

Complete guide to conversion campaigns



CPA campaigns can be a tough nut to crack! Don't worry though, we got you covered. We've collected our top tips and tricks to help you tackle your next CPA campaign.

General Advice:

- 1** Think **long-term!** Generating conversions takes time, especially if you're optimising for an increased customer lifetime value.
- 2** Set a **healthy campaign duration** - with conversion campaigns, we recommend setting the campaign to run for at least 14 days or more in order to gain enough traction & data.
- 3** Conversion optimisation start with targeting **high quality traffic** - make sure to set **higher bid CPCs** to attract good quality clicks.
- 4** Create **multiple conversion pixels** to track each step of the conversion funnel.
- 5** If your conversion funnel consists of multiple steps, **starts with optimising for a softer conversion**. A soft conversion, for example, is getting a user to add your product to a cart or engage with your content. A hard conversion involves requesting a quote, submitting information, or buying a product.

Content Ads:

- Emphasise your **product's benefits** for the user.
- Address your **target audience** with your **images & titles**.
- Include your **KPI in ad titles**: For example, if your goal is to drive eBook downloads, make sure you mention eBook in your titles.
- Use **questions** to encourage the reader to seek an answer.
- Use **"you, free, instantly, because, and new"** to spark users' attention.
- Use **numbers** in titles. For example, Liven up your living room with these 7 simple tips, works better than Here are some tips to liven up your living room.
- Use **people-based images** rather than products or places.



Landing Page Optimisation

- **Reduce page weight** - The longer the page's load time, the faster visitors will abandon it.
- Try to **shorten** your **conversion funnel** as much as possible.
- Make sure your **CTA stands out** - your call to action button shouldn't be the same as the rest of your design.
- Stay **consistent** with your **brand assets** - content ad images, wording and colours should match the style of the landing page.
- Make sure to **run A/B tests** with your landing pages. What works for one audience, might not work for the other.
- Include a **call to action on every page**. You should lead the user through your funnel - don't let them just wander around without a purpose.



Utilise Zemanta Optimisation Tools:

Zemanta One offers a lot of optimisation tools that allow you to shape the traffic that you buy, giving you more power and control over performance.

Bid modifiers:

Adjust bids on every dimension (publishers, media sources, country, device, region, OS, placement).

Budget control:

Define daily spend per ad group or set up a campaign budget and let our system find your ideal daily cap.

Audience Targeting:

Utilise our Interest or your 1st or 3rd party audiences to target a specific group of users.

Content Ad Optimisation:

Pause underperformers or test different variations.

First Party Analytics Integration:

Understand how users behave after they have clicked on your ad (based on Adobe or Google Analytics data).

Publisher Targeting:

Blacklist poor performers or whitelist best performing websites.

Make sure to use all the tools wisely, we've gathered even more advice below:

- 1** Avoid frequent edits during the first couple of days. Zemanta's ad delivery system relies on machine learning to optimise for your KPI. The **more data** the system collects, the **better it becomes at optimising**.
- 2** **Wait until there's enough data** before you make any bigger adjustments - at least 50 clicks per entity or 2-3 x the value of your CPA goal.
- 3** Be mindful of your budget - **your daily cap per ad group** should be at least **5x your CPA goal**.
- 4** Include **one audience targeting tactic per ad group** to ensure enough scale. Create **separate ad groups** later on if a certain dimension is proving to perform well.
- 5** Stay away from CPM bidding when optimising for CPA or engagement to ensure that the campaign **focuses on clicks** rather than impressions.
- 6** When **adjusting bids** on best performing entities, we recommend to increase the bid by at least **25-50%** - don't be shy!
- 7** Rather than creating many ad groups to advertise to a narrow audience, try to combine **similar ad groups** into **fewer, larger ad groups**.

To sum up:

Test, test, test! Ensure you are testing different content ads, messaging, and calls to action to discover which strategies work best with your target audience.

And make sure to use learnings from other channels or previous campaigns and **apply that knowledge to your future campaigns**. For example, if your Facebook campaign works best in a specific geographical area, create an ad group targeting that area to reach a similar audience.

Last but not least - make sure to **share your KPIs with our Zemanta team** - we will be more than happy to work with you to optimize your campaign and surpass your goals.