

Hi there from the Golden Accs team! Recently, we've been receiving quite plenty of questions about scaling Facebook campaigns. So we decided to write an article in which we will reveal this issue in more detail. Of course, it is impossible to cover the topic of scaling in one article, but we will try to convey the essence that we have understood after 5+ years of experience with Facebook.

So, let's say you've found a profitable creative, settled the issue with the accounts (I remind you that you can order any number of Facebook trust accounts from us), then the process of scaling goes on.

What mistakes can you make at this stage?

1. You have a profitable 25\$ adset that brings 100 leads a day. You raise your budget up to \$250 hoping that you will get 1000 leads but you get much less plus a decreased conversion rate. Why? This move, after which the learning process is lost, is too abrupt for the Facebook algorithm. The algorithm simply does not have time to find the right audience for you, so it leads all sorts of low-grade traffic to meet the budget limit pre-set by you. Here is a working strategy if you work, for instance, with mobile applications. Suppose you have a creative with a high ctr rate, you can greatly increase the budget, and go into the red but gain benefit subsequently since Fb will optimize the campaign better with every day. By the way, you may be banned for a sharp increase in the budget on a new account. Previously, the following thing worked: you set campaign on whitehat offer, sharply increase budget to 500-600\$, get banned, after you unban it (cause you have whitehat), change the creative to blackhat, and spend 500-600\$ on blackhat from second day of ad account life.
2. You have a small audience (it should preferably start from 1 million).
3. You don't have a working creative. I think everything is clear here and there's no point in scaling something that does not bring money. Also, keep in mind that creatives burn out over time, so they need to be changed periodically. Ideally, you should have several creatives in your arsenal to fit different audiences.

So what are the scaling ways?

Increasing the daily budget of the adset

A classic way to increase your budget. If you have a profitable adset with a budget of \$20 per day and you want to increase the budget, you can increase it by 10-15% no more than once a day (preferably once per 2-3 days). In the ideal case, 90-95% of the previous day's budget is operated at the same time. With this scaling, the optimization will fail less often. Keep in mind that the smaller your audience is, the higher the chance that an increase in the budget will cause an increase in the cost of the lead is. If the cost of the lead increased and did not return to normal after 2-3 days, make a rollback on the budget to the previous stage and work with another adset.

Duplicating a campaign/adset

Another working method since Facebook will take into account the audience of the 1st campaign in the new one. With this approach, it makes sense to slightly edit the duplicate target so that it gets enough coverage. We keep 5-6 duplicates in one account. Of course, duplicates should be done gradually.

Creating multiple campaigns for different segments

This scaling option should be in the arsenal of every media buyer. It involves splitting your audience into small segments and creating several campaigns for each segment, reducing your budget. In this case, you can further personalize each segment:

1. For a specific city (photo of the city/mentioning in text).
2. For a certain age.
3. For the placement.
4. For the interests. For instance, someone celebrates their Birthday in a certain month. In the text, we can specify "For those who have a Birthday in March..."

You can also create separate campaigns for different retargeting bases. Let's say you have an eCommerce store that has \$2-3K being operated and where many different events are tracked. You create campaigns with retargeting on those who:

- Added an item to the shopping cart;
- Made the payment;
- Passed the registration;
- Viewed a certain product (they've got interested in it already, so after a while, due to advertising, they can be offered the same product at a discount);
- Retargeting of people who visited your fan page
- If you launch a video, you can retarget those who viewed 75% of the video
- ...

There are a lot of options, it all depends on your imagination. Similarly, you can use the Look-a-like audience (1-2% of your main audience).

Creating campaigns with other goals

Have you tried launching campaigns on a messenger? It fits great for many verticals. At one time, we had lots of sweepstake campaigns with funnels on Facebook

Messenger created with Manychat. By the same token, you can launch a campaign for conversions after campaigns for traffic. Or campaigns for watching videos to gather an audience. In some cases, campaigns with a lead form work out.

Scaling by accounts

100 accounts, several working campaigns, and some api launcher like Dolphin or Adspower work wonders. In this case, the audience burns out more and will have to change creatives with greater frequency. It saves a lot of time, but it does not fit all themes. For example, if you work with apps (gambling), scaling via the API to hundreds of accounts is ideal but it will not always work on the same crypt since there you need to perform more actions inside the account. Many of our clients take 20-30 accounts a month and calmly operate large amounts due to this method of scaling.

Scaling a campaign with manual bidding

1. We select adsets in which the cost of the target action is satisfactory for us.
2. We increase the lead price by 10-20%.
3. We increase the daily budget by 15-30% on the same days. Let me remind you that we work with a daily budget since Facebook distributes funds in the budget for the action duration in a strange way and the result jumps a lot, so it is difficult to track the effectiveness.

This method works well when you clearly know what your lead cost is and it is easier for you to pay 10-20% more but then get several times more leads.

That's it! We'll add more articles on other topics soon.

P.S: We recommend that you study [Facebook help](#) well, you will find a lot of secrets there.