Heading out? Stay connected
Visit facebook.com on your mobile phone.
Jonathan Anderson  ●

- Studied at Stanford University
- Lives in Stanford, California
- In a civil union
- Born on March 17, 1989

Write Post  Add Photo / Video
Write something...

Jonathan Anderson added Advertising to his interests.
Like · Comment · 25 minutes ago

Jonathan Anderson created a page.
Computational Advertising
MS&E 239 is the best!
Like · Comment · 53 minutes ago

Win Mixter  dux

Ducks blown off their feet by the wind
www.youtube.com
How do a mother duck and her ducklings fare against strong wind? Find out! Subscribe to my channel:
http://www.youtube.com/derbydanx

Like · Comment · Share · Yesterday at 4:07pm
Facebook Ads
Reach over 750 million people where they connect and share

Overview

Reach Your Target Customers
- Connect with more than 750 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works

Deepen Your Relationships
- Promote your Facebook Page or website
- Use our “Like” button to increase your ad’s influence
- Build a community around your business

Control Your Budget
- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Already have a Facebook Ads account? Manage your existing ads
To learn more, visit our Guide to Facebook Ads

Facebook © 2011 · English (US)
About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help
1. design your ad

Advertise on Facebook

1. Design Your Ad

Destination: Computational Advertising

Type: 
- Sponsored Stories
- Facebook Ads

Story Type: 
- Sponsored Page Post
- Facebook Ads for Pages

Destination Tab: Default

Title: Computational Advertising

Body: Join this class!

Image: Choose File

Remove uploaded image.

Preview:
- Computational Advertising
- Join this class!
2. Targeting

Location

Country: [United States]
- Everywhere
- By State/Province [?]
- By City [?]
- By Zip Code [?]
  Stanford, CA

You may also include cities within 10 miles.

Demographics

Age: [18 - 25]
- Require exact age match [?]

Sex: [All] [Men] [Women]

Interests

Precise Interests: [Enter an interest]
Switch to Broad Category Targeting [?]

Connections on Facebook

Connections: [Anyone]
- Only people who are not fans of Computational Advertising.
- Only people who are fans of Computational Advertising.
- Advanced connection targeting

Friends of Connections: [Only show my ad to friends of the fans of Computational Advertising.]
Show Advanced Targeting Options

Estimated Reach [?]

10,460 people
- who live in the United States
- who live in Stanford, CA
- between the ages of 18 and 25 inclusive
3. Campaigns, Pricing and Schedule

Account Currency
US Dollar (USD)

Account Time Zone
Country/Territory: United States
Time Zone: (GMT-08:00) Pacific Time

Campaign & Budget
Campaign Name: My Ads
Budget (USD): 3 [Lifetime budget]

What is the most you want to spend over the campaign's scheduled time period? (min 1.00 USD)

Schedule
Campaign Schedule: run my campaign continuously starting today
- Today at 11:00 pm Pacific Time
- 11/9/2011 at 10:00 pm Pacific Time

Pricing
- Pay for Impressions (CPM)
- Pay for Clicks (CPC)
Max Bid (USD): How much are you willing to pay per click? (min 0.01 USD) [ ]
Suggested Bid: 0.45 – 0.86 USD

Note: Tax is not included in the bids, budgets and other amounts shown.
Use Suggested Bid (Simple Mode)
Bid pricing

Once the user chooses his bid, the advertisement enters the auction.
Review Ad

Please review your ad for accuracy.

Ad Preview:

Computational Advertising
Join this class!

Like · Garrett Gunther likes this.

Ad Name:
Computational Advertising

Audience:
This ad targets users:
- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 25 inclusive
- who like #Advertising

Campaign:
Computational Advertising (New Campaign)

Bid Type:
CPC

Bid:
$0.10 USD per click

Daily Budget:
$1.00 USD per day

Duration:
This ad campaign will run indefinitely

Place Order  Edit Ad

By clicking the "Place Order" button, I agree to the Facebook Statement of Rights and Responsibilities including my obligation to comply with the Facebook Advertising Guidelines. I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.
“Designed to maximize the value created for users and advertisers”

Takes into consideration

- Bid
- Past performance
- Quality
bidding

The Bid
Amount you are willing to spend per click or per thousand impressions

Bid Range
Indicates price other advertisers are willing to pay to target the same demographic

Actual Cost
Cost necessary to win the bid ("competitive price")
**Our example:**
We bid $0.10/click for our ad

- we are willing to spend $0.10 for every user’s click

Suppose in the morning, less advertisers are competing with us in the auction

→ we only pay $0.05/click (lower competitive price)

In the afternoon, advertisers bid higher as the value of ad placement increases (higher traffic)

→ we pay $0.08/click

This system allows people to bid max CPC/CPM to strengthen ad position while only being charged the true competitive price.
Ads are also evaluated on their eCPM

For CPC campaigns:
$$eCPM = \text{CPC bid} \times \text{CTR}$$

For CPM campaigns:
$$eCPM = \text{CPM}$$
Based on # of “Likes” and ‘X’s

Ads that are misleading → low quality scores

Ads that facilitate the user experience → high quality scores
ad placement

• Consistently located on the right-side column of the page

• Located under “Sponsored”

• Up to 5 ads displayed per page

Soon....
Homepage will only display 1 premium ad
Congratulations! You have just created your first ad.
Ads are grouped into campaigns, and we have automatically created the "My Ads" campaign for you. Ads in a campaign share a schedule and budget, which you can change from this page. When you create another ad, you will have the option to place it in an existing campaign or to create a new one.

Have a coupon code? Add your coupon here.

**Campaign: Computational Advertising**

- **Campaign Name**: Computational Advertising
- **Status**: Active
- **Budget**: $1.00 Daily
- **Duration (Pacific Time)**: 10/10/2011 10:20pm – Ongoing

**Audience**

No ads in this campaign received impressions in the past 28 days, so there is no audience data to display.

**Response**

- Clicks
- Connections

<table>
<thead>
<tr>
<th>Last 7 Days</th>
<th>All Except Deleted</th>
<th>Select rows to edit</th>
<th>Full Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Connect with People, not Page Views

New metrics show you how your ads are reaching real people, not just how many impressions you're getting. Reach, Social Reach, and Frequency tell you how many unique people have seen your business' message through your ads, and how frequently.

Download the Guide to the New Ads Manager to learn more about how to make the most of this new data.
facebook ad manager
The Facebook Ads Manager

1. See Your Reach
2. Connect with People
3. Measure Your Impact
4. Efficiently Manage Ads
5. Visualize Performance

No ads in this campaign received impressions in the past 28 days, so there is no audience data to display.

Manage Ads from a Single Page
Managing ads is easier than ever. Need to review a single ad in a campaign? Simply click on the ad and details will appear below.

Quickly compare the performance of different creatives, review your targeting and audience size, and make valuable optimization decisions, all without leaving the page.

Ad Preview

Computational Advertising
Join this class!

Like - Garrett Gunther likes this.

View on Profile - Create a Similar Ad

Targeting

This ad targets 80 users:
- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 25 inclusive
- who like #Advertising

Suggested Bid: $0.65 - $0.95 USD
facebook ad manager
Campaign: Computational Advertising

Campaign Name: Computational Advertising
Status: Active
Budget: $1.00 Daily
Duration (Pacific Time): 10/10/2011 10:20pm - Ongoing

No ads in this campaign received impressions in the past 28 days, so there is no audience data to display.

Last 7 Days: All
Select rows to edit
Full Report

0 0.0 0 0 0 0.000% $0.00

Name

Computational Advertising

Ad Preview

Computational Advertising

Targeting

This ad targets 80 users:
- who live in the United States
- who live in Stanford, CA
- exactly between the age of 18 and 25 inclusive
thank you

Computational Advertising
ADS ARE FUN!
Like · Comment · Share · a few seconds ago