

How to Conduct Pre-Campaign Research

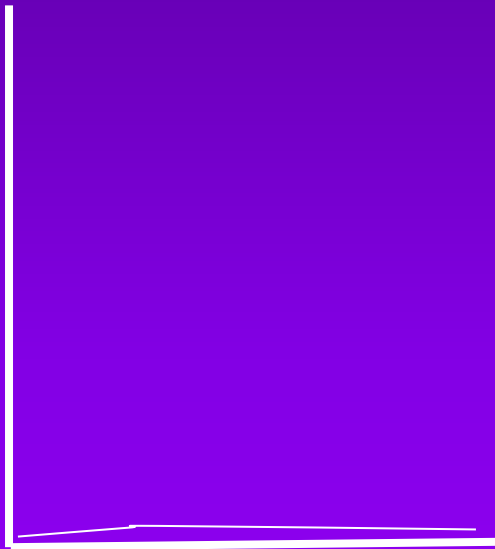
The 4 Phases in a Campaign

Phases	Input	Output
Pre-campaign Planning & Research	<ol style="list-style-type: none">1. Consumer Journey (Funnel)2. Asset Audience Analytics3. Channel Audience Analytics	<ol style="list-style-type: none">1. Persona2. Strategy (objective, product, comms, maturity/leakage)3. Media Plan
Campaign Setup	<ol style="list-style-type: none">1. Media Plan2. Creative	<ol style="list-style-type: none">1. Published Campaign
Campaign Reporting	<ol style="list-style-type: none">1. Sales, CRM, Web, Platform report	<ol style="list-style-type: none">1. Consolidated Report
Campaign Optimization	<ol style="list-style-type: none">1. Hypothesis	<ol style="list-style-type: none">1. Experiment on 4 variables

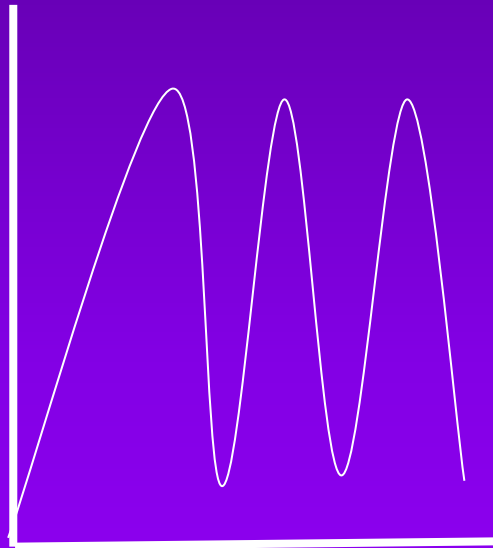
319³¹⁹
interests

5.119e+798 combinations

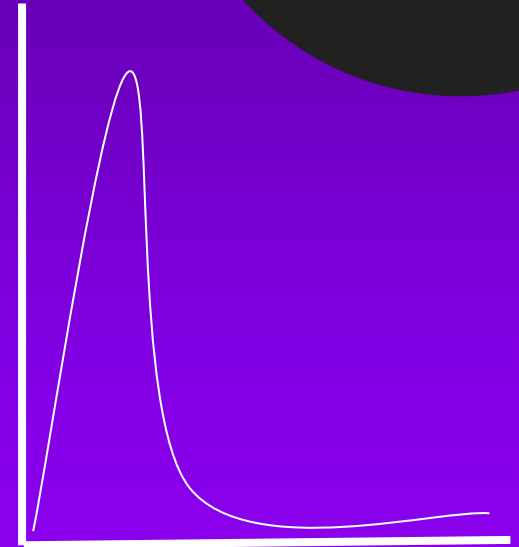
Common Problems



**The
Flying-Car
Curve**



**The
Hainanese
Curve**

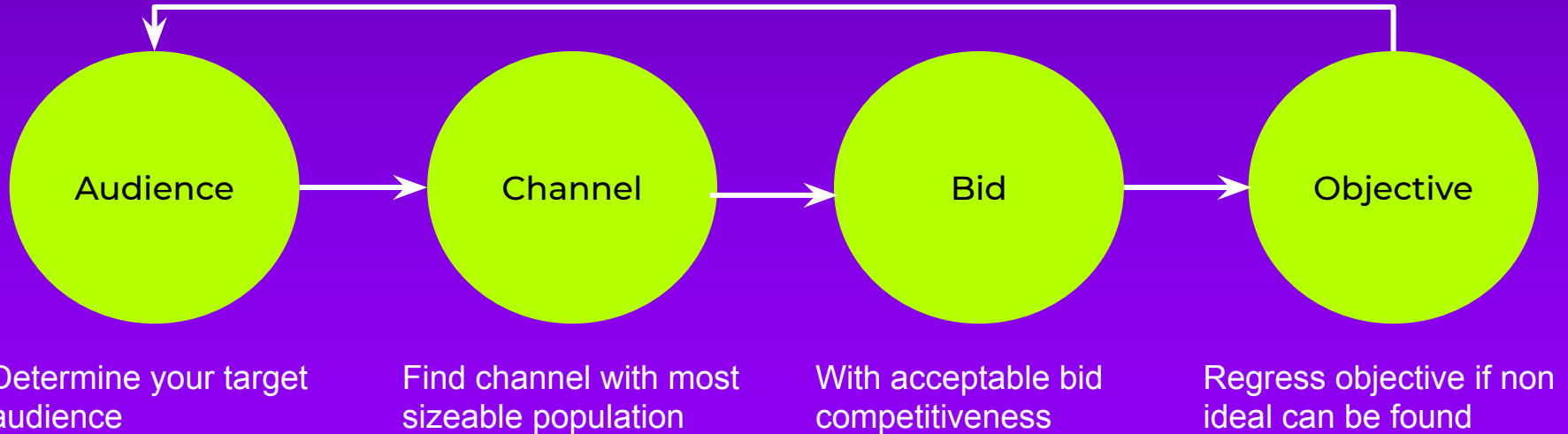


**The
Potong-Stim
Curve**

4 Variables Within a Campaign

Variables	Sub-Variables
Audience	<ul style="list-style-type: none">- population- probability
Bid	<ul style="list-style-type: none">- competitiveness
Channel	<ul style="list-style-type: none">- format- objective
Creative	<ul style="list-style-type: none">- segment- frequency

Least Effort

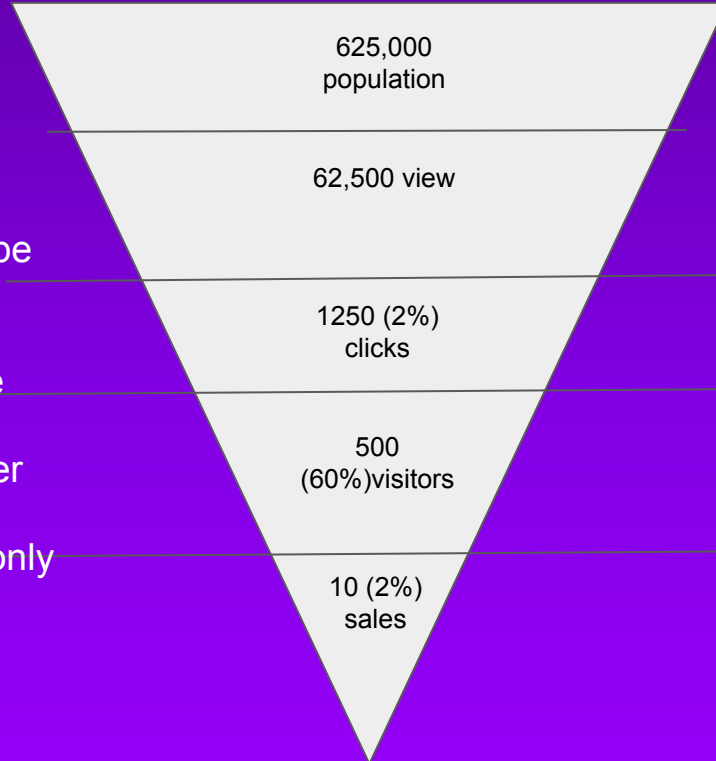


Least Effort - Maximum Return



Choosing your Objective & Segment

peasy



1. Top number must be higher than lower number
2. More steps = more leakages
3. More steps = higher intent
4. One phase affect only the next phase

Decide on:

1. Target Objective
2. Target Audience
3. Target Bid

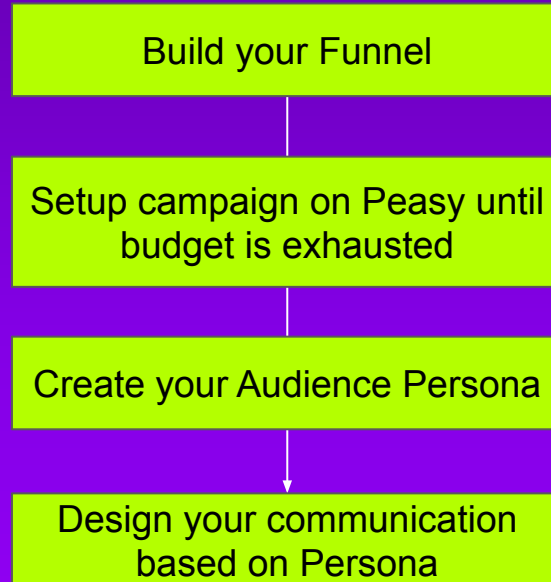
Campaign Planning in a Nutshell

No	Audience Segment	Population	Maximum Probability	Objective	Channel	CPX (RM)	Maximum Spent (RM)
1	Retarget viewing who didn't book	10,000	10	Conversion	Facebook	150 per conversion	1,500
2	Retarget viewing who didn't book	100,000	10	Conversion	GDN	300 per conversion	3,000
3	Lookalike audience who haven't register	1,000,000	100	Lead	Facebook	17 per lead	1,700
4	People who are actively looking to buy a home	3,000	30	Lead	Search	100 per lead	3,000
5	People who are actively looking to buy a home	300,000	300	Lead	Facebook	10 per lead	3,000
6	People who considering at buying a home	3,000,000	300,000	Click	Facebook	0.20 per click	60,000

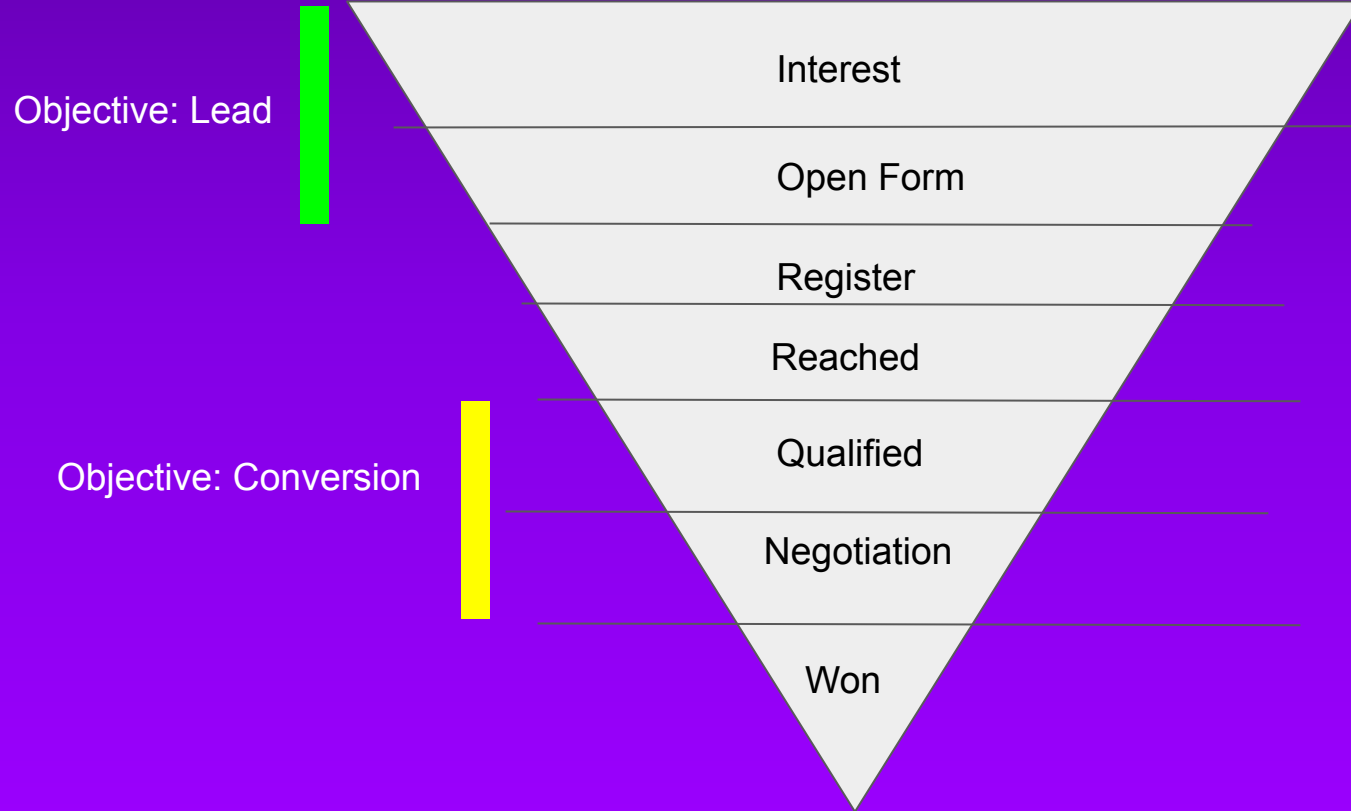
If I have RM 6,000 budget - 1,2,3

If I have RM 10,000 budget - 1,2,3,4,5

Campaign Planning using Peasy



Build your Funnel



Choosing your Objective & Segment



Type	Ad	Within FB	Web/App
Objectives	View, Reach, Clicks, Engagement	Lead, Reply	Lead, Conversion
Tech Requirements	-	Facebook Form & Messenger Setup	Pixel & Event
Minimum Count			50 event count per week
Minimum Audience Based	0	0	150

Audience

Targeting Specs

Demographic - age, gender, device, location, language

Detailed Targeting - interest, life event, employment, education, spending habit, behaviour, in market

Complex rules - Include, Exclude, Narrow

- Custom audience list more than 100
- Event count more than 50 per week
- LAL larger than 100,000 population

Targeting

Include:

1. Retarget people who did event N-1 (Negotiation)
2. Lookalike of people who did event N (Won)

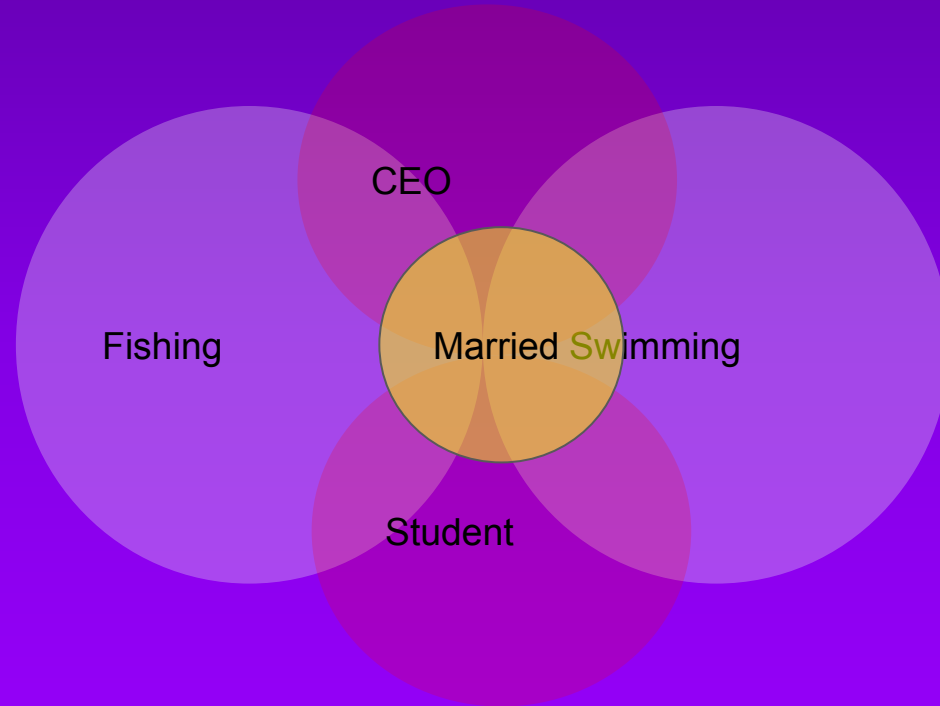
Exclude

1. People who had did event N (Won)

Target Event:

Won

Targeting



Targeting

Include	Narrow	Exclude
Swimming, Fishing	CEO, Students	Married
Population Increase	Population Increase	Population Decrease

- CEO who likes swimming but are not married (Y)
- CEO who likes swimming and fishing but are not married (Y)
- CEO who likes swimming or fishing but are not married (Y)
- CEO who like fishing but are married (N)
- Managers who like swimming or fishing but are not married (N)
- Student who like fishing or swimming but are not married (Y)

Potential Problem

Cause	Effect	Automatic Peasy-prevention
Overlap between audience (include,narrow) within a single Campaign	Campaign won't spend or bid is artificially boosted due to internal conflict	Yes, unless you had modified the audience manually.
Daily Servable Population size is too small to fit the campaign duration.	Campaign stop spending after awhile or refuse to even spend.	Yes, when you change the campaign duration - click on the "Recommend Audience button"
Daily Servable Population size is too small to fit the campaign budget.	Campaign volume target is not achieved.	Yes, when you change the campaign budget - click on the "Recommend Audience button"
No clear distinction between custom and lookalike exclusionary audience	Campaign refuse to spend	Yes, do not create your own uploaded list. Use the status properly and let Peasy do it for you.
Overlap between audience (include,narrow) between multiple Campaigns	All campaign performance drop or CPX is too high.	No. You need to manually ensure all of your campaigns does not target the same audience.