

tier 

THE FACEBOOK ADS DELIVERY SYSTEM

————— CHECKLIST —————

The ad that wins an auction and gets shown is the one with the highest total value. Total value isn't how much an advertiser is willing to pay us to show their ad. It's a combination of 3 major factors...

■ BIDDING

- Lowest cost - Auto
- Lowest cost with bid cap - Max
- Target cost - Average Bidding (this has changed)



■ ESTIMATED ACTION RATES

- Recent activity in the ad
- User characteristics
- Ad set, campaign, account history
- Page history
- Other factors



■ USER VALUE

- Post click experience - bounce rate (NEGATIVE ONLY) if they click and immediately back click, it works against you!
- In-feed experience
- Personal qualities



Bid x Estimated Action Rates + User Value = TOTAL VALUE