

Reach people across the Facebook family of apps

Running campaigns across Facebook, Instagram and Audience Network can help you reach more people and maximize the value of your advertising dollars.

When you advertise on Facebook, the system automatically identifies the best placements based on your objective. Opting into these placements allows your ads to receive efficient, incremental reach. Your targeting criteria applies across all platforms, so you can reach your ideal audience across the Facebook family of apps.



Facebook is used by more than 1 billion people every day, so you can connect with the audience you care about where they're active and engaged.



Instagram can help put your business at the center of visual discovery on mobile. More than 70% of people follow an account with a business profile on Instagram.

Source: Instagram Internal Data, December 2016.



Audience Network lets you extend your ad campaigns beyond Facebook to reach your audience on mobile including apps, websites, Instant Articles, and videos.

Are you running your ads in the best placements for your objective?

No/Unsure

Yes

Does your **campaign objective** match your desired end business result?

Are you experiencing difficulties with delivery?

For optimization across placements to work correctly, make sure your advertising objective matches the end business result you care about and plan to measure. For example, if you care about the lowest cost per conversion, use the conversions objective.

Follow this chart to see where to best run your ads:

If your objective is...

Run your ads across...

- Brand Awareness
- Page Post Engagement
- Video Views
- Mobile App Installs
- Mobile App Engagement
- Web Conversions
- Web Clicks
- All Others

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Run ads separately on each platform

Take these steps and see our **ad under-delivery decision tree** to help address the issue:

- Use an optimal **bidding strategy** where your goals align with your ad objective
- Reduce **audience overlap** in your existing campaigns
- Check to see if your ad has a low **relevance score** or high **negative feedback**
- Try optimizing for a different desired action that occurs more frequently

Also, remember that optimizing across placements will frequently mean that one placement gets more delivery than another. That's normal, because the system is designed to find the lowest cost per action wherever it is at that time, regardless of the placement.

Your desired action (such as clicks or conversions) should occur on a regular basis in order for the system to effectively learn and optimize placements. If you don't see a minimum baseline of activity over a one-day period, you may be experiencing under-delivery.

Have you analyzed your optimization results?

Once your campaign is complete, review your results with these points in mind:

- Look for the lower overall cost per action when comparing your ads running on Facebook alone versus your ads optimizing placements across multiple platforms
- Check to see if your ads received incremental reach by optimizing placements
- Know that uneven delivery distribution across placements is normal, as the system optimizes for the lowest cost per action regardless of where the ad is served

Look for these indicators of a successful optimization result:

Objective	Metric (Cost)	Success Indicator (Lower cost)
Video views	per view	per view
Mobile app installs	per install	per install
Website conversions	per conversion and number of conversions	per conversion or more conversions
Page post engagement	per engagement	per result and incremental reach
Brand awareness	estimated ad recall lift	for estimated ad recall lift
Reach	per 1000 reach	per 1000 reach

If you didn't achieve the desired outcome or are unsure of your results, we recommend running a **true A/B test**. This is the best way to conclusively determine how running ads across Facebook, Instagram and Audience Network will impact your success.

TRUE A/B TEST

Start by using the **split testing tool** to divide your audience into two equal groups. Campaign A should include placements on Facebook only, while Campaign B should include placements on Facebook, Instagram and Audience Network. Keep all other targeting, creative, budget and schedule the same for both campaigns and run the test for at least 1 week. It should look like this:

Campaign A:

50% budget, targeting half of target audience, ad placement on Facebook only

Campaign B:

50% of budget, targeting other half of target audience, ad placement on Facebook, Instagram and Audience Network

Review your results, keeping in mind that an ideal outcome is a lower average cost per action regardless of placement. Running ads across Facebook, Instagram and Audience Network will result in a lower cost per action for most advertisers. However, consider running your ads separately if you require predictable delivery on a single channel, if you wish to use different creative for different channels, or if you want to optimize for an outcome such as lifetime value.

No / Unsure

Great!

Continue running ads across the recommended placements for your objective to help achieve the lowest cost per action.

