

How to improve lead quality??

How can I avoid audience overlap?

Why am I unable to scale??

Unable to expand NRI Audience – What to do!

How good are my creatives?



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Meta

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Campaign Structure

Campaign	C1	C2	C3	C4	C5
Objective	Lead Generation	Conversions (Recommended for premium/luxury projects or in case of steep scaling needed)	Traffic (Recommended for premium/luxury projects or in case of steep scaling needed)	Video Views	Catalog Sales (Only for Rental Space Aggregators)
% Budget	Affordable (90%) - Premium/ Luxury (70%)	Affordable (0%) - Premium/ Luxury (10%)	Affordable (0%) - Premium/ Luxury (10%)	Affordable (10%) - Premium/ Luxury (10%)	50% of budget for aggregators goes in DA
Adset	A1 - High Priority: Interest & Behaviour A2 - High Priority: LA A3 - Low Priority: Broad	A1 - High Priority: Interest & Behaviour A2 - High Priority: LA A3 - Low Priority: Re-Marketing (Last 7 days)	A1 - High Priority: Interest & Behaviour A2 - High Priority: LA	A1 - High Priority: Interest & Behaviour A2 - High Priority: LA	City level product Sets (for product catalog) & All cities included product set (Home listing Catalog - needs to be tested yet) - And only GEO filter & no other targeting overlap
Optimisation Event	Leads	Lead Event	Landing page optimisation	Video Views	Registration event
Creatives	5 Creatives covering - Lifestyle, Interiors, Offer (if any), 6 Sec video	5 Creatives covering - Lifestyle, Interiors, Offer (if any), 6 Sec video	5 Creatives covering - Lifestyle, Interiors, Offer (if any), 6 Sec video	12-15 Sec Video - Project Walk through theme	N.A
Common Interests / Behaviours Works for RE	Real Estate-Investing-High Value Goods-News/Finance-Frequent Flyers				
LA Strategy	Seed audience list (for LA) to be an intersection of: 1. Users Enquired for Same price properties in the city 2. Users Enquired for properties in similar locations in the past				
ON APP	1. Automated app ads cant be run due to "Targeting" limitation 2. Conversion objective with "App" landing gives 10-15% better CPL than AEO (for aggregators driving registrations)				

Best Practices

1. Campaign setup best practices
2. 7 Levers of campaign success
3. Learning Phase Best Practices
4. Targeting Best Practices

CAMPAIGN SETUP BEST PRACTICES

Avoid Smaller Audience

Small audience set impact CPM directly – impacting the overall CPL

Learning Limited

Relook at adset setup when in learning limited

Automatic Placements to be ON

Let the Algorithm decide the best placement

Audience Expansion to be ON

Audience expansion is mandatory for faster scaling

Bidding – Lowest Cost

Lowest cost bidding till an estimate is arrive at on CPL

Dynamic Creative Optimization

Helps algorithm to pick the best possible creative & frees up space for more ads.

7 LEVERS FOR CAMPAIGN SUCCESS

7 levers to unlock the most value out of your spend.
Let's go over each of these at a high-level before mapping specific recommendations to each lever.

Campaign Objective

Your main business goal for advertising

Targeting

Which audiences you want to get in front of

Creative Format

What type of assets you will use to get your message across

Optimization

How you will automate desired marketing outcomes

Bidding

How much you are willing to pay per impression or action

Measurement

Determine what is working and what isn't

Placement

What apps and services your ad will appear on

LEARNING PHASE BEST PRACTICES

Avoid frequent edits

Avoid editing an ad set or ad until it has exited the learning phase

Edits that will cause an ad to re-enter the learning phase

Budget, bid amount, placement bid strategy, targeting optimization event, adding new creative, bid strategy, budget, pausing for over 7 days, and any ad-level change

Avoid having too many ad sets

When you have too many ad sets at once, each ad set delivers less often. This means that fewer ad sets exit the learning phase and more budget is spent before the delivery system has fully optimized performance

Avoid low conversion volume and constrained setups

Test new creative and marketing strategies to improve your performance over time

Increase Budget Liquidity

Calculate daily budget based on 50 conversion/week threshold and use campaign budget optimization

Bidding Properly

Choose the right bid strategy based on your goals and cost requirements. When possible, assign a value to your audience and bid according to LTV. If using a bid cap, make sure your cap is high enough and we suggest setting your cap higher than what your goal is.

TARGETING BEST PRACTICES

To drive the best quality for your business, follow these best practices and tips for targeting the right audience.

Custom Audience

- Create a custom audience of your best leads, engagement, and website viewers
- Track and generate audiences at every stage of path-to-purchase
- Keep refreshing the seed audience at the rate at which you define your lead quality, or as often as your CRM data changes

Special Ad Audiences

- Unable to edit age, gender, or zip code and include it in your campaign targeting.
- Limit reliance on interest targeting as many have been removed
- Vary the percentages from 1-5%
- Size should no less than 5,000 and no larger than 50,000

Tips

- Increase retargeting windows. Make sure retargeting increments align with site traffic volume
- Bucket special ad audiences into larger groups (i.e. 0-1%, 1-2%, 3-5%, 5-10%)
- Group together interest and behavior targets with high overlap.
- Minimize audience overlap. Use proper audience exclusions, and make sure you are excluding past purchasers
- You have the option to auto refresh your custom audience so it's not manual work

Creatives

1. Best Practices
2. Empirical Learnings

Best Practices

ADS BUILT FOR MOBILE

SINGLE FOCAL POINT

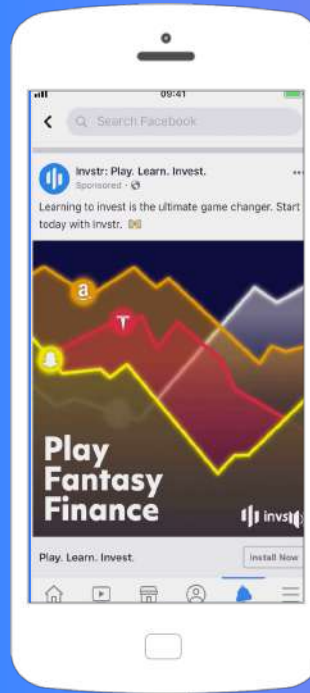
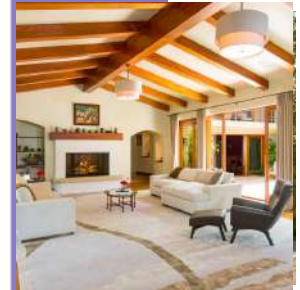
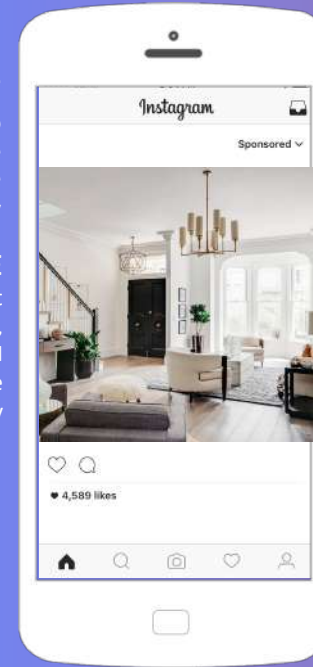
Ensure that you're only asking people to look at one thing. If you already have assets, consider cropping them so the focus of the image is framed nicely

HIGHLIGHT YOUR SERVICE

Knowing that people move through content quickly, it is important to ask yourself, "what is the most important message I need to deliver in this image"? Make sure to highlight your value proposition clearly

INSPIRE ACTION

Use your copy or call-to-action button to motivate them to act and be clear on what you need them to do and expect



SHORT & SWEET

Short form video performs better in a mobile first environment. Keep your video less than 15 seconds with the main message upfront (first 3-5 seconds)

DIVERSIFY FORMATS

Including carousels, stills, videos, instant experiences, and stories formats can help increase the amount of conversions

TAKE UP REAL ESTATE

When thinking about creative, take up as much space as you can. Recommended formats are 1:1, 4:6, and 9:16 for stories

Empirical Learnings

Broad classification

- Lifestyle
- Amenities (Pool, Interiors, Club house, Lobby, Playground)
- Offers
- Stage of construction
- Feed Ads (Aggregators in rental Space)

RE Specific Observations

- 6 Sec works the best – 4X CTR compared to Image Ads
- Banner Ads have 1.5X times the CTR of Carousel
- Balcony View has a 10% higher CTR than “Living Room
- Signature sign for every video/creative is a must as branding plays a big role in RE buying

	Offer	Pool	Interiors	Club house	Lobby	Playground	Construction status	Lifestyle
CTR	1.85X	1.65X	1.30X	1.15X	1.15X	1.1X	1.05X	X
Lead CVR	0.34Y	0.33Y	0.70Y	0.73Y	0.85Y	0.8Y	1.2Y	Y

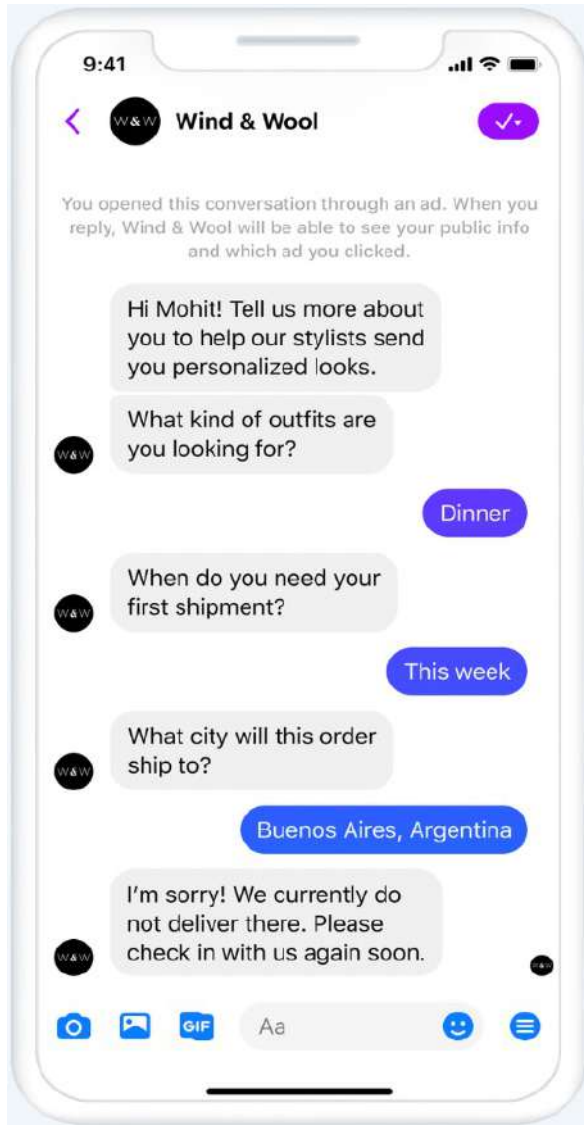
**** The above mentioned learnings are not statistically proven/significant – This was done based on observations****

What's New

1. Click to Messenger
2. Click to Whatsapp
3. OCapi

What's New – Click to Messenger

4 tips for driving quality leads in Messenger



- Set expectations that your ad will open a conversation in Messenger. Use ad text and CTAs that let people know that you want to chat and share why someone should have a conversation with your business
- Make your greeting a continuation of your ad. Make sure your greeting relates to the content in your ad so people visiting the conversation have a clear understanding of what you'll be talking about and the benefits of answering your questions.
- Start with qualifying questions. Ease customers into the leads process through multiple choice and qualifying questions. Save open-ended and contact information for later in the conversation. For better quality leads, use Answer Validation for phone, email, and custom questions.
- End with clear next steps. At the end of your flow, set clear expectations for what will happen next, such as when an agent will connect with the customer. And close the loop with customers or nurture your leads directly in Messenger

DMCI Homes

Connecting with house hunters using lead generation in Messenger



CASE STUDY

The Filipino real-estate developer ran a campaign of video ads optimised for lead generation in Messenger and received 25% more qualified leads compared to its previous solution.

91%

lower cost per click using lead generation in Messenger (compared to business-as-usual campaign)

25%

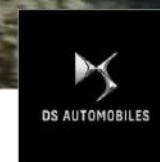
more qualified leads using lead generation in Messenger (compared to business-as-usual campaign)

20%

lower cost per qualified lead using lead generation in Messenger (compared to business-as-usual campaign)

DS Automobiles

Generating test-drive leads with Messenger



SUCCESS STORY

This French automobile manufacturer used ads that click to Messenger to generate its most cost-effective leads for test-drives in the UK, at a time when the industry was facing challenges from the COVID-19 pandemic.

76%

increase in test-drive leads generated using ads that click to Messenger compared to onsite lead conversions

42%

decrease in cost per lead with ads that click to Messenger compared to website lead conversions

What's New – Click to Whatsapp



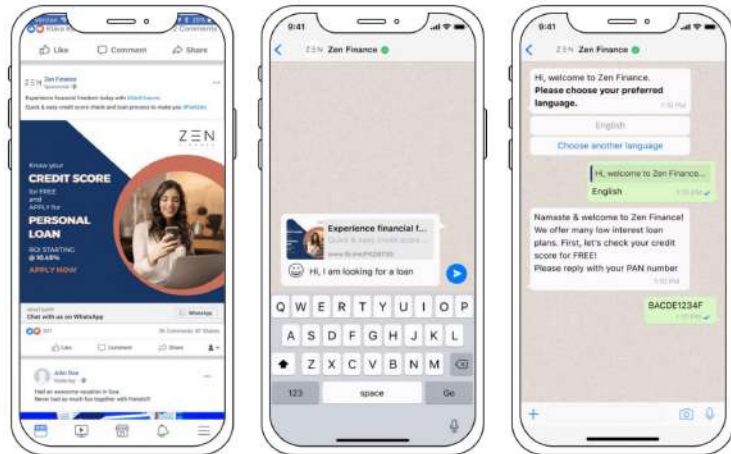
Engage with the Interested User: Share Content

Buy a phone



Engage with the Interested User using CTWA

Credit Score & Personal Loan





Engaging more consumers with customized messages and offers with WhatsApp

\$500K

in sales in one month attributed to WhatsApp

10x ROI

increase over email, in-app push notifications, and SMS messages

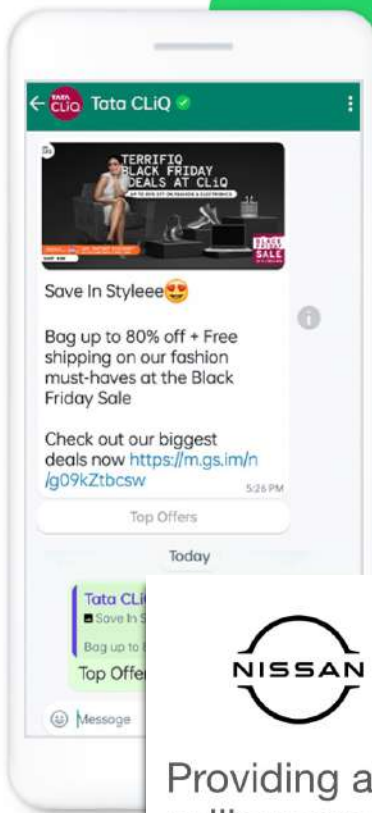
57%

click-through rate with WhatsApp

- With custom-fit notifications for shoppers, customers are 1.7x more likely to purchase when using WhatsApp.
- WhatsApp personalized custom messages for opted-in customers featured product recommendations based on a one-month browsing history, abandoned cart follow-up, price drop alerts for wish-listed products, and welcome coupons for new users.

Read more at [Tata Cliq: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2022.



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Providing always-on customer service and selling opportunities with WhatsApp Platform

390%

increase in leads over the original chatbot

34X

ROI in six months

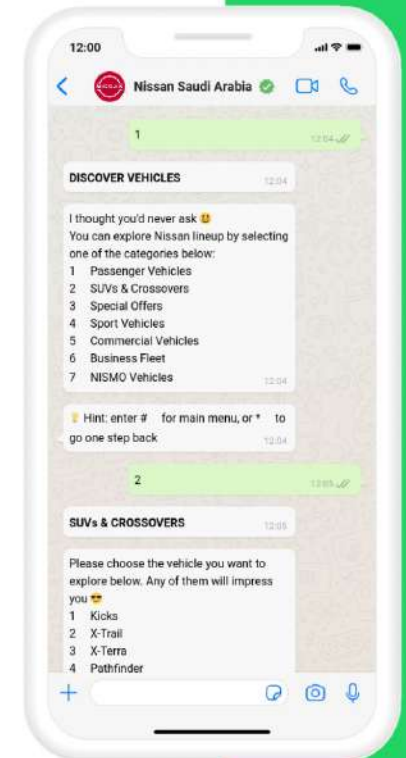
33%

reduction in call center volumes

- Offered a more accessible, more responsive, dynamic communication channel through WhatsApp
- Improved customer engagement and higher satisfaction contributed to more sales leads, higher revenue, and lower call center volumes
- Engaged a younger customer base that expects on-demand services, opening opportunities for future revenue growth

Read more at [Nissan Saudi: WhatsApp Business Platform case study](#)

Source: Client-approved measurements, WhatsApp Success Story, 2021.



Thank you