

Facebook as a Research Tool

Session 1: Research Participant Recruitment I - Setting-up Facebook Advertisement Campaigns

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November 16, 2021

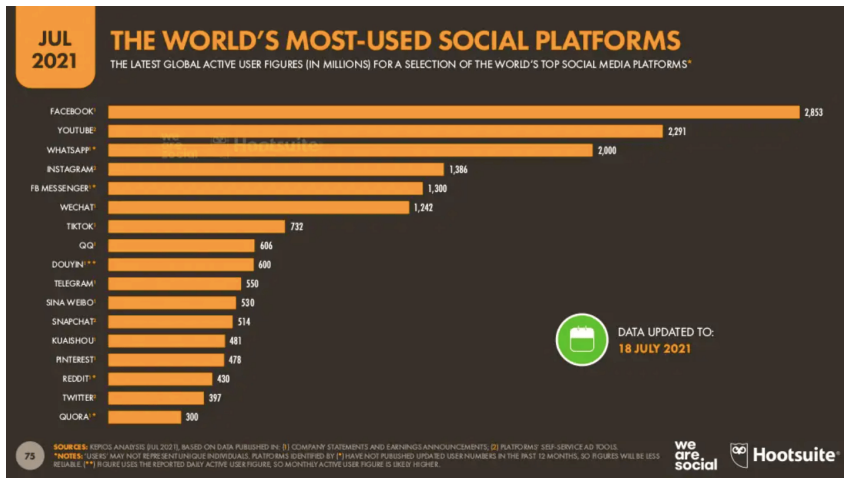


University
of Glasgow

This session

- 1 Introduction: Facebook as a Research Tool
- 2 Recruiting research participants through Facebook
- 3 Setting-up a Facebook campaign
- 4 Practical Session
- 5 Q&A (use the chat)

The rise of social media platforms



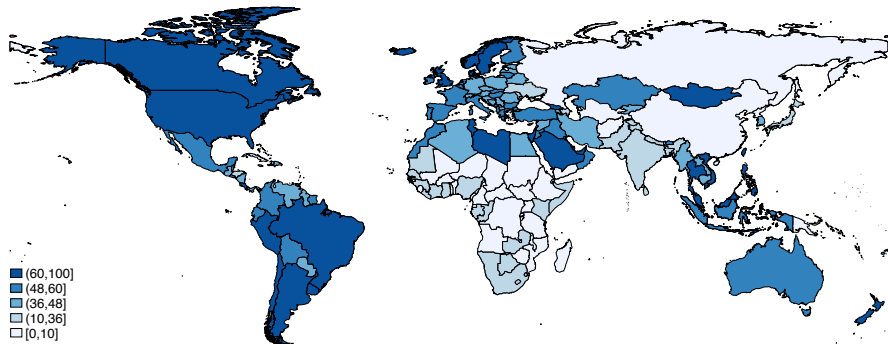
Why use Facebook for research?

- **Gather information from users directly:** Access to research participants
 - To run a survey (potential issues with representativeness of sample)
 - To conduct experiments (internal validity).
- **Gather information about users indirectly:** Extract data, e.g. public posts or social links
- **Intervene directly:** Run experiments on the platform

What are the advantages of using Facebook?

- **Direct and easy access** (e.g. online)
- **Low costs**
 - UK Facebook survey: cost per respondent £0.25
 - UK Commercial survey company: cost per respondent £4.45
- Especially helpful if your research includes **hard-to-reach populations** or specific groups (e.g. refugees, specific occupational groups)
- **Global reach**

The global reach of Facebook: Users per country



(active at least once per month, 2019)

Recruiting research participants through Facebook

Step-by-step to participant recruitment

- 1 Set-up a Facebook account and page
- 2 Purchase advertisement space on Facebook
- 3 Run your ads on Facebook
- 4 Users self-select into clicking on your ad or not
- 5 Direct users to your survey platform (e.g. Qualtrics, SurveyMonkey, Google Form)
- 6 Participants complete your survey

How does a Facebook ad look like?



University of Glasgow ✓

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We value your opinion! Do you want to participate in this survey on current issues conducted by University of Glasgow researchers?



[GLASGOW.EU.QUALTRICS.COM](https://glasgow.eu.qualtrics.com)

Make your voice heard!

This survey will take only around 10 minutes.



Like



Comment



Share

Some reflections on ethics

- You need to apply for ethical approval from your institution if you collect any information from individuals.
- In terms of impact of using Facebook for data collection, it will impact your participant recruitment strategy.
- What to bear in mind here:
 - Ad content, incl. incentives / payments (next week)
 - Your target population: Make sure not to use discriminatory text
 - There is no data sharing between Facebook and you. Users self-select into clicking on your ad or not.
- You need a clear consent page once people reach your survey, e.g. landing page.

Setting-up a Facebook campaign

Facebook tools: Choices that we can make

- Campaign objectives (optimization tools)
- Budget
- The audience
- Advertisement content

Facebook tools: Choices that we make

- **Campaign objectives (today)**
- Budget
- The audience (next week)
- Advertisement content (next week)

Campaign Objectives

- Campaign objectives determines how Facebook will use its **optimization algorithm**
 - Optimization algorithm: Facebook's strength and weakness for research
- Facebook offers three broad campaigns:
 - 1 **Reach:** Maximizing the number of Facebook users who will see the advertisement
 - 2 **Traffic:** Maximize the number of Facebook users who will click on your advertisement
 - 3 **Conversion:** Maximize the number of Facebook users who will take an action outside of Facebook environment

Comparing the benefits and pitfalls of different campaigns

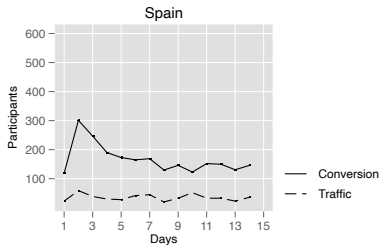
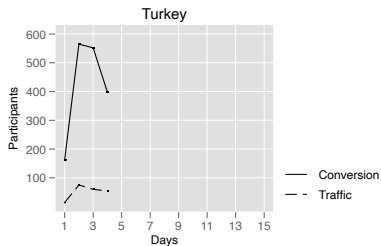
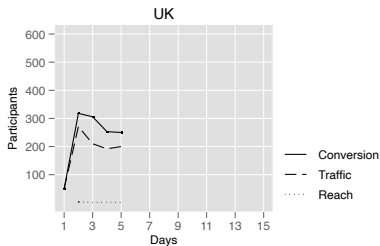
- Running surveys in four countries: UK, Turkey, Spain, Czech Republic.
- Data collection: via Qualtrics survey between Feb-Apr 2021.
- Target sample in each country: 1,800 completed responses.
- In each country we simultaneously ran three or two parallel campaign ads with different settings to compare how these performed.

More details in working paper, available here: <https://osf.io/3g74n/>.

The strength of conversion

		Conversion	Traffic	Reach
United Kingdom (data collection: Feb 9-15, 2021)				
A	N of Facebook users who saw the ad on Facebook	56,486	82,480	655,815
B	N of Facebook users who clicked on the ad	1,597	1,598	194
C	N of respondents who completed the survey	1,032	756	6
<i>b/a</i>	<i>Link clickers/Facebook users seeing the ad (ctr)</i>	2.80%	1.90%	0.03%
<i>c/a</i>	<i>Completes/Facebook users seeing the ad</i>	1.80%	0.90%	0.00%
	Average costs per completed survey	£0.33	£0.44	£54.50
Turkey (data collection: Feb 19-22, 2021)				
A	N of Facebook users who saw the ad on Facebook	498,561	1,030,721	
B	N of Facebook users who clicked on the ad	4,603	17,906	
C	N of respondents who completed the survey	1,678	203	
<i>b/a</i>	<i>Link clickers/Facebook users seeing the ad (ctr)</i>	0.92%	1.74%	
<i>c/a</i>	<i>Completes/Facebook users seeing the ad</i>	0.34%	0.02%	
	Average costs per completed survey	£0.21	£1.76	
Spain (data collection: Mar 1-15, 2021)				
A	N of Facebook users who saw the ad on Facebook	314,494	985,910	
B	N of Facebook users who clicked on the ad	4,182	15,020	
C	N of respondents who completed the survey	1,709	92	
<i>b/a</i>	<i>Link clickers/Facebook users seeing the ad (ctr)</i>	1.32%	1.52%	
<i>c/a</i>	<i>Completes/Facebook users seeing the ad</i>	0.54%	0.01%	
	Average costs per completed survey	£0.87	£16.15	

Number of participants recruited per day



Comparison of response quality for campaign objectives for survey completers

	UK		Turkey		Spain		Czech Rep.	
	Conv.	Traffic	Conv.	Traffic	Conv.	Traffic	Conv.	Traffic
Passed attention check	93%	92%	79%	52%	84%	83%	88%	72%
Median survey duration (min)	6.6	7.4	8.5	6.4	7.5	9.6	6.4	7.3
Mean survey duration (min)	12.6	9.5	11.7	7.8	10.3	11.8	12.8	16.1
Responded open-ended quest.	95%	95%	92%	65%	90%	89%	87%	85%
Words open ended quest.	17	18	12	7	15	15	12	10
Provided contact details	68%	61%	41%	22%	41%	27%	51%	39%

Are these samples representative?

Comparing sample characteristics

	Conversion	Traffic	Population Benchmark
United Kingdom			
Young aged (18-34)	7%***	4%***	29%
Middle aged (35-54)	17%***	11%***	34%
No college	39%***	44%***	70%
Female	42%***	44%***	51%
Less interested in politics	24%***	24%***	43%
Not partisan	42%***	47%	48%
Total	n=1,033	n=756	

Note: Chi-square goodness of fit comparing Facebook and population samples: * = $p \leq 0.05$, ** = $p \leq 0.01$, *** = $p \leq 0.001$. The percentages presented here refer to the proportion of respondents in each of these demographics as a share of the overall sample in each campaign (column percentages).

What we have learned so far

- Researchers can use Facebook to recruit low-cost samples across the world.
- Conversion outperforms traffic and especially reach campaign objectives. It helps us distinguishing link-clickers from survey completers.
- Conversion clearly outperforms all other campaign objectives (algorithm) in terms of costs and recruitment speed, without sacrificing response quality or sample characteristics.

Practical Session

Content: Practical Session

- 1 Before beginning: What do you need?
- 2 Facebook Advertisement Manager
- 3 Setting up an advertisement campaign in five minutes: Traffic campaigns
- 4 Steps before setting up your first conversion campaign

What do you need to begin?


- A Facebook account
 - You might need to confirm your identity
 - None of your personal information will be shown in ads
- A Facebook page
 - This page will be visible to Facebook users

What you need to begin?


If you do not have a Facebook page:

Good morning, Aykut
You have new messages to review.

Get set up to run ads Continue >
Confirm the details below and you'll be ready to publish your first ad.

 **Add payment method** ^

This is the payment method we'll keep on file for your ad account. You won't be charged anything until your ads are up and running. [Learn More](#)

 **Confirm Facebook Page** ^

A Page is required to run ads. It will appear in your ad as the brand or business you're promoting. If you don't have a Page, you can create one now and make changes anytime. [Learn More](#)

Setting up a Facebook Page

Create Page ✕

A Page is required to run ads. Create one to help people find and interact with your brand or business or organization. [Learn More](#)

Page Name

Use the name of your brand or business, or a name that explains what your Page is about. [Learn More](#)

32/75

Category

Search and select a category that describes what type of organization or topic your Page represents. You can add up to 3. [Learn More](#)

Profile Picture ?

Use a logo or image that helps people identify your Page in search results.



[See More Options](#) ▾

Description


Explain what your brand or business does, the services you provide, or the purpose of your Page.

Setting up a Facebook Page: Using university page



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We value your opinion! Do you want to participate in this survey on current issues conducted by University of Glasgow researchers?



[GLASGOW.EU.QUALTRICS.COM](https://glasgow.eu.qualtrics.com)
Make your voice heard!
This survey will take only around 10 minutes.


👍 Like 💬 Comment ➦ Share

Setting up a Facebook Page: Using university page



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We value your opinion! Do you want to participate in this survey on current issues conducted by University of Glasgow researchers?

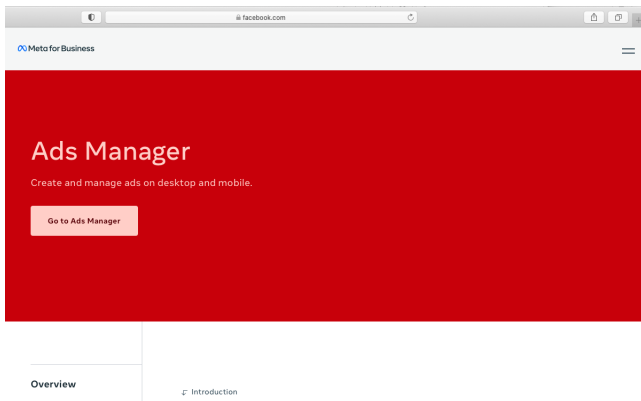


GLASGOW.EU.QUALTRICS.COM
Make your voice heard!
This survey will take only around 10 minutes.

👍 Like 💬 Comment ➦ Share

Facebook Advertisement Manager

- facebook.com/business/tools/ads-manager



Facebook Advertisement Manager

The screenshot displays the Facebook Advertisement Manager interface. At the top, the browser address bar shows 'business.facebook.com'. The main header includes 'Campaigns' with a dropdown menu, 'Updated just now', and buttons for 'Discard Drafts' and 'Review and Publish'. A search bar and a date range selector ('Oct 10, 2021 - Oct 31, 2021') are also present.

Below the header, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. A '+ Create' button is visible. The interface includes a table with columns: 'Off / On', 'Campaign Name', 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', and 'Re'. The table is currently empty, displaying a large magnifying glass icon and the text 'Get setup to run ads'.

Below the text, there is a button that says 'Go to Account Overview'. The left sidebar contains various navigation icons, and the right sidebar shows a vertical toolbar with icons for analytics and editing.

Facebook Advertisement Manager

The screenshot shows the Facebook Advertisement Manager interface. The browser address bar displays `business.facebook.com`. The page title is "Campaigns" for "Glasgow - Second Glasgow Research ...". The status is "Updated just now". There are buttons for "Discard Drafts" and "Review and Publish". A search bar is present with the text "Search and filter". The date range is "Oct 10, 2021 - Oct 31, 2021". The main navigation tabs are "Campaigns", "Ad Sets", and "Ads". The "Campaigns" tab is active, and a red box highlights the "+ Create" button. Below the navigation, there are buttons for "Edit" and "More". The "View Setup" toggle is turned off. The "Columns" are set to "Performance". The "Breakdown" and "Reports" dropdowns are visible. A table header is partially visible with columns: "Off / On", "Campaign Name", "Delivery ↑", "Bid Strategy", "Budget", "Attribution Setting", and "Re...". The main content area is a large grey box with a magnifying glass icon and the text: "Get setup to run ads. Confirm a few details in Account Overview so that you can publish your first ad campaign. Go to Account Overview".

Facebook Advertisement Manager

The screenshot shows the Facebook Advertisement Manager interface. At the top, there's a navigation bar with 'Campaigns' selected, a search bar, and a date range of 'Oct 10, 2021 - Oct 31, 2021'. Below this, there are tabs for 'Campaigns', 'Ad Sets', and 'Ads'. A toolbar contains buttons for '+ Create', 'Edit', 'More', 'View Setup', 'Columns: Performance', 'Breakdown', and 'Reports'. The main content area is a table with the following columns: 'Off / On', 'Campaign Name', 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', and 'Re'. The table is currently empty, displaying a message: 'Get setup to run ads. Confirm a few details in Account Overview so that you can publish your first ad campaign. Go to Account Overview'.

Off / On	Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Re
<p>Get setup to run ads</p> <p>Confirm a few details in Account Overview so that you can publish your first ad campaign.</p> <p>Go to Account Overview</p>						

Facebook Advertisement Manager

business.facebook.com

Campaigns Glasgow - Second Glasgow Research ... Updated just now Discard Drafts Review and Publish

Search and filter Oct 10, 2021 - Oct 31, 2021

Campaigns Ad Sets Ads

+ Create Edit More View Setup Columns: Performance Breakdown Reports

Off / On	Campaign Name	Delivery	Bid Strategy	Budget	Attribution Setting	Re...
<p>Get setup to run ads</p> <p>Confirm a few details in Account Overview so that you can publish your first ad campaign.</p> <p>Go to Account Overview</p>						

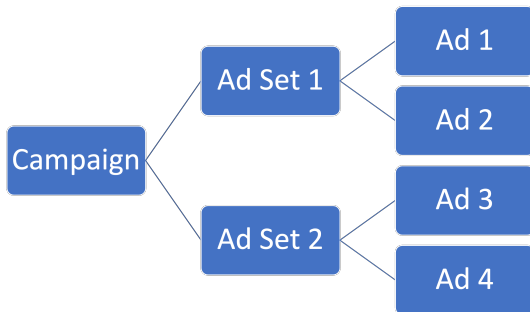
Facebook Advertisement Manager

The screenshot displays the Facebook Advertisement Manager interface. At the top, the browser address bar shows 'business.facebook.com'. The main header includes the 'Campaigns' tab, which is highlighted with a blue box. Below the header, there is a search bar and a date range selector set to 'Oct 10, 2021 - Oct 31, 2021'. A navigation bar contains buttons for '+ Create', 'Edit', and 'More', along with options for 'View Setup', 'Columns: Performance', 'Breakdown', and 'Reports'. Below this is a table with columns: 'Off / On', 'Campaign Name', 'Delivery', 'Bid Strategy', 'Budget', 'Attribution Setting', and 'Re'. The main content area is currently empty, displaying a search icon and the text 'Get setup to run ads' with a 'Go to Account Overview' button.

Three hierarchical levels of Facebook Advertisement Manager

- Campaign level
 - Campaign level determines optimization algorithms
 - Each campaign might include more than one ad sets; not vice versa
- Ad set level
 - Ad set level determines the audience, budget, schedule
 - Each ad set might include more than one advertisement; not vice versa
- Ad level
 - At this level, you create advertisements

Three hierarchical levels of Facebook Advertisement Manager



Setting up an ad: Campaign level

The screenshot shows the Facebook Ads campaign setup interface. On the left is a navigation sidebar with icons for Campaigns, Ad Sets, and Ads. The main content area has a breadcrumb trail: "New Traffic Campaign" > "1 Ad Set" > "1 Ad". There are "Edit" and "Review" buttons in the top right. The "Campaign Name" section contains a text input field with "New Traffic Campaign" and a "Create Template" link. The "Special Ad Categories" section includes a declaration text and a "Learn more" link. The "Categories" section has a dropdown menu currently showing "No categories declared". The "Campaign Details" section shows "Buying Type" as "Auction" and "Campaign Objective" as "Traffic", with a "Show More Options" link.

New Traffic Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name

New Traffic Campaign [Create Template](#)

Special Ad Categories

Declare if your ads are related to credit, employment or housing, or about social issues, elections or politics. Requirements differ by country. [Learn more](#)

Categories

No categories declared

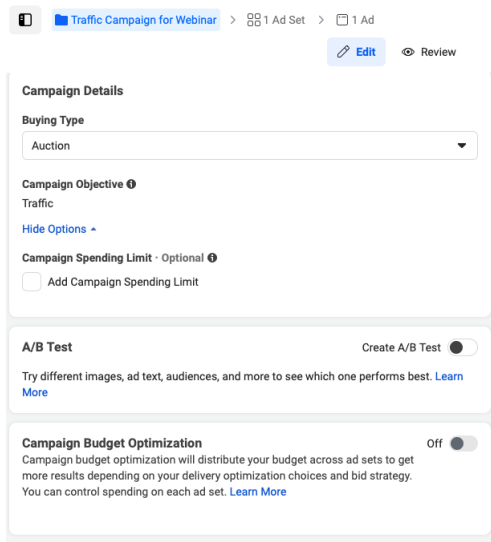
Campaign Details

Buying Type
Auction

Campaign Objective ⓘ
Traffic

[Show More Options](#) ▾

Setting up an ad: Campaign level



The screenshot shows the Facebook Campaign Manager interface for a campaign named "Traffic Campaign for Webinar". The breadcrumb trail indicates the path: Campaign > 1 Ad Set > 1 Ad. There are two action buttons: "Edit" (with a pencil icon) and "Review" (with an eye icon).

Campaign Details

Buying Type
Auction

Campaign Objective ⓘ
Traffic
[Hide Options](#) ^

Campaign Spending Limit · Optional ⓘ
 Add Campaign Spending Limit

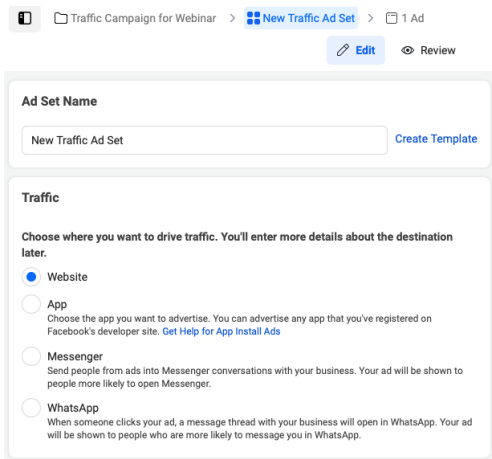
A/B Test Create A/B Test ●

Try different images, ad text, audiences, and more to see which one performs best. [Learn More](#)

Campaign Budget Optimization Off ●

Campaign budget optimization will distribute your budget across ad sets to get more results depending on your delivery optimization choices and bid strategy. You can control spending on each ad set. [Learn More](#)

Setting up an ad: Ad set level



The screenshot shows the Facebook Ad Set configuration interface. At the top, there is a breadcrumb trail: a folder icon, "Traffic Campaign for Webinar", a chevron, "New Traffic Ad Set", another chevron, and "1 Ad". Below this are two buttons: "Edit" (with a pencil icon) and "Review" (with an eye icon).

The main content area is divided into two sections:

- Ad Set Name:** A text input field contains "New Traffic Ad Set". To the right of the field is a "Create Template" button.
- Traffic:** This section contains the instruction: "Choose where you want to drive traffic. You'll enter more details about the destination later." Below this are four radio button options:
 - Website**
 - App**
Choose the app you want to advertise. You can advertise any app that you've registered on Facebook's developer site. [Get Help for App Install Ads](#)
 - Messenger**
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
 - WhatsApp**
When someone clicks your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people who are more likely to message you in WhatsApp.

Setting up an ad: Ad set level

🏠 Traffic Campaign for Webinar > 📄 New Traffic Ad Set > 📄 1 Ad

[✎ Edit](#) [👁 Review](#)

Budget & Schedule

Budget ⓘ

Daily Budget ▼ \$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

Start Date

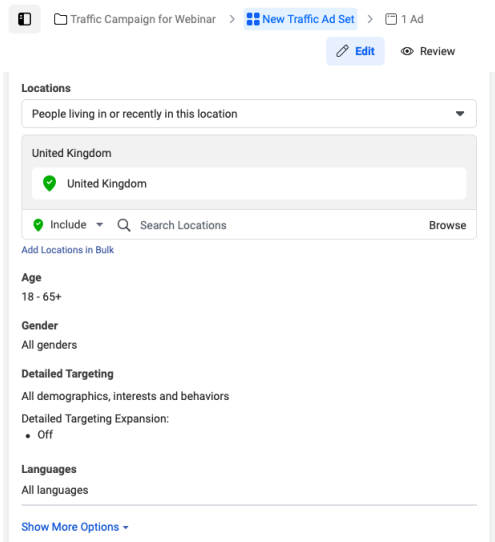
Oct 29, 2021 🕒 2:26 AM
Pacific Time

End - Optional

Set an end date

[Show More Options](#) ▼

Setting up an ad: Ad set level



The screenshot shows the Facebook Ad Set configuration interface. At the top, there is a breadcrumb trail: "Traffic Campaign for Webinar" > "New Traffic Ad Set" > "1 Ad". To the right of the breadcrumb are two buttons: "Edit" (with a pencil icon) and "Review" (with an eye icon).


The main configuration area is titled "Locations" and contains a dropdown menu with the text "People living in or recently in this location". Below this, a grey box highlights the "United Kingdom" selection. Inside this box, there is a green checkmark icon and the text "United Kingdom". Below the grey box, there is a search bar with a magnifying glass icon, the text "Search Locations", and a "Browse" button. To the left of the search bar is a dropdown menu with a green checkmark icon and the text "Include".

Below the "Locations" section, there are several other targeting options:

- Age:** 18 - 65+
- Gender:** All genders
- Detailed Targeting:** All demographics, interests and behaviors. Detailed Targeting Expansion: Off.
- Languages:** All languages

At the bottom of the configuration area, there is a link "Show More Options" with a downward arrow.

Setting up an ad: Ad set level


Traffic Campaign for Webinar >
New Traffic Ad Set >
1 Ad

[Edit](#)
[Review](#)

Optimization & Delivery

Optimization for Ad Delivery

Link Clicks ▾


Landing Page Views
We'll deliver your ads to people who are more likely to click on your ad's link and load the website or Instant Experience.

Link Clicks
We'll deliver your ads to the people most likely to click on them. the most link clicks using the ad, enter an amount.

Daily Unique Reach
We'll deliver your ads to people up to once a day.

Impressions
We'll deliver your ads to people as many times as possible.

Setting up an ad: Ad set level


 Traffic Campaign for Webinar > **New Traffic Ad Set** > 1 Ad

[Edit](#) [Review](#)

Placements [Learn More](#)

Automatic Placements (Recommended)
 Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Manual Placements
 Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

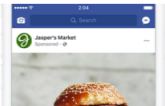
Platforms

Facebook
 Instagram
 Audience Network
 Messenger

Asset Customization

Select all placements that support asset customization

Placements

▼ Feeds <input checked="" type="checkbox"/> <p>Get high visibility for your business with ads in feeds</p>	
Facebook News Feed <input checked="" type="checkbox"/>	
Instagram Feed <input checked="" type="checkbox"/>	

Setting up an ad: Ad level

Traffic Campaign for Webinar > New Traffic Ad Set > New Traffic Ad

[Edit](#) [Review](#)

Ad Name

New Traffic Ad [Create Template](#)

Identity

Facebook Page

Glasgow Social Research Network

Instagram Account ⓘ

Use selected Page or [Connect Account](#)

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

Single Image or Video
One image or video, or a slideshow with multiple images

Carousel

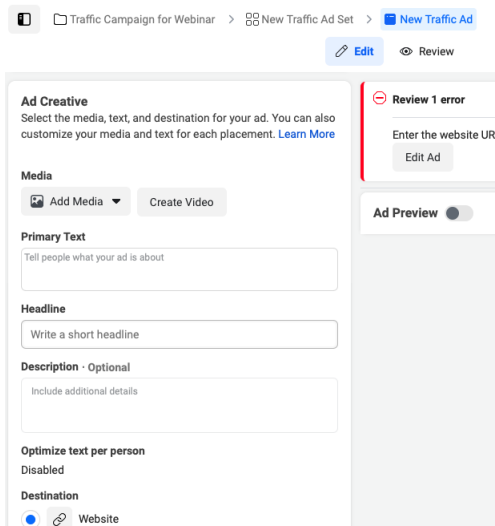
Review 1 error

Enter the website URL fi

[Edit Ad](#)

Ad Preview

Setting up an ad: Ad level



The screenshot shows the Facebook Ad level setup interface. At the top, there is a breadcrumb trail: "Traffic Campaign for Webinar" > "New Traffic Ad Set" > "New Traffic Ad". Below this, there are two buttons: "Edit" (with a pencil icon) and "Review" (with an eye icon).

The main content area is divided into two columns. The left column contains the following sections:

- Ad Creative**: Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)
- Media**: Includes "Add Media" (with a dropdown arrow) and "Create Video" buttons.
- Primary Text**: A text input field with the placeholder "Tell people what your ad is about".
- Headline**: A text input field with the placeholder "Write a short headline".
- Description · Optional**: A text input field with the placeholder "Include additional details".
- Optimize text per person**: A toggle switch currently set to "Disabled".
- Destination**: A radio button selected for "Website".

The right column contains a red-bordered error box:

- Review 1 error**: A red minus sign icon.
- Enter the website UR
- Edit Ad

Below the error box is the "Ad Preview" section, which includes a toggle switch currently turned off.

Setting up an ad: Ad level

Traffic Campaign for Webinar > New Traffic Ad Set > New Traffic Ad

[Edit](#) [Review](#)

Destination

Website

Facebook Event

Phone Call

Website URL

Enter the website URL field for your ad.

[Build a URL Parameter](#)

Display link - Optional

Enter the link you want to show on your ad

Call Extension

Show call extension on your website

Call to Action ⓘ

Review 1 error

Enter the website URL

[Edit Ad](#)

Ad Preview


Setting up an ad: Ad level

Ad preview Share Advanced Preview

Facebook Feeds

Glasgow Social Research Network Sponsored · 10

We value your opinion! Do you want to participate in this survey on current issues conducted by the University of Glasgow?



QUALTRICS.COM
Make your voice heard!
This survey will take only arou...

LEARN MORE

Like Comment Share

Feeds

Stories and Reels

Results from similar campaigns

Table: Results from traffic campaigns with no targeting

	United Kingdom	Turkey
Total spent	£168	£33
Recruited participants	495	36
Cost per participant	£0.34	£0.91
Proportion passing the attention check	92%	

Results from similar campaigns

Table: Results from traffic campaigns with no targeting in UK

Categories	Percentages
Young	2%
Middle	6%
Old	92%
No college	45%
College	55%
Female	39%
Male	60%

What is next?

- Use conversion campaigns to decrease costs
- Use demographic targeting to increase representativeness (Next session)
- Use more appealing advertisements to decrease costs and increase representativeness (Next session)

How did our conversion campaign work?

- 1 Facebook users saw our advertisement on Facebook
- 2 If a Facebook user clicked on our advertisement, she was directed to the survey page hosted on Qualtrics
- 3 If the Facebook user completed the survey on Qualtrics, she was directed to a Thank You page hosted on Wordpress
- 4 Wordpress recorded this page visit as an "event" and sent information to Facebook about it
- 5 Facebook optimized its ad delivery based on this information

Before beginning: Facebook Business Manager

- business.facebook.com

The screenshot displays the Facebook Business Manager dashboard. On the left is a navigation menu with options: Home, Ads Manager, Audiences, Ads Reporting, Ad Account Settings, and Events Manager. The main content area is titled 'Good morning, Aykut' and features an 'Introducing your new Insights Tool' notification. Below this is the 'Ad Account Performance' section, which contains a table of ad accounts and a 'Create Report' button. The 'Pages' section below shows the 'University of Glasgow' page with a 'Go to Page' button. An 'Alerts' sidebar on the right indicates 'No new alerts' and includes a 'See All Alerts' button. At the bottom of the dashboard, there is a 'See All in Business Settings' button.

Introducing your new Insights Tool
 You can track paid and organic reach, learn about your current and potential audience, and see how your content is performing across Facebook and Instagram.
[See all insights](#)

Good morning, Aykut

Ad Account Performance Recently Updated Last 7 days

Ad Account	Spend	Reach	Impressions
Glasgow - Second Glasg... ID: 365806010619745	£0.00	0	0
Glasgow Research (1566... ID: 3611790428916112	£0.00	0	0

[Create Report](#)

Pages Recently Used

University of Glasgow Page ID: 160556770630713	Go to Page
---	----------------------------

[See All in Business Settings](#)

Alerts
 No new alerts.
[See All Alerts](#)

Before beginning: Events Manager

The screenshot displays the Facebook Events Manager interface. On the left, a sidebar contains navigation icons. The main content area is divided into two panels.

Data Sources Panel: Features a search bar labeled "Search by name or ID". Below it, three data sources are listed:

- Glasgow Research's Pixel** (ID: 430975971357546)
- Default Offline Event Set for SMRS** (ID: 1708152786485096)
- Glasgow - Second Glasgow Resear...** (ID: 217313143067254)

Overview Panel: Titled "Glasgow Research's Pixel" (ID: SMRS (1131871503505732)). It includes tabs for "Overview", "Test Events", "Diagnostics", "History", and "Settings". A "Last 28 days" filter and a "Create" button are present. A promotional card for "Increase conversion rates with the Conversions API" is displayed. Below this is the "All Activity" section, which contains a line graph showing activity from Oct 18 to Nov 1. The graph shows a significant spike in activity around Oct 24. To the right of the graph, a summary box indicates:

- Pixel:** 430975971357546
- 1 Website:** aozturk.net
- No Active Integrations** (with a "Manage Integrations" button)

At the bottom of the Overview panel, there is an "Add Events" dropdown, a search bar for "Search by event" (0/50), and an "All events" dropdown. A "Pixel/Conversions API" tab is selected, showing "Aggregated Event Measurement" with a "New" badge. A note at the bottom states: "Shows all web events received through the Facebook pixel and Conversions API, except those from people who opted out of tracking on iOS 14.5 or later devices."

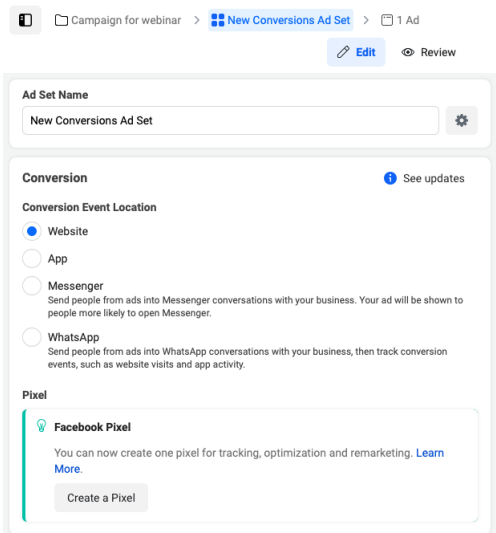
Before beginning: Which web page to use for conversions?

- You can use Qualtrics to send data to Facebook about user action
- Our choice was to use our own web page because
 - Easier to implement
 - Easier to distinguish survey completers from drop-outs
 - Easier to claim domain ownership
 - Important to reach Apple iOS users who opted out of tracking
 - Buying a new domain and creating a "Thank You" page on a new website can take around 1 hour and cost around £30

Creating a conversion campaign

- Setting up conversion infrastructure
 - 1 Create Facebook Pixel code
 - 2 Install Facebook Pixel to your website
 - 3 Define your events
 - 4 Verify domain ownership of your website
 - 5 Prioritize your events on your domain
- Creating the advertisement campaign on Facebook Ads Manager
 - This part is nearly same with creating traffic campaign, which is just discussed

Step 1: Creating a Facebook Pixel



The screenshot shows the Facebook Ads Manager interface for a new conversion ad set. The breadcrumb trail is: Campaign for webinar > New Conversions Ad Set > 1 Ad. There are 'Edit' and 'Review' buttons. The 'Ad Set Name' field contains 'New Conversions Ad Set'. The 'Conversion' section is active, with 'See updates' link. Under 'Conversion Event Location', 'Website' is selected. Below that, there are options for 'App', 'Messenger', and 'WhatsApp'. The 'Pixel' section features a 'Facebook Pixel' card with a 'Create a Pixel' button.

Campaign for webinar > New Conversions Ad Set > 1 Ad

Edit Review

Ad Set Name

New Conversions Ad Set

Conversion [See updates](#)

Conversion Event Location

Website

App

Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

WhatsApp
Send people from ads into WhatsApp conversations with your business, then track conversion events, such as website visits and app activity.

Pixel


Facebook Pixel

You can now create one pixel for tracking, optimization and remarketing. [Learn More.](#)

Create a Pixel

Step 1: Creating a Facebook Pixel

Connect Website Activity Using Pixel ×



Track Website Conversions Using Pixel

Add the pixel code to your website to run conversion campaigns, build advanced reporting and custom retargeting. The pixel is a snippet of code that securely receives information from a website. [Learn more](#)

Pixel Name 20

Check your website for easy set up options

To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Center](#) to learn more about sensitive data.


By continuing, you agree to the [Facebook Business Tools Terms](#).

[Give Feedback](#) [Continue](#)

Step 2: Installing Facebook Pixel on your website

- You will see this warning if you try to create a conversion campaign before installing your Pixel:

Select an event to use as the conversion for this campaign.

 **Verify Your Pixel**

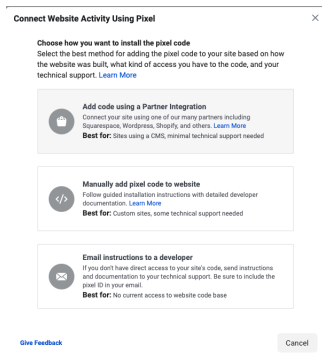
To use the Facebook pixel, you must first place it on your website to track valuable actions people take there. You can then optimize your ads for those actions. [Learn More](#)

Verify Pixel

- You can click on “Verify Pixel”

Step 2: Installing Facebook Pixel to your website

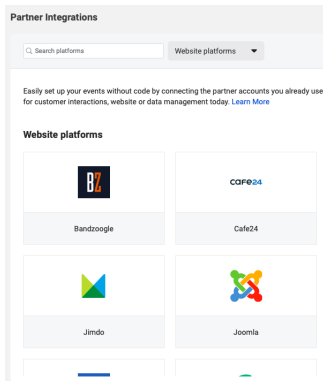
- Facebook offers three options. Our choice was to use partner integration.



- You can also visit Partner Integration section under Events Manager to reach this page.

Step 2: Installing Facebook Pixel to your website

- A long list of partner integrations, including Wix, Squarespace, Wordpress are available. We picked Wordpress.



Step 2: Installing Facebook Pixel to your website

Connect Your WordPress Account to Facebook

The screenshot shows the WordPress dashboard's 'Plugins' page. The left sidebar has 'Plugins' selected, and the 'Add New' button is highlighted with a green circle and the number 1. The main content area displays a grid of plugins. The 'Facebook for WordPress' plugin is highlighted with a green circle and the number 2. The 'Install Now' button on this plugin card is highlighted with a green circle and the number 3. Other visible plugins include 'Yoast SEO' and 'Google Analytics Dashboard Plugin for WordPress by Monsterinsights'.

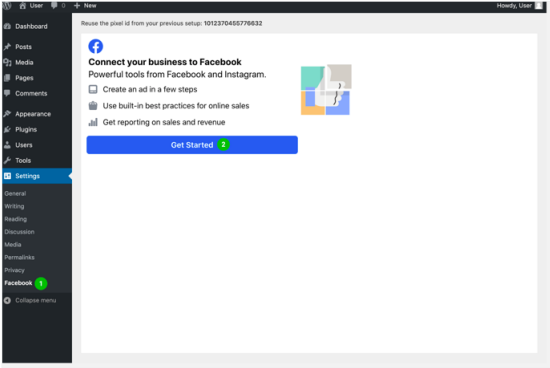
- 1 Click on **Plugins** and select **Add New** from the dropdown menu.
- 2 Search and choose **Facebook for WordPress**.
- 3 Select **Install Now** and then select **Activate**.

[Give Feedback](#) Back Next

Step 2: Installing Facebook Pixel to your website

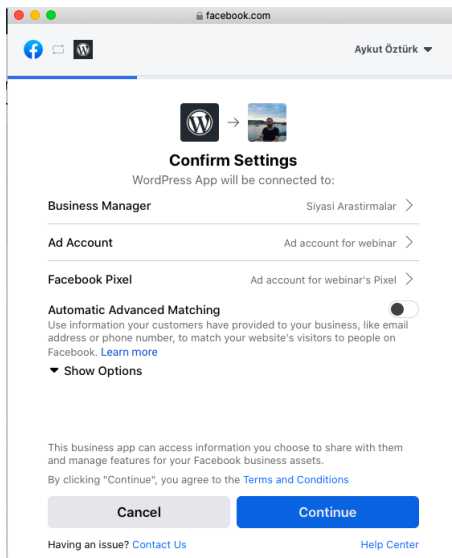
Connect Your WordPress Account to Facebook ✕

Install Plugin **Connect to Facebook** Verify Connection Set Up Events Confirmation



Give Feedback Back Next

Step 2: Installing Facebook Pixel to your website



A screenshot of a web browser window showing the Facebook 'Confirm Settings' dialog. The browser's address bar shows 'facebook.com' and the user's name 'Aykut Öztürk'. The dialog features the WordPress logo and a profile picture, with the heading 'Confirm Settings' and the text 'WordPress App will be connected to:'. Below this, there are three rows of settings: 'Business Manager' (Siyasi Arastirmalar), 'Ad Account' (Ad account for webinar), and 'Facebook Pixel' (Ad account for webinar's Pixel). The 'Automatic Advanced Matching' toggle is turned on. At the bottom, there are 'Cancel' and 'Continue' buttons, and a footer with 'Having an issue? Contact Us' and 'Help Center'.

facebook.com

Aykut Öztürk

Confirm Settings

WordPress App will be connected to:

Business Manager Siyasi Arastirmalar >

Ad Account Ad account for webinar >

Facebook Pixel Ad account for webinar's Pixel >

Automatic Advanced Matching

Use information your customers have provided to your business, like email address or phone number, to match your website's visitors to people on Facebook. [Learn more](#)

▼ **Show Options**

This business app can access information you choose to share with them and manage features for your Facebook business assets.

By clicking "Continue", you agree to the [Terms and Conditions](#)

Cancel **Continue**

Having an issue? [Contact Us](#) [Help Center](#)

Step 3: Define an event

Connect Your WordPress Account to Facebook ✕

Install Plugin Connect to Facebook Verify Connection **Set Up Events** Confirmation

Add Events Using Event Setup Tool

You can use the Event Setup Tool to add standard events and parameters without the need to code. This is the easiest option to install pixel events.

Only use this tool on websites that you manage. The website that you connect to will have access to your ad account configurations.

Website URL

[Give Feedback](#)

- You can also reach Event Set Up Tool through “Add Event” section under Events Manager

Step 3: Define an event

Track an event using a URL

Select the event that you'd like to track.

Select an event ▼

Track the entire URL or a portion of the URL.

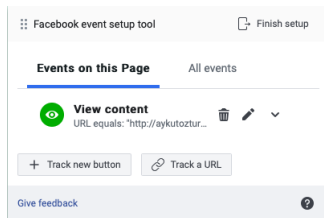
URL equals ▼

http://aykutozturk.me/

Cancel

Confirm

Step 3: Define an event





Step 3: Define an event

Finish setup

Please review your events. You can access and manage your event tracking through your settings in Events Manager.

Events added

	View content URL equals: "http://aykutozturk.me/"	 Delete
---	---	--


[Back](#) [Finish](#)

Step 4: Verify domain ownership of your website

Conversion Event

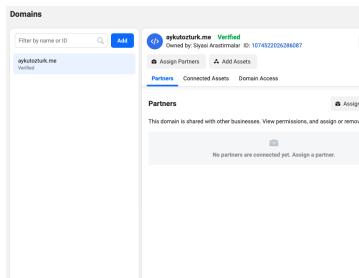
View Content|



 This event hasn't been prioritized for iOS 14.5. Ad sets using this event may not be delivered to people who opt out of tracking on iOS 14.5 or later devices. [Learn More](#)

Step 4: Verify domain ownership of your website

- Go to Domains under Brand Safety section of Business Manager, click on “Add”



- You can also reach this page following the path: Events Manager, Aggregated Event Measurement, Configure Web Events, Manage Domains

Step 4: Verify domain ownership of your website

Add a Domain ×

Add the correctly formatted domain you want to associate with your business.

You can only verify the root domain (example.com), not a subdomain (store.example.com) or subpage (example.com/store). Do not add prefixes (http:// or https://) at the beginning.

Your Domain

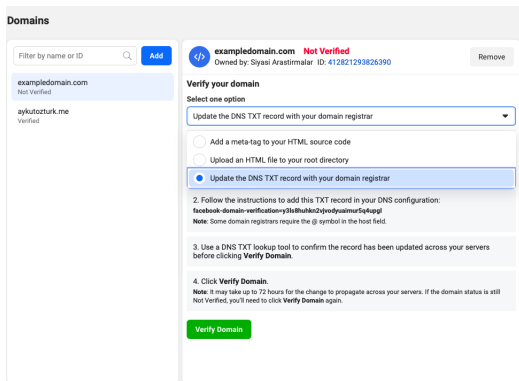
Domains can only be added to one business but can be shared with designated partners.

Cancel

Add

Step 4: Verify domain ownership of your website

Once you add your domain, you will be offered three alternatives to verify it:



The screenshot shows a 'Domains' management interface. On the left, a list of domains includes 'exampledomain.com' (Not Verified) and 'aykutozturk.me' (Verified). The main panel displays details for 'exampledomain.com', which is 'Not Verified'. It provides the owner's name 'Siyasi Arastirmalar' and ID '412821293826390'. Under the 'Verify your domain' section, three options are listed: 'Update the DNS TXT record with your domain registrar' (selected), 'Add a meta-tag to your HTML source code', and 'Upload an HTML file to your root directory'. Below these options, a list of instructions guides the user through the verification process, including a Facebook verification code and a 'Verify Domain' button.

Domains

Filter by name or ID

- exampledomain.com
Not Verified
- aykutozturk.me
Verified

exampledomain.com Not Verified
Owned by: Siyasi Arastirmalar ID: 412821293826390

Verify your domain

Select one option

Add a meta-tag to your HTML source code

Upload an HTML file to your root directory

Update the DNS TXT record with your domain registrar

2. Follow the instructions to add this TXT record in your DNS configuration:
facebook-domain-verification=y3ls8huAozvjodyuaimur5q4upl
Note: Some domain registrars require the @ symbol in the host field.

3. Use a DNS TXT lookup tool to confirm the record has been updated across your servers before clicking **Verify Domain**.

4. Click **Verify Domain**.
Note: It may take up to 72 hours for the change to propagate across your servers. If the domain status is still Not Verified, you'll need to click **Verify Domain** again.

Step 4: Verify domain ownership of your website

Follow steps listed here:

The screenshot shows the Facebook Domains management interface. On the left, a list of domains is shown: 'exampledomain.com' (Not Verified) and 'aykutozturk.me' (Verified). The main panel is for 'exampledomain.com', which is 'Not Verified'. It shows the domain owner as 'Siyasi Arastirmalar' with ID '412821293826390'. The 'Verify your domain' section offers one option: 'Update the DNS TXT record with your domain registrar'. Below this, a list of steps guides the user through the verification process, including logging into the registrar, adding a TXT record with the value 'facebook-domain-verification=y3l8thhkn2jveofyvalmr5q4upjl', and clicking 'Verify Domain'. A green 'Verify Domain' button is at the bottom.

Once you verify domain ownership, add your events to your domain.

Step 5: Prioritize your events

- Go to Aggregated Event Measurement under Events Manager
- Click on Configure Web Events

The screenshot displays the Facebook Events Manager interface. On the left, the 'Data Sources' section lists three items: 'Ad account for webinar's Pixel' (ID: 191004109772556), 'Default Offline Event Set For Siyasi A...' (ID: 742457056413223), and 'Siyasi Arastirmalar business account' (ID: 475444936801926). The main content area shows the configuration for the 'Ad account for webinar's Pixel'. It includes tabs for 'Overview', 'Test Events', 'Diagnostics', 'History', and 'Settings'. The 'Overview' tab is active, showing the 'Pixel/Conversions API' section with a sub-tab for 'Aggregated Event Measurement'. Below this, there is explanatory text about the measurement protocol and a 'Configure Web Events' button. At the bottom, there is an illustration of a person standing next to a target graphic.

Step 5: Prioritize your events

- Click on the domain that you will use

The screenshot shows the Facebook Events Manager interface. At the top, there is a navigation bar with a back arrow, the text "Events Manager", and a dropdown menu showing "Siyasi Arastirmalar (1693904682...)". Below this is the "Web Event Configurations" section. It contains a paragraph of instructions: "View and manage events configured for iOS 14.5+ ad optimization on primary domains associated with your business account. Verify primary domains you own to ensure your business has control of the web event configurations. To look up your primary domain, enter the website's name and its top level domain." To the right of this text is a link "How Do I Configure Events?". Below the instructions is a search bar with the placeholder text "Look up by website URL", a close button (X), a search icon, and a "Submit" button. To the right of the search bar is a "Manage Domains" button. Below the search bar is a table with two columns: "Primary Domain" and "Configured Events". The table has one row for the domain "aykutozturk.me", which is marked as "Domain verified". The "Configured Events" column shows "0 of 8" with a warning icon and a dropdown arrow. Below the table, there is a section for "Event name" and "Assets", which currently shows "No events configured" and a "Manage Events" button. At the bottom of the page, there is a note: "Website not listed? Look it up by its URL." and a "Give Feedback" link.

Events Manager Siyasi Arastirmalar (1693904682...)

Web Event Configurations

View and manage events configured for iOS 14.5+ ad optimization on primary domains associated with your business account. Verify primary domains you own to ensure your business has control of the web event configurations. To look up your primary domain, enter the website's name and its top level domain. [How Do I Configure Events?](#)

Look up by website URL

Primary Domain	Configured Events
aykutozturk.me Domain verified	0 of 8

Event name **Assets**

No events configured

Website not listed? Look it up by its URL. [Give Feedback](#)

Step 5: Prioritize your events

- Choose the event that you will use for this campaign
- List your events based on their importance for you, if there is more than one event

The screenshot shows the Facebook Events Manager interface for a domain named 'aykutozturk.me'. The page title is 'Edit Web Event Configurations'. Below the title, there is a brief instruction: 'To change this domain's configuration schema, select the desired pixel or custom conversion and the event you want configured on the domain. Place the events in order from highest to lowest priority so Facebook receives the event that's highest in priority when a customer takes several actions during a web session. If you change the priority of the events, you must wait 72 hours to change these events again. Ads and ad sets will stop running if you remove events that are being used for optimization. [Learn more](#)'.

The interface shows a table with columns: Priority, Pixel/Custom Conversion, Event Name, Value Optimization, and Configured Event U. The first row is visible with 'Highest priority' in the Priority column, 'Ad account for webinar's Pixel' in the Pixel/Custom Conversion column, and 'View Content' in the Event Name column. A dropdown menu is open for the 'View Content' event, showing a search bar and a list of events:

- View Content
- Add Payment Info
No activity in over 28 days. If selected, no meas...
- Add to Cart
No activity in over 28 days. If selected, no meas...
- Add to Wishlist
No activity in over 28 days. If selected, no meas...
- Complete Registration
No activity in over 28 days. If selected, no meas...

At the bottom of the dropdown, there are 'Cancel' and 'Apply' buttons. The main interface also shows 'Events slots filled: 1 of 8' and an 'Add Event' button.

Next week

- Presenting results on the use of targeting and various advertisement contents
- How to use targeting for more balanced samples
- How to follow which advertisement Facebook users are coming from
- After creating your campaign
 - How to test if conversion is working properly
 - How to review your advertisement success
 - How to review Facebook comments

Thank you!

- For any questions: demed-project@glasgow.ac.uk