

## FB Ads & Retargeting

1. Creating 2 Custom Audiences for Main and OTO
  1. Go to Mange Ads
  2. Click on Audiences
  3. Create a pixel under From Your Website
  4. Name the audience
  5. Up it to keeping it for 180 days
2. Install Custom Audience pixels in the header tag of leadpages
  1. The “Main” one on the Main offer and prelaunch page leadpages
    1. Install a conversion pixel on the OTO page to make sure you can track conversions
    2. You should start collecting the custom audience already during prelaunch
  2. Put a different Custom Audience different one on the OTO page leadpage
    1. This page will have 2 pixels, one for conversions and one for a custom audience
3. Create 2 ad campaigns and 3 ads for each (6 total ads)
  1. 1 for the main
    1. Have 3 ads for the main – a separate one for newsfeed, mobile newsfeed and for right hand side
    2. You will need 2 different sizes for newsfeed ads and right hand side ones and right hand side ones should not have as much stuff on there
    3. Exclude the OTO custom audience when running this ad so you only focus on the Main custom audience
  2. 1 for the OTO
    1. Have 3 ads for the main – a separate one for newsfeed, mobile newsfeed and for right hand side
    2. You will need 2 different sizes for newsfeed ads and right hand side ones and right hand side ones should not have as much stuff on there
4. Change the ad copy each day of launch
  1. Create a story
  2. Emphasize the scarcity the last day