



4 WAYS TO COMBAT FACEBOOK AD FATIGUE



4 Ways To Combat Ad Fatigue To Ensure Campaign Success

If your ad campaigns went from working to failing, it is probably because of ad fatigue.

If they are decreasing in effectiveness and you want to improve your results and get them back on track.

How the ad algorithms on social media work

When you start a new ad campaign the algorithm is designed for it to decrease in performance over time when it starts to hit ad fatigue issues.

That's why social media advertising is not a 'set it and forget it' campaign. Your campaigns require on-going management via testing to continue to deliver exceptional results.



Ad fatigue occurs when your campaign frequency gets too high causing your target audiences to see the same ads again and again and therefore become less responsive to them.

Combat ad fatigue using campaign refresh processes

To combat ad fatigue you want to use the TOCCO method.

TOCCO stands for Targeting, Objectives, Creative, Copy and Offer and consists of refresh processes where you change one of the variables to improve your performance.

1. Combat ad fatigue by doing an Ad Refresh.

An ad refresh consists of changing either the creative or the copy of your ad. Start with changing your creative, as this is the ad component that your target audiences will see first.

Your creative is what grabs your target audiences' attention and stops them scrolling the newsfeed and it can include both the format of the ad and the content of the creative such as the image or video.

- When doing an ad refresh you want to duplicate your original ad within your campaign and ad set and then in the new draft ad make the relevant change.
- To change your creative or copy navigate to the ad level of your campaign. Then, select the ad you want to change and click duplicate.
- From the duplicate window make sure your current campaign and current ad set is selected. Finally, click duplicate and a new identical draft ad will be created.
- Finally, edit the ad and make the change you want. In this case we want to make a creative change and switch the format from single image to single video. To do this select the video button and then choose or upload the video you want to use. Review and publish your changes to set your new ad live.



2. Combat ad fatigue by doing a Targeting refresh.

The second way to combat ad fatigue is to do a targeting refresh. This is where you keep your campaign objective and ads the same but test a new targeting at the ad set level.

- To implement a targeting refresh, first navigate to the ad set level of the campaign that you've identified earlier as decreasing in effectiveness.
- Once at the Ad Set of that campaign, select the ad set itself and click duplicate. This will bring up the duplicate menu. Ensure that you are duplicating into the original campaign and click duplicate.
- Now open the draft ad set and adjust your audience, ensuring that you keep the other ad set options such as placements, bidding and optimisation settings the same.
- Depending on which level in your advertising funnel the campaign you are doing the targeting refresh is in, you could test new cold audiences, such as those targeting similar interests in your industry, and also different Lookalike audiences.
- Or, further down your advertising funnel you could test new video custom audiences for different duration video views and right at the bottom of your advertising funnel, new website custom audiences targeting people that have visited your website.



3. Combat ad fatigue by doing an Objective refresh.

The third way of combating ad fatigue is to implement an objective refresh. This occurs at the top level of your ad campaigns and involves changing the objective to reach a new section of your target audience.

- To implement an objective refresh, navigate to the campaign level of the ad campaign that you've identified as decreasing in performance. Next select the campaign and click duplicate.
- Choose how many times you want to duplicate the campaign, in this case we want to change the objective just once, so ensure 1 is selected.
- Next, when the edit menu appears choose your new objective from the drop down list.
- Once you've chosen your new objective or event optimisation in the case of the conversion objective, don't change any other variables at the ad set level.



4. Combat ad fatigue by doing an Offer refresh

Finally, you can combat ad fatigue by doing an offer refresh. This involves completely changing the offer you present to your target audience.

You can change your offer at every stage of your advertising sales funnel. For example, if you are running top of funnel content to warm up cold audiences and your cost per video view is increasing, add new content ads to your campaign.

- To implement an offer refresh, just like with the ad refresh, navigate to the ad level of your campaign.
- Next, select your ad and click duplicate. Now, in the duplicate window ensure that you are duplicating into the same campaign and ad set.

- Once you've confirmed your duplication in the ad edit window make the relevant offer change to your ad, this would include changing your copy and creative depending on the offer.



Conclusion

Ad fatigue is an issue that will effect even the most successful campaigns once frequency issues start to occur. As a result, the performance of your campaign will decrease over time if you don't make relevant changes.

The numerous ad refresh processes in the TOCCO method enable you to take action and create new tests, at all levels of the campaign structure: objective, ad set and ad level, to improve your performance.