




Are Facebook ads still value the marketing money?


Caution: This is not a sales pitch and for your information only!

Okay, what is AdScore and what are the problems it tackles?

 u/kratomburneraccount • vor 2 Tagen
Not sure what to do, performance worst I've seen in over 40k spend

 Vox
<https://www.vox.com> › facebook-apple-ads-meta-privacy
Facebook's ad business struggles after Apple's iOS changes

 u/AdStill6809 • vor 1 Tag
Are everyone's Facebook ads still very expensive and not working well?

 Reddit · r/ios
70+ comments · 7 months ago
After iOS 17 update is anyone else having troubles with ...

  r/FacebookAds • vor 6 Monaten
sebnagy_22
Facebook Ads Are Broken

 Popsixle
<https://popsixle.com> › articles-podcasts › ios17-a-chang...
iOS17: A Change, Not a Crisis, for Marketers

Cookie-based Tracking is dead!



Problem to tackle 1:

As tracking is more biased by privacy restrictions, Facebook's data access is weakened and so is the clarity about your ad performance.

Consequently, media buyer's need to rely for many decision on their gut feeling as Facebook ads manager does not provide a consistent data base for decision.

'If you can't measure you can't manage' (Peter Drucker).

Thus, attribution is dead too and ROAS is misleading ad management



Problem to tackle 2:

Compromised tracking data leads to unprecise ad specific ROAS. The whole approach of customer journey management and its associated attribution models is broken.

Media buyer's now run a high risk to mis-allocate budget, scale under-performing ads and creatives.

“It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.” (Mark Twain).

If I agree with these statements, what is the way out?

Facebook Ads Manager alone is not enough, what can be done?

There are two major trends in the marketplace:

1. Augment Facebook tracking by third party tracking technology, that is circumvents privacy restrictions. But they all rely on cookies i.e., logging the customer journey.
2. Replace the concept of customer journey modelling by modelling the values of sessions independent from cookies. A method long-known in B2B marketing.

What is the game-changing approach of AdScore?

We live in an attention economy!

It is all about the attention that you can capture with your ads. That creates the value that eventually converts into commercial transactions.

AdScore changes the way to manage social ads by

- Moving it from retrospective to predictive ads management
- Replace the data-gut-feeling mélange by a method with constant scale
- Put all decisions on equal footings and make it comparable

How is the score calculated?

AdScore evaluates the ad performance in three dimensions

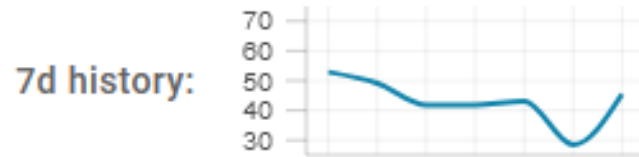
1. Combined for Meta and Storefront – one performance score per ad
2. By its cost – the most efficient ad gets the highest score
3. Measured by its relative performance – each ad is benchmarked against your portfolio of ads

The AdScore attention formula has several components that models the AdScore:

CTR, CPC, EngagementRate, EngagedSessions, Pageviews, Add-to-carts and more

What does it do exactly and is its value?

Value proposition #1: An overall score performance of the account against its history









This allows the media buyer to quickly recognize if the ad account portfolio performs well and indicates any deficit upon which to react quickly.

This saves time and avoids wasting budget!

More?

Value proposition #2: Detailed analysis of each ad with action recommendation

Average Portfolio Score: 45.51		7d history:			
Ad	Ad Score ↓	Ad Score 7d Average	Recommendation	7d history	Ad Spend
 DEMO_STORE.FB.93759052	86.6	86.6	New Ad		0.35
 DEMO_STORE.FB.66987052	86.2	82.5	Keep Running		4.16
 DEMO_STORE.FB.29282052	85.4	79.9	Keep Running		2.07

Irrespective of the number of ads, testing, scaling, fatigue alert becomes super easy.

More?

Value proposition #3: Analysis of the budget efficiency with spend recommendations.

Average Portfolio Score: 45.51 Columns Density Export

Campaign name	AdSet Name	Daily Budget	Budget Key	Recommended Budget	Score Spend Efficiency	Score Spend Efficiency 7d Average	7d history
▼ DEMO_STORE.FB.120205165							
	DEMO_STORE.FB.120205165	120	ABO	175	28.49	29.53	
▼ DEMO_STORE.FB.120207250							
	DEMO_STORE.FB.120207250	250	ABO	329	53.68	50.95	
▼ DEMO_STORE.FB.120206879							
	DEMO_STORE.FB.120206879	400	ABO	206	33.58	31.69	
▼ DEMO_STORE.FB.120209040							
	DEMO_STORE.FB.120209040	300	ABO	361	58.95	56.9	
		1,070		1,071			

Allocate budget on ad set and campaign level based on comparable facts.

A final remark!

AdScore mainly reduces waste and thus advertisement cost by

- Reduce time to manage the account
- Avoid mis-allocation of budget
- Discovers over-performing ads undiscovered by the Facebook budget algorithm
- Early recognition of fatigue or performance deficits of ads ad sets and campaigns
- Increase test performance

A final remark!



Thus, will your ROAS go up? Yes, indirectly over time.

But most clients use the improvements and reductions provided by AdScore to insource media buying – Saving the agency cost has a huge immediate effect on your ROAS.

If you,...

I am interested, please tell me more about AdScore and its approach

I am not interested, thanks anyway.

How you can learn more!



Four ways forward to engage

1. Check www.myadscore.com for further understanding
2. Sign-up www.app.myadscore.com and check the demo-store with a real data case
3. Connect you own store using the self-onboarding function (takes only 5 minutes of your time)
4. Write customer@myadscore.com for more information and assistance