

3 reasons your **Facebook ads** don't convert and how to fix them



The Facebook advertising landscape

As the ecommerce landscape continues to grow, so does competition for your products.

With more and more businesses competing for similar groups of customers, finding low cost channels to acquire new customers is a priority for virtually every small business owner.

That's why Facebook has become such a popular growth tactic. Given its significant reach and relatively low costs, 89% of small business owners have turned to Facebook ads to grow their business which means you probably fall into that category.

However, while the majority of small business owners say they're using Facebook ads as a growth tactic, a staggering **62% report that they're not able to see tangible value generated from these ads.**

3 reasons your Facebook ads aren't converting

In order to make improvements to your current Facebook ads strategy, you'll need to get a solid understanding of what is and isn't working. The best way to do this is to consider all of the possible steps from your ad being delivered to a successful conversion.



What is a conversion?

In the world of Facebook ads, a conversion doesn't necessarily mean a sale. Facebook tracks conversions **based on the objective you set for each campaign**. This could include landing page views, clicks, purchases, etc.

As a result, a conversion means that a prospective shopper took a specific action that you wanted them to take. Setting your conversion goals for each Facebook campaign is one of the easiest ways to measure your success, since they will customize your reporting based on the objective you choose.



Users aren't seeing your ads

Customers can't engage with an ad that they never see. Every time a user logs into Facebook, there are **nearly 1500 posts** that are eligible to appear in their newsfeed.

As a result, ensuring your ads are delivered to your target audience is the first step to building a successful ad strategy. The audience you're bidding for, what you're willing to pay to reach them, and available ad space for that audience are all important factors Facebook considers when determining which ads make it into their users' timelines.



Facebook sets a limit on the total number of ads a user will see each day, which means you'll be competing with many other advertisers for this space.



Users aren't engaging with your ads

Customers will never get to your landing page if you don't give them a compelling reason to go there.

Not only that, but Facebook's ad engine also tries to predict how relevant your ad will be to the audience that you've targeted. They'll use behavioral data to predict how likely users are to like, engage and share your content, which means creating high quality content is a vital part of a successful ad strategy.



Facebook will give each of your ads a relevancy score that it uses to rank them against other competing ads when determining which ads to show. Ranking higher means lower ad costs and more engagement.

This is the factor that you have the most control over as an advertiser.



Users aren't taking the action you asked them to

If you haven't set the right expectations for customers before they hit your landing page, they're less likely to take action. Facebook learns as much as they can about your ad content to ensure that they optimize delivery to users who are more likely to engage with it. They'll consider factors like who the publisher is, when the content was posted, type of content it is and most importantly the post-ad click experience.



High conversion rates go a long way to establish positive post-click experiences with Facebook's ad engine. Creating high quality post-click landing pages can help you build more profitable ad strategies.

Getting more customers to see your ads

Facebook ads operate like an auction, which means every time you launch an ad campaign you are competing with other businesses who want to reach the same audience.

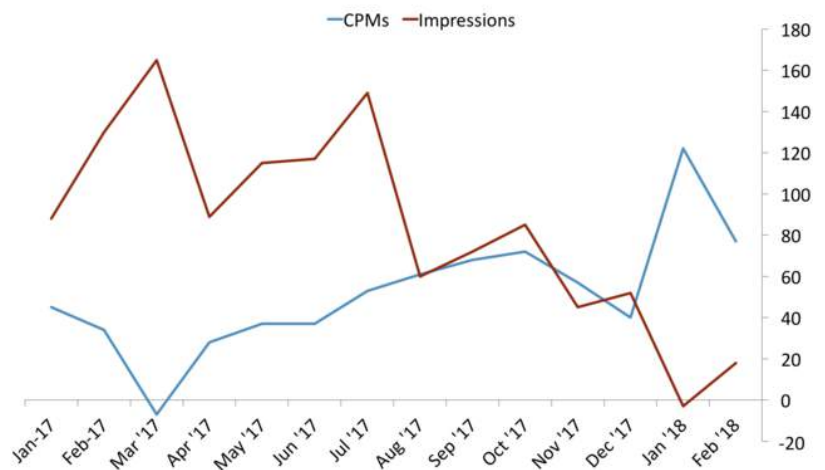
Demand for Facebook ads has grown over time, but the available ad space hasn't grown at the same rate. This means more businesses are bidding for less and less space over time, resulting in rising ad costs. In 2018, the average price of

Facebook ads increased by 43% while impressions only grew by 4%, making it tough for small businesses to run profitable ad strategies.

Ensuring your Facebook ads are actually seen by new shoppers is step one to making your ads more effective.

The Cost of Facebook Ads is Increasing

Year-over-year percentage growth for Facebook CPMs and impressions



Source: AdStage, Recode, 2018

BI INTELLIGENCE

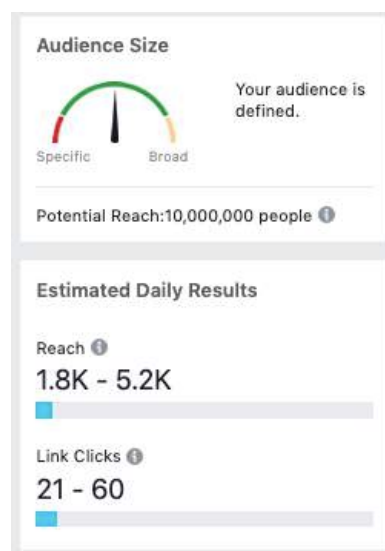
How you'll know customers aren't seeing your ads

Facebook Ads Manager offers many tools that can help you determine if ad reach is an issue. Here are two things you'll want to take a look at:



AUDIENCE REACH

Reach	Impressions
27,369	115,452



When you build out your ads, Facebook will give you an estimate of how many people they think they can deliver your ad to on a daily basis. Comparing this number against the actual number of people that your ad has been delivered to will give you a sense of how you're faring against other competing ads for views.



AD FREQUENCY

Schedule	Frequency
Jun 5, 2019 – Jun 7, 2019 2 days	1.41
Jun 5, 2019 – Jun 7, 2019 2 days	1.37
Jun 5, 2019 – Jun 7, 2019 2 days	1.37

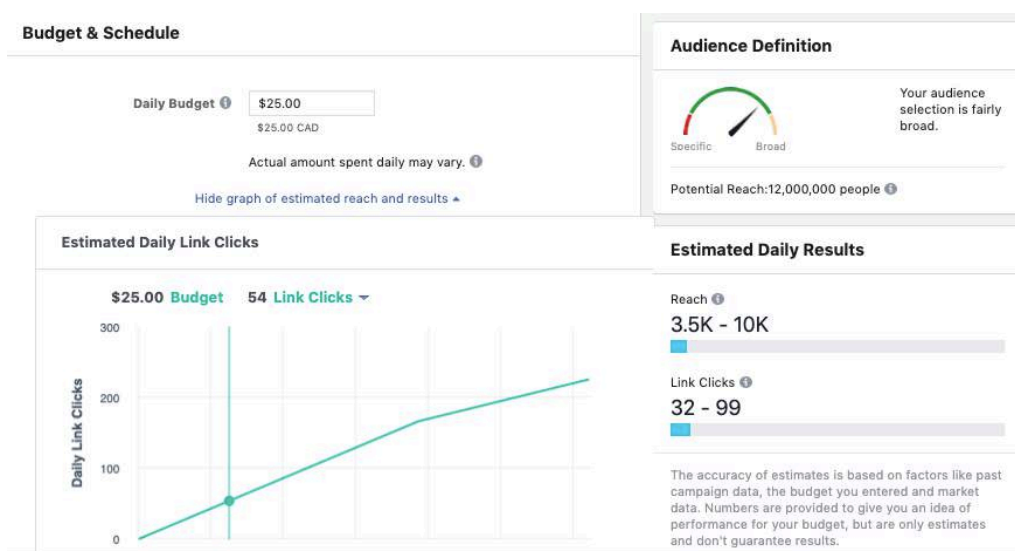
If your audience is too narrow or the users you're targeting aren't logging in as frequently, you may notice that the number of times they see your ad (otherwise known as ad frequency) creeps up. Checking this number and keeping it under 2 – 3 will ensure that you aren't sharing the same messages too many times.

Why customers aren't seeing your ads



COMPETITORS ARE OUTBIDDING YOU FOR SPACE

If you aren't bidding enough, the ad space you want to reach will go to advertisers who are willing to pay more.



SOLUTION

If you notice that your reach is significantly under the potential reach Facebook estimated, consider increasing your budget. Even something as little as \$10 per day can go a long way to getting your ads in front of your target audience.



YOUR CUSTOMERS AREN'T ON FACEBOOK

There are more than 1.3 billion active users on Facebook, but that doesn't mean it's where your customers are making their purchase decisions.

SOLUTION

Look at organic or unpaid engagement across all of your social channels to see where your customers are naturally engaging with you and your content. If you discover that you have a more active following on Instagram, adjust your ad strategy to allocate some of your spend there.



Keeping an eye on how ads perform across platforms will help you decide which channels are adding value and which ones you should drop.

Encouraging customers to engage with your ads

The average person spends roughly 40 minutes on Facebook every day scrolling through content. Standing out can be tough when you're competing for a few seconds of that 40 minutes when you consider your ads are likely shown alongside pictures of their family and friends.



The best ad strategies find ways to deliver personalized value to prospective new customers while they scroll.

How you'll know customers aren't engaging with your ads

Facebook Ads Manager scores every ad's performance against other ads that are competing for the same audience. These **relevance scores** can give you a good sense of whether or not your ads are hitting home with the group you've targeted.



LOW AD QUALITY RANKING

Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...
Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average

Facebook uses **ad feedback** to help them evaluate the quality of your ads by ranking your ad against others competing for the same audience. If this score is low, it could be a signal that your ad isn't resonating with the audience you've targeted.



LOW ENGAGEMENT RATE RANKING

Quality Ranking Ad Relevance Dia...	Engagement Rate Ranking Ad Relevance Dia...	Conversion Rate Ranking Ad Relevance Dia...
Below average Bottom 35% of ads	Below average Bottom 35% of ads	Average

Facebook also gives your ad an **engagement score** that predicts how likely users are to like, comment, and share your content with others. Similar to your ad quality rating, they'll rank your ad engagement against other ads competing for the same audience to produce this score.

Why customers aren't engaging with your ads



CONTENT ISN'T CUSTOMER FOCUSED

The best ad strategies should start with empathy, but the reality is that they usually don't. Thinking about where these ads will appear will help you visualize the type of content a customer would want to see in their feed. If a new shopper hasn't heard of your brand, they're not likely to trust the offer that you're presenting, making them less likely to place an order.

SOLUTION

Focus on the type of content that adds value to your shoppers' Facebook feed. One of the simplest ways to do this is with social proof. Build trust with new shoppers by connecting them to the positive experiences current customers have had with your brand and products.

Example: Moroccanoil

Why we love it:

We love this example because it showcases real customers who are sharing what they love most about these products in their own words. Combining this social proof with a free gift gives new shoppers every reason to engage with Moroccanoil's ad to learn more.

Moroccanoil
Sponsored

"I have used this product for years and I wouldn't travel out of town without it"
—Alicia on our Moroccanoil Treatment

Free gift with orders
\$70+

Shop Now

Get shiny, healthy hair



Pro tip:

Play around with the type of ad units that you're delivering.

Even though Facebook prioritizes video content, many advertisers are still using static images. Adding video content to your Facebook ads can help you ensure your message is delivered to more users. These ads are also more likely to have higher engagement rates, since users prefer video content to static images or text.



AUDIENCE IS NOT TAILORED

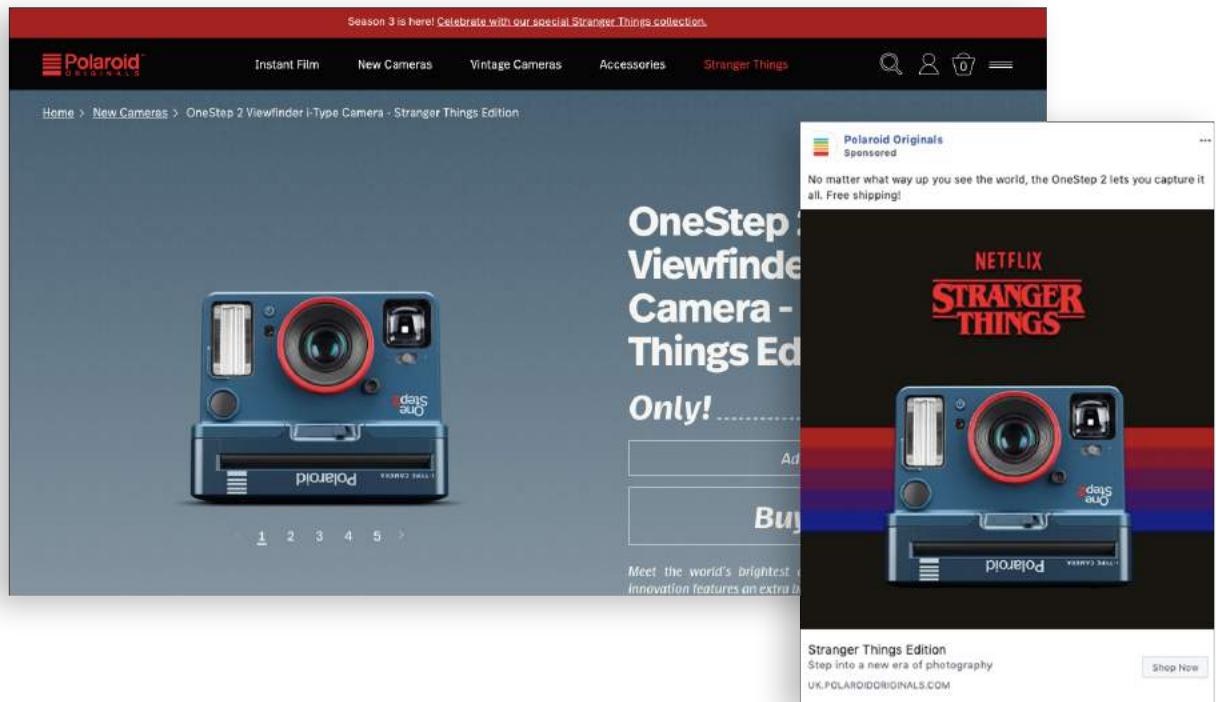
Sharing content with a big audience can help you build awareness or rack up impressions, but it also decreases the chances that you'll drive authentic engagement. Creating a tailored audience increases the chances that the content you create will resonate.

SOLUTION

Use some of Facebook's more targeted audience building tools like Facebook Pixel tracking and lookalike audiences to find your niche. Facebook's Pixel tracking allows you to track user engagement on your website, allowing you to create custom audiences based on the content they've already consumed on your site.

You can also upload an existing customer list into Facebook to create a lookalike audience similar to your existing customers. Each of these tools helps you to tailor content based on the next step that you want them to take in their customer journey. Ensuring your content is more in tune with your audience will help you boost engagement and deliver the type of content that will add value to their experience.

Example: Polaroid Originals



Why we love it:

Polaroid has done a fantastic job of ensuring their ads are seen by the appropriate audience. Say a customer recently visited Polaroid's latest Stranger Things-inspired camera on their site. The next time that customer sees one of their ads, they'll see an offer for free shipping on the product they recently viewed, giving them an incentive to move closer to a purchase.

Motivating customers to take action

It takes a lot of effort to capture a user's attention and move them over to your site, so you'll want to make the most of it. Regardless of how beautiful your landing page or product page is, they'll only be effective if ad visitors know what to expect and, most importantly, what to do when they get there. Creating a consistent customer experience across every channel they interact with builds trust and credibility, which ultimately leads to more conversions.

How you'll know customers aren't motivated to take action

Adding in Facebook Pixel conversion events to your ad campaign pages will make it easy for you to see how many users successfully complete the actions you'd like them to, whether that's placing an order or joining your newsletter subscription list.



LOW ON-SITE CONVERSION

Facebook Pixel event tracking is relatively simple to set up. Once you've set up conversion tracking, you can take a look at how your actual ad campaigns are performing by each source type to determine if users you've acquired from your campaigns are adding value to your business.

Why customers aren't motivated to take action

INCONSISTENT EXPERIENCE

When there's a disconnect between what users think you've asked them to do and what you've actually asked them to do, you discredit your brand and make it difficult to build trust between you and prospective buyers. If your ad talks about a particular product but the landing page you send them to shows something else, new shoppers are likely to get frustrated and leave without making a purchase.

SOLUTION

Make sure you've designed your ad journey thoughtfully from ad delivery to post-click experience. Your ad headline, imagery, and copy should be consistent with the images and language you use on the pages you send your ad visitors to.

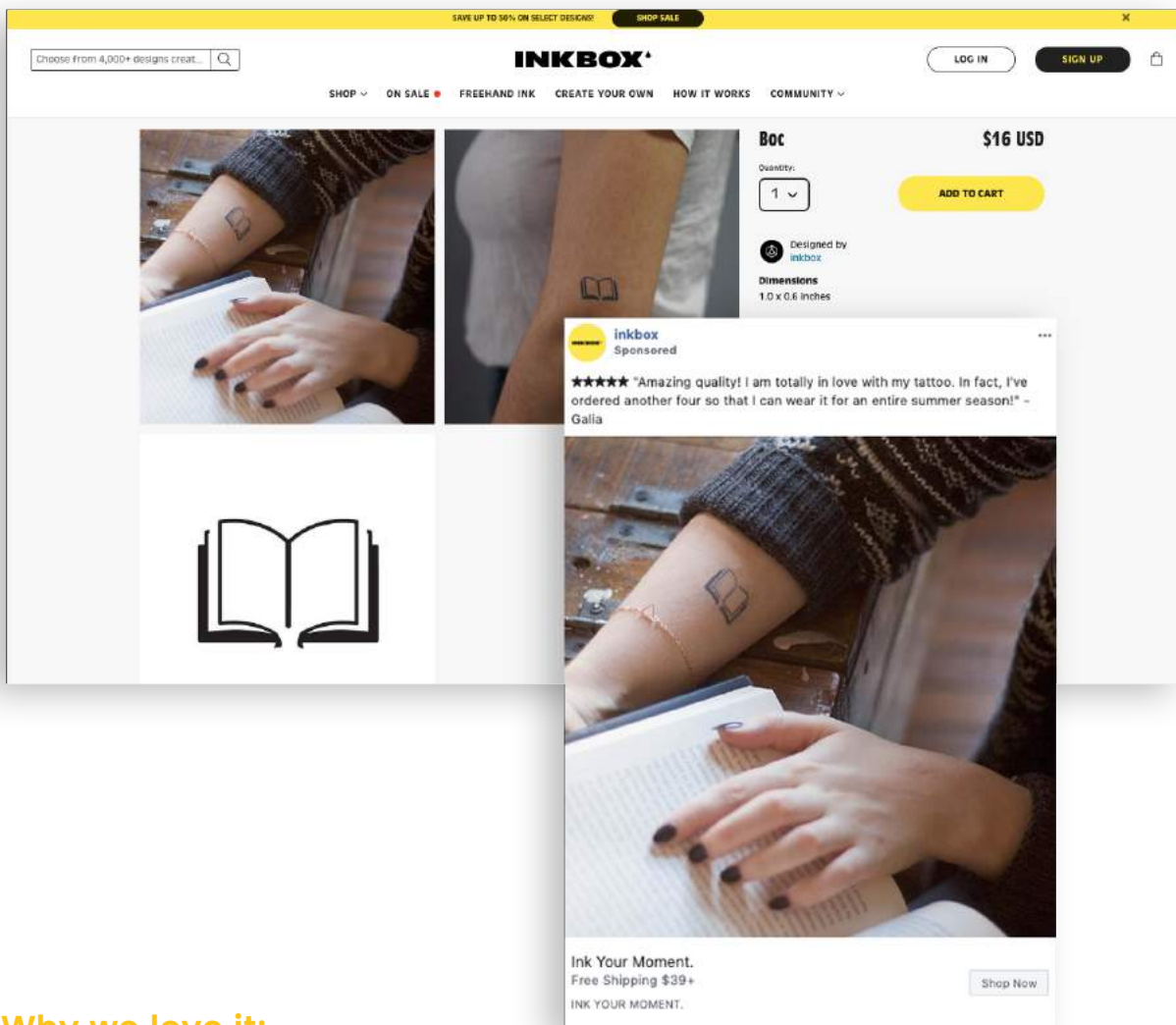


Pro tip:

The best ad strategies include multiple objectives catered to different parts of the customer journey.

If you're relatively new to Facebook ads, you may want to focus on generating awareness, whereas those with significant site traffic might want to build campaigns with a conversion objective.

Example: inkbox



Why we love it:

We love the consistent imagery and concise language inkbox uses on both their website and in their Facebook ad messages. By making it super clear to new shoppers where they're heading after they click on their ad, they'll increase the chances that every redirected customer takes action when they get there.



CTA DOESN'T ADD VALUE

Often your CTA is focused on a single ask from the customer instead of offering an exchange in value for that ask. Adding value to your shopping experience will show customers that you're invested in more than just a sale. It's this value that not only makes them more likely to place an order, but also makes them more likely to return to experience this value again.

SOLUTION

Add value to your post-click ad experience with rewards. Offering an incentive for a customer to take action creates a two-way exchange of value, giving them more reason to complete the action and return to gain additional value. When customers feel like they've got something to gain from placing an order, they'll be more likely to convert.

Example: SHEFIT

The image shows a promotional graphic for SHEFIT's 'The Sisterhood' rewards program. On the left, a dark panel features a group of women in athletic wear. Text includes 'WELCOME TO THE SISTERHOOD', 'GET REWARDED', 'EARN CROWNS FOR SPENDING, REFERRING FRIENDS + MORE. SIGN UP TODAY.', a 'JOIN NOW' button, and a link for existing users. Below, it says 'REFER A FRIEND' and 'INVITE FRIENDS, BE INSTANTLY REWARDED!' with a note that referred friends get '\$10 off discount'. On the right, a light pink background displays six reward cards, each with a crown icon and a number of crowns, with corresponding actions below them.

Rewards	Action
500 Crowns	Simply sign up!
4 Crowns	For every \$ you spend you receive
50 Crowns	Share on Facebook (monthly)
100 Crowns	Follow us on Instagram
100 Crowns	Like us on Facebook
500 Crowns	Celebrate your birthday! (yearly)

Why we love it:

Fitness leader SHEFIT's Sisterhood rewards program offers bonus Crowns for new shoppers who place an order and create an account. What's even better is the total number of crowns awarded in this first purchase are enough for them to redeem for a discount off of their next purchase right away. Giving them this value that they can use towards another purchase in the future makes them more likely to place an order and stay engaged with the brand between purchases.

How to take acquisition one step further

Customer acquisition is a vital part of your marketing strategy, but it's only one piece of the puzzle. You spend a lot of time (and money) tweaking your ad strategies to acquire new customers, so why stop there?



Finding ways to continue to engage with new customers will help you turn more one-time purchasers into repeat customers. By placing more focus on your post-purchase experience you'll retain more customers over time, effectively helping you decrease your acquisition costs.



Take action:

Learn more about the marketing channels that help you build engagement in our guide to customer retention.

[GET THE FREE GUIDE](#)

Sources

Facebook for Developers

“Conversion Tracking”

Instapage

“Understanding Facebook’s Relevance Score: What Is It, How Is It Calculated & How Can You Improve Yours?”

Marketing Dive

“Facebook ads cost 43% more in Q4 as users spent less time on site”

Neil Patel

“62% of Small Businesses Fail with Facebook Ads. Here’s How to Fix That”

Wishpond

“41 Up-to-Date Facebook Facts & Stats”

Contact information

sales@smile.io

1-855-699-9322

Visit us at smile.io

Author information

Christine Matu

@_cmatu

