



The Art & Science of Facebook Advertising: Optimizing your Campaigns for Success



Konstantinos Doulgeridis



About the Speaker

- ❖ More than 10 years of experience
- ❖ Currently working on 45+ ad accounts
- ❖ Spent over \$100 million across ad accounts
- ❖ Founded and scaled my own store to over \$8 million in revenue
- ❖ Wrote the book: *The Power To Sell Anything*
- ❖ YouTube channel soon reaching 10K subscribers



Plan of the Speech

- 1- How the FB Algorithm Optimizes
- 2- How to Optimize CBO Campaigns
- 3- How to Optimize Advantage+ Campaigns
- 4- Ad Account Structure

How the FB Algorithm Optimizes

- Creation of Facebook Ads



How the FB Algorithm Optimizes

- Engagement



How the FB Algorithm Optimizes

- Conversion Event



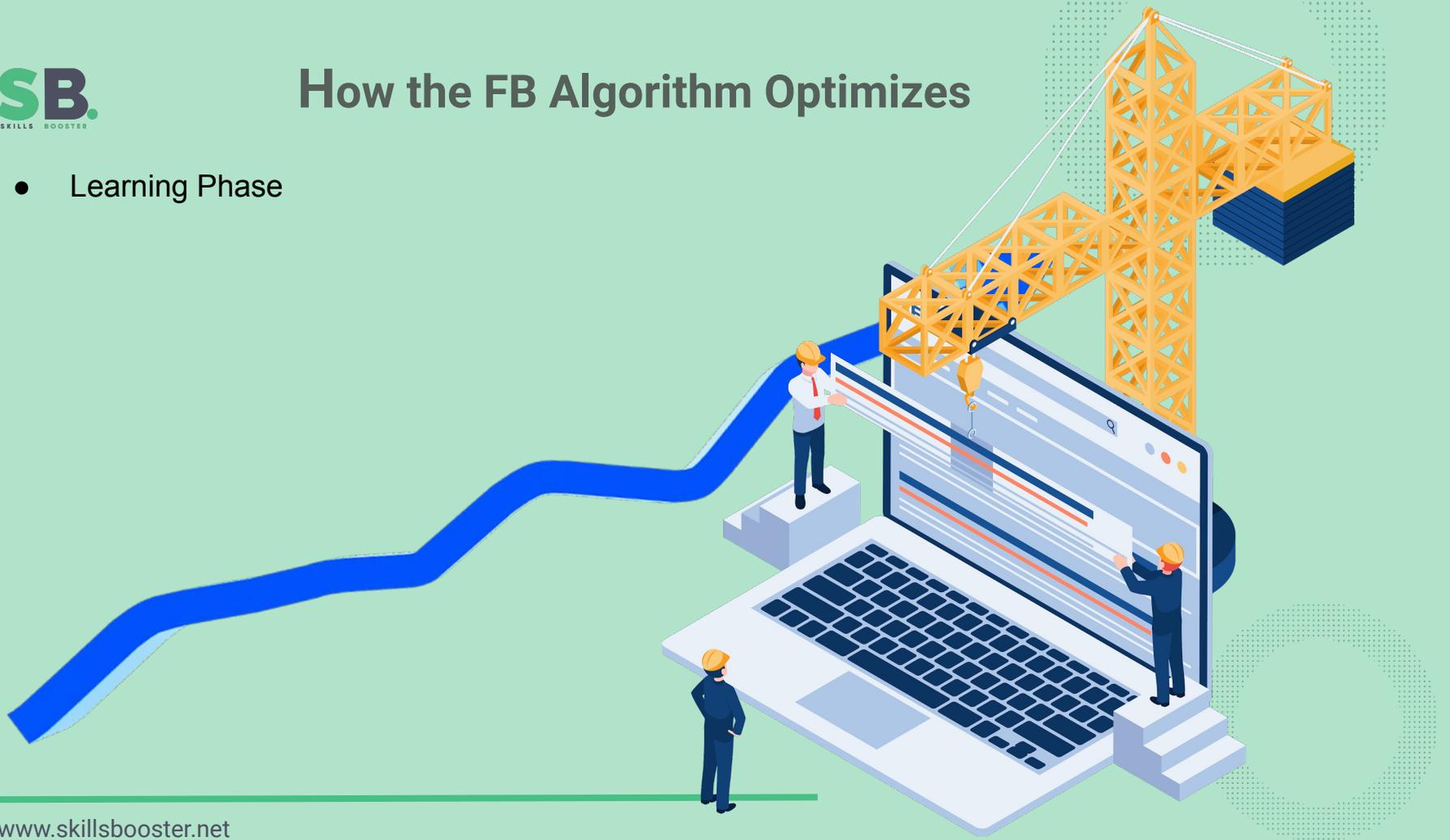
How the FB Algorithm Optimizes

- Formation of Hot Pockets



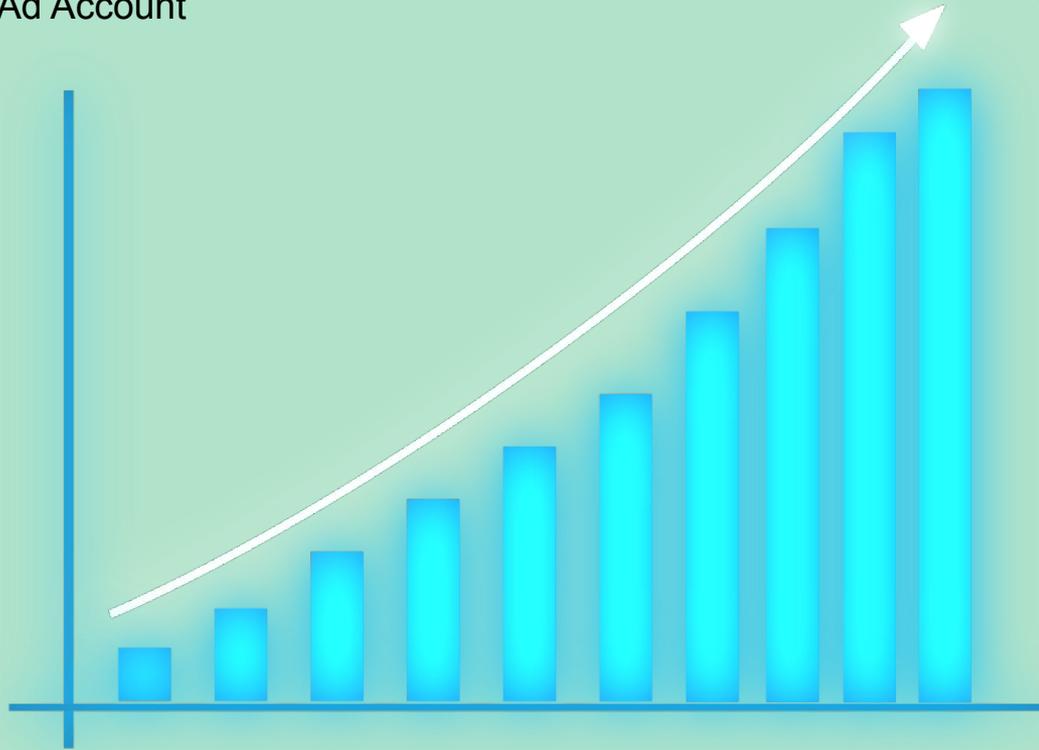
How the FB Algorithm Optimizes

- Learning Phase



How the FB Algorithm Optimizes

- Pixel/API & Ad Account



How to Optimize CBO Campaigns

- What is a CBO Campaign?



How to Optimize CBO Campaigns

- Different Structures



How to Optimize CBO Campaigns

- The Crazy Method



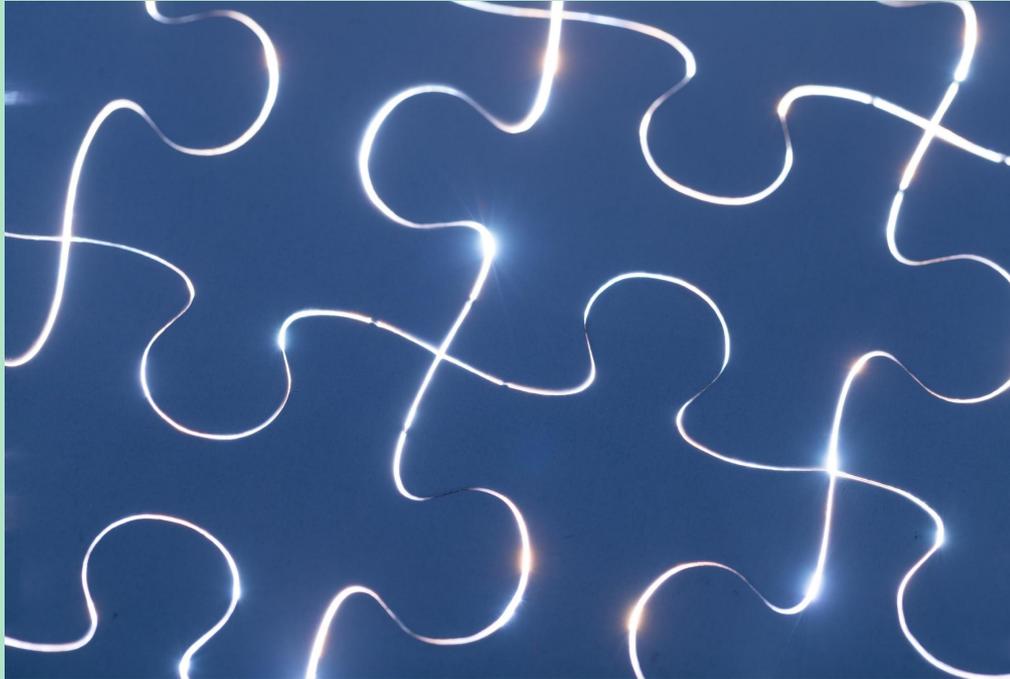
How to Optimize CBO Campaigns

- Optimization



How to Optimize Advantage+ Campaigns

- Consolidation



How to Optimize Advantage+ Campaigns

- The Dominant ad is the key



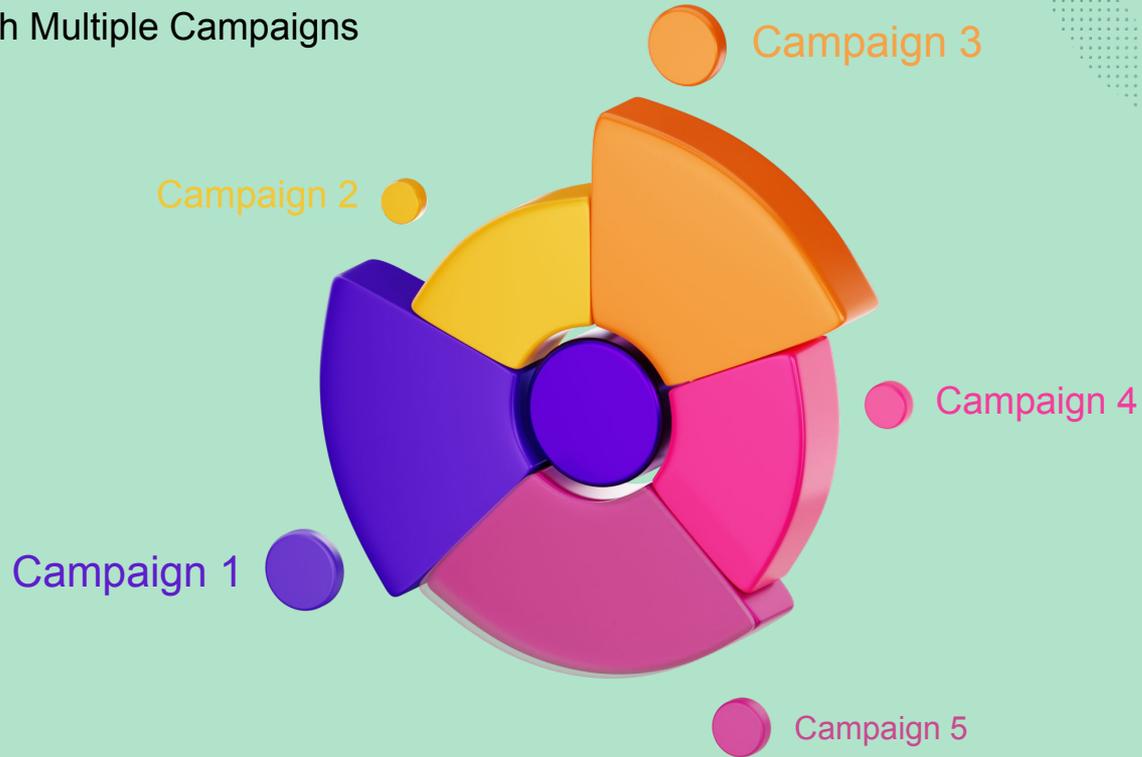
How to Optimize Advantage+ Campaigns

- Optimization



Ad Account Structure

- Work with Multiple Campaigns



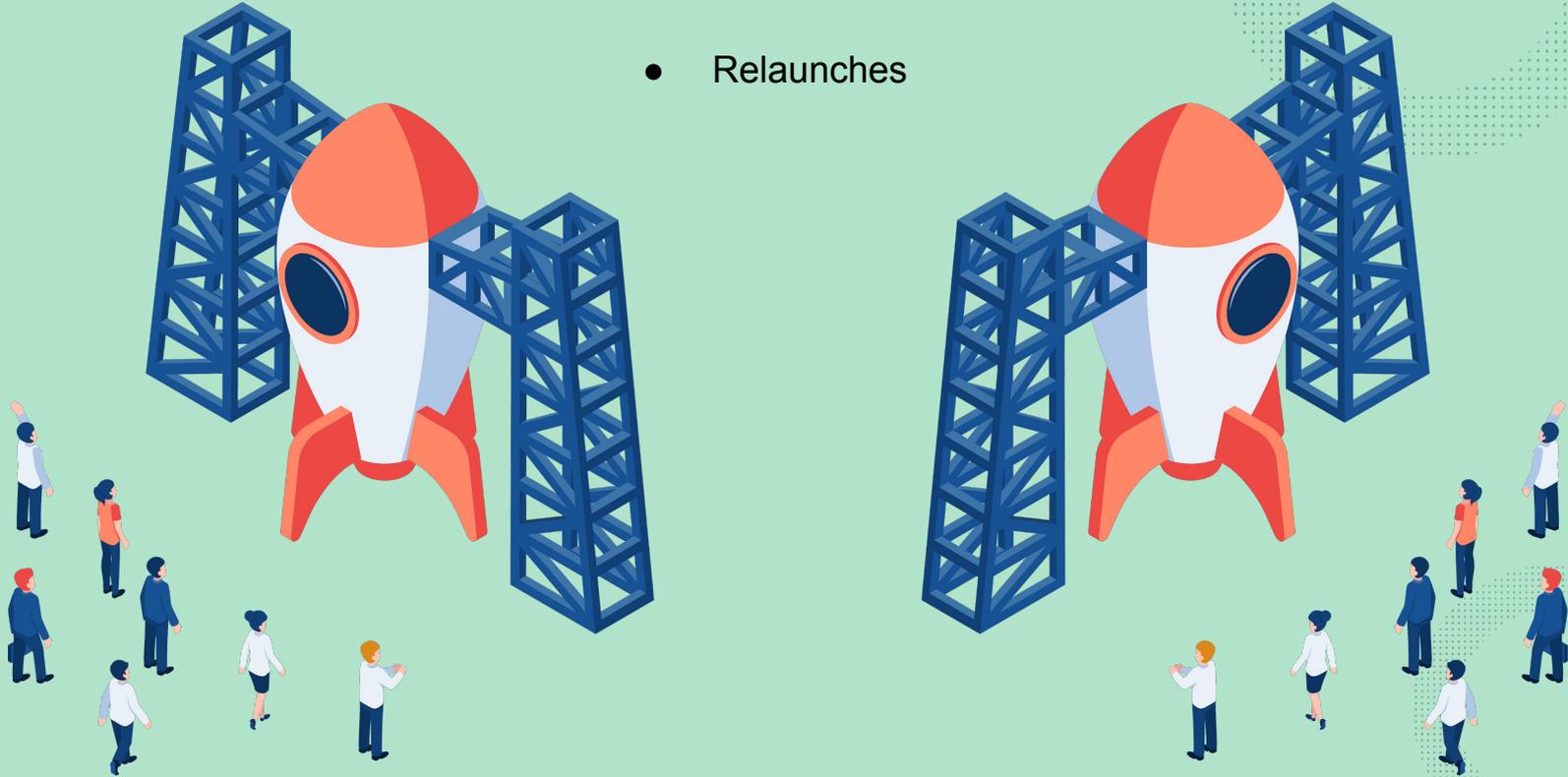
Ad Account Structure

- Optimize based on Account Avg. Results



Ad Account Structure

- Relaunches





Thank You!

Website: facebookads-master.com

Mail: info@market-it.co

YouTube: youtube.com/c/konstantinosdoulgeridis

Facebook Group: Facebook Ads Master Class

Instagram: [konstantinosdoulgeridis](https://www.instagram.com/konstantinosdoulgeridis)

