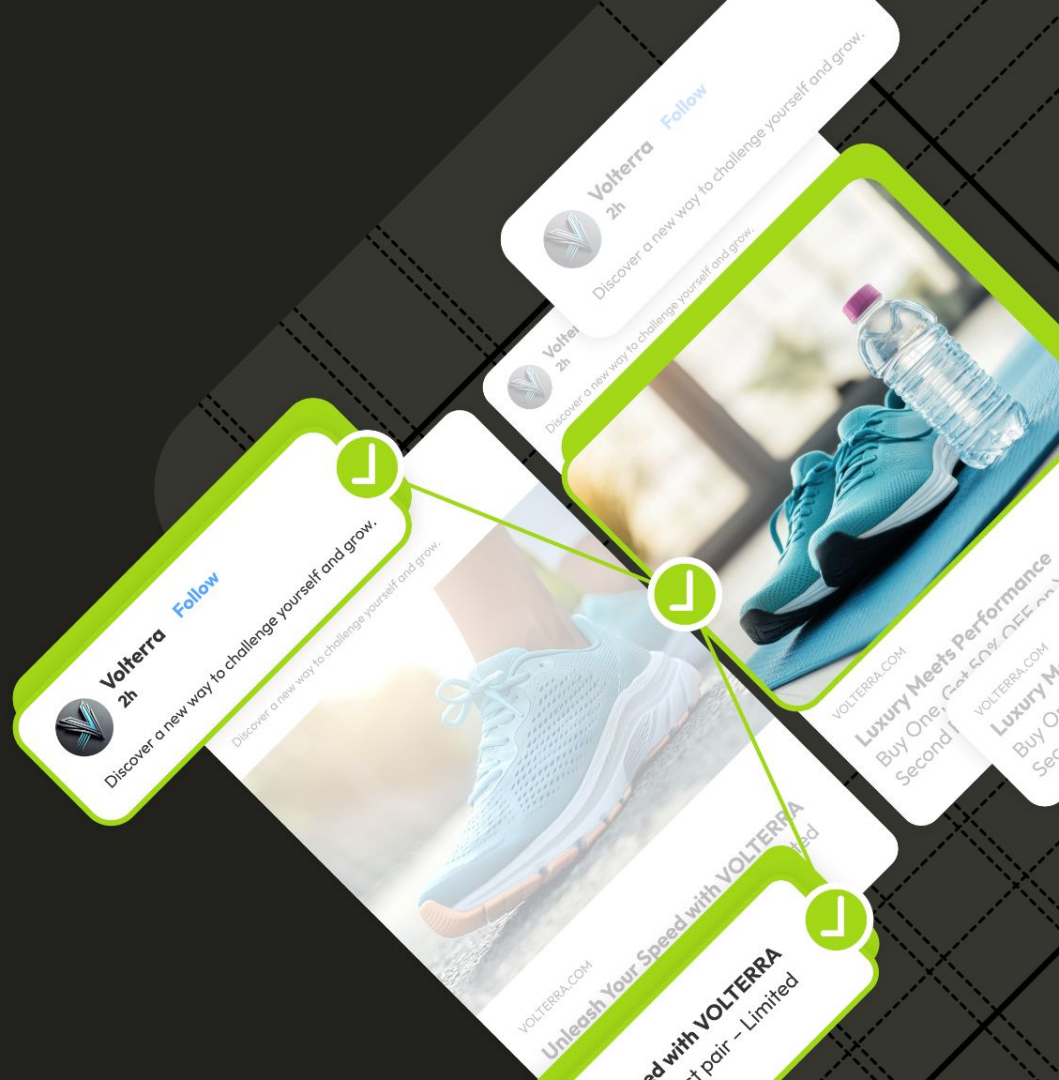




Don't Let Poor Testing Tank Your Meta Ads Performance

We'll Start Shortly



The Speakers



Kaitlyn Kerr

Senior Manager
of Paid Media



Rachel Huffcut

Manager
of Paid Media





Poll

What's your biggest challenge with Meta Ads?

- A. Driving qualified traffic
- B. Increasing conversions
- C. Scaling campaigns profitably
- D. Creative/Product strategy

01 02 03 04 05

Why Meta Ads Testing is Critical for Ecommerce Success

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Key ecommerce challenges



Thin profit
margins



High
competition



Creative/
product **strategy**

The ROI impact of testing ad creatives, audiences, and placement strategies



Advanced Testing Strategies for Ecommerce Performance





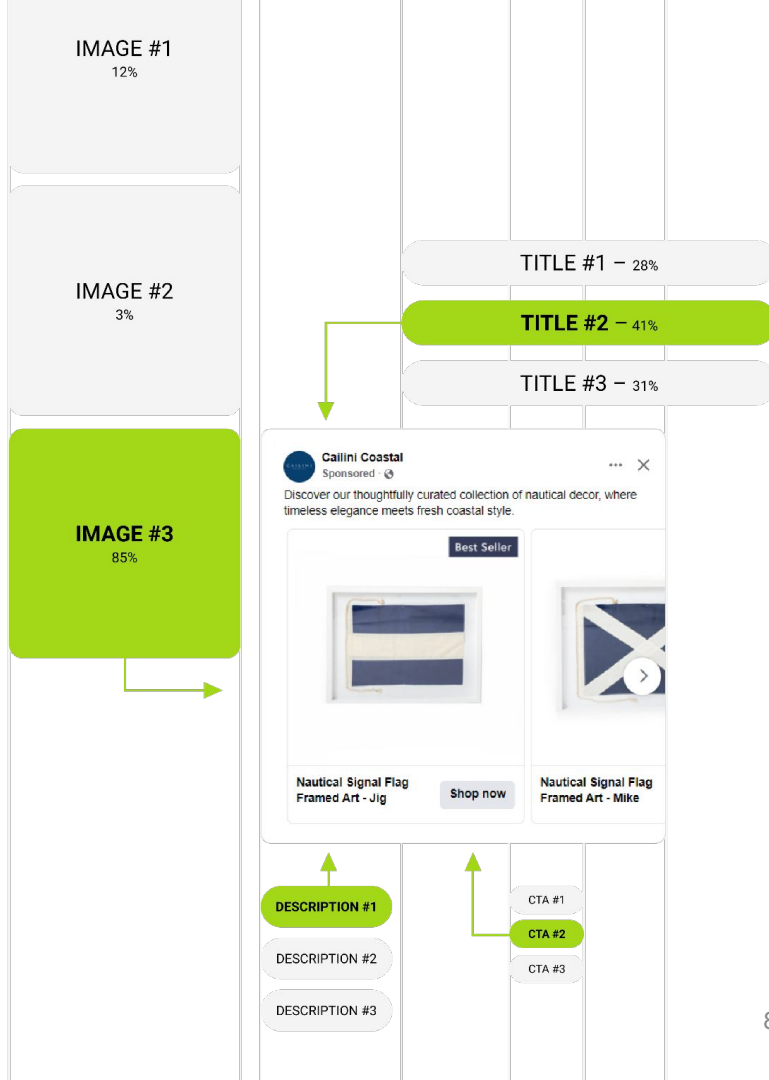
Beyond basic A/B testing

Multivariate testing for product-focused ads



QUICK WIN

Segment out product sets strategically instead of just relying on all SKU's



<input type="checkbox"/>	Off / On	Ad set	Amount spent
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ECI - [AWAR] - Cold - Broad Targeting DABA - Easter Collect...	\$111.91
		Engaged audience ⓘ	\$18.56
		Existing customers ⓘ	\$16.70
		New audience ⓘ	\$76.65

Audience segments

Engaged audience - Last updated Feb 5, 2025

These are people who are aware of your business or interacted with your products or services, but have not made a purchase.

Existing customers - Last updated Feb 5, 2025

These are people who have purchased your products or signed up for your services.

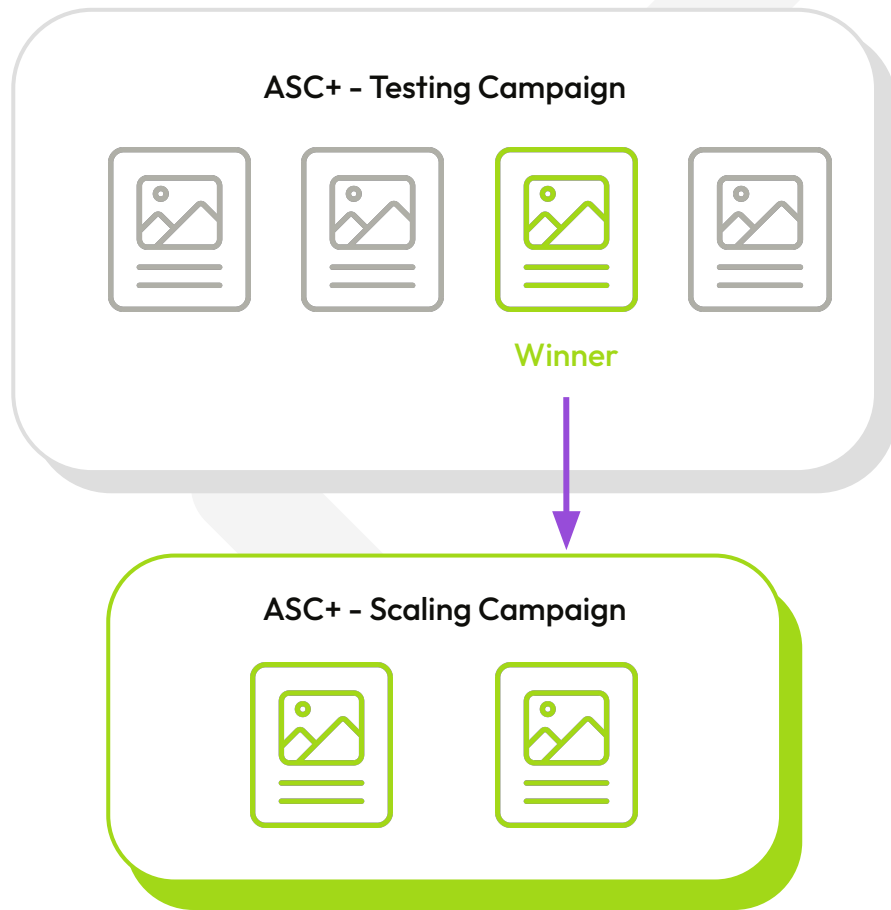


Get More From Your Ads

Start Segmenting Your Audience Today



Transform Test Success into Scalable Growth with **Meta's Advantage+**





Poll

How are you currently segmenting your Meta Ads?

- A. By product category
- B. By margin
- C. Using custom labels
- D. I'm not segmenting yet
- E. Other - Drop into chat

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Landing Page Optimization to Boost Ecommerce Conversions



Stick the Landing By:

- 1 Meeting Consumer Expectations
- 2 Build a Seamless Customer Experience
- 3 Cross-Functional Alignment

4.1 hours

Spends the average adult in US per day in their mobile phone

66%

Of surveyed consumers said mobile has become their most important shopping tool

80%

Of people said the experience a business provides is as important as its product



Three C's of High Performing Landing Pages



Content

Convey the value proposition clearly.

Use engaging, images and videos.



Continuity

Ensure products, messages, promotional offers and pricing are consistent between the ad and the landing page.




Convert

The action should be obvious and easy to take.

Indigo Wild Best Seller Smeller

Zum by Indigo Wild
Sponsored ·

Meet the aromatic, plant-packed scents that have captured hearts and noses. We won't play favorites, but you can.



BEST SELLER SMELLERS

Shop Zum Favies [Shop now](#)

Oatmeal-Lavender
Zum Bar Goat's Milk...

URL – indigowild.com/collections/best-sellers

KPIs – Purchases & AOV

agital™

Example

Best-Sellers page against home page or product page


Best-Sellers

Spend \$65 Or More, Get A Free Pound Of Soap! ENDS TONIGHT!

SHOP BY PRODUCT SHOP BY SCENT NEW! REWARDS **zum** SUBSCRIBE & SAVE LEARN FIND US

ZUM LOVEY LOYALTY POINTS ▾

BEST SELLERS
Great whiffs hard at work. Meet our top-seller smellers.



[Reviews](#)


SHOP BY PRODUCT SHOP BY SCENT NEW! REWARDS **zum** SUBSCRIBE & SAVE LEARN FIND US

ZUM LAB
**ROSE-
BERGAMOT**

NEW in the Zum Lab, floral romance meets citrusy zest with Rose-Bergamot. Rose brings soft, blooming sweetness, while Bergamot adds a bright, earthy twist. Available in Bar Soap, Room & Body Spray, and Bath Salts.

[SHOP NOW](#)

Home Page



[Reviews](#)

[Chat with Zum](#)

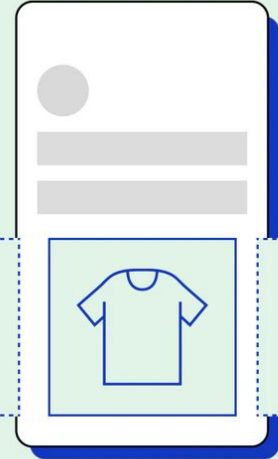
Custom Labels for Better Ecommerce Ad Personalization



Key Use Cases:

- Optimized Budget Allocation
- Targeted Promotions
- Improved Cross-Selling and Up-Selling
- Customize Ad Creative

FACEBOOK DYNAMIC ADS



Custom Labels Enable Powerful Cross-Selling & Upselling Strategies



Cross-Sell

Identify products that naturally go together with the customer's primary purchase.



Up-Sell

Move customers towards higher-value options within the same category

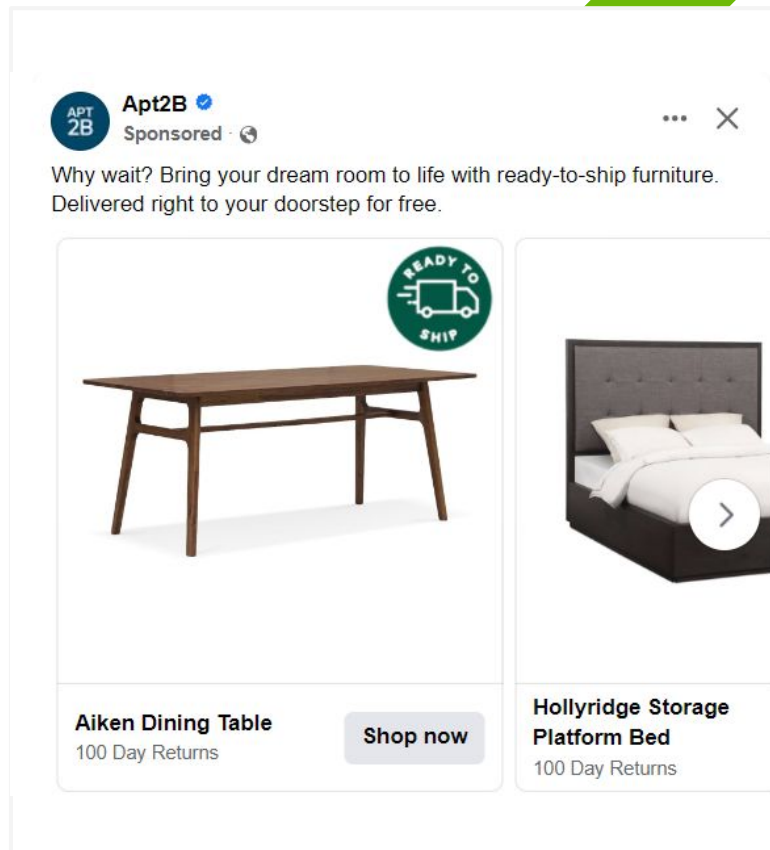


Consider:

- Product Relationship
- Customer Purchase Journey
- Pricing Strategy
- Messaging

Create Ads That Sell with Frames & Real-Time Product Details

- ➔ Add a Frame
- ➔ Add Catalog Info Label
 - Strike Through Price
 - Free Shipping
 - Percentage Off
 - Price



The screenshot shows a sponsored Facebook advertisement for Apt2B. At the top left is the Apt2B logo, a verified account, and the word "Sponsored". To the right are three dots and a close button. Below this is the ad text: "Why wait? Bring your dream room to life with ready-to-ship furniture. Delivered right to your doorstep for free." The ad features two product cards. The first card shows a wooden dining table with a "READY TO SHIP" badge in the top right corner. Below the table is the text "Aiken Dining Table" and "100 Day Returns", with a "Shop now" button. The second card shows a dark-colored platform bed with a white headboard and pillows. Below the bed is the text "Hollyridge Storage Platform Bed" and "100 Day Returns". A right-pointing arrow is overlaid on the bottom right of the bed image.

Apt2B Verified Sponsored

Why wait? Bring your dream room to life with ready-to-ship furniture. Delivered right to your doorstep for free.

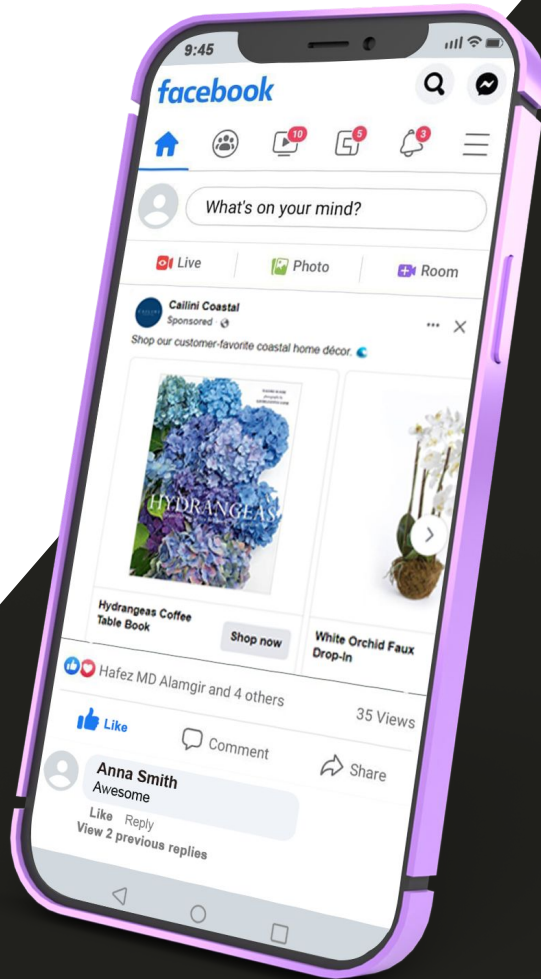
Aiken Dining Table
100 Day Returns [Shop now](#)

Hollyridge Storage Platform Bed
100 Day Returns

Want more efficient revenue?
Try segmenting your products
more strategically!

Goal was to drive more efficient
cold audience revenue without
increasing CPA.

Utilized profit margin data,
seasonality trends and price point
to identify these products.



CAILINI
COASTAL

\$30,5k

Increase in revenue

551%

ROAS

\$34

CPA for cold audiences



Poll

Would you like a free Meta Ads audit to identify opportunities to improve your campaigns?

- A. Yes, please.
- B. Maybe, I need more information.
- C. No, thank you.

Leveraging Email Lead Generation to Drive Conversions



Maximize Lead Value

Combine Lead Gen Ads and Email to Drive Conversions

01
10

Strategically Drive First Party Data and Conversions

- Use Klaviyo integration for better lead management
- Create a cohesive strategy from ad to email flow
- Track metrics in Klaviyo and make optimizations to campaign to improve quality of leads

∞

Meta Led Ad Benefits

- Seamless User Experience
- Cost-effective; lower cost per lead compared to traditional lead generation methods



Did you know?

In a recent study, instant forms outperformed website forms, with an average

20%

Lower cost per qualified lead

Key Takeaways:

- ➔ Evaluate landing page effectiveness and optimize to create a **frictionless consumer experience**
- ➔ Unlock the hidden power of **custom labels** on Meta
- ➔ Remember, **First-Party Data** is Your Secret Weapon



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Q&A