Campaign Automization

Bulk creation, rules & API

userlutions
No more issues organising testers, hardware and rooms

Test target audiences

Document and prioritise generated insights

Virtual eye-tracking and quantitative metrics

Generate your own highlight-video for presentations

Share your results with colleagues

Optional: Let experts analyze your tests
What you can expect

1. Automation Goals
2. Types of Automation
3. Automated Rules
4. Bulk Edits
5. Automated Ads
6. Additional Automations
7. API
Goals of Automation

- Scalability
- Increase your efficiency
- Decrease monkey work
- Increase data transparency
Facebook Types of Automation

- Automated Rules
- Bulk Edits
- API
- Drittanbieter-Integrationen
- Scheduling
- Ad flighting & sequencing
Automated Rules in a Nutshell

- Turn off campaigns, ad sets, ads
- Send a notification
- Adjustments to budget, bids
- Criteria to trigger
- Action to take
- Where to apply
Limitation to Automated Rules

- 250 rules in one account
- One of each conditions per rule
- Only same level associations
- No rules for political ads
Create Rule

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. Learn More

Apply Rule To: All active ad sets

Action:
- All active campaigns
- All active ad sets

Conditions:
Cost Per Result is greater than

Time Range: Lifetime

Attribution Window: Account Default

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).
- Daily at 12:00AM Berlin Time
- Custom - Edit custom schedule

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: Dennis Fäckeler

Rule Name: Rule Name

Only same level associations
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 Result is greater than

Time Range: Lifetime

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Subscriber: Dennis Fackler

Rule Name: Rule Name

Cancel  Create
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:
- Turn off ad sets
- Turn on ad sets
- Send notification only
- Adjust budget
- Adjust manual bid

Schedule:
- Continuously - Rule runs as often as possible (usually every 30 minutes).
- Daily at 12:00AM Berlin Time
- Custom - Edit custom schedule

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: Dennis Fäckeler

Rule Name:

Cancel  Create
Adjusts budget based on difference to target value.
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: Scale daily budget by target field

Only ad sets with daily budgets can be managed by this rule action.

Target Field: CPA

Target Value for Target Field: €20.00

Daily Budget Range: £50.00 to €200.00

Action Frequency: Default

Conditions: ALL of the following match

Cost Per Result is greater than

Time Range: Lifetime

Attribution Window: Account Default

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).

Daily at 12:00AM Berlin Time

Custom - Edit custom schedule

Notification: On Facebook - You'll get a notification when conditions for this rule are met.

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Target Value for Target Field: €20.00

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Action Frequency: Default

Conditions: ALL of the following match
Cost Per Result: is greater than

Time Range: Lifetime

Attribution Window: Account Default

Schedule:
- Continuously - Rule runs as often as possible (usually every 30 minutes).
- Daily at 12:00AM Berlin Time
- Custom - Edit custom schedule

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.
Rule can only fire once in selected timeframe independent from selected schedule.
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: Scale daily budget by target field

Only ad sets with daily budgets can be managed by this action.

Target Field: Cost per Mobile App Install

Target Value for Target Field: 0.00

Daily Budget Range: to

Action Frequency: Default

Conditions: ALL of the following match

Cost Per Result is greater than...

Time Range: Lifetime

Attribution Window: Account Default

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).

Daily at 12:00AM Berlin Time

Custom - Edit custom schedule

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.

Add Rule
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 must match

Cost Per Result is greater than

Time Range: Life

Attribution Window

Schedule

Continuously - Rule runs as often as possible (usually every 30 minutes).

Daily at 12:00AM Berlin Time

Custom - Edit custom schedule

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

Dennis Fäckeler
Add Subscriber

Rule Name

Rule Name

Create
<table>
<thead>
<tr>
<th>Available Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost per Add of Payment Info</strong></td>
</tr>
<tr>
<td><strong>Cost per Add to Cart</strong></td>
</tr>
<tr>
<td><strong>Cost per Add to Wishlist</strong></td>
</tr>
<tr>
<td><strong>Cost per Registration Completed</strong></td>
</tr>
<tr>
<td><strong>Cost per Checkout Initiated</strong></td>
</tr>
<tr>
<td><strong>Cost per Lead</strong></td>
</tr>
<tr>
<td><strong>Cost per App Install</strong></td>
</tr>
<tr>
<td><strong>Cost per Purchase</strong></td>
</tr>
<tr>
<td><strong>Cost per Result</strong></td>
</tr>
<tr>
<td><strong>Website Content Views</strong></td>
</tr>
<tr>
<td><strong>CPM (Cost per 1,000 Impressions)</strong></td>
</tr>
<tr>
<td><strong>CPM (Cost per 1,000 Impressions)</strong></td>
</tr>
<tr>
<td><strong>Estimated Budget Spending</strong></td>
</tr>
<tr>
<td><strong>Hours Since Creation</strong></td>
</tr>
</tbody>
</table>

| **Frequency** |
| **Impressions** |
| **Reach** |
| **Results** |
| **Name in UI** |
| **Objective** |
| **Start Time** |
| **Stop Time** |
| **Buying Type** |
| **Billing Event** |
| **Optimization Goal** |
| **Results** |
| **Daily Budget** |
| **Lifetime Budget** |

| **Spend Cap** |
| **Bid Amount** |
| **Created Time** |
| **Updated Time** |
| **Placement** |
| **Budget Type** |
| **Hours Since Creation** |
| **Estimated Budget Spending %** |
| **Audience Reached %** |
| **Active Time in Seconds** |
| **Current time in seconds** |
Create Rule

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. Learn More

Apply Rule To: All active ad sets

Action: Turn off ad sets

Conditions: ALL of the following match

Cost Per Result is greater than

Time Range: Lifetime

Attribution Window: Custom - Edit attribution window

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).

Notification: On Facebook - You'll get a notification when conditions for this rule are met.

Subscriber: Dennis Fäckeler

Rule Name

Attribution Window Settings

Adjust the settings to create a custom attribution window for your rule.

AFTER VIEWING AD

- None
- 1 Day
- 7 Days
- 28 Days

AFTER CLICKING AD

- None
- 1 Day
- 7 Days
- 28 Days
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 Result is greater than

Time Range: Lifetime

Attribution Window: Account Default
Custom - Edit attribution window

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).
Daily at 12:00AM Berlin Time
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Subscriber: Dennis Fäckeler
Add Subscriber

Rule Name: Rule Name

Cancel Create
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 Result is greater than

Time Range: Lifetime

Attribution Window: Account

Schedule: Continuously - Rule runs as often as possible

Notification: On Facebook - You'll get a notification

Subscriber: Dennis Fäckeler

Rule Name: Rule Name

Custom rule schedule

Adjust rule schedule to run on specific days and specific times of the day. If start and end time are the same then the rule will run once per day. All times are in Berlin Time.

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Close
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 Result is greater than
- Time Range: Lifetime

Attribution Window: Account Default

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).

- Daily at 12:00AM Berlin Time
- Custom - Edit custom schedule

Notification: On Facebook - You'll get a notification when conditions for this rule are met.

- Email - Include results from this rule in an email sent once per day when any of your rules have conditions that are met or new rules are created.

Subscriber: Dennis Fäckeler

Rule Name: Rule Name

Cancel  Create
What can I do with those rules?
### Automated Rule Examples

<table>
<thead>
<tr>
<th>Alerts</th>
<th>Optimization</th>
<th>Scheduling</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Underpacing Ad Sets</td>
<td>Prevent ad fatigue</td>
<td>Decrease budget on weekends</td>
<td>Ad rotation rules</td>
</tr>
<tr>
<td>Spend too high with no conversions</td>
<td>Increase ad budget based on ROAS</td>
<td>Increase budget on Wednesdays</td>
<td></td>
</tr>
<tr>
<td>Frequency too high</td>
<td>Pause non-performing ad sets</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Budget allocation</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Increase bid if delivery is low</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Avoid wasted ad spend</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Automated Rule Types

<table>
<thead>
<tr>
<th>Alerts</th>
<th>Optimization</th>
<th>Scheduling</th>
<th>Testing</th>
</tr>
</thead>
<tbody>
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<td></td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Avoid wasted ad spend</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Alert: Spend too high with no conversions
Optimization: Prevent Ad Fatigue

Create Rule

Automatically update campaigns, ad sets or ads in bulk by creating automated rules. Learn More

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

Action: Turn off ads

Conditions: ALL of the following match
Frequency: 3

Time Range: Lifetime

Attribution Window: Account Default

Schedule: Continuously - Rule runs as often as possible (usually every 30 minutes).
Daily at 12:00AM Berlin Time
Custom - Edit custom schedule

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

Subscriber: Dennis Fäckaler

Rule Name: Rule Name

Cancel  Create
Optimization: Prevent Ad Fatigue

Data from 2019


Data from 2016

https://adespresso.com/blog/overcome-ad-fatigue-keep-cpa-down/
Optimization: Increase Ad Budget based on ROAS
Optimization: Increase Ad Budget based on ROAS
Rule Hack: Multi-ruling

Rule #1
Increase budget by 50%
If CPC < 0.15€

Rule #2
Decrease budget by 50%
If CPC > 0.25€

Rule #3
Stop ad set
If CPC > 0.30€
CPC vs. CPA optimization

- CPC matters not as much as CPA
- Depends on the business model
- Take retention into account
Purchase
AddPaymentInfo
InitiateCheckout
AddToCart
View
Search

40%
60%
70%
50%

8,40€
CPA
(CPC)

21€
CPA

35€
CPA

Ø 50€
→ 100€ CAC
ROAS: 0,5
More Advanced Rules with third parties
Bulk Edits
# Bulk Edits in Ads Manager

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Ad set</th>
<th>Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Find and Replace</td>
<td>Find and Replace</td>
<td>Find and Replace</td>
</tr>
<tr>
<td>Budget</td>
<td>(Budget)</td>
<td>Page</td>
</tr>
<tr>
<td>Spending Limit</td>
<td>Start Date</td>
<td>Primary Text</td>
</tr>
<tr>
<td></td>
<td>End Date</td>
<td>Website URL</td>
</tr>
<tr>
<td></td>
<td>Minimum Spend Limit</td>
<td>Display Link</td>
</tr>
<tr>
<td></td>
<td>Maximum Spend Limit</td>
<td>Headline</td>
</tr>
<tr>
<td></td>
<td>Age</td>
<td>Landing View</td>
</tr>
<tr>
<td></td>
<td>Gender</td>
<td>Description</td>
</tr>
<tr>
<td></td>
<td>(Delivery Optimization)</td>
<td>Call to Action</td>
</tr>
<tr>
<td></td>
<td>(Bid Strategy)</td>
<td>URL Parameters</td>
</tr>
<tr>
<td></td>
<td>Billing Event</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(Delivery Type)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Placements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Devices</td>
<td></td>
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<tr>
<td></td>
<td>Mobile Device Types</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(OS Versions)</td>
<td></td>
</tr>
<tr>
<td>Current Text</td>
<td>New Text</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------------</td>
<td>-------------------------------</td>
<td></td>
</tr>
<tr>
<td>Traffic: Tester Recruiting</td>
<td>Traffic: Tester Acquisition</td>
<td></td>
</tr>
<tr>
<td>Ad Conversions Submit Application: Tester Recruiting</td>
<td>Ad Conversions Submit Application: Tester Acquisition</td>
<td></td>
</tr>
<tr>
<td>Ad Conversions Complete Registration: Tester Recruiting</td>
<td>Ad Conversions Complete Registration: Tester Acquisition</td>
<td></td>
</tr>
<tr>
<td>Reach: Tester Recruiting</td>
<td>Reach: Tester Acquisition</td>
<td></td>
</tr>
</tbody>
</table>

"Recruiting" appeared in 5 of 7 objects

It will be replaced by "Acquisition"
### Campaign Budget Optimization

#### Campaign Budget

<table>
<thead>
<tr>
<th>Campaign Name</th>
<th>Amount Spent</th>
<th>Campaign Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job: Tester Recruiting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traffic: Tester Recruiting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Conversions Submit Application: Tester Recruiting</td>
<td></td>
<td>Daily Budget: €200.00</td>
</tr>
</tbody>
</table>
Bulk Edits mit Excel
<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
<th>N</th>
<th>O</th>
<th>P</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Campaign ID</td>
<td>Campaign Name</td>
<td>Status</td>
<td>Campaign Object</td>
<td>Buying Type</td>
<td>Campaign Spend</td>
<td>Campaign Days</td>
<td>Campaign Lifespan</td>
<td>Campaign Blc Tags</td>
<td>Product Category</td>
<td>Campaign Platform</td>
<td>Ad Set ID</td>
<td>Ad Set Run Status</td>
<td>Ad Set Name</td>
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<tr>
<td>2</td>
<td>cg:43246372</td>
<td>Ad Conversio PAUSED</td>
<td>Conversions</td>
<td>AUCTION</td>
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<td>300</td>
<td>Lowest Cost</td>
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<tr>
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<td>Ad Conversio PAUSED</td>
<td>Conversions</td>
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<td>Lowest Cost</td>
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<td>Conversions</td>
<td>AUCTION</td>
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<td>310</td>
<td>Lowest Cost</td>
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<td>100</td>
<td>Lowest Cost</td>
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<tr>
<td>9</td>
<td>cg:43246372</td>
<td>Job: Nebenjo PAUSED</td>
<td>Conversions</td>
<td>AUCTION</td>
<td></td>
<td>310</td>
<td>Lowest Cost</td>
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<td>10</td>
<td>cg:43246372</td>
<td>Job: Tester Re PAUSED</td>
<td>Conversions</td>
<td>AUCTION</td>
<td></td>
<td>300</td>
<td>Lowest Cost</td>
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<td></td>
</tr>
<tr>
<td>11</td>
<td>cg:43246372</td>
<td>Job: Tester Re PAUSED</td>
<td>Conversions</td>
<td>AUCTION</td>
<td></td>
<td>220</td>
<td>Lowest Cost</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>cg:43246372</td>
<td>Reach: Tester PAUSED</td>
<td>Reach</td>
<td>AUCTION</td>
<td></td>
<td>100</td>
<td>Lowest Cost</td>
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</tbody>
</table>
Bulk Edit in Excel: Interest splitting

Detailed Targeting

Include people who match

Interests > Additional Interests

Hockey
Ice
Lipstick

Add demographics, interests or behaviors

Suggestions | Browse

[{
"interests":[
{"id":"6003326098406","name":"Ice"},
{"id":"6002926351162","name":"Hockey"},
{"id":"6003137808261","name":"Lipstick"}]
}]

[{
"interests":[
{"id":"6003326098406","name":"Ice"},
{"id":"6002926351162","name":"Hockey"},
{"id":"6003137808261","name":"Lipstick"}]
}]}
1. All columns need to be filled, just copy from the original ad set
2. Leave ad set id blank, but give it a new name
3. Leave ad id blank, but give the ads a name
Import Ads

File   Images   Videos

○ Text or Excel file   ○ Copy and paste

Campaign ID  Campaign Name  Campaign Status  Campaign Objective  Buying Type  Flexible Inclusions
Campaign Spend Limit  Campaign Daily Budget  Campaign Lifetime Budget  Campaign Bid Strategy  Tags
Ad Set ID  Ad Set Run Status  Ad Set Name  Product Catalog ID  Campaign Page ID  Ad Set Lifetime Impressions
Ad Set Time Start  Ad Set Time Stop  Ad Set Daily Budget  Destination Type  Ad Set Lifetime Budget  Rate
Card  Ad Set Schedule  Use Accelerated Delivery  Frequency Control  Ad Set Minimum Spend Limit  Ad Set
Maximum Spend Limit  Link Object ID  Optimized Conversion Tracking Pixels  Optimized Custom Conversion ID
Optimized Pixel Rule  Optimized Event  Link Application ID  Product Set ID  Place Page Set ID  Object Store
URL Offer ID  Offline Event Data Set ID  Countries Cities  Regions  Electoral Districts  Zip  Addresses

Close  Import
Limitations of Bulk Edits

- Gives an error for dynamic product ads
- Upload and download not reliable over 250 rows
Automated Ads

- Multiple versions of your ad
- Tailored audience suggestions
- Recommended budget that generates results
- Timely notifications about your ads
# Automated Ads vs Boosted Posts

<table>
<thead>
<tr>
<th>Boosted Posts</th>
<th>Automated Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Post from your timeline with applied budget that appears as ad</td>
<td>Simplified ad that is supposed to optimize itself over time</td>
</tr>
<tr>
<td>Main goal: Increase engagement</td>
<td>Main goal: Defined in settings, can be conversions</td>
</tr>
<tr>
<td>Maximizes ad visibility</td>
<td>Finding the right ad creative, placement and audience to yield the best results</td>
</tr>
<tr>
<td>Grow your audience</td>
<td></td>
</tr>
<tr>
<td>Lack of control</td>
<td></td>
</tr>
</tbody>
</table>
How would you like to grow your business?

Creating an ad helps you get more of the business results you want.

- **Get Started With Automated Ads**
  Get personalized ads that adjust over time to help you get better results

- **Get More Website Purchases**

- **Boost a Post**

- **Get More Leads**

- **Get More Messages**

- **Promote Your Page**

- **Promote Your Business Locally**

- **Build Your Business**

- **Get More Website Visitors**

Help Center
Overlap Exclusion
### Custom Audiences

**INCLUDE** people who are in at least **ONE** of the following:

<table>
<thead>
<tr>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 search visitor but no viewed details - hamburg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visited Hamburg Search but no request</td>
</tr>
</tbody>
</table>

| Add Custom Audiences or Lookalike Audiences                            |

### EXCLUDE** people who are in at least **ONE** of the following:

<table>
<thead>
<tr>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBN last 30 days</td>
</tr>
<tr>
<td>CBN last 7 days</td>
</tr>
<tr>
<td>CBN last 90 days</td>
</tr>
</tbody>
</table>

| Add Custom Audiences or Lookalike Audiences                            |
Lookalike stacking
+ interest overlays
API

- Transferring data for reports
- Automating campaign creation
- Automating campaign maintenance
# Transferring Data with Tools

<table>
<thead>
<tr>
<th></th>
<th>Paid</th>
<th>Free</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferring to Excel</td>
<td>🟢 SUPERMETRICS</td>
<td>🔴 Facebook</td>
</tr>
<tr>
<td>Transferring to Google Sheets</td>
<td>🟢 SUPERMETRICS</td>
<td>🟠 SINGER</td>
</tr>
<tr>
<td>Transferring to Data Studio</td>
<td>🟢 PMA RD SUPERMETRICS</td>
<td>🔵 Data Studio Community Connector</td>
</tr>
<tr>
<td>Transferring to BigQuery</td>
<td>🔴 Stitch</td>
<td>🔴 SINGER</td>
</tr>
</tbody>
</table>
Create campaigns automatically for increasing product portfolios via API
Campaign Automization

Bulk creation, rules & API

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