

# Facebook announces updates to Conversion Lift measurement tool

Having launched [Conversion Lift](#), a measurement tool for Facebook advertising that helps marketers understand the additional business its ads can drive, the site has added new capabilities to help marketers understand exactly which of their Facebook ads are driving their ad objective best.



Image via [123RF](#)

The updated Conversion Lift measurement tool helps advertisers make marketing choices that are more informed, so they can continue to grow their business.

Up until now, conversion lift studies have measured the effectiveness of the advertising by separating an advertiser's audience into two groups: a randomised test group that sees ads and a control group that does not. This kind of study shows advertisers how effective their ads are at driving their intended goal. However, advertisers can now compare multiple ads with the same objective against each other, so they can not only see if the advertising is working but exactly which advertising approaches work the best for their goal.

## Features

Among other things, conversion lift studies with multiple test and control groups help advertisers determine:

- Which ad units perform best for their objective
- Whether brand and direct response ads work better to achieve the objective than brand ads or direct response ads on their own
- What value mobile ads are driving
- Whether lifestyle creative or product-focused creative best accomplishes their goal

## Case studies

For example, Wix, a cloud-based website platform, ran a conversion lift study with multiple test and control groups to determine whether direct response ads, in combination with brand awareness video ads, would drive more premium subscriptions than using direct response ads alone. The test showed that the direct-response-only campaign prompted notable growth in subscriptions but the combination of direct response ads with video ads produced even more subscriptions.

Similarly, German shopping club, Westwing ran a conversion lift study with multiple test and control groups to determine whether link ads or carousel ads were more effective at driving registrations. It found that both marketing approaches were effective for its goal but that carousel ads were 34% more effective than link ads at driving registrations.

## **Understand online and offline impact**

Additionally, conversion lift studies can now be set up to measure lift across purchase channels, like stores, websites and apps, so advertisers can get a holistic view of their ad performance. Multi-channel measurement shows the advertiser the overall effect their ads contributed and can be viewed by channel to see how the ads drove sales in store, online or in app.

## **Setting up a conversion lift test**

When one understands which marketing approaches work best, one can optimise campaigns and better understand one's return on ad spend. To run a conversion lift test, one needs:

- A campaign that is not yet live and will have sufficient statistical power for meaningful and accurate results•
- Accessible conversion data, through a Facebook pixel, App Events or email addresses or phone numbers for offline conversions

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