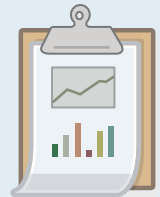


A/B Testing your Facebook Ads

Getting better results through experimentation



facebook

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What is A/B Testing?

An A/B test is an experiment that helps you determine how to optimize one of your ads by comparing it with a slightly altered version. Even if you have a strong ad text and image, running a simple test can help your ad continue to improve over time as well as teach you more about how users respond to your ads.

Getting Started

When you run your first A/B test, it's important to keep a few things in mind:

- 1. Be sure to set a control ad to test all your changes against**
 - Use your original ad as a control to give yourself a solid point of reference.
- 2. Make sure you only change one part of the ad at a time**
 - If you change multiple parts of your ad you won't be able to tell which adjustments triggered the change in ad performance.
- 3. Run your test for at least a week to get reliable results**
 - A/B testing doesn't work overnight. A little patience will ensure you get better data.

What to Test

With A/B testing, you don't need to reinvent the wheel for every ad -- even very small changes can dramatically affect your ad's performance. Each element of your ad is important, so you have several options when deciding what to test. Here are a few suggestions about how to test different elements of your ad in order to achieve optimal results.

Titles









Change your entire title or just one word. Certain keywords in a title jump out at users much more than others. Make sure your title is relevant to the product you are advertising and is clear and concise.

Call to Action

Change or add in your call to action in the body of your ad. Your call to action entices users to click on your ad and also lets them know what they should be doing next.

Images

Use a different image in your test. It can be completely different or can be incrementally changed. Something as subtle as adding a border around your image can increase clicks. Experiment with colorful images that stand out against Facebook's blue and white pages and find the image that works best for you.

<p>Grand Opening</p>  <p>Visit our new cooking school in downtown Austin to learn to cook just like your favorite TV chefs. Grand opening this weekend!</p> <p>Christie Miranda likes this ad.</p> <p> Like</p>	VS.	<p>Love Food Network?</p>  <p>Visit our new cooking school in downtown Austin to learn to cook just like your favorite TV chefs. Grand opening this weekend!</p> <p>Christie Miranda likes this ad.</p> <p> Like</p>
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“Create a Similar Ad” Feature

You can use the “Create a Similar Ad” feature to easily create new versions of your ads when doing A/B testing. You can either click on the “Create a Similar Ad” when viewing your original ad in the Ads Manager, or you can select “Copy an existing ad” during the first step of the ad creation flow. When using this feature, all original content from your ad will be automatically filled in. You can then edit the part you want to test and then submit the new ad for approval.

The image shows two screenshots from the Facebook Ads Manager interface. The left screenshot displays an existing ad for a cooking school in downtown Austin, titled "Grand Opening". The ad includes a chef's hat icon, a description, and a "Like" button. Below the ad are three buttons: "View on Profile", "Edit Ad Creative", and "Create a Similar Ad". The right screenshot shows the "Design Your Ad" step in the Ads Manager. It features a "Copy an existing ad" dropdown menu with options for "Grand Opening 1", "Grand Opening 2", and "Love Food Network?". The "Grand Opening 2" option is selected. The interface includes fields for "Destination URL", "Title" (25 characters left), and "Body Text" (135 characters left). There is also an "Image (optional)" section with a "Choose File" button. On the right side, there is an "Example Ad" preview showing a post from "Christie Miranda" and a "Facebook Ads" section with information about ad format and approval process.

Allocating Your Daily Budget

When multiple ads are running within a single campaign, our system will allocate more of your daily budget to higher performing ads. To prevent this, you may want to create separate campaigns for your ads when running your A/B tests. Creating separate campaigns will allow each of your ads to run evenly during the same time period. This will give you a more accurate understanding of the results.

Lifetime stats ▼		Select rows to edit	
<input type="checkbox"/>	Campaign	Run Status	Budget/day
<input type="checkbox"/>	Grand Opening 1	▶ Active	\$50.00
<input type="checkbox"/>	Grand Opening 2	▶ Active	\$50.00
<input type="checkbox"/>	Love Food Network?	▶ Active	\$50.00

Understanding Results & Moving Forward



You should let your new ad run for at least a week at the same time as your original ad before comparing the two. Hopefully you'll see in your Ads Manager (www.facebook.com/ads/manage) that your new ad has outperformed your original ad. Even if it hasn't, you've just determined what doesn't work.

Use your newly gained knowledge to run more A/B tests. You'll get to a point where you've discovered at least a few versions of your ad that perform particularly well. When this happens, you can run them all at once or choose to rotate them in and out. Whenever you choose to run new ads in the future, always go through the same A/B process until you achieve your desired results.