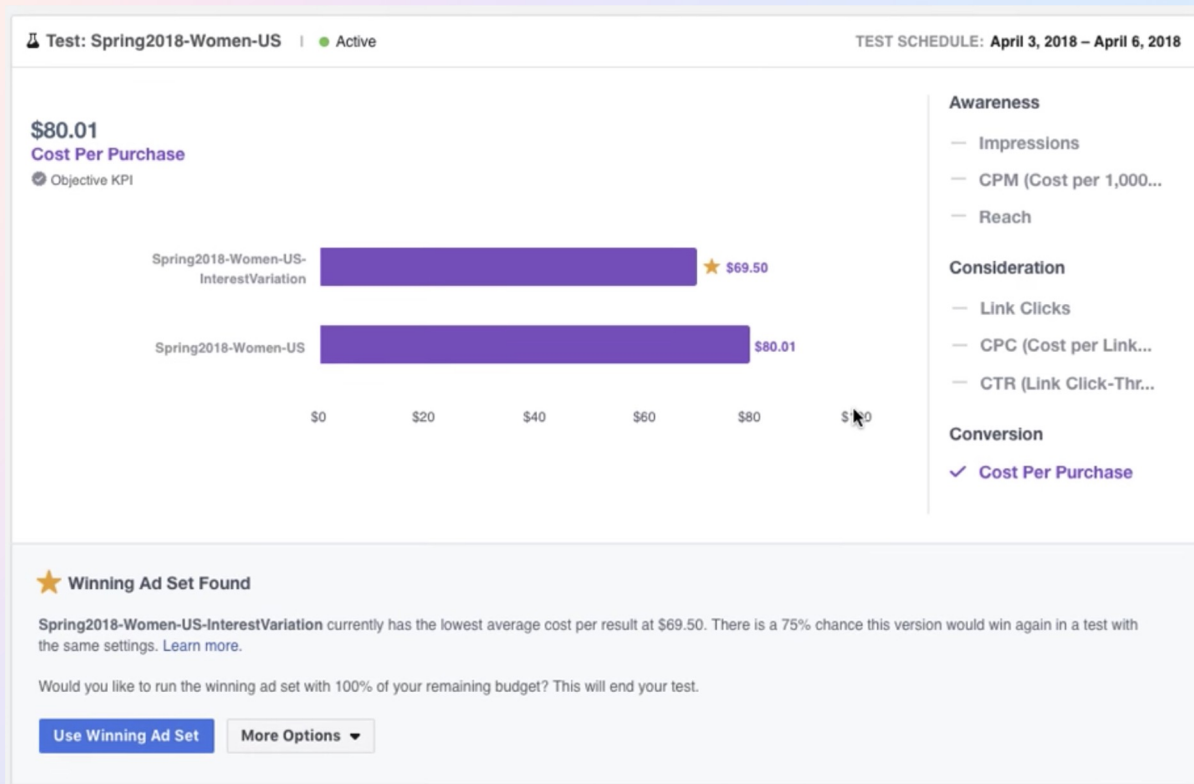
- 1 Onsite lead vs. offsite lead
- 2 Landing page view vs. purchase
- 3 All of the other combinations i.e. app install, app event, view content, reach, thurplay and etc.



PLACEMENT

- 1 Advantage+ placements vs, manual placements
- 2 Any other combinations

How A/B Test define the winning strategy?

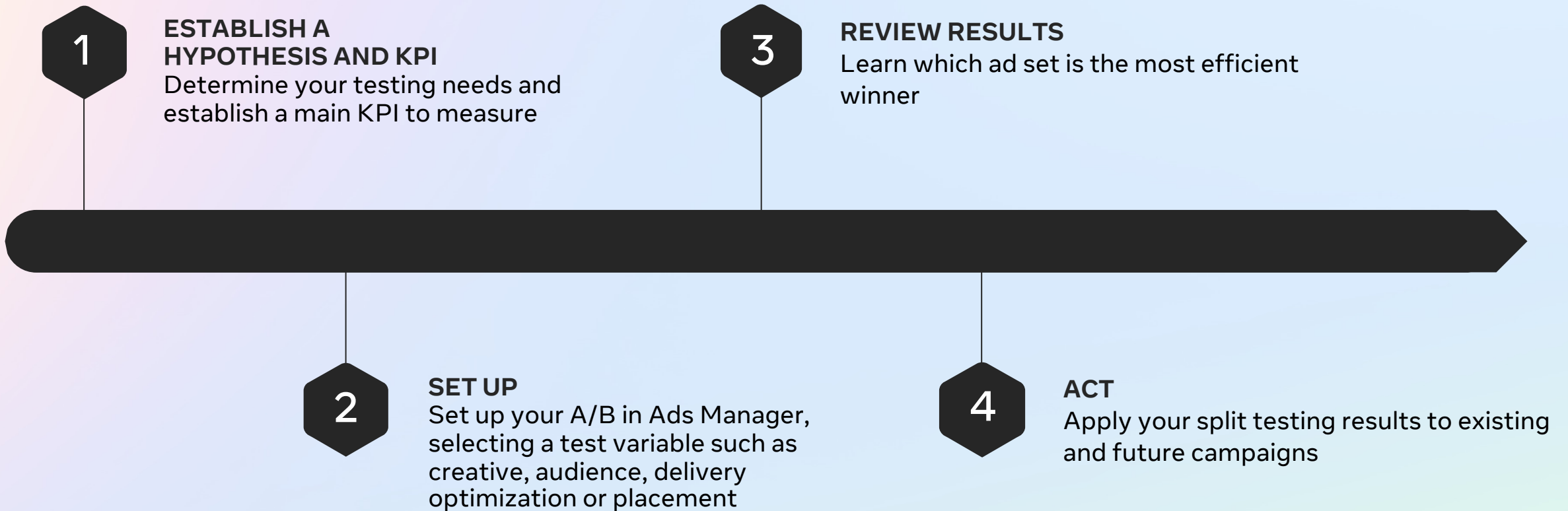


OPTIMIZE YOUR CAMPAIGN STRATEGY WITH YOUR A/B TEST RESULTS

- Create a new ad from the winning ad set from the results email
- Choose to use the winning ad set with your remaining budget
- Create a new campaign in ads manager that leverages your A/B test learnings

*for performance advertisers mainly

To conclude...



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Brand Lift tests rely on experimental design

Control vs. exposed methodology

RANDOMIZE GROUPS



Test



Control

DELIVER ADS



Facebook Ads



No Facebook Ads

DELIVER POLLS

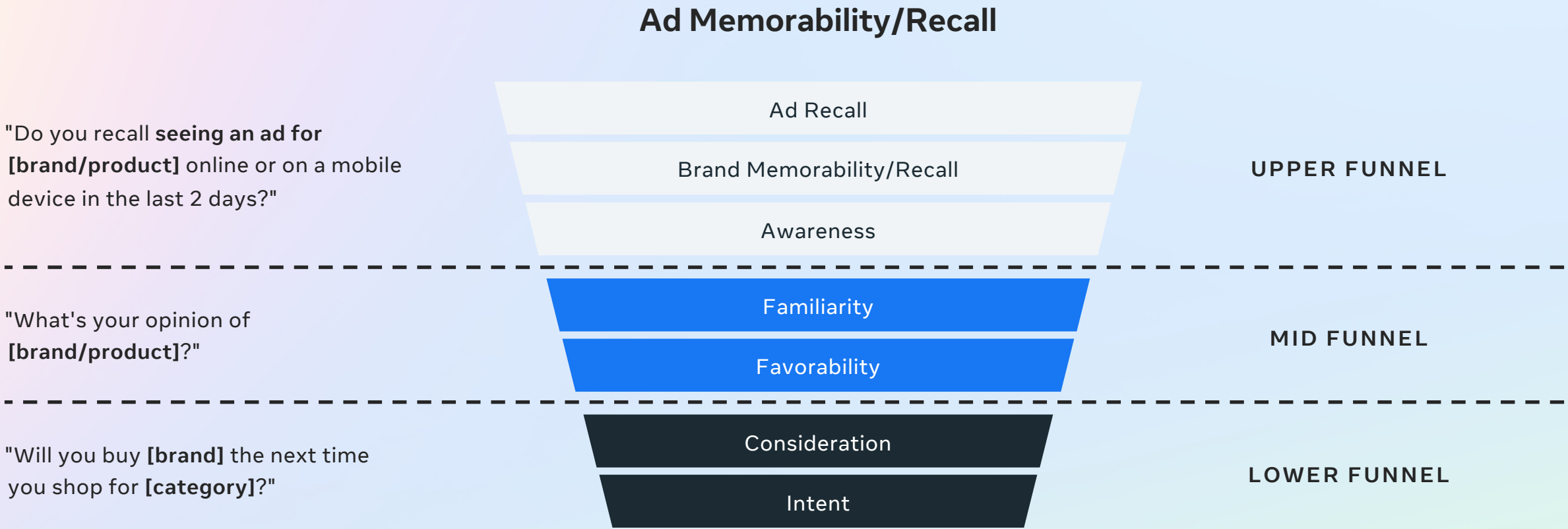


ANALYZE LIFT



Lift studies use randomized test and control groups, with some people who will not see ads for your campaign. Testing can sometimes result in a smaller-sized test audience with comparatively higher CPMs.

Brand Lift Test Set Up: Develop questions based on your Campaign Objectives



Adjust your questions to meet your business needs

Meta’s Brand Lift solution enables you to tailor the questions in your test based on your needs.

Tailor the questions people see based on things like:



The ad format you’re using



The actions you want people to take



Grammatical tweaks to what you want to ask

STANDARD AD RECALL

“Do you recall seeing an ad for [brand/product]
 1 2 3
online or on a mobile device in the last 2 days?”

COMPONENT 1	COMPONENT 2	COMPONENT 3	ANSWERS
seeing watching encountering viewing reading	an ad for ads for a post about a story about a video about	Editable text field for [brand/product]	Yes No Not Sure

Self-Serve BLS vs. Managed BLS Comparisons

Set-up Comparison

	Self-Serve	Managed
Set-Up: requires Meta reps	No	Yes
Results Interpretation: Meta reps will provide guidance and expertise on how to understand results	No	Yes
Question options	6	26
Number of questions that can be asked per study	Up to 3	Up to 3
Flexible questions (brand name must be same as page name and wording of questions cannot be changed for self serve – see pg.3)	No	Yes
Ability to set up multi-cell tests	No	Yes
Ability to combine conversion lift and brand lift studies	No	Yes
Reach and frequency campaigns allowed	No (auction only)	Yes
Minimum test duration	14 days (fixed)	7 days (recommended)
Maximum test duration	90 days	90 days
Countries coverage (please reach out to your Meta reps)	48 countries	74 countries
Minimum requirements (please reach out to your Meta reps)	Specified reach level per country and recommended spend and holdout %	Specified budget by country and fixed duration and holdout %

Reporting Comparison

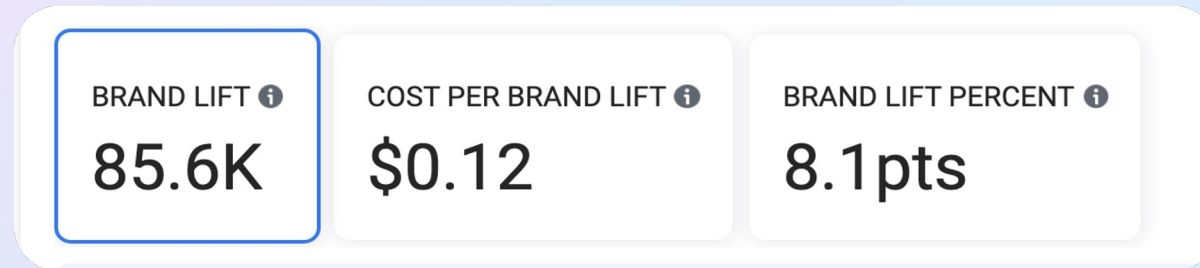
	Self-Serve	Managed
Results require a minimum of 250 respondents	Yes	Yes
Robust and flexible reporting (PowerPoint deck for Managed only)	No	Yes
Includes details such as spend, impressions, reach, frequency, etc.	No	Yes
Demographic breakdown	Yes	Yes
Detailed breakdown of test groups (people)	Yes	Yes
Exportable report	No	Yes
Reporting API available	No	Yes

Available Brand Survey Questions (Self-Serve Only)

Category	Type	Question	Example
Upper-Funnel	Standard ad recall (compulsory)	Do you recall seeing an ad for X?	Do you recall seeing an ad for [your brand] online or on a mobile device in the last 2 days?
Upper-Funnel	Standard brand awareness	Have you heard of X?	Have you heard of [your brand]?
Mid-Funnel	Familiarity	How familiar are you with X?	How familiar are you with [your brand]?
Mid-Funnel	Abstract Favorability	How would you describe your overall opinion of X?	How would you describe your overall opinion of [your brand]?
Lower-Funnel	Recommendation	Will you recommend X to a friend?	Will you recommend [your brand] to a friend?
Lower-Funnel	Action intent	How likely are you to consider X?	How likely are you to consider [your brand]?

Brand lift results: how it's used

Brand lift is the estimated difference in the number of people who gave the desired response to your poll between the test and control groups



Brand lift is the estimated difference in the number of people who gave the desired response to your poll between the test and control groups.

The estimated cost of each additional person who gave a desired response to your poll in a brand lift test.

When comparing the people who had the opportunity to see your ads to the people who did not have the opportunity to see your ads, your brand lift percent is the estimated amount of additional positive responses to your campaign.

Brand lift results: how it's calculated

In the example Lift% = 8.1

Campaign reach = 1.05 MM
Brand Lift = 1.05MM X 8.1%
= 85.6K

BRAND LIFT ⓘ

85.6K

COST PER BRAND LIFT ⓘ

\$0.12

BRAND LIFT PERCENT ⓘ

8.1pts

Suppose total polls (T+C)=
653

T = 353 and C = 300
Lift% = [(353-300)/653] =
8.1%

HOW IT'S CALCULATED

Brand lift is calculated by multiplying the number of people you reached with your campaign by your brand lift percent.

HOW IT'S CALCULATED

Cost per brand lift is calculated by dividing the estimated total amount of money you've spent on your campaign by brand lift.

HOW IT'S CALCULATED

Brand lift percent is calculated by first dividing the number of desired responses from the total number of responses in the test and control groups. Then, subtract the control group percentage from the test group percentage to get brand lift percent.

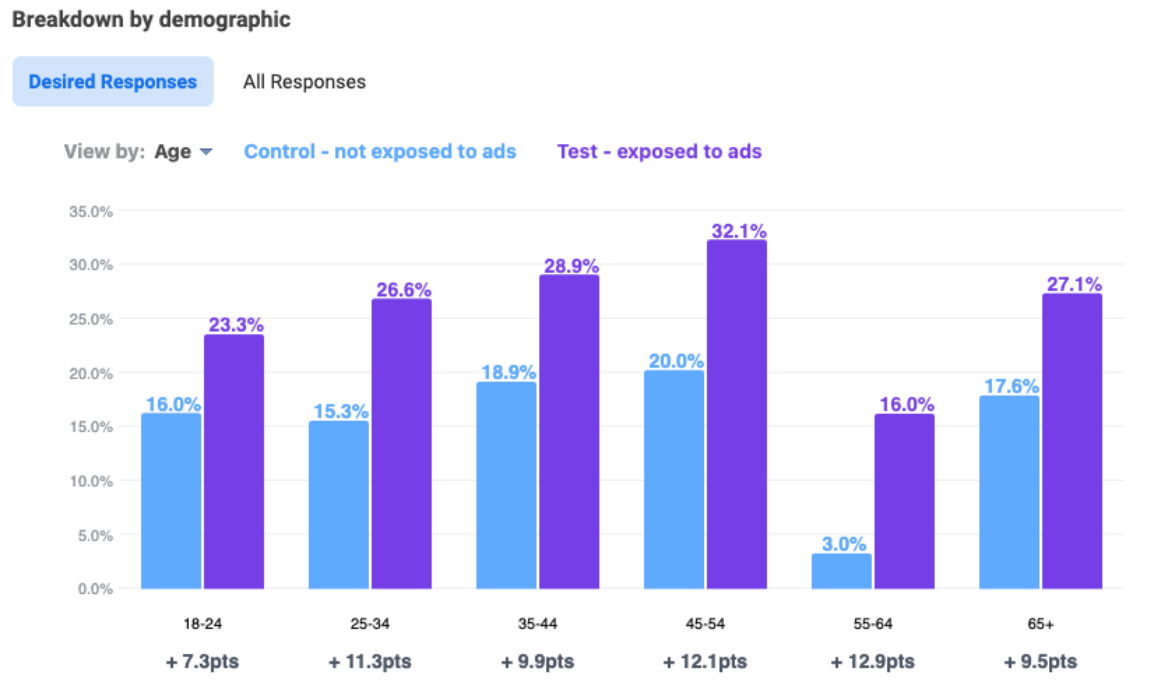
It's measured in percentage points, which is the numerical difference between two percentages.

Total Campaign spends = USD 10.27K

Cost per brand lift = \$10,270/85,600 = USD 0.12

Measure lift by demographic

Within the age group of **55-64**, the lift was highest (**+12.9pts**), meaning the ad was most effective at driving incremental desired responses in this age group.



Contextualize your results: compare with regional and vertical benchmarks

Norms are available for all standard questions for Meta Brand Lift tests

Brand Lift benchmarks are median of all similar test results per question per region / vertical. Results are considered reliable when they cross 90% probability for positive lift.

Disclaimer: Not actual results. For illustration purposes only.

Brand Lift Percent

Cost Per Brand Lift

Poll Question	This Test	Asia Pacific	Technology
Standard Ad Recall	6.0pts	5.0pts	5.6pts
Top-of-Mind Awareness	2.4pts	0.9pts	1.1pts
Intent	 0.3pts	0.6pts	1.3pts

About norms ⓘ

Brand Lift Percent		Cost Per Brand Lift		
Poll Question	This Test	Asia Pacific	Technology	
Standard Ad Recall	\$0.07	\$0.16	\$0.29	
Top-of-Mind Awareness	\$0.18	\$0.14	\$0.19	
Intent	⚠ \$1.30	\$0.08	\$0.18	

Compare brand lift percent and cost per brand lift across your region and vertical

BEST PRACTICES FOR TEST SETUP

What can you optimize with brand lift insights?



Creative



Audience Performance



Placement



Delivery Objective



Frequency

Configure your test design based on your campaign objective

Is my campaign driving brand lift?

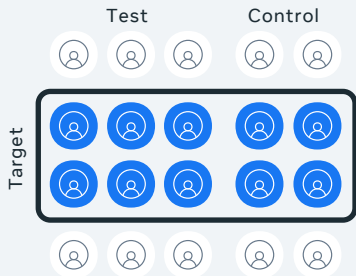
Test Design: n/a. Measure an entire account or campaign.

Results: Your report will show you overall brand lift from the total campaign.

Results will not be broken down by variables like creative or media factors (although you will see lift by age/gender).

Single Cell

Total Meta, Inc. Universe



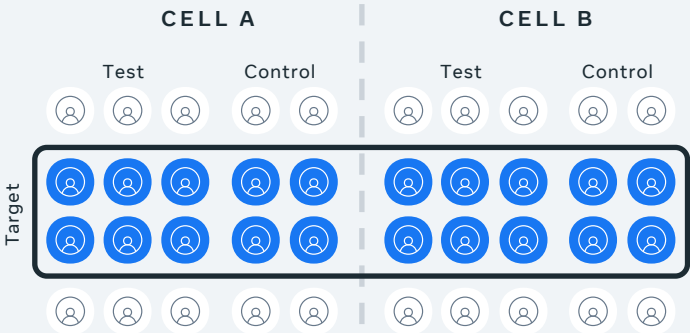
Is campaign A or campaign B driving more brand lift?

Test Design: Run a multi-cell experiment to understand the impact of each variable on brand lift. Hold all other factors constant (like media weight, targeting etc.) to isolate the cause of the effect.

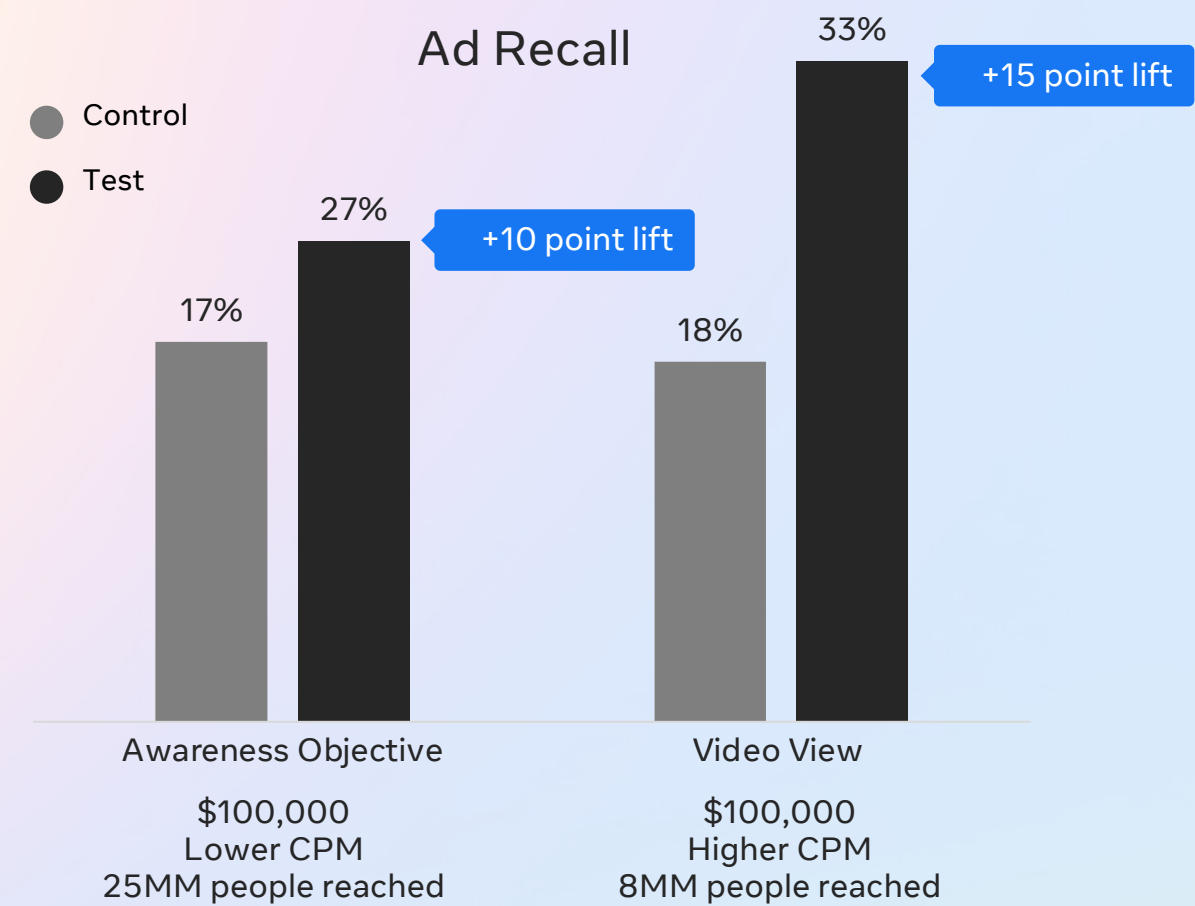
Results: You'll receive brand lift results for each test cell to help determine a winning approach.

Multi-Cell

Total Meta, Inc. Universe



Measure cost per incremental person to determine efficiency (in case of multi cell tests)



	Awareness	Video View
Point lift	+10	+15
Incremental people who recall your ad	2.5MM	1.2MM
Cost per incremental person who recalled your ad	\$0.04	\$0.08

Actionability

What action can I take
from the results?



What should we do with the results?

If **positive** and **statistically significant**:

- Look at all the metrics to justify current strategy
- Compare it with norms to contextualize positive results
- If satisfied with the performance comparison, continue running strategy
- If you want to scale, increase budget and re-test

If **flat** or **not statistically significant**:

- Adjust strategy (consider optimizing creative and media levers like frequency and spends) and re-run the test
- Investigate if specific demographic is pulling down scores
- Reference the test setup checklist for campaign and measurement best practices

Wait until the end of the study to evaluate results

>=90% chance is a reliable result

Test and control groups combined need at least 100 converters before we can show your lift results

Interpreting Lift Results

Below grid can be applied to total sample and demographic breakouts

#	Ad Recall	Message Association	Intent	Interpretation	What could have caused this?
1				• Campaign was noticed • No new people associate the message with the brand • Campaign did not increase Intent	• High base message association or difficult to associate with the brand • Creative not aligned to the objective • Branding not clear in the creative
2				• Campaign was noticed • New people associate the message with the brand • Campaign did not increase Intent	• No/poor call to action in the ad • Other factors (eg: low frequency, short duration, strong competition)
3				• Campaign was noticed • No new people associate the message with the brand • Campaign increased Intent among aware	• High base message association or difficult to associate with the brand • Messaging is new and needs time to resonate with audience
4				• Campaign was noticed • New people associate the message with the brand • Campaign increased Intent	• All good • Note: Highlight the things done right (eg: creative, frequency etc)
5				• Campaign was not noticed, and as a result no movement in any metric	• Poor creatives are usually a key reason for an ad not even breaking-through and going unnoticed • Low frequency



SIGNIFICANT POSITIVE LIFT



NO SIGNIFICANT POSITIVE LIFT

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A/B Test**

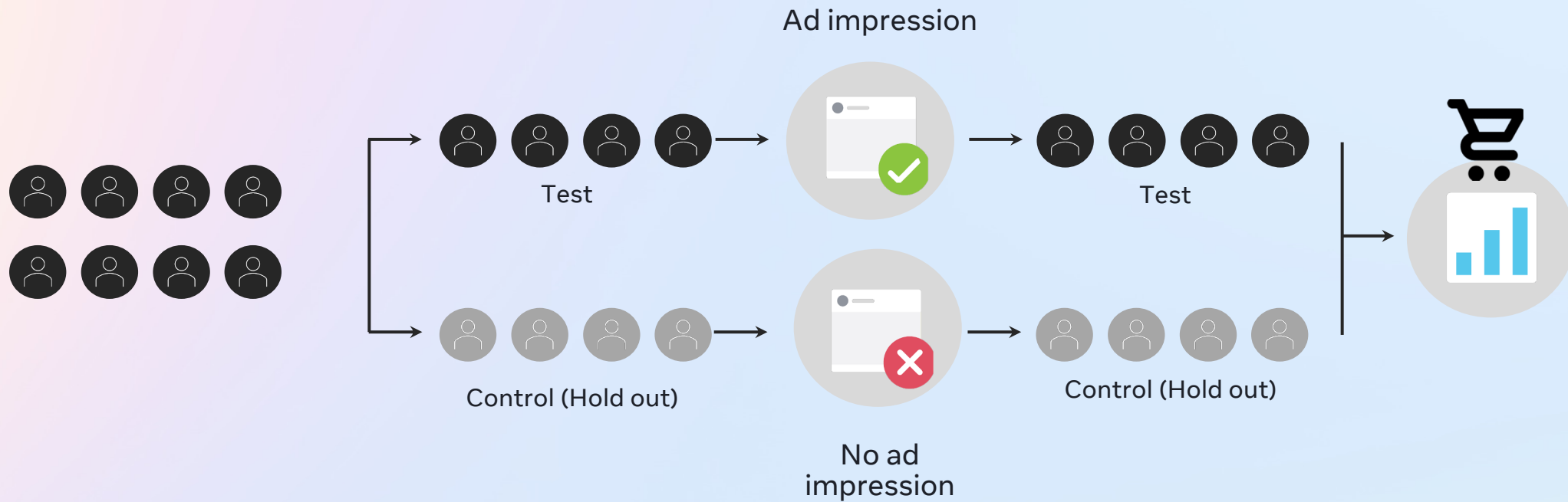
3

**Solution #2:
Brand Lift Study**

4

**Solution #3:
Conversion Lift Study**

How Conversion Lift works



1.

Identify the audience you want to target and the business objective you want to measure

2.

Meta randomizes your audience, then separates people into test and control groups

3.

Ads are delivered to the test group

4.

You pass your conversion data to Meta via the Meta pixel(s), a secure data upload or app events via SDK or Conversions API

5.

Meta compares the conversions in the test and control groups to calculate lift, then posts results in Ads Manager

Note: Lift studies use randomized test and control groups, with some people who will not see ads for your campaign. Testing can sometimes result in a smaller-sized test audience with comparatively higher CPMs.

How can Meta Conversion Lift help you?

With controlled experimentation, you can measure the conversions caused by your ads.

Measure More

Should I allocate more budget to this campaign?

How should I balance my prospecting and retargeting budgets?

Which audience has a lower cost per incremental conversion?

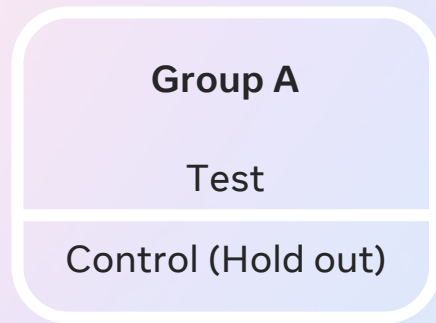
What's the incremental ROAS of my Meta ad campaign?

Does my current attribution model align with the results of a controlled experiment?

How many conversions does Meta specifically drive?

Incrementality Testing: Single Cell and Multi Cell Lift

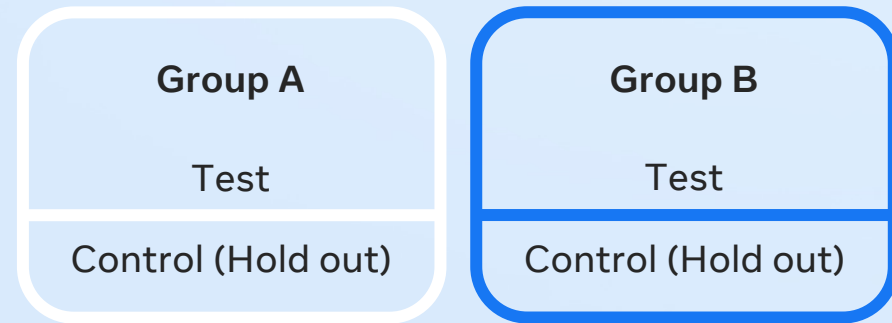
What is the difference?



SINGLE CELL LIFT TEST

How many incremental conversions are driven by this strategy?

What is the cost per incremental conversion for this strategy?



MULTI CELL LIFT TEST

Which strategy drives more incremental conversions?

Which strategy drives the lowest cost per incremental conversion?

Conversion lift results: how it's used

Number of additional conversions that happened as a result of your ads in this test, as recorded by your pixel, app, or offline event set. This is also known as incremental conversions

Conversion Lift Results

CONVERSION LIFT ⓘ

45

COST PER CONVERSION LIFT ⓘ

\$34.56

CONVERSION LIFT PERCENT ⓘ

11.8%

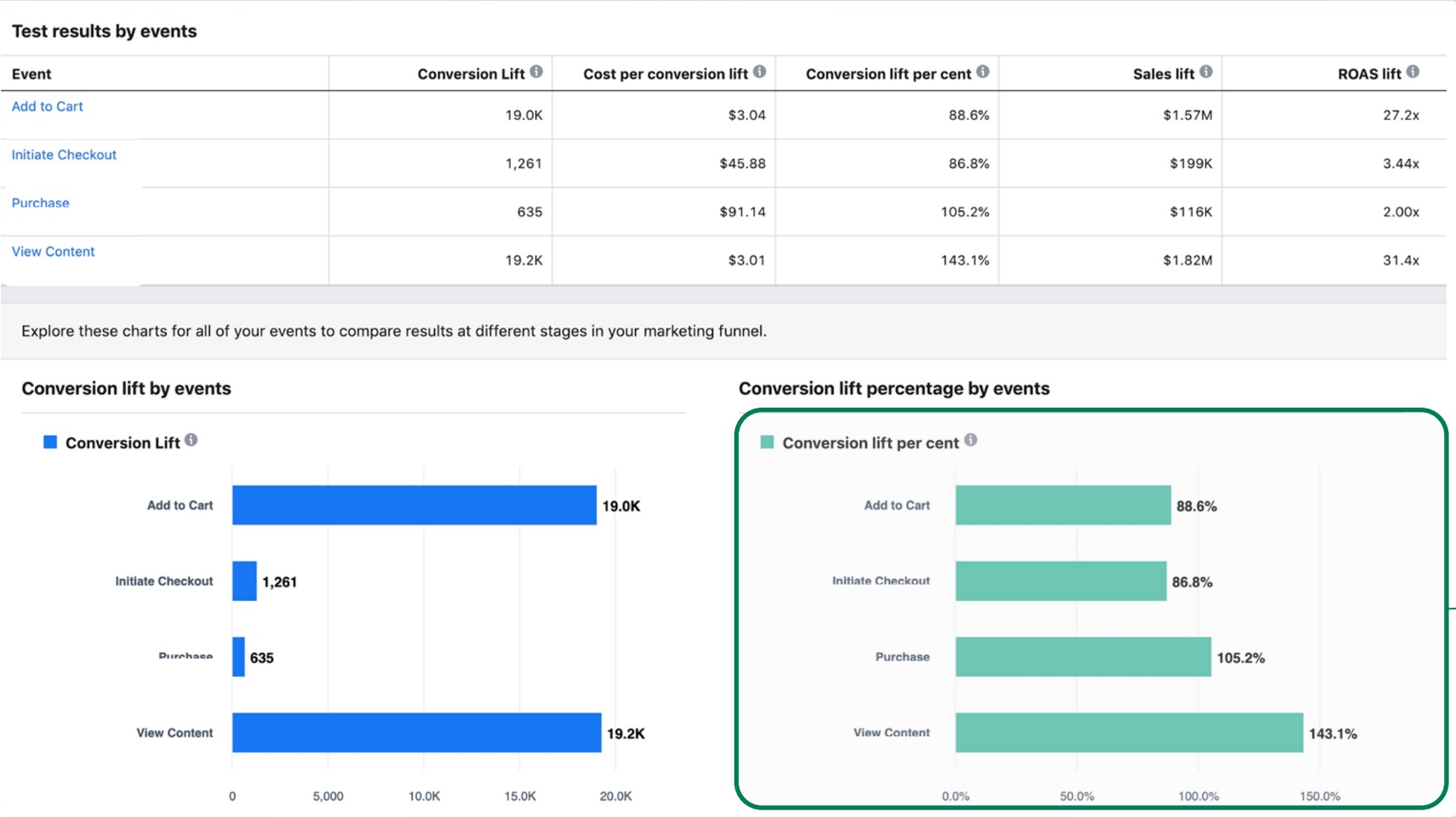
There were **434 conversions** among the people who had the opportunity to see your ads. Without your ads, there would have been **389 conversions**.

When comparing the test and control groups, the number of additional conversions that happened as a result of your ads in this test, as recorded by your pixel, app, or offline event set. This is also known as incremental conversions.

The cost of each additional conversion caused by your ads in this test.

The percent difference in conversions between the people who did and did not have the opportunity to see your ads during this test.

Conversion lift results allow you to zoom into conversion lift by events



Considerations

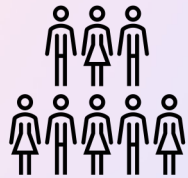


What are reliable results?



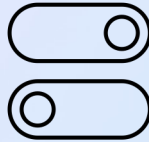
What action can I take from the results?

What impacts whether you get significant results?



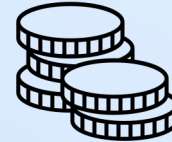
REACH

What is the total unique reach of your campaign?



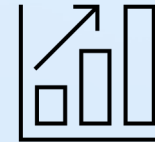
CONVERSION RATE

How many people do you expect to convert out of all people reached?



BUDGET

Does your budget apply the required media pressure to detect an effect?



LIFT%

How big an effect are we likely to see? Does Meta represent a big share of their media plan?

Actionability

What action can I take
from the results?



What should we do with the results?

If **positive** and **statistically significant**:

- Does it match hypothesis you and your client had? What is source of positive lift?
- Continue running strategy
- If you want to scale, increase budget and re-test
- Calibrate attribution (adjust attribution model to the one that matches lift results closest)

If **flat** or **not statistically significant**:

- Adjust strategy (consider optimizing creative) and re-run the test while also tracking upper-funnel conversion events
- Reference the test setup checklist for campaign and measurement best practices

Wait until the end of the study to evaluate results

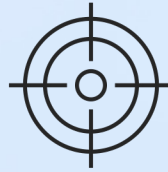
>=90% chance is a reliable result

Test and control groups combined need at least 100 converters before we can show your lift results

Other factors to explore



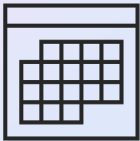
Creative Messaging



Reach/Targeting



Concurrent Media



Frequency



Signals



Backend Issues

Resources

EXPERIMENTS

[RESOURCE HERE](#)

Meta Business Help Centre

About experiments

1,097 views

🔍

Help chosen for you

About advertising restrictions →

Best practices for preventing payment failures →

Touchscreen is disabled at account →

Why some ads are approved, then rejected →

📌

The experiments tool lets you quickly set up and analyse tests using scientifically rigorous experimentation technology. You can choose from several templates that help you accurately measure your advertising and get recommendations on improving performance in a step-by-step manner.

Depending on the test that you're interested in creating, you can:

- Compare one or more ad campaigns to see which one performs best.
- Measure how your ads affect brand awareness or recall.
- Determine the impact of new advertising strategies against your current strategies.

The experiments tool doesn't cost anything to use and holds all of your test results in a single place, including those created in Meta Ads Manager. If you're trying to choose the test that best fits your business needs, learn more about getting started with experimentation.

Tests available in the experiments tool

A/B test: this test lets you compare two or more ad campaigns to see which one is performing best on a cost per result or cost per conversion lift basis. Exposure is split evenly and randomised between each version of your test to determine a winner.

Brand survey test: this test lets you use a brand survey to measure what incremental effect your advertising has on brand awareness, perception or recall. Your audience will be randomised and divided into groups that will or will not have the opportunity to see your Facebook advertising. Then your audience is surveyed with poll questions, which you can choose based on your business goals. Certain budget minimums apply depending on where you're trying to run your brand survey to help yield reliable results.

A/B TESTING

[RESOURCE HERE](#)

Meta Business Help Centre

About A/B testing

13,479 views

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Why some ads are approved, then rejected →

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A/B testing lets you compare two versions of an ad strategy by changing variables such as ad images, ad text, audience or placement. We show each version to a segment of your audience and ensure that nobody sees both, then determine which version performs best.

Before you select a variable to test, choose a hypothesis for your test. For example, you might hypothesise that a Custom Audience strategy will outperform an interest-based audience strategy for your business.

To create an A/B test, you can either duplicate an existing campaign, ad set or ad and change a variable or compare two existing campaigns or ad sets. If you choose to duplicate an existing campaign, we also duplicate your ad budget. Otherwise, we use your current ad budgets, which you can change in Meta Ads Manager at the ad set level. We recommend using the same budget for both versions in a test to ensure a fair comparison. A/B testing can then measure the performance of each strategy on a **cost per result** basis or **cost per conversion lift** basis.

We recommend A/B testing when you're trying to measure changes to your advertising or quickly compare two strategies. We do not recommend testing informally, such as by turning off ads or campaigns on and off manually. This can lead to inefficient ad delivery and unreliable test results. For example, A/B testing helps ensure that your audience will be evenly split and statistically comparable, while informal testing can lead to overlapping audiences.

You can create an A/B test in Ads Manager or in the **Experiments** tool. Learn more about the steps to create an A/B test.

BRAND LIFT STUDY

[RESOURCE HERE](#)

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About brand survey tests

2,547 views

🔍

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About advertising restrictions →

Best practices for preventing payment failures →

Touchscreen is disabled at account →

Why some ads are approved, then rejected →

📌

Brand survey tests in Experiments are only available in certain regions. Learn more about where you can run a brand survey test and what minimum budgets apply.

You can use the **Experiments** tool to run a brand survey test, which measures brand lift, and surveys both people who had the opportunity to see your ads and people in a holdout group. This survey then calculates the incremental effect that your ads had on brand awareness, perception or recall.

A brand survey test might be useful for your business if you're interested in how well your ads resonate with your customers or if you can't directly measure your conversion events.

Here's how the test works:

1. Create or choose the ad campaigns that you want to test against a holdout group to understand their incremental effect on brand awareness.
2. Decide to run your brand survey test on a specific campaign or across all advertising for a specific ad account. You must meet a minimum budget to run a brand survey test on a specific campaign or ad account, depending on your audience's location.
3. Create your brand survey poll questions. Learn more about the questions you can ask people around brand awareness, favourability and recall, and what languages we support.
4. Choose how long to run your test and give us information about your region and vertical.
5. Review your results once they've been automatically collected and analysed.

CONVERSION LIFT STUDY

[RESOURCE HERE](#)

Meta Business Help Centre

About Facebook conversion lift tests

1,136 views

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Help chosen for you

About advertising restrictions →

Best practices for preventing payment failures →

Touchscreen is disabled at account →

Why some ads are approved, then rejected →

📌

Conversion lift overview

Conversion lift is a kind of lift test where you can track conversions to better understand the true value of your Facebook advertising and how well it performs independent of your other marketing efforts.

Conversion lift is also a powerful way to address some of advertising's most common challenges:

- **Over-reliance on clicks:** Last-click attribution may not account for the value created by simply seeing an ad. By allowing advertisers to measure the impact of exposure to an ad across devices, Conversion lift offers a more holistic view of an ad's performance.
- **Ineffective testing methods:** To date, there has been no universal standard to determine the direct impact of digital advertising. Few other measurement solutions determine the actual causal impact of marketing, however, conversion lift does.
- **Comparing different campaign strategies:** While A/B tests can help you understand the correlation between minor changes in your advertising, a multi-ad conversion lift test creates a test environment where you can causally determine the impact of different advertising strategies against their relative performance.

