

Nomenclature des noms pour l'organisation d'un compte Facebook

- NO Special Characters
- NO Spaces
- Use CamelCase for Descriptions
- Use Caps and Abbreviations for Language
- Start with Capital Letters

!! Source = facebook !!

!! Medium = display !!

→ if we put sth else we can't filter in Analytics!!

Facebook Campagne

NameOrAbbreviation-Objective-Topic(CamelCase)-LANGUAGE(in Caps)

Exemples :

- Letzshop-Traffic-FeteDePere-FR
- Letzshop-Traffic-Rentree-FR
- Letzshop-Conversion-CampagneCommercant-FR

AdSet

- Topic-Audience-LANGUAGE

Exemple :

- FeteDePere-InterestHomme-FR

A/B Testing

- Add "VersionA/VersionB" if running tests at the end of the description
- Topic-Audience-LANGUAGE-VersionA
- Topic-Audience-LANGUAGE-VersionB

Exemples :

- FeteDePere-InterestHomme-FR-VersionA
- FeteDePere-InterestHomme-FR-VersionB

Ad:

- Topic-Audience-LANGUAGE
 - FeteDePere-Interest-FR
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Campagne Dynamique

FeedName[Language]-Topic(CamelCase)-ProductSetName(CamelCase)-
Audience(Prospects/Retargeting/Upsell)

Exemple :

- Calalogue-Sales[FR]-Noel-Livres-Enfants-Retargeting
- Catalogue-Sales[FR]-Noel-ModeAccessoires-Interests

AdSet:

- ProductSetName-Audience-Language

Exemple :

- Haut-Parleurs-Retargeting-FR

Ad:

- Same as AdSet

Exemple :

- Haut-Parleurs-Retargeting-FR
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Audiences

ClientName-Interest/Custom-AudienceName-LANGUAGE

Examples :

- Valorlux-CustomAudience-EventCalendarStep1-EN
- Valorlux-CustomAudience-WebsiteTraffic-FR

Lookalike Audiences :

- Lookalike(LU,XY%) - Valorlux-CustomAudience-WebsiteTraffic-FR
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Product Set

Category-Product-Characteristic-LANGUAGE

Examples :

- Bijoux-Bagues-Femmes-FR
 - Livres-Enfants-6-10Ans-FR
 - Jouets-Brand=Lego-<50€-FR
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Campaign UTM

- write facebook in lower case
- write display in lower case
- Start the campaign name with a capital letter and continue in CamelCase

Static Campaigns :

- Source: facebook
- Medium: display
- Campaign Name: CampaignName
- Campaign Content: Category / KindOfCreative(Animated/Caroussel/Static) / Generic etc
- Campaign Term: Language

Exemples :

- Source: facebook
- Medium: display
- Campaign Name: Noel
- Campaign Content: Bijoux
- Campaign Term: FR

Dynamic Campaigns :

- Copy the Campaign Name: Catalogue-Sales[FR]-Livres-Noel-Interest
- Content: Categorise (will allow you to filter for the relevant category- ProductSet)
- Livres-Enfants3-6Ans
- Campaign Term: LANGUAGE

Exemples :

- Source: facebook
- Medium: display
- Campaign Name: Catalogue-Sales-Livres-Noel-Interest
- Campaign Content: Livres-Enfants3-6Ans-VersionA
- Campaign Term: FR

FireShot Capture 028 - (10) Ads Manager - Creation - business.facebook.com.png

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Révision #5

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