

Bought to you by
James Hoad and
Alice-Rae Pringle



The future of AI on Meta: Insights from the Marketing Summit

1. Advantage+ is evolving

Meta introduced Advantage+ products in 2022 to:

1. Optimise campaigns to make it easy for small agencies to get valuable campaigns out there into the mass market
2. Personalise – leveraging its billions of touch points to understand what users will engage with, also using automation to tweak Facebook or Insta ads and then deliver those on Instagram or Facebook, feeds or stories
3. Improve efficiency – we can dictate what we'd like whether it's new customers, conversions, leads, and allow the algorithm to effectively deliver those ads in the right places based on the mass of data it has access to.

Where are we now and what does the future look like for Advantage+?

Meta is doing a really great job of allowing us to simplify our objectives, whether that's sales, leads, traffic. We can also leverage big data, giving the algorithm signals to find our customers.

Previously it was very time consuming building campaigns but Advantage+ lets us spend more time on the results: the creative.

In short, Advantage+ is allowing us to put the creative back in paid social.

“Why do we use social platforms? Because we want to see what's going on in the world, or with our friends and family. As paid social experts we need to make sure we're adding value for users not just plastering ads all over for the sake of it. Meta is really pushing the sense of giving us the freedom to focus on creativity by encouraging us to collaborate with AI on a larger scale than before.”

- James Hoad, Senior Paid Media Manager,
Launch

2. Use creative diversification and a customer first strategy

56% of all auction outcomes are determined by the creative. It's not just about 'the biggest spender wins'.

Automation on Meta is opening up a whole new landscape for creative diversification. We're not just talking 'oh I'll put one ad up that's got a blue background and one ad that's got a green background'.

It's about the importance of really making sure that you've considered a variety of different mediums. E.g. you may work with a reel and a carousel post with different copy. Meta will target different audiences based on these creatives.

Customer first for the win

A customer first strategy means looking at the whole customer journey and making sure at each stage your creative emotionally resonates with your customer. Meta and Meta ads are one part of that customer journey.

At Launch our conversion team is conducting customer insight studies to understand what is resonating creatively for our clients' target audiences and using automated testing tools so that we can then get better results from these AI driven campaigns.

The resources from our Conversion Optimisation Event have lots of advice on putting the customer at the heart of your campaign strategy.

What do brands need to be aware of in terms of AI optimisation?

“It’s part of an evolution to how we work.”

-James Hoad,
Senior Paid Media
Manager, Launch.

AI does not know your customer better than you do.

For example if you have a lovely lifestyle brand it's probably not best to put a story up with heavy metal music behind it but sometimes AI makes those kind of mistakes because it it's still learning.


Collaborate with AI rather than relying on it

It can just take a little bit of the workload off. Often the AI generated suggestions for text are helpful – you may take half and then you add the other half to fit your brand. So instead of sitting there going “oh no I need to write four more primary texts and I don't know what to write”, you get these suggestions.

You can then spend more time analysing the results, forming new ideas and hypotheses for experiments that you're going to run, and also strategising with the client about whether it is delivering what they need.

Food for thought: the human touch

We need to be careful relying solely on automation for campaigns on Meta. For example, if our product offering was an alcoholic drink we can't serve those ads to people under the age in certain regions. That's something that we know but potentially the AI doesn't.



“Instead of buying ad space you're now buying outcomes.”

- Alice-Rae Pringle, Senior Paid Media Manager, Launch

Data and automation in Meta - at a glance

Data insights on Meta in the age of AI will see us moving towards customer retention lifetime value.

With more and more data available we should keep an eye on the human angle, and look for those in-depth insights to customer behaviour (such as the usability study outlined below).

We should be ready to take the next step of going from siloed paid media into working collaboratively with clients to build out a full funnel.

Real time data in action: Launch case study

In one site usability study we worked with 10 people in a focus group, watching them use the website of a travel client we were working with. We looked at where there were things that they didn't understand on the site. Rather than just seeing that they weren't clicking somewhere, we learned from real time testing that it was the copy which was confusing them, not where the button was placed.

TRY THIS

Experimentation and testing

Testing is something we always want to do more of. There are so many things we would like to test, from button colours on ads to background colours, constantly beta testing on what works best.

The reality is the amount of time and resource that would take to produce and execute, most agencies don't have.

We focus on more of the macro – optimising for a click or page view or conversion.

Meta is moving towards using generative AI which can, for example, if we provide a square image, generate the size to display it in landscape placements or expand the image vertically to make it more native in vertical placements.

What we used to do was look at past behaviour and from that predict what we think is going to happen. With AI we're doing predictive analysis to guess what you're going to do instead of what you've done.

This means (in the long term – three to five years), instead of us spending time doing daily campaign optimisations, AI will do automatic optimisations.

What should marketers be thinking about doing now to make sure they are ahead of the curve?

Automation is essential for maximising efficiency. It's the way the industry is moving. More users are coming on to these platforms so creating cut through is more important than ever to get past our competition.

Master it and you'll be able to run hundreds of different creative tests relevant to individual users that an ad serves on.

Practise steering AI in terms of your own brand guidelines and goals. What kind of users do you have, or would you like in the future? The human touch will always be needed so lean into your target audience and really understand what their goals are so you can use these new tools to maximise getting them the results they want.

Keep experimenting and measure your results.

You can add in all the tests you want but if you don't measure your results at the end you won't get the full benefits and understanding of the outcomes.

Helpful resources

[Watch: webinar about AI on Meta feat. Alice and James](#)

Which AI tools are most useful for creative inspiration? How does AI change the role of Paid Media agencies? And what are the pitfalls to look out for when using AI for your campaigns? We examine all these questions in this blog from Launch.

[Resources from the CMO's guide to CRO](#)

At this event we welcomed guests from Pinterest and Microsoft, looking at how to use testing and user insight to improve customer journeys. Access videos, slides and a PDF event guide.

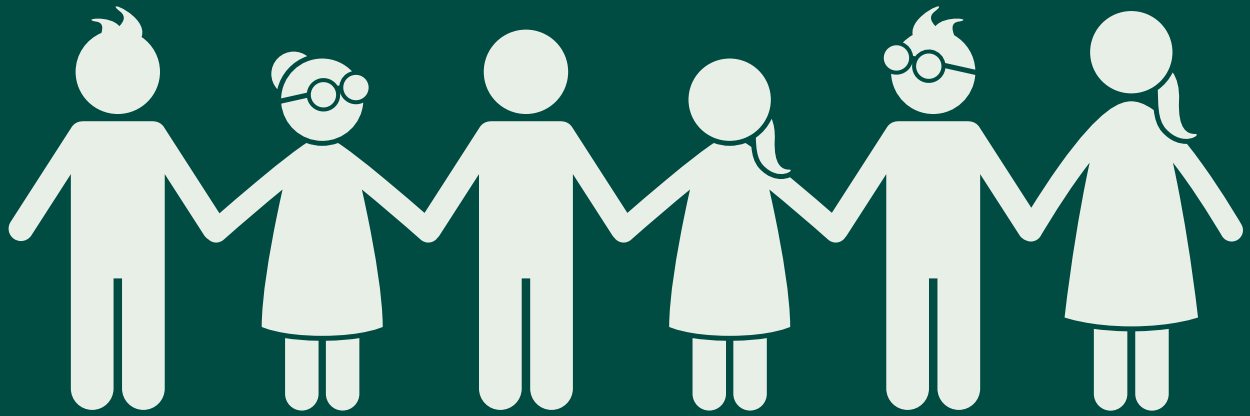
[Facebook vs Pinterest ads - which is better for your business?](#)

The realm of social media ads has many different spaces and some are more likely to deliver returns for your business than others. In this article we look closely at two widely used social media platforms – [Facebook](#) and [Pinterest](#) – and help you decide how much time and money to invest into advertising on each of them.

[Enhancing PPC Campaigns with AI: Top Strategy Tips for 2024](#)

Which AI tools are most useful for creative inspiration? How does AI change the role of Paid Media agencies? And what are the pitfalls to look out for when using AI for your campaigns? We examine all these questions in this blog from Launch.





Need a hand?

Our dedicated team of paid social experts can help you get the most out of social media marketing.

They sit alongside our in-house experts in PPC, data and conversion optimisation – so if you think you should be getting better results, we can help.

Get the conversation started today with our fabulous Sales Director Steph.

steph@launchonline.co.uk






Best Small PPC
Agency
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Best Use of Data
UK Paid Media Awards 2022
UK Digital Growth Awards 2022


PPC Agency of the Year
UK Agency Awards 2022
UK Digital Growth Awards 2022


Most Innovative
PPC Campaign
UK Search Awards 2022

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