



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

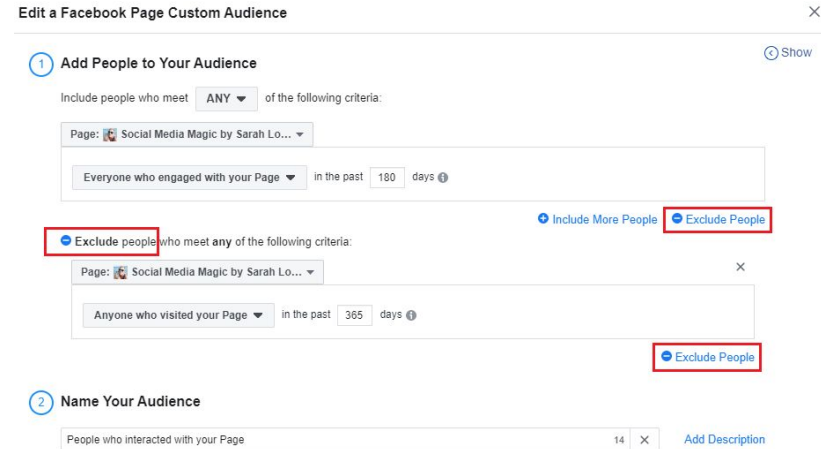
When split-testing different audiences it's important to make sure they don't overlap because you want to clearly see which audience works the best.

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.

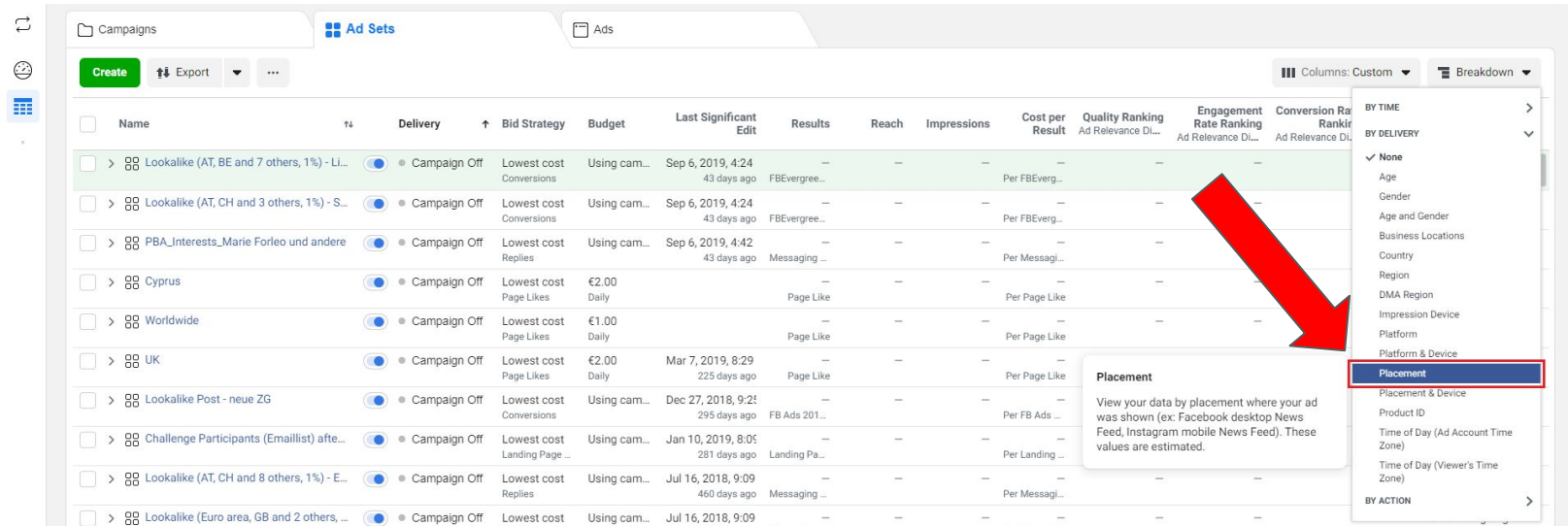
With this you get two different audiences and will be able to see which brings more results.

The screenshot shows the 'Edit a Facebook Page Custom Audience' interface. It has a title bar with a close button (X) and a 'Show' button. The main content is divided into two sections. The first section, '1 Add People to Your Audience', includes a dropdown for 'Include people who meet' set to 'ANY', and a criteria box for 'Page: Social Media Magic by Sarah Lo...' with the selection 'Everyone who engaged with your Page' in the past 180 days. Below this, there is a red-bordered box containing a blue plus icon and the text 'Exclude people who meet any of the following criteria:'. To the right of this box are links for 'Include More People' and 'Exclude People'. The second section, '2 Name Your Audience', shows a preview of 'People who interacted with your Page' with a count of 14 and an 'Add Description' link. A red-bordered box with a blue minus icon and the text 'Exclude People' is located at the bottom right of the criteria section.

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.



The screenshot shows the Facebook Ads Manager interface with the 'Ad Sets' tab selected. A table of ad sets is displayed, including columns for Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate Ranking, and Conversion Rate Ranking. A red arrow points to the 'Placement' option in the 'Columns' dropdown menu, which is highlighted in blue. A tooltip for 'Placement' is visible, stating: 'View your data by placement where your ad was shown (ex: Facebook desktop News Feed, Instagram mobile News Feed). These values are estimated.'

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking
Lookalike (AT, BE and 7 others, 1%) - Li...	Campaign Off	Lowest cost Conversions	Using cam...	Sep 6, 2019, 4:24 43 days ago	FBEvergree...	—	—	—	—	—	—
Lookalike (AT, CH and 3 others, 1%) - S...	Campaign Off	Lowest cost Conversions	Using cam...	Sep 6, 2019, 4:24 43 days ago	FBEvergree...	—	—	—	—	—	—
PBA_Interests_Marie Forleo und andere	Campaign Off	Lowest cost Replies	Using cam...	Sep 6, 2019, 4:42 43 days ago	Messaging ...	—	—	—	—	—	—
Cyprus	Campaign Off	Lowest cost Page Likes	€2.00 Daily	—	Page Like	—	—	—	—	—	—
Worldwide	Campaign Off	Lowest cost Page Likes	€1.00 Daily	—	Page Like	—	—	—	—	—	—
UK	Campaign Off	Lowest cost Page Likes	€2.00 Daily	Mar 7, 2019, 8:29 225 days ago	Page Like	—	—	—	—	—	—
Lookalike Post - neue ZG	Campaign Off	Lowest cost Conversions	Using cam...	Dec 27, 2018, 9:21 295 days ago	FB Ads 201...	—	—	—	—	—	—
Challenge Participants (Emaillist) afte...	Campaign Off	Lowest cost Landing Page ...	Using cam...	Jan 10, 2019, 8:05 281 days ago	Landing Pa...	—	—	—	—	—	—
Lookalike (AT, CH and 8 others, 1%) - E...	Campaign Off	Lowest cost Replies	Using cam...	Jul 16, 2018, 9:09 460 days ago	Messaging ...	—	—	—	—	—	—
Lookalike (Euro area, GB and 2 others, ...	Campaign Off	Lowest cost	Using cam...	Jul 16, 2018, 9:09	—	—	—	—	—	—	—

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

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

Duplicate Ad Into:

☒ Original campaign

☐ Existing campaign

☐ New campaign

Number of copies of each ad

1

☒ Show existing reactions, comments and shares on new ads

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

Special Ad Category ☐ I'm creating a campaign for ads in a Special Ad Category.
Ads related to credit, employment or housing.

Buying Type

Campaign Objective

☒ Split Test 

 **New! Test Existing Campaigns in Test and Learn**
Now you can compare 2 campaigns using Test and Learn to see which performs best.
[Go to Test and Learn](#)

Variable

Number of Ad Sets

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

Creating 1 campaign, 2 ad sets and 2 ads

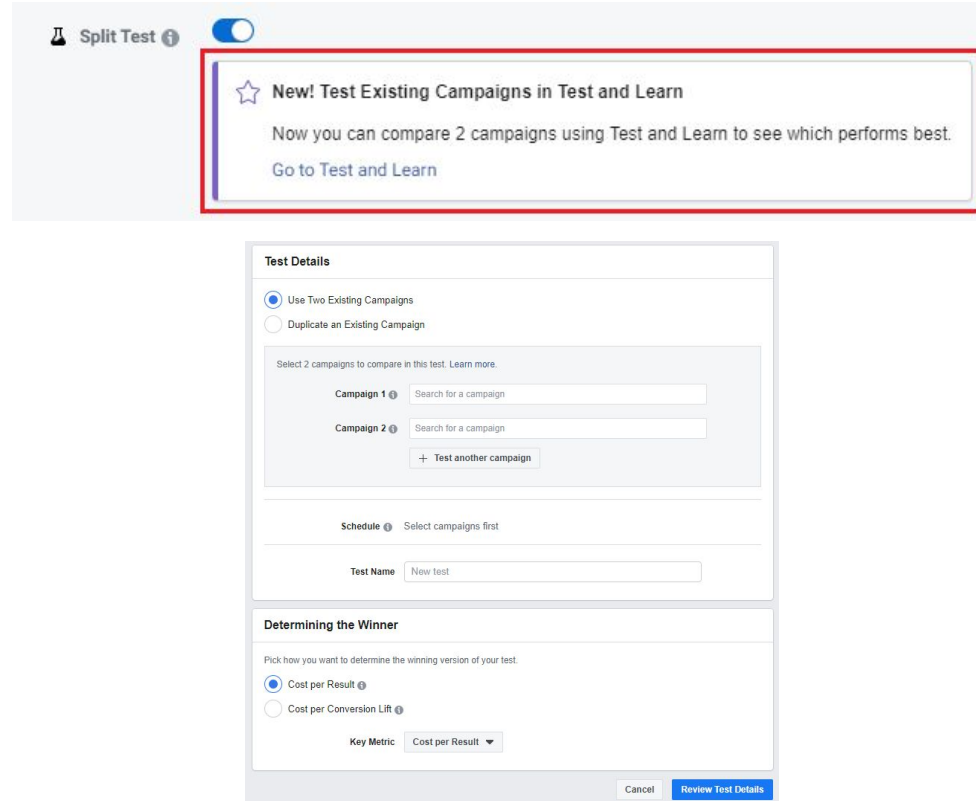
Cancel Save to Draft

Facebook's "Test and Learn"

Facebook also gives you the option "Test and Learn". Here you use two campaigns that you already created earlier and that have two different campaign goal. For example: Two campaigns that have the same audience and the same ads but one is a Traffic and one is a Conversion campaign.

You will then be able to see which one works better.

This is especially nice if you have a higher daily budget you can use.



The screenshot displays the Facebook 'Split Test' interface. At the top, there is a 'Split Test' toggle switch which is turned on. Below this, a red-bordered box highlights a new announcement: 'New! Test Existing Campaigns in Test and Learn'. The announcement states: 'Now you can compare 2 campaigns using Test and Learn to see which performs best.' and includes a link 'Go to Test and Learn'.

Below the announcement, the 'Test Details' section is visible. It contains two radio buttons: 'Use Two Existing Campaigns' (which is selected) and 'Duplicate an Existing Campaign'. Below these, there is a section titled 'Select 2 campaigns to compare in this test. Learn more.' which includes two search boxes for 'Campaign 1' and 'Campaign 2', each with a '+ Test another campaign' button. Below the search boxes, there is a 'Schedule' section with a 'Select campaigns first' dropdown and a 'Test Name' input field with the placeholder text 'New test'.

The 'Determining the Winner' section is also visible. It includes a prompt 'Pick how you want to determine the winning version of your test.' with two radio buttons: 'Cost per Result' (selected) and 'Cost per Conversion Lift'. Below this, there is a 'Key Metric' dropdown menu currently set to 'Cost per Result'.

At the bottom right of the form, there are two buttons: 'Cancel' and 'Review Test Details'.

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! 📶😊

