



Checklist 16 - How To Split Test Facebook Ads

Project Name: _____

Date: _____

Yes No

Split testing is something that is required to be used in order to know the performance of an Ad, so of course, you can use it to test which type of ads can be best for your campaign. This method requires producing various similar versions of the same ad in order to test which one of those versions will be helping in the campaign better. Following are the ways to split test Facebook ads:

Create an Ad:

1

First of all, you have to be familiar with the ways by which a Facebook ad is created, and you have to know how to use Ads Manager.

2

First, create an ad and then go to the ads manager to edit its settings.

3

In the ads manager, you'll see a green button saying "create ad", choose it.

4

A few ad objectives will be revealed to you in a drop-down menu after this.

5

Choose any one of the objectives from them.

Start Testing:

Notes



Checklist 16 - How To Split Test Facebook Ads

6

Now that you've created a Facebook ad and have set your campaign objectives, it's time to start split testing.

7

Start by creating pairs of a single ad and compare them with each other.

8

Change any one element of one ad and test its performance in contrast to the other one.

9

You can either change the description or image of both ads and test which one of them provides you with more traffic.

10

You can also target your audience by using advanced targeting techniques from your ads manager.

11

Identify which ads targeted more audience to your website.

12

You can also view the response of audience to various ads which can help you in identifying the most suitable ad for your Facebook campaign.

13

In another way, you can create a custom audience in your ads manager and send your ads to them.

14

Now see their response to each ad.

Notes



Checklist 16 - How To Split Test Facebook Ads

15

After split testing, you'll be able to identify those ads that target more audience for you.

16

Start working more on such ads that attract more traffic.

17

Stop wasting time on those ads that are not liked by the audience.

18

Split testing will provide you with the final results that you'll be able to incorporate in your campaign.

Notes