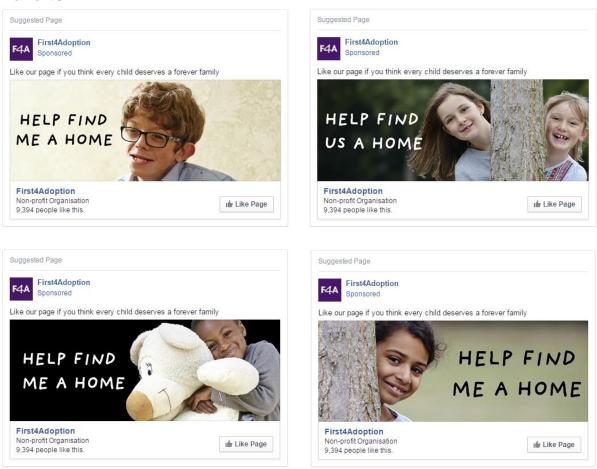
# Facebook page advertising experiment

## **Objective**

To test advert creative to determine how to better take advantage of Facebook adverts to grow the number of page likes.

# Approach

Four different adverts were served up to Facebook users in the right hand column and the feed, with the resulting number of page likes measured.



## **Results**

The results were very good, with our adverts performing in the top 1% of similar advert sets.

## **Adverts**



#### Your Advert Set Is Performing Well

The cost per Page Like for your advert set "England - 35-60" is £0.40. That is less than 99% of similar advert sets.

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Advert	£ Per Like	£ per Like	£ per Like men	Reach	Page Likes	Likes by women	Likes by men
		women					
HELP FIND	£0.33	£0.32	£0.40	81,992	2,597	2,331	239
HELP FIND	£0.36	£0.35	£0.44	49,576	1,168	1,052	107
HELP FIND	£0.39	£0.38	£0.55	36,246	823	751	61
HELP FIND ME A HOME	£0.50	£0.50	£0.47	4,395	90	74	15

Facebook served up the adverts according to advert performance – this is why the Reach figure is vastly different for each one. Facebook identifies the adverts that are costing less and show those adverts more often than adverts costing more.

- the advert that performed best, delivering likes at the lowest cost featured an older boy with additional needs
- the second best performing advert featured siblings
- all adverts performed well at 50p per like or less
- cost per page like was lower for women than men, with the exception of the advert featuring the girl, which cost 3p less per page like
- the cheapest day to advertise was Sunday, when the average cost per page like was just under 32p per page like

# **Campaign settings**

### **Bidding & optimisation**

Advert delivery optimised for Page Likes

### Targeting

Location – Living in: United Kingdom: England Excluded Connections: Exclude people who like First4Adoption Age: 35-60 People who match: Interests: Humanitarianism, Homelessness, Non-profit organisation, Volunteering, Voluntary association, Charitable organisation, Charity and causes or Philanthropy