

<https://www.youtube.com/watch?v=S8IXMGq7JnY>

BIG Mistakes / CRAZY THINGS Alex is seeing

- ! Only 1 giant Campaign
- ! Retargeting Campaigns
- ! Decide on Last Click / Roas on Ad level
- ! 1000 AI Ads and feeding every Week 50 new Ads

What Works:

- Find best pitch - and Create AI Angles that are most Attention grabbing
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Important: "THE SYSTEM" - Always judge the whole System - A System consists of multiple ads

"the system of multiple Ads working together will beat every single ad"

The Ads in one Campaign work together as a Funnel itself
This is "THE SYSTEM"

No Retargeting.

Have 1 System per type of buyer (Every ICP react different / to different Angles)

Find the 1 Ad Skript / Hook / Body that converts and create more angles using AI

Step 1: System for each Customer Profile

Step 2: When Meta is not the last Click - still attribute the sales to the last Ad on meta

Step 3: Keep the Adsets on a lower Daily spend than the Audiences Threshold

5-8 "good Enough" Ads - remember The System is stronger than a single ad

Top of Funnel Ad (TOF): UGC Ad - test different Hooks is based on pains - desires - what hits / agitates the audience the most - 3 Different videos in Flex Ad

Make static ads from the Winner and add it to Top of the funnel

Next Ad -> Still talking about the Problem but mention the Produkt/Solution way more

Retargeting Ad - Straight up offer - "say what we do / offer"

4th Ad - Client Result + Video Ads / + Make Static of all client results

5th Ad is the Objection Ad

Offer Ad - Big Reel ad / Would count also as static image Ad (rip off from Viral Coach)

Make 1 Landingpage for 1 Type of Buyer

How to Setup and Optimize

Campaign For Buyer Profile

- 3 Adsets

- 1 Ad - with 3 Ads in it as Flex Ad

Take Working Ads into Seed-dance to create AI Versions of the Ads

Q: He says he tests and some do better - considering which metric?

Q: Is Meta creating the "funnel" within adsets or within Campaigns

Q: Frontload Attribution - Does this work:

RE the front-loading the pixel fast - Will you go over this how it looks in practice in the Q&A?

One way I can think of is instead of optimising for lead / Survey or Call conversions is optimizing for purchase / revenue conversion and assign values to each stage.

Then assign the calculative value considering conversion rates

Example on a 10k product 20k LTV in the next 2 years:

Qualified Survey filled: 250\$ conversion send to the pixel

Call Show: 750\$

Gold Standard Call Show: 5.000\$ (considering Gold Standard Close Rate is 50%)

Close: 10.000\$

Gold Standard Close: 20.000\$ (Assign the whole LTV upfront)

Is this kind going into the right direction?

Q: Why are the Ads on the Account "Alex Becker" Inactive

For Q2 - this 3 Adsets you create, with each 1 Flex Ad in it, this is solely for testing new Angles of the working Video-Script - correct? Ones you find a new winner you shove it into the main Adset.

And For Q6 - We are not testing any Audiences anymore? I have one audience targeting interest that I'm using since 3 years, has seen 800.000\$ Adspend across multiple campaigns that always outperforms the open targeting - I'm trying to piece that together with the new information. But I'm also testing with duplicate Adsets within the same CBO Campaign.

Q: Is Creating a new Account and new pixel a strategy to pivot from too high CPM, Lead cost and bad quality leads? - Or Rather fix the AI-Targeting of current account by frontloading the pixel