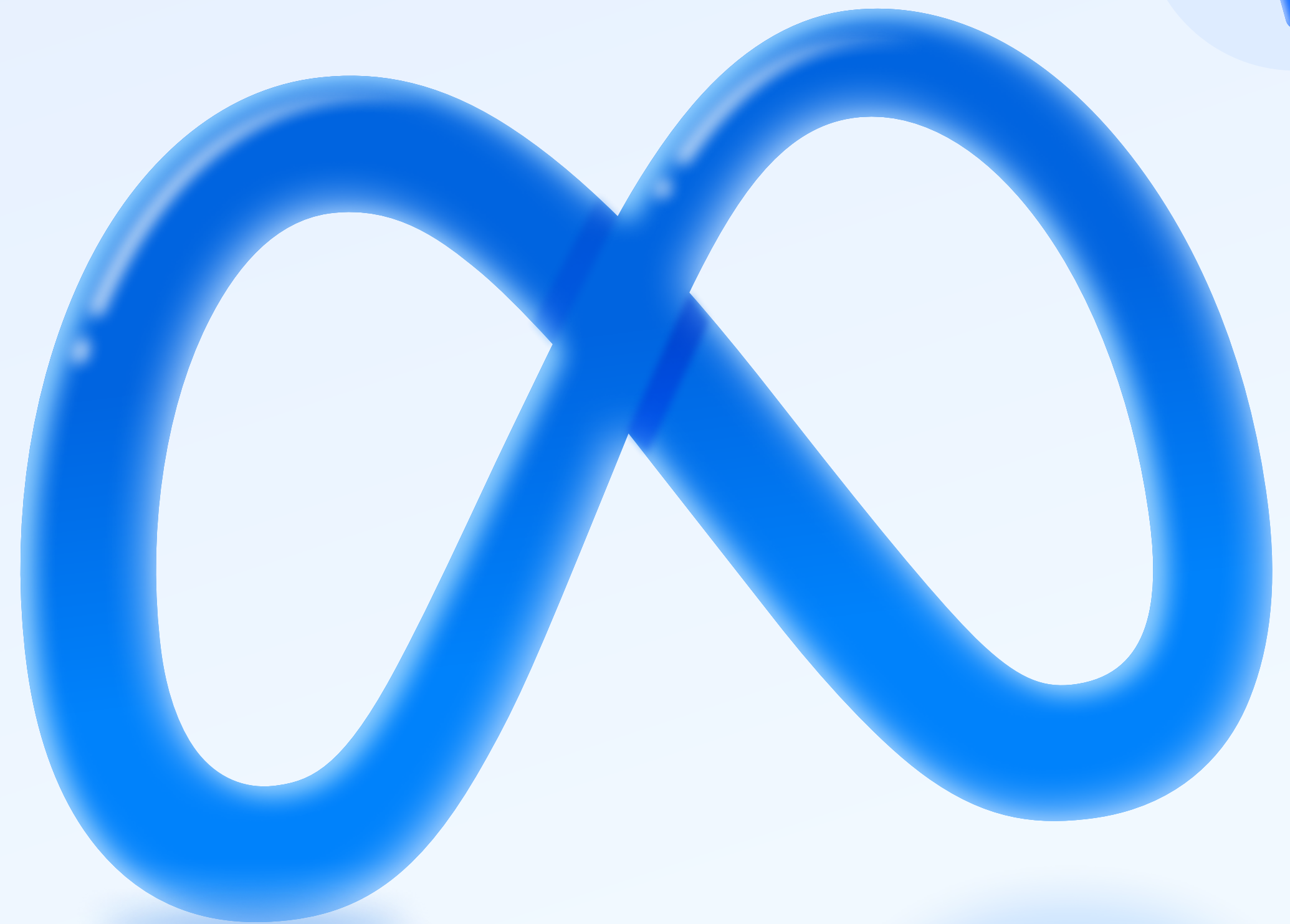




# The Comprehensive Checklist for Optimizing Meta Ads in 2023



# Introduction

Meta clocks about 1.9 billion users engaging with its platform daily. So, it's no surprise that its sizeable active user count makes it a darling to marketing professionals worldwide.

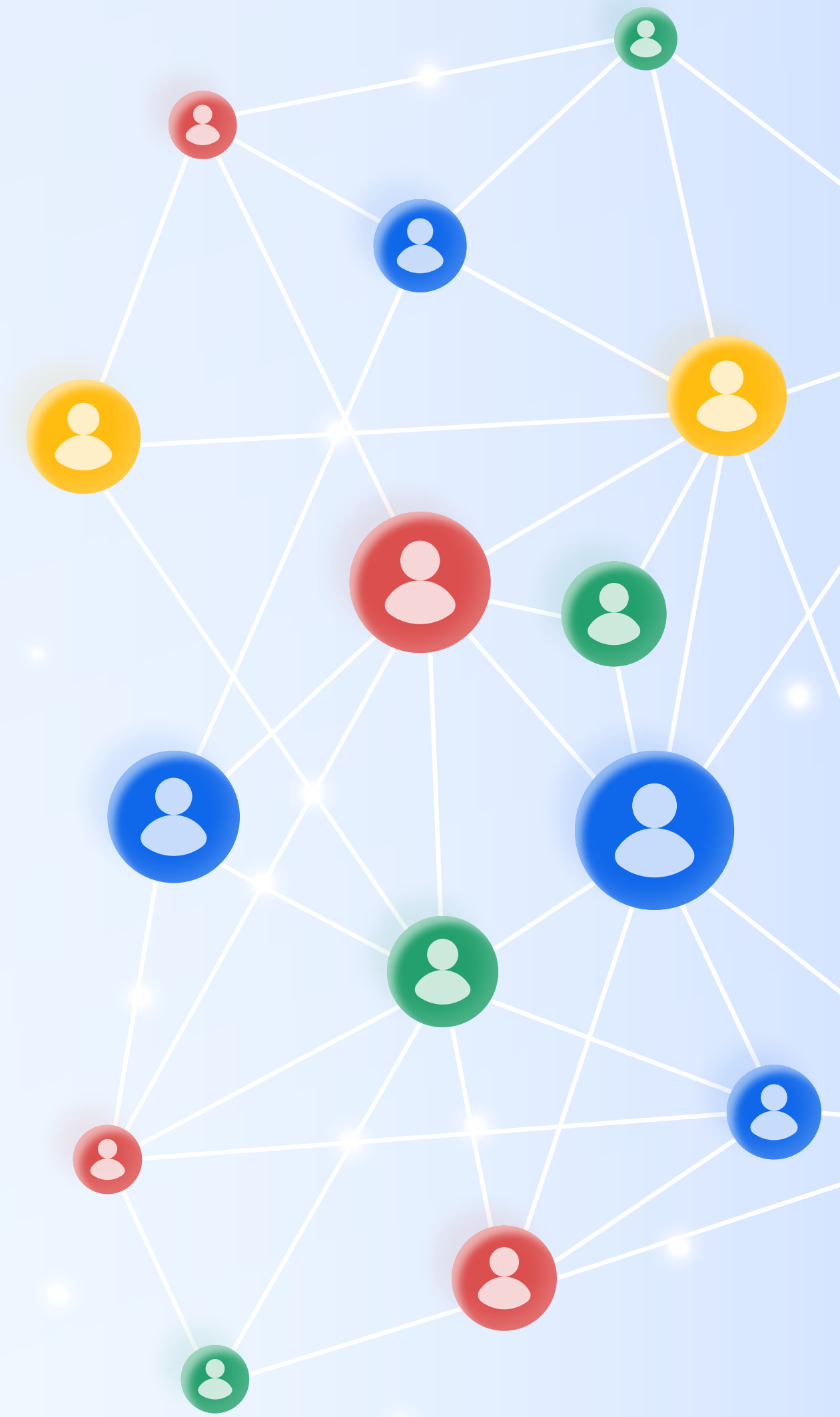
Companies, big and small, rely on Meta Ads today to leverage their reach to run social media campaigns to [grow their business](#).

But crafting an effective Meta ad can be challenging, considering how frequently Meta's algorithm changes. Marketers need to be on their toes and [keep pace with the platform's updates](#) and transformations.

So, how does one create a high-impact Meta ad in 2023?

We've compiled the [latest pointers](#) from experts to help you optimize your Meta ads and ace your Meta marketing strategy.

**Time to get started!**



# Checklist

## ☐ Did you get your domain verified?

The security features from iOS 15 onwards make it difficult for marketers like you to attribute or track paid ad campaign performance. Verifying your domain and following the steps listed below can help you work around these reduced tracking capabilities:

- ☐ Study how many of your leads or purchases are from iOS devices
- ☐ Select ahead the conversion events that you will rely on
- ☐ Concentrate on capturing email IDs from your ads
- ☐ Develop an extra layer of security for your landing pages or simplify the conversion flow



## ☐ Have you set up Meta Pixel for ad tracking?

Meta Pixel is an analytics tool enabling you to keep track of site visits resulting from Facebook ads and other tailored online advertisements. Set up Meta Pixel before running your Meta ad campaign to track its performance better.

- ☐ Access the back end of your website
- ☐ Add the Meta Pixel [base code](#) on all pages of your website



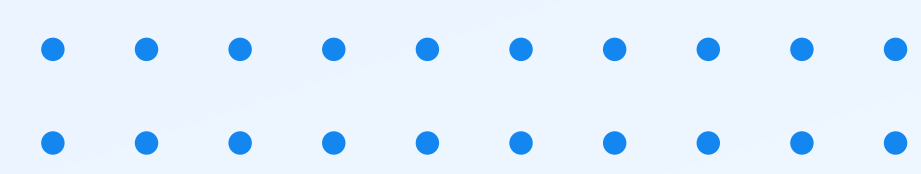
## ☐ Are you clear about your campaign goal?

Meta's Ads Manager is designed to help you meet your campaign target. It prompts you to select a goal for your Meta ad campaign before you start so that it can provide you with suitable ad choices. Consider the following carefully before you make your pick:

- ☐ Choose *Awareness* if the objective of your ad campaign is to generate interest in your product/service offering
- ☐ Select Brand *Awareness* if you wish to build brand recall and boost website traffic
- ☐ Pick *Reach* if you'd like to have your ad displayed to the maximum number of people in your target demographic
- ☐ Specifying *Consideration* as your campaign goal will tell Meta Ads Manager that you are trying to get your target audience to search out more details about your brand



- ☐ *App Install* will nudge your ad audience to install your app
- ☐ Using *Video Views* as your campaign objective works best for retargeting old leads who have previously interacted with your video ads but not converted
- ☐ *Lead Generation* can be utilized if you wish to capture information about your audience to get them inside your marketing funnel
- ☐ Defining *Messages* as your Meta ad campaign objective suggests you want your audience to reach out to you via Meta's messenger
- ☐ *Conversion* simply increases your chances of sales, sign-ups, and explicit purchase-related activities
- ☐ Selecting *Catalog Sales* is best for e-commerce businesses that sell in bulk
- ☐ Lastly, *Store Traffic* is most suitable for marketers who would like to increase footfall for physical stores associated with their business



## ☐ Have you selected and segmented your target audience properly?

Identifying the right target audience for your business ad campaign is no easy task. The following steps will help you do this so your Meta ad campaign isn't a total bust.

- ☐ Use Meta's high-level targeting capabilities by specifying the interests, demographics, location, behavior, and connections of the audience set to which you want to display your ads.
- ☐ Target audience sets similar to your present customers with [Facebook Lookalike](#)
- ☐ Customize your audience set to retarget cold leads or specify existing customer groups most likely to convert from your Meta ad campaign
- ☐ Similarly, you can target only your website visitors or app users for your ads
- ☐ Finally, Meta allows for specific audience targeting by allowing you to upload contact lists of people that you want as the audience for your ad campaign

## ☐ Are you switching up your ad formats?

Meta allows for ad creation in different formats. Promoting your ads in different formats helps you reach your market goals faster.

- ☐ High-res image ads are one of the most effective ways to create awareness about your brand and drive traffic to your website
- ☐ Video ads work to boost awareness and sales
- ☐ Story ads are great for establishing a quick connection with your audience
- ☐ Messenger ads could help you potentially reach the platform's 1.3 billion active users
- ☐ Carousel ads let you showcase up to 10 different videos or images with respective links in a single ad
- ☐ Slideshow ads work as a great low-bandwidth usage alternative for video ads
- ☐ Canvas ads provide an immersive experience for your audience, letting them scroll through multiple images, tilt them in different directions and zoom in/out



## ☐ **Are you paying attention to ad placement & delivery?**

Where you place your ads for display and what time of the day you start displaying them can make or break your social ad campaign.

- ☐ Always optimize your ad for delivery by specifying to Meta Ads Manager what your intent is - Landing Page Views, Link Clicks, Daily Unique Reach, or Impressions.
- ☐ Use Meta Advertising Planner to run your ad campaign in the time most likely to yield you returns.
- ☐ Choose wisely between standard and accelerated ad distribution based on your campaign's unique needs
- ☐ Let Meta auto-place your ads where it is most likely to be viewed



## ☐ Are you optimizing the bid amount and overall budget for your campaign?

If you want to run optimized Meta ad campaigns, specifying the amount for placement bids and setting the budget are important steps you need to take.

- ☐ Outline the total spending you are allowed to incur for your campaign
- ☐ Based on this, specify individual campaign ad bid amounts and overall budget
- ☐ Meta will optimize this budget and ensure your ads perform well



## ☐ Have you been prioritizing Meta's technical recommendations in your ad designs?

Following certain guidelines while designing Meta image ads can maximize their effect and impact.

- ☐ Ensure your Meta image ads are of JPG/PNG file type, 1080 x1080 pixels in resolution and in the 1.91:1 to 1:1 ratio
- ☐ The optimal number of characters for text in your ads is 125 for Primary Text, 40 for Headline, and 30 for the Description
- ☐ Try to keep the maximum file size of your image ad to 30MB and its minimum height and width to 600 pixels. Ideally, its Aspect Ratio Tolerance should be 3%.



## ☐ Have you been A/B testing your Meta ads?

You can determine whether your Meta PPC campaign works by running A/B tests on them. Simply compare it to similar ads and use different variables to judge campaign success.

- ☐ Check delivery optimization to evaluate whether click optimization or convert optimization works for you
- ☐ Change up the audience sets you target and evaluate which ads work for which audience
- ☐ Switch the placement of your ads, and examine if automated placements work better for your ads or whether ads you manually place yourself perform more
- ☐ Try out different iterations of your ad content. See how a minute change as the CTA affects the performance of your entire Meta ad campaign
- ☐ If you can, change the budget for running your campaigns



## ☐ Are you analyzing campaign data?

Give your Meta ad campaign at least 48 hours for conversions to begin before you analyze the available data for insights.

☐ Go to Meta Sales Manager

☐ Press on your ad account to view the available conversion data



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