

Facebook Automated Rules Cheat Sheet

Top 10 Strategies to Use



Optimizing Facebook ads might take 60-70% of your time, which actually amounts to longer than it takes to create and design the campaign itself. The best part? You can significantly reduce that time and zero in on the more strategic side of advertising by using Facebook Automated Rules. Monitor and optimize your ads daily, scale your best performing ads easily, kill your non-converters instantly or get triggered email alerts about your ad performance - all by setting up smart automated rules.

To save you even more time, Adscok has made a cheatsheet for you with ready-made automation strategies and optimization rules. Browse through our list and take your campaigns to new heights.

1 Activate Late Conversions

Have you ever come across a case when you paused your ad set because it wasn't performing well enough, but then later realised its results had improved and now your ads have positive ROAS? No, this is not any troubleshooting Facebook reporting but it happens due to the attribution window you have set. Sometimes visitors don't convert from the very first interaction but come back a couple of days later to take the desired conversion action (purchase, sign-up, add-to-cart, etc.). In such cases, you would like to restart these ad sets. Why check late conversions manually every single day if you can easily automate that action using Adscok's ready-made strategy?

Action
Start

Apply to
Adset

Condition
ROAS (Last 2 days) > 2

2 Scale Best Performers

With this strategy, you'll be able to identify 30% of all of your active campaigns with the best performing ROAS and increase their budget all at once by 20%. You can do this by using the 'Ranking' condition that helps you to instantly distinguish a portion of your top-performing campaigns and apply the budget increase action to them.

Action
Increase budget by 20% until \$500 (Once a day)
Budget type: Daily

Apply to
Campaign

Condition
ROAS (Last 2 days) is within 30 Top%
AND
Website Purchases (Last 2 days) > 0

3 Scale Profitables

Like any other Facebook advertiser out there, you are likely to have both winners and losers among your ad sets. In both cases, the next steps are obvious: you kill the losers and scale the winners. To scale your profitable ad sets you can set an automated rule on Adscok to check their profitability daily and increase the budget by 30%. In this strategy, we have taken purchases and ROAS conditions as the main identifiers of profitability.

Action
Increase budget by 30% until \$500 (Once a day)
Budget type: Daily

Apply to
Adset

Condition
Purchases (Last 2 days) > 5
AND
ROAS (Last 2 days) > 2

4 Scale Aggressive But Safe

Increasing your ad set budget is always risky, as it could cause your ad set to re-enter the learning phase and screw up your good results. The risk becomes greater if you increase the budget by more than 30%. But there is a safe strategy to scale aggressively while remaining profitable. You can apply an automated rule on Adscok to duplicate your original ad set and increase the budget of the duplicated item aggressively by 50% every 24 hours.

Action
Duplicate
Original item: Keep as is
Increase New item budget by 50%

Apply to
Adset

Condition
ROAS (Last 3 days) > 3
AND
Purchases (Last 3 days) > 10

5 Normalize Delivery For Low Bids

Sometimes when you put control on your bid, you may end up seeing that your ads don't deliver properly because of low impressions. In this case, you would consider increasing your bid to compete in the auction. With this ready-to-use automated strategy you can normalize the delivery of the ad sets that have low bids.

Action
Increase Bid by \$0.5 Until \$15 (Every 2 hours)

Apply to
Adset

Condition
Impressions (Last 4 hours) < 200

6 Pause Non-Converters

Draining your budget on non-converting ads is the last thing you want to be doing when it comes to Facebook Advertising. It's common to spend some of your budget on testing to see how your ad sets are performing, but if it's been at least 3 days and your ads haven't generated a single conversion, you're just draining your budget and it's time to pause the non-converters. Apply this ready-made rule and automatically kill your non-converters.

Action
Pause

Apply to
Adset

Condition
Spend (Last 3 days) > \$50
AND
Purchase (Last 3 days) = 0

7 Pause When ROAS is Negative

Another indicator that your Facebook ad campaign is not a success is having negative ROAS. This means that you are not even covering your ad expenses, but are also earning less than you have spent.

Sometimes you might want to take steps to improve ROAS like adjusting your targeting strategy, improving your conversion landing page, or testing other creatives, but in most cases, you would simply like to pause the underperforming ad sets and start from scratch. Here is how to do it automatically.

Action
Pause

Apply to
Adset

Condition
Spend (Last 3 days) > \$50
AND
ROAS (Last 3 days) < 1

8 Pause Least Performers

Want to automatically identify the least performing ads in an ad set? If some ads in your ad set are having smaller ROAS than the ad set itself, this is a sign that they're your least performers. Apply Adscok's ready-to-use strategy to pause these ads and let Facebook spend more of the budget on the remaining ads.

Action
Pause

Apply to
Ad

Condition
Spend (Last 3 days) > \$50
AND
ROAS (Ad) (Last 3 days) < 1 x ROAS (Adset) (Last 3 days)

9 Kill Ads with Cost per Purchase Higher than Ad Set Average

You might have a high-performing ad set that has a couple of non-performing ads that would be better off being removed or replaced with other creatives. You can easily identify these underperformers based on cost per purchase metric and pause them automatically. Here's the optimization rule to set up:

Action
Pause

Apply to
Ad

Condition
Spend (Last 3 days) > \$50
Cost per purchase (Ad) (Last 3 days) > 1 x Cost per purchase (Adset) (Last 3 days)

10 Pause High-Frequency Ads

Ideally you would like to keep your ad frequency as low as possible while still maintaining a high conversion rate. As you know, ad frequency metric shows the average number of times each unique user sees your advert. As the frequency increases, the CTR decreases and the CPA increases accordingly, which leads to underperforming ad sets.

For example, if your ad frequency is 4, this means that a unique user has seen your ad 4 times on average and still has not taken any action, and therefore they are either not interested in your offer or are really annoyed with seeing the same ad so many times. In such cases you might consider pausing these ad sets and avoid draining your budget. Automate this action on your multiple campaigns with this ready-made rule.

Action
Pause

Apply to
Adset

Condition
Frequency (Last 3 days) > 4
AND
CPA (Last 3 days) > \$10

To get the most out of Facebook automated rules and optimize your campaigns easier and smoother, you would need more advanced automation features. We're offering you to sign up for Adscok now and get 1-month free access to the advanced optimization rules once the tool is launched. Automate your ads lifecycle and enjoy advertising!

Join Adscok Now
Get 1 month FREE access