

Automated rules cheat sheet

Starting ad sets

Based on late purchases

*Purchases > 0 (last 7 days including today) and
Cost per purchase < \$50 (last 7 days including today) and
Impressions < 100 (last 12 hours)*

*Purchases > 0 (today) and
Cost per purchase < \$50 (today)*

For mobile apps

*Mobile app installs > 0 (last 7 days including today) and
Cost per mobile app install < \$3 (last 7 days incl. today) and
Impressions < 100 (last 12 hours)*

*Mobile app checkout initiated > 0 (today) and
Cost per mobile checkout initiated < \$3 (today)*

Based on time

You can start your ad sets at the time they perform the best.

*Time > 3 a.m. and
Time < 4 a.m*

Or launch ad set at midnight.

Time is less than > 1 a.m.

Increasing budget

Based on purchase

*Purchases > 0 (last 3 days) and
Cost per purchase < \$50 (last 3 days) and
Spend > 0 (today)*

Based on ROAS

Return on ad spend (ROAS) = Purchase revenue / Spend

*ROAS > 3 (today) and
Spend (today) > 0.5 * Daily budget (today)*

For mobile apps

*Mobile app purchase > 0 (today) and
Cost per mobile app purchase < \$30 (today)*

*ROAS > 3 (last 3 days) and
Purchases > 0 (last 3 days)*

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With Revealbot you can create automated rules and set limits for your most important metrics. Revealbot will automatically start/pause your campaigns, change your bids and budget depending on your ad performance. To create your first rule, go to revealbot.com/automation

Pausing inefficient ad sets

Based on high-level metrics

CPM < \$20 and Spend > \$40

CPC > \$2 and Spend > \$20

Based on ROAS

Return on ad spend (ROAS) = Purchase revenue / Spend

*ROAS < 3 (today) and
Spend (today) > 0.5 * Daily budget (today)*

ROAS < 3 (last 3 days) and Spend > \$0

Based on time

You can pause your ad sets at the time when they do not usually perform very well. Use **Time Greater** and **Time Less** option.

*Time > 8 p.m. and
Time < 9 p.m.*

For mobile apps

*Cost per mobile app install > \$5 and
Mobile app installs > 0 and
Spend > \$25*

Mobile app installs < 1 and Spend > \$25

*Cost per mobile app checkouts > \$30 and
Mobile app checkouts > 0 and
Spend > \$50*

Mobile app checkouts < 1 and Spend > \$50

Based on purchase

*Spend > \$150 (last 7 days) and
Cost per purchase > \$50 (last 7 days)*

*Spend > \$150 (last 7 days) and
Purchases < 1 (last 7 days)*

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Time based rules

You can start your ad sets at the time they perform the best. Or pause when they usually don't. Use **Time Greater** and **Time Less** option.

Example: you want your ads to run from 3 a.m. to 8 p.m.

Start ad set if *Time > 2 a.m.*

Important: in Custom Schedule section make sure to pick 3 a.m.

Pause ad set if *Time > 7 p.m.*

Important: pick 8 p.m. in Custom Schedule section next.

CPA based rules

If it costs more to acquire a customer than to get profit, the first step is to revisit your ad campaigns. **Cost Per Acquisition** rules will help you pause inefficient ads based on your conversion values (Cost per Mobile App Install, Purchase, Lead, etc.).

Example: pause ad sets when Cost per Purchase is greater than \$8.

Pause ad set if *Cost per Purchase > \$8*
and *Spend > \$50 and Purchase > 0*

Note: we've added *Spend > \$50* (you can use any relevant number here) to make sure that there is enough statistical data to evaluate Cost Per Purchase.

Spend based rules

It's ok to spend some amount to test the performance of your ad. But you want to pause it before it drains your budget. Here is where **Spend** based rules come in handy.

Example: pause ad set when it spent \$50 and had no conversions.

Pause ad set if *Spend > \$50*
and *Purchase < 1*

Impression based rules

If your ads keep rolling but a few people click on them – there must be something wrong with your creatives. Try different copies, different pictures, videos and set the rule to pause ads that underperform.

Example: pause ad sets if Click Through Rate (CTR) is below 1%.

Pause ad set if *Impressions > 1000*
and *CTR < 1%*

Changing budget

If one of your ad sets is performing well, you surely want to increase its reach to make sure more people see it and convert. With Revealbot you can adjust your budget by a certain amount or percentage, set it to some value and define how often you want to do that.

Example: increase budget by 20% every hour if the conversion cost is less than \$10.

Increase budget by *20%* every hour
if *Cost per Purchase < \$10 and Purchase > 0*