



AI-POWERED FACEBOOK ADS

90-Day AI-Powered Facebook Advertising Roadmap

Days 1–3 — Page Like & Engagement Campaign

Day 4 — Website & Conversion Audit

- Mobile optimization
- Website speed
- Product pages
- Landing pages
- Checkout experience

Day 5 — Tracking & Technical Setup

Before launching:

- ✓ Meta Pixel installed correctly
- ✓ Domain verified
- ✓ Conversion API connected if possible
- ✓ Events configured:
 - ViewContent
 - AddToCart
 - InitiateCheckout
 - Purchase

Days 6–8 — Get Ready For The Video Ads

- Create video concepts
- AI-assisted hooks
- AI-assisted scripts

Day 9–19 — Video Views Campaign (Budget: \$10–\$30/day)

Monitor:

- ThruPlay
- Cost per ThruPlay
- 3-second views
- Engagement
- Audience demographics
- Analyze viewer behavior
- Build video-viewer audiences

Days 20–29 — Engagement Campaign (Budget: \$5–\$15/day)

Monitor:

- Engagement rate
- Comments
- Cost per engagement
- Audience response

Days 30–45 — Add To Cart Campaign (Budget: \$15–\$40/day)

Objective: Sales

Target

- ✓ Video viewers 25–95%
- ✓ Website visitors
- ✓ Facebook/Instagram engagers
- ✓ Broad audience expansion

Monitor:

- ViewContent
- AddToCart
- Cost per AddToCart
- CTR
- Landing-page performance

📌 Stay at this stage until Meta starts generating stable ViewContent/AddToCart activity.

Days 46–60 — Purchase Campaign (Budget: \$20–\$60/day)

Objective: Sales

Target

- ✓ Website visitors
- ✓ AddToCart users
- ✓ High-watch-time video viewers
- ✓ Facebook/Instagram engagers
- ✓ Past customers

Monitor:

- Purchases
- CPA
- ROAS
- CTR
- Conversion rate
- Purchase value

📌 Avoid constantly editing campaigns during the learning phase.

Days 61–75 — Retargeting Campaign (Budget: \$10–\$30/day)

Objective: Sales

Retarget

- ✓ Viewed products but didn't buy
- ✓ Added to cart
- ✓ Initiated checkout
- ✓ Website visitors
- ✓ 75%+ video viewers
- ✓ Facebook/Instagram engagers

Monitor:

- Purchase rate
- CPA
- ROAS
- Frequency
- Audience size

 Retargeting becomes an always-active campaign once sufficient audience volume exists.

Days 76–90 — Lookalike + Broad Scaling

Objective: Sales

Create Lookalikes From

- ✓ Purchases
- ✓ AddToCart users
- ✓ High-engagement video viewers
- ✓ Email subscribers
- ✓ Repeat customers

Recommended Data Before Scaling: 100+ purchases minimum

Targeting

- ✓ 1% Lookalikes first
- ✓ Then 2–5% Lookalikes
- ✓ Broad USA targeting
- ✓ Advantage+ Audience ON
- ✓ Advantage+ Placements ON

Budget - Start: \$50–\$100/day Increase 15–20% every 2–3 days

Monitor scaling carefully. Track:

- ROAS
- CPA
- Purchase volume
- Frequency
- Revenue
- Conversion rate
- AI-assisted 90-day performance analysis.

Identify:

What worked → What didn't → What should be scaled → What should be stopped