HOW TO GET YOUR FACEBOOK™ AD's OUT OF LEARNING PHASE

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ARE YOUR FACEBOOK AD'S STUCK IN LEARNING PHASE

If your ads are stuck in the learning phase here's what you can do to exit and set your campaigns for success.

What is the learning phase?

The learning phase is the phase when Facebook (Meta) is still learning who to show your ads to. This occurs after you launch or edit a camping. Cost per result (CPR) may be higher, and the performance is less stable. Often times it happens that the ad campaigns that we lunch to get stuck in the learning phase, you will see "Learning Limited" in the delivery column of Ads Manger. We are going to share some tips to help you exit the learning phase faster so your ad campaigns exit the learning phase faster and perform it's best.
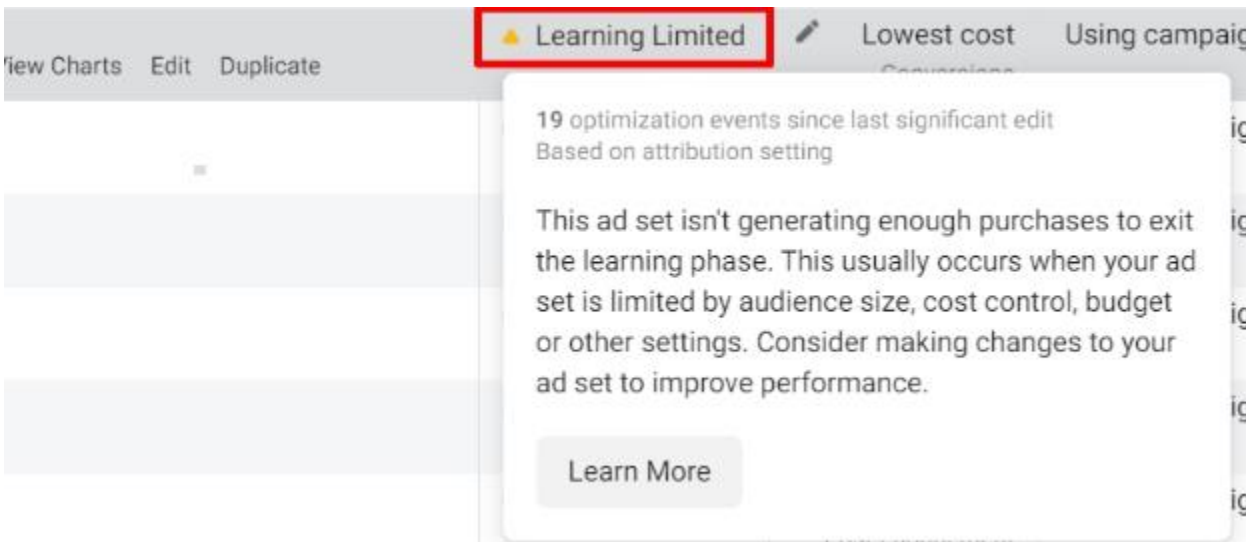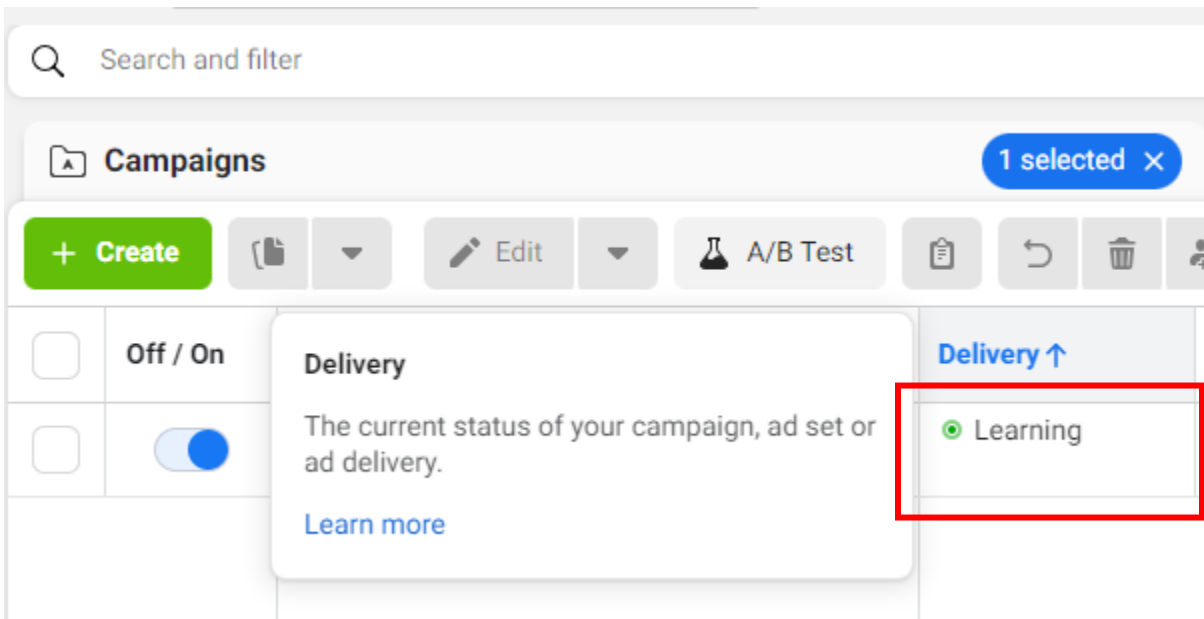
HOW SHOULD YOU STRUCTURE YOUR AD SETS?

Use broad targeting and consolidate ad sets.

- If your audience is under 2 million, you might not get enough results to exit the learning phase.
- Check the audience definition tool to see your audience size and adjust if needed.
- Use detailed targeting expansion and combine similar audiences into one ad set to reach more people.
- Ad sets targeting the same audience can cause your ads to compete with each other, so combining them can improve your results.

Opt in to Advantage+ placements.

- Consider combining your ad sets, and opt in to Advantage+ placements so Meta can serve your ads where they are most likely to perform.

Choose the right optimization goal

- When selecting the optimization for your campaign, make sure to choose the one closest to your business goal.
- If you have a pixel but are running a traffic campaign optimized for link clicks, consider a Sales campaign to optimize for conversion events that are more relevant to your business.
- This could be purchases, landing page views, leads, or sign ups.

HOW SHOULD YOU SET UP BUDGETS AND BIDS?

Ensure your budget is sufficient

- If your budget is too low, you may not be getting enough results to exit the learning phase. To allocate your budget, multiply your previous cost-per-result (CPR) by your desired number of conversions or results.

Try Advantage campaign budget.

- Advantage campaign budget ensures your budget is going towards the ad set that is most cost effective.
- Try A/B testing your campaign to see if Advantage campaign budget improves your results.

Use the highest volume bid strategy.

- Meta recommends highest volume bidding for your campaign.
- The highest volume bid strategy maximizes the results you can get from your budget.
- If you have a cost cap or bid cap, you may want to increase them to get more results.

How else can you get out of learning phase?

Improve your ad creative.

- If everything in your campaign is set up properly, consider using new ad creative to see if your audience responds to it better.

Wait before editing your campaigns.

- It's best to wait a week after making edits to your campaign to see if you're able to exit the learning phase.
- Every time you edit your campaign, the learning phase restarts and the delivery system has to learn again, so it's important not to edit too often.

Ensure you're getting enough optimization events.

- Most campaigns require 50 optimization events to exit the learning phase.
- If your campaigns aren't getting enough conversions, consider switching to an optimization event that occurs more often.

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SIMPLE CHECKLIST TO EXIT THE LEARNING PHASE

1. Ensure your audience is broad enough.
2. Consolidate your ad set.
3. Opt-in to automatic placements.
4. Ensure your budget is sufficient.
5. Use campaign budget optimization.
6. Use the lowest cost bid strategy.
7. Improve your ad creative.
8. Wait before editing your camping.
9. Ensure you're getting enough optimization events.