

Forum:[Hack Forums](#)

Thread: [\[Detailed Tutorial\] - FB Ads - Shopify - Retargeting](#)

xitoxic - September 27, 2018, 5:49 am

Running an e-commerce/Shopify store with a lot of visitors or add to carts but limited sales?

FB Retarget Ads are your #1 solution.

In 90% of cases, retargeting ads will give the most ROAS (Return on Ad spend) on your Facebook ads.

So if you are not setting up retargeting ads the proper way, you are literally leaving money on the table.

Some background about my experience with FB ads

I started doing Facebook ads initially to promote my freelance graphics business and after a lot of testing/researching, I managed to run some decent campaigns that gave me new leads and potential customers. After some success, I thought I'd give a try to Shopify and e-commerce.

I started with the regular dropship model (shipping products from aliexpress) and took my store to about 24k in less than 2 months with only Facebook adverts.

The key thing to note here is that I just had only 1 refund from a total of 680 orders which is even less than 0.1%.

The dropshipping model usually has about 6-10% of returns. You can imagine the level of trust I setup within my customers

Coming back to Retargeting tutorial:

Retargeting is basically advertising your products again to the someone who visited your store or added your products into the cart but didn't make the purchase. A survey showed that only 3% of the visitors convert in their first visit, so you cannot just leave the other 97% as you have already paid for their clicks.

The strategy:

For the sake of this tutorial, I will be assuming that you already have traffic on your store, with pixel installed in your website.

If you are dropshipping with FB ads, you always want to promote your product with a video ad, they always convert better than the images.

You have to Create retargeting audiences once you have about 1000+ visitors who viewed the content of your product page.

(You can create many type of custom audiences, from engagement audiences like 95% video viewers to user behaviour audiences like people who added to cart or initiated checkout. In this tut i have worked with view content audiences)

How to create an audience for retargeting

On your Facebook business manager click the hamburger menu on the top left

Click > Audiences

then Click > Create Audience > Custom Audience

Click website traffic

Now let's assume we want to run retargeting ads for a product called "MOOD-SETTING MOON" from bluecrate.com (It's one of their top sellers)

The product URL is <https://bluecrate.com/products/mood-setting-moon> and we want this ad to be shown to people who have viewed content in last 15 days but did not purchase.

So, the settings will look like this

Name the audience in the textbox below and click "Create Audience"

Tip: Use proper naming conventions when creating custom or lookalike audiences for this audience, I will name it "MoodSettingMoon - 15Day VC - NoPUR"

VC = view content

NoPUR = No purchase

A formatted naming convention saves your time when you are working with hundreds of audiences.

Anyways, after creating the audience facebook will show the status as "Populating audience" It takes somewhere between 1-3 hours to update the audience and the status will be shown as "Ready"

like this

We are done with creating the custom audience, now it's time to create the campaign, adset and ad copy.

Click the hamburger menu on the top left and go to "Ads manager"

Create a new campaign and set the market objective as "Conversions"

Give a name to the campaign and click Continue.

Now, time to make the adset.

Give a name to the adset, make sure you follow the proper naming convention I am naming this adset "MoodSettingMoon-15DayVC-Retarget"

Select the conversion as "Purchase"

The icon will show green if your pixel already recorded any sale on your website.
If it's showing red that means your pixel has not recorded any sale yet.
Just select Purchase even if it's showing as red.

Next the audience tab

click the dropdown box where it says Custom Audience and select the audience that we just created in the previous step.

Select the location as "Worldwide" region and Keep the age 18-65+ with All as gender selection.
basically you don't want to filter any visitors that have already shown interest in your product.

Keep detailed targeting empty and UNCHECK expand interests

next is placements

Keep this set to Automatic Placements because we want our ad to be shown everywhere to a warm audience.

They have shown interest, they just want a little push so they can pull the trigger and complete the purchase.

Budget and Schedule

Keep the budget at \$5/day only because the retargeting audience is very limited so you don't need a big budget for this adset.

Conversion window

7 days click or 1 day view

Don't change any other setting and click Continue

Now time to create the Ad copy

Alright, to promote the product I recommend a video ad completely but I've personally experienced that showing same video ad to cold audience (the normal campaign) and the warm audience (the retargeting campaign) doesn't really work well.

So for retargeting i usually go for a Carousel ad, where you can showcase the pictures in a slider with features written in bottom.

don't worry i will show you how to create one.

select Carousel Ad in format

Text for the ad

Ad copy plays a very important role in fb ads. Start your ad copy by thanking the visitor for checking

the product, then you can give them a free coupon code.

End the ad copy with some scarcity like i did with this ad and a clear CTA (Call to action) which is Buy Now in this example.

You can use the same ad copy that i am using here, it has worked well for my dropshipping store.

This is how it will look on smartphones where most of your customers will come from

Don't touch any other setting below, just Click Confirm and you are done.

There you go, you have successfully setup the visitors view content retargeting, now you can use the similar strategy for the users who added to cart but didn't purchase.

Just make sure you give at least 15% discount to the visitors who added to cart, they need a very little motivation and this usually works.

With this similar strategy one of my retargeting adset yielded a Return of ad spend (ROAS) of 13.41

The currency of my ad account is in INR. The amount spent roughly is \$113 USD and total made back is \$1516 USD.

This is the power of retargeting.

I hope you learned something with this comprehensive case-study + tutorial. Go ahead and apply these strategies to your stores, they are very simple but really effective.

Another way you can retarget customers who abandoned checkouts is by sending them email flows with offers and scarcity.

I have recovered a lot of abandoned carts and turned them into buyers with an abandonment protector app

I might create another tutorial specifically about abandoned email strategy if people are interested.

Let me know if you have any questions about the strategy or if you want to learn some more advanced strategies like scaling and manual bidding.

Keep grinding. Good luck everyone :)

Great Eight - September 27, 2018, 5:52 am

Nice tutorial, lad! Thanks for sharing, mate!

xitoxic - September 27, 2018, 7:05 am

(Sep 27, 2018 05:52 AM)Aplomb Wrote: [\[CITE\]](#) Nice tutorial, lad! Thanks for sharing, mate! Thanks for the kind words :)

Justin - September 27, 2018, 11:59 am

This seems pretty nice and it really inspires me to create better ads in the future. Thank you.

Malaise - September 27, 2018, 12:02 pm

really nice tutorial thanks for sharing!

xitoxic - September 27, 2018, 2:34 pm

I'm glad that you guys liked the content. Fb ads is hard to begin with. Once you start getting data to ANALYZE, it becomes easier.

kisiludrew - September 28, 2018, 2:59 am

Awesome share mate..Also great to see you having such kind of success ...Would love to have a read of the email follow up.

Cheers.

xitoxic - September 28, 2018, 1:35 pm

(Sep 28, 2018 02:59 AM)kisiludrew Wrote: [\[CITE\]](#) Awesome share mate..Also great to see you having such kind of success ...Would love to have a read of the email follow up.

Cheers.

Thanks for your reply.

Yeah, I will surely make a complete tutorial on strategies to recover abandoned carts.

D?ceived - September 28, 2018, 1:40 pm

Really nice guide. Currently working on my own shopify store and will be following this to get started with advertising! ?

xitoxic - September 29, 2018, 2:16 am

(Sep 28, 2018 01:40 PM)D?ceived Wrote: [\[CITE\]](#) Really nice guide. Currently working on my own shopify store and will be following this to get started with advertising! ?

Sure thing. I am happy that It helped.

xitoxic - October 3, 2018, 1:49 pm

This will help someone out in the 4th Quarter that has already started.

Good luck bois

kisiludrew - October 5, 2018, 1:17 am

(Sep 28, 2018 01:35 PM)xitoxic Wrote: [\[CITE\]](#) Thanks for your reply.

Yeah, I will surely make a complete tutorial on strategies to recover abandoned carts.

Thanks,looking forward to it.

ZeekHD - October 5, 2018, 12:55 pm

Nice tutorial. thanks for sharing this!

James Burnham - October 5, 2018, 4:17 pm

Is bluecrate.com yours? Because I see that url in the pictures of the ads manager

xitoxic - October 5, 2018, 8:30 pm

(Oct 5, 2018 04:17 PM)? Mr. Burnham ? Wrote: [\[CITE\]](#) Is bluecrate.com yours? Because I see that url in the pictures of the ads manager

Nope, just using it as an example

CoolStoryBro123123 - October 8, 2018, 2:43 am

Still waiting for that abandoned email strategy lol

RBH - October 8, 2018, 4:01 am

Very nice tutorial, people pay a lot for this kind of clearly explained information.

Michael - October 8, 2018, 4:25 am

Going to post here to come back to this later.

Very helpful guide and seems very promising.

xitoxic - October 8, 2018, 6:38 am

(Oct 8, 2018 02:43 AM)CoolStoryBro123123 Wrote: [\[CITE\]](#) Still waiting for that abandoned email strategy lolJust not getting some spare time for that, but i will do it.

(Oct 8, 2018 04:01 AM)RBH Wrote: [\[CITE\]](#) Very nice tutorial, people pay a lot for this kind of clearly explained information.

(Oct 8, 2018 04:25 AM)?ichael Wrote: [\[CITE\]](#) Going to post here to come back to this later.

Very helpful guide and seems very promising.

Thanks for your kind words.

Hope it helped

MR. MORNINGsTAR - October 8, 2018, 6:45 am

(Oct 8, 2018 04:25 AM)?ichael Wrote: [\[CITE\]](#) Going to post here to come back to this later.

Very helpful guide and seems very promising.

There's much more about Advertising than one simple tutorial.

It is a good and user-friendly tutorial but you can't use the same template over and over, it's just not how it works. I see that OP is focused on Shopify and I agree, his product Ad is pretty good. But if you're going to advertise anything else beside product for shopify, you should change the strategy and template for your ads.

xitoxic - October 8, 2018, 6:53 am

(Oct 8, 2018 06:45 AM)dropcorn Wrote: [\[CITE\]](#) There's much more about Advertising than one simple tutorial.

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Well, I don't think you have read the title of this thread, [Detailed Tutorial] - FB Ads - Shopify - Retargeting

I have given a blueprint on how to use the retargeting effectively on shopify products, this is common sense that you have to be creative with your ad copies to make them work.

The structure of FB ads for retargeting is going to be the same just like this even if you are doing affiliates or real business advertisements So I don't see what point you are trying to make here.

Anyways, Goodluck ?

MR. MORNINGsTAR - October 8, 2018, 7:06 am

(Oct 8, 2018 06:53 AM)xitoxic Wrote: [\[CITE\]](#) Well, I don't think you have read the title of this thread, [Detailed Tutorial] - FB Ads - Shopify - Retargeting

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Anyways, Goodluck ?

That's why I said:

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Your tut is great, I was more talking about what this guy I quoted before said in his post. Tutorial will definitely help people who are into dropshipping.

Michael - October 8, 2018, 9:38 am

(Oct 8, 2018 06:45 AM)MR. MORNINGsTAR Wrote: [\[CITE\]](#) There's much more about Advertising than one simple tutorial.

It is a good and user-friendly tutorial but you can't use the same template over and over, it's just not how it works. I see that OP is focused on Shopify and I agree, his product Ad is pretty good. But if you're going to advertise anything else beside product for shopify, you should change the strategy and template for your ads.

Of course I just can't simply read this tutorial and copy exactly everything that he did.

For me its more to experiment with several advertising platforms (which includes but is not limited to Facebook), so I can see which one suits my needs the most.

blackhat7 - October 9, 2018, 8:10 am

Thanks for sharing this method

xitoxic - October 16, 2018, 12:35 am

(Oct 9, 2018 08:10 AM)blackhat7 Wrote: [\[CITE\]](#) Thanks for sharing this method

Not a problem, I appreciate your reply.

xitoxic - October 23, 2018, 6:38 am

Bump to this, as it can help someone out in this Q4

gynmaxxa1 - October 23, 2018, 12:56 pm

Great work. Thanks for sharing..

xitoxic - October 23, 2018, 10:42 pm

(Oct 23, 2018 12:56 PM)gynmaxxa1 Wrote: [\[CITE\]](#) Great work. Thanks for sharing..

No problem, thanks for commenting.

CoolStoryBro123123 - October 24, 2018, 1:01 am

Hey man this is a great tutorial but just one question, what do you recommend if the audience is

stated as too small?

xitoxic - October 24, 2018, 2:05 am

(Oct 24, 2018 01:01 AM)CoolStoryBro123123 Wrote: [\[CITE\]](#) Hey man this is a great tutorial but just one question, what do you recommend if the audience is stated as too small?
Let it build for more days.

about 10k for Video views,
1000 for VC,
300-500 for ATCs,
150-300 for PUR

Let me know if you have more questions regarding this strategy.

MasterTaz - October 24, 2018, 8:47 am

Would this method work better with a niche dropshipping store or a general store?

xitoxic - October 24, 2018, 9:22 am

(Oct 24, 2018 08:47 AM)MasterTaz Wrote: [\[CITE\]](#) Would this method work better with a niche dropshipping store or a general store?

You can use it on any kind of store as long as you have good amount of video views/view contents/atcs or purchases. I mentioned some benchmarks in the last comment

MasterTaz - October 24, 2018, 10:11 am

(Oct 24, 2018 09:22 AM)xitoxic Wrote: [\[CITE\]](#) You can use it on any kind of store as long as you have good amount of video views/view contents/atcs or purchases. I mentioned some benchmarks in the last comment

So if we don't have a lot of views yet then this isn't usable yet?

Fortune - October 24, 2018, 11:06 am

Great thread, thank you so much for the information!

xitoxic - October 24, 2018, 12:41 pm

(Oct 24, 2018 10:11 AM)MasterTaz Wrote: [\[CITE\]](#) So if we don't have a lot of views yet then this isn't usable yet?

No, you can still make the audiences. but the more source data you have, the more relevant audiences will be formed

(Oct 24, 2018 11:06 AM)Fortune Wrote: [\[CITE\]](#) Great thread, thank you so much for the information!
Your welcome :)

iMario - October 25, 2018, 8:10 am

I've always done retargeting but I use my the same video ad copy as my initial ad to the cold traffic. It never performed well. Perhaps the change to the carrousel will work. I just applied this to all my stores. Thanks!!! Will let you know how it goes.

Capital Bra - October 25, 2018, 1:13 pm

Posting to come back later...

dung22 - November 4, 2018, 8:09 am

thank you so much for the information!

xitoxic - November 5, 2018, 1:22 am

No problem, thanks for your replies

Instafluencer - November 6, 2018, 4:39 pm

Hey this wasn't some great info - hmu and I want to talk more, I run Instas . Kik : regret

dung22 - November 6, 2018, 10:04 pm

thank you so much for the information!

Jarvannis - November 7, 2018, 1:59 am

Great tutorial, I have some questions though:

- 1) How do you get your VC audience ? You start with a video ad on Facebook ? Who are you targeting at this point, since you can't use a custom audience ?
- 2) It's probably stupid, but I suppose bluecrate is not yours :p So you change the bluecrate URL with your shop URL, when creating the custom audience, right ?
- 3) You are not using LLA Audience ? :o it could give you more warm audience!
- 4) I'm bannished from facebook ads for years since I made a stupid mistake for my first ad, they never wanted to unban me, do you know any way / good guide to go on another account ? :p

xitoxic - November 7, 2018, 6:53 am

(Nov 7, 2018 02:59 AM)Jarvannis Wrote: [\[CITE\]](#) Great tutorial, I have some questions though:

- 1) How do you get your VC audience ? You start with a video ad on Facebook ? Who are you targeting at this point, since you can't use a custom audience ?
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- 4) I'm bannished from facebook ads for years since I made a stupid mistake for my first ad, they never wanted to unban me, do you know any way / good guide to go on another account ? :p
 1. I start with 2-3 adsets of PPE ads on the posts worldwide, so the post can get some engagement on it. Then I do some interest-based targeting to get view contents and initial sales.
 2. Yeah, that's just used as an example
 3. LLAs are created once you have enough data on your pixel, and in this tutorial i am just talking about retargeting mainly
 4. Check this tutorial <https://www.youtube.com/watch?v=YvWCzU-WHLE&t=776s>

Jarvannis - November 7, 2018, 7:42 am

(Nov 7, 2018 07:53 AM)xitoxic Wrote: [\[CITE\]](#) 1. I start with 2-3 adsets of PPE ads on the posts worldwide, so the post can get some engagement on it. Then I do some interest-based targeting to get view contents and initial sales.

2. Yeah, that's just used as an example

3. LLAs are created once you have enough data on your pixel, and in this tutorial i am just talking about retargeting mainly

4. Check this tutorial

Thank you so much for your answers!

1) So, if you start with interests targeting, what is the goal of PPE ads? Do you build audience from PPE, then you narrow down with interests targeting ?

2) Ok :p

3) You mentionned this in a previous post:

"about 10k for Video views,

1000 for VC,

300-500 for ATCs,

150-300 for PUR"

Is that enough data for LLA or is that just OK for retargeting ?

4) Thank you so much, I'll watch this asap!!

xitoxic - November 7, 2018, 7:55 am

(Nov 7, 2018 08:42 AM)Jarvannis Wrote: [\[CITE\]](#) Thank you so much for your answers!

1) So, if you start with interests targeting, what is the goal of PPE ads? Do you build audience from PPE, then you narrow down with interests targeting ?

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1000 for VC,

300-500 for ATCs,

150-300 for PUR"

Is that enough data for LLA or is that just OK for retargeting ?

4) Thank you so much, I'll watch this asap!!

1) The goal is to have engagement on the posts as I will be using the same post ids for the interest targeting so people will see the same PPE post that has all the engagement.

No I don't build audiences from PPE, they are just made for engagement on the Post Ids, I narrow down audiences on the basis of interest targeting

3) yep, that's more than enough data for the Lookalike Audiences

Jarvannis - November 7, 2018, 9:01 am

(Nov 7, 2018 08:55 AM)xitoxic Wrote: [\[CITE\]](#) 1) The goal is to have engagement on the posts as I will be using the same post ids for the interest targeting so people will see the same PPE post that has all the engagement.

No I don't build audiences from PPE, they are just made for engagement on the Post Ids, I narrow down audiences on the basis of interest targeting

3) yep, that's more than enough data for the Lookalike Audiences
Ow ok these engagements are more like a social proof for next audience :p

Will we have a guide on your strategies to target interests ? :\$

And again, thx a lot!

xitoxic - November 7, 2018, 9:34 pm

(Nov 7, 2018 10:01 AM)Jarvannis Wrote: [\[CITE\]](#) Ow ok these engagements are more like a social proof for next audience :p

Will we have a guide on your strategies to target interests ? :\$

And again, thx a lot!

Maybe, yes

I'm still slacking to make the email sequence for abandoned carts tutorial, but I'll try soon

xTKSD - November 10, 2018, 3:56 pm

Hey, maybe a dumb question, but can i use link for product that is not mine/doesn't have my pixel?

xitoxic - November 11, 2018, 5:50 am

(Nov 10, 2018 04:56 PM)xTKSD Wrote: [\[CITE\]](#) Hey, maybe a dumb question, but can i use link for product that is not mine/doesn't have my pixel?

haha, nope you cannot do that.

The pixel has to be linked with your account and site

xitoxic - November 24, 2018, 6:26 am

don't forget to retarget visitors with the Black Friday weekend promotions and the upcoming Cyber Monday

we did 10k yesterday

<http://prntscr.com/lmf3og>

Slimeey - November 24, 2018, 6:13 pm

Thanks for sharing this. This should help many people out.

Zoomers - November 24, 2018, 7:02 pm

Thank you this will be good as I am posting so I can have this bookmarked.

dung22 - November 24, 2018, 11:18 pm

Thanks for sharing this. This should help many people.

krazy - December 5, 2018, 8:46 am

Thanks for this tutorial, really helpful!

correspondonce - December 5, 2018, 7:41 pm

Posting to save thread. Thanks for the guide. Am looking into starting dropshipping very soon

xitoxic - December 14, 2018, 11:01 pm

Thanks for your kind comments.

Winds - December 15, 2018, 2:46 am

Thank you so much for the guide, your knowledge is amazing and I'm glad that you chose to share it. ?

Amazing Nyx - December 15, 2018, 6:57 am

This is a nice tutorial. Been reading a lot about Shopify lately. I'm definitely going to open a store myself after I feel confident enough to do so.

xitoxic - December 17, 2018, 12:23 pm

I'm glad it's helping a couple of people in here

Keep retargeting, with separate audiences

Here is a result of one of our retargeting campaign

<https://prnt.sc/lw7msq>

Zoomers - December 21, 2018, 1:09 pm

Thank you for sharing this.

MegaByter - December 23, 2018, 1:09 pm

(Dec 17, 2018 01:23 PM)xitoxic Wrote: [\[CITE\]](#) I'm glad it's helping a couple of people in here

Keep retargeting, with separate audiences

Here is a result of one of our retargeting campaign

<https://prnt.sc/lw7msq>

Been getting into retargeting my custom audience recently, noobie question, but when you insert the bluecrate.com URL into the field, its not EVERYONE who has visited that website, just people that have visited it through your previous FB ads right?

xitoxic - December 25, 2018, 6:36 am

(Dec 23, 2018 02:09 PM)MegaByter Wrote: [\[CITE\]](#) Been getting into retargeting my custom audience recently, noobie question, but when you insert the bluecrate.com URL into the field, its not EVERYONE who has visited that website, just people that have visited it through your previous FB ads right?

Everyone who visited on your website who has a Facebook account, the pixel installed on your website will record all the hits and retarget them according to the time frames that you will set while creating the audience.

DaGeekin - December 25, 2018, 8:25 pm

Wow thanks for the guide!~ ?

Kill Joy - January 22, 2019, 7:32 pm

Thanks for the tutorial. Just followed most of it. :)

xitoxic - January 31, 2019, 4:28 am

No problem, thanks for your comments.

SIM-888979 - February 1, 2019, 6:09 pm

Fantastic guide, definitely see a lot of newbies making the mistake of not retargeting.

xitoxic - March 26, 2019, 10:14 pm

Thanks for your replies.

Retargeting will give you the cheapest CPPs

xitoxic - March 28, 2019, 11:24 am

Stats from one of my client's store. We did about 7.8x ROAS on the retargeting account
About \$2,672 spent to generate around \$20.6k+ in revenue.

xitoxic - May 26, 2019, 11:30 am

The strategies are still working!

<http://prntscr.com/ntlkpk>

<http://prntscr.com/ntlktq>

xitoxic - September 18, 2019, 12:04 am

This might help somebody in the coming holiday season!

Get that ROAS up buddies

Mail Merge - October 3, 2019, 1:19 am

Thanks for the wonderful explaining tut.ill surely try some tactics in my campaign

xitoxic - October 3, 2019, 12:27 pm

(Oct 3, 2019 01:19 AM)Mail Merge Wrote: [\[CITE\]](#) Thanks for the wonderful explaining tut.ill surely try some tactics in my campaign

Glad, you found it useful

shark - October 8, 2019, 1:57 am

Please can you tell how many products u have in shopify store?

How many products u have once started this business?

Please can u tell you starting budget for adverts. Adsense and fb or just fb?

U turnial is amazing. If people's put hard work for sure they will see results. So many days I try find something good but I fail.

I will start setup. Me need know how much need invest \$ or € don't domain and hosting is cheap but advertising. Really I wanna know.

xitoxic - October 8, 2019, 11:58 pm

(Oct 8, 2019 01:57 AM)shark Wrote: [\[CITE\]](#) Please can you tell how many products u have in shopify store?

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I had about 20-25 products on my general store when I started my own dropshipping store. Now I

manage accounts for other ecom stores because of high taxes and online biz complications in my country.

Starting budget per adset was around \$5/day, FB only

I'd say keep Atleast \$300-500 for testing products on a new store.

totoloka - *October 21, 2019, 3:42 am*

Amazing content man. Thanks for sharing it with us

marketinglead1993 - *April 20, 2020, 4:29 am*

i think is better to use object of Rech bascuse you more optines on retragting bascuse you can chose how much time to display them the ad like 7 times in 1 day . this way is give fell like you every where

scottish1231 - *April 23, 2020, 3:23 am*

zarentokc IS SCAM ... HE SCAMMED ME \$200, HE WANTED TO SPAM OFFICE 365, HE GOT MY MONEY AND BLOCKED ME ON ICQ

Mister_Shadow - *May 29, 2020, 4:43 pm*

Hey, nice tutorial. I would like to learn everything from scratch. Can you teach me?

thespitefulchant - *June 5, 2020, 9:24 pm*

anyone have any experience with this?
feedback

patrickjo50 - *May 24, 2022, 3:26 am*

Nice tutorial even though we need some video