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On the other hand, Facebook auctions has bewildered many advertisers to date. It looks similar to Google adwords on the surface, but the actual execution of campaign proves otherwise. Since its conception, Facebook ads platform has undergone numerous changes and remains a mystery for most advertisers. Yet, there are those that have cracked the code to Facebook ads and making huge bucks from it. Here, we start from the basics and attempt to understand each piece of the Facebook ads auction by juxtaposing it with Google adwords auction.

# AdRank Auction Factors



## FACEBOOK ADS

Bid, Ad Relevance & Quality,  
Estimated Action Rate

## 1. Bid



## What's that ?

You tell Facebook how much you are willing to spend for every action generated. For Autobidding, your budget is critical.



**Options:**

1. Autobidding - Lowest costs
2. Manual bidding - Max Cap.



## GOOGLE ADWORDS

## Bid X Quality Score

## 1. Bid (CPC)



## What's that ?

You tell Google how much you are willing to pay per click. For Autobidding, your bid is determined based on objectives.



**Options:**

1. Manual bidding
2. Autobidding (Maximize Clicks, Maximize

2. Manual bidding – Max Cap
3. Manual bidding – Target Costs



### Tip:

Bid high at the start to win the auction. Don't keep changing your bid as it will reset the learning phase.

2. Autobidding (maximize clicks, maximize conversions. Target CPA, Search page location, Outranking share, ROAS)



### Tip:

The reliability of the autobidding algorithm is debatable. If unsure, go with manual bidding. Alternatively, run experiments.

## 2. Relevance/Quality of ad



### What's that ?

It is a measure of user experience. The more relevant/interesting your ad is to your target audience, the better.



### Metrics:

Relevance score of 1-10.  
High/medium/low positive feedback.  
High/medium/low negative feedback.



### Tip:

Instead of boring sales messages, use hooks and conversational writing to engage your audience while avoiding condescending remarks.

## 2. Quality Score



### What's that ?

A function of your ad clickthrough rate (largely) and landing page relevance, quality score tells us how interesting / useful you are to keyword searchers.



### Metrics:

Quality Score of 1 - 10  
Below/Above/Average Landing page experience



### Tips:

Conduct split testing of various ads and keywords to continuously increase Clickthrough Rate (CTR).  
Group keywords into specific ad groups.

## 3. Estimated Action Rate



### What's that ?

Based on the optimization event you chose, FB determines how likely is the target audience to take that action.



### Options:

Conversions, Clicks, Video views, Engagement, Messages, App installs



### Tip:

When your campaign is not moving, try optimizing for lower funnel actions like add-to-cart instead of sales.

## Optional: Conversions Tracking



### What's that ?

Tracking conversions allows you to optimize campaign for your desired actions whether automatically or manually.



### Tip:

Bid higher for keywords that have proven to convert better.

## Sources:

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Courtesy of: [Icecube Marketing](#)

## ABOUT TED CHONG

Ice Cube Marketing is a Google Partner digital marketing agency that specialises in creating persuasive ad copies that converts traffic into customers for its clients. Using data-driven approach, we help our clients achieve positive ROI from their ad campaigns. Services include social media marketing, PPC campaign management and search engine marketing.

▪ A comparison of Google and Facebook ads auction platform (Infographic) - 29 Oct 2018

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