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Be honest! Do you have your interest's lists done?

Good! Now that you build your money machine it's time to start the engine right?

Let's do it!

Word of warning before we move on...

As I said before, you are in the advertising business not in the t-shirt business.

As you know we are going to advertise on facebook and even if my method will keep the ad cost at a bare minimum, you will have to spend some money upfront to rake big numbers at the end.

As much as I would like to write the perfect wso I can't adapt it to make it fit your current situation.

Some of you are more advance and ready to put their business into high gear and there are people who a few hours ago didn't knew a thing about teespring.

There are people with an unlimited advertising budget and other who are very tight almost redlining each and every months.

So for this example I will replicate and explain everything I do but instead of scaling it like crazy, I will explain it in a way that most of you will relate.

If by any mean you feel like it's too much, just step back a little bit, decide on what's would be the best for your situation and proceed.

I won't lie to you. More you scale your campaign better the rewards at the end.

So it really depends on your vision of your own "better life" and what you are ready to do to make it happen.

I'm about to confront you with what I call: THE WALL

The wall is invisible but it does exist.

It consists of hitting the point of no return where you got to make it whatever the results or just quit trying.

When you bump yourself to the wall you will begin to use phrases that begin with... What if...? OMG... It won't work... I can't do that... etc...

This is the fear of the unknown.

Very powerful stuff it's a real dream killer.

I call it the wall because the fear of the unknown will make you feel so uncomfortable that for many it will be enough to make them quit.

See, by nature, human love to be and feel secure.

When you're about to enter a "danger" zone or do something you're never done before, your brain has no past reference to tell you that everything's going to be alright.

And since your brain is conceived to get you out of the danger, the only thing he can do to protect you from doing stupid things is to send you all the reference of what could happen to you... lose money... fail... go bankrupt... look stupid... your angry wife... etc.

The Wall is not something you can't ignore or put aside.

It's there.

Have you ever had to do a speech in front of a crowd?

Same feeling but it's about to be magnified by 1000 just because there's money in play.

So a good question would be: "What Should I Do To Overcome The Wall?"

I don't know if you're going to like my answer but here it is anyway: You will have to ignore what your brain tells you and do it anyway.

Follow me step-by-step

Once you complete the whole process one time your brain will record that nothing bad happened to you and will even record the rewards which is having a first successful campaign!

The wall will disappear.

Just ask people who never did a Bungee jump how they felt BEFORE jumping... and ask them how they felt AFTER.

They all want to jump again and again!

The brain records that nothing bad would happen therefore there's "no more danger".

Another way to overcome the wall is having a coach who went to the same process and when you hit the wall he can reassure you and tell you that you're doing ok.

The great thing about having a coach is that if he sees that you're off track and you should do some correction before jumping off the cliff (Like tying the bungee rope to the base!!!)

This will make your trip more "enjoyable" for sure ☺

This is the main reason why I was offering the 1 on 1 skype chat coaching option.

If you'd like to know if there's still a seat available for you, just let me via email.

Do you need my coaching to succeed? ABSOLUTELY NOT!

Ok let's do that thing!


Go to your facebook and open your ad manager

Click on Create an Ad

Ads Manager

Account




 Create an Ad



 **Campaigns**

 Pages


 Reports


 Audience Insights


 Settings

 Billing

 Conversion Tracking

 Power Editor

 Account History

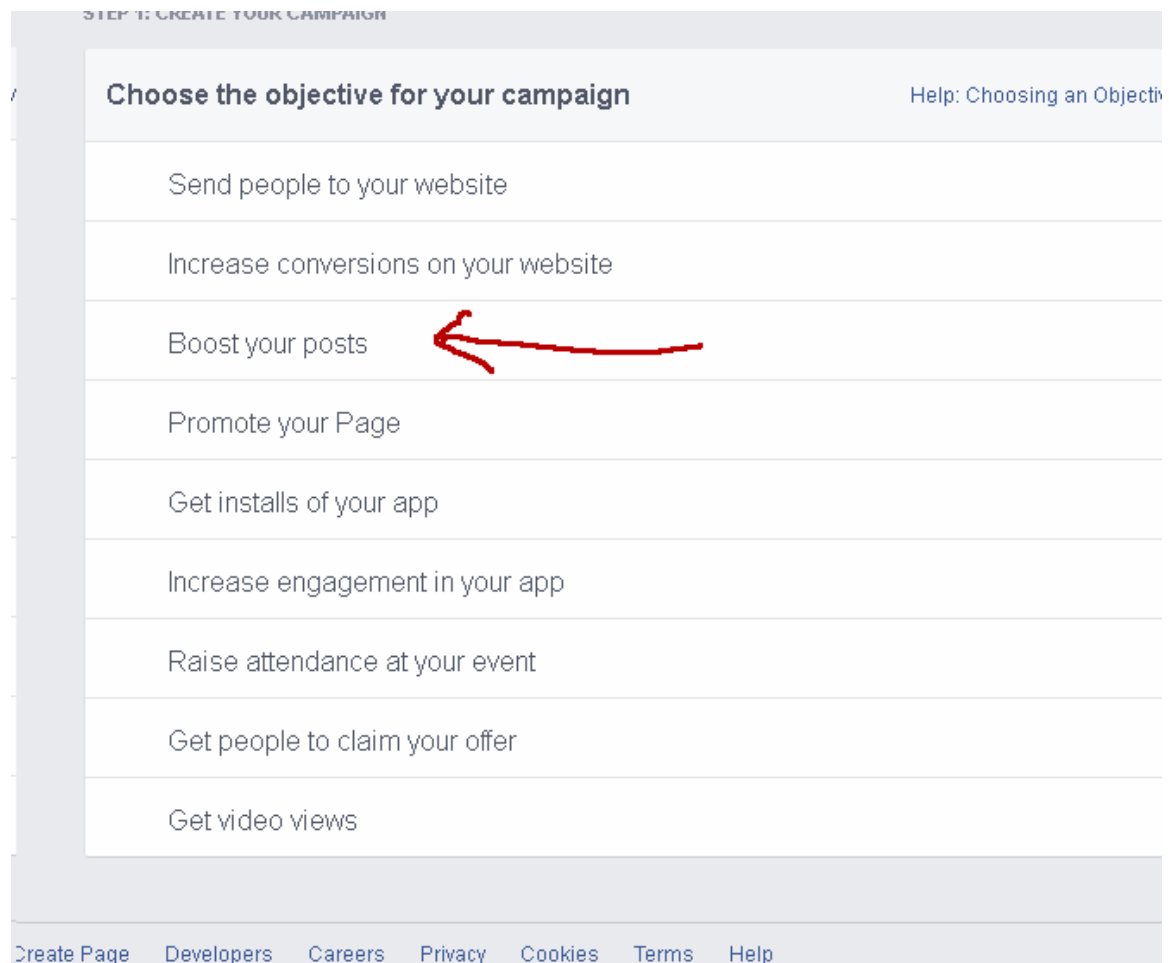
 Audiences

 Help Center

 Advertiser Support

Search your ads

Click on Boost Your Post



Type the name of your fanpage

Page Post Engagement

Get more people to see and engage with your Page posts.



Make sure to select the post that will be used to promote the t-shirt.

Page Post Engagement

Get more people to see and engage with your Page posts.



Click on CONTINUE

Now let me show you the screenshot first I will then explain.

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach? [Help: Choose Your Audience](#)

Custom Audiences ⓘ Choose a Custom Audience | Browse
Create New Custom Audience...

Locations ⓘ United States
All United States
Add a country, state/province, city or ZIP

Age ⓘ 21 - 65+

Gender ⓘ **All** Men Women

Languages ⓘ Enter a language...
More Demographics ▾

Interests ⓘ Additional Entries
Carbon arc welding
Search Interests | Suggestions | Browse

Behaviors ⓘ Search behaviors | Browse

Connections ⓘ ☒ All
☐ Only people connected to We Are Welders
☐ Only people not connected to We Are Welders
☐ Advanced connection targeting

Audience Definition

Your audience is defined.

Audience Details:

- Location:
 - United States
- Interests:
 - Carbon arc welding
- Age:
 - 21 - 65+

Potential Reach: 122,000 people

The Location: All United States

Age: 21 and above

Gender: All

Interests: Remember the list of interest you've created? Go back to that list and choose the FIRST interest copy from your list and paste it in the interest bar. JUST ONE!

Make sure you check the potential reach of your interest.
You want to get at least 100K+

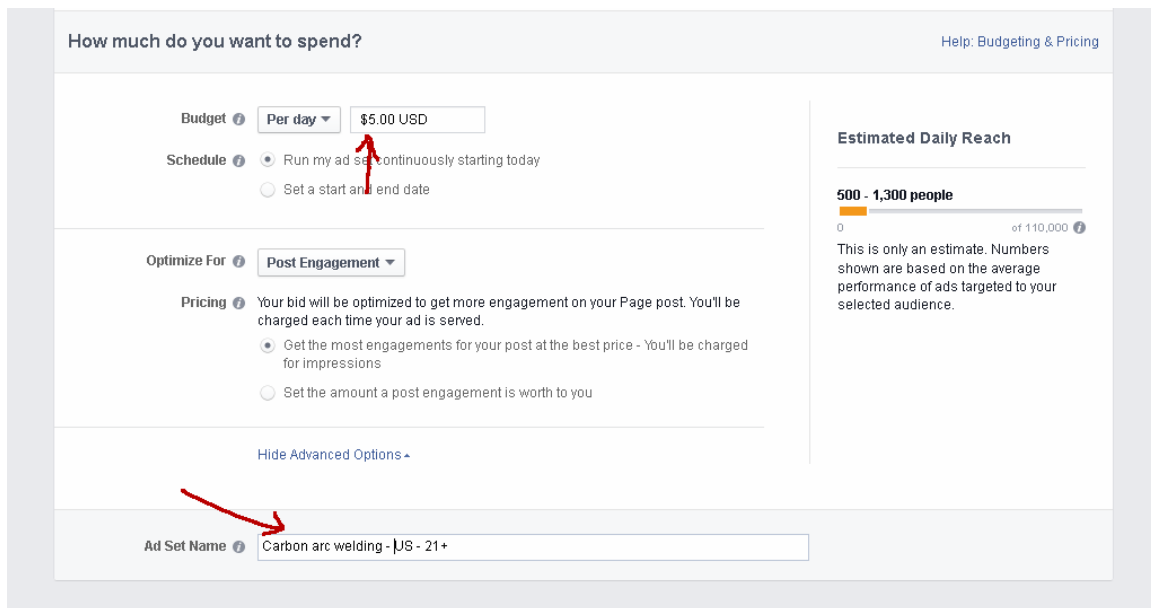
Why not going for smaller audience?

Because right now, we are targeting the largest spectrum of this particular interest.

You are targeting All the united state, age is set to 21+ and even if we are advertising to welders we are including the women.

Later, when we determine the buying demographic, the 100K audience we had at first could be only 20K and you'll want to have enough audience to scale it up and get more sales right?

Ok next,



The image shows the Facebook Ads interface for setting a budget and reach. The main section is titled "How much do you want to spend?". It includes a "Budget" section with a dropdown for "Per day" and a text input for "\$5.00 USD". Below this is the "Schedule" section with two radio buttons: "Run my ad set continuously starting today" (selected) and "Set a start and end date". The "Optimize For" section has a dropdown for "Post Engagement". The "Pricing" section has a text input for "Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served." and two radio buttons: "Get the most engagements for your post at the best price - You'll be charged for impressions" (selected) and "Set the amount a post engagement is worth to you". A "Hide Advanced Options" link is present. On the right, the "Estimated Daily Reach" section shows a range of "500 - 1,300 people" with a progress bar from 0 to 110,000. A red arrow points to the "Run my ad set continuously starting today" radio button. Another red arrow points to the "Ad Set Name" field, which contains the text "Carbon arc welding - JS - 21+".

How much do you want to spend? [Help: Budgeting & Pricing](#)

Budget ⓘ **Per day** \$5.00 USD

Schedule ⓘ ☒ Run my ad set continuously starting today
☐ Set a start and end date

Optimize For ⓘ **Post Engagement**

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.
☒ Get the most engagements for your post at the best price - You'll be charged for impressions
☐ Set the amount a post engagement is worth to you

[Hide Advanced Options](#)

Ad Set Name ⓘ Carbon arc welding - JS - 21+

Estimated Daily Reach

500 - 1,300 people

0 of 110,000 ⓘ

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Budget; keep it @ \$5 per day

Leave all the rest as is.

In the Ad Set Name, paste the name of the interest you choose.

In this particular example it would look like this:

Carbon arc welding - US - 21 +

This will make it easier to see, at the ad set level, what's working and what's not.

Ok next...

STEP 3: CREATE YOUR AD

What text and links do you want to use? Help: Editing Ads

Boosted Page Post
Your ad will boost this Page post. You can preview your ad on the right.

Hide Advanced Options ▲

URL Tags ⓘ 1004

Conversion Tracking Pixel ⓘ
● TheLegend_Welder ▼


⚠ To make sure your pixel is working, try testing it or putting the code on your website again.
[Refresh](#) or [Verify Now](#)

AD PREVIEW AND PLACEMENTS

✓ Desktop News Feed Remove

We Are Welders
Sponsored · 🌐 Like Page

****JUST RELEASED** Will Not Be Released Again!**
Limited Edition For Welders Only - THIS IS A MUST!
<http://ttdteez.com/WelderTheLegend>
▲ ▲ WANT ONE? ▲ ▲ ... See More



✓ Mobile News Feed Remove

✓ Right Column Remove

2 → 3 ↘

[Questions about creating your ads?](#) [Review Order](#) [Place Order](#)

Click on SHOW ADVANCE OPTIONS

Ok here we go.

Don't bother with the Url tag in Phase 1

What??

But everyone swears about tracking everything!

Right but in Phase 1 all I want is to discover which are the best interest and also identify my buyer's demographic.

To do that I don't need to use anything else than what's facebook already provide with their report.

If I make a sale the conversion tracking will get it (unless it comes from an organic click)

After a day or 2 we will have a good picture about the demographic and from the sale we've made we will decide to move in Phase 2 or not.

In Phase 2 we will definitely use variable but not for PPE.

Ok

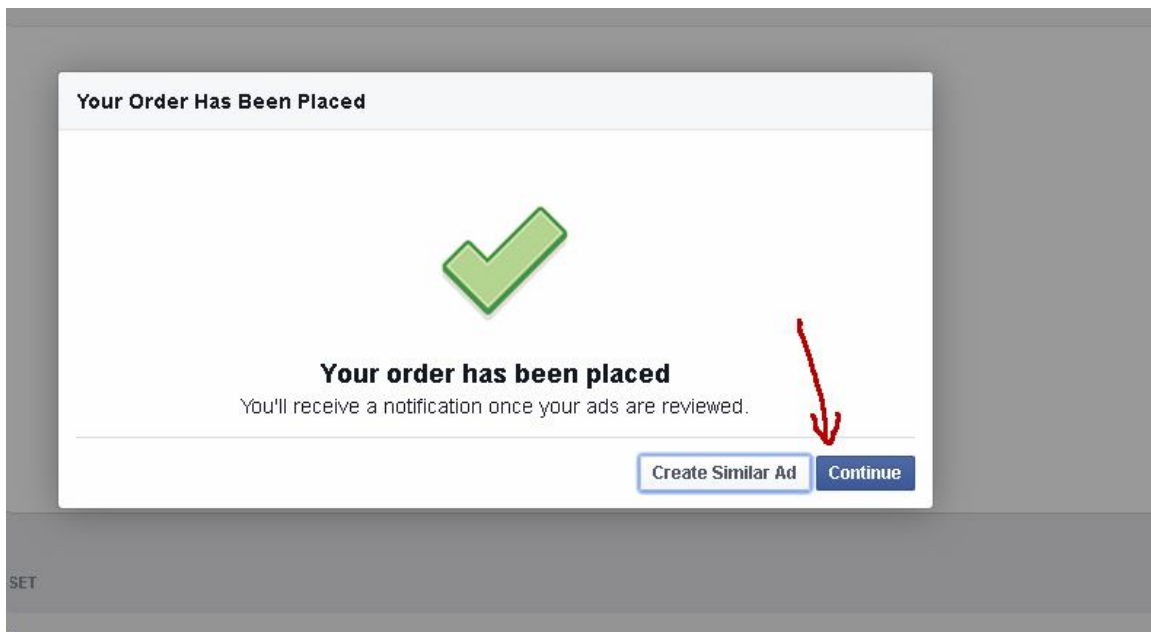
First select your conversion tracking pixel. Remember the conversion tracking we have already setup for every niches?

From the drop down menu select the one who correspond to the niche.

Second, remove the Right Column ad.

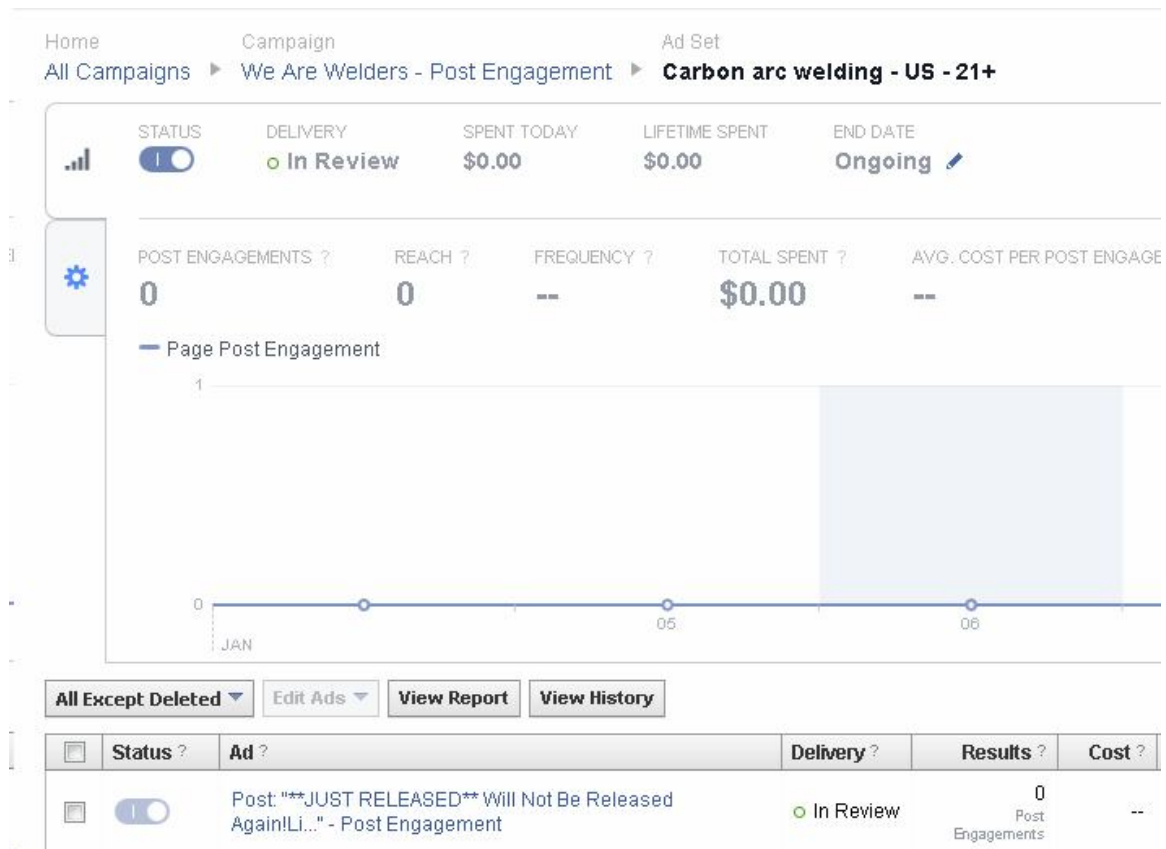
Third, Hit the Place Order button.

You will then see this page



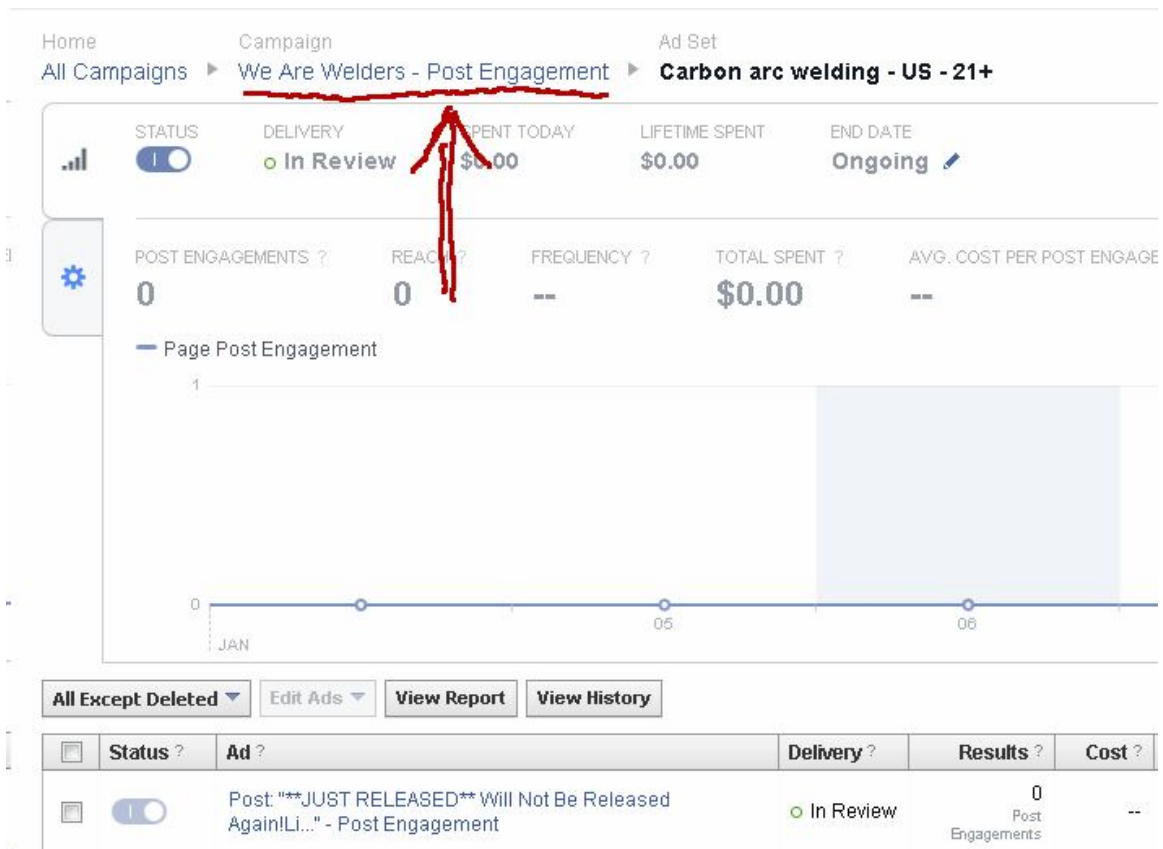
Click continue

And you will be redirected to this page...



You're done with your first Interest.

Now go back to your interest list, copy another interest and to create your next and DO THIS:



Click the above link to return to the CAMPAIGN level.

Then click Create Ad in Campaign



You will want to keep all your interest at the campaign level.

As you are adding more and more interest your facebook campaign will look like this:

JAN

Ad Sets Ads All Except Deleted Edit Ad Sets View Report View History

<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	American Welding Society - US - 21+	<input checked="" type="checkbox"/> In Review	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Welder certification - US - 21+	<input checked="" type="checkbox"/> In Review	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	millers electric welders - US - 21+	<input checked="" type="checkbox"/> In Review	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Carbon arc welding - US - 21+	<input checked="" type="checkbox"/> In Review	

Add as much as you want.

Remember that you put \$5 on each interest.

No you will not have to spend the whole \$5 to see if the interest is good or not.

Most of the time it's obvious and you kill it right away, sometimes you got winner right of the bat, sometime it's more like flipping a coin.

Monitor – Monitor – Monitor

As soon as you identify a loser kill it and replace it with a brand new interest to test it.

When you got a winner, let it go all the way through the \$5 budget.

Here's an example of a winner:

Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
\$0.04 Per Post Engagement	4,690	1.06	362	7.315%	\$0.00	\$17.59	Auto Optimized CPM	\$3.55 Optimized CPM

Not the biggest click through rate but my Cost Per Engagement was cheap enough and I was making sales.

In the end we killed it anyways, as we were keeping adding new interests to the campaign, we found cheaper and the ROI was greater also.

The lesson here is even if you find winning interests keep looking for better, don't be lazy.

The one you think is the best you ever seen can be the one you wished you kill in the first place.

Here an example of a loser:

Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
8 Post Engagements	\$0.19 Per Post Engagement	350	1.00	10	2.849%	\$0.00	\$1.51	Auto Optimized CPM	\$4.30 Optimized CPM

Reach is over 350, CTR lower than 5%, more than 0.15 per click... KILL right away and test another interest.

If the Reach would have been below 100 I would have kept it running a little bit longer until we got at least 250.

But in this case, I killed it and no regrets! 😊

If you look at the total spent: \$1.51

This is what it cost us to know for sure that this one was a loser.

So in the end, even if we are testing 20+ interests at the same time, I control how much I spend to find the best interests.

Here's another one:

Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
14 Post Engagements	\$0.12 Per Post Engagement	236	1.01	16	6.723%	\$0.00	\$1.65	Auto Optimized CPM	\$6.93 Optimized CPM

Interesting isn't it?

Fair CTR, CPM is not the best but OK, CPE is over \$0.10 and the Reach is 236

Kill or Not?

Well it depends, if this is your cheapest interest in your group let it go a little bit more but monitor closely until you find better interests or you decide to shutdown the ad campaign in this niche.

This is how I look at it: After the first day of testing your interests if you can't find something cheaper than \$0.10 per engagement with a good CTR, you should stop the ad campaign in the niche.

They just don't like your t-shirt and its ok you got other niche going right?

If after the first day of testing your interests, your cost per engagement is lower than \$0.05-6 and you got a high CTR over 7% and no sales, you should stop the ad campaign for that niche.

Why? I got cheap click right? Yes you do but when this situation occur it means that they like what they see,

because they share it but the concept for the niche is not powerful enough to create the impulse to buy it.

So high engagement, low cost no sales? Kill it and hit them up with your next concept.

You might make some sales in the long run but it will most probably end in a break even situation.

I don't know about you but personally I hate breaking even it's just a waste of time.

For the last screenshot we decided to kill it because we were getting much cheaper engagement.

Remember Phase 1 is the TESTING phase.

So your Job is to test as much as you can to see if the campaign can be pushed in phase 2.

If you are just starting out, you can do ok with 4 good interests at the time.

Then after a few winning campaign try to scale it to 10 interests at the same time... 20 interests at the same time... 100 interests at the same time.

Now remember this is only for welder, don't forget that we have 5, 10, 20 more niches to setup at the same time.

Begin with 5 if you're short on cash but more niches you do the better you will be.

Let me draw you a quick picture:

Let's pretend each niches represent 1% of you chance of success.

If you have a campaign of 1 niche you got 1% chance of success.

A campaign with 5 different niches... 5% chance

10 niches... 10%

20 ... 20% and so on...

I agree! It's absolutely NOT scientific it doesn't make any sense but keeping that idiom in mind pushed me over the "WALL" because YES it can be scary at first but in the end, a campaign with many niches WILL reduce the risk of failure.

Before getting deeper in what to kill, when to kill stuff

Do the same thing for all your other niches.

You want to keep it organised and keep your campaign together or it will become difficult to keep up.

IE: I just completed the welder niche now I would do the same thing for mechanics, then for engineer, then for xyz

Ok Just to show you in real time I have started the Welder campaign here's the first results:

Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
2 Post Engagements	\$0.26 Per Post Engagement	76	1.00	4 Wait	5.263%	\$0.51	\$0.51	Auto Optimized CPM	\$6.71 Optimized CPM
1 Post Engagement	\$0.60 Per Post Engagement	95	1.00	2 kill	2.105%	\$0.60	\$0.60	Auto Optimized CPM	\$6.32 Optimized CPM
9 Post Engagements	\$0.06 Per Post Engagement	73	1.00	10 Good	13.699%	\$0.50	\$0.50	Auto Optimized CPM	\$6.85 Optimized CPM
5 Post Engagements	\$0.25 Per Post Engagement	194	1.00	10 Wait	5.155%	\$1.26	\$1.26	Auto Optimized CPM	\$6.49 Optimized CPM

4 Results

I would definitely kill the one who cost \$0.60 per engagement.

Both who are at 5% CTR I would wait a little bit more but they are on the line for the next update because I know I can find better.

The one at 13% CTR I would keep it alive... for now. Maybe I can find better.

21 image post likes and 1 fanpage like so far.

No sales so far but I'm not worry yet.

Here's another update (5 minutes later)

<input type="checkbox"/>	Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Carbon arc welding - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Active	7 Post Engagements	\$0.09	? 92	1.01	10	<u>10.753%</u>	\$0.61
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Welder certification - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Active	14 Post Engagements	\$0.06	6k 113	1.00	14	12.389%	\$0.79
<input type="checkbox"/>	<input checked="" type="checkbox"/>	American Welding Society - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Active	9 Post Engagements	\$0.16	? 213	1.00	12	5.607%	\$1.40
<input type="checkbox"/>	<input checked="" type="checkbox"/>	weldersup - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Active	0 Post Engagements	--	0	--	0	--	\$0.00
<input type="checkbox"/>	<input checked="" type="checkbox"/>	The Welding Institute - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Active	0 Post Engagements	--	0	--	0	--	\$0.00
<input type="checkbox"/>	<input type="checkbox"/>	millar electric welders - US - 21+ » Post: ""JUST RELEASED"" Will Not Be Released Again!..." - Post Engagement	Inactive	2 Post Engagements	\$0.34 Per Post Engagement	107	1.00	2	1.869%	\$0.67

Added 2 more interests

1 interest that was at 5% breakthrough to 10% and went down from \$0.24 to \$0.09 which is ok but still fluctuate too much to rely on it.

I killed one interest so far

Now 29 likes, 1 share, one fanpage like.

Another update. This are getting super smooth see:

Ad Sets

Ads

All Except Deleted

Edit Ads

View Report

View History

	Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Tc
		Carbon arc welding - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Active	47 Post Engagements	\$0.04 Per Post Engagement	590	1.00	47	7.939%	\$1.97	
		Welder certification - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Active	66 Post Engagements	\$0.03 Per Post Engagement	606	1.01	60	9.820%	\$1.76	
		The Welding Institute - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Active	24 Post Engagements	\$0.06 Per Post Engagement	277	1.00	23	8.303%	\$1.43	
		Weld quality assurance - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Active	29 Post Engagements	\$0.03 Per Post Engagement	371	1.01	28	7.507%	\$0.87	
		Gas metal arc welding - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Active	3 Post Engagements	\$0.15 Per Post Engagement	97	1.01	5	5.102%	\$0.45	
		American Welding Society - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Not Delivering Ad Set is Off	14 Post Engagements	\$0.13 Per Post Engagement	267	1.00	14	5.224%	\$1.77	
		weldup - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Not Delivering Ad Set is Off	8 Post Engagements	\$0.10 Per Post Engagement	143	1.00	9	6.294%	\$0.83	
		miller electric welders - US - 21+ » Post:***JUST RELEASED** Will Not Be Released AgainLI... - Post Engagement	Inactive	2 Post Engagements	\$0.35 Per Post Engagement	111	1.00	2	1.802%	\$0.70	

3 interests below the \$0.05 bar which is great. Those I will let them work until they spend the whole \$5

See, it's not that hard to find good interests right?

There's absolutely no reason why you couldn't easily find some yourself!

Heck you can even take the same one I used in this example.

This is what it looks like on the fan page so far...



For a little bit over an hour in the campaign, things are looking good so far...

Of course the goal of this book is not to cover the whole PPE campaign from start to finish but to demonstrate how easy it is to do it, how to interpret the numbers and how it really work from inside the business.

I know... you would like to know if this will work right?

Ok look...



About 1.5 hours in the campaign 2 sales already!

Don't stop there though let's find more and more interests.

As the best interest are pilling up you will soon begin to see what interests pays the best.

Like this example:

Age [?]	Gender [?]	Click-Through Rate (CTR) [?]	Cost Per Click (CPC) [?]	Website Conversion [?]
--	--	5.621% Per Impression	\$0.06 Per Click	12 Total
<u>35-44</u>	<u>female</u>	7.808%	\$0.05	5
45-54	female	6.771%	\$0.07	2
<u>35-44</u>	<u>female</u>	8.722%	<u>\$0.04</u>	2
45-54	female	14.410%	\$0.03	1
25-34	female	6.504%	\$0.06	1
25-34	male	2.113%	\$0.12	1

This is how I get my best demographic to use when I setup phase 2.

Right off the bat I know that I will target only women who are between 35 and 44 years old.

So that would be 2 interests only but super highly targeted and proven to drive the most sales.

The more conversion you have the more the number make sense but even with small numbers like this you can have a basic idea.

Now sometimes, like in this particular campaign if the sales are coming from the organic traffic, the pixel conversion won't record the sale.

You will get like 4-5 time more sales than you can see in the actual facebook report.

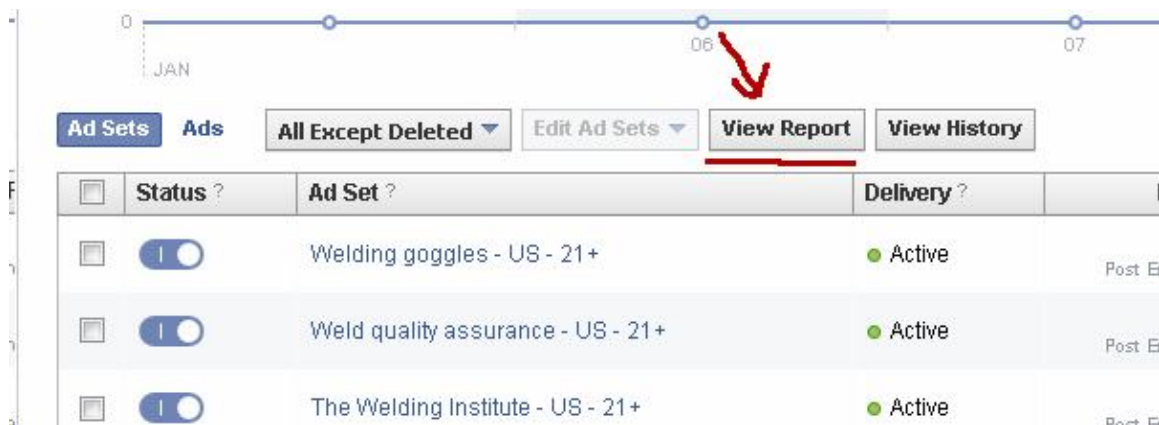
Don't panic, just do it with the number you got.

Again if you need me to look at your number before you make any decision just let me know.

Here's how to view the report.

Go to you ad manager and click on the campaign of the niche you want.

When you are at the ad set level click on view report:



Make sure you are looking at the right campaign and then click on Customize Columns

Facebook Ads Reporting

CURRENT REPORT

Full Report

Save Report

Schedule

Share

Export

REPORT SETTINGS

Level: Ad Set

Customize Columns

Breakdown: Placement

Clear Filters

Actions

Campaign name

is

We Are Welders - Post Engagement

Start Date

End Date

Ad Set Name

Placement

Reach

A window will appear with preset info. You can see all the preset at the right of the window.

Click on all the X's and then from the list, select only those ones:

Customize Columns

All

Performance

Engagement

Videos

Website Conversions

Apps

Events

Clicks

Settings

☐ **Question Answers**
The number of answers to your questions as a result of your ad.

☐ **Question Follows**
The number of follows of your questions as a result of your ad.

ENGAGEMENT: COST PER ACTION

☐ **Cost per Page Like**
The average cost for each Page like as a result of your ad.

☐ **Cost per Page Engagement**
The average cost per action related to the Page and your Page's posts as a result of your ad.

☒ **Cost per Post Engagement**
The average cost per action related to your Page's posts as a result of your ad.

☐ **Cost per Post Like**
The average cost for each like on your Page's posts as a result of your ad.

☐ **Cost per Post Comment**
The average cost for each comment on your Page's posts as a result of your ad.

5 COLUMNS SELECTED

- Ad Set Name
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Website Conversion
- Cost per Post Engagement

THE ATTRIBUTION WINDOW IS SET TO:

- 1 day after viewing ad
- 28 days after clicking on ad

[Change Attribution Window](#)

Cancel

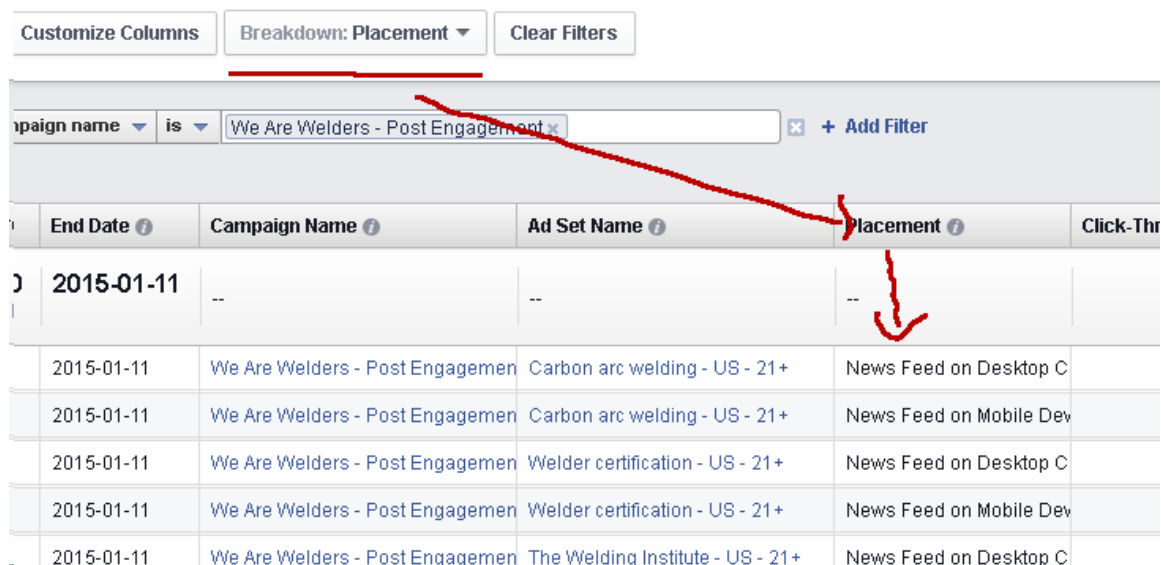
Apply

Ad Set Name
Click-Through-Rate (CTR)
Cost Per Click (CPC)
Website Conversion
Cost per post engagement

Click apply when you're done.

By default, the breakdown is set to placement.

In other word when you are looking at the report you will see all the info you requested for each of your interests and their respective placement (Mobile or Desktop)



The screenshot shows the Facebook Ads reporting interface. At the top, there are buttons for 'Customize Columns', 'Breakdown: Placement' (which is selected and underlined in red), and 'Clear Filters'. Below these is a filter bar showing 'Campaign name is We Are Welders - Post Engagement' with a red arrow pointing to the 'is' dropdown. The main table has columns: 'End Date', 'Campaign Name', 'Ad Set Name', 'Placement', and 'Click-Thru'. A red arrow points to the 'Placement' column header. The table contains five rows of data for the date 2015-01-11.

End Date	Campaign Name	Ad Set Name	Placement	Click-Thru
2015-01-11	--	--	--	
2015-01-11	We Are Welders - Post Engagement	Carbon arc welding - US - 21+	News Feed on Desktop C	
2015-01-11	We Are Welders - Post Engagement	Carbon arc welding - US - 21+	News Feed on Mobile Dev	
2015-01-11	We Are Welders - Post Engagement	Welder certification - US - 21+	News Feed on Desktop C	
2015-01-11	We Are Welders - Post Engagement	Welder certification - US - 21+	News Feed on Mobile Dev	
2015-01-11	We Are Welders - Post Engagement	The Welding Institute - US - 21+	News Feed on Desktop C	

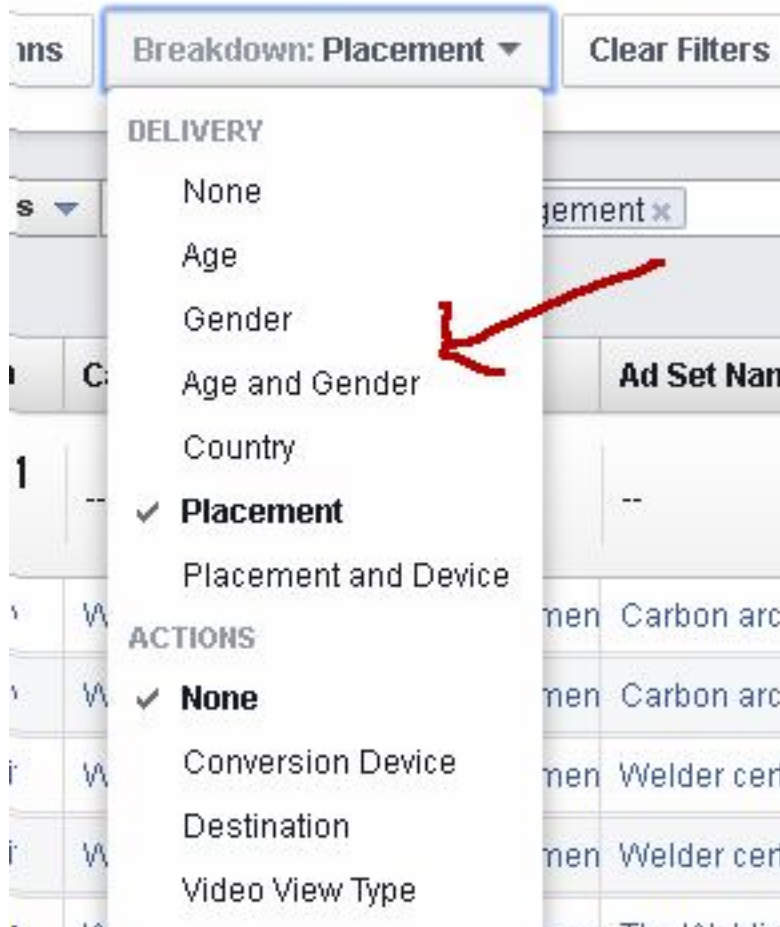
You will be able to determine if the sales are made when people see the ad with their mobile or when they see it on their desktop.

If you determine that all the sales comes from the mobile for an interest, in phase 2 you will want to target users on mobile only and stop paying for ads on desktop.

Make sense right?

Next, you will have to change the breakdown to Age & Gender.

You don't just want to know if the sales come from mobile or desktop but you also want to know if they're male or female and what is the age range they're in.



This is how and why I use PPE folks.

Find the cheapest interests possible and the one who brings me the more sales.

Identifying who are my buyers for that niche so I can snipe them all in Phase 2

Before pushing your niche in phase 2, make sure you get a positive ROI within phase 1.

If you breakeven in phase 1 you will have to make the tough decision to risk pushing it in phase 2 and see or keep it in phase one and see if the ROI gets better.

If you got 5 or more niche going you should have a few that are on a rise so it's time to get into serious business in the next module!

See you there 😊