



**Take control over your
brand awareness
campaigns with reach and
frequency buying**



In this guide, you'll read how the Reach and Frequency (R&F) buying method works, why it's important to control the frequency of your ads, and how to set it all up. You'll also learn how sequencing your ads can help you tell your brand's narrative to increase your ad recall and influence purchase decisions.

What you'll find:

- What is Reach and Frequency (R&F) buying
- Why ad frequency is important
- Sequencing your ads
- How to set up R&F campaign
 - Through Ads Manager
 - Through Campaign Planner

What is Reach and Frequency buying?

Reach and frequency buying lets you book campaigns in advance and predict their performance before you launch them. You can predictably reach your audience, control how many times they'll see your ads, the days they'll see your ads as well, as the order of your ads (great if you're launching an ad sequence). You can also use the R&F buying to set your goal and estimate the budget you need to reach that goal.

With the control that Reach and Frequency buying provides, you'll be able to see the CPM based on your audience, so you'll know what you pay before you book your campaign.

R&F buying is great for advertisers who want to:

- Reach more than 200k people
- Target a whole country
- Have predictable reach
- Control how many times people see their ads
- Plan and book their ads in advance

Right now, FB lets you choose from only 5 objectives when you select the R&F buying method. Plus, by default, FB will automatically assign a type of ad delivery based on the objective.

Objective	Delivery
Brand awareness	Ad recall
Reach	Impressions
Engagement	Post Engagement
Video views	ThruPlay
Traffic	Link Clicks

This limited selection in R&F buying makes it a suitable option for raising brand awareness, launching a new campaign, or engaging with your broader audience.

Brand awareness campaigns can get away with higher frequency since the main goal is to gain brand recognition fast across your chosen target group. Extensive brand visibility tends to lead to better brand recognition on your site which can eventually lead to more potential customers.

"All this sounds nice... but..."

How many times should I show my ad to people before they get annoyed?"

Solid question you have there.

Let's talk about the frequency for a sec.

This is why it's important to have control over your frequency

Digital ad space is a fierce battleground where people are exposed to several thousands of ad impressions daily. So showing your ad only once makes it very unlikely for a person to remember the ad itself, let alone your message and brand.

That's where frequency comes in. Several studies pointed out that people need repeated exposure to ads before they show buying intent.

On the other hand, if showing your ad more frequently doesn't add to your ad recall or leaves a negative impression, you're risking causing ad fatigue. In the worst case scenario, your customers might get so annoyed they'd go to your competitor when they're purchase ready.

"So what's the magical number?"

A study done by Facebook talks about the effect of higher frequency on your brand recognition. They took the total brand lift in ad recall and compared it to purchase intent that was visible at different weekly frequency caps.

They found out that companies using a frequency cap of 1 per week were losing up to 20% of their potential brand lift in ad recall. Just by increasing the frequency cap to 2 per week, companies were able to capture 95% of their total potential brand lift.

Unfortunately, not even Facebook has the magic number that works across markets, industries, and segments. The best you can do is to test if you see any differences in your KPIs based on different frequency caps.

But, to give you a good starting point, you can consider these factors.

Use lower frequency (show 1-2 times in 7 days per person):

if you're an established brand

If your message is simple

If it's a low season

If you use multiple media channels

Use higher frequency (show 3+ times in 7 days per person):

If your brand is new

If your message is more complex

If it's a high season

If you use only one channel

If you want to see Facebook's full frequency report, [click here](#).

If you need to show your message more often, but you want to avoid showing the same ad too many times, you can look into ad sequencing.

Tell a story through the sequence of your ads

R&F buying includes a tool that lets you arrange up to 50 ads in a specific order that you can then show to your audience. This means that you'll be able to raise brand awareness and engage your audience in a conversation within one ad sequence instead of multiple separate campaigns.

Ad sequencing goes well with the idea of showing your message to your audience several times so the ad recall can jump up. All the while, you're lowering the risk of being annoying since you're not showing the same ad over and over again. In other words, you can convey your brand message, and create a brand narrative many times over, without slapping your audience with the exact same ad.

One limitation of Facebook's ad sequencing is that it doesn't allow you to control whether your audience has to have to seen or engaged with the ads for them to see the next in a sequence. For example, if some people in your audience won't be online in the time you scheduled ad #1 they will miss it, but still, they'll continue in your sequence to see your next ads.

Despite its limits, R&F ad sequencing is a great choice if you want to:

- Reach a broader audience with several different ads to tell a story
- Try engaging with your audience in different ways
 - use longer messaging to introduce your brand or product
 - use shorter messaging to prompt an action
- Tell the brand's story

For inspiration on ad sequences, you can check what Adidas did with their 3 ads sequence. The result was a stunning 317% increase in lift product interest.

1st Ad

It's long form video ad (over 3 min) that tells a journey of leading football players. The goal was to put their product into a context and tell a story. [watch here →](#)



2nd Ad

It's a 6 sec. long video showing their product up close and in depth. [watch here →](#)



3rd Ad

It's a 48 sec. video ad that again aims to tell a story and put their product into a context. [watch here →](#)



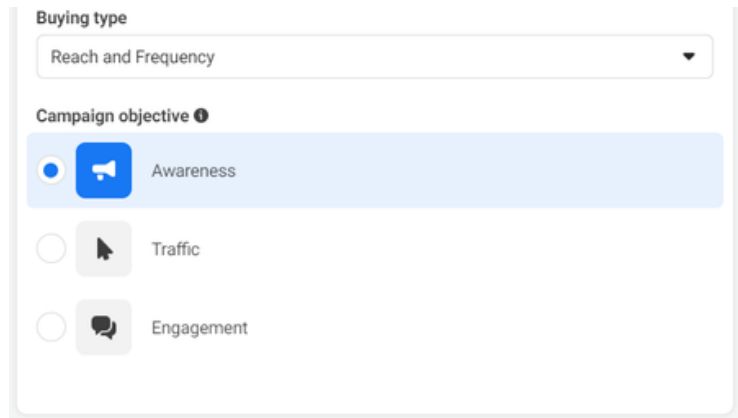
As you can see in this Adidas example, ad sequencing helps marketers to get creative with their campaigns. That can lead to better ad recall and increased product interest.

You can set up the sequence only after you booked your spot with FB for R&F campaign. And there are two ways you can reserve it.

How to set up R&F campaign

#1 Set up your R&F campaign in the Ads Manager

It's almost exactly the same kind of process as you're already familiar with when setting up normal FB campaigns. In your Ads Manager on the campaign level, select Reach and Frequency buying type.



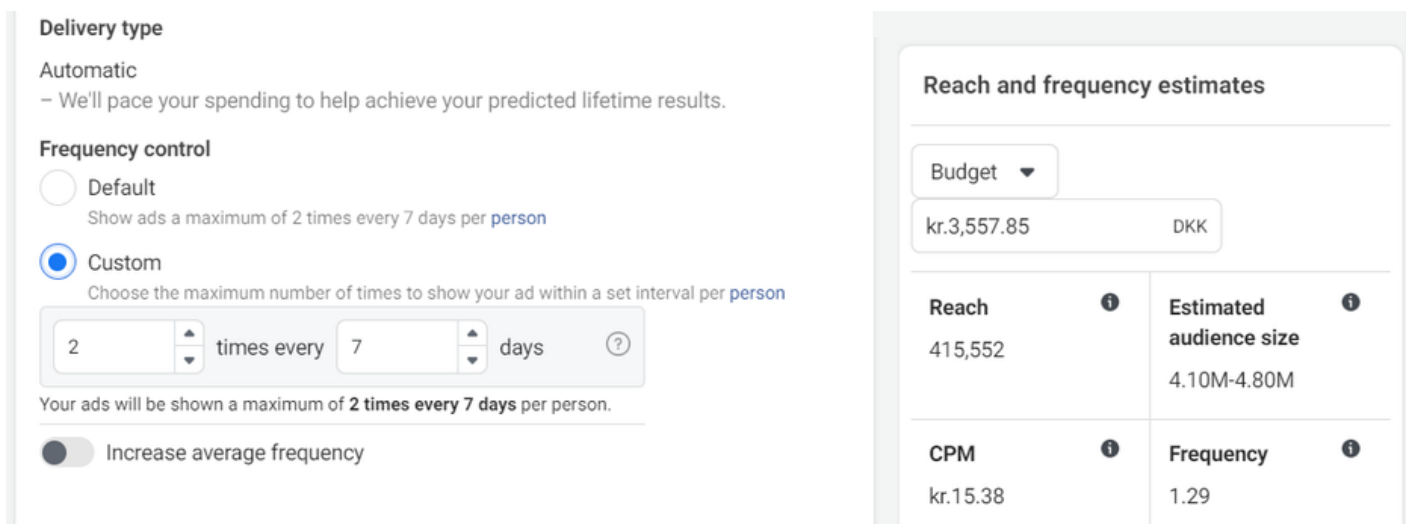
The screenshot shows the 'Buying type' dropdown menu set to 'Reach and Frequency'. Below it, the 'Campaign objective' section has three options: 'Awareness' (selected with a blue circle and megaphone icon), 'Traffic' (with a mouse cursor icon), and 'Engagement' (with a speech bubble icon).

From there, you continue by choosing an objective and moving on to set up your Ad set level. Keep in mind the minimum amount of reach is 200k people, and locations are limited to whole countries.

At the very bottom of your Ad set level, you're able to set up your frequency. You can either choose to go with default = frequency cap of 2 per 7 days shown to one person. Or you can select a manual option where you decide what the frequency cap should be.

Afterward, you continue with selecting your ad delivery. That is either the standard option or sequenced.

The other way to set up R&F campaign is to make it through Campaign Planner.



The screenshot shows the 'Delivery type' set to 'Automatic' with a note: 'We'll pace your spending to help achieve your predicted lifetime results.' The 'Frequency control' section has 'Default' (2 times every 7 days) and 'Custom' (selected) options. The 'Custom' option is set to '2 times every 7 days'. A note below states: 'Your ads will be shown a maximum of 2 times every 7 days per person.' There is also an 'Increase average frequency' toggle which is currently off.

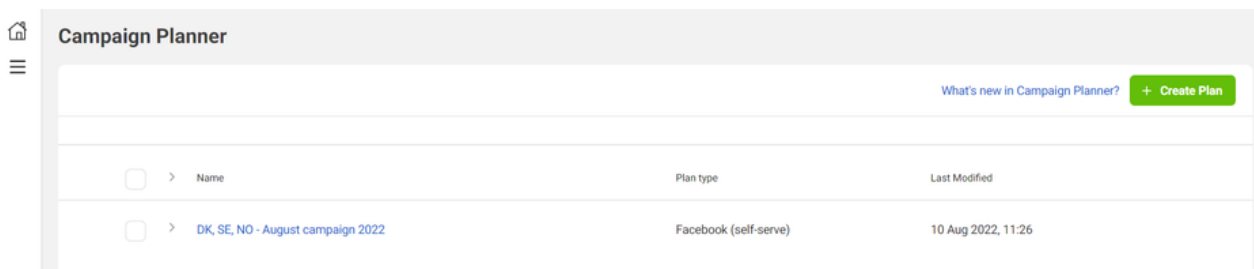
The 'Reach and frequency estimates' table is as follows:

Reach and frequency estimates	
Budget: kr.3,557.85 DKK	
Reach: 415,552	Estimated audience size: 4.10M-4.80M
CPM: kr.15.38	Frequency: 1.29

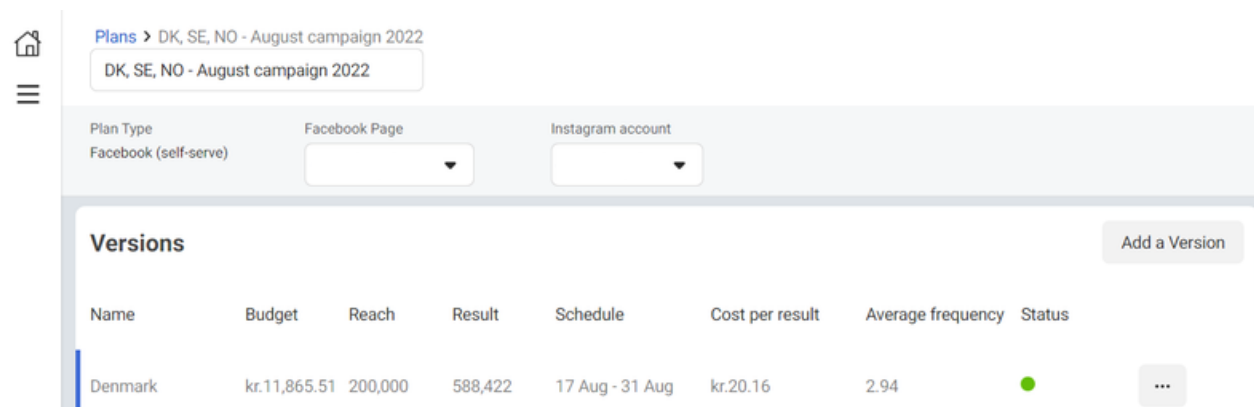
#2 Set up your R&F campaign in the Campaign Planner

You'll find the Campaign Planner in your Ads Manager 'All tools' menu.

When you get into the Campaign Planner, you'll see a dashboard where you'll create your versions. If you're making more than one plan, make sure to name them in a recognizable way..



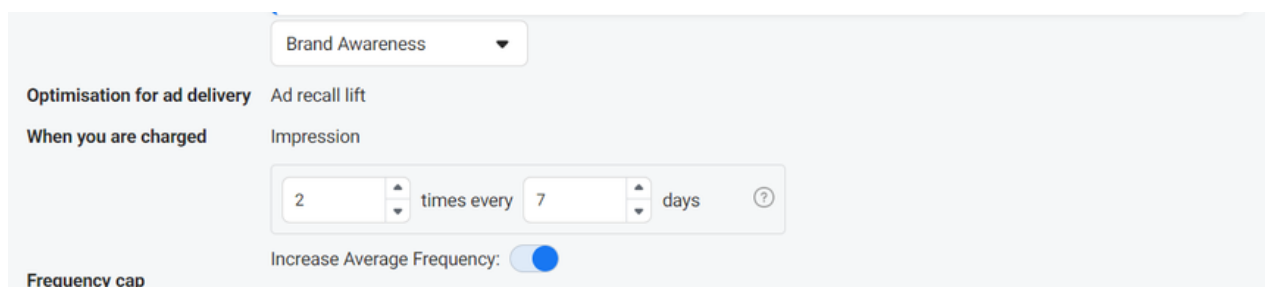
You can write your budget, and Facebook will calculate the reach for you. Or, the other way around, type in your desired reach. Same as before, your minimum reach has to be at least 200k people. Here you can decide if you want to stop and book your campaign with only the budget and reach filled in, or you can continue with a more specific setup.



In the section below, you can choose your objective, and FB will auto-fill your ad delivery based. It's the same 5 objectives you've read about at the beginning of this guide.

Afterward, you get to adjust your frequency cap.

In the last section, you can edit your audience's interests, ad formats, and placements.



Audience	Denmark, 18-65+
Schedule	17 Aug 2022, 00:00 to 31 Aug 2022, 23:59 • Ads run all day (Local time)
Formats and placements	Image or carousel, Video Facebook Feeds, Instant Articles, In-stream videos, Video feeds, Marketplace, Stories Instagram Feed, Stories, Explore Audience Network In-stream videos

What makes Campaign Planner useful is that you can easily compare different versions of settings. Here you can see 3 different versions for 3 different countries. Compare which country is more expensive, gets better reach, and which country has a lower cost per result.

Versions								Add a Version
Name	Budget	Reach	Result	Schedule	Cost per result	Average frequency	Status	
Denmark	kr.11,865.51	200,000	588,422	17 Aug - 31 Aug	kr.20.16	2.94	●	...
Sweden	kr.3,838.77	260,816	354,849	18 Aug - 31 Aug	kr.10.82	1.36	●	...
Norway	kr.4,928.68	256,759	368,185	18 Aug - 31 Aug	kr.13.39	1.43	●	...

Predicted results Choose versions to compare

Estimated reach

Denmark	200,000
<div style="background-color: #4a7ebb; width: 100%; height: 10px; margin-bottom: 2px;"></div>	
	4,100,000 - 4,800,000
Sweden	260,816
<div style="background-color: #00a68a; width: 100%; height: 10px; margin-bottom: 2px;"></div>	
	7,700,000 - 9,100,000
Norway	256,759
<div style="background-color: #8e44ad; width: 100%; height: 10px; margin-bottom: 2px;"></div>	
	3,900,000 - 4,600,000

You can also see the average frequency per version. If you'd want to increase your frequency to 4 or 5, you'll, of course, have to allocate a bigger budget.

When you're ready, you can click on the 3 dots so you can reserve the version for purchase. When you click on that, you'll commit your money to it, so be sure all is ready for publishing.

Key takeaway

Reach and Frequency buying lets you book campaigns in advance and predict their performance before you launch them. So you'll know how many people your campaign will reach, you can set up the frequency cap, and you'll know the CPM of your campaign.

With its limitation for campaign objectives, R&F buying is great for advertisers who want to raise brand awareness, launch a new campaign, or simply want to control how many times people see their ads.

Controlling your ad's frequency gives you a great opportunity to become more recognizable as a brand, which can lead to increased buying intent from your audience. While there is no magical number that works for everyone, there are different factors for you to consider when deciding on the frequency cap. You'll need to test what the maximum frequency cap is for your audience before they get ad fatigue.

To combat the situation where you need to have a higher frequency but don't want to show the same ad too many times, consider ad sequence. This tool gives you the option to show your ads in your desired sequence to tell your message.

R&F buying works well if you want to:

- Reach more than 200k people
- Target a whole country
- Have predictable reach
- Control how many times people see their ads
- Plan and book their ads in advance

Make sure you're using your campaign's full potential

Want to know how one of your campaigns performed? Get a 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.

