



The Guide

to iOS preparation for Facebook Ads

PREPARE YOUR WEBSITE AND ADVERTISING
ACCOUNT FOR THE APPLE IOS14.5 CHANGES SO
THAT YOU CAN KEEP RUNNING FACEBOOK ADS



KEEP RUNNING FACEBOOK ADS THAT CONVERT

With the Apple iOS roll-out you risk not being able to advertise and/or not track your conversions.

Apple's roll-out means that anyone with an iOS device, like an iPhone or iPad, will be able to opt-out of tracking. This means that any apps on iPhone/iPad will not be able to track someone's movements, which means that anyone using Facebook on their iPhone/iPad falls into this category.

Facebook has given advertisers some options to prepare and I'm sharing them with you in a step by step document.

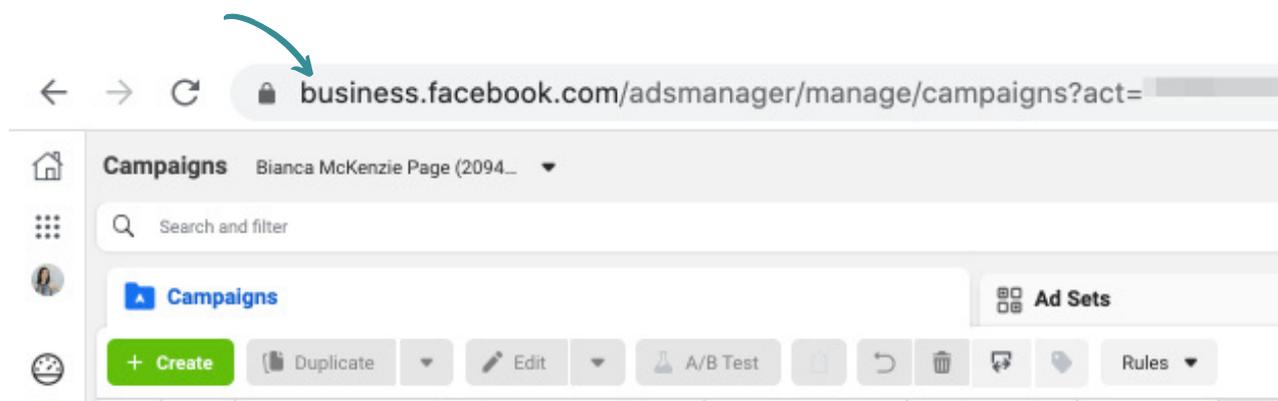
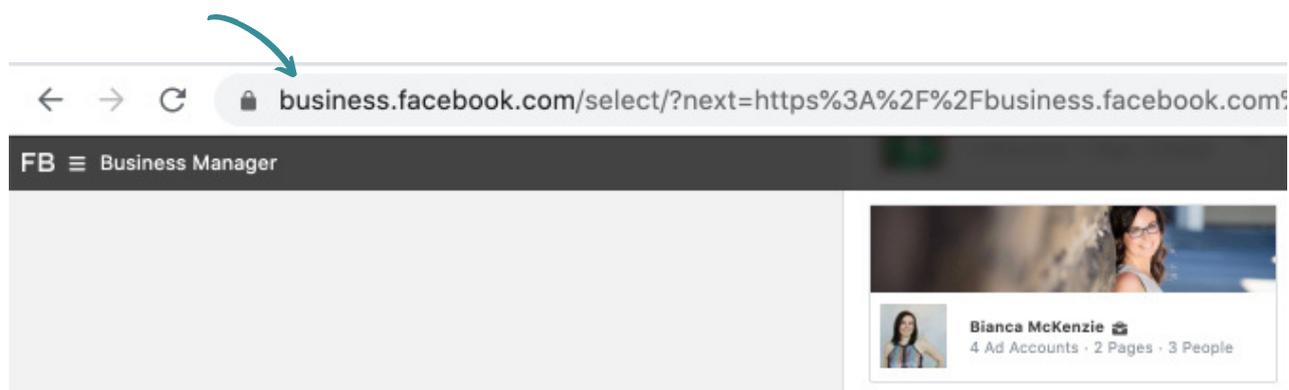
VERIFY YOUR DOMAIN

The first step is to verify your domain with Facebook, so that you can continue to run Facebook ads.

STEP 1

Go to your Facebook ads manager, either by typing in business.facebook.com or by going ads manager via business.facebook.com/adsmanager.

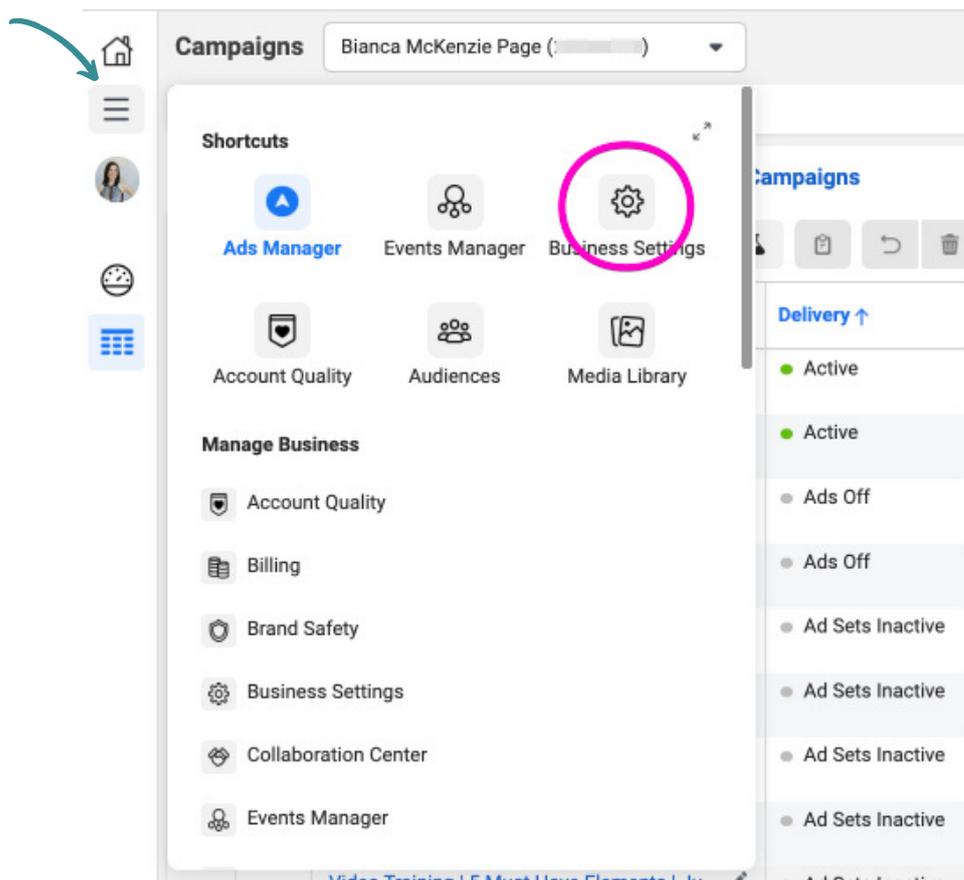
Note: if you've never run Facebook ads you'll first need to setup your advertising account by adding payment details.



VERIFY YOUR DOMAIN

STEP 2

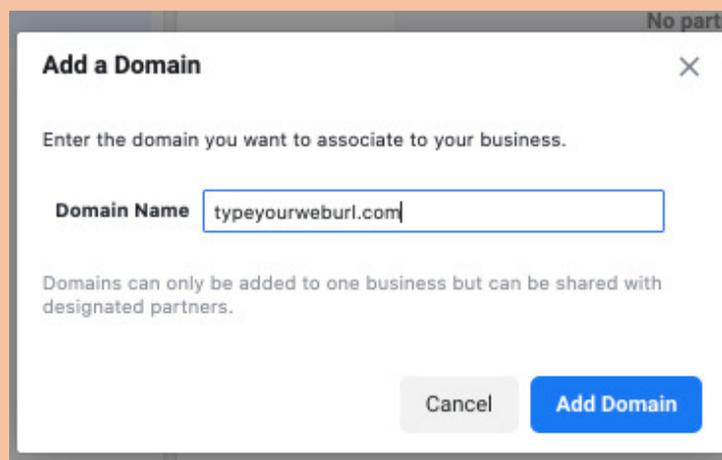
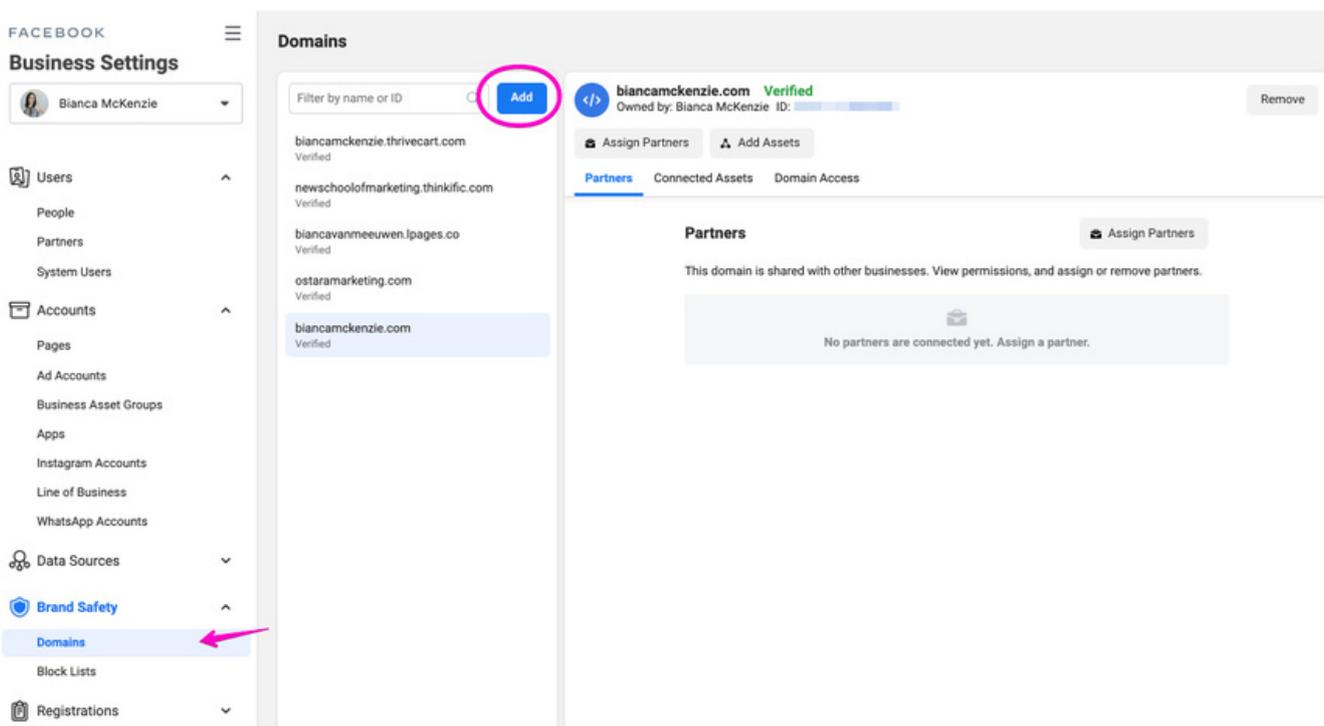
Next go to the little 'hamburger' menu in the top left corner and go to business settings.



VERIFY YOUR DOMAIN

STEP 3

Once you're in business settings, find **brand safety** and go to **domains**. Then click add, and enter your domain name (don't add http or www).



VERIFY YOUR DOMAIN

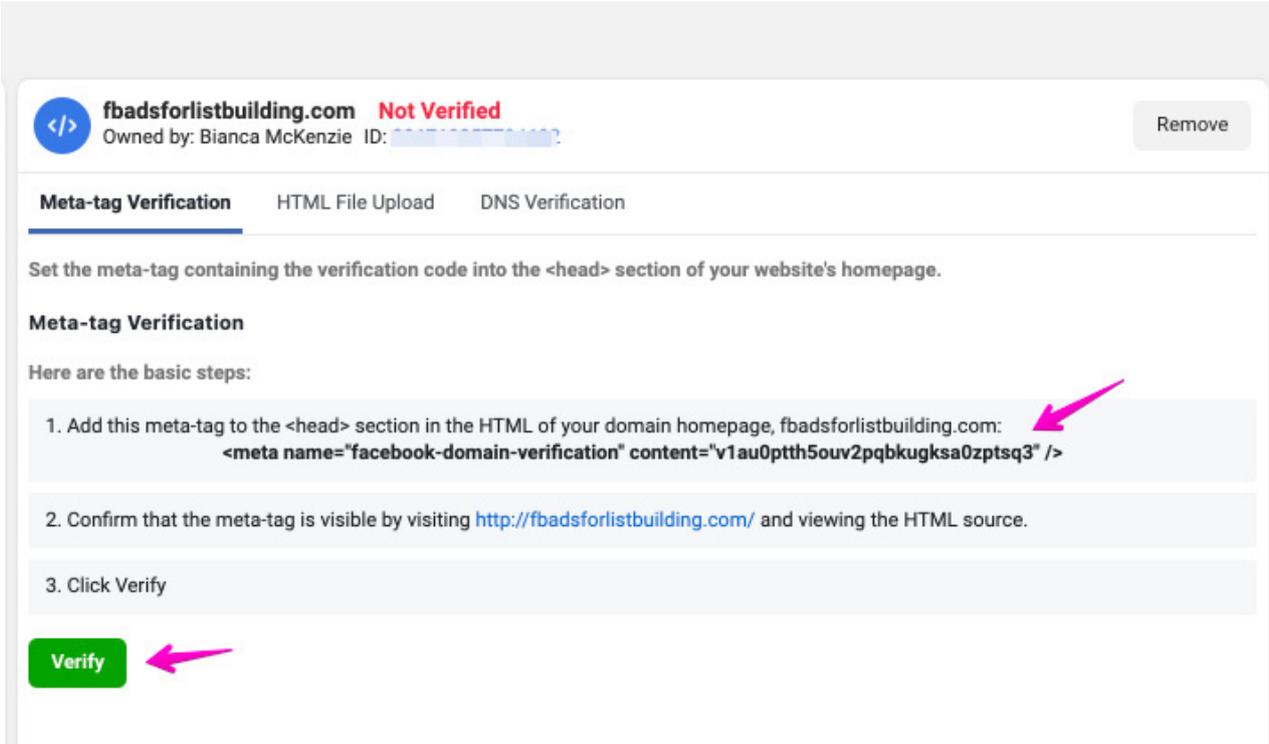
STEP 4

After clicking add domain you'll have 3 options to add a verification to your website. The easiest way (I find) is to add the Meta-tag Verification by copying the code and pasting it into the <head> section of your website.

If you don't know how to do this, I suggest a Google search on how you can do this. For example: how to add html to head in Shopify.

After you've added the meta tag code, click Verify. This may take a few minutes and you might want to refresh Facebook Business Manager.

Once it has successfully verified you'll see a little green dot appear.



The screenshot shows the Facebook Business Manager interface for domain verification. At the top, the domain **fbadsforlistbuilding.com** is listed as **Not Verified**, with the owner identified as Bianca McKenzie. A **Remove** button is visible in the top right. Below this, three verification methods are shown: **Meta-tag Verification** (selected), **HTML File Upload**, and **DNS Verification**. The instructions for Meta-tag Verification are as follows:

- Set the meta-tag containing the verification code into the <head> section of your website's homepage.
- Meta-tag Verification**
- Here are the basic steps:
 1. Add this meta-tag to the <head> section in the HTML of your domain homepage, fbadsforlistbuilding.com: `<meta name="facebook-domain-verification" content="v1au0ptth5ouv2pqbkugksa0zptsq3" />`
 2. Confirm that the meta-tag is visible by visiting <http://fbadsforlistbuilding.com/> and viewing the HTML source.
 3. Click Verify

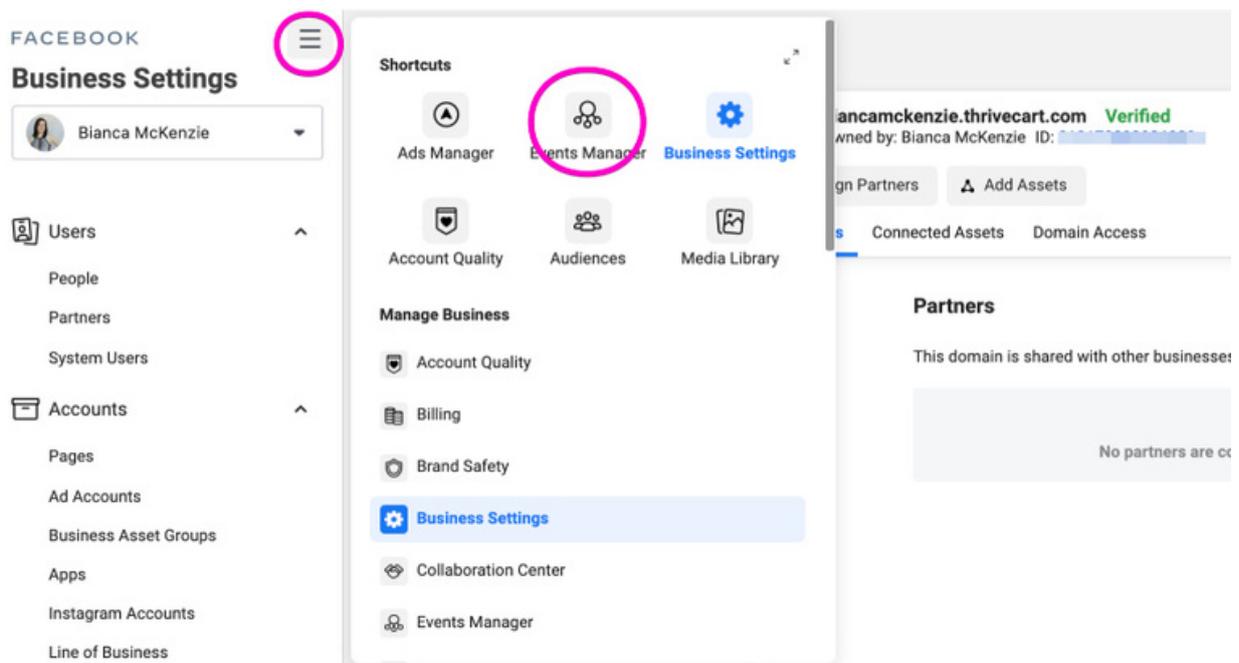
A green **Verify** button is located at the bottom left of the instructions. Two pink arrows are overlaid on the image: one points to the meta-tag code in step 1, and the other points to the Verify button.

AGGREGATED EVENTS

STEP 5

The next step is to set up and select your aggregated events.

Head to the little 'hamburger' menu and select Events Manager.



AGGREGATED EVENTS

STEP 6

Now go to 'aggregated events measurement'.

The screenshot shows the 'Data Sources' interface for a 'Default Pixel'. On the left, there is a search bar and a list of data sources, with 'Default Pixel' selected. The main area displays the 'Default Pixel' configuration with tabs for 'Overview', 'Test Events', 'Diagnostics' (with a red notification badge '1'), 'History', and 'Settings'. Below the tabs is an 'All Activity' line chart showing event counts from April 14 to May 3, with a peak of 207 events. At the bottom, there is an 'Add Events' dropdown menu and two buttons: 'Pixel/Conversions API' and 'Aggregated Event Measurement' (with a 'New' badge). A pink arrow points to the 'Aggregated Event Measurement' button. Below the buttons, there is a description: 'View all events received through the Facebook pixel and Conversions API.' and a partially visible note: 'The connection m'.

AGGREGATED EVENTS

STEP 7

Click on 'configure web events'.

Pixel/Conversions API

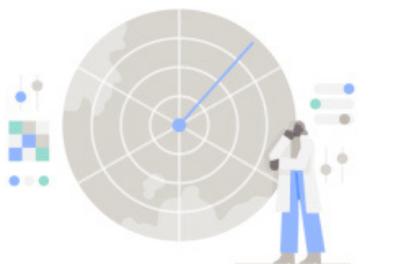
Aggregated Event Measurement New

View all events from your website domains that are currently processed using the Aggregated Event Measurement protocol. When these events are received through both the Facebook pixel and Conversions API, we measure using data from the connection that sends the highest priority events to calculate the total events. To view any Custom Conversions included in the Aggregated Event Measurement protocol visit the [Custom Conversions page](#).

Events

Total Highest Priority Events

Configure Web Events



AGGREGATED EVENTS

STEP 8

If your domain was successfully verified you'll see your domain in this list and you'll be able to click on the drop down on the right.

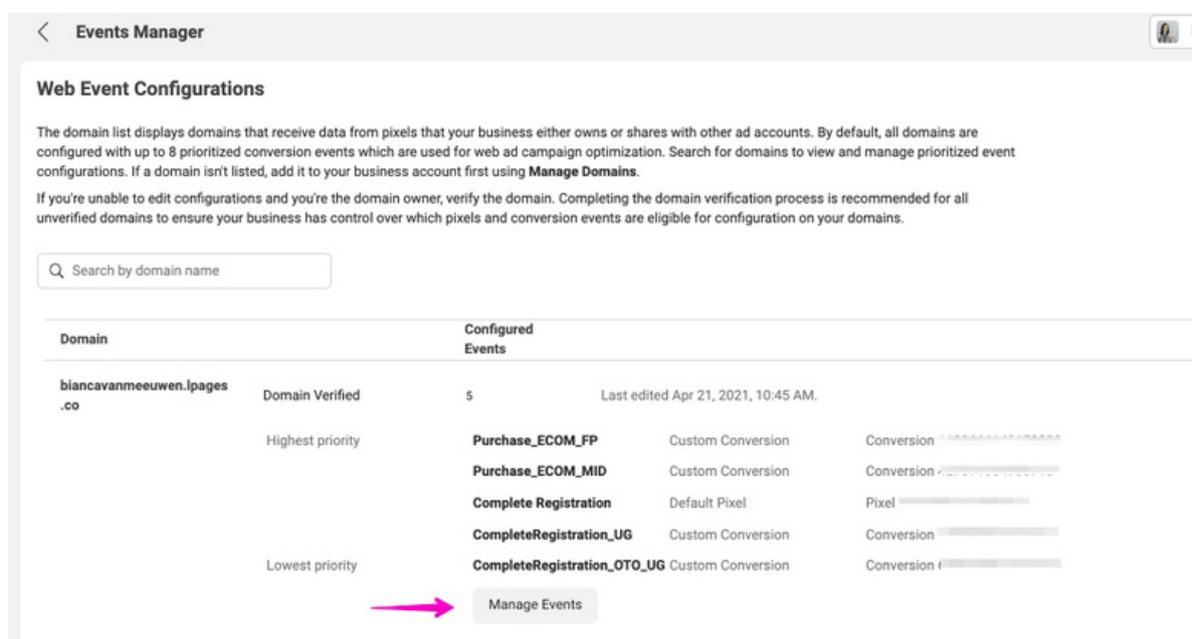
The screenshot shows the 'Events Manager' interface. At the top, there is a navigation bar with a back arrow, the text 'Events Manager', and a user profile dropdown for 'Bianca McKenzie'. Below this is the 'Web Event Configurations' section. It contains a paragraph of explanatory text and two buttons: 'How Do I Configure Events?' and 'Manage Domains'. A search bar labeled 'Search by domain name' is positioned above a table. The table has columns for 'Domain', 'Domain Verified', 'Configured Events', and an unlabeled column for actions. The first row shows a domain 'biancavanmeeuwen.ipages.co' with 'Domain Verified' status, 5 configured events, and a last edit time of 'Apr 21, 2021, 10:45 AM'. A pink arrow points to a dropdown arrow in the action column for this row. Below the table, there are four more rows, each with a dropdown arrow in the action column.

Domain	Domain Verified	Configured Events	
biancavanmeeuwen.ipages.co	Domain Verified	5	Last edited Apr 21, 2021, 10:45 AM. 
			
			
			
			

AGGREGATED EVENTS

STEP 9

You'll be able to select 'manage events' which allows you to select your events in order of priority. Generally speaking the purchase events are the highest priority (because we want to make sales right?!)



For e-commerce I recommend the following order:

1. Purchase
2. Initiate checkout
3. Add to cart
4. Lead
5. View content

For service based and course creators the order depends on your funnel, so you'll need to work out what's most important vs least important.

You get 8 configured events in total, so use them wisely.

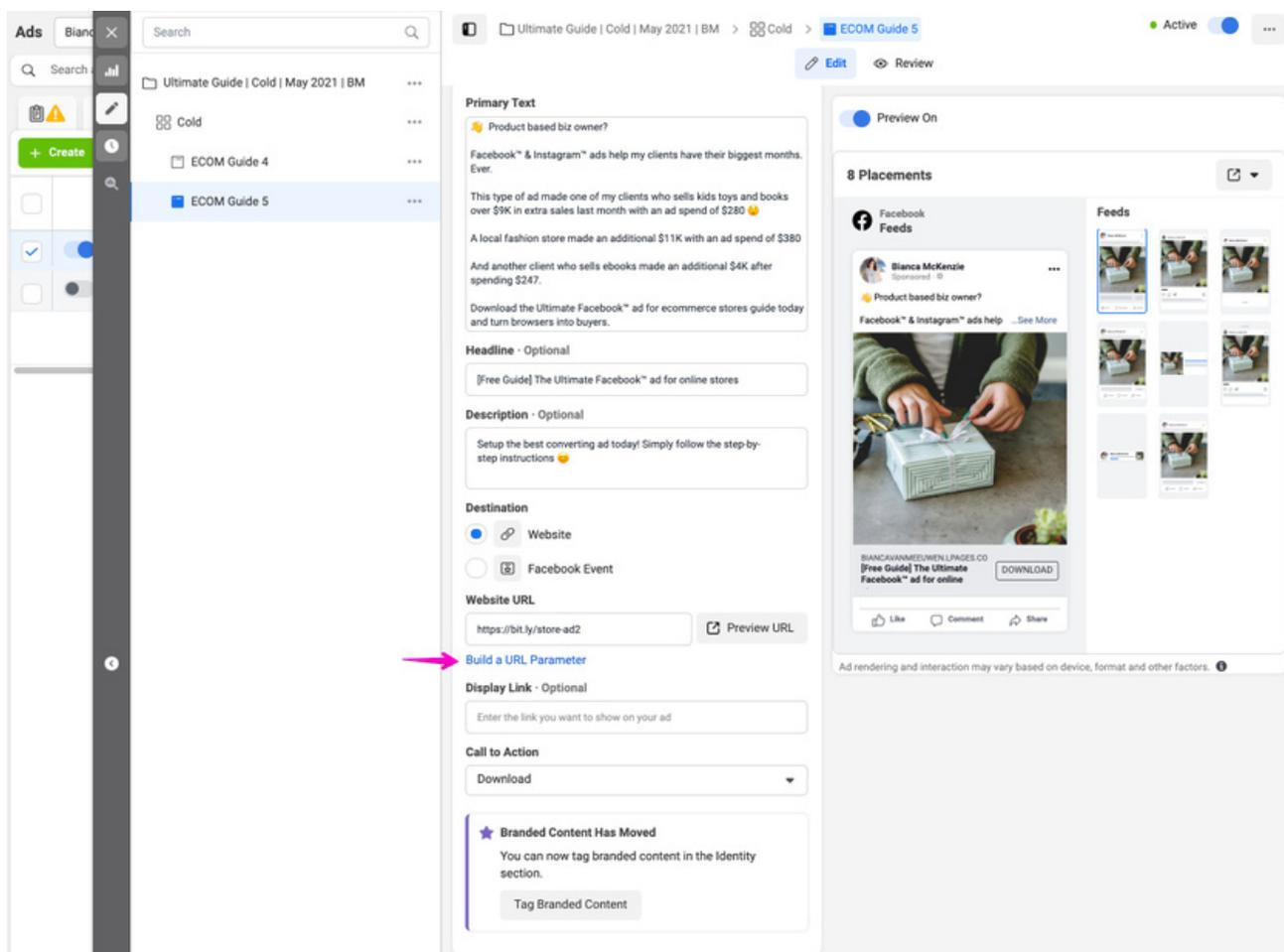
UTM TRACKING

STEP 10

Because tracking in Facebook ads manager is going to be affected, you'll be 'flying blind' for a while because anything from iOS devices won't be tracked, but that doesn't mean it's not working.

UTM tracking links can help with this as they'll show up in your Google Analytics results. So you can still track reasonably accurately, but you'll have to do it in Google Analytics.

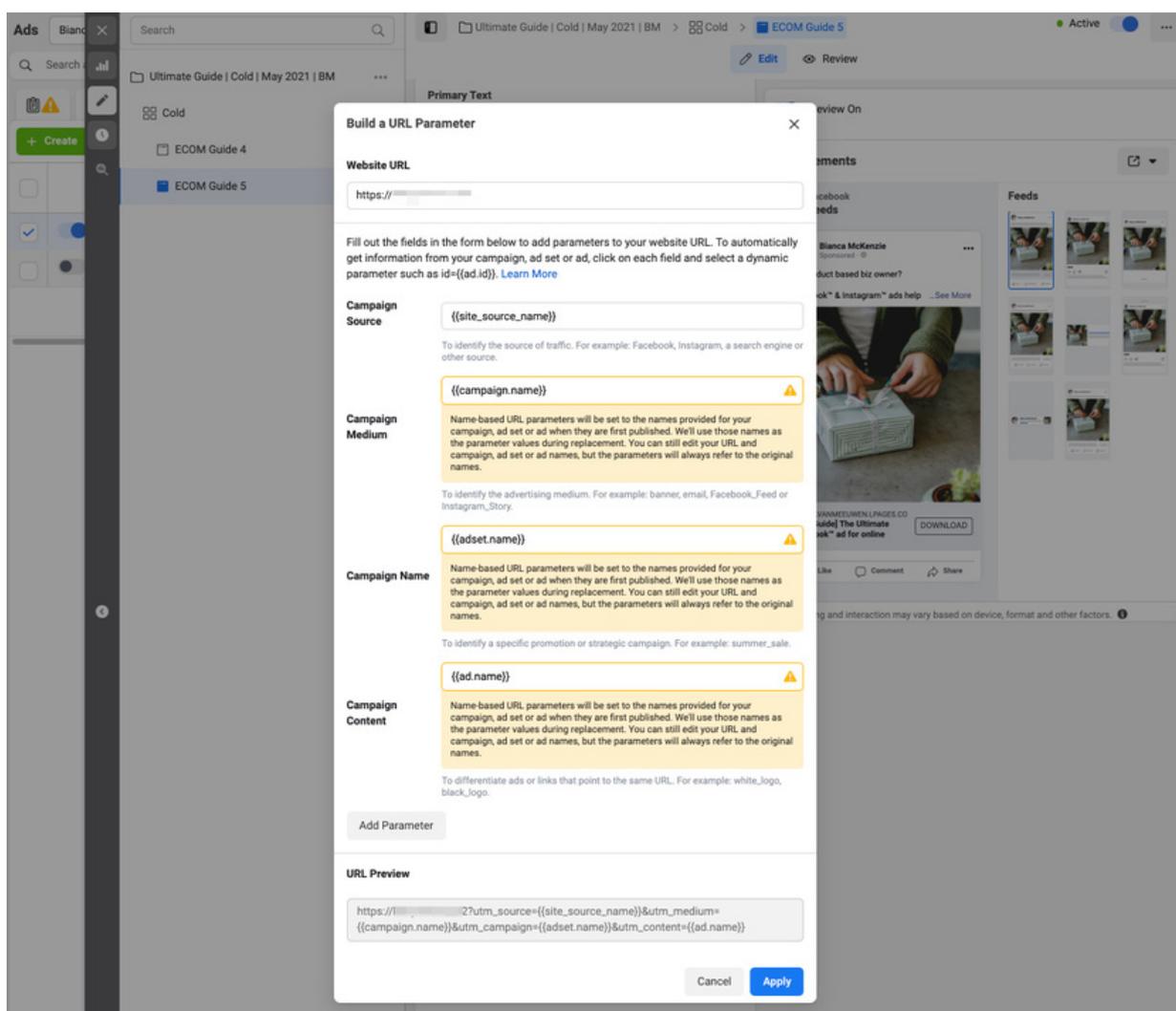
Here's how to set up UTM parameters inside your ads manager:



UTM TRACKING

STEP 11

This is how I create them:

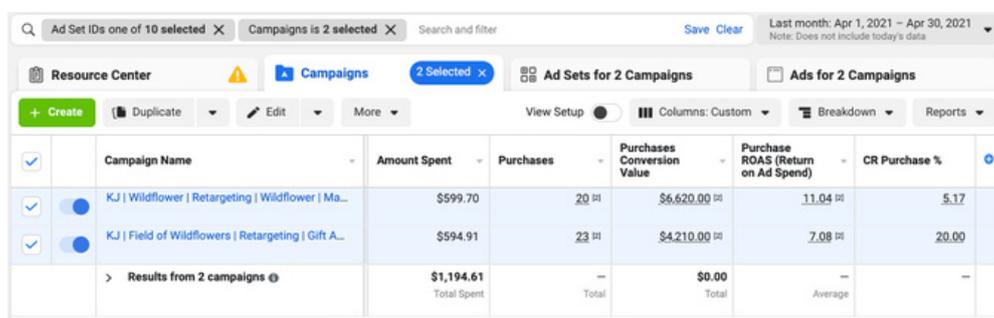


What you'll start seeing inside of Google analytics is a referral link that has the site source name (Facebook) and then the name of your campaign, ad set and ad. It's important that you give your Facebook ads campaigns clear names so you can track the results in Google analytics.

THAT'S IT, YOU'RE NOW AS PREPARED AS YOU CAN BE FOR THE CHANGES, EVEN THOUGH NOBODY KNOWS YET HOW IT WILL AFFECT ADS

ADS RESULTS

My clients and students are still seeing amazing results from their ads, even if the tracking isn't as accurate. Facebook ads are super powerful when done right. Here are some results for April 2021 for an artist's online store.



The screenshot shows the Facebook Ads Manager interface for a Resource Center. It displays two selected campaigns with the following data:

Campaign Name	Amount Spent	Purchases	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)	CR Purchase %
KJ Wildflower Retargeting Wildflower Ma...	\$599.70	20	\$6,620.00	11.04	5.17
KJ Field of Wildflowers Retargeting Gift A...	\$594.91	23	\$4,210.00	7.08	20.00
Results from 2 campaigns	\$1,194.61	43	\$10,830.00	9.16	12.59

\$1,194.61 was spent with a return of \$10,830

What's next?

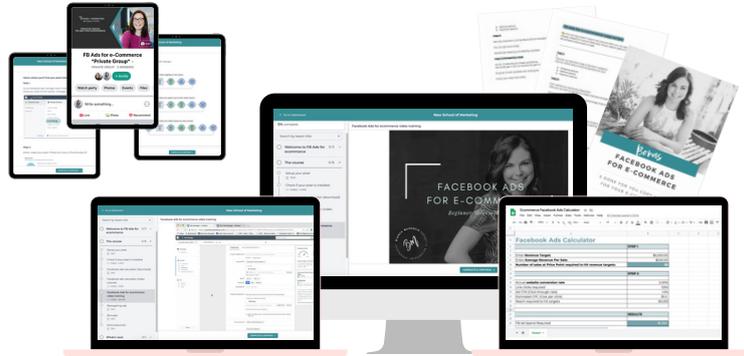
TAKE YOUR ADS KNOWLEDGE TO THE NEXT LEVEL, ATTRACT NEW CUSTOMERS AND INCREASE YOUR REVENUE.

Now that you're all set up, it's time to start running Facebook ads with my guidance and support.

I've created a video training course to help you run Facebook ads for your e-commerce store and grow your sales. **Ready for more sales?**



INTRODUCING...



Facebook Ads *for online stores*

Facebook Advertising made simple to grow your e-commerce store without overwhelm, tech know-how or wasting money.

[CLICK TO LEARN MORE](#)



“Before your training I found FB ads a nightmare. I wasn’t feeling confident about investing money into ads. I now feel much more confident after seeing some neat targeting features that I’ll be using. I also have a better idea of what success metrics I should be aiming for.”

Sandra Muller



Bianca McKenzie demystifies marketing strategy and optimizes lead generation and sales for entrepreneurs, big dreamers, movers and shakers so that they have more time to do what they love and be the change-makers they dream to be.

An intuitive marketer, natural connector and qualified teacher, Bianca brings marketing strategy and technology together with ease.

Bianca is a regular guest blogger on ROOOAR, a Beautiful You Coaching Academy guest speaker, Conquer Club guest teacher and E-Course Launch Formula expert contributor.

She spends her time cuddling her baby girl & two pups, zooming down the ski slopes and is an avid hiker with the Inca Trail in the bag.

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