

Campaign optimization checklist

*A 6 step guide for optimizing your
social media campaigns*



This 6 step campaign optimization checklist gives you a simple and efficient way to optimize and analyze your campaign's data.

Campaign optimization checklist

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Choose metrics

2



Benchmark

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Creatives

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1 Choose metrics

You select the metrics to base your optimization on based on the purpose - and the objective, of your campaign. For all objectives, you will have primary and secondary metrics.

For each objective, your primary metrics will be the total value of the 'action' you are optimizing for (click, conversion, video views, leads, people reached) alongside the cost and the rate associated with that metric. Note that not all optimization goals will have a rate - e.g., reach, but most metrics that reflect an action will.

In most cases, metrics such as CPM, reach/impressions, frequency, and spend will be your secondary metrics which you can use to explain the costs and rates of your primary metrics.

Campaign's key metrics

Spend	Reach	Impressions	Frequency
			
96.162 kr.	282.818	1.469.790	5,20
Link Clicks	CPC	CTR	CPM
			
12.547	7,66 kr.	0,85%	65,43 kr.









2 Benchmark

After defining your key metrics, it is crucial to quickly be able to see if your campaign is performing better or worse than expected. Here is where benchmarks come in. By benchmarking your campaign, you can compare its performance to

- A similar campaign that ran previously
- Another time period within the same campaign (for long campaigns, always on, etc.)
- An industry benchmark - see a list on the last page
- A goal you have set for the campaign

This will quickly show you whether your performance is better or worse in your key metrics, and then you can investigate what is causing the change.

Campaign's key metrics with benchmark

<p>Spend</p>  <p>96.162 kr. ▲ 92.072 kr.</p>	<p>Reach</p>  <p>282.818 ▼ 299.645</p>	<p>Impressions</p>  <p>1.469.790 ▼ 1.592.047</p>	<p>Frequency</p>  <p>5,20 ▼ 5,31</p>
<p>Link Clicks</p>  <p>12.547 ▼ 14.029</p>	<p>CPC</p>  <p>7,66 kr. ▲ 6,56 kr.</p>	<p>CTR</p>  <p>0,85% ▼ 0,88%</p>	<p>CPM</p>  <p>65,43 kr. ▲ 57,83 kr.</p>

3 Development

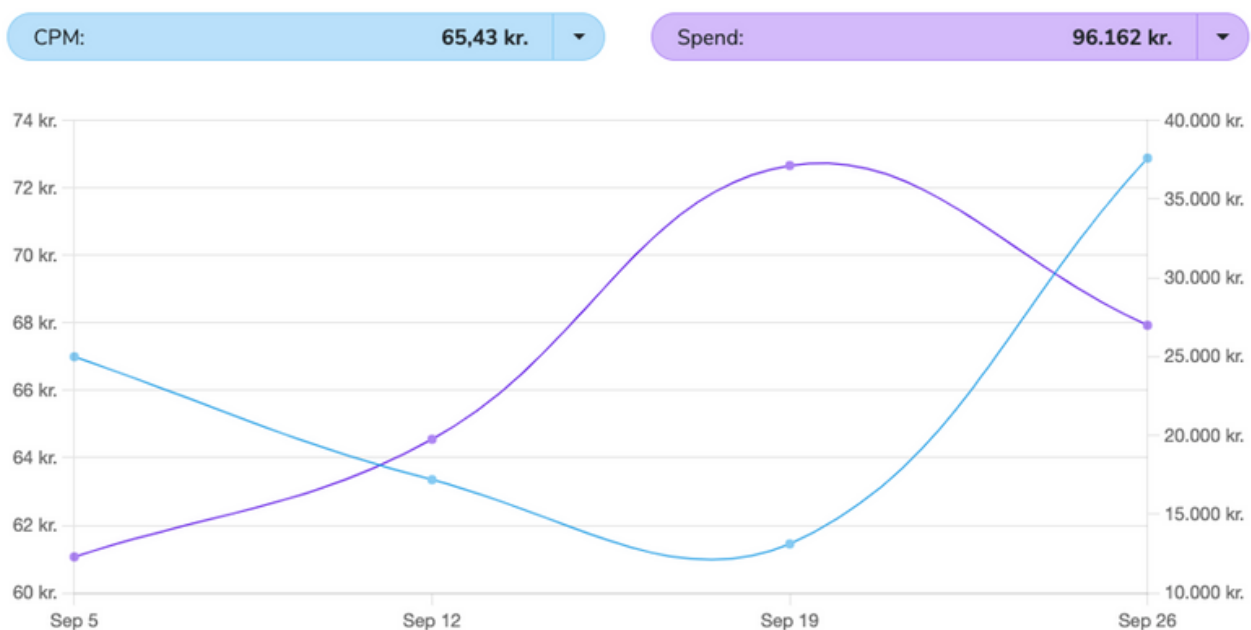
To investigate why a specific metric has increased, you can look at its development over time to determine if performance is consistently worse or if something is happening at a specific time. If you identify a point where, e.g., your CPC increases a lot, you can use your secondary metrics to narrow down why.

Is CPM increasing? Yes. Ok, so buying the impressions is more expensive.

Is that because you have increased spend? Removed placements or target groups while optimizing?

Sometimes you find an answer when comparing the development of metrics, but sometimes you have to accept that there is no definite answer.

Development of CPM and Spend



4 Breakdowns

Viewing your performance in the breakdowns Facebook offers allows you to see your performance on platform, placements, and demographics.

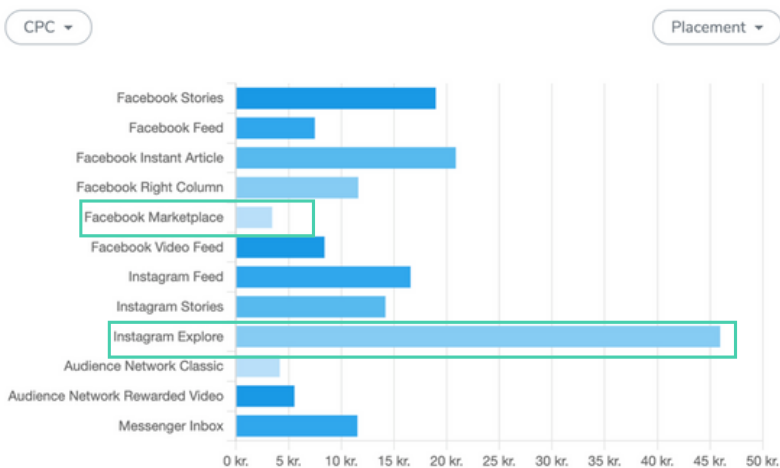
Do you get your clicks from the people who are the most relevant to you?

Is Facebook distributing your money to the placements and platforms that give you the most value?

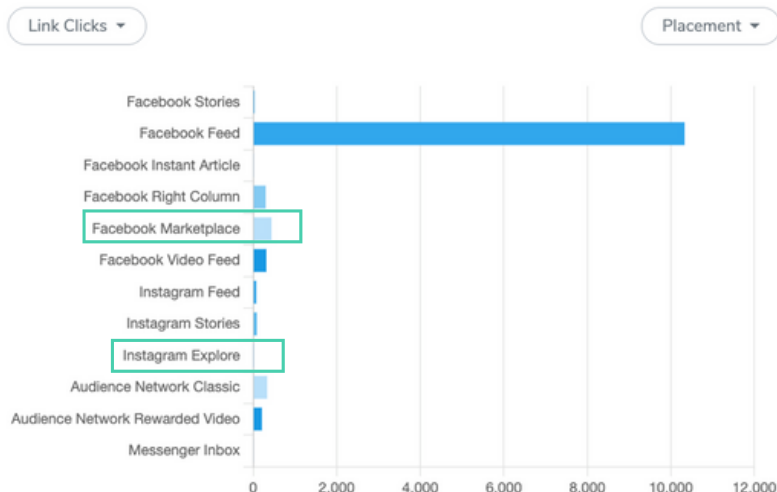
For example, if you experience that traffic from Instagram is performing worse on your website than traffic from Facebook, you might want to control your spend between the two platforms.

Or if you receive many leads in the age group 65+, and you have a harder time converting those when you contact them, you want to leave those out.

Breakdowns CPC for placement



Breakdowns link clicks for placement



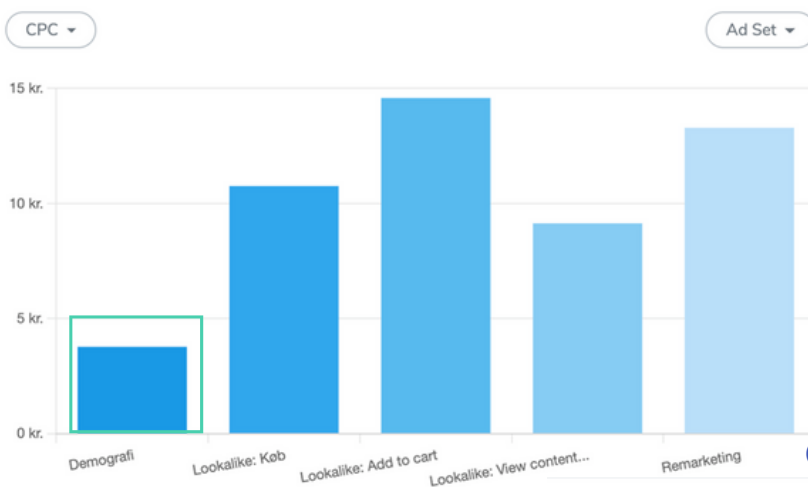
5 Target groups

Usually, a campaign will have multiple target groups. And if you are reviewing your performance based on multiple campaigns, getting an overview of which target group was actually delivering the best results can be very difficult. But by grouping your target groups, you will quickly be able to see which is performing better.

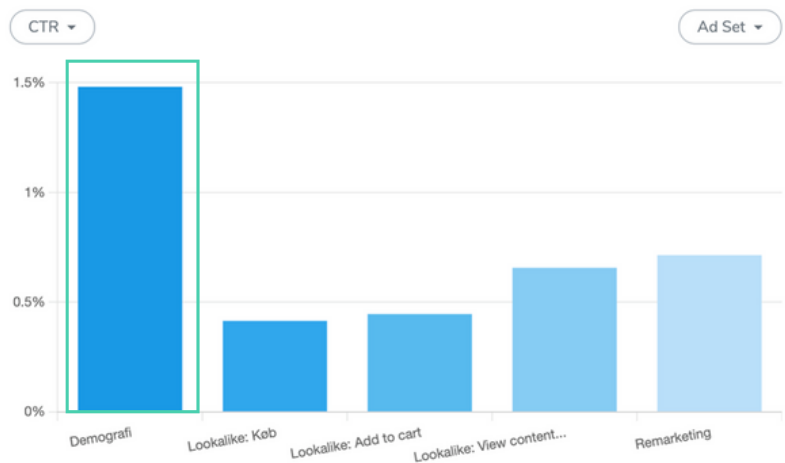
If your demographic target groups are giving you the lowest CPC and highest CTR, you want to give those the majority of your budget.

This will be easy to spot when your target groups are grouped and compared to each other. From here, you can investigate further by comparing the different demographic-based target groups to each other - are some better than others?

CPC based on target groups



CTR based on target groups



6 Creatives

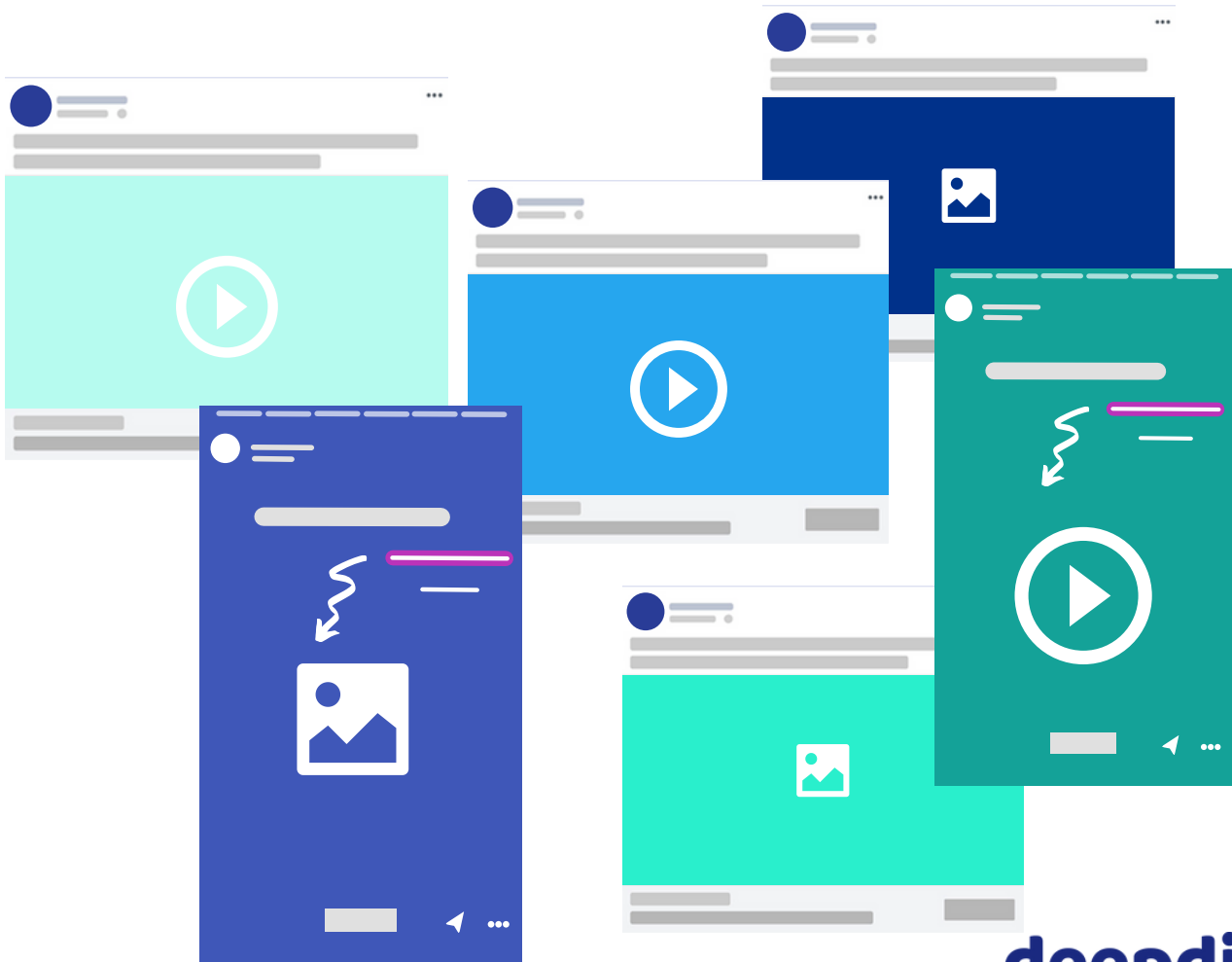
Testing different parts of the campaign is always a good idea - especially on the creative side. But it quickly becomes difficult to see the bigger picture if you're testing more than just one thing. And we would always advise you to do so!

You might test:

- Post type (carousel, image, video, canvas)
- CTAs - hard or soft
- Different brands or products against each other
- Messages
 - Long or short copy
 - Different themes/topics

If you are testing one of these parts, and you combine this with multiple target groups, each version of your ad should be in each target group. But then it's easy to lose the overview.

However, by combining your creatives, in different categories, across all the target groups they are in, based on the parts you are testing, you can see which worked - e.g., each brand against each other, video vs. image, etc.



Danish industry Benchmarks

deepdivr industries	CPM	CPC	CTR	VTR 100%	Engagement rate - all clicks
Sports	16.26 kr.	2.30 kr.	1.83%	31.06%	0.79%
Media and Entertainment	22.03 kr.	2.69 kr.	1.52%	19.05%	1.03%
Travel	27.20 kr.	3.84 kr.	1.42%	25.40%	0.85%
NGOs	32.47 kr.	3.48 kr.	1.11%	13.77%	0.52%
E-commerce	39.11 kr.	4.40 kr.	0.92%	21.20%	0.41%
Home living	40.11 kr.	6.83 kr.	0.80%	17.62%	0.56%
Retail	46.86 kr.	8.26 kr.	0.58%	21.12%	0.32%
Financial services	47.81 kr.	7.05 kr.	0.65%	9.35%	0.27%
Gambling	52.01 kr.	9.42 kr.	0.50%	18.22%	0.49%
Telco	52.02 kr.	7.12 kr.	0.55%	11.62%	0.24%
Fashion	53.78 kr.	9.84 kr.	0.70%	17.45%	0.61%
Automotive	55.04 kr.	4.13 kr.	1.15%	7.03%	0.75%
Electronics	58.04 kr.	7.43 kr.	0.64%	12.25%	0.56%
Governmental/politics/professional associations	61.22 kr.	4.96 kr.	0.96%	6.07%	0.40%
Pension & Insurance	85.03 kr.	12.39 kr.	0.38%	13.86%	0.42%

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.



deepdivr is typing...

Do you want to optimize your campaign?

You can get a free analysis of your campaign and a session where we'll talk you through some of the more specific actions you can take.

Feel free to reach out to mikkel@deepdivr.io, and we'll take it from there.

