



Rise of Automation in Performance Marketing: What You Should Know



SMARTLY.IO



We all know how
to advertise..





Better results!

Constant Change

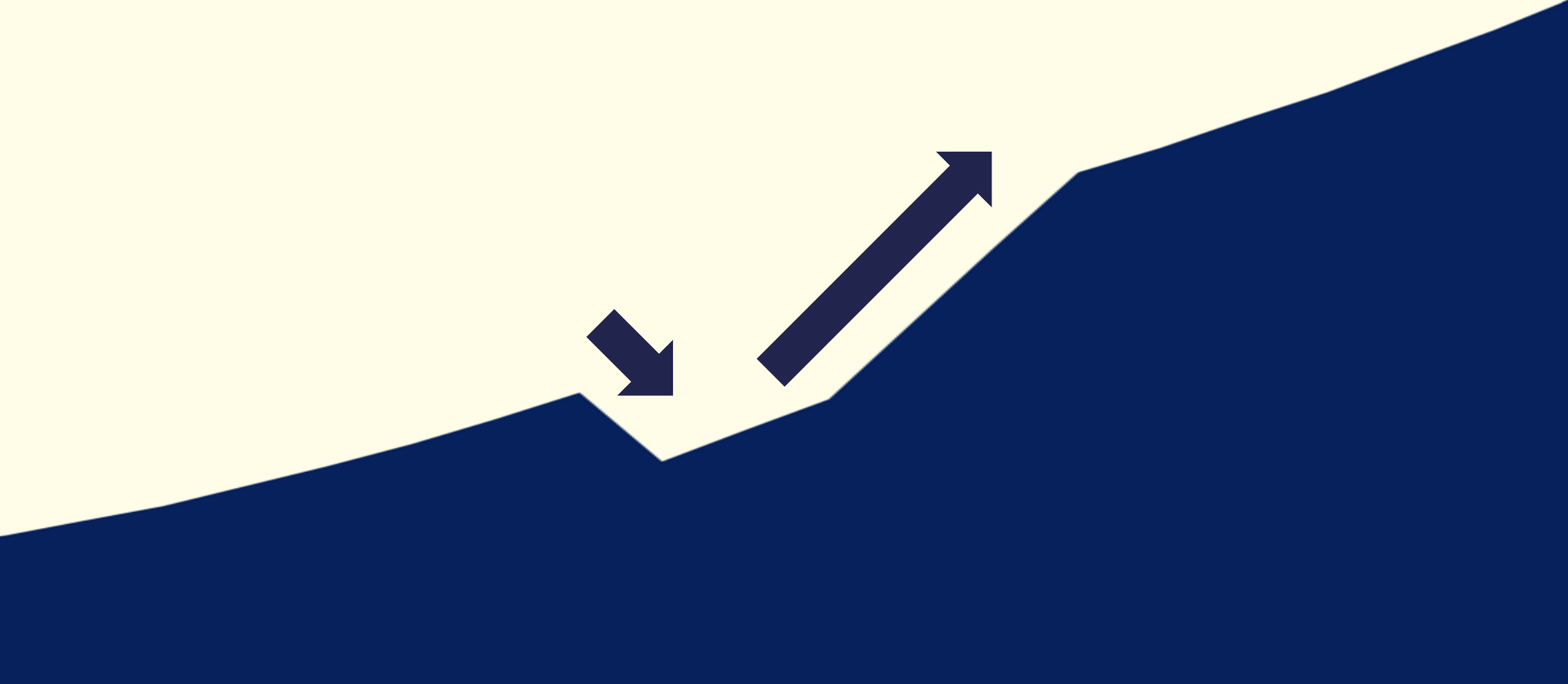
A person wearing a grey hoodie and a black beanie is seen from behind, raising their right fist high into the air. They are standing in a snowy city square with trees, streetlights, and a fountain in the background. The scene is hazy and snowy, suggesting a winter day. The text "_Change Gives Us__Opportunity to Improve_" is overlaid on the image in a teal and dark blue font.

_Change Gives Us__Opportunity to Improve_

Will You Get a Bump on the KPIs?



Good Results Are Earned Through Testing

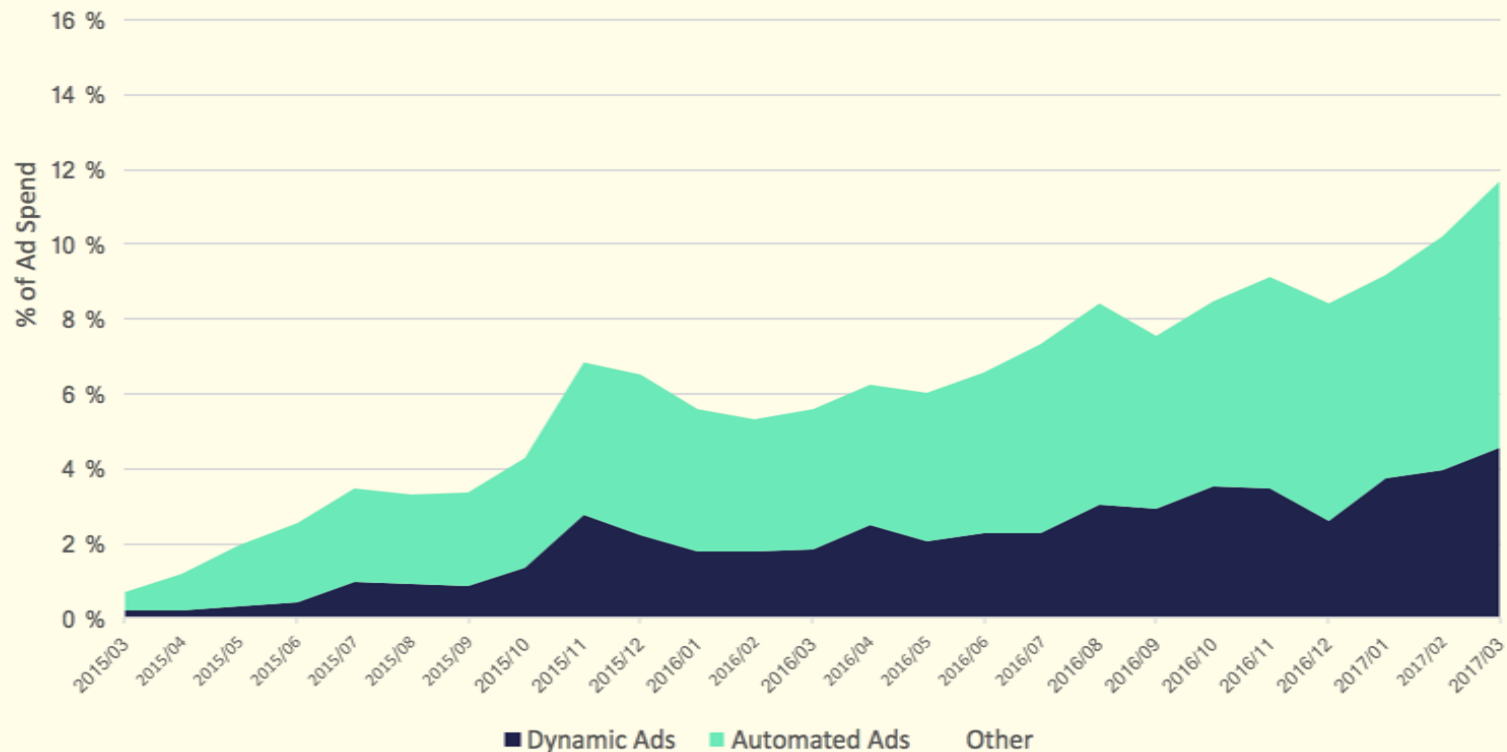




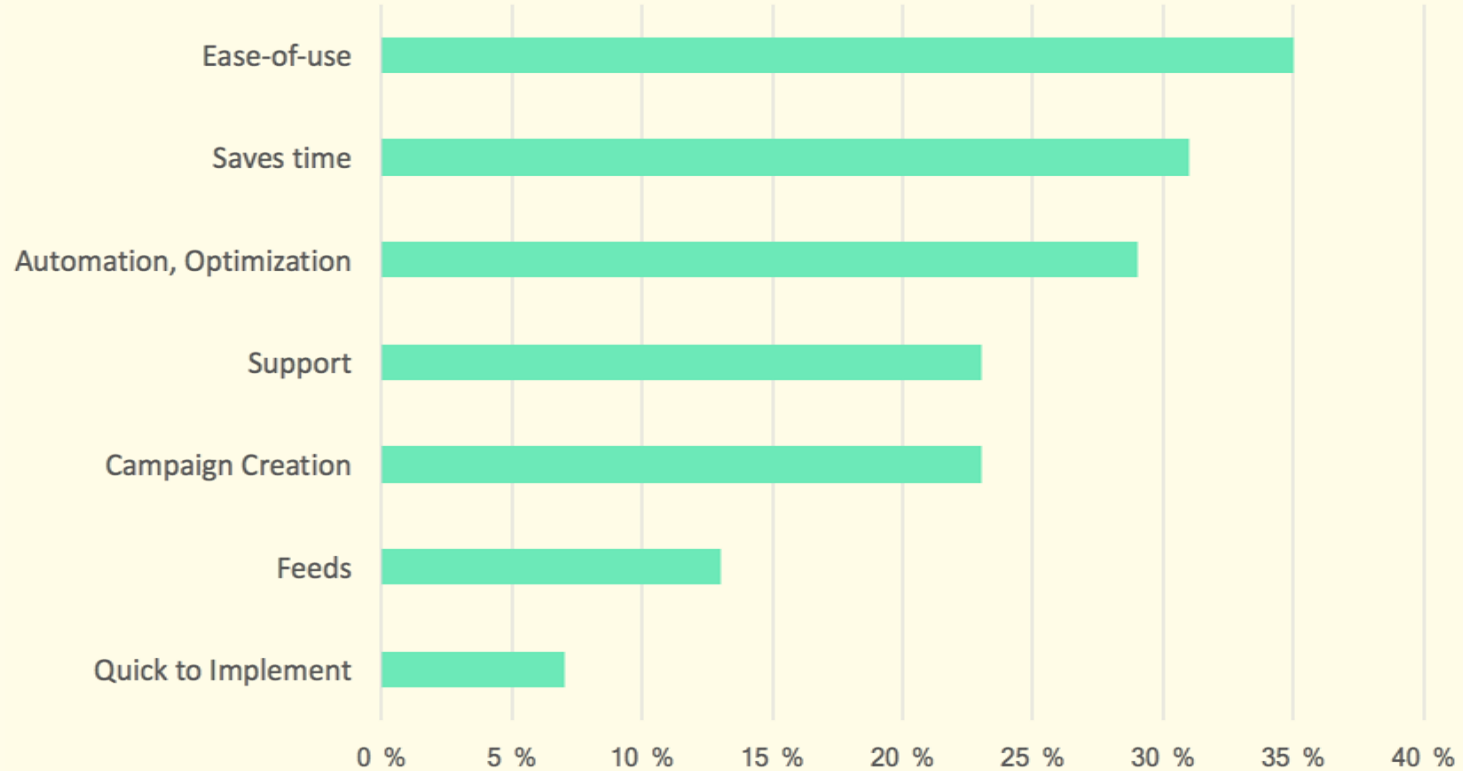
So, Which Role Do You Choose?



Automated Ad Creation is a Growing Source of Ads



Most Advertisers Value Automation and Saved Time



Use Automation to Become Fast Mover

Avoid Common Mistakes

- Do not try to “Beat the system”
- Do not focus on small, time consuming tweaks
- Do not act by gut feeling or estimate

and Find Success

- Trust and test best practices
- Focus on performance leaps
- Use systematic approaches or solutions

Facebook's optimization is really good!

Optimization & Delivery

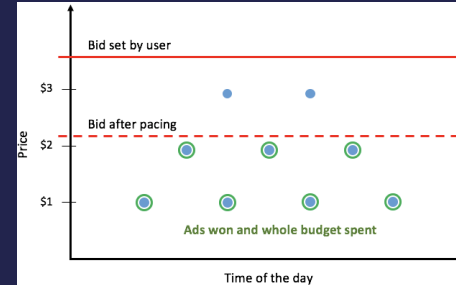
Optimization for Ad Delivery ⓘ **Conversions ▼**

Conversion window ⓘ **7 days click or 1 day view ▼**

Bid Amount ⓘ ☒ **Automatic** - Let Facebook set the bid that helps you get the most results at the best price.

☐ **Manual** - Set your target cost per result ⓘ

- Optimize towards real goal
- Max Conversion window for most data
- Start with Automatic Bidding



- Facebook Pacing allocates your spend across hours and days

Stop checking back on your campaigns all the time - let the rules do that

Create Rule

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. [Learn More](#)

Apply Rule To All active ad sets
Your rule will apply to ad sets that are active at the time the rule runs.

Action Turn off ad sets

Conditions ALL of the following match
Cost per Mobile App Install is greater than

Time Range Last 3 days

Attribution Window 1 day after viewing ad and 28 days after clicking on ad
[Change attribution window](#)

Frequency Continuously - This rule will run as often as possible (usually every 30 minutes).

Notification On Facebook - You'll get a notification when conditions for this rule are met.
☒ **Email** - Include results from this rule to an email sent once per day when any of your rules have conditions that are met or new rules are created.

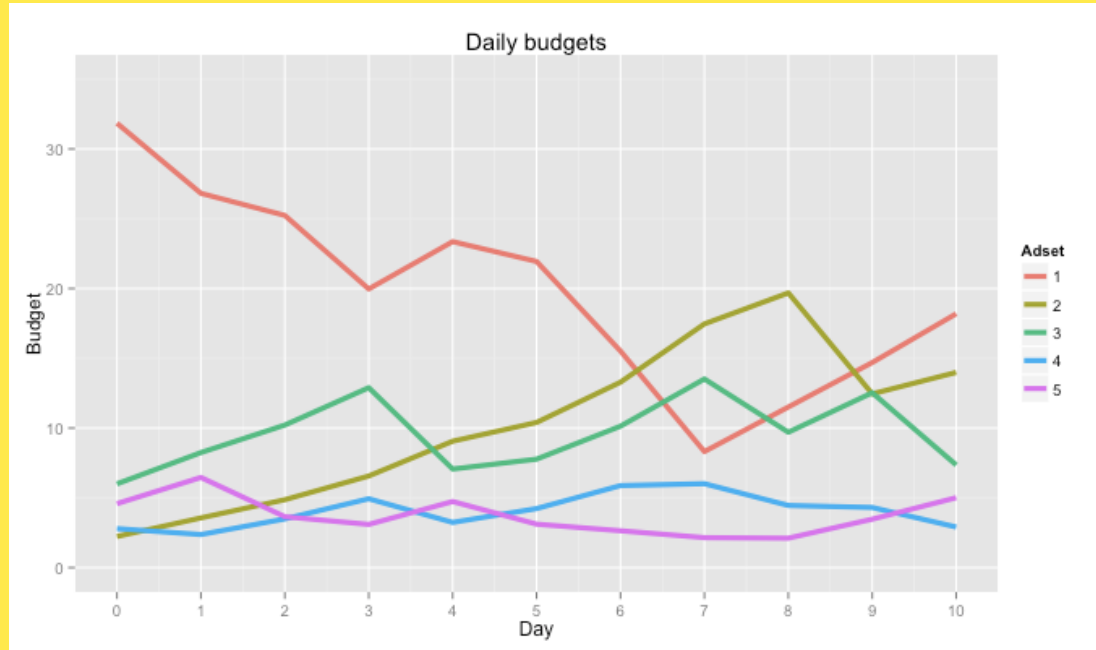
Subscriber Add Subscriber

Rule Name Rule Name

[Preview](#) Create at least one condition to see a preview of results. [Cancel](#) [Create](#)

- Stop-loss for ads and ad sets
- Increase bid and budget for more delivery
- Reduce budget to scale down bad performance
- Get notifications of interesting cases

Algorithms Solve Problems Efficiently at Bigger Scale



ZALORA



50 %

increase in
marketing volume

30 %

increase in ROI

Always-on and Dynamic campaigns save time

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 Like Page



San Francisco - US

Starting from €697.00

[Book Now](#)



Helsinki - Finland

Starting from €553.00

[Book Now](#)



Singapore - SG

Starting from €264.00

[Book Now](#)



Berlin - Germany

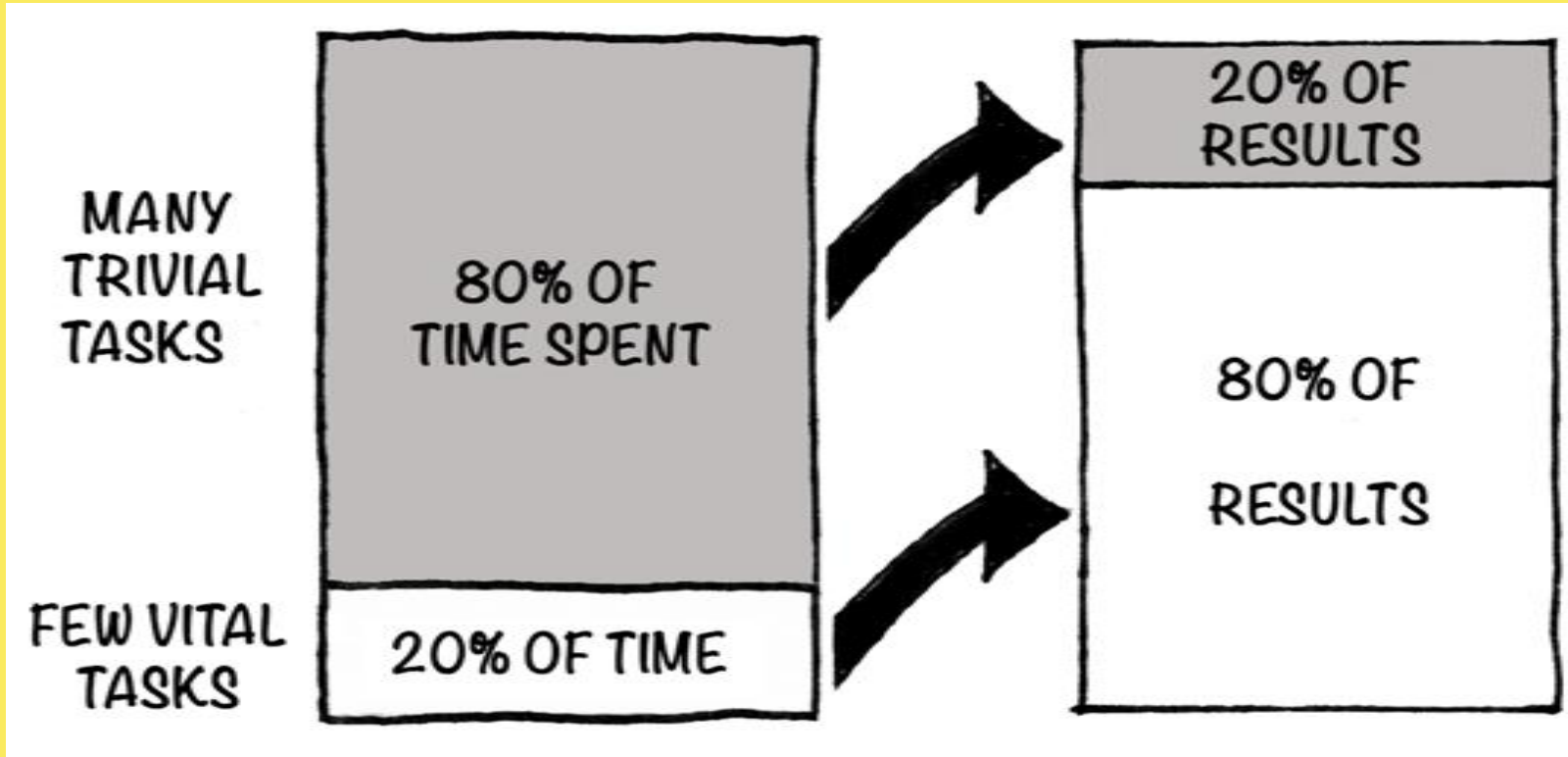
Starting from €209.00

[Book Now](#)

 Like  Comment  Share

Ads Can Be Generated Automatically Too

Automate to Prioritize Time



Why should
I get excited?



BEST SELLERS

S\$33



POMELO FASHION



**SAVE
55 %**

THB 252

VALENTINE'S DEALS 1-14 FEB

LIKE on *LOVE*

LAZADA

Create Beautiful & Context-Relevant ads



3x CTR

3x ROAS



SMARTLY.IO

Fast movers get an edge

But it requires testing
and commitment from
you

Automate manual work

And use time for more
important tasks

Find your solutions

Both Facebook and 3rd
parties offer tools for
more efficient
advertising