



Split-testing

**How to run effective split-tests
for your campaigns**

Why split-testing is important

With Facebook Ads you can have a fairly good idea of what works and what doesn't. You can feel that you know which audience is right for you and which image they would like.

But the reality is: You always need to test things!

Often times you'll be surprised.

Once I was so sure about something then the testings showed that what I thought would work brilliantly didn't work at all. And that the, in my opinion, "boring" image got tons of clicks.

You can never be sure. You need to test it!

Why is it called split-testing?

Split-testing means:

You test one thing while the rest stays the same. So for example, you could test which image works best. OR which headline. OR which ad text.

The most important rule when it comes to effective split-testing is:

Always only test one thing at a time.

Only then will you be able to see what brings which results.

Campaigns

So what do you split-test?

You can split-test different campaign objectives like:

Traffic or Conversion

However, the different campaign objectives are mostly for different purposes, so I wouldn't go crazy here and focus on other split-tests.

Ad set - Audiences

You should definitely split-test different audiences.

Especially when you speak to a cold audience you should try different audiences.
For example:

- A profile based audience
- A Lookalike audience out of your email subscribers
- A Lookalike audience out of your website visitors

Excluding is important

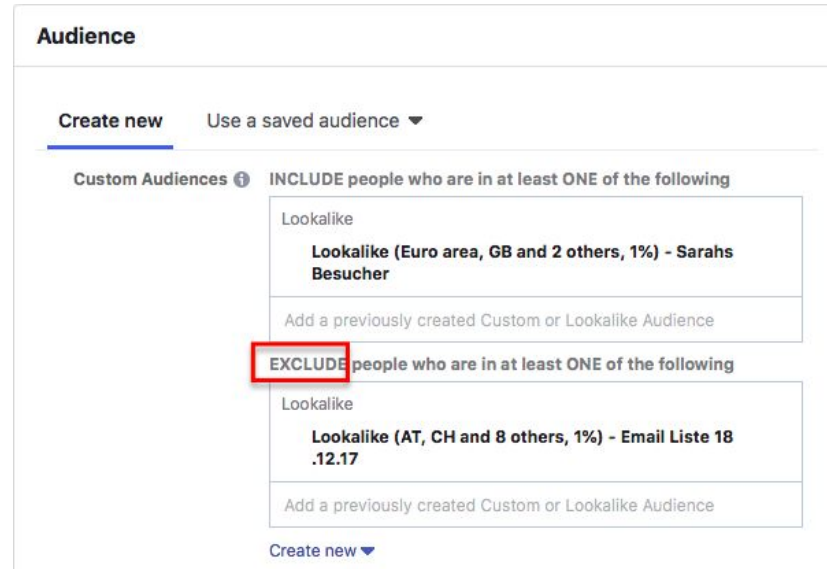
When split-testing different audiences it's important to make sure they don't overlap because you want to clearly see which audience works the best.

To be able to see this you need to exclude the audiences from each other.

For example:

Website visitors might also be email subscribers and vice versa. So you need to exclude the email subscribers from your audience with the website visitors and exclude the website visitors from your audience of email subscribers.

With this you get two different audiences and will be able to see which brings more results.

The image shows a screenshot of the Facebook Audience Builder interface. At the top, there's a header 'Audience' with two tabs: 'Create new' (which is active and underlined) and 'Use a saved audience'. Below the tabs, there's a section for 'Custom Audiences' with a help icon. The main area is divided into two sections. The first section is titled 'INCLUDE people who are in at least ONE of the following' and contains a 'Lookalike' card. The card shows 'Lookalike (Euro area, GB and 2 others, 1%) - Sarahs Besucher'. Below this card is a link to 'Add a previously created Custom or Lookalike Audience'. The second section is titled 'EXCLUDE people who are in at least ONE of the following', with the word 'EXCLUDE' highlighted by a red rectangular box. This section contains another 'Lookalike' card showing 'Lookalike (AT, CH and 8 others, 1%) - Email Liste 18 .12.17'. Below this card is another link to 'Add a previously created Custom or Lookalike Audience'. At the bottom right, there is a 'Create new' link with a dropdown arrow.

Ad set - Placements

You should test different placements for your ads. However, this does not count as a typical split-test as the Ads Manager will automatically show you which placement works best.

So you can and should just do this all the times anyway.

<div> <div>+ Create</div> <div>Duplicate</div> <div>Edit</div> <div></div> <div></div> <div></div> <div></div> <div>Rules</div> </div>				View Setup		Columns: CY-100	Breakdown: Placement	Repo
<input type="checkbox"/>	Ad set name	Delivery	Amount spent	Impressions	Unique link clicks	CTR (link click-through)	CPC (cost per link click)	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Lookalike (Euro area, GB and 2 others, 1%) - Sarahs Besucher	● Not delivering Campaign is off	€330.25	56,983	1,350	2.48%	€0.23	
	Facebook Feed: News Feed Desktop		€9.49	2,219	54	2.48%	€0.17	
	Facebook Feed: News Feed Mobile		€192.14	33,293	886	2.82%	€0.20	
	Instagram Feed Mobile		€128.62	21,471	415	1.95%	€0.31	

Ads

With your actual ads you will do the most split-testing.

I recommend starting with the image and / or video. This means you create one ad. Then you duplicate that ad and only change the image but leave the rest exactly the same. You can then test:

Image 1

Image 2

Video 1

and see which of the 3 brings the most results.

Ads

I recommend testing things that are actually quite different from each other. You don't want to go into too much detail but rather test different ideas and very different photos or videos.



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Have you ever heard the saying "The money is in the list"? Weeeeelll NO! 😬

Actually the real trick is to collect LEADS instead of simply building a list. Warm up your audience first. Let them get to know you. And THEN ask them to sign up for your freebie / webinar etc.

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Do you know that you need an email list for your business? 🔊

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Duplicate

To set up split-tests, you use the “Duplicate” button.

Select the ad and duplicate it into the same ad set.

GSM GET SOME MAGIC LTD (10... ▼

Search ▼ Filters ▼ + Add filters to narrow the data that you are seeing.

Account overview Campaigns 1 selected Ad set

+ Create Duplicate Edit Preview Rules

	Ad name	Delivery
<input checked="" type="checkbox"/>	Video-mit-lila	● Not delivering Campaign is off
<input type="checkbox"/>	Video-mit-lila – Text 2	● Inactive

Duplicate ad into:

☒ Existing campaign

CY-Ads-Funnel

☐ Create a test to compare a new ad to your original ad ⓘ

☐ New campaign

ADD TO AD SET

☒ Existing ad set

1 ad set

Clear all

Lookalike (gutes Europa, 1%) - Sarahs Besucher

×

Add to another ad set

Add to All

☐ New ad set

Number of copies of each ad 1

Show existing post engagements on duplicated ad ⓘ ☒

1 copy of 1 ad will be duplicated into 1 ad set and 1 campaign

Cancel

Duplicate

Duplicate

You then go into the copy and simply change one element.

Don't forget to adjust the name also, to make it a lot easier for you to later see which element brought which results.

Ad name ⓘ

Image Beach

⚙

The right order

Here is how to use the duplicate function in the easiest way to set up your first split-test:

You start with one campaign, one audience and one ad.

You then duplicate the ad and change one element in the duplicated version. Do this until you have 2 or 3 ads.

You then duplicate the audience and only exchange the audience itself but don't touch the ads. The ads will automatically be there. Remember to exclude the audiences from each other.

That's it. Easy.

Evaluation

You should wait until you have about 50 clicks per ad. Only then should you draw conclusions and deactivate ads and audiences.

You need to give the algorithm some time to work. Also, the algorithm will very likely be faster than you anyway and figure out what works best.

Remember: Facebook wants your ads to work! So Facebook will automatically push your budget towards audiences and ads that work. You only need to set up the split-tests.

The second step

Once you know which image and / or video works best you then de-activate all the other ads. You then duplicate the winning ad and test the next thing: The headline.

So now you will have 2 or 3 ads, all with the same image and text but with different headlines.

After some days you should be able to see which headline works best and choose a winner.

Then you test different ad texts.
Then call to action buttons.

When does it end?

Split-testing never really ends. Of course, when you have an audience and an ad that performs extremely well, you can use it for some time.

But after some time your audience might get tired of it. So whenever your costs per result increase consistently it's time to split-test new things.

Facebook's own split-test tool

There is actually a second way to split-test:

When you create a campaign you can select “Split test” directly there.

You can then choose between:

Creative

Delivery (for example: conversion versus clicks)

Audience

Placement

Quick creation Switch to Guided Creation

Create New Campaign ▼

Campaign name

Buying type Auction ▼

Campaign objective 👍 Page Likes ▼

Split test 📘 ☒

Campaign budget optimisation 📘 ☐

Variable Creative ▼

Number of ad sets 2 ▼

You can test up to 5 ad sets against each other, with one ad per ad set.

Ad set

Ad

Ad set

Facebook's own split-test tool

The main difference to the manual set-up is that Facebook will split your budget evenly.

So if you test 2 different images exactly 50% of your budget will be used for each image as long as the split-test is active.

(To do this Facebook will create two ad sets with one ad each).

With this you will get more precise results.

However, you will also need more budget in total.

If you're short on budget I recommend going for the manual option that I explained earlier.



HOMEWORK

Set up your first split-test. In the first step you should test different audiences and different images and / or videos in your ads.

Now it's your turn

You can do this! Have fun! ●

