



Facebook Advertising Process: Facebook Testing Protocol

Step 4 of the Facebook Ads Process: Facebook Testing Protocol
(Previous Step: How to Set Up Retargeting Audiences)

WHY TEST YOUR ADS?

It's not often that you will create a winning ad right from the get-go. Facebook ads take testing and patience, and formulating a testing strategy -- or protocol -- is an important first step.

Testing will allow you to uncover what ad copy and visual elements (graphics or videos) work well with your audience so you can get better results for less money -- i.e., increase leads.

THE FACEBOOK TESTING PROTOCOL

Create Your Assets

1. Begin by creating three variations of ad copy. We recommend creating one short, one medium, and one long ad copy option. Facebook does not have a character limit for the Primary text (your main ad copy that appears above your video or graphic), however, anything over 125 characters may be truncated, or shortened, on some devices, like mobile phones. *View Facebook's ad requirements and specs, [here](#).*
 - a. Develop one headline to run with all three ads - Headlines have a 40 character max before they are truncated.
2. Then, create three different visual elements (graphics or videos.) Play around with different images, wording, etc. Be cautious of using too much text on your graphics - Images that consist of more than 20% text may experience reduced delivery, or may not run at all. *Check your image's text rating, [here](#).* We recommend avoiding using an image

with a low, medium, or high image text warning so that your ad doesn't experience reduced delivery or rejection.

Start the Test

1. **Start by testing the ad copy.** Run the three ad copies against the same headline, visual element, landing page, and the same audience for approximately 1,000 impressions.
 - a. After the ads have accumulated approximately 1,000 impressions, review the results of the ads to see if you can determine a 'winning' ad copy. Compare stats like conversions, cost per conversion, click-through rates, cost per click, landing page views, unique clicks, CPM (cost per 1,000 impressions). The ad with the best stats wins.
 - b. Pause the two ads that 'lost' the test so that the 'winning' ad is the only one running.
2. **Then, start the visual test.** Duplicate the 'winning' ad by clicking the white checkbox next to the blue toggle, then click the "Duplicate" button next to the green "Create" button in the upper menu.
3. In the ad settings, change the ad name (E.g., Ad Copy 1, Image 2) and only the visual element. Everything else remains the same (Primary text, headline, landing page URL, and audience).
4. Duplicate once again for your third ad, change the name (E.g., Ad Copy 1, Image 3) and only change the visual element.
5. Run the three ads for approximately 1,000 impressions. These ads should now only have the winning ad copy and three different visual elements.
 - a. After the ads have accumulated approximately 1,000 impressions, review the results of the ads to see if you can determine a 'winning' visual element. Compare stats like conversions, cost per conversion, click-through rates, cost per click, landing page views, unique clicks, CPM (cost per 1,000 impressions). The ad with the best stats wins.
 - b. Pause the two ads that 'lost' the test so that the 'winning' ad is the only one running. This ad should have the 'winning' ad copy and 'winning' visual element.
6. Run the 'winning' ad and make adjustments as needed (i.e., if you start to see a dip in performance). Expect to run the ad for a few weeks/months, depending on performance and your needs. Change

things up by testing the ad against new audiences or do another test to try new copy/visuals.

PRO TIP

The Facebook Testing Protocol can take up to 2-3 weeks to complete depending on your audience size, budget, and engagement with the ads. Each test can take anywhere from 5-7 days to reach 1,000 impressions, however, you may find that you need to run each test longer to determine a winning ad copy/visual element. Use the 1,000 impressions only as a baseline - you may see a winning ad copy/visual element sooner than 1,000 impressions, or you may need to run the ads longer to see winning results.

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