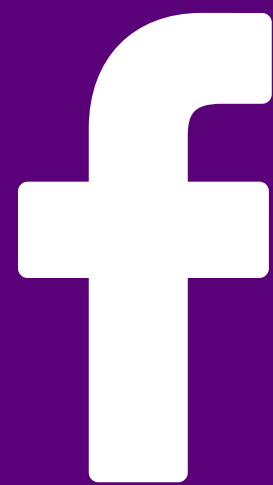




Become a Facebook Star with Dotidot

Automate your dynamic banners to
set yourself apart from your competition



What'll you learn?

Facebook as a part of your marketing

Why using Facebook for your marketing activities is pretty much a must for every e-commerce.

Everything begins with well-structured data

Every successful campaign starts with perfect shape data. Here is what to do.

Earn more with Facebook dynamic ads

Use automation strategies for both remarketing and prospecting campaigns.

Google Analytics data in feeds

Don't believe Facebook insight data for optimization? Use data from Google Analytics instead.

Set your Facebook ads apart with Image Editor

Thanks Dotidot's Image Editor you are able to turn generic ads into unique product presentations that skyrocket your CTR.



Facebook as a part of your marketing



Facebook as a part of your marketing

Using Facebook for your marketing activities is pretty much a **must** nowadays. And not only where e-shops are concerned, but also for other verticals which offer their services and try utilize advertising in order to address the relevant audience of their **potential customers**.

Dynamic product ads are the most effective way of advertising on Facebook and Instagram. Social media specialists use this type of advertising for:

- Remarketing
- Prospecting

But creating and administering banners in the Business Manager interface often means having to deal with many routine tasks which cost your specialists valuable time that could be better invested in devising strategy or creative solutions.

As experts in automation, we've seized this opportunity and relied on our vision and experience to implement a **dynamic product campaign administration directly in Dotidot**. This allows you to use our platform to create and manage your Facebook banners or utilize advanced functions to **get ahead** of your **competition** and **score** both with your potential and current customers.

Today, **92 %** of marketing specialists take advantage of **Facebook ads** in their promotion. You need to expect high competition and focus on creating **high-quality creative content** to acquire more customers.

*“ Don't sell your product as it is.
Demonstrate instead its benefits and advantages.”*

Everything begins with well-structured data



Everything begins with well-structured data

Before you start creating your campaigns, you need to **prepare suitable data**—your Facebook catalogue, a tool that’s absolutely essential if your banners are ever to become reality. Thanks to our **Feed exports**, you can upload your data to Dotidot within minutes and start working.

I already have data feed



Data feed file

Upload any of your feed in a supported format (CSV, XML, JSON).



Google Merchant Center

Link your existing GMC feed to Dotidot.



Google Sheets

Do you have your feed in Google Sheet format? No problem.



Facebook product catalog

You won't be able to edit or enrich the data or use Image editor. Use Data Feed File instead.

[Hide more options](#) ^

I don't have data feed yet



Scraper

Don't have your own feed? Our Feed scraper will create one for you based on your website sitemap.



Google Analytics

Create a data feed based on your Google Analytics data.



Google Analytics 4

Create a data feed based on your Google Analytics 4 data

Facebook product catalogue

You can acquire a data feed and start creating dynamic campaigns on Facebook by simply linking your Facebook business account to Dotidot.

Edit data source

Name

Facebook electro

Advanced setup

What will Dotidot do if the input data source contains 0 items?

☐

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☐

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Handle items with same ID

☐

refresh will end with error when two or more items has same ID

☒

ignore this problem

Facebook Commerce Export

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**Scraper** 
Don't have your own feed? Our Feed scraper will create one for you based on your website sitemap.

**Google Analytics**
Create a data feed based on your Google Analytics data.

**Google Analytics 4**
Create a data feed based on your Google Analytics 4 data

We've been gradually adding more and more feed exports to Dotidot. So if you don't have a data source in a format required by a specific platform, we can easily **convert** your existing source into one which does conform to the conditions set by your desired advertising system. Plus, before the export you can perform quality optimization in Dotidot, using custom variables.

Facebook Commerce export works in the same way. Business Manager has its own product catalogue requirements. Unless your data feed meets them, it will be rejected. Dotidot knows how to handle this.

In Dotidot, simply **define a field in a template** from your original data feed, and pair mandatory and voluntary attributes.

The field from your original data feed can be easily paired with **Facebook Commerce export**. Dotidot then generates a URL you can use in Business Manager to create a new product catalogue. Additionally, our Facebook Commerce export allows you to send banners from Dotidot’s Image Editor to your Facebook campaigns. More on that later.

Basic product data

Id (required) 

_product_id_



Title/Name (required) 

name



Description (required) 

description



Url/Link (required) 

url



Image url (optional) 

_image_link_



This export gives users the option to create a supplemental feed for their Facebook catalogue and set dynamic Facebook ads for multiple languages and countries. So if you plan to expand into several global markets, you won’t need to have a special catalogue for each of them. All you need to do is create a feed for a language or particular country and enter it into your current catalogue.

Once your enhanced catalogue contains this data, customers will be able to see correct, localized information in dynamic ads, chosen for their specific region based on their location and language.

Working with data

So that's about it when it comes to data. But you're still nowhere near ready to successfully launch your campaign. It's time to delve into another of Dotidot's many positives, namely the ability to perform **advanced editing on your uploaded data**.

Dotidot allows you to formulate **conditions**, using its attributes. Displaying dynamic ads only for those products which are in stock, for example, can be one such condition. But you can also focus on other strategies, such as:

- Advertising a specific brand of products;
- Setting a minimum campaign price of products;
- And others.

In Dotidot, these changes can be done very easily, within minutes. As every Facebook ad administrator knows, once you pick a specific campaign structure, any other change is very difficult to make in Business Manager, both in terms of time and your psychological resources.

But this doesn't apply when you're doing your settings in Dotidot.



Earn more with Facebook Dynamic Ads

03

Earn more with Facebook dynamic ads

In Dotidot's Facebook dynamic campaign settings, you can easily **target** suitable users and engage in **advanced editing of your campaign structure**. This allows you to better, directly target your specific customer base, using banners that appeal to this target group, defining your message, and increasing your CTR.

Remarketing

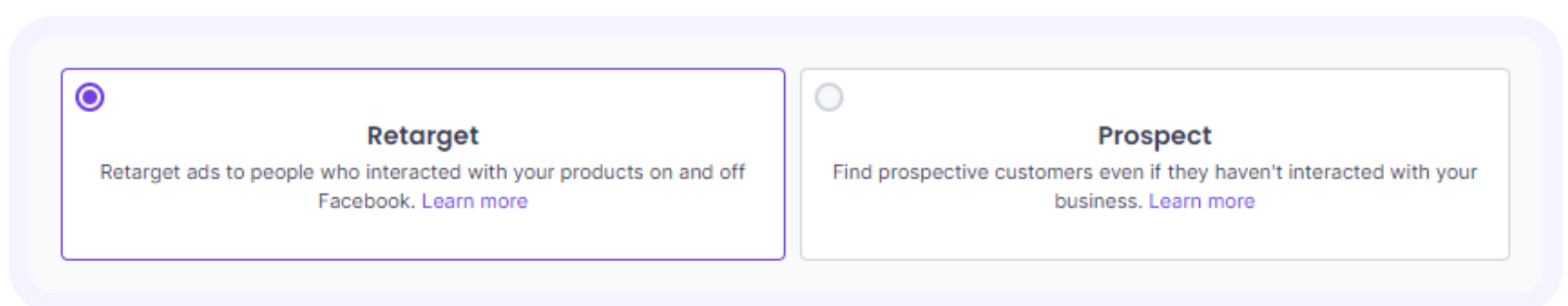
If you run an e-shop or any other e-commerce vertical, then Facebook **remarketing** campaigns should be an integral part of your marketing. With remarketing it's highly likely you'll be able to turn your existing customers into purchasing customers.

Remarketing

Remarketing also requires enough web traffic. In the long-term, targeting the same customers all the time isn't sustainable. That's why we've enhanced Facebook campaigns in Dotidot with **acquisition targeting**. You can also use Dynamic Ads for Broad Audience (DABA).

Meaning? You can easily define your own user group to be acquired, or leave the targeting to Facebook and only exclude your current web traffic if you wish to do so.

When creating **a prospecting audience**, naturally you can also work with audiences you have already created in your Business Manager; there's no need to set new ones just to launch a prospecting campaign.



And what's the function's added value, you ask?

It comes in the form of another featurette, namely **Campaign structure**.

Automated Structure

Once you create a Facebook catalogue out of your product feed, Dotidot enables you to easily formulate conditions, based on the feed’s attributes—for example, you can make it so that dynamic ads show only for those products that are in stock. You can try different strategies as well, such as advertising specific product brands, setting a minimum price of your campaign products, etc.

These settings aren’t there just for you to give your campaign or ad set a suitable name. The magic and added value lies in the **option of using variables**, i.e. attributes you pick in your feed (catalogue).

Thanks to this you can create hundreds of ad sets within seconds. And if you enter a variable in your campaign name, you can create hundreds of ads in Business Manager, the entire process taking a few seconds.

Campaign name

Facebook Prospecting - Automatic structure

Ad Set Name

category

1 Facebook campaigns (5 ad sets)	Products
Facebook Prospecting - Automatic structure	4068
irons	448
mobile phones	570
notebooks	1232
printers	852

You can easily divide products into individual campaigns, for example by:

- Margin
- Category
- Another logical unit

With custom variables, various product price levels or margins can be defined in Dotidot.

Manual Structure

Automated structure in Dotidot segments products into individual ad sets by a chosen feed attribute —product category or any other information you're having sent to custom labels.

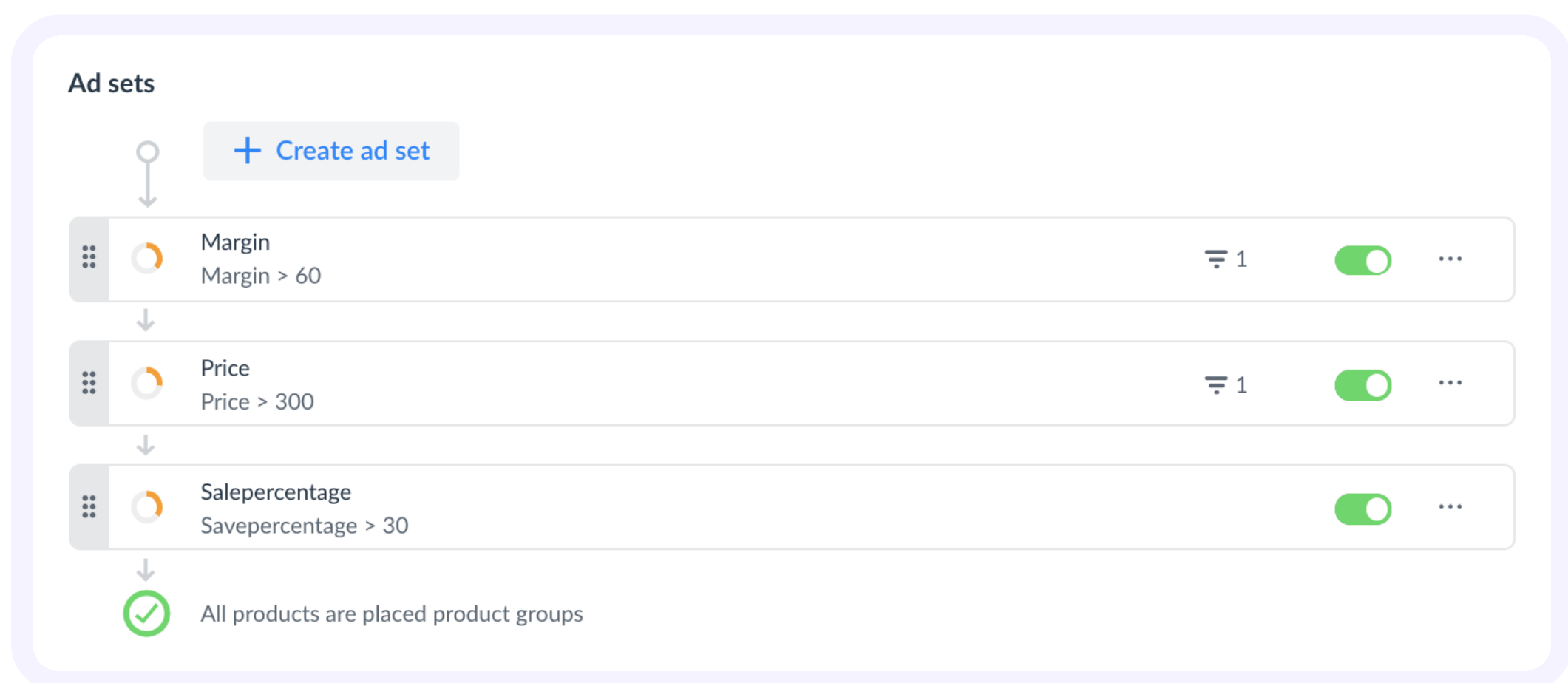
But if you prefer strategies which **segment ad sets by various criteria**, then Dotidot's manual structure is the right choice for you!

You can easily create ad sets that combine different filters from your product catalogue. Which is where the newest feature comes into play.

The order of ad sets in Dotidot matters!

Thanks to Dotidot, products in individual ad sets exclude one another. That's because logically, the Margin and Price ad sets might overlap. So, products whose price exceeds 300 CZK can at the same time have a margin of over 60 %.

But because the Margin ad set is placed first (i.e. above the Price ad set), it's viewed by Dotidot as a priority, meaning that products whose margin exceeds 60 % are automatically excluded from the Price ad set. The same applies to the rest of individual ad sets, top-to-bottom.



In Dotidot, these structures can be changed by using the **“drag and drop”** function. Meaning, you can easily move priorities between individual ad sets, testing which strategy would pay off the most.

Variables in dynamic remarketing banner

With Dotidot, you can take **any information from your feed** and enter it in a DPA. Would you like for your text to feature a dynamically changing price? A well-structured product name? Your banners can be formulated quickly and easily.

If you decide to provide information on price in your banner, variables make it so that you don't have to bother with ensuring it's up-to-date. Dotidot will take any changes into account and automatically reflect them in the ad. And what's more, not only can you use price in your banner, it can be also featured in the text below the banner.

Name

Data source #2

Facebook business

Please select

[Link a new Facebook account](#)

Advanced setup

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Handle items with same ID

☒ refresh will end with error when two or more items has same ID

☐ ignore this problem

Google Analytics data in feeds

04

When it comes to working with data, the Dotidot team's figured out a complete game changer! We've added the option of creating **a data feed directly from Google Analytics**.

What does it mean? Regardless of whether you have a product or category feed, there's one piece of information missing—stats on the **CURRENT SALES** of your products. And since it's missing, you need to contact your programmer who'll download this data to your feed.

Over the years of running Dotidot, we've sadly learned this isn't standard practice in the field. Most PPC specialists often have trouble getting their hands on a feed that contains this important information. We decided to simplify the process significantly. In Dotidot, you can now **combine Google Analytics data with your own data feeds** without having to ask a programmer for help. It's up to you to choose which data is important—Dotidot puts no limits on you.

How does it work?

Creating a Google Analytics feed

Define a dimension and metric of your choice to be downloaded from Google Analytics. In e-commerce, these will likely be metrics on sales, profits, or conversions. If you want to pair this data with your product feed, you should pick **ID product** as your dimension.

Or perhaps you're interested in your content pages and their performance? No problem! Download data on your landing pages and web traffic, the amount of time users spend on your website, or bounce rate.

Figure out new strategies to meet your or your client's business goals.

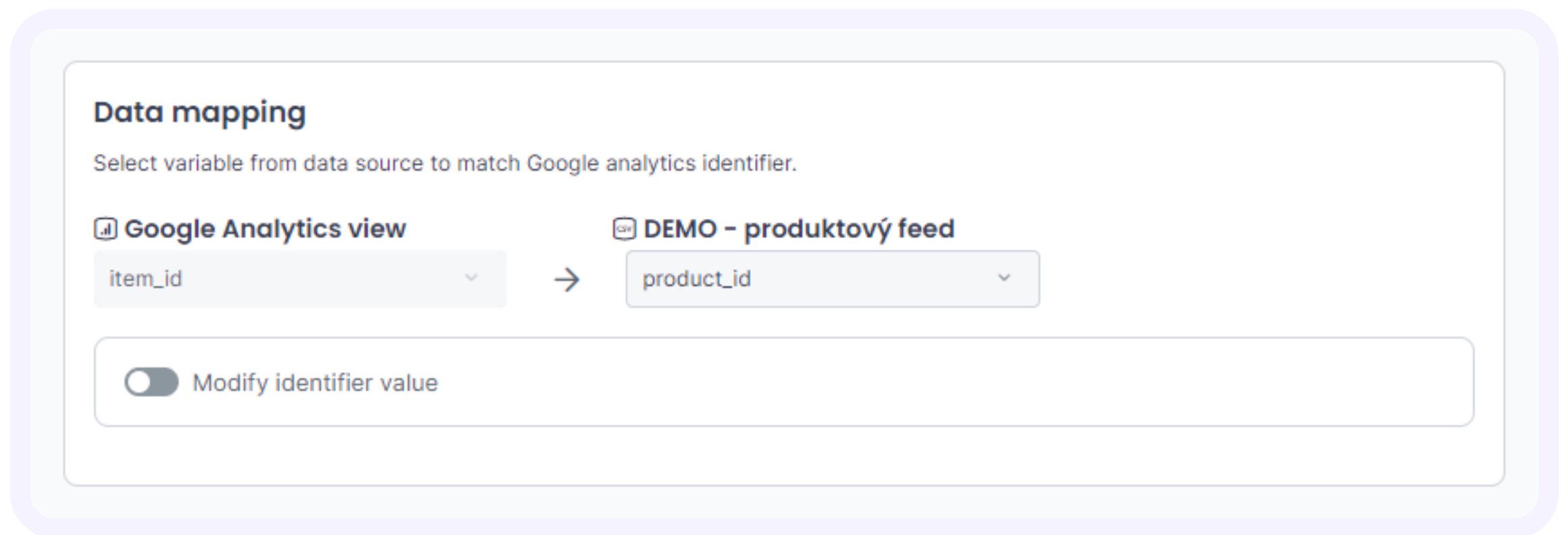
Linking different feeds

Google Analytics

Now you have a data feed, with Google Analytics data. But you also need to link it with your current feed (e.g. a product one).

In Dotidot, we know how to link different data feeds to provide you with a single, **updated** feed, containing not only product information from your website (product price, category, etc.), but also info on the performance of your product. To create such a feed, however, you have to make sure both data feeds share one identical element.

In case of products, ID product can serve as this one identical element. You can pair fields, taken from different data feeds, in the Dotidot interface. This is the key to combining both feeds:



Other attributes besides ID product can be used, such as the category name or **URL address**. After all, every data feed has an URL. This opens up many opportunities to those outside the e-commerce sphere.

Google Sheets

Still, we understand you might be interested in other strategies besides product sales or in other data than that which was taken directly from Google Analytics. Combining different feeds in Dotidot can be useful in another sense, too.

Would you like to automate your ads better but your basic feed is missing a piece of information? You can easily rectify this in **Google Sheets** (since that's also a data feed you can pair in Dotidot), combining your Google table with your current data feed.



Set your Facebook Ads apart with Image Editor

05

Set up your Facebook Ads apart with Image Editor

With Dotidot's Image Editor function, within just a few minutes you can easily turn generic dynamic banners into **unique product presentations, set yourself apart from your competition, get to the next level, and improve your CTR.**

The key is to have a banner template where you can upload various graphics at will—background, logo, etc. Naturally, you can also use feed attributes to make your creative content **dynamic**—texts or images tied to a URL from your feed, i.e. usually an image URL.

Image Editor will put together a banner containing product information of your choice, changing dynamically (product image, price, special offers, brand, availability, etc.).

*“ Don't sell your product as it is.
Demonstrate instead its benefits and advantages.”*

In a few easy steps, you can do the following with Image Editor:

- promote more information besides the product itself;
- use your own templates and fonts, maintaining your brand identity;
- create interesting creative content;
- make quick and easy changes.

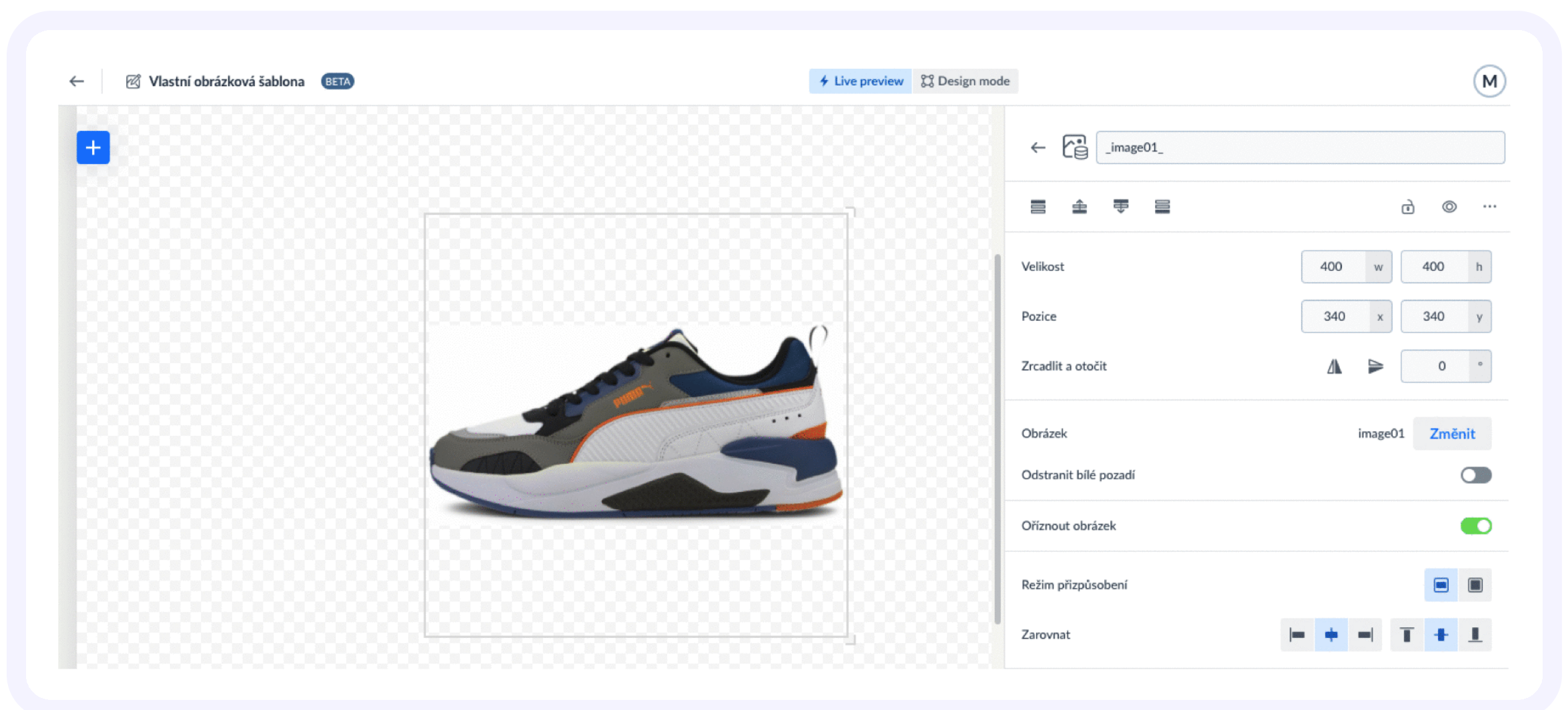
Set yourself apart from the competition and increase your CTR

Unlike standard options provided by Business Manager, Dotidot gives you the opportunity of using various conditions to display certain information (elements) in your banners, e.g. only if a product **meets** a certain condition.

Just like advanced editing programs, Image Editor works with **layers**. It's these layers that allows you to set conditions of your choice, making sure the finished banner will contain only such information you wish to be displayed at a particular moment.

Custom background and multiple images

With this function, you can **remove the background** from your product image and create a banner with a background of your choice. Improve your banners, use your own background template, and catch the attention of potential customers. Don't settle for what's expected; show the world what you got with our Image Editor! Besides the main product image, your banner can also include **additional images**, such as those taken from a different angle. This is useful especially for fashion segments.



Work with custom fonts, without limits or restrictions

Don't limit your creativity with strict rules. You can use **custom fonts** when creating banners in Image Editor. This gives your banners more authenticity, allowing you to easily preserve your brand identity with no restrictions. In Image Editor, you can also work with custom font size, alignment, and placement.

Name

Data source #2

Facebook business

Please select

Link a new Facebook account

Advanced setup

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☐ ignore this problem

Time's your friend—factor particular shopping seasons in your banners

With advanced **time conditions** settings for individual layers of your draft graphics, you can easily set when and how specific elements will appear in your banners. Get the most out of your images during particular shopping seasons, such as at Christmas, on Black Friday, or the Mother's Day.

Facebook product catalog

Source name

Data source #43

Facebook business

Please select

Link a new Facebook account

Your synchronization level: 1x per day

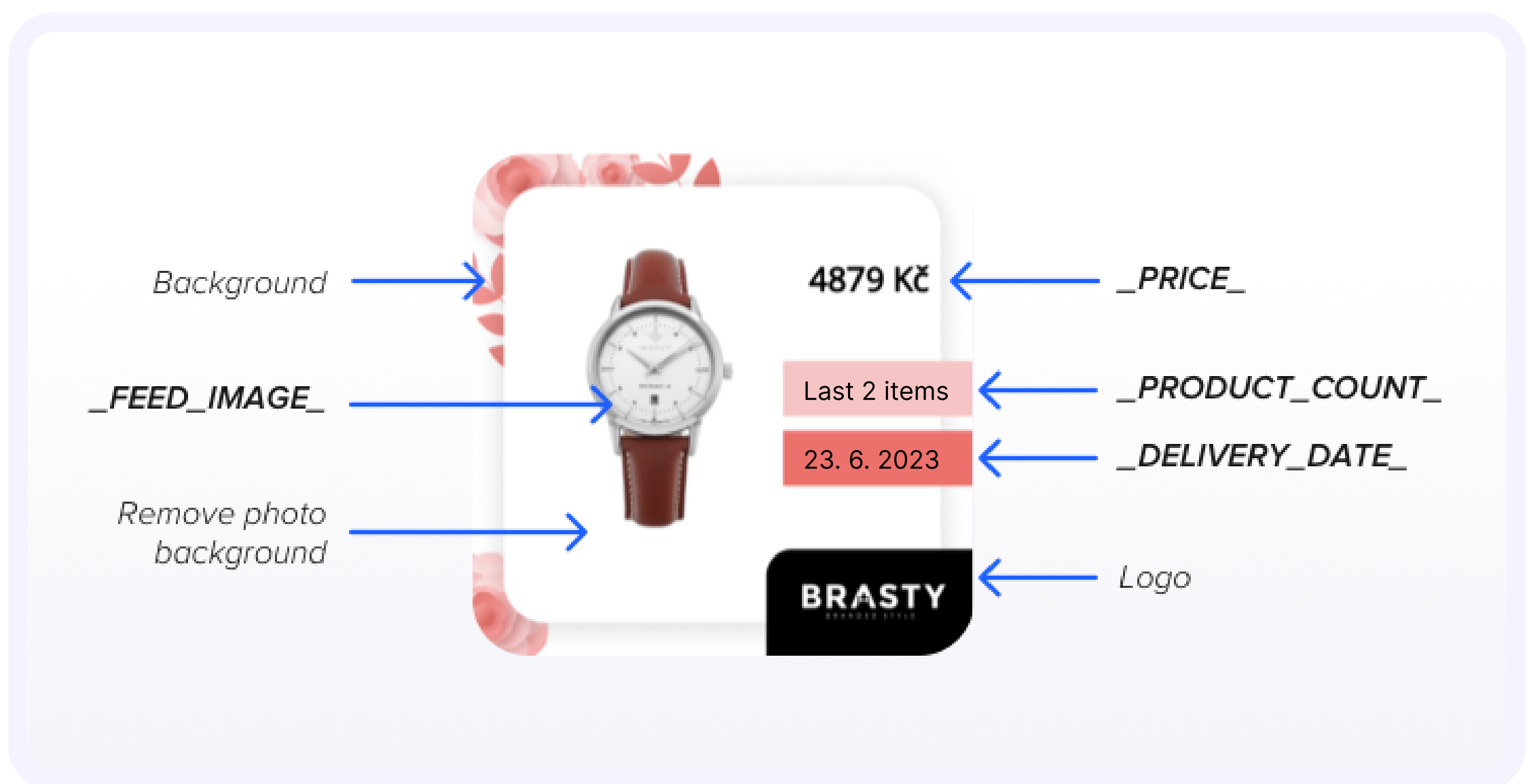
What will PPC Bee do if the input data source contains 0 items?

☒ New update will fail. Data from the last successful update will remain in the source. Campaigns and Feed updated data

☐ An attempt to update data source will be made again. Even if it also contains 0 items, the application will be without items

Use banners to communicate all benefits to customers

With your banner, you can provide your customers with as much information on your product and subsequent purchases as possible. The banner can include a picture advertising **free shipping** if the product's price exceeds the minimum price set for a customer to qualify for free shipping. It can also display **product ratings** once there are enough positive reviews. The visuals can promote **a gift with purchase, special offers, or the number of items in stock**. Image Editor places no restrictions on you; sky's the limit when it comes to how much information you give to your potential customers. Improve your chances of catching your customer's attention by **300 %!**



Since Dotidot allows you to enhance your banners with multiple individual images or other graphics that can be conditioned, you now have a free hand in attracting the attention of your potential customers.

Tip from Dotidot: Thanks to our feed exporters for other platforms (Google Ads, Zboží, Heureka, Facebook...), you don't have to limit yourself to Facebook banners when using Image Editor.

Let's work together 🙌

Let's work together

www.dotidot.io

Trusted by companies like this

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MALL.CZ

 **alza.cz**

 Heureka

*Gym***Beam**

+Pilulka

CZC.CZ

ZOOT.

Dr.Max⁺


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 **ACOMWARE**
digitální marketing a e-commerce

bluestyle 
TOUR OPERATOR

BRASTY
BRANDED STYLE



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