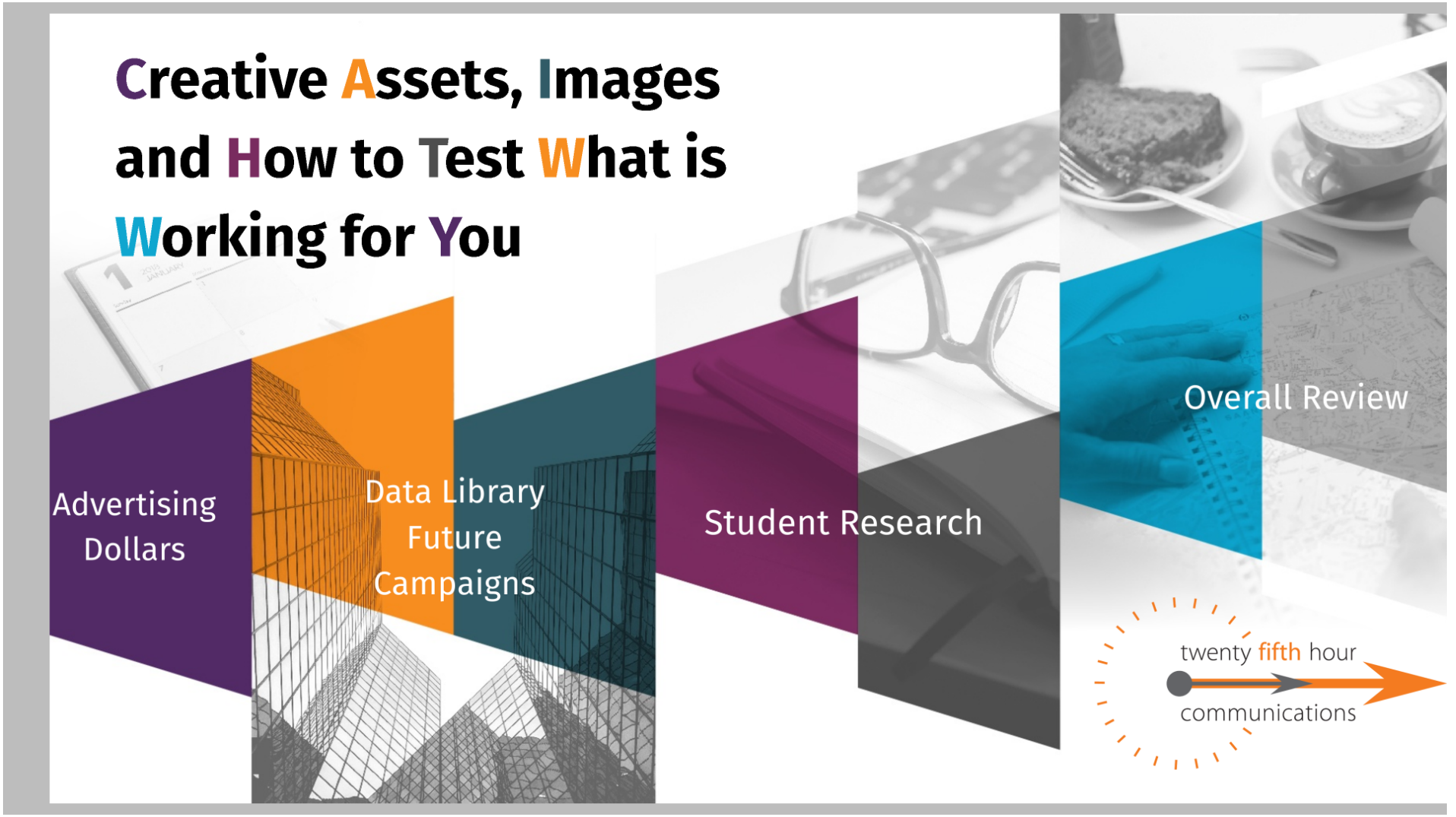
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Advertising Dollars

Marketing & Testing

Campaign Features

Marketing & Testing

Research

Review current or design plan specific to campaign goal.

Ad Features

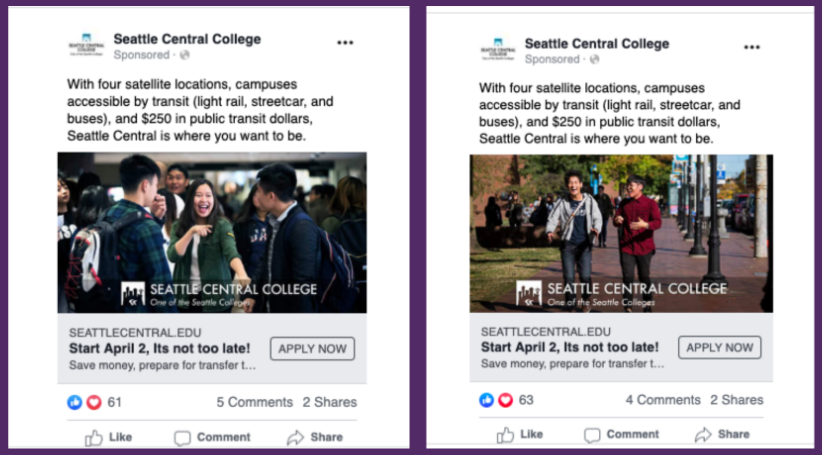
Analyze data and determine the best placements and features needed to reach the required segments.

How We Test

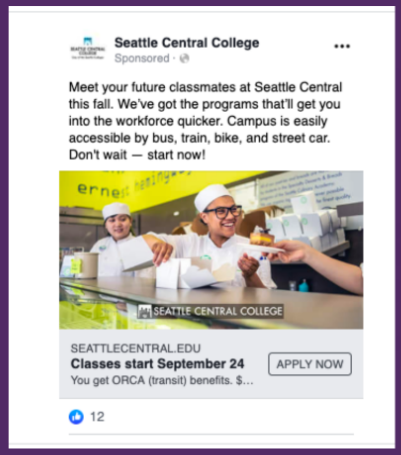
Design a series of creative assets with interchangeable messaging and images.

How We Test

Same Message, Different Images



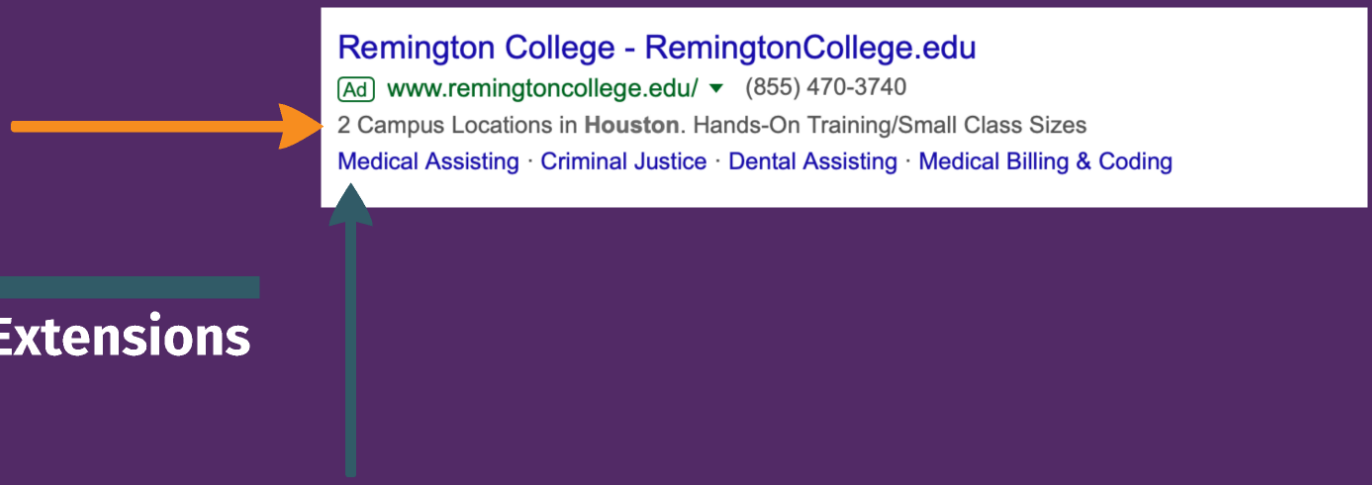
Same Images, Different Messages

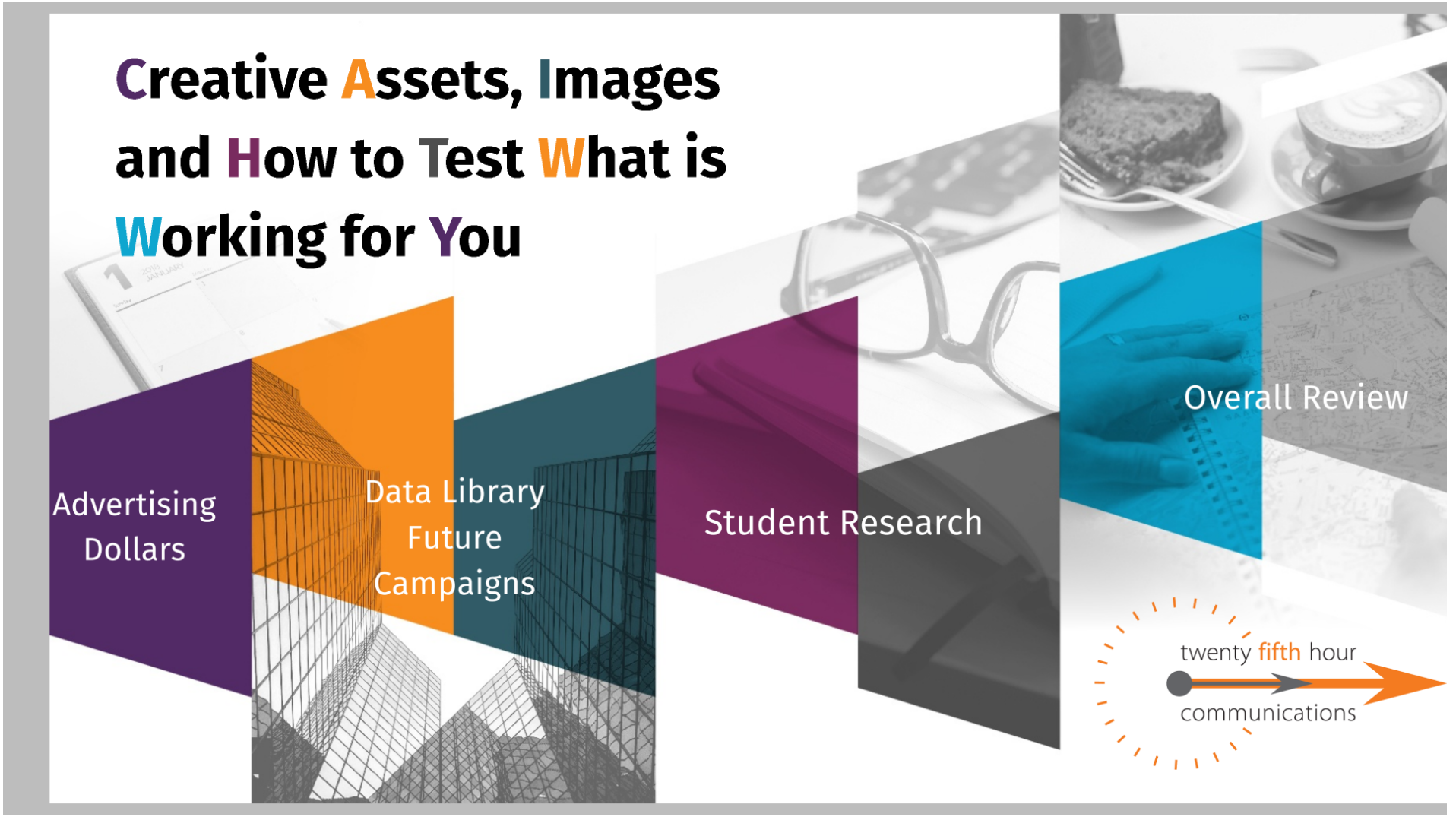


Campaign Features

Call-Out Extensions

Site-Link Extensions

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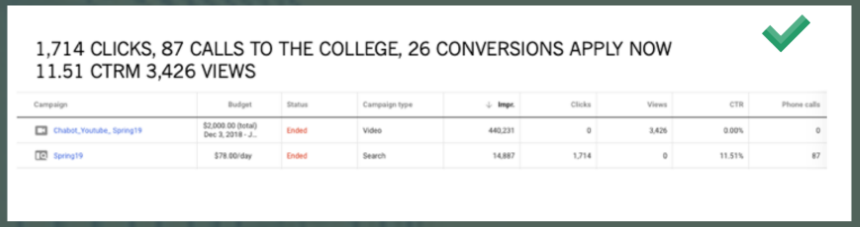
Data Library for Future Campaigns
End of Campaign Reporting
Engagement

End of Campaign Reporting

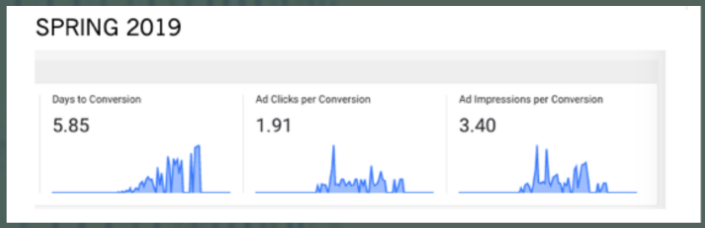
Demographics per ad presented

Performance



Clicks
Landing Page Views
Conversions

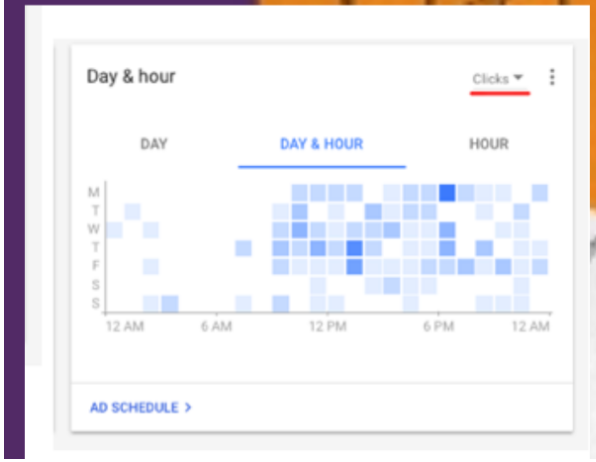
Search Attribution and Landing Page



Platform Media Mix

Engagement

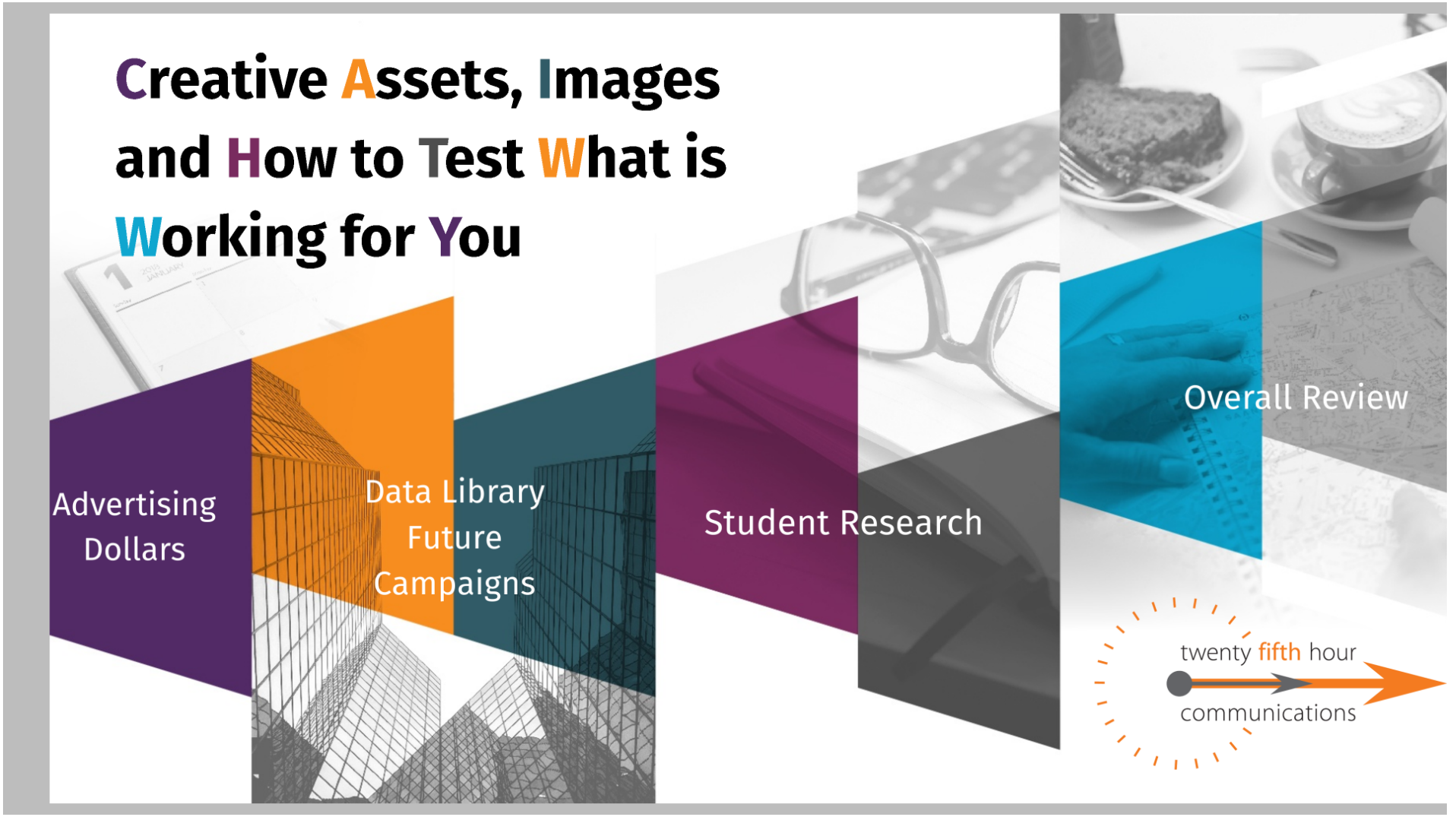
Ad Schedule



Creative Reporting

LPC: FACEBOOK- CREATIVE REPORTING

Ad Creative	Delivery	Post Reactions	Post Comments	Post Shares	Link Clicks	Page Likes	CPC (Cost per Link Click)
Apply to Las Positas College Application for Admission and Financial Aid for t... Used in 1 Ad	Not Delivering Unique Ad Creat...	49	1	9	615	2	$0.89
Apply to Las Positas College Application for Admission and Financial Aid for t... Used in 1 Ad	Not Delivering Unique Ad Creat...	16	—	3	536	—	$0.71
Apply to Las Positas College Application for Admission and Financial Aid for t... Used in 1 Ad	Not Delivering Unique Ad Creat...	27	1	2	419	1	$0.80
Apply to Las Positas College Application for Admission and Financial Aid for t... Used in 1 Ad	Not Delivering Unique Ad Creat...	18	—	1	325	—	$0.73
Classes start August 20 — Join us! Take the next step in your education or prepare ... Used in 1 Ad	Not Delivering Unique Ad Creat...	29	—	1	142	3	$5.78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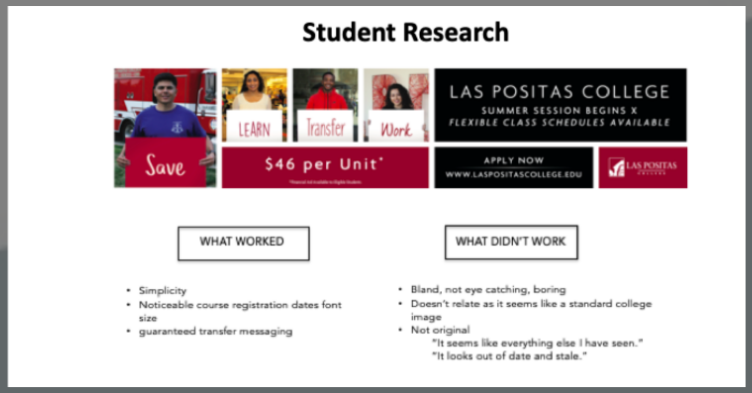
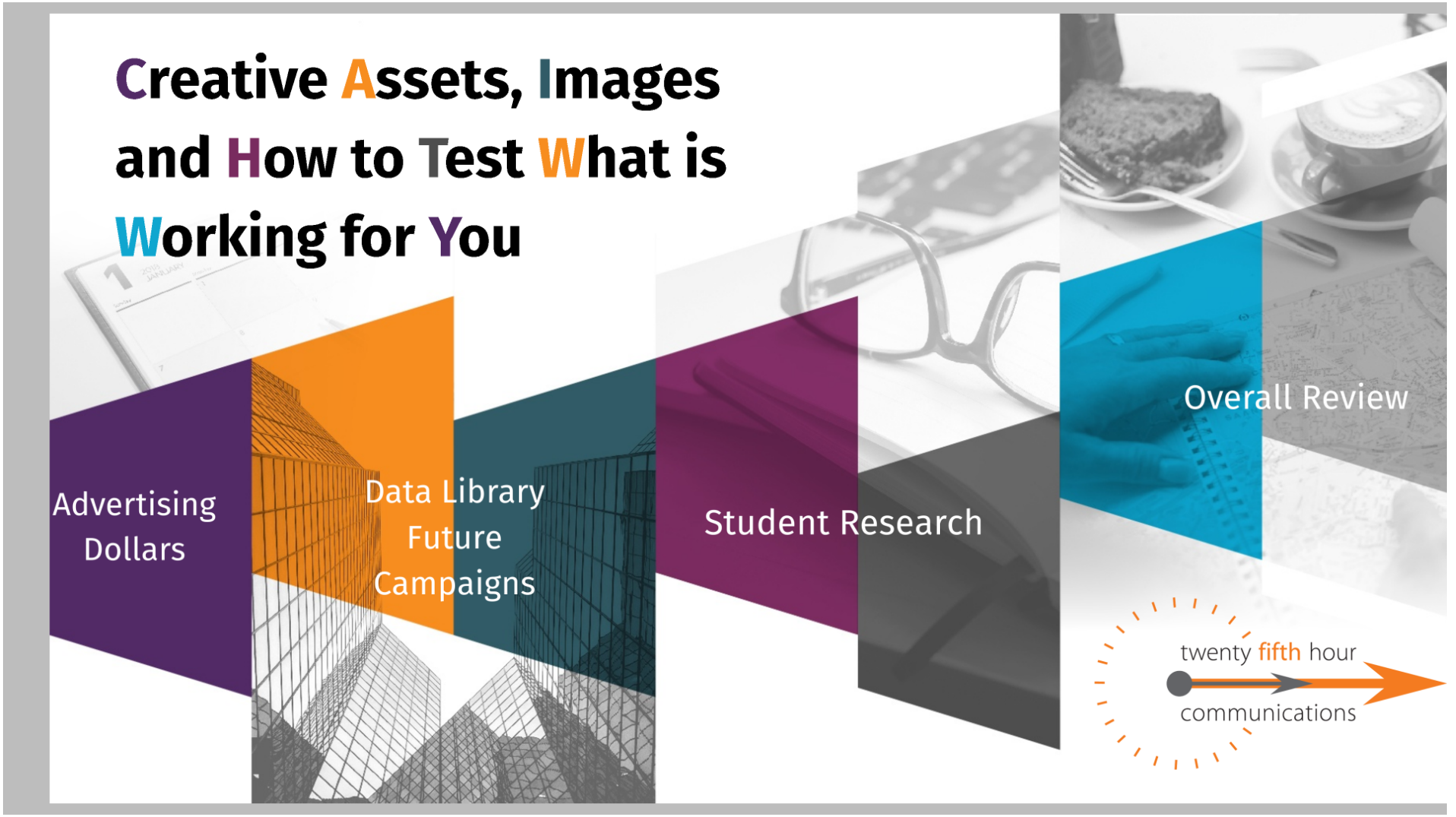
Student Research

Taking creative reporting into consideration, conduct small student focus groups to gather further Intel on future treatments and student facing correspondence



Take images and messages into consideration

Small dollar amounts to test, means big savings overall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Overall Review

Performance = Signal Next Campaign

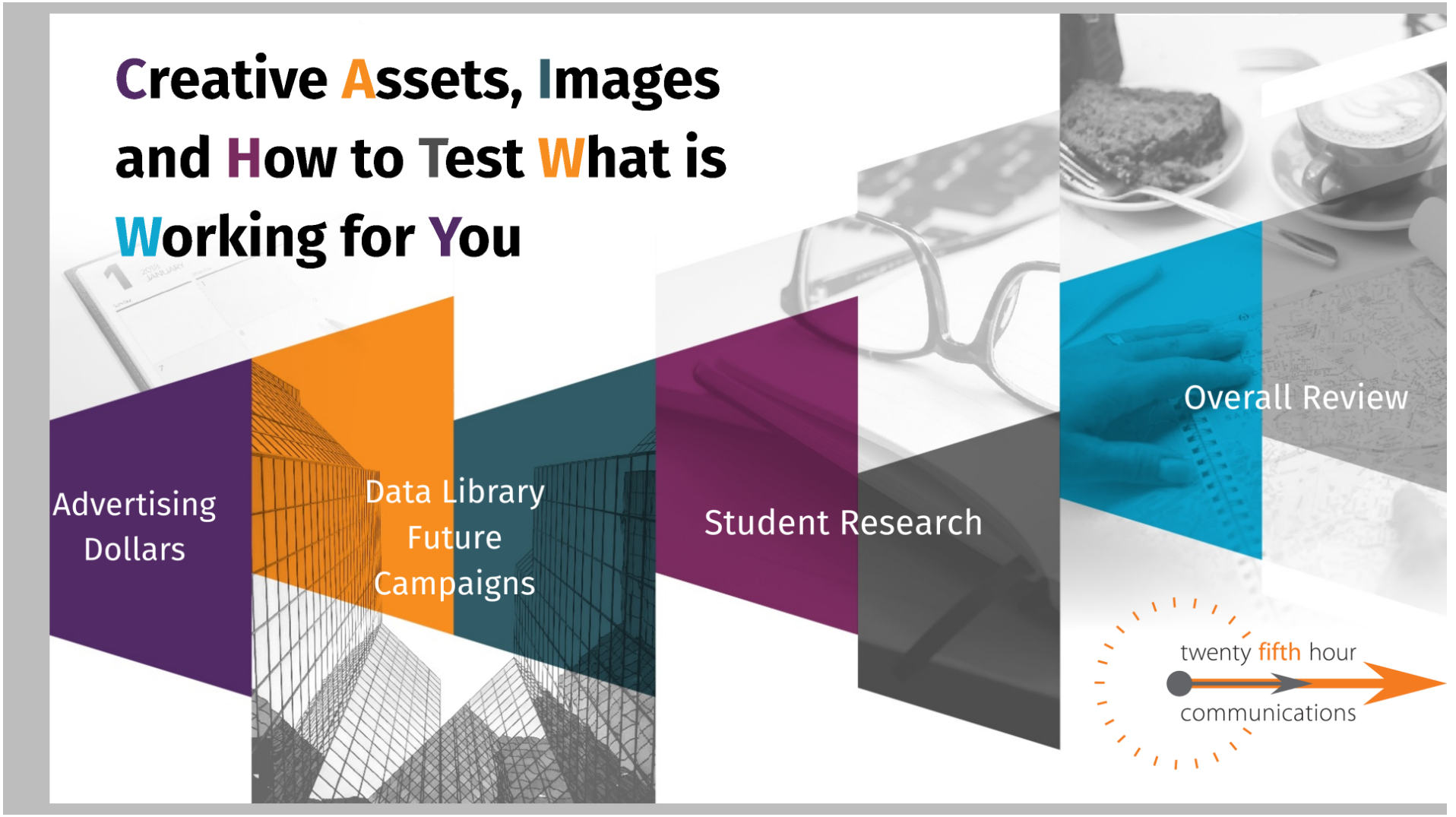
Qty, Conversions, Attributions, Landing Pages, Cross Platform

Engagement= Signal Message/ Treatment

Referrals, Comments, Messages, Calls, Inquires

Creative= Signal Message/ Treatment

Images vs Messages/Content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