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Popsixle-Meta ad support 🗸

How to measure success with Popsixle's Meta Ads connection The key metrics and indicators that determine a "win"

Just like no business is exactly the same, the definition of a Popsixle "win" will vary for each pilot. However, there are a few key ways to measure the success of Popsixle for your business.

1. **Data Restoration:** Popsixle aims to provide Facebook's machine learning systems with an accurate representation of your best customers, resulting in improved ad performance.

Popsixle's Two Primary Goals:

- 2. Attribution Accuracy: We work to eliminate Facebook's data modeling and guessing, providing you with precise reporting and attribution data to effectively manage your campaigns.
- **Measuring Success**

The key metrics to look for in determining success with your Popsixle support are within Facebook Ads Manager: • Increased ad budgets

- Increased return-on-ad-spend (ROAS)

Decreased cost-per-purchase

- Stabilized ROAS within a tighter range However, it's important to consider your account's attribution accuracy when analyzing success.
- Here are some examples where improved accuracy can be a greater win than performance:

but attribution became more accurate over the length of the trial, it can indicate that your account was not reporting accurately prior to launch

For a refresher on how to navigate Popsixle Customer Dashboard, watch the 4 minute video tour

The store has fewer than 50 purchases per week - there may be limited performance benefits because Facebook's machine learning system requires sufficient event volume to build a reliable training data set, but the account can still benefit from improved accuracy

Promotions, seasonality, new creative, or changes to the site - performance may be influenced to increase/decrease by these factors, but attribution accuracy is not

The account was experiencing over-reporting prior to the pilot - if pilot performance metrics appear lower than pre-pilot numbers

- Popsixle's performance & accuuracy. reports
- Because there's no one measure of success, Popsixle's reporting dashboard divides your data into three different dimensions to help you identify improvement during Popsixle support: Data Accuracy, Growth and Ad Efficiency

Facebook Reporting Accuracy

are hoping to see.

Facebook's ad platform is taking an appropriate level of credit for your sales.

a. The report compares data from your Shopify store and your Facebook ad account and analyzes the level of click ids present from site visitors and purchases made on your site. Based on these factors, the time-based graph shows an acceptable range of credit that Facebook should take. It further breaks down your results by letting you see the difference between a 7-day click attribution, or total attributed

The Attribution Accuracy report shines a light into the black box that is Facebook's attribution model allowing you to quickly understand if

- purchases that include 1-day view attribution b. How to measure success: Excellent attribution accuracy is achieved when attributed purchases (the 7-day click attribution represented by the bold blue line) are well within the Expected Attribution Range. If attributed purchases rise or fall outside the expected range, that's an indication of inaccurate data because of over- or under-reporting. c. The Attribution Accuracy report will help you feel confident in the results you are seeing in your ad manager dashboard. This way, you can
- i. Read on for more on how to read the report and learn how our team will guide you to improve attribution accuracy. ii. Below are two snapshots: the first has accurate attribution, and the second is showing over-reporting

feel confident in your optimizations and budget decisions you make and allow Facebook's platform to optimize your ads for the results you



Efficiency Improvement: Excellent Performance

data to determine improvement

FB Attributed Revenue

Weekly Performance

Cost Per Purchase

ROAS

Facebook Growth

\$6,660 \$46

2.09

\$1,385

\$57

2.03

\$5,783 FB Attributed Purchases

\$26,721

\$25

4.62

\$8,086

\$41

2.31

Facebook Ads Manager) allows for a quick way to assess the growth of your campaign

\$3,194

\$456

70

10.00

\$6,660

\$951

- 06/18/2023 06/24/2023 07/02/2023 07/08/2023 (partia \$683 \$3,500 \$3,065 \$2,216 FB Attributed Purchases

Improved performance enables you to increase spending on Facebook, resulting in growing business revenue. This report (also sourced from

\$14,477

\$18

6.53

\$11,650

\$30

3.80

a. How to measure success: compare spend during Popsixle support to 8 weeks of pre-pilot spend to help you see if you were able to increase spend, then determine if increased spend led to more purchases and daily revenue. Growth Improvement: Excellent Performance ★★★

FB Attributed Purchases

FB Attributed Purchases Per Day

FB Attributed Revenue

FB Attributed Revenue Per Day

FB Attributed Revenue Per Day

Additional measurements of success

seasons, or newly launched creative/product

\$3,500 \$3,065 \$2,216

Account stability is not a direct measurement on the dashboard, but it's a major benefit of Popsixle's support and crucial for long-term

volatility in daily and weekly performance. This is especially for accounts that experience frequent highs and lows between promotions,

Incremental Events: Some advertisers can now access a new feature in Facebook Events Manager, which measures incremental events received from server-to-server connections like Popsixle. As this feature rolls out, we hope to quantify the incremental events from our data

Integration

s API

s API

Q Search by event

Event Match Quality

• Great 📮

• Great 💂

0/50

Total events \downarrow

Last received 30 minutes

Last received 31 minutes

Last received 31 minutes

747.2K

456.2K

112.7K

16.1K

All events

success. With the consistent flow of quality compliant data and Facebook no longer relying on data modeling, you'll notice less fluctuation and

Weekly Performance Spend Per Day 85 103 121 FB Attributed Purchases 12 12 15 24 FB Attributed Purchases Per Day 6.00 FB Attributed Revenue \$8,086 \$11,650 \$14,477 \$1,385 \$1,155 \$1,664 \$2,895

Status New

\$5,783

\$445

231

17.77

\$26,721

\$2,055

connection within your account. Add Events ▼

PageView

View content

popsixle_init_ping

Additional conversions reported 6

from the Conversions API (server)

+53.8% vs pixel alone

Parameters 6

your ad performance

Was this article helpful?

In summary:

value, num_items and 9 others

81

accuracy, stability and performance, so it's important to see the whole picture of improvement.

Events

Search not being sent with the Conversions API. Send them Last received 34 minutes Active with the Conversions API alongside the Meta Pixel to help report more conversions. Add to cart 7.7K s API • Great 📮 Get Started Last received 1 hour ago 3K Initiate checkout ~ Browser · Conversions API • Great 💂 Last received 59 minutes

Used by

Recommendation

Send additional events

Additional conversions reported 6

In the last 7 days, you saw about 53.8% more

Apply 1 recommendation for a potential performance

conversions reported for Initiate checkout events by using the Conversions API alongside the Meta Pixel.

Other events currently being used in your ad sets are

Advanced matching activity 6 for the pixel (browser) Set up mode: Automatic & manual 34% of your Initiate checkout events are receiving the following hashed Jun 17 Jun 19 Jun 22 Jun 24 Jun 27 Jul 2 Jul 4 customer information through your Advanced Matching setup: City, Email, First name, Last name, Phone, State, **Export Data** Manage event View details ZIP code. Learn more

When measuring Popsixle efficacy, keep in mind that success is often determined by the status of your site prior to launch with attribution

1. Popsixle's connection will restore data with 100% compliancy to end loss caused by iOS14, fueling Facebook's machine learning to improve

2. Popsixle's tools will identify the health of your account, and our team will provide guidance on steps to improve attribution accuracy for overall

better results If you have any questions about Popsixle support or pilot performance, reach out to our team at success@popsixle.com.

Either way, once installed Popsixle will do two things for your site:

- **Related articles**
- Understanding the Popsixle Google Ads data connection Installing & Onboarding the Popsixle App

Events Manager best practices for the Popsixle-Meta connection

How to turn off the Shopify-TikTok CAPI connection for Popsixle

How to add a Popsixle-Meta Ads Data Connection

- popsixle Popsixle Help Center

Create a Ticket