



**Find out what makes your
paid social perform
through this proven split
testing system**



You know that there is something to split testing. Otherwise, you wouldn't bother downloading this guide.

But you most likely learned that split testing only for the sake of split testing doesn't work. It needs to have a purpose. And you need to think it through before you do the actual test. Otherwise, you'd only burn through your budget. And you'd give your manager all the reasons why cutting your budget is a smart move. Even though we both know it's not true.

Here is how to create the fool-proof split testing process for your paid ads to get your money's worth. After reading this guide, you'll know how to make your testing job easier and what makes the most sense to test.

What you'll find:

- Naming convention - testing doesn't have to be difficult if you name your campaigns clearly.
- Test your audiences - 41% of your advertising success relies on your ability to find the right people. Make sure you won't spend your whole budget promoting to the wrong group.
 - Learn about 4 audience categories you can use for split testing
- Test your platforms - Don't bet all your money on one platform. You might find out you wasted your whole budget in the wrong place.
- Test your creatives - Make your ads a THUMB-STOPPER! that gets your audience's attention.
 - Why should you test only ONE thing at a time.

Know how to make your testing easier with a naming convention

Your testing will be much easier if you use a solid structure for your naming convention. Now I know it sounds dull when you're testing only one campaign. But if you want to discover trends across your campaigns (leads to insights that can optimize your performance!), you'd need to group a few of them. And if you can't remember why you named your campaigns the way you did, your job gets much harder.

Two things where a proper naming will save you time and frustrations:

Simple Searches

Do you remember why you named your campaign, ad set, and ad the way you did? If you said yes, you probably use a system that makes sense. For the rest, it's a no. It gets even more confusing if you have a recurring topic.

Analysis

The trick is knowing what to use in your naming and what makes sense to leave out. First, decide what parts of your campaigns you want to know more about. Then, use those parameters in your naming convention and stay consistent.

Here are a few examples. (when you find a part of a name in (), it means it's optional)

On the campaign level:

Structure: date - name - (category) - phase - objective

Example: 2022-08 - iPhone 13 Summer Campaign - (presale) - consideration - traffic

Date:

Even though you can set your ads manager table to show the date in your columns, it takes extra clicks for you to make.

Name:

Being specific here makes it easier to keep track of campaigns with recurring or the same topics.

Category:

When you have the same campaign name but for different categories, grouping this kind of data will help you keep it clear.

Phase and Objective:

You can run campaigns with similar names or for the same product but at different stages in your funnel. Including objectives will help you recognize where in the funnel this campaign ran.

On the ad set level:

Structure: (date) - name - target group

Example: (2022-08) - iPhone 13 Summer Campaign - broad: Nordics, women 25 - 45

Name:

Being specific here makes it easier to keep the overview.

Target group:

When you're using your ad set parameter in more than one campaign, it will help you keep track of where you used it.

On the ad level:

Structure: Campaign name - target group - creative name - creative type - (format) - message - CTA

Example: iPhone 13 Summer Campaign - broad: Nordics, women 25 - 45 - iPhone 13 front + back photo - carousel - (In-feed) - short copy - soft CTA

Creative name:

When you're testing more creatives, it will help you keep track of them. In this example, one version of the image includes iPhone 13 shown from the front and back angles. We could test it against a creative that shows iPhone 13 from only a front angle but in 3 different color variations.

Creative type + Format:

You'll quickly see whether the creative was a short video, long video, image, etc.

Message:

When you're testing different ads copy

CTA:

When you're testing soft vs. hard CTA

Test your different audiences

Your knowledge of your audience amounts to 41% of a successful advertisement. So no matter how great your offer is or how witty your creative is, it doesn't matter if you don't show it to the right people.

But you already know how important it is to know your audience. So why should you test different types?

There are different advantages to targeting a broad audience or a more niched target group.

Targeting a broad audience requires fewer steps on your part. It's quick and easy because the platform algorithm will do all the work for you. But let me ask you this.

Do you trust the platform algorithm completely?

Before you run your tests, you don't know if you could get better results with a more defined audience. Plus, it can get expensive for the algorithm to do its magic. If you choose to go with a more defined audience, then you need to put in the work of selecting your criteria. Those can be the interests, job positions, industry specifics, educational background, previous engagement with your brand, and so on.

That said, testing both types makes sense because you'll get insights into your audience. If you already know enough about your audience, you'll learn the cost of getting results. From there, the next step is to find out if you can cut down the price in case the price per result is too high. If you're already satisfied with your price per result, you can start thinking about expanding your audience.

How can you test your different audiences?

Each audience you create requires a bit of money to get some meaningful data from. So you can imagine how quickly the budget can stack up, and that would be only for testing. Then you'd need to consider the launch and possible optimization of your ads.

Unfortunately, without testing, you might risk losing even more money when you bet everything on one audience. In case the one audience you bet everything on is the wrong audience... Let's not go down this dark path. The bottom line is, you don't have a limitless budget you can spend on testing.

After considering your budget, a good starting point is to test a lookalike audience based on your existing clients. You can do it through uploading your email list, using an event/pixel tracking if you advertise on Facebook, company attributes if you use LinkedIn, similar audiences when using Google Ads, and so on.

Test your lookalike against your broader yet defined audience. For example, consider the age range, geography, or income level. You can ask yourself:

Do I have to pay for people older than 65? Is my product for everyone regardless of where they live? Is my product fit for commuters?

If you don't know, testing will show you.

Your other option is to create an interest-based audience where a few of the interest parameters will describe one target group. Then you can test your interest-based target groups against each other.

The idea is to find out which personas would be more interested in your product.

Do they all work in similar-sized companies? Are they all interested in sports? Do they search for similar keywords on Google or YouTube?

To make your targeting more structured, you can split it into 4 categories:

Retargeting

Based on the number of your valid sources: add to basket, viewed product page, spend X seconds on your website, watched a video, etc.

Lookalike

Based on the number of your valid sources: clients, email subscribers, people that engage on social media with your brand, etc.

Interest based

Based on your persona's interests

Broad

Leaving all the work on the algorithm.

When you're creating your audiences based on the above 4 categories, you should consider making them mutually exclusive. You'll be able to get lots of learnings when you collect their data in isolation.

Find the hidden trends by grouping your audiences

For now, we've been talking about splitting your target group into categories, and within each, you can have multiple audiences. After you've collected enough data, you can find the hidden trends by grouping the smaller audiences into one big.

For example, if you have 3 different types in your Retargeting category, group them together. You'll end up with an overview of your whole Retargeting audience, and deriving trends and patterns will be much easier from this point.

You can also group similar audiences across your campaigns. For example, take all your campaigns in 2022 with similar audience parameters and group them together. This kind of overview will give you even more objective insights on your audience. Check out this video to learn more about the value of grouping your data. [watch video](#) →

Test your different platforms

By this point, you probably know that each platform has different pros and cons. Even if you don't know the specifics, you realize that the same type of message that works on Instagram will lend differently on LinkedIn. The same goes with the data these platforms collect, the price for action, and the size of your potential reach.

Some are forced viewing, others have a very low CPM or CPC, some let you retarget well, and others have great detailed targeting if you are a B2B company. Unsurprisingly, many companies use a mix of several different platforms, so they don't bet all their money on just one.

To compare a few:



Has the most extensive options in the advertising system. In general, the reach on Facebook is the best you can get. But the price can vary from one ad to another. You'll notice that for one ad, you paid very little CPC, and for another 10x as much. The difference is in your targeting capabilities and testing.



Doesn't have as many users as FB, doesn't have as extensive advertising options, and in general, it's not the cheapest platform. But it's probably the best platform for B2B advertising and advertising to a specific group of professionals.



Has great global reach and extensive targeting possibilities, and it's great for both B2C and B2B. Because it's the most used platform for advertisers, it can become very expensive to bid on certain keywords.



Not so commonly used, and it's a relatively new advertising platform. So the targeting options are not as great as on Facebook or Google. Twitter can be great as an additional advertising platform to engage with your audience.



Is the newest advertising platform. This means there are not that many people who figured out how to be successful with TikTok ads. Nonetheless, it has great potential. While the cost of views and clicks won't necessarily be high, the production of a video ad can rapidly jump up.

Test your different creatives

The #1 job of your creative is to make people stop scrolling. Then depending on your creative's format, it's to explain your product/service, and together with your copy, it needs to inspire action.

Before you test and prove the results of your creatives, it's difficult to find out whether your targeting strategy works or not. You might end up in a situation where your targeting is great, but your creatives are missing the mark.

Your creatives are closely linked to the previous chapters you read about above. For example:

Does your target audience stop scrolling when they see a GIF/image/video?

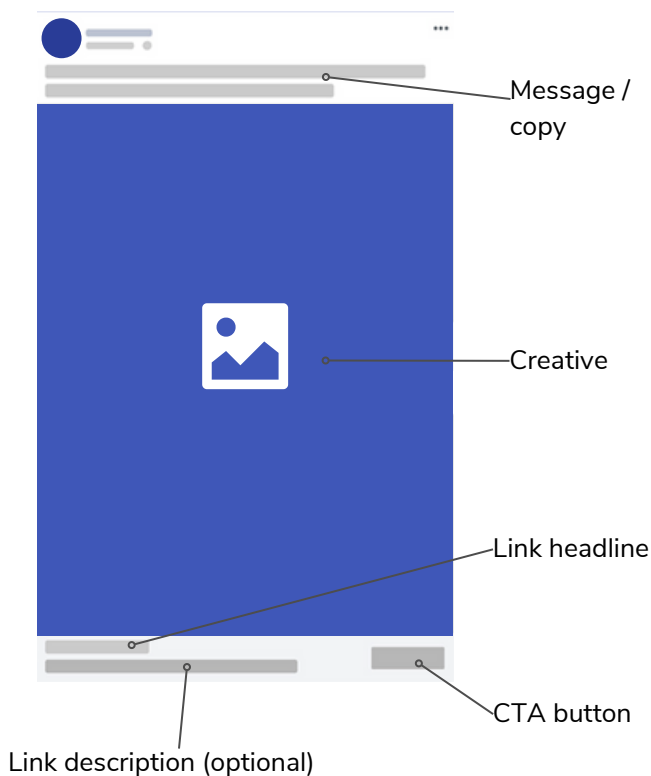
Does your target audience take action on image or video-based ads?

Does the same creative type work on Facebook and LinkedIn?

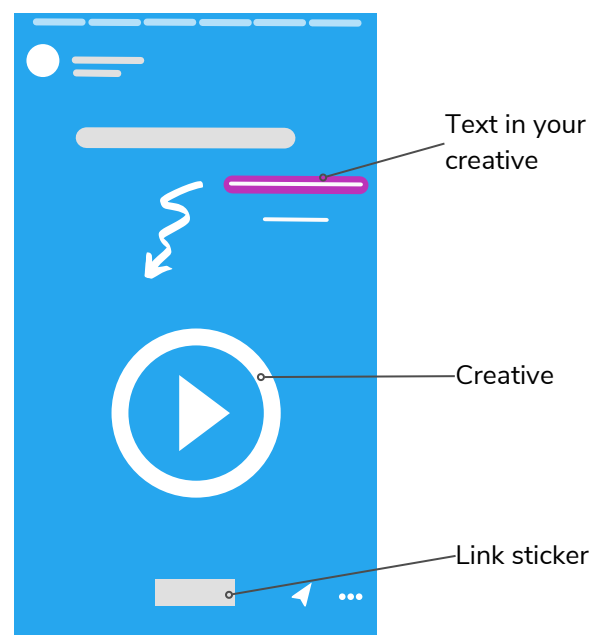
Since creative is on an ad level, let's break down what you can actually test here:

Parts of an ad you can test:

In-feed ads



Story format ads



It's crucial to test only one thing at a time. So if you want to find out what type of creative works the best, change ONLY the creative. This means if you're testing short video vs. image, but one has soft CTA and the other hard CTA, you won't be able to tell with certainty what caused the difference.

It's also important to test with purpose. So test creatives that are very different because incremental changes in design don't amount to much. In a scenario where you want to test only image-based ads, make the difference between them radical. It can be a photo-based image vs. illustration.

Key takeaway

You can split test your paid social with ease if you use a proper naming convention across all 3 levels (campaign, ad set, ad - level).

One of the levels you can test is on ad set level → audiences. A good way to differentiate between your audiences is to split them into 4 categories:

- Retargeting
- Lookalike
- Interest-based
- Broad

Each one of these 4 categories can be further split into smaller target groups (e.g., Retargeting video viewed 50%, Retargeting - landing page, etc.)

You can also uncover hidden trends when you group your similar target groups across campaigns.

You can also test your different advertising platforms. Some have great setup options and a lot of users, though the results can get expensive. The other can have a much cheaper price per result but is lacking in the settings option and don't have as many users.

When testing on an ad level, we'd advise focusing on nailing down your creative. That's because the #1 job of your creative is to stop your audience from scrolling. Then your message should convince them to do the action you asked for.

Want to make sure your split test was a success?

Have you run a campaign where you tested different audiences, platforms, or creatives? Let us take a look at it, and you'll get FREE analysis of your campaign with an expert's opinion on the data you gathered.

Send a message to mikkel@deepdivr.io, and he'll take it from there.

About deepdivr

Our mission is to enable our customers to unlock the potential of data and gain the insights that lie within, so they can make informed decisions that move their businesses forward.

We offer a powerful yet seamless analytics platform that makes the complex simple. Seen through our objective lens, users get an easy, uncluttered view of their data – enabling them to see the bigger picture and make impactful changes.

