






HUMANS VS ROBOTS

WHEN TO CEDE CONTROL OF YOUR FACEBOOK CAMPAIGNS

Which aspects of Facebook ad campaigns should be managed by human hands and which are better left to an algorithm? Here's our take.

Feature	Human	Robot	Explanation
Ad Bidding			Bids require precise calculation about bid target costs and how you're pacing against budget. And simply put, Facebook has access to more data than humans do. So leaving bidding up to Facebook is the right play in most cases.
Creative Testing			While a human could use performance metrics to decide on creative, Facebook's approach to creative testing (multiple Ads within Ad Sets) can predict future performance and is thus stronger at determining top performing ads.
Selecting Audience			Marketers must use their judgement about when to limit exposure, push the envelope, or cut bait on an audience. While Facebook does provide targeting suggestions, finding the right audience requires a human touch.
Ad Placement			Only Facebook knows the best way to reach a targeted user on Facebook, Instagram, FAN, and Messenger. By enabling advertisers to opt into any of these channels, Facebook is more capable than humans at achieving marketing goals.
Iteration & Campaign Management			A Facebook ad campaign is like managing a mutual fund: A human decides to increase gains or mitigate losses based on data and instincts. Robots may expedite much of our digital interactions, but complex campaigns still require a steady human hand.

