

Troubleshooting all Types of Issues

I know that this was a little different with the extended time here and this is going to be kind of Q&A a lot, but also going into just kind of some overview and I'm updating the troubleshooting section of the course. So that's what we're going to have here. I'm going to show the slides and then we'll have lots of time for Q&A. So great. And I am recording.

Here's what we're going to talk about. We're going to talk about solutions to common ad problems and some reporting discrepancies. I'm also going to share some of the new iOS issues that we run into. There's still rolling out and developing those. There's a lot around that. Some solutions to common ad problems, the big one is your ads are declined. And that is a huge thing right now with Facebook's AI and the bots kind of declining ads for no reason, I had ads declined for cryptocurrency that had nothing to do with cryptocurrency. It was a vet. It's just crazy stuff.

The process really is to request that review first, take a look at what the reason they're giving is and make sure there's nothing there. And if it is something around personal attributes, try taking out some of the use, maybe rewording some of that text a little bit, check that text, make sure there's no Facebook logos in the image or a play button image or anything like that. A lot of times they will tell you if that's correct, if that's the reason. And if it is declined for a valid reason, then just update that ad that was declined. You could try starting fresh as well, but I don't like to typically have a lot of declined ads on my account. It's not a big problem. Some people talk about deleting all their declined ads or whatever, fixing. It's a good idea to have your account in kind of good standing in general.

You can see the reason the ad was declined, when you navigate down to the ad level, to the edit area. You might see the fact that there's ad errors, maybe at the ad set area, it'll say the campaign is off. And you have to drill down into that ad level to see exactly what's going on. And then that's where you request the review. That's what happens there. And then the account quality is a new place. It used to be more manual places to submit reviews, but really the place to submit the review is either at that ad level, or you can sometimes do it in the account quality section. And you can see a little bit more there about what policy was possibly violated. And then get a little more information.

Sometimes if you are working with the chat feature in business help, you might need to find the ad ID or the campaign ID. And there's lots of different ways to find that. A lot of times I'm looking in the URL itself, you can scroll all the way to the right to get those ad IDs. Sometimes I've had to download bulk ad IDs, and because they disapproved every ad ID for months, it was crazy. What I had to do was set up a report where we also included the ad IDs in the columns. And then I downloaded that CSV file report. I could copy all the ad IDs that had disapproved. I don't know why they can't find that information, but sometimes they have to make you do it. You can look at it though, both in the URL and in the review area, you'll find that ad ID, you can also put it into the columns in the reporting section.

If your account was disabled, this is becoming more and more common as well. And there are a few things that actually can help you get something enabled really quickly. A lot of times it's due to the two factor authentication. And that's at the security center of the business settings. And that is where you check to see who within that business manager has two factor authentication set up. And if your

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business manager's requiring it, things like that, it is a good idea to have that two factor authentication on. You also may want to think about having your business verified. Now, this is different than domain verification. This is your business manager verified, and that usually involves like uploading some ID, maybe sometimes they require a bill or something to verify your business is operating at that address.

And if your account is disabled, you will have to go through business help to get that fixed. But it's a good idea to know what type of disabled account you have. You can have your personal ad account disabled. And what that means is that person cannot run ads on any account. And that's a real problem for people who are running ads for clients. You definitely don't want that to happen. And you want to possibly have some backup methods for running ads, if you are running ads for clients, maybe it's a second personal account, which is still against Facebook's terms. Maybe it's some trusted relative that is also an admin on the accounts you need to run ads on and you can log in through their account. But sometimes that gets tricky with two factor authentication too.

One type of disabled account is the personal ad account is disabled. If that happens. Other people in that business manager can still run ads on that business manager. It's just that particular person can't. And it is a little bit dangerous to have people who have accounts in bad standing connected to a business manager. You want to just watch that.

The other type of disabled account is a business ad account disabled. That means that no one within the business manager can run ads on that account, even if they are allowed to run ads, that that account itself is disabled. That can be a problem if there's pixel history there, there's ad history there, that can be a really big bummer. Either case, you of course, want to get those fixed and you can go do that through the business help area, to say, get started and you can then select what you need. And a lot of times the issue will be showing there, because it will know that you have a disabled account there, and you can see that my account's disabled or my ad's disapproved, and you can either follow up or submit some information on that.

If your issue isn't showing there, you can then find that issue and get the help you need. I recommend filling out as much information as you can in this little chat form area. Talk about how you know Facebook's policies. You're very familiar with how things work, and I feel like that does sometimes help your case, if you kind of demonstrate your savviness, is that a word savviness? And you can also see if the chat is available. For some people that chat isn't available at all. Other people have the chat available. Sometimes it's email only available. And then you can request updates. A lot of times they are really slow to approve ads or do anything there. Or sometimes they have incorrect things that happen. Like I had a case closed, it wasn't even closed at all. I can request an update and say things that, "This isn't closed actually."

If there're errors in an ad, this can happen... I'm just going through a lot of different issues here. If there are errors in an ad, sometimes there is a clear problem in the way you've set the ad up. Other times it can be a real weird fluke. And other times, if you're rerunning something, that's an older campaign, you wanted to try and turn it on again, those same features aren't available, or if you're duplicating, for example, that could be the case. You may just have to start from scratch. That is often what happens there.

If the ad isn't getting the reach that you expect, now that can be challenging because sometimes it's hard to know what reach you should expect here, so that it's a matter of just kind of baselining things.

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Actually, I'm going to just... I realized I'm not paying any attention to the chat, double check if there's any. Okay, good. It's important to kind of know what your numbers are. Sometimes there is a slow start to ads. You want to watch see your budgets. See if the objective is correct. See if the audience size is right. Sometimes you can't see the audience size. You have to kind of guess if you're doing some retargeting, you have to see what kind of general size that retargeting audience is, in the audiences section, and then figure out what the appropriate budget would be for that size audience.

Other times, it's the way you're optimizing. For example, I've tried doing some ads that are retargeting people who have abandoned cart. They hit a certain page on the website where they were going to check out and then they actually didn't purchase. But because we had such a small number of people hitting that add to cart page, it was less than 200 people were hitting that add to cart page. We couldn't target the people who hadn't purchased because that page size was just too small. So sometimes Facebook will let you set the ad up, but it won't really run.

If the ad is not getting good click through rates, a lot of times be the ad or the targeting, or it could be the niche. For example, dentists, something that's not quite as sexy. I always feel bad I pick on the dentist, but it is true. I've run a number of dental ads and it's not quite as exciting a lot of times. And so sometimes with a niche that's not that exciting. We try and vary the types of ads we're going to run. We might run one more that's kind of business focused and one that's more fun and interesting.

And if it isn't getting good click-through rate, if people just aren't clicking on it, I would try stopping that ad. Maybe try switching the way you're bidding perhaps, and definitely make sure that you're using right objective. Reach and brand awareness ads are just terrible for click-through rate. They just are really about visibility. I rarely use those types of ads.

If your cost per click is too high, make sure you don't have things set up in the bid range or cost caps on there or something that is... Or no, I'm sorry. Oh, this is too high CPC. Oh yeah cost per... So basically, this can come about because oftentimes, it could be the keywords that you're bidding on. It could also be the type of ad you're running, like a conversion ad is going to cost more to get someone over to the website, like to get that traffic, but it'll often perform better than a traffic ad. That's what's happening there. And one thing that has changed about this slide, I just realized that, is that the breakdown reports are not working as well. That's unfortunate. I don't know if they're ever going to come back, but that's a new change that's happened more recently.

The ad showing too frequently. Definitely try expanding your audience, if that's possible, the other solution would be to decrease the budget, your budget's set too high for the size audience you have. And really just only be concerned if it's just stops performing. I have ads that have frequencies of three, four, sometimes five, and they're still performing week to week. I'm watching them in those shorter time increments and they're still performing. I don't worry quite as much about that, but that's the big case.

And then just always, like I said, be aware of these small audiences. They were bidding \$10 a day on an audience that was a video view audience, that was like a thousand people. And that's just going to be too high, if you're showing it for a long period of time, a couple of weeks, it's going to get up to this eight in frequency. That's too high.

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Bad quality ranking score. I never pay attention to this. I don't care about my quality ranking. These are often bad. And it says that my quality ranking was average in this case or an above average here. And this was actually a bad performer overall. So, \$19 per lead and compared to a bunch of these other ads that I ran. Facebook doesn't know what they're doing.

Ads not getting website conversions. And this is such a challenge. This is so hard to troubleshoot because there's so much that goes into this. It could be the audience; it could be the landing page. It could be that the offer, it could be the pixel. There's a lot happening there. Definitely, if you're not getting conversions, just put that in the group because there's so specialized in terms of why that could be. It's tough.

Custom audiences didn't match many names. Sometimes you can try uploading again. B2B can be a little bit different because it matches the Facebook login and people, if you're in a B2B situation, they're often giving you a business address. But you can see exactly around what size it was matched in your custom audiences section, your audiences section. And you can see in this case, the top one was 43,000. I think the original list was somewhere around 60,000. We had a bunch of people who didn't match in that list. And that's always going to be the case.

If your ad is not going through the budget, definitely look at things like manual bidding or cost cap. If you've got some things around those settings, and it also could be the audience size or the type of optimization. If you've got story placements, there's just smaller inventory there. The desktop newsfeed doesn't have as large an audience as the mobile newsfeed. And then sometimes you're also narrowing the audience in the optimization.

Some ads are getting none of the budget. That's just how it is. Facebook decides, it's always uneven. And if you're using campaign budget optimization, that's just how it's going to be. You may want to switch more to ad set budget optimization, if you want to dedicate that budget to that particular audience, but there's nothing you can do about the ads that are underneath an ad set. Those will just be optimized by Facebook. You would have to set up one ad underneath each ad set, if you really want to dedicate the book to that particular ad.

Just to review where the budget is set, campaign budget optimization is set at the top level, ad set budget optimization set at that ad set level. You need to kind of watch those. If your pixel is not tracking right. This is actually just an issue that I had earlier this week with a client where they had set up the Facebook pixel. And they said, "Oh, it's showing on our site, it's in our source code." But the way they had it set up was just with a little script addition. And so sometimes it just wasn't configured correctly. Facebook used to have this little tiny script capability, but I have found that you have to almost add that whole script with, including that base pixel code, with the lead script inset in it, for it to work correctly. The lead pixel was there technically, but it wasn't activated.

Using the Facebook pixel helped us determine that we could see really quickly, we actually knew that they typically get leads for 50 cents a piece. After a spend of just \$6, we knew something was wrong. So that's why we were able to track that down pretty quickly. The other thing you can look at is the pixel details to see more info there and find out like, where is that pixel firing? What's happening there? Does this data make sense in the events manager?

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If you're having problems with Facebook ad charges, this is a thing that comes up for clients. They get billed, Facebook bills when you hit a threshold and it also bills at the end of the month. Sometimes ads have stopped in the beginning of the month, you don't get billed until the end of the month. And people say, "Oh my gosh, are my ads still running? I just got a bill." But it's just because the way Facebook bills, and you can go into that billing section, match all the ads, you can see exactly which ads you're being billed for.

The other thing, I have had happen a lot with, well, not me personally, but with certain clients, they do this. They, when they go to boost a post, the default billing, the default ad account is often wrong. If you're having people on a page boosting posts, like maybe they're admins the page, or they run the social media things for the page, they have to make sure that they're choosing the right ad account, because then it's going to go into their own ad account. Or it could even go, if they are admining multiple ad accounts, that could be a real problem. And it could go to someone else's ad account. And the other problem with that is that you're, first of all, not getting the data in the right ad account. You're not getting the billing in the right ad account and you're not getting the pixel on the right ad account. So that's a big problem there.

And yeah, this was so crazy. You can see that billing history and really dive deeper into each of these bills and see exactly what campaigns were running. You could break it down between Instagram and Facebook, all kinds of things there.

Let's talk about Apple iOS issues and troubleshooting. Now, these are all, like I mentioned, going to be rolling out as we start developing more and more issues. I'm just putting a few in here, that I've started to see. One is the domains not verifying. You want to look and make sure that that meta code that, that meta tag, if they're doing it via the meta tag verification method, you want to make sure that that is actually in their source code. And that is, it is there. You may have to try a different method. DNS and the other methods are a little more challenging unless clients really know what they're doing. And DNS can take a little bit longer. I actually have also had the meta tag take a little bit longer. A lot of times it's like instant. I had a client where it was a little while before it actually verified.

If you can't see the aggregated events, you have to be an admin. That's one of the new issues with Facebook, with the iOS, you've got the aggregated events, you got the event priority. You can't see that, when you go to configure the web events, you only have access to the domains where you are an admin, or you have different types of persons emissions. I have had problems actually, and can't even figure it out, because a client has made me an admin, another pixel made me an admin of their domain. Oh, maybe that's it. I just thought of something. Maybe not at the full permission on their ad account. Well, that shouldn't matter. I know other clients where I am at the same admin level, and I can see their domains. It's very hit and miss.

For me, what I've been doing is just doing screen shares to get the aggregated events set up. And the web events configured correctly with the clients. If your event priority is not set up, Facebook won't let you run conversion ads until you got that event prioritized. And event priority is for reporting. It's not for optimization because that optimization is still set at the ad set level. When you go in and create a conversion ad and you optimize it around getting more leads, that's where your optimization is set up. The web events configurations are really to say which event... If there's multiple events happening in one day from the same user, which event am I going to see in the reports? That's where event priority comes into play.

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For example, I had a client where along the way they were doing a complete registration for a webinar. And then it was a lead for a booked call. Well, they weren't seeing the leads because the complete registration for the webinar was the highest priority. They were getting leads, but they weren't being reported in Facebook. And so, we had to switch around the event priority there, so we could see the lead event is a higher priority, because that was going to be the smaller number of events. And we were more concerned with people getting a booked call, then attending the webinar, because we knew if they booked a call, they had almost 99% chance already seeing that webinar. That's how we configured our events. It's what you really want to see, if you only had to choose one event for reporting, what event would that be?

And also, like I mentioned before, the Facebook is now requiring the events to be configured in the events manager. This was an example of a client who had a custom conversion that we had set up and it was getting hits to it, but it was still listed as inactive because we hadn't put it into the event priority section. We couldn't optimize around that event for the conversion ad until we had put it into the event priority.

If you have to change your event priority, your ads are going to be paused for 72 hours. So really make sure that you know which event you want to prioritize before you start your ads. And actually... No, no. I'm thinking, sometimes you have to create a whole new... What is that where you have to create a whole new ad set? Yeah. Something now that's happening, where you have to even just create a whole new ad, you have to duplicate the whole ad set to get that correct.

Now let's talk about discrepancies in reporting. Click discrepancy, there's just always going to be a click discrepancy, if you're comparing Google analytics and Facebook analytics, it's a lot of times a different methodology in reporting. It's also going to be a big change with the Apple iOS issues, not reporting those clicks, because Facebook is recording those as browser events, even if you're setting it up as the conversion API, we're not solving this issue either. I haven't gotten definitive information from Facebook yet if UTM tracking is going to work or not, I talked to someone who said they still weren't sure. I was like, but I don't know if I'm talking to all the right people here. Facebook does have a very old help issue where they do talk about click discrepancy and page loads and stuff like that, if you need that further information.

Conversion discrepancy, this is a big problem because you may need to change your attribution window, because if you really want to track what conversions came from Facebook, you want to make sure that people aren't just doing a view and then logging that conversion. They might have seen the ad somehow in their scroll, but then gone to an email. And that's where they actually clicked on that email link and then bought something. I like to just have like a one day click or a 7 day click, 28 day click is actually no longer available anymore, but just watch those click windows and conversion windows there.

And the other, of course, then we're also going to have the Apple iOS issues with conversion discrepancies. If people are reloading a page, or if they go to that, like say for example, it's a lead magnet, where they go to that lead magnet and download that lead magnet. But then later get an email with that lead magnet and then they could go there again. And you're using the Facebook pixel to track, then it's going to possibly count as two conversions in that case, the thing that you can do is just make sure people are hitting that page one time. Sometimes people call it a sandwich page where they only hit that page one time and then they don't go back to that page.

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The other thing you need to watch is maybe just kind of walk through the funnel and see if there's multiple purchase pixels installed on different pages. I found that with the client where they installed purchase pixel on every page through the funnel, through the backend of the funnel, which means the pixel was firing four times as they walked through. And so that's why it was over counting on that.

It's really a lot of times about testing with all of this for troubleshooting. Sometimes we're just not getting the results. Maybe our budget is set wrong. Maybe it's about making sure your settings are not set up correctly. If you have audience expansion on and something isn't working right. You're not getting the results you want to see. Just really making sure that you've got all your settings correct, to get the results you want. Because the problem is there's so many things beyond just Facebook, that factors into the success of these things, it could be the offer. It could be the landing page. It could be the fact that the page doesn't load, there's a lot of tech issues. There's targeting, there's images, there's the ad type. Lots of different things that go into ad success. And so definitely feel free to just put your questions in the group, because a lot of times it's very individual.

Other times places to review in this course, the Facebook pixel troubleshooting section, the reporting area, Facebook group, and then there's also in the bonuses, there's a troubleshooting ebook there as well.

Here's what we learned. We talked about the solutions to common Facebook ad problems, reporting discrepancies, lots of other things we talked about, Apple iOS, all kinds of things that we packed into this. And thanks so much. And now we're going to open it up for questions. I wasn't paying attention to the chat, if there's any questions you guys had, feel free to put them in.

Awesome. And if there aren't any questions, we'll just end it early or whatever. I don't know if it's early, it could be early, not early. There's no set time for these, so. Awesome. All right. Yeah. Marissa, thank you. Hopefully you saw the screen at some point, if not, this is being recorded, so that's good. Oh, good, you did see it. That's cool. Great. Awesome.

Great. Well, thank you guys so much. I'll have this section in the troubleshooting section of the course, and we'll have that up.