

Part 3 - How to set up and optimise your Ads in a way that gets insane Return on Ad Spend

Great Ads are the perfect match between audience and creative



Start with thinking about your audience

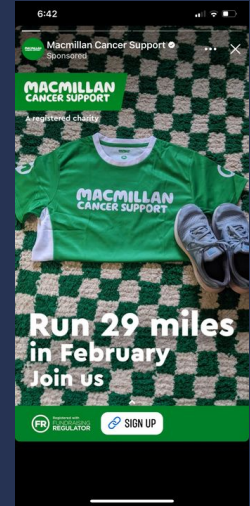


Your Creative should...

- Communicate the hook clearly and simple and not get in the way
- Appeal to the audience you are looking to attract - repel the audience you don't want
- Attract fundraisers - not just freebie seekers

It's not about the number of different creatives you test. It's about the number of **very different** creatives - that is where you get the gains.

Beware aware of creative saturation



5 tips for Optimising Ads from Danni Adam

1. Separate your Ads into Ad Sets each with a unique combination of Audience and Creative theme
2. Don't just focus on getting low cost per Lead. Analyse which Ad sets are getting the most fundraisers.
3. Make sure Budget is set at the Ad level so you can optimise
4. Make sure the budget per Ad Set is large enough to theoretically recruit 2 or more Active Fundraisers a day.
5. Deactivate the ad sets with the worst overall performance. Slowly increase the budget on the best performing Ad sets

