

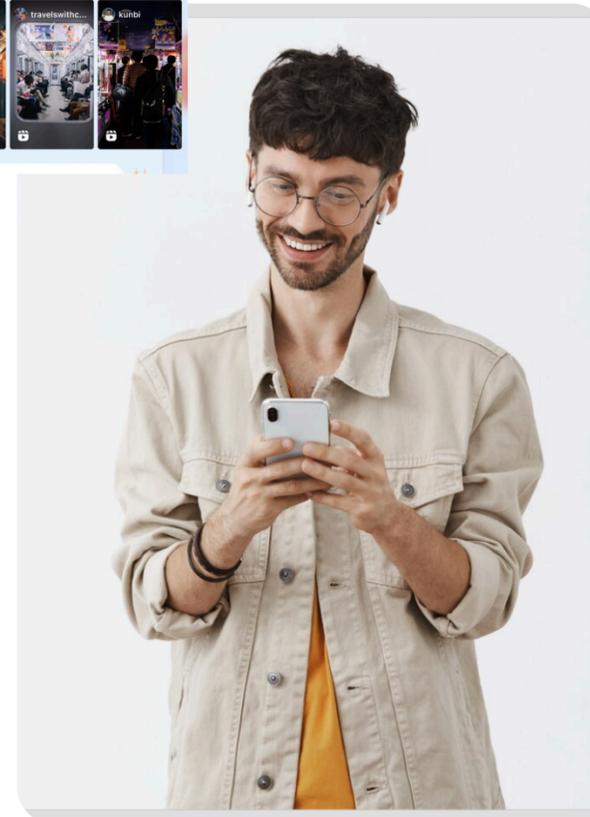
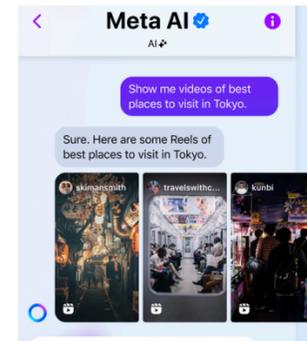
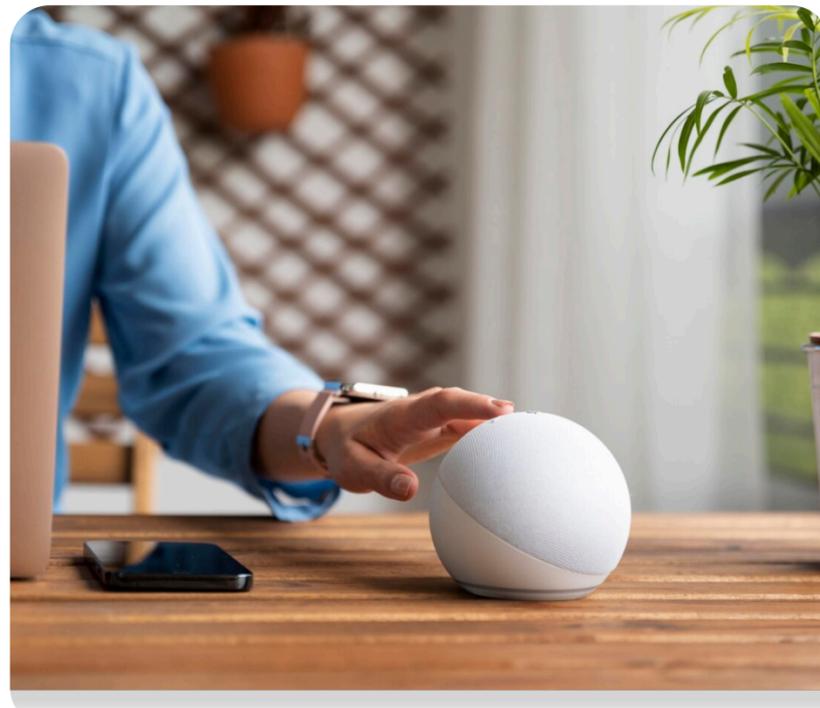
META ADVANTAGE +

MAXIMUM PERFORMANCE WITH AI



thelondondigital.com

AI IS ALREADY CHANGING THE GAME



AI WILL CONTINUE TO INFLUENCE MARKETING AND MEDIA

2025

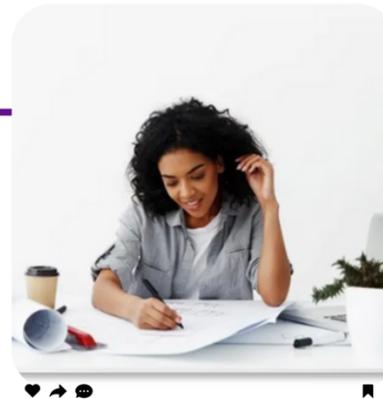
30%

OF OUTBOUND MARKETING MESSAGES FROM LARGE ORGANIZATIONS WILL BE AI-GENERATED.



2026

EVERYDAY AI AND DIGITAL EMPLOYEE EXPERIENCES WILL REACH MAINSTREAM ADOPTION.



2026

80%

OF ADVANCED CREATIVE ROLES WILL BE TASKED WITH USING GENERATIVE AI TO ACHIEVE DIFFERENTIATED RESULTS.² 30%



2027

40%

OF GENERATIVE AI SOLUTIONS WILL BE MULTIMODAL.



AI AND AUTOMATION ARE INCREASINGLY CRITICAL TO YOUR SUCCESS IN ADVERTISING

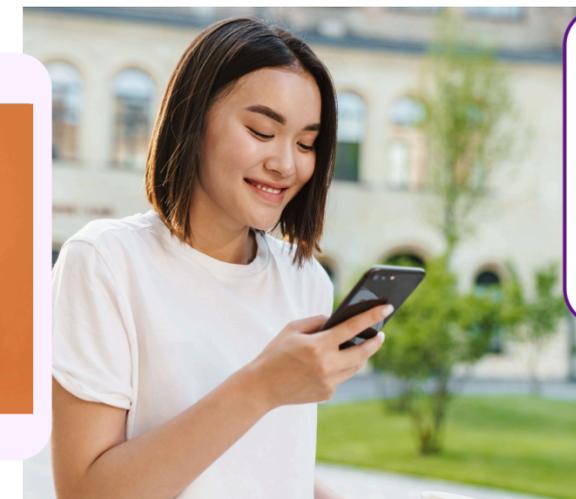
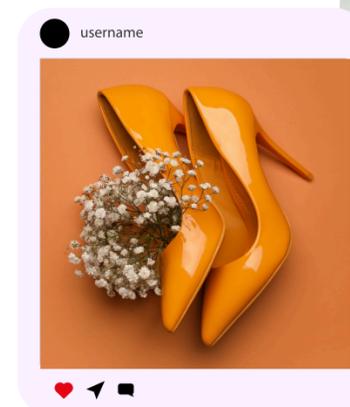
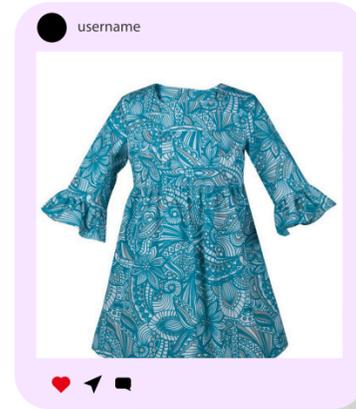
Marketers are already leveraging AI and automation to be more effective, maximize results and save time.

FROM	TO
Daily campaign and budget optimizations	Automated optimizations over time
Manually selecting placements and destinations	AI determines placements and destination to maximize performance
One-size-fits-all creative	Generative AI dynamically developing creative to appeal to multiple audiences
Manually choosing audience segments and behaviors	AI expands to reach audiences most likely to purchase



META ADVANTAGE+

A strong cybersecurity strategy begins with identifying potential threats and vulnerabilities. Organizations must conduct risk assessments, recognize common attack vectors, and prioritize security measures based on their business needs.



MAXIMIZE PERFORMANCE WITH META ADVANTAGE +



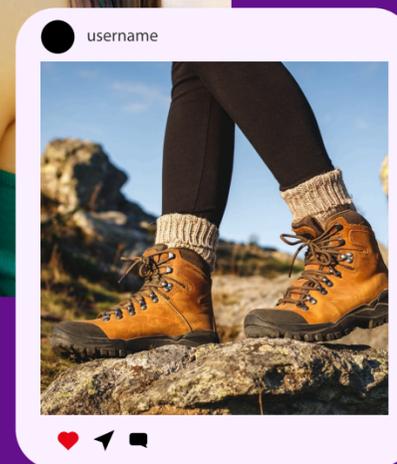
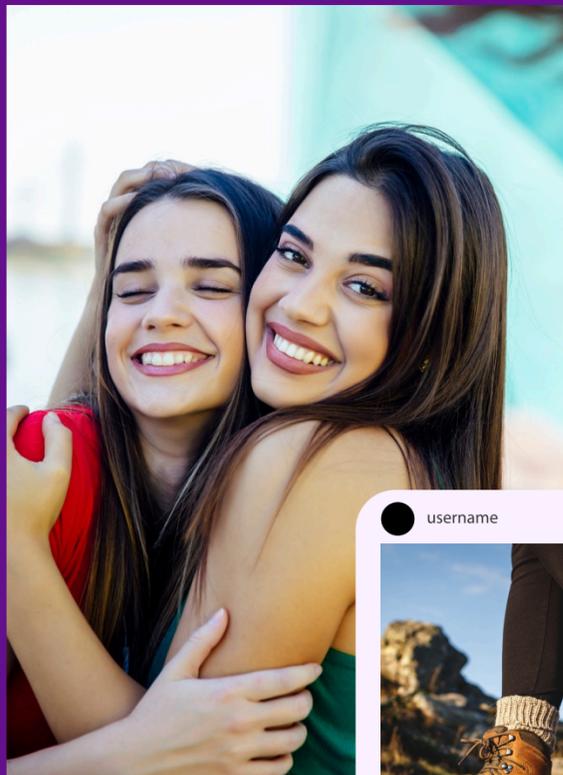
Responds to real-time data to help maximize business results.



Delivers the most effective ads across the widest audience to find more customers.



Delivers more relevant, engaging customer experiences that help drive action.



ADVANTAGE+ SALES CAMPAIGNS *

9%

ADVANTAGE+ SALES CAMPAIGNS *

ADVANTAGE+ APP CAMPAIGNS

7%

IMPROVED COST PER ACTION²

ADVANTAGE+ LEADS CAMPAIGNS

10%

LOWER COST PER QUALIFIED LEAD³

META ADVANTAGE+ ALLOWS BUSINESSES TO AUTOMATE SOME OR ALL OF THEIR CAMPAIGN

END-TO-END SOLUTIONS

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales, app, and leads campaigns



Advantage+ sales campaigns*



Advantage+ app campaigns



Advantage+ leads campaigns

SINGLE-STEP SOLUTIONS

Select individual automation levers to address specific needs.

Available for all campaign objectives



AUDIENCE AUTOMATION

Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

Advantage+creative
Advantage+catalog ads



DESTINATION AUTOMATION

Advantage +destination

META ADVANTAGE+ ALLOWS BUSINESSES TO AUTOMATE SOME OR ALL OF THEIR CAMPAIGN

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Available for sales, app, and leads campaigns

New



Advantage+ sales campaigns*



Advantage+ app campaigns



Advantage+ leads campaigns

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Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

Advantage+creative
Advantage+catalog ads

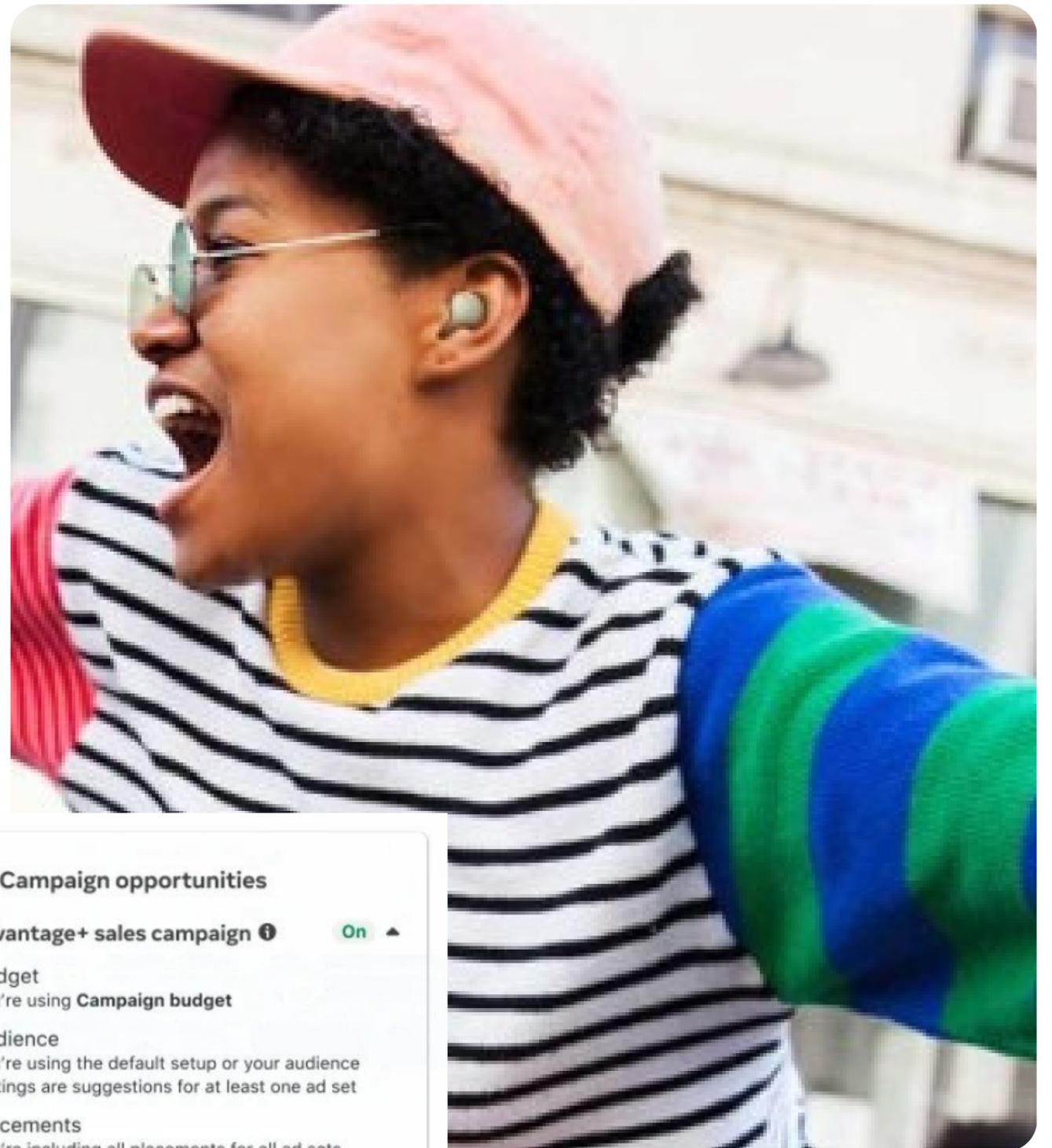


DESTINATION AUTOMATION

Advantage +destination

INTRODUCING A NEW STREAMLINED CAMPAIGN SETUP, WITH THE SAME STRONG PERFORMANCE.

"Same strong performance": App: Meta Analysis of 15 split tests for App campaigns running in the period of June 2024 to September 2024 across various verticals and regions. The control group for each campaign contained the previous Advantage app campaigns and the test group contained Adv app campaigns with ON indicator. Sales Meta Analysis of 16 split tests for Sales campaigns running in the period of June 2024 to September 2024 across various verticals and regions. The control group for each campaign contained the previous Advantage shopping campaigns and the test group contained Advantage sales campaigns with ON indicator.



Campaign opportunities

Advantage+ sales campaign **ON**

- ✓ Budget
You're using Campaign budget
- ✓ Audience
You're using the default setup or your audience settings are suggestions for at least one ad set
- ✓ Placements
You're including all placements for all ad sets

YOUR APP, SALES AND LEADS CAMPAIGNS CAN BENEFIT FROM THE AI ENABLING OUR MOST PERFORMANT ADVANTAGE+ SOLUTIONS TODAY

END-TO-END SOLUTIONS

Our most advanced AI optimizations are enabled when your campaign uses Advantage+ audience, placement and budget.

 Advantage+ sales campaigns*

 Advantage+ app campaigns

 Advantage+ leads campaigns



ADVANTAGE+ AUDIENCE



ADVANTAGE+ PLACEMENTS



ADVANTAGE+ CAMPAIGN BUDGET

Add **more Advantage+ single-step solutions** to boost performance with AI:



Advantage+ catalog ads help deliver the most relevant creative in your catalog.
Advantage+ creative optimizes your creative.



Advantage+ destination sends people where they're most likely to convert.

END-TO-END SOLUTIONS



ADVANTAGE+ SALES CAMPAIGNS* ARE THE MOST EFFICIENT WAY FOR ADVERTISERS TO DRIVE ONLINE SALES

Our most advanced AI optimizations are enabled when your sales campaign uses Advantage+ audience, placement and budget.

AUDIENCE



PLACEMENT



BUDGET



9%

improvement in cost per action

ADVANTAGE+ SALES CAMPAIGNS* BEST PRACTICES

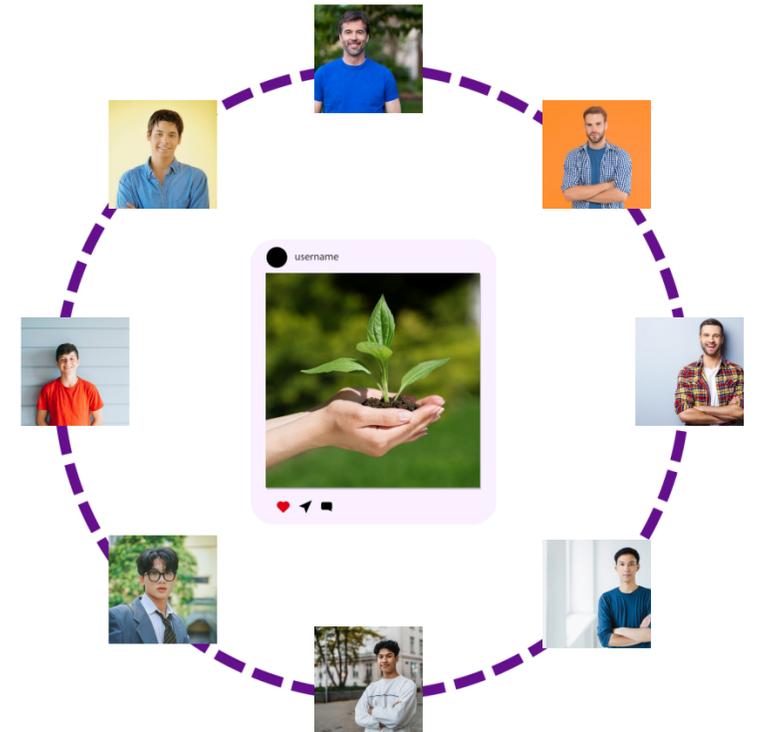
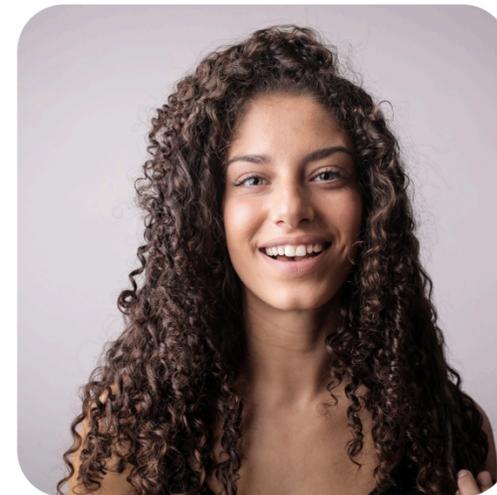
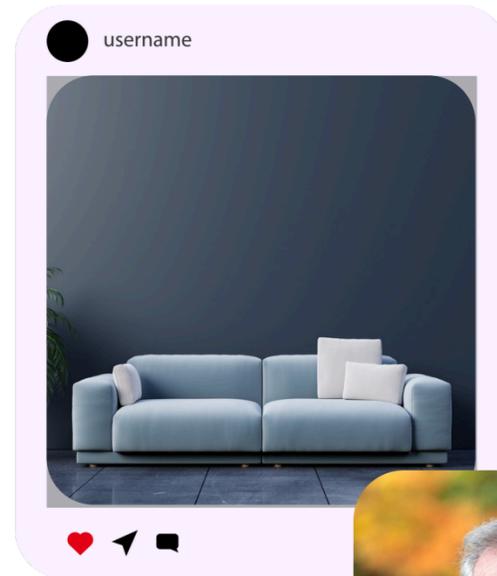


META
PIXEL

CONVERSIONS
API



PERFORMANCE



DATA

Drive performance by connecting your first party marketing data to Meta's ads delivery systems.

CREATIVE

Provide a wide variety of diverse creative assets to help increase relevance and maximize performance.

MEDIA

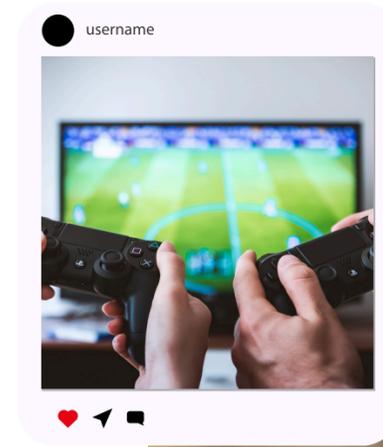
Guide automation to deliver the results your business cares about with new value tools

MEASUREMENT

Build audience segments to enable reporting breakdowns for new, engaged or existing audiences.

ADVANTAGE+ APP CAMPAIGNS ARE THE MOST EFFICIENT WAY FOR ADVERTISERS TO DRIVE APP INSTALLS

Our most advanced AI optimizations are enabled when your app campaign uses Advantage+ audience, placement and budget.



7%

improvement in average cost per acquisition when using Advantage+ app campaigns.

AUDIENCE



PLACEMENT



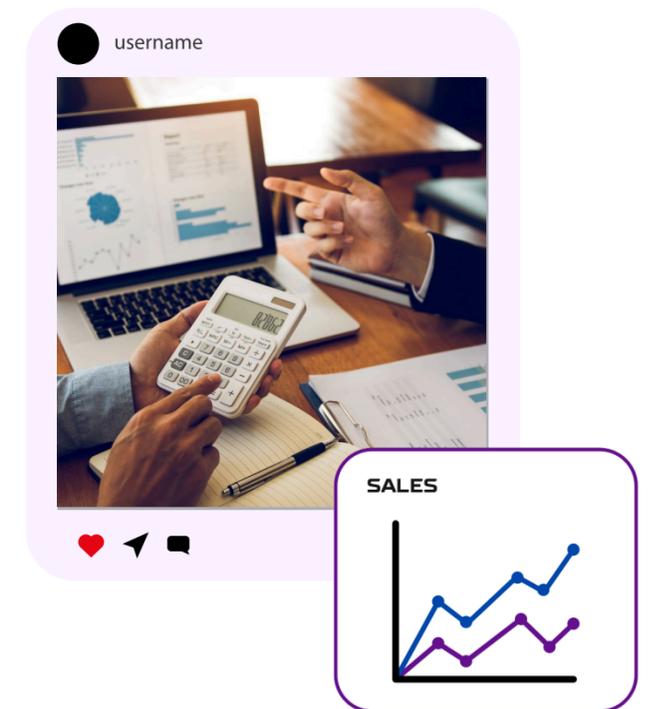
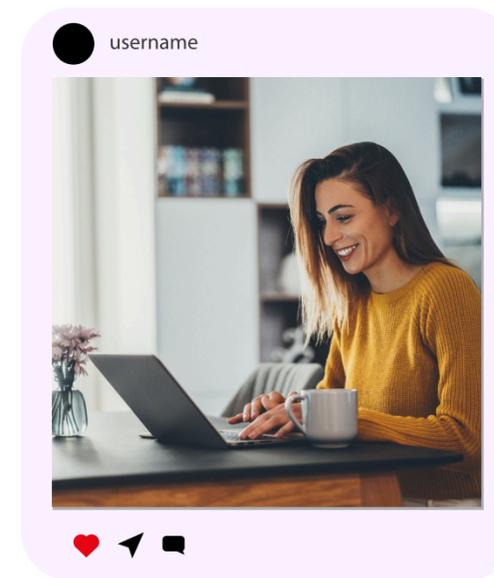
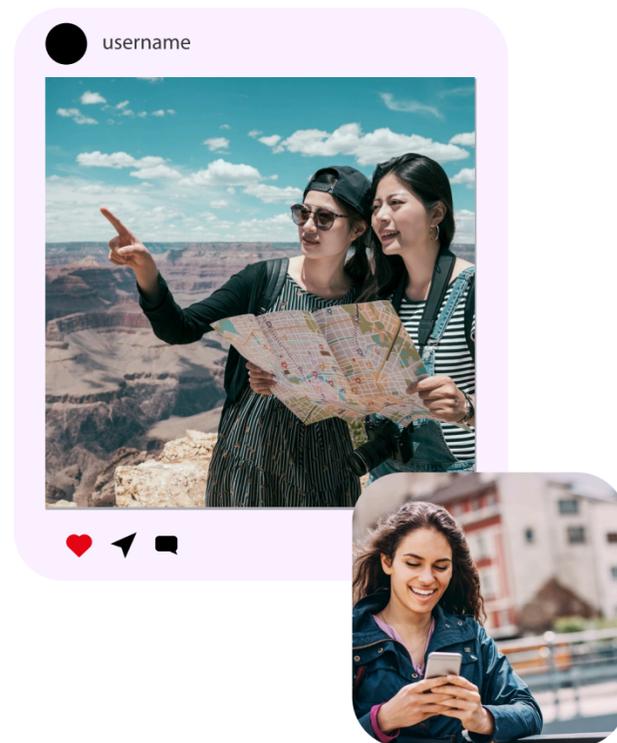
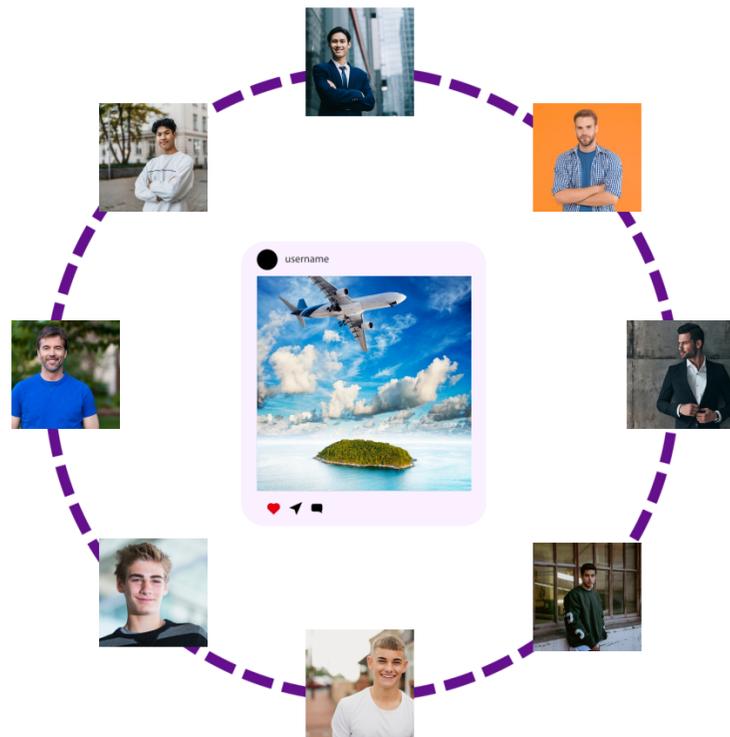
BUDGET

HIGH PERFORMING

MID PERFORMING

NOT PERFORMING

ADVANTAGE+ APP CAMPAIGNS BEST PRACTICES



DATA

Leverage audience signals for more personalized ads and greater performance.

CREATIVE

Provide a wide variety of diverse creative assets to help increase relevance and maximize performance.

MEDIA

Select the optimization aligned with your KPIs, i.e. installs, app events or value of conversions.

MEASUREMENT

Be sure you can effectively track the success of your app promotion campaign by ensuring you have the right mechanisms in place.

ADVANTAGE+ LEADS CAMPAIGNS GENERATE HIGH-VALUE LEADS MORE EFFICIENTLY

Our most advanced AI optimizations are enabled when your leads campaign uses Advantage+ audience, placement and budget.



10%

Lower cost per qualified lead

AUDIENCE



PLACEMENT

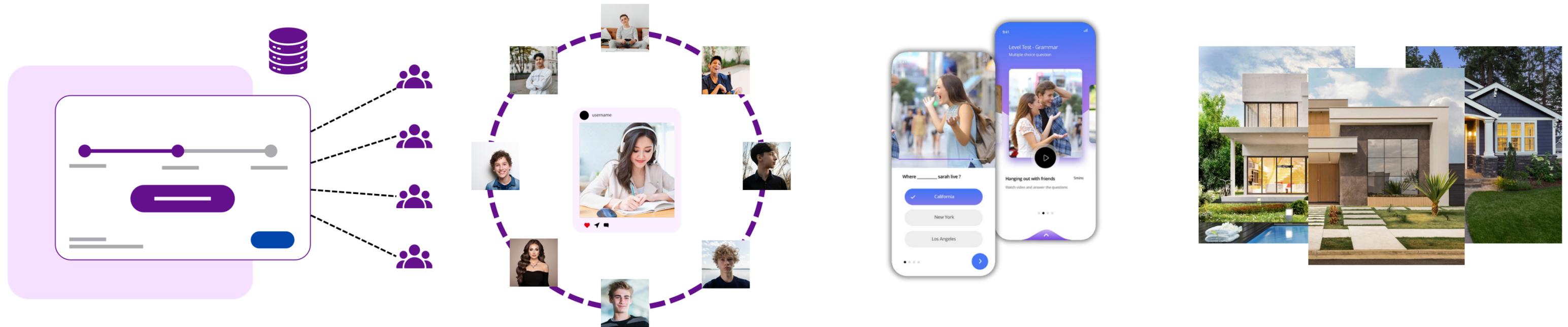


BUDGET



SOURCE: WE CONDUCTED META-ANALYSES OF 20 TESTS CONDUCTED NA, EMEA AND ARAC WITH ADVERTISERS IN BEAUTY, PROFESSIONAL SERVICES, 828, EDUCATION, TECHNOLOGY, S WITH ADVANTAGE LEADS ON VA. BAU AUTOMOBILE AND HOME RETAIL COMPARING CAMPAIGNS WICH2024 2025 CAMPAIGNS (ADVANTAGE LEADS NOT ONL IN THE PERIOD OF NOV 2024 TO JAN 20 RESULTS SHOW THE IMPROVEMENT OF COST PER LEAD WITH MORE THAN 99% CONFIDENCE, THE IMPROVEMENT OF COST PER QUALITY LEAD WITH 13% CONFIDENCE

ADVANTAGE+ LEADS CAMPAIGNS BEST PRACTICES



DATA

Connect first-party data to the Conversions API to maximize lead quality.

Use high-value customer lists (from your CRM or website) to reach new people likely to be interested in your business

MEDIA

Optimize setup for any lead generation conversion location (instant form, website, calls, messaging). Leverage multiple conversion locations to diversify and scale campaigns.

MEASUREMENT

Deliver personalized creative at scale with Advantage catalog ads for lead generation as a supplemental single-step automation solution

TARGETING THE BROADEST POSSIBLE AUDIENCE TO ENABLE THE SYSTEM TO FIND POTENTIAL CUSTOMERS

FIND NEW AUDIENCES

by opening your aperture.

HIGHER COST PER CONVERSION

Narrow ad targeting and audience automation

PARIS

18-30

LIKES FASHION AND TRAVEL

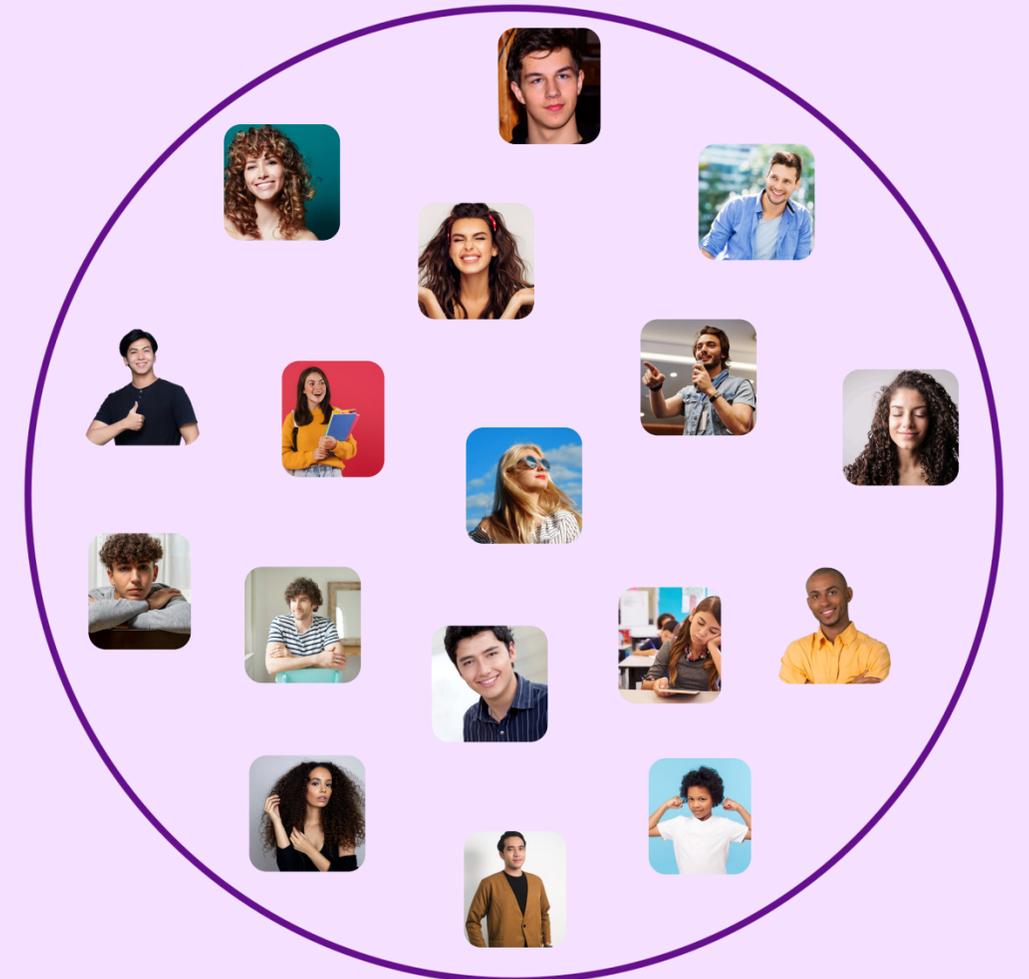


LOWER COST PER CONVERSION

Broad ad targeting and audience automation

FRANCE

18-40



Advantage+ Audience Combines Your Customer Knowledge with AI to Reach the Most Relevant Audience

Without Advantage+ audience

With Advantage+ audience

BASEBALL COMPANY TARGETING:

Men

Ages 18-35

Website visitors

Interested in baseball and running

BASEBALL COMPANY TARGETING:

Men

Ages 18-35

Website visitors

Interested in baseball and running

+ Other people likely to buy baseball hats

Missed potential customer
(female, needs hat for bird watching)



Missed potential customer
(female, needs hat for bird watching)



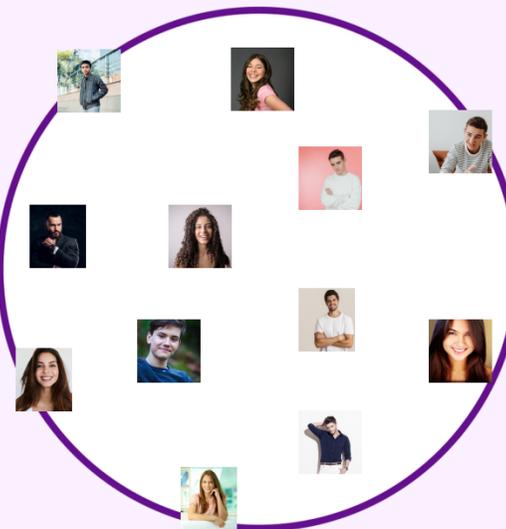
Missed potential customer
(female, loves logo hats for DJing)



Missed potential customer
(female, needs hat for playing with kids outside)



Missed potential customer
(female, buying hats for local shelter)



All of your trusted targeting levers in one AI-enabled audience solution:

INCLUDED IN ADVANTAGE AUDIENCE

ADVANTAGE+ CUSTOM AUDIENCE

ADVANTAGE+ DETAILED TARGETING

ADVANTAGE+ LOOKALIKE

AGE AND GENDER TARGETING

7%

lower median cost per website conversions¹

Source: This test was run globally and across-verticals for 1 week starting March 13th, 2023. For both Product Catalog Sales and Website, a statistical simulation framework gave a 90,9% statistical confidence that Advantage+ audience outperformed regular targeting for driving cost Sective conversions, Given the scale of this study, outlier data points will occur and were retained and accounted for through ruis-based methods and by using the median to describe results

Advantage+ Audience Best Practices



Set Suggestions

When you add audience suggestions, the system prioritizes audiences matching this profile before searching more widely.

Select from:

- Age
- Gender
- Interests
- Demographics Behavior
- Custom audiences
- Lookalike audiences



Set Audience Controls

Set strict criteria where AI should not expand beyond, based on your business's constraints, including;

Minimum age

Location

Language

Custom audience exclusions

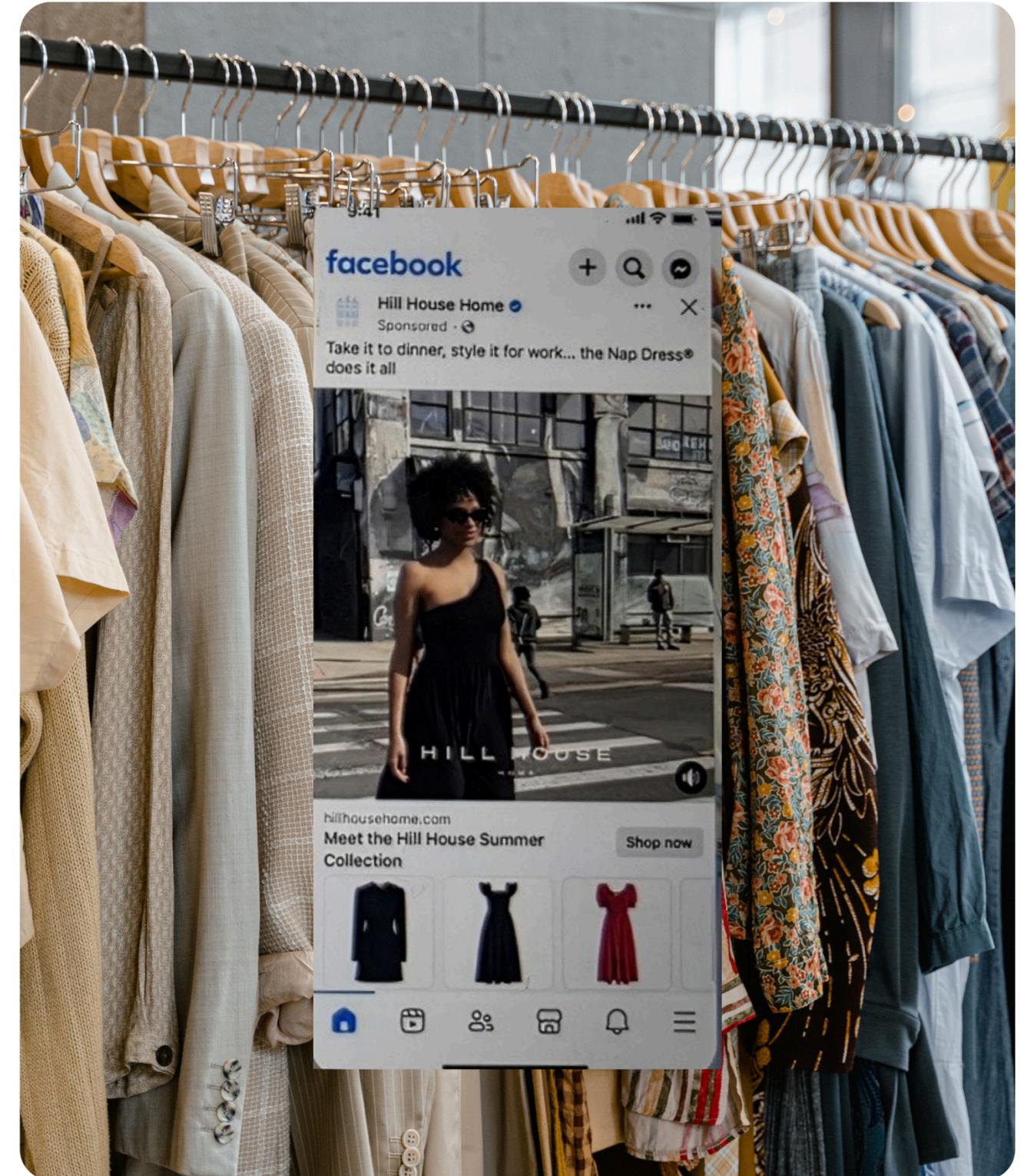
HILL HOUSE HOME MAXIMIZED ENGAGEMENT WITH ADVANTAGE+ AUDIENCE

The digital-first lifestyle brand saw a 76% decrease in cost per link click with Advantage+ audience, compared to its business-as-usual approach

76%

decrease in cost per link click when using Advantage+ audience, compared to business-as-usual approach

ALL RESULTS ARE SELF-REPORTED AND NOT IDENTICALLY REPEATABLE. GENERALLY EXPECTED INDIVIDUAL RESULTS WILL DIFFER. SOURCE: META CASE STUDY, JAN 2025..



META ADVANTAGE+ ALLOWS BUSINESSES TO AUTOMATE SOME OR ALL OF THEIR CAMPAIGN

END-TO-END SOLUTIONS

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales, app, and leads campaigns

New

 Advantage+ sales campaigns*

 Advantage+ app campaigns

 Advantage+ leads campaigns

SINGLE-STEP SOLUTIONS

Select individual automation levers to address specific needs.

Available for all campaign objectives



AUDIENCE AUTOMATION

Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

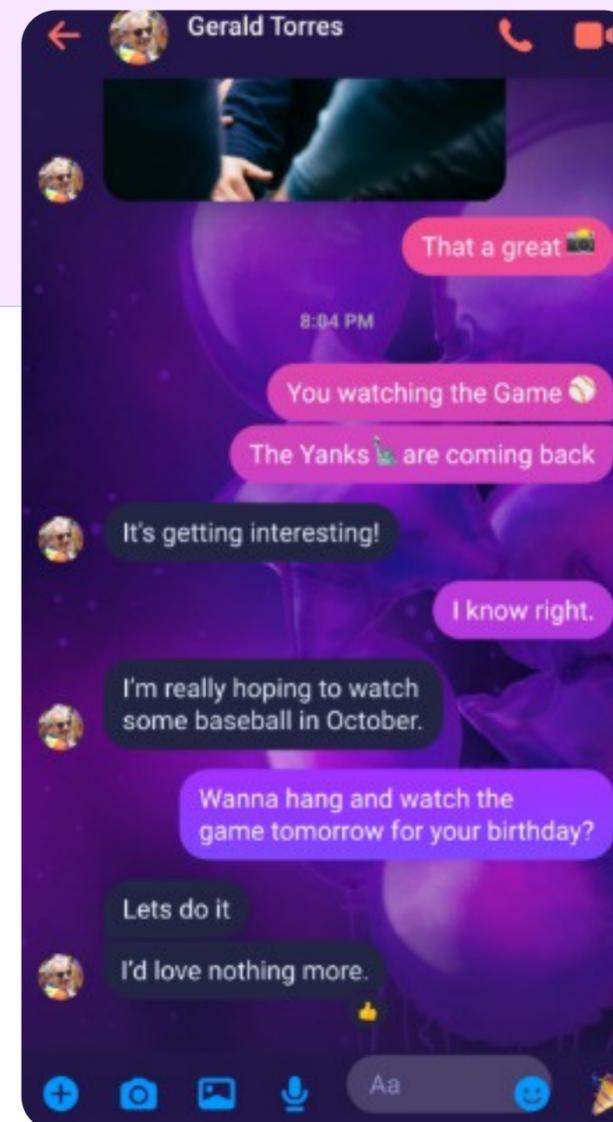
Advantage+creative
Advantage+catalog ads



DESTINATION AUTOMATION

Advantage +destination

AUTOMATING YOUR PLACEMENTS PUTS YOUR ADS WHERE YOUR CUSTOMERS ARE SPENDING THEIR TIME



Audience Network

LEVEL UP YOUR BRAND
Your Presents

→ Lorem ipsum dolor sit amet.
→ Lorem ipsum dolor sit amet.
→ Lorem ipsum dolor sit amet.

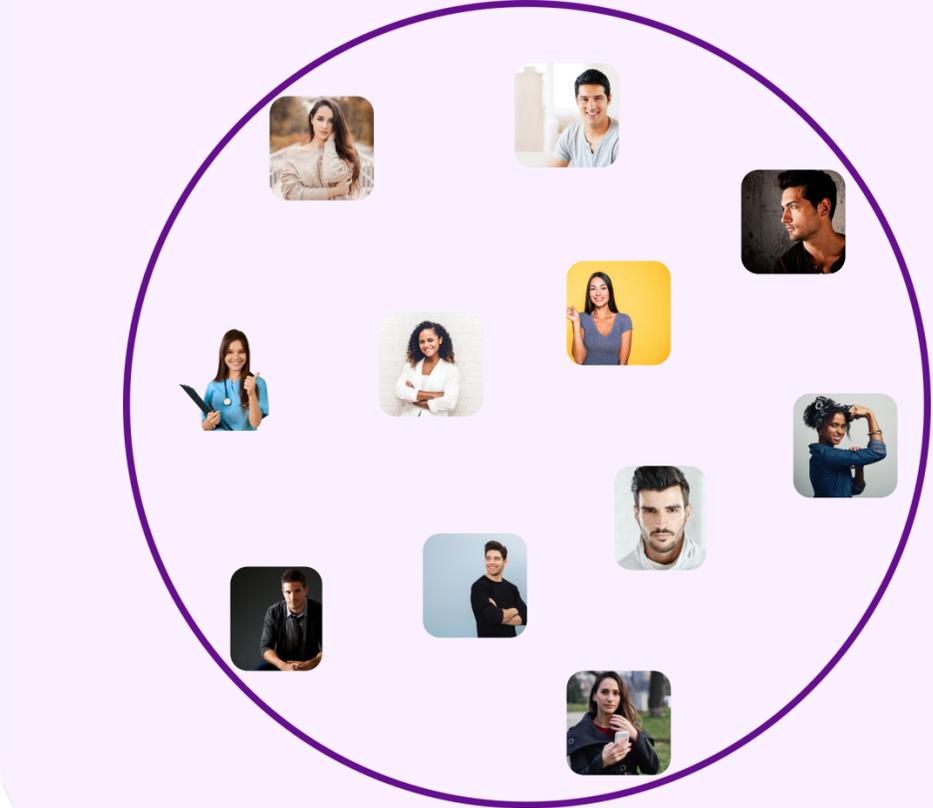
YOUR PLACE
123 Street Name City Name, State, Country, 12345
More Information: www.example.com

ADVANTAGE+ PLACEMENTS FINDS THE MOST COST-EFFECTIVE OPPORTUNITIES ACROSS META TECHNOLOGIES AND PLACEMENTS

MANUAL PLACEMENTS
(FACEBOOK ONLY)



ADVANTAGE+ PLACEMENTS
(ACROSS META TECHNOLOGIES)



ADVANTAGE+ PLACEMENTS BEST PRACTICES



Use Advantage+ creative in combination with Advantage+ placements to help ensure relevance with your audience.

Use six or more placements in your campaigns to see better performance

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Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

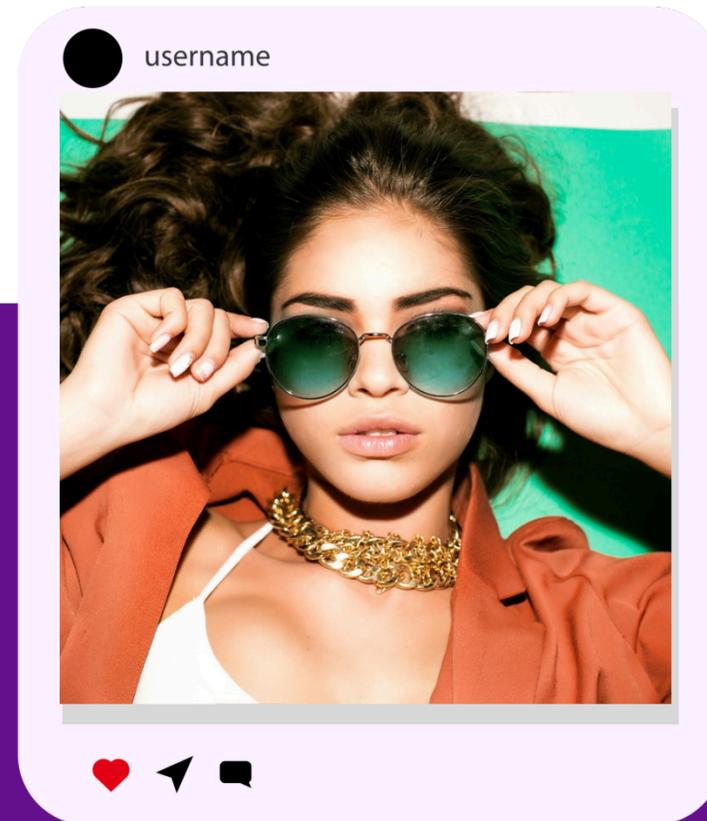
Advantage+creative
Advantage+catalog ads



DESTINATION AUTOMATION

Advantage +destination

Letting your budget flow to the best opportunities automatically can help you maximize performance



Summer sales campaign

\$100K

High performing

\$70K

at CPA \$1.50*
Young women 18-25 ad set

Mid performing

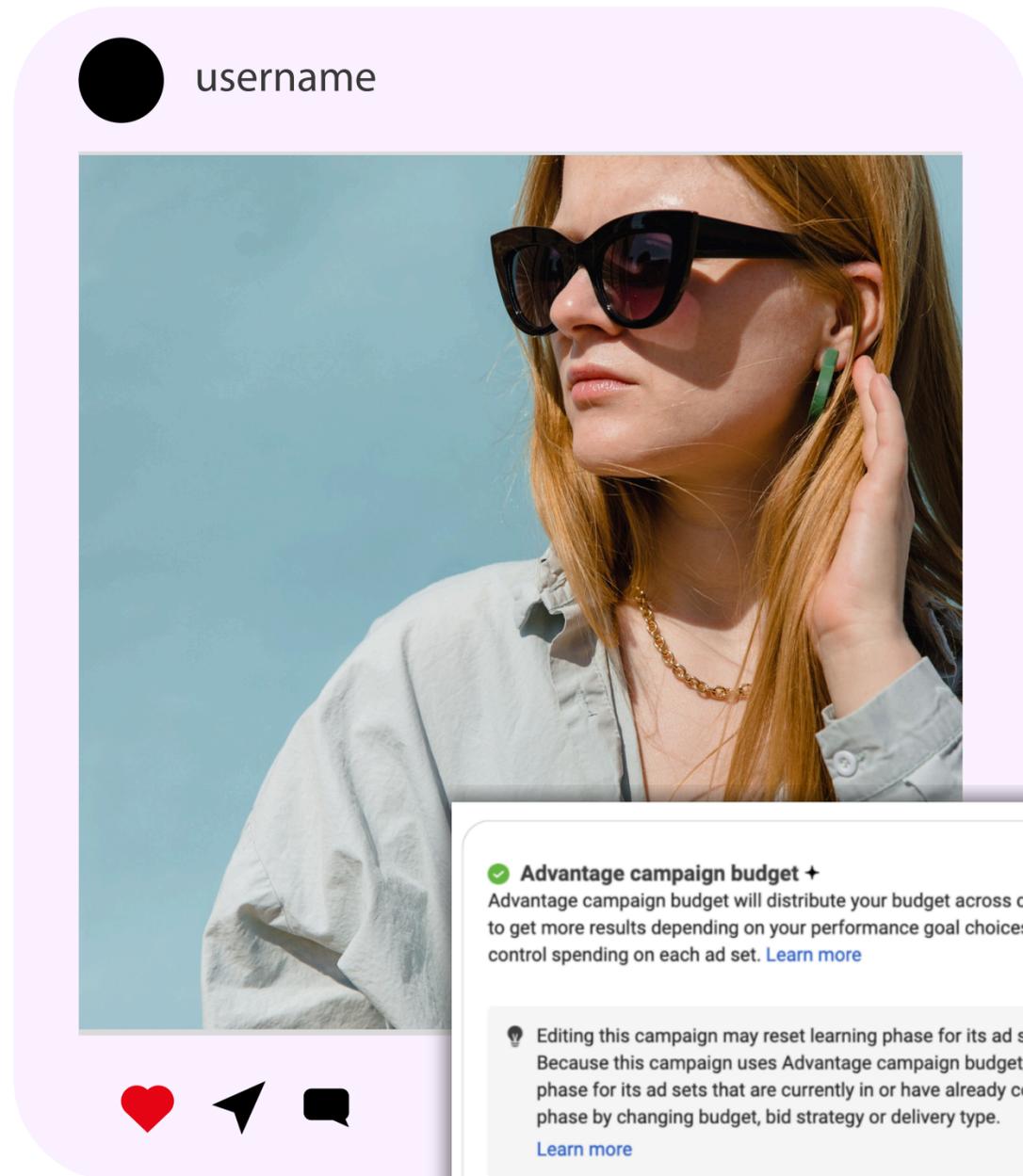
\$29K

at CPA \$2.50*
Parents ad set

Not performing

\$1K

at CPA of \$5.00*
Men 18-40 ad set



ADVANTAGE+ CAMPAIGN BUDGET* AUTOMATICALLY DISTRIBUTES YOUR BUDGET ACROSS AD SETS TO GIVE YOU THE BEST RESULTS

Set one central campaign budget that 9 continuously distributes in real time to ad sets with the best opportunities, enabled by AI.

✔ Advantage campaign budget + On

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

💡 Editing this campaign may reset learning phase for its ad sets
Because this campaign uses Advantage campaign budget, you may reset learning phase for its ad sets that are currently in or have already completed the learning phase by changing budget, bid strategy or delivery type.
[Learn more](#)

Campaign budget

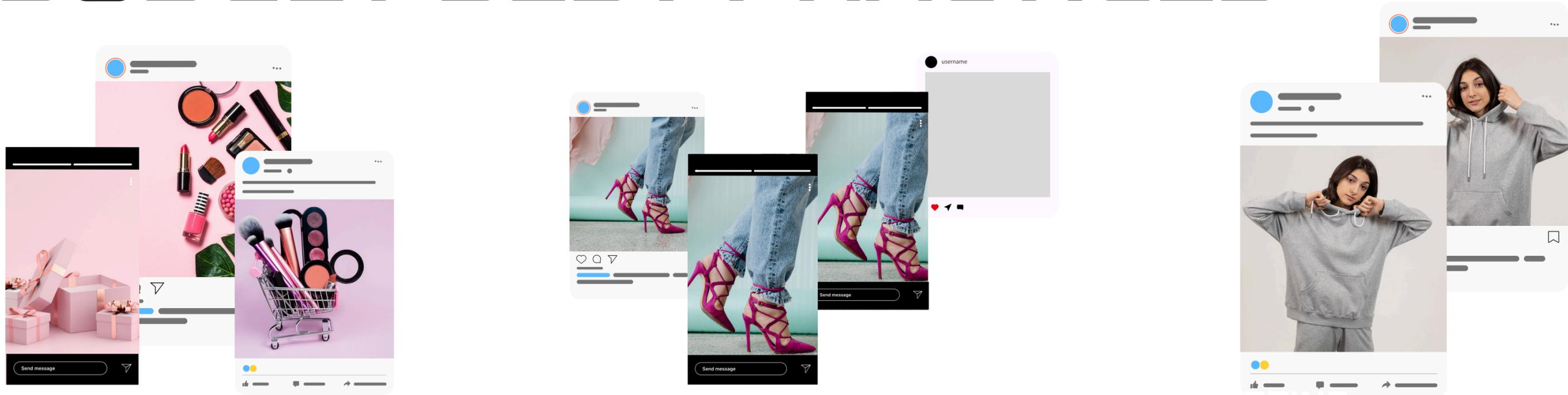
Daily Budget USD

5%

lower CPA on average, for advertisers with Autobid campaigns with a single pixel

*Formerly known as Advantage campaign budget. Source: 1-Based on controlled experiments on 64,000 campaigns. The results were confirmed by an analysis of 42,000 campaigns that enabled ACB between May 2022 and April 2024. The results are an estimate of the average performance increase and performance is not guaranteed.

ADVANTAGE+ CAMPAIGN BUDGET BEST PRACTICES



To allow your budget to flow to the best opportunities, set your budget at the campaign level (not the ad set level)

Avoid using both minimum and maximum budgets for the same ad set.

Apply a minimum or maximum budget only when you require investment in specific ad sets

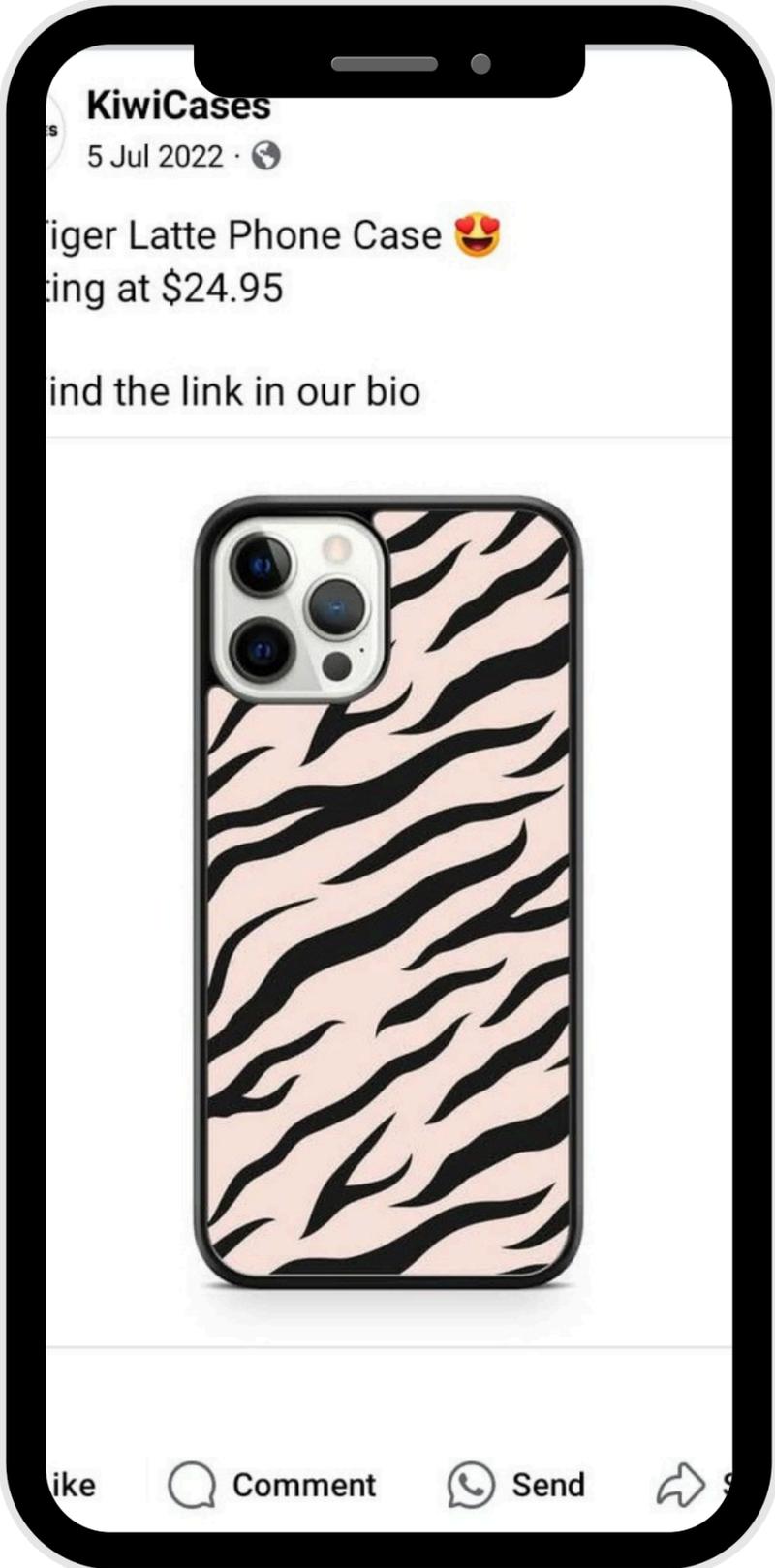
KIWICASES INCREASED WEBSITE PURCHASES AND DROVE EFFICIENCY BY USING ADVANTAGE+ CAMPAIGN BUDGET

The phone case company ran an A/B test comparing a cell with Meta Advantage+ campaign budget against a cell without it, and saw a 27% increase in website purchases when using Advantage+ campaign budget.

76%
more website purchases

36% lower cost per 97%
20% more click-throughs

ALL RESULTS ARE SELF-REPORTED AND NOT IDENTICALLY REPEATABLE. GENERALLY EXPECTED INDIVIDUAL RESULTS WILL DIFFER. SOURCE: META CASE STUDY, JULY 2022



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New



Advantage+ sales campaigns*



Advantage+ app campaigns



Advantage+ leads campaigns

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Available for all campaign objectives



AUDIENCE AUTOMATION

Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

Advantage+creative
Advantage+catalog ads



DESTINATION AUTOMATION

Advantage +destination

YOUR CUSTOMERS ARE MULTI-FACETED. YOUR CREATIVE SHOULD BE, TOO.

Diversified creative enables AI to deliver the right message to the right audience.

"My son has been cooking a lot more at home recently, and it's become a passion for him. I'm looking to invest in high-quality kitchenware that will last him awhile."



"With a growing family, I need kitchenware that's durable, safe, and easy to clean. I'm interested in getting some new pots and pans that can handle big meals without taking up too much space."

UNLOCK NEXT-LEVEL PERFORMANCE WITH ADVANTAGE+ CREATIVE

Advantage+ creative offers a range of features to uplevel your visual, copy and audio.

IMAGE GENERATION

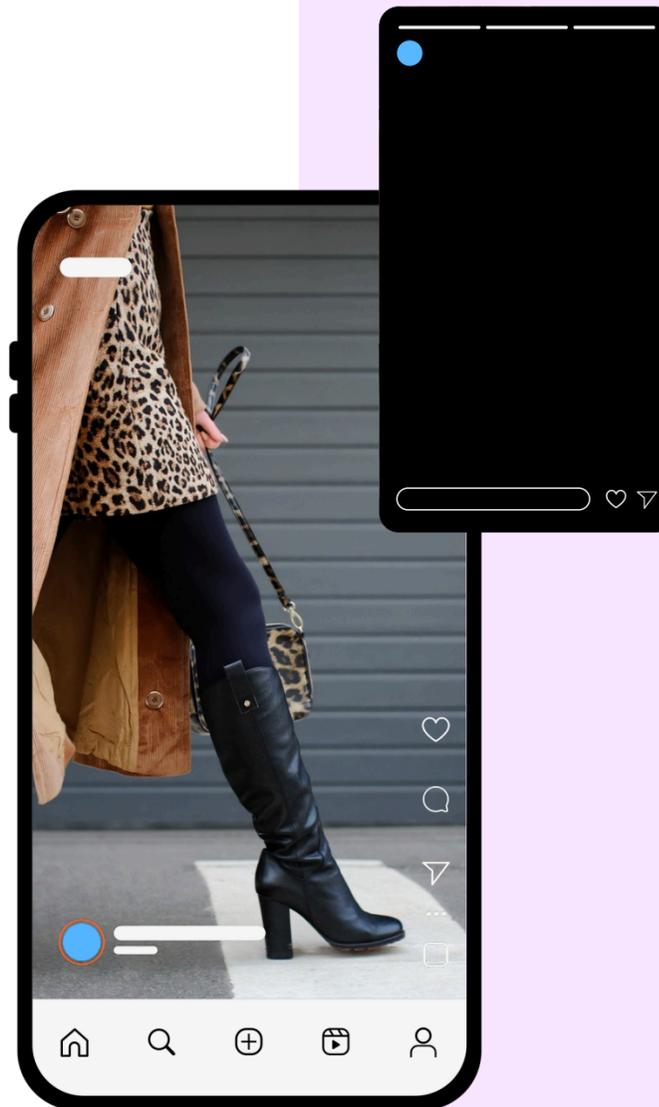
11%

Higher conversion rate, on average.

7%

Higher click-through rate, on average

Source: Analysis of scaled back-end CS-BORT test conducted across 18 verticals and all regions, with 2775 active ads for 6/12-6/23; the 100% ad segment included 1000 ads. Performance gains compared to campaigns with no ads opted into Advantage Creative Generative AIs 11% higher click-through-rate and 7.5% higher conversion rate



VISUAL

Enhance and diversify creative with generative AI to create new variations, add new backgrounds, and adjust to fit more placements.



COPY

Optimize your message or copy to be best received by your audience.



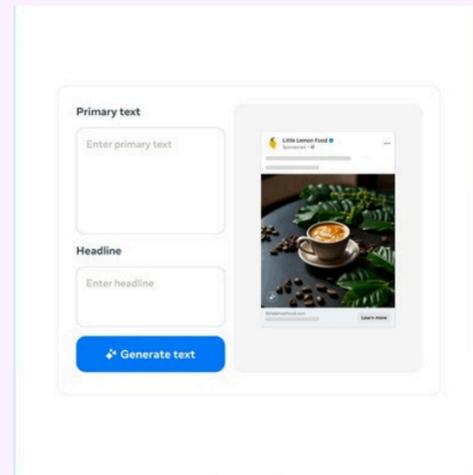
AUDIO

Based on the content of your ad, let our AI select the song we predict will improve performance, or manually choose music for your ad.

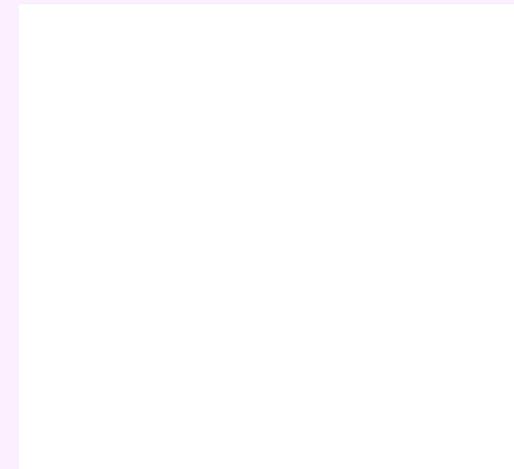
ADVANTAGE+ CREATIVE TOOLS TO HELP YOU DIVERSIFY YOUR CREATIVE



Generate up to 10 new assets inspired by your existing creative and headline text using image generation with text overlay.



Enhance copy and generate message variations likely to resonate with your audience using text generation.



Easily diversify your background imagery behind your featured products (or any object you choose) with background generation



Opt to enhance your visual creative including improving brightness or contrast, or cropping or expanding" to fit a given placement.

CREATIVE DIVERSIFICATION DRIVES RESULTS

Ad sets that included at least an image (1:1 or 4:5 aspect ratio), a video (1:1 or 4:5 aspect ratio), and a vertical video with audio (9:16 aspect ratio) had a 7.3% lower CPA¹ than ad sets that did not include one or more of those creative assets.

¹Enhanced by generative AI Source: 1. Causal inference modeling (Double Machine Learning) of a sample of 2M+ Direct Response ad sets from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ad sets ran April and May 2024, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage products), and advertiser features (eg, region, vertical). All variables were defined by one or more ads in the ad set having the feature.



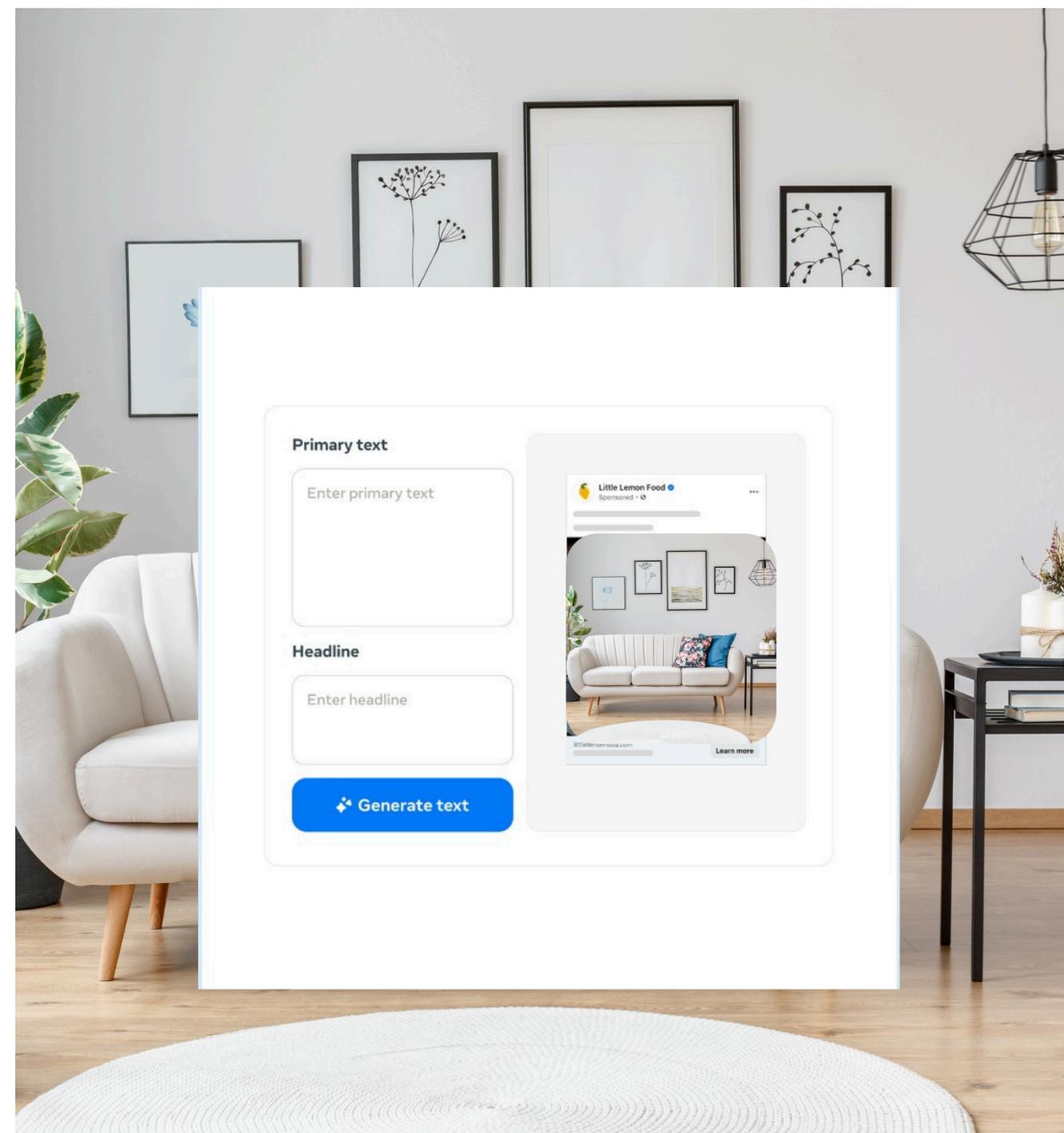
OBJECTSHQ

OBJECTSHQ IMPROVED THEIR RETURN ON AD SPEND

by using generative AI to diversify their creative

60%

increase in return on ad spend when testing text generation in campaigns.



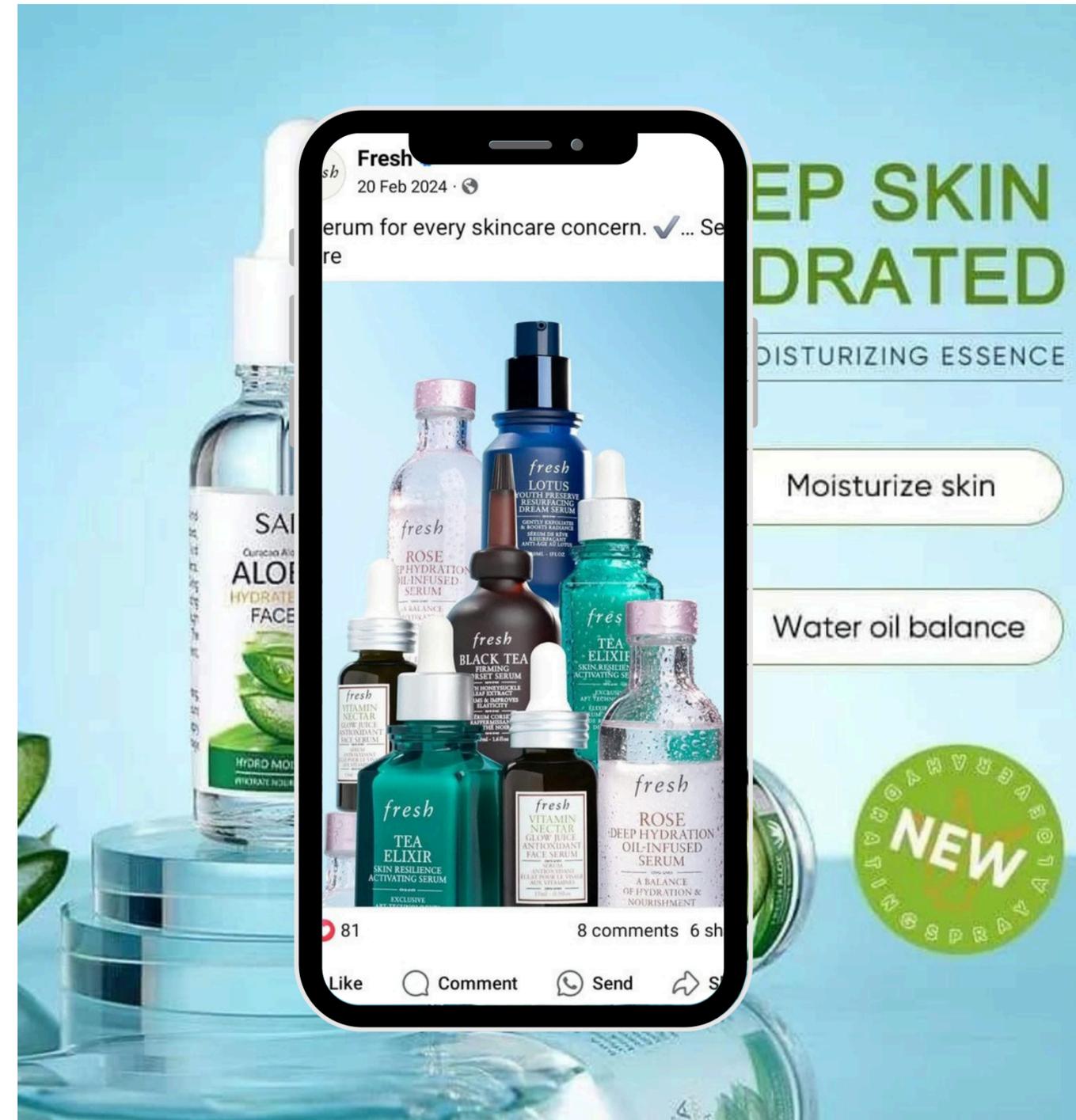
FRESH ACHIEVED RECORD-LEVEL SALES FOR CYBER WEEK

By using Advantage+ shopping campaigns with Shops ads, alongside the text generation feature that uses generative AI.

5.1X
higher ROAS

42%
incremental purchases

Source: "Meta spotlights how AI investments are paying off for advertisers" by Marketing Dive, Feb 2024. Meta case study, Dec 2023



ADVANTAGE+ CATALOG ADS CAN HELP DELIVER THE MOST RELEVANT PRODUCT IN YOUR CATALOG



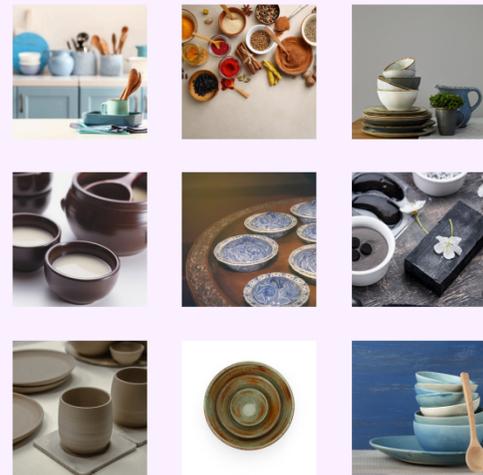
Feroldi's
25 Oct 2024 · 🌐

Hãy xem bộ sưu tập quần áo mới nhất của chúng tôi!
| Check out our latest clothing collection!
⚙️ · Rate this translation

1 share

👍 Like 💬 Comment 📧 Send ➦ Share

ADVANTAGE+ CATALOG ADS BEST PRACTICES



Use one catalog

Create simple catalog structure to avoid delays in reaching peak performance and simplify your inventory management.



BUY NOW



BUY NOW



Ensure a high match rate

Ensure products used in ads are connected to Pixel, app SDK or Conversions API to account for interactions on your website and apps.



BUY NOW

NOTIFY ME

Maintain consistency with your website

Ensure all/ most of the products that get purchased on your website are in your catalog and visible.



BOWL

SAGE

PORCELAIN

Include rich product data

Include all the product details in your catalog because they drive buyer discovery and consideration.

SOFOLOGY INCREASED CONVERSIONS AND EFFICIENCY WITH ADVANTAGE+ CATALOG ADS

This UK furniture retailer tested Advantage+ catalog ads as a way to automatically match the most relevant product in their catalog to potential customers and saw a 2.9X increase in conversions and 68% improved efficiency, compared to business as usual.

2.9X

Increase in conversion volume with Advantage+ catalog ads

42%

decrease in cost per online purchase with Advantage+ catalog ads

results are self-reported and not identically repeatable. Generally expected individual results will differ. arce: Meta Case Study, Feb 2022.



META ADVANTAGE+ ALLOWS BUSINESSES TO AUTOMATE SOME OR ALL OF THEIR CAMPAIGN

END-TO-END SOLUTIONS

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales, app, and leads campaigns

New



SINGLE-STEP SOLUTIONS

Select individual automation levers to address specific needs.

Available for all campaign objectives



AUDIENCE AUTOMATION

Advantage + audience
Advantage + custom audience
Advantage + lookalike
Advantage + detailed targeting



PLACEMENT AUTOMATION

Advantage+placements



BUDGET AUTOMATION

Advantage+campaign budget



CREATIVE AUTOMATION

Advantage+creative
Advantage+catalog ads



DESTINATION AUTOMATION

Advantage +destination

PEOPLE EXPECT A PERSONALIZED AND SEAMLESS SHOPPING EXPERIENCE

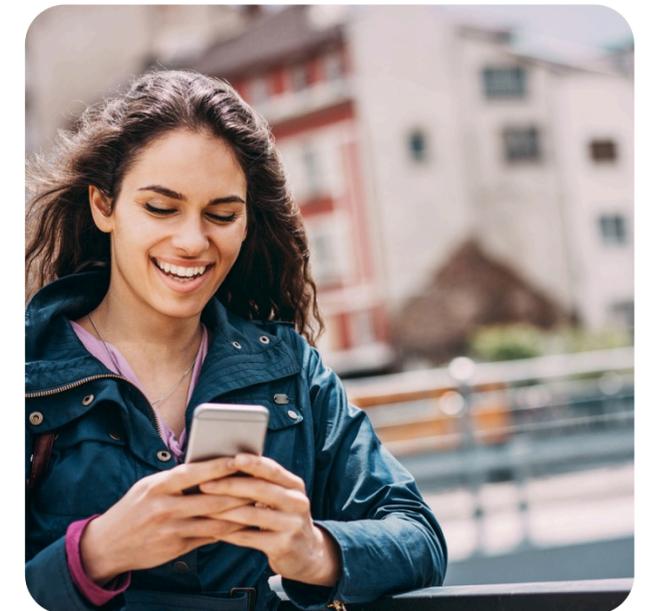
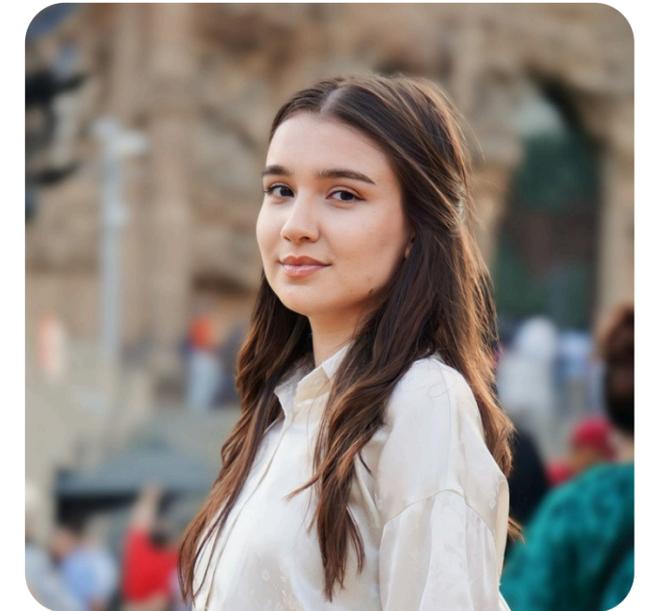
68%

of online shoppers agree they want their shopping experience to be personalized

2 IN 3

online shoppers agree that social media makes them likely to try new brands and products

Source: "Discovery-Led Shopping Study" by GFK (Meta-commissioned online survey of 12,000+ respondents ages 18-74 in the AU, BR, CA, FR, DE, IN, ID, MX, SK, JP, UK, US, Q2 2022. Qualifying respondents shop online at least twice a month and made an online purchase of beauty, furniture, electronics and/or apparel in the past 3 months at the time of the study; questions cited AOB, C04



ADVANTAGE+ DESTINATION* enables people to shop on their own terms, where they're most likely to convert

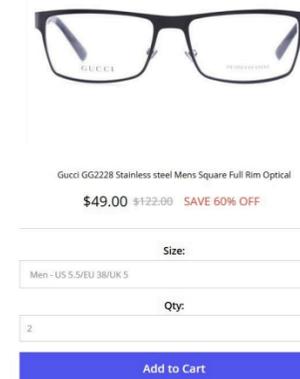
20%

Improvement in CPA and ROAS, on average, compared to website only campaigns.



✓ **SHOPS ADS (WEBSITE AND SHOP)**
Maximize performance by selecting Shops ads*
"Website and shop to send customers where they're most likely to convert

✓ **WEBSITE AND APP**
If you have an app, select "Website and app" to send customers where they're most likely to convert.



Formerly known as Advantage destination. Source: Source: Statistical meta-analysis of 16 eCommerce multi-cell A/B tests delivered in the US between March 13, 2023, and March 31, 2023 with an attribution window of 7-days for CPA and ROAS. The confidence of declaring Shops ads outperforming Website-only Ads is 99% for CPA and ROAS. Purchases observed were made across shops and websites of participating advertisers.

LIVELY IMPROVED THEIR CAMPAIGN PERFORMANCE WITH ADVANTAGE+ DESTINATION (SHOPS ADS)

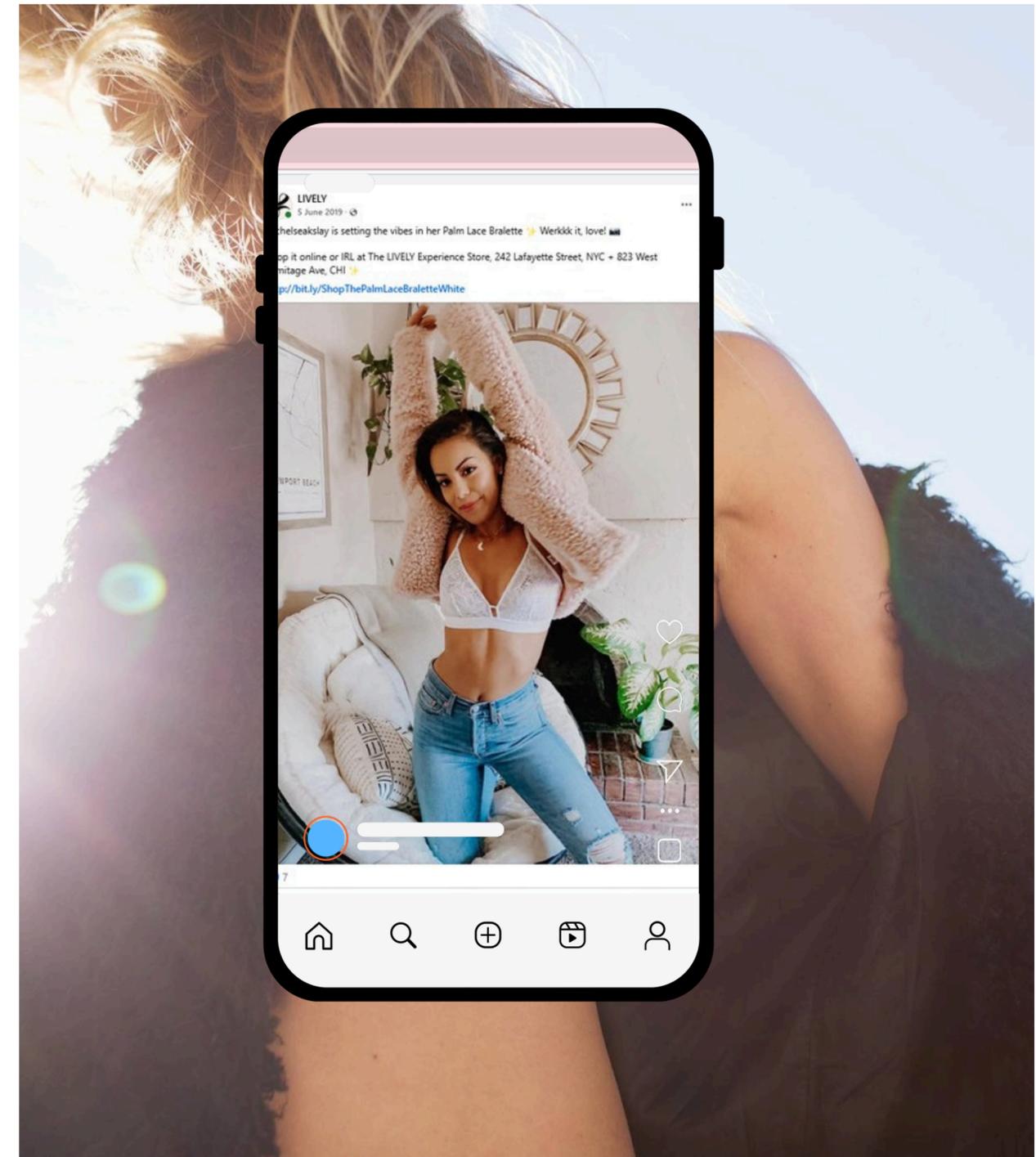
This inclusive apparel brand saw improved performance when using "website and Shop" versus "website only" as their destination

25%

improvement in CPA

35%

improvement in ROAS



Results are based on A/B tests with website + Shop and website only campaigns delivered in the US in March 2023. Purchases are defined as purchases made across shops and websites of participating advertisers

HOW TO GET STARTED WITH META ADVANTAGE+

FIND OUT WHICH ADVANTAGE+ SOLUTIONS YOU SHOULD USE TO ACHIEVE YOUR UNIQUE BUSINESS GOALS AND MAXIMIZE PERFORMANCE.



SLIDE 44

Grow sales with all customers across channels



SLIDE 45

Drive sales with all customers at peak shopping moments



SLIDE 46

Deepen relationships with existing customers



SLIDE 47

Expand to new audiences and drive sales via your app



SLIDE 48

Drive in-app purchases with a specific audience



SLIDE 49

Expand to new audiences likely to make in-app purchases



SLIDE 50

Drive high quality leads



SLIDE 51

Scale lead acquisition to new audiences

GROW SALES WITH ALL CUSTOMERS ACROSS CHANNELS

CLIENT MARKETING STRATEGY EXAMPLES

- ✓ A direct to consumer apparel brand wants to find new customers across all channels.
- ✓ A business seeks to expand into newer product categories for new and existing customers.

MARKETING STRATEGY

Meta Ads Manager objective

Sales

Marketing KPI

Sales volume

Conversion/ optimization goal

Max number of purchases

META ADVANTAGE OPPORTUNITIES

Campaign constraints

None-reach the broadest audience most likely to convert

End-to-end solutions

Advantage+ sales campaign

Single-step solutions automatically included

Advantage+ placements

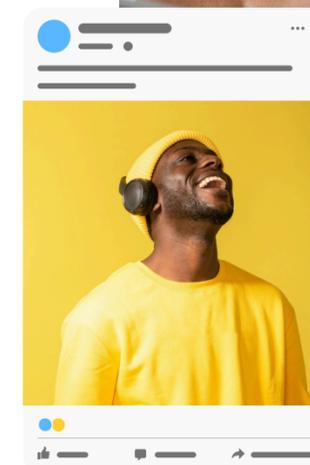
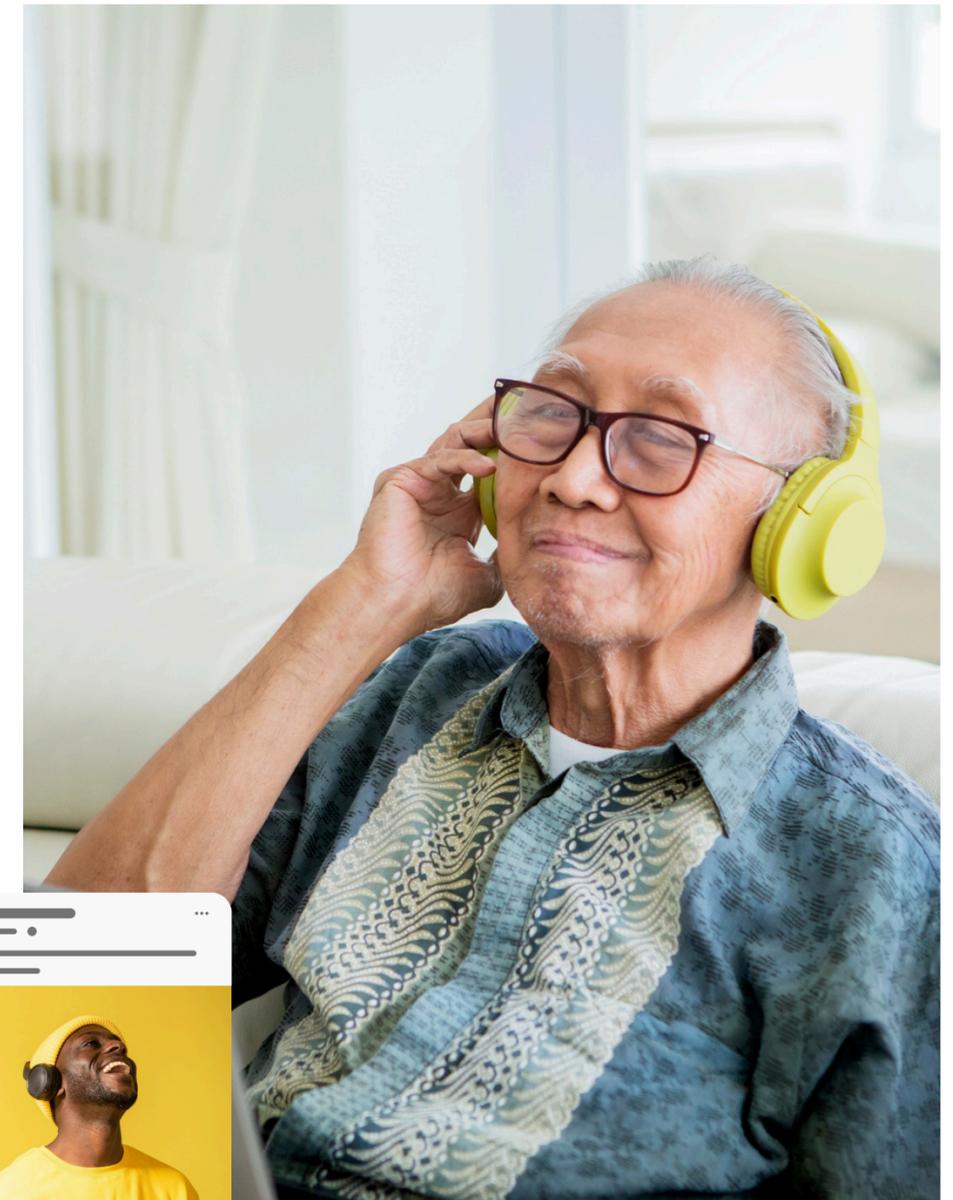
Advantage audience

Advantage campaign budget

Additional single-step solutions used

Advantage catalog ads

Advantage+ creative



DRIVE SALES WITH ALL CUSTOMERS AT PEAK SHOPPING MOMENTS

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ A beauty brand wants to grow holiday sales with new and existing customers by promoting Black Friday deals, while adhering to some brand safety guidelines.

MARKETING STRATEGY

Meta Ads Manager objective Sales

Marketing KPI Sales volume

Conversion/ optimization goal Max number of purchases

META ADVANTAGE OPPORTUNITIES

Campaign constraints Limit to Australia, United States, United Kingdom

End-to-end solutions Advantage+ sales campaign

Single-step solutions automatically included

Advantage+ placements

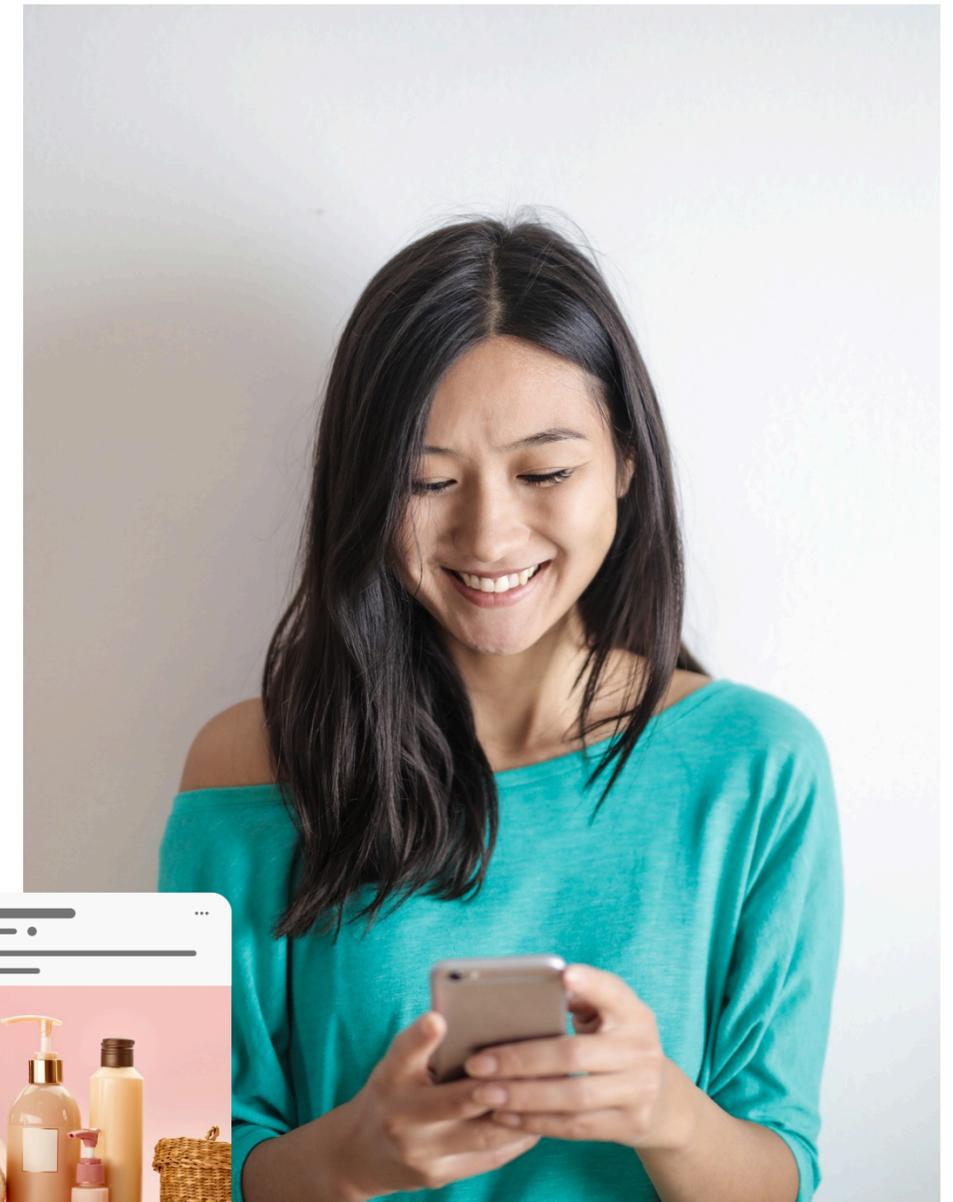
Advantage audience

Advantage campaign budget

Additional single-step solutions used

Budget scheduling

Account level brand suitability controls



DEEPEN RELATIONSHIPS WITH EXISTING CUSTOMERS

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ A shoe brand wants to re-engage their customers for the holiday season.

MARKETING STRATEGY

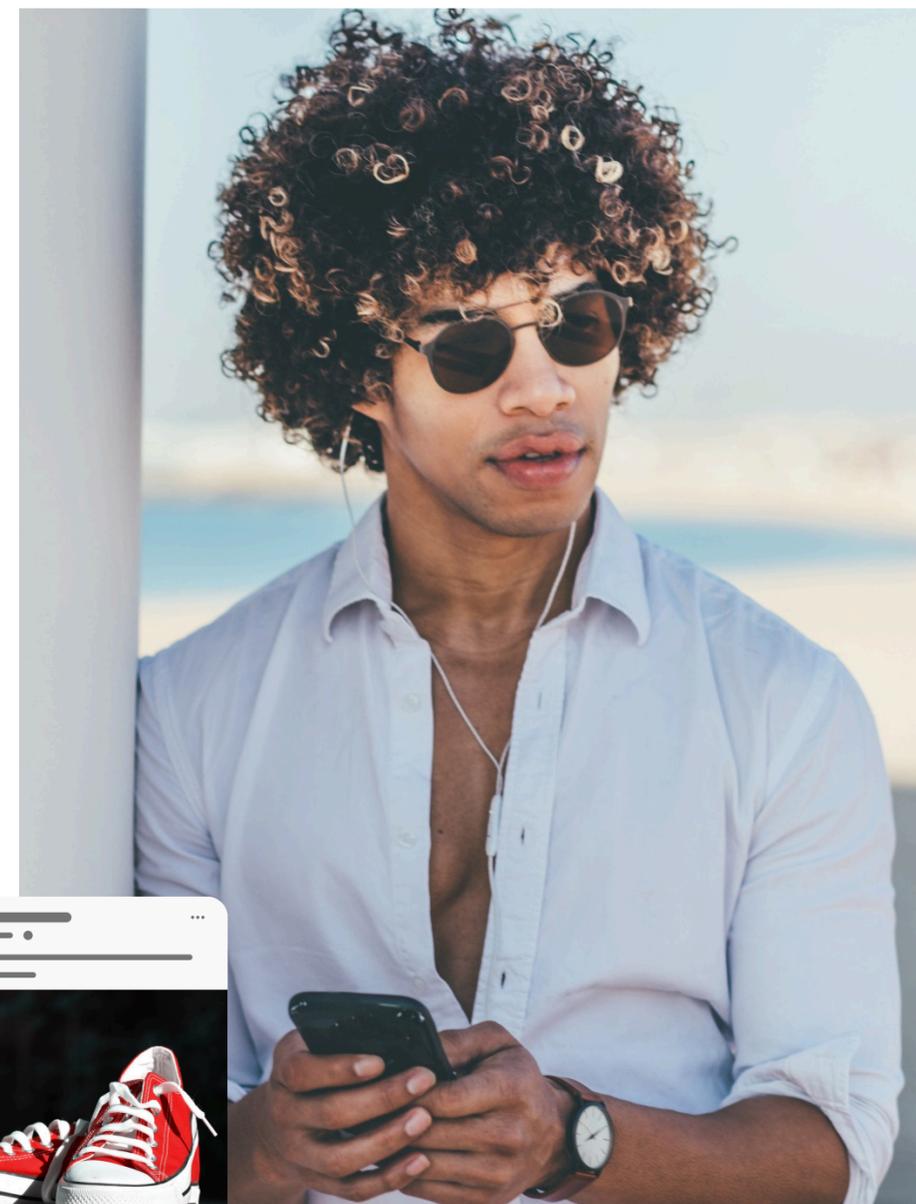
Meta Ads Manager objective	Sales
Marketing KPI	Sales volume
Conversion/ optimization goal	Max number of purchases

META ADVANTAGE OPPORTUNITIES

Campaign constraints	Only want to reach their current customers, with no prospecting
End-to-end solutions	None

Advantage single-step solutions

Budget	Advantage campaign budget
Audience	Add a custom audience: existing customers
Placement	Advantage placements
Creative	Advantage+ creative



EXPAND TO NEW AUDIENCES AND DRIVE SALES VIA YOUR APP

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ An international handbag company is looking to grow new customers by efficiently promoting app installs

MARKETING STRATEGY

Meta Ads Manager objective

App promotion

Marketing KPI

Cost per app install

Conversion/ optimization goal

App installs

META ADVANTAGE OPPORTUNITIES

Campaign constraints

None-reach the broadest audience most likely to convert

End-to-end solutions

Advantage app campaign

Single-step solutions automatically included

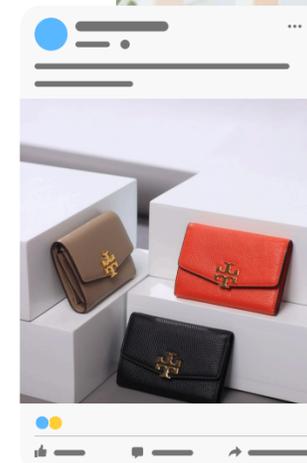
Advantage+ placements

Advantage audience

Advantage campaign budget

Additional single-step solutions used

Advantage+ catalog ads



DRIVE IN-APP PURCHASES WITH A SPECIFIC AUDIENCE

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ A gambling app in Europe wants to increase in-app purchases across audiences, but has a legal obligation to remove people who have asked to be removed due to addiction.

MARKETING STRATEGY

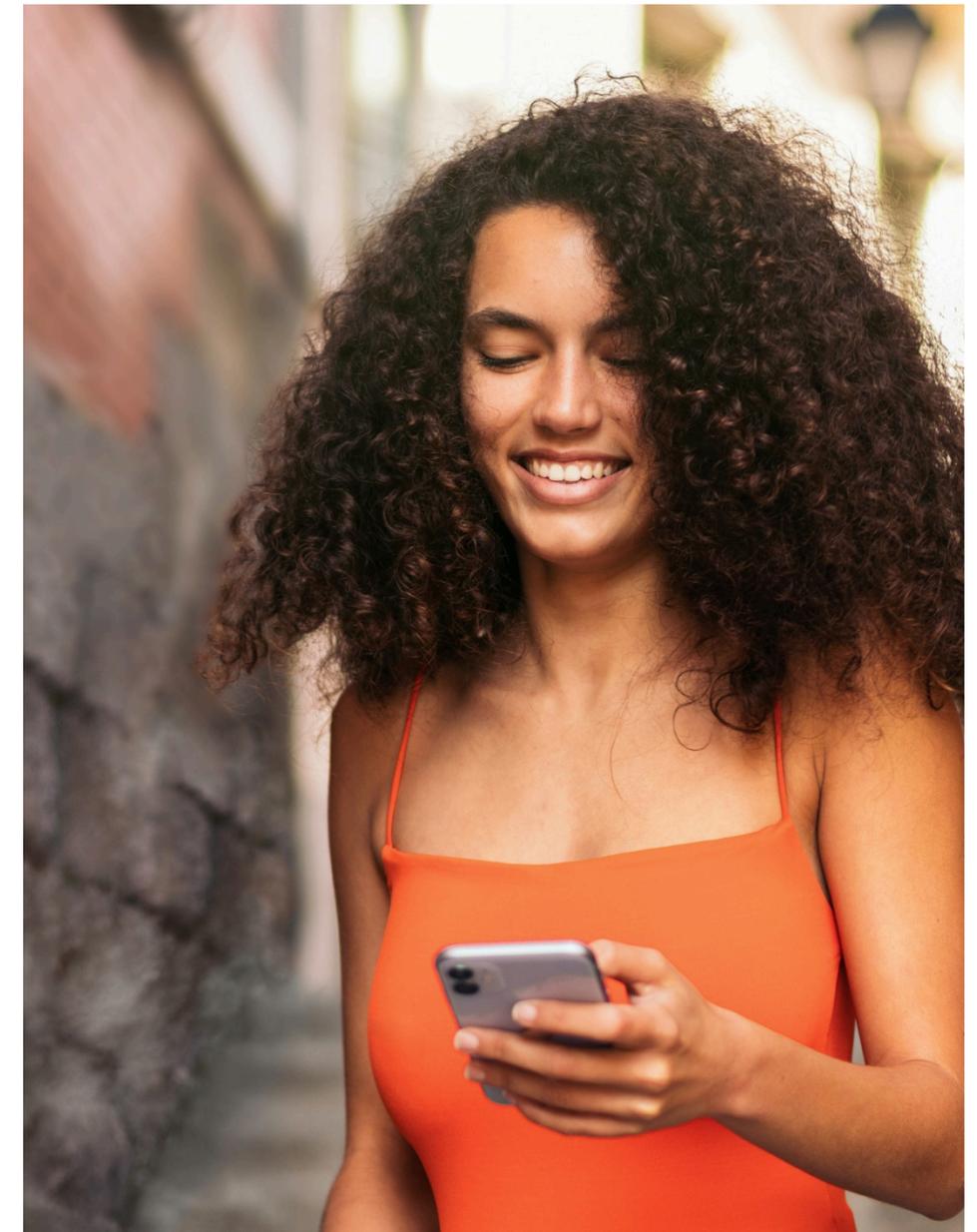
Meta Ads Manager objective	Sales
Marketing KPI	Sales volume
Conversion/ optimization goal	Max number of purchases

META ADVANTAGE OPPORTUNITIES

Campaign constraints	Only want to reach their current customers, with no prospecting
End-to-end solutions	None

Advantage single-step solutions

Budget	Advantage campaign budget
Audience	Add a custom audience: existing customers
Placement	Advantage placements
Creative	Advantage+ creative



EXPAND TO NEW AUDIENCES AND DRIVE SALES VIA YOUR APP

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ An international handbag company is looking to grow new customers by efficiently promoting app installs

MARKETING STRATEGY

Meta Ads Manager objective App promotion

Marketing KPI Cost per app install

Conversion/optimization goal App installs

META ADVANTAGE OPPORTUNITIES

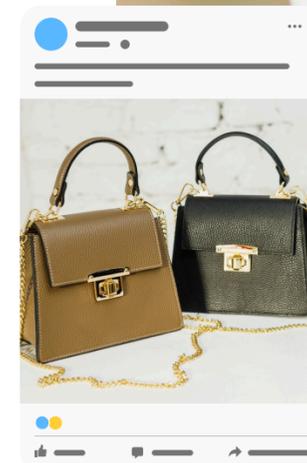
Campaign constraints None-reach the broadest audience most likely to convert

End-to-end solutions Advantage app campaign

Single-step solutions automatically included

- Advantage+ placements
- Advantage audience
- Advantage campaign budget
- Advantage+ catalog ads

Additional single-step solutions used



DRIVE HIGH QUALITY LEADS

Further optimize Advantage+ leads campaigns to reach quality leads with Conversions API for CRM and the conversion leads performance goal.

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ A US automotive brand is looking to drive sales by reaching people in the market for a new car with seasonal promotions and incentives at local dealerships

MARKETING STRATEGY

Meta Ads Manager objective

Leads
Cost per lead converted
Conversion rate from lead to customer

Marketing KPI

Max number of conversion leads (currently available for instant form)

Conversion/ optimization goal

Conversions API for CRM

First-party data integration

META ADVANTAGE OPPORTUNITIES

Campaign constraints

Apply Location control at the account level to keep Advantage+ on. Use broad targeting to reach the widest audience most likely to convert.

End-to-end solutions

Advantage app campaign

Single-step solutions automatically included

Advantage+ placements

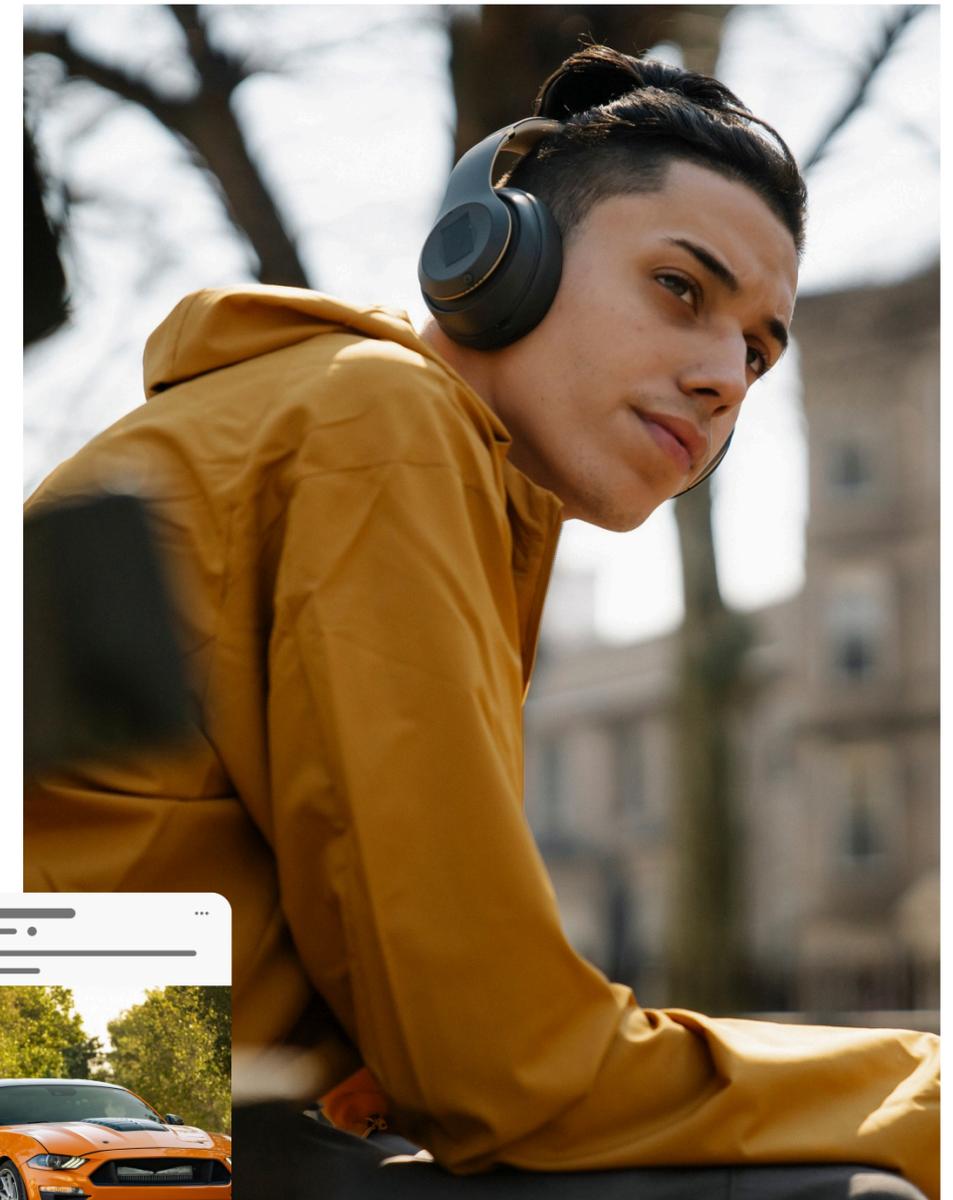
Advantage audience

Advantage campaign budget

Additional single-step solutions used

Advantage+ catalog ads

Automotive inventory ads:
Promote local inventory at the VIN level



SCALE LEAD ACQUISITION

Generate more leads at a lower cost with Advantage+ leads campaigns using broad targeting and a mixed lead ad strategy.

CLIENT MARKETING STRATEGY EXAMPLES

- ✔ A global travel agency is looking to build its customer base by reaching a high volume of people with intent to travel in the next 12 months.

MARKETING STRATEGY

Meta Ads Manager objective

Leads

Marketing KPI

Cost per lead
Leads generated

Conversion/ optimization goal

Max number of leads

Conversion location

Mixed lead ad strategy: Instant form campaign + website form campaign

META ADVANTAGE OPPORTUNITIES

Campaign constraints

None-Use broad targeting to reach the widest audience most likely to convert

End-to-end solutions

Advantage app campaign

Single-step solutions automatically included

Advantage+ placements

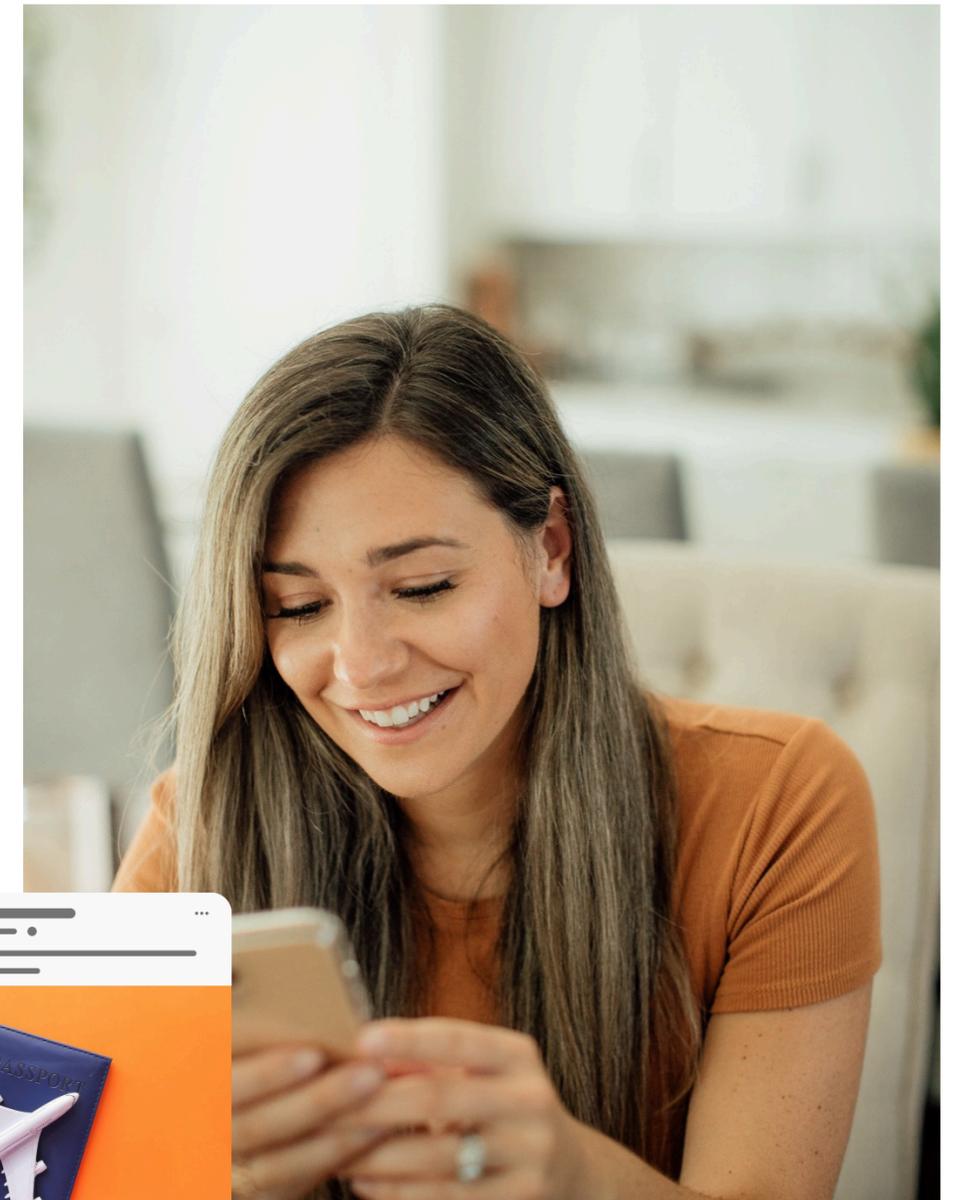
Advantage audience

Advantage campaign budget

Additional single-step solutions used

Advantage+ catalog ads for lead generation

Travel ads: Promote hotel, flight or destination catalogs



APPENDIX

FOR END-TO-END CAMPAIGNS, MANUAL FEATURES AND CONTROLS REMAIN AVAILABLE, SHOULD YOU NEED THEM

But we recommend only using the controls necessary, so you don't miss opportunities to maximize performance

When you apply a certain number of controls, Advantage+ will turn off

The screenshot displays the Facebook ad targeting interface. On the left, the 'Custom audiences' section is visible, featuring a search bar for existing audiences, an 'Add exclusions' button, and manual targeting options for 'Locations' (United States), 'Age' (18-65+), 'Gender' (All genders), and 'Languages' (All languages). The 'Detailed targeting' section includes a search bar for demographics, interests, and behaviors, and a note: 'We may deliver ads beyond your audiences for your selected objectives to improve performance. Learn more.' Below this is another 'Add exclusions' button.

On the right, a 'Pop-up' window titled 'Audience controls' is shown. It contains two main sections: 'Audience controls' (with a 'Learn more' link) and 'Advantage+ audience' (with a '+' icon and a 'Learn more' link). The 'Advantage+ audience' section includes an 'Audience suggestion (optional)' button and a 'Switch to original audience options' link.

Maximize performance with AI by turning Advantage + sales, app and leads campaign ON

You'll turn Advantage+ shopping (or app or leads) campaign ON when the following criteria is met across ad sets:



Advantage+ campaign budget

- ✔ Advantage+ campaign budget is left on for all ad sets



Advantage+ audience

- ✔ At least 1 ad set has Advantage+ audience turned on (you're either using no additional inputs OR using additional inputs as a suggestion)
- ✔ Minimum age 18+
- ✔ Custom audience exclusions only.
- ✔ Any location or language selection
- ✔ Account level audience controls can be on



Advantage+ placements

- ✔ Advantage+ placements is left on for all ad sets (meaning all placements are selected)
- ✔ Account level placement controls can be on

Meta Advantage+ | Additional resources

Advantage+ end-to-end solutions		Help center articles
Advantage sales campaigns (formerly Advantage shopping campaigns)		About Advantage shopping campaigns
Advantage app campaigns		About Advantage app.campaigns
New streamlined setup for app, sales and leads campaigns		Update: new Advantage sales campaign setup flow Update: new Advantage app.campaign setup flow Best practices for keeping Advantage on for Advantage+ sales and Advantages app.campaigns
Advantage single-step solutions		Help center articles
Audience automation	Advantage audience	About Advantage audience
Placement automation	Advantage placements	About Advantage placements
Budget automation	Advantage campaign budget	Set up Advantage campaign budget About ad set spend limits with Advantage.campaign budget
Creative automation	Advantage+ catalog ads Advantage creative	Design specifications for Advantage catalog ads Best practices for product recommendations for Advantage catalog ads Best practices for retargeting Advantage catalog ads Best practices for reaching a broad audience with Advantage catalog ads About Advantage+ creative Best practices for Advantage creative for catalog What's new in the ad creative section in Ads Manager
Destination automation	Shops ads (Destination automation: Website and shop) Available to US checkout-enabled businesses	Create a campaign using Shops ads Best practices for Shops ads

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hello@thelondondigital.com