

Facebook Ads Mastery

Bidding Structure

Automated vs. Manual &

Daily vs. Lifetime

What Will You Discover Today?

- ✓ Automated Bidding vs. Manual Bidding and when to use different bidding strategies
- ✓ Daily vs. Lifetime Bidding and when to apply one vs. the other

Automated Bidding vs. Manual Bidding

- ✓ Automated bidding is essentially letting Facebook control the bidding strategy
- ✓ This is the easiest and most used bidding strategy, and is best used to get the most volume out of your budget
- ✓ Great for testing when you don't have clear KPI's established
- ✓ Automated usually cost more and can result in higher CPM (cost per thousand impressions) and CPA (cost per action)

Automated Bidding vs. Manual Bidding

- ✓ Manual Bidding gives you the most control over the bidding process but requires you pay close attention to results which takes more work
- ✓ Best used for scaling up ad campaigns where you want to control the cost you're willing to pay for a conversion or the max CPM (cost per thousand impressions) you're willing to pay
- ✓ This bidding strategy can affect your overall budget by underspending and can also impact how long your adsets remain in the learning phase

Daily Budget vs. Lifetime Budget

- ✓ Daily Budget is the amount your willing to spend on the entirety of the campaign per day if you're using CBO (Campaign Budget Optimization), or the amount your willing to spend on each adest per day in your campaign if you're using ABO (Adset Budget Optimization)
- ✓ Bidding strategy most used however it can be more challenging to scale and you don't have the benefit of using ad scheduling with Daily budget

Daily Budget vs. Lifetime Budget

- ✓ Lifetime Budget is the amount your willing to spend on the entirety of the campaign over a certain time period, usually 7 days at a time or more
- ✓ You can use Lifetime Budget with both CBO (Campaign Budget Optimization), at the adest level if you're using ABO (Adset Budget Optimization)
- ✓ I normally use Lifetime Budget when scaling proven winners over a longer period of time or also if I want to use Ad Scheduling also known as day parting if I want my campaigns to run on specific days of the week or times of day.

Daily Budget vs. Lifetime Budget

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- ✓ Lets go live to the ads manager