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)

For mobile apps

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

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
  - Purchases > 0 (last 3 days)
Automated rules cheat sheet

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM</td>
<td>$20 and Spend &gt; $40</td>
</tr>
<tr>
<td>CPC</td>
<td>$2 and Spend &gt; $20</td>
</tr>
</tbody>
</table>

Based on ROAS

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

<table>
<thead>
<tr>
<th>Condition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ROAS &lt; 3 (today) and</td>
<td>Spend (today) &gt; 0.5 * Daily budget (today)</td>
</tr>
<tr>
<td>ROAS &lt; 3 (last 3 days) and Spend &gt; $0</td>
<td></td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Time</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Time &gt; 8 p.m. and</td>
<td></td>
</tr>
<tr>
<td>Time &lt; 9 p.m.</td>
<td></td>
</tr>
</tbody>
</table>

For mobile apps

<table>
<thead>
<tr>
<th>Condition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost per mobile app install &gt; $5 and</td>
<td></td>
</tr>
<tr>
<td>Mobile app installs &gt; 0 and</td>
<td></td>
</tr>
<tr>
<td>Spend &gt; $25</td>
<td></td>
</tr>
<tr>
<td>Mobile app installs &lt; 1 and Spend &gt; $25</td>
<td></td>
</tr>
<tr>
<td>Cost per mobile app checkouts &gt; $30 and</td>
<td></td>
</tr>
<tr>
<td>Mobile app checkouts &gt; 0 and</td>
<td></td>
</tr>
<tr>
<td>Spend &gt; $50</td>
<td></td>
</tr>
<tr>
<td>Mobile app checkouts &lt; 1 and Spend &gt; $50</td>
<td></td>
</tr>
</tbody>
</table>

Based on purchase

<table>
<thead>
<tr>
<th>Condition</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spend &gt; $150 (last 7 days) and</td>
<td></td>
</tr>
<tr>
<td>Cost per purchase &gt; $50 (last 7 days)</td>
<td></td>
</tr>
<tr>
<td>Spend &gt; $150 (last 7 days) and</td>
<td></td>
</tr>
<tr>
<td>Purchases &lt; 1 (last 7 days)</td>
<td></td>
</tr>
</tbody>
</table>
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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

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.

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

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