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.

Adverts

Results

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

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 women	£ per Like men	Reach	Page Likes	Likes by women	Likes by men
	£0.33	£0.32	£0.40	81,992	2,597	2,331	239
	£0.36	£0.35	£0.44	49,576	1,168	1,052	107
	£0.39	£0.38	£0.55	36,246	823	751	61
	£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