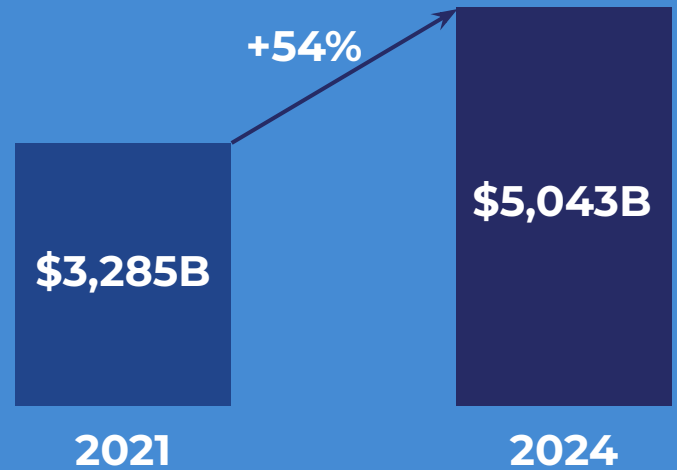


We spent \$1 Billion on Facebook and Google Ads:
here's what we learned about **dynamic product ads**





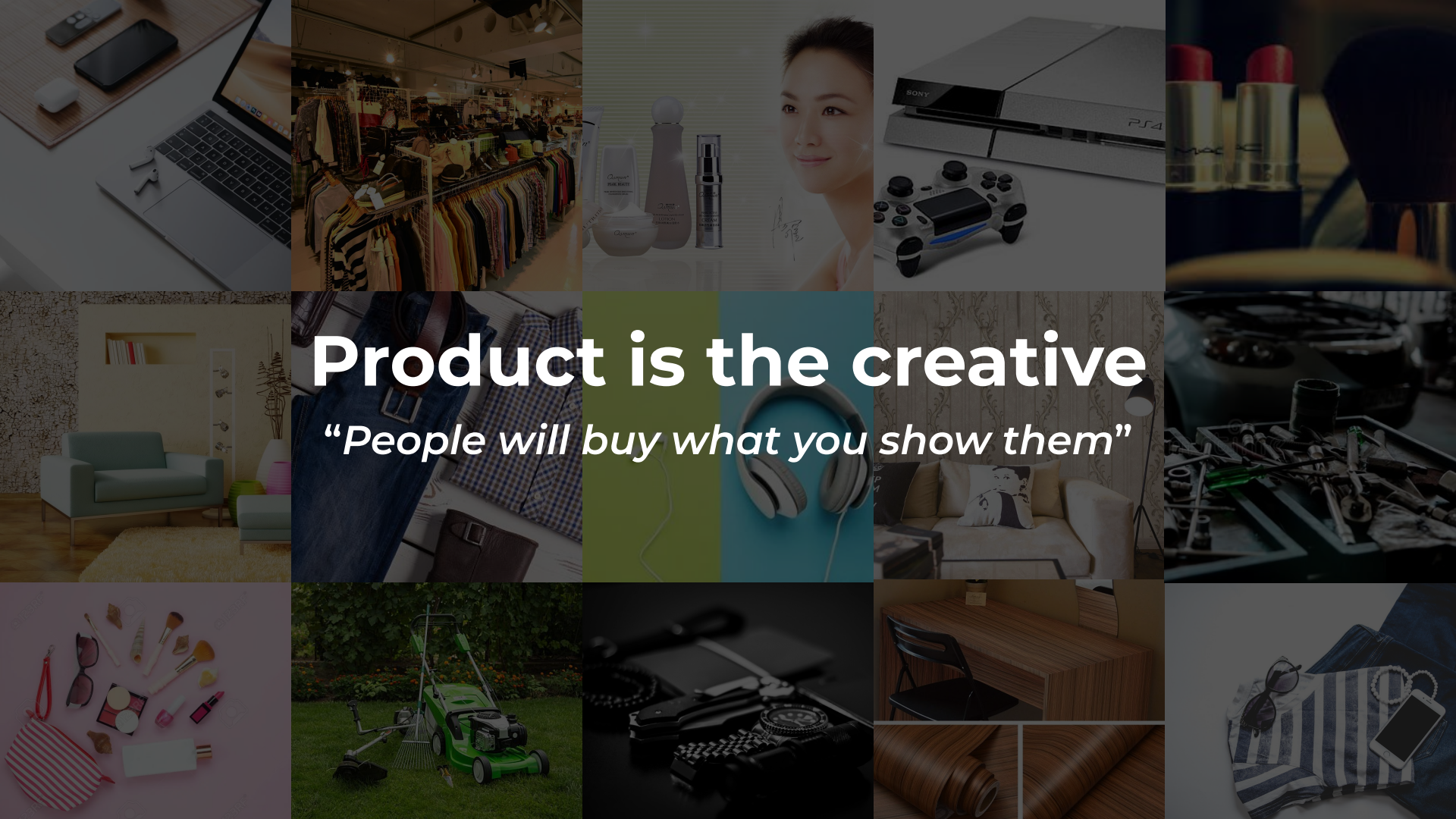
World e-commerce sales





E-commerce of the
Czech Republic

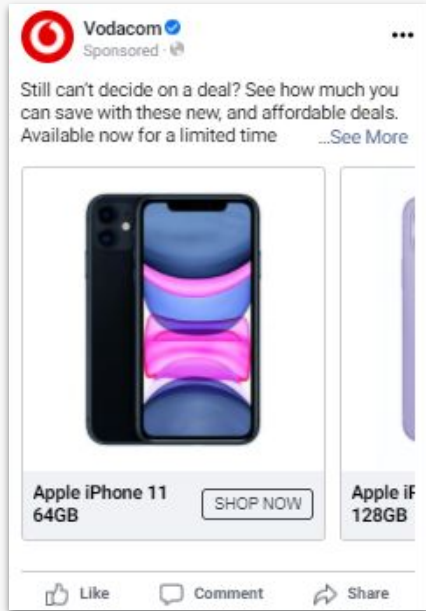
~45K e-shops
~15 e-shops CZK 1B turnover
Thousands big e-shops



Product is the creative

"People will buy what you show them"

Before



Vodacom Sponsored

Still can't decide on a deal? See how much you can save with these new, and affordable deals. Available now for a limited time ...See More

Apple iPhone 11 64GB [SHOP NOW](#) Apple iPhone 11 128GB

Like Comment Share

After



RED VIP

Huawei P40

R 10,999

+ RED VIP Benefits Including:

- Travel Rewards
- Family Data Share
- Device Insurance
- Multi SIM

Vodacom logo

Image matters

- Use high quality photos
- Angles, detail shots, collage
- Use creative overlays
- Show USP of the product (bargain, discount, etc.)
- Manufacturing locally, free shipping

Long Sleeve Shirt
Jacket

\$135.55

\$105.55

Image looks good

EXCLUSIVE

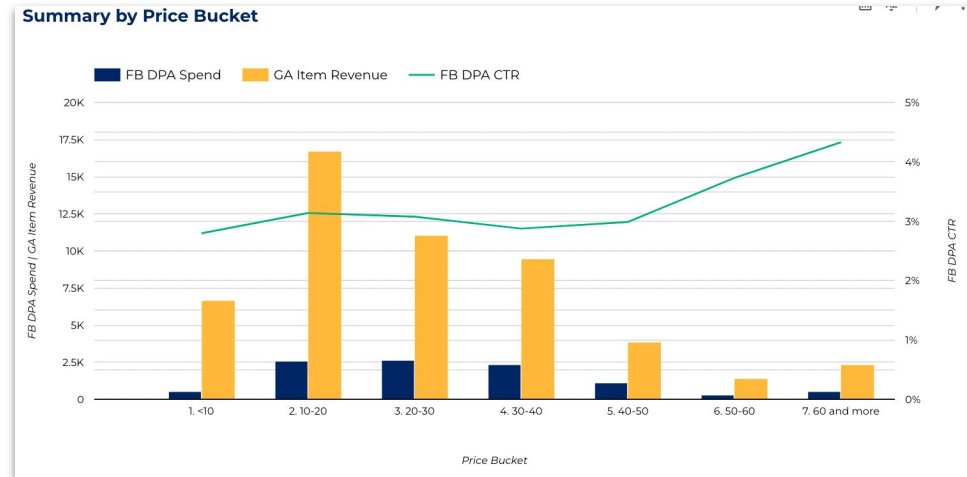
But what do you promote?



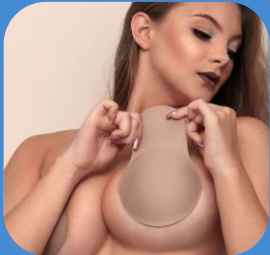
Cheap products make troubles

Promoting cheap products requires way more transactions to reach the ROI goals



1. Segment product inventory by price buckets
2. Check spend, AOV and revenue per each segment
3. Exclude (cheap) products from the promotion




Not only cheap products drive your performance down



Poor performing products with a high popularity

Product Group ID	Product Name	Product Image	FB DPA Spend ▼	FB DPA Impressions	FB DPA CTR	GA Detail Views	GA Quantity Sold	GA Item Revenue	GA Conversion rate	Average Sale Price	FB DPA ROAS (GA Revenue / FB DPA Spend)
AGG00683	Blow Job 5 Pc Intimacy Set- Pink		£3,519.72	1,273,205	3.2%	37,215	8	£100	0.02%	12.5	0.03
AGG45953	Lace Cupped Bandeau Crop Top- Black		£2,214.21	912,370	1.66%	15,276	75	£2,400	0.49%	32	1.08
AGG00436	7 Setting 2 In 1 Suction Vibrator- Purple		£1,575.2	593,440	3.09%	16,669	12	£675	0.07%	56.25	0.43
AGG06441	Small Diamante		£525.15	134,993	2.08%	2,196	11	£154	0.5%	14	0.29

Poor performing products with a high popularity

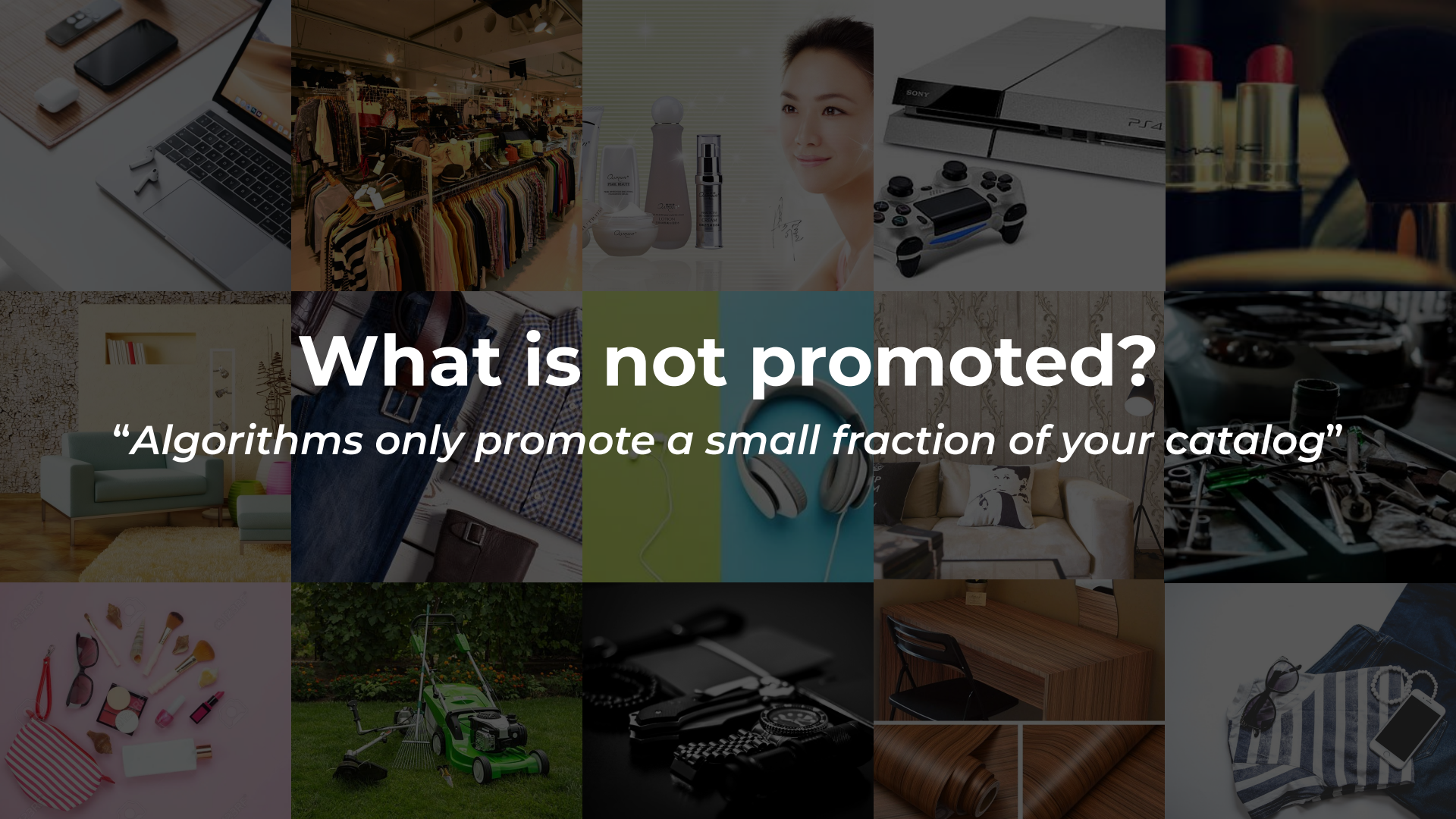
Product Name	Product Image	FB DPA Spend ▾	FB DPA Impressions	FB DPA CTR	GA Detail Views	GA Quantity Sold	GA Item Revenue	GA Conversion rate	Average Sale Price	ROAS (GA Revenue / FB DPA Spend)
Sutiã Adesivo Magic Up Adereup em Silicone Bege		R\$ 7,508.95	2,357,145	1.12%	1,189	6	R\$ 393.76	0.5%	65.63	0.05

“In Brazil for fashion clients we have a lot of problems regarding some specific categories, like: Lingerie, beach clothes and others. We call this audience as: “bad intention guys” - meaning people who click on ad just to see the image of the model and does not make any transaction. “Burning spend” on these product.”

It's just yet another content

1. Analyze what you promote
2. Focus on metrics (ROI, CTR, AOV...)
3. Check the products and categories
4. Exclude...

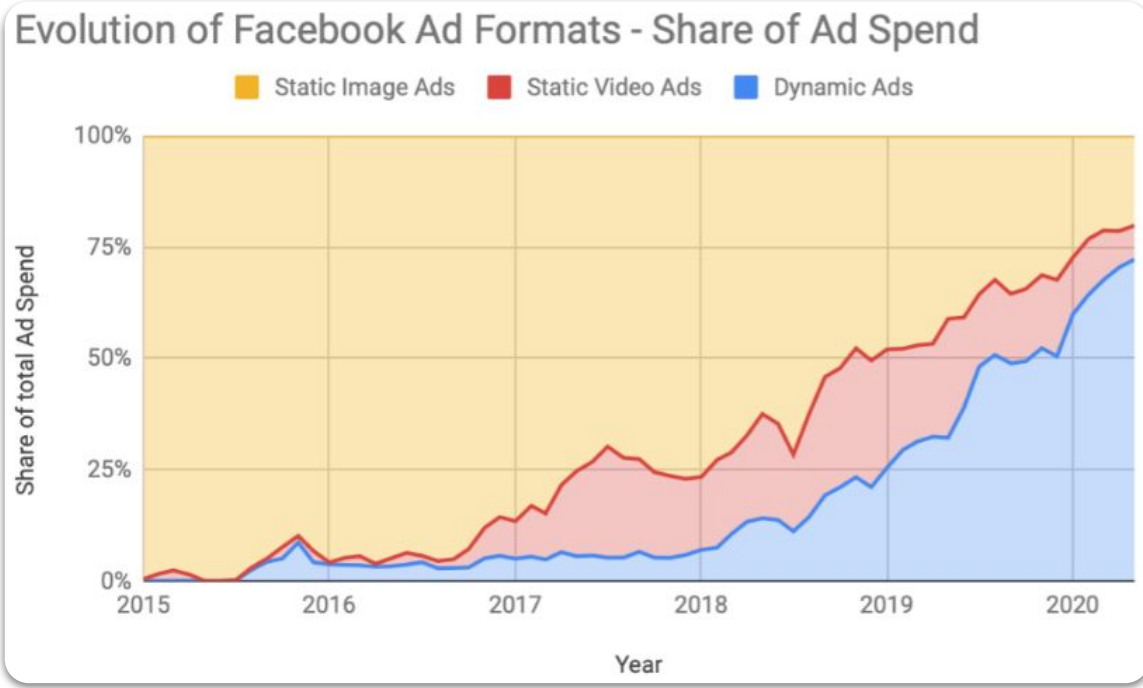




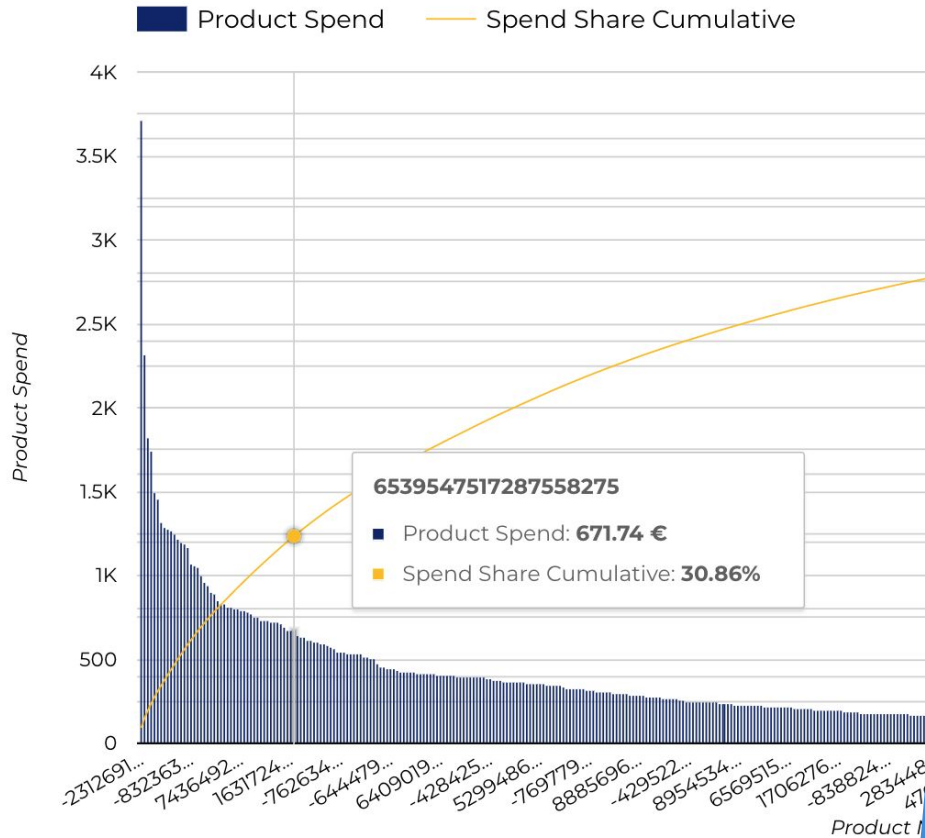
What is not promoted?

“Algorithms only promote a small fraction of your catalog”

The vast majority of Facebook budget goes to Dynamic Ads



Top Spending Products



80% of your impressions will, on average, be spent on a mere 5% of your catalog

There might be tons of hidden gems

Algos. usually select the most promising products and they even consider risk of selecting more

Understand and segment your products

- **Find and promote bestsellers**
- **Exclude poor performers**
- **Boost new arrivals**
- **Control “low stock” products**
- **Promote trending products**
- **etc.**

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