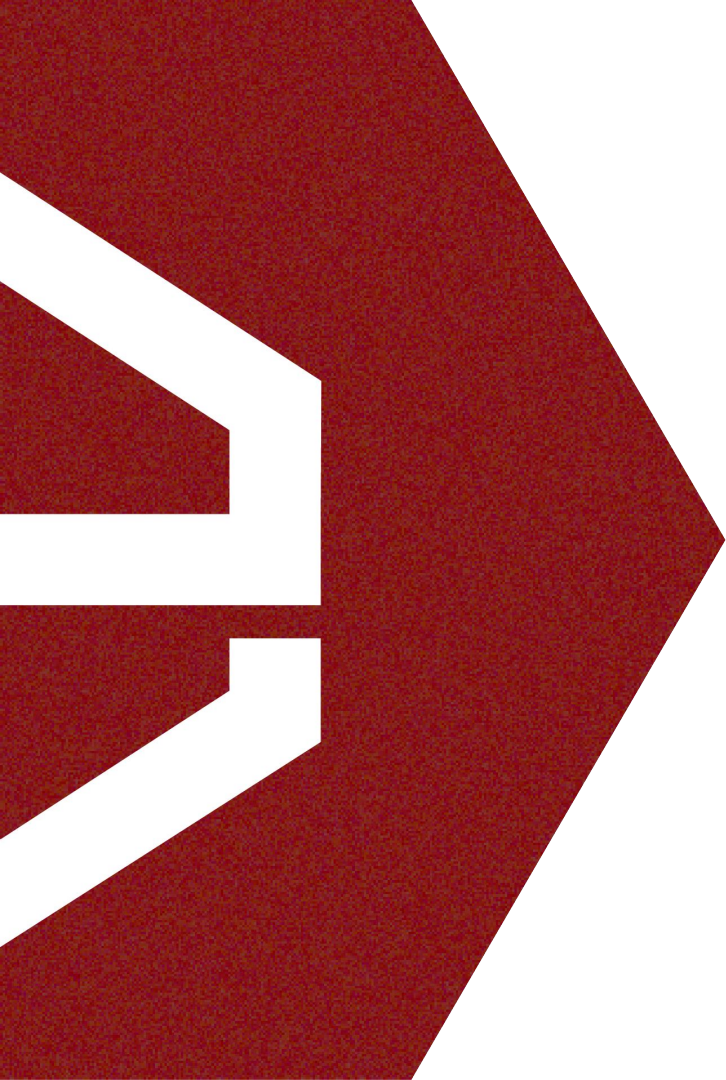
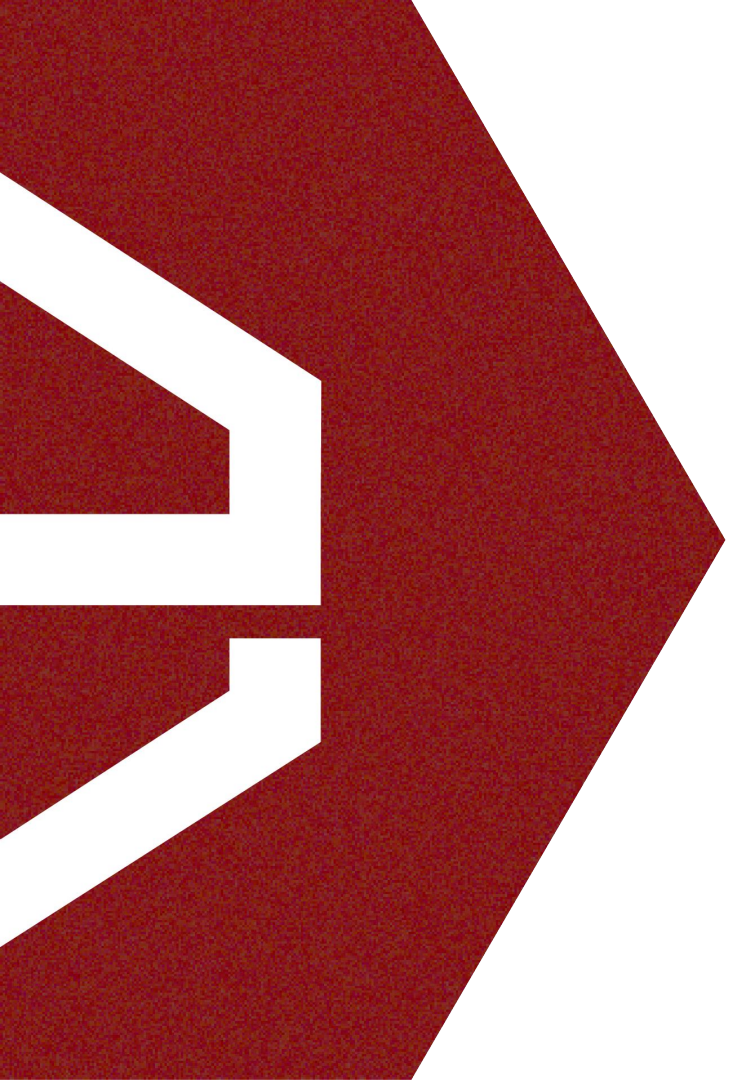




EMBERTRIBE

Let's find your tribe together.



DPA

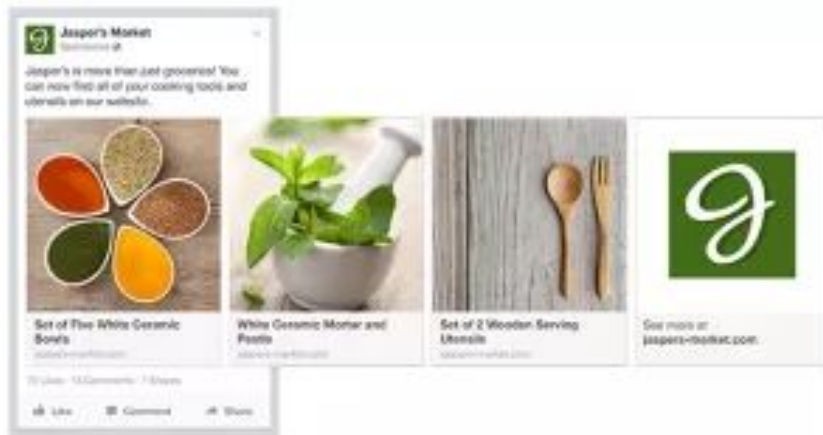
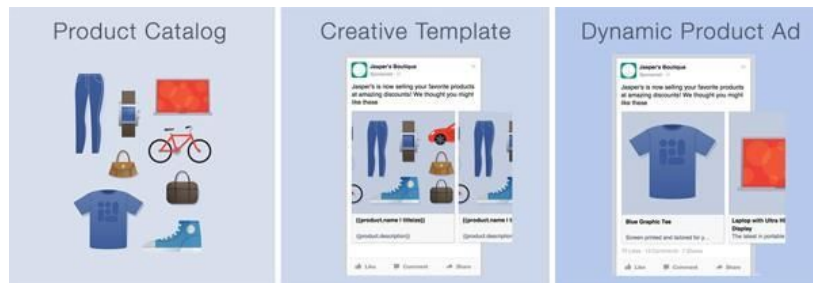
Fundamentals

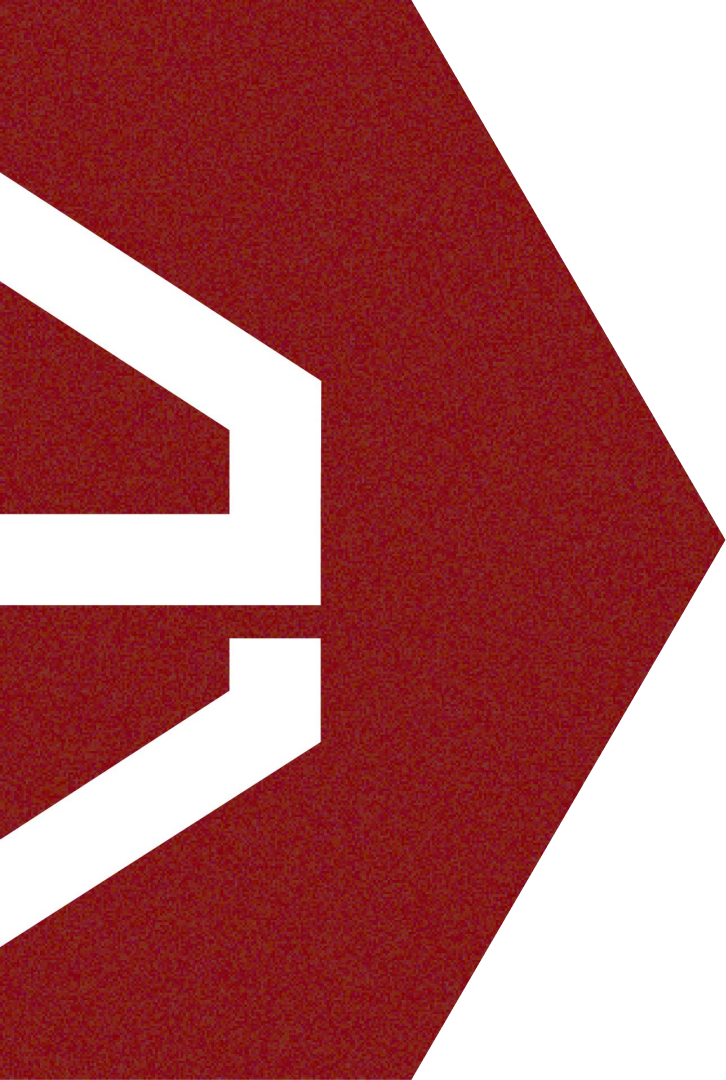
Dynamic Facebook Ads Featuring
Structured Product Data

What Are DPA's

Overview

- Dynamic Product Ads
- Built using data from a URL or file
- Specifically targeted to individuals deeper in the buying process





Structure

Key Ingredients for Success

The Basis of All DPA's

- Can be a URL or file (TXT, CSV, Excel, XML)
- URL structure - awesomesite.com/products.xml
- Multiple Plugins or Apps available depending on Platform

Key to Qualified Leads

- Provides Context and Structure
- Correct Labeling in Categories
- Make use of the Custom Label Columns

Rules
You can apply rules to fix small issues during your data feed uploads.

Save & Apply

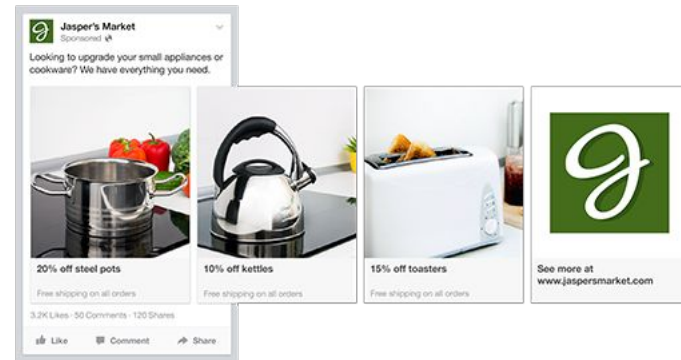
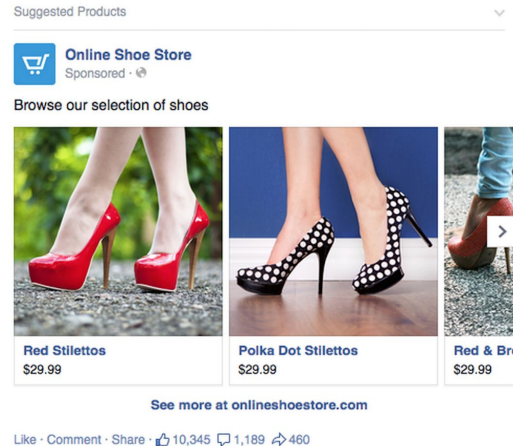
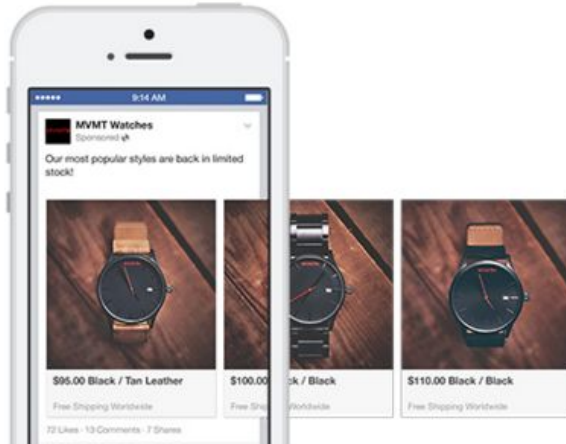
Save

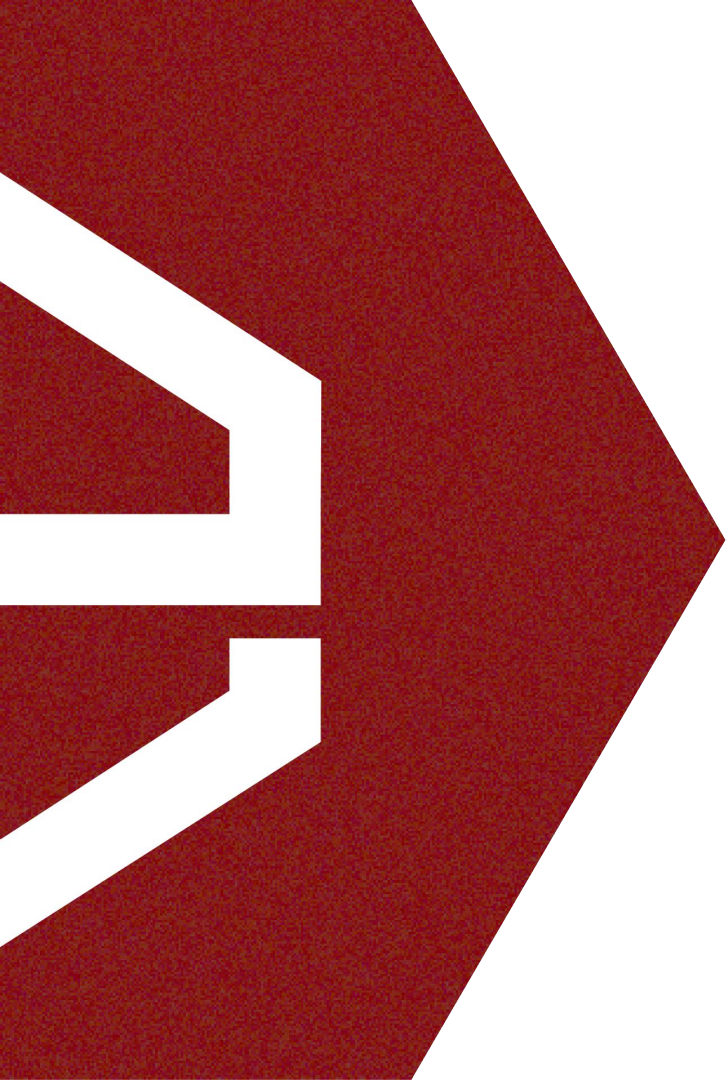
Cancel

COLUMN	RULE
gender ▼	Replace ▼ Mens → Male × Womens → Female × + Map to column ▼ custom_label_2 eye trash
color ▼	Map to column ▼ custom_label_0 eye trash
size ▼	Map to column ▼ custom_label_1 eye trash
+ New rule	

Quality Photography Makes Sales

- Not Confined to Generic Backgrounds
- Lifestyle or Creative Images Encouraged
- HD photos in a 1:1 (600x600) or 16:9 (1200x630) format

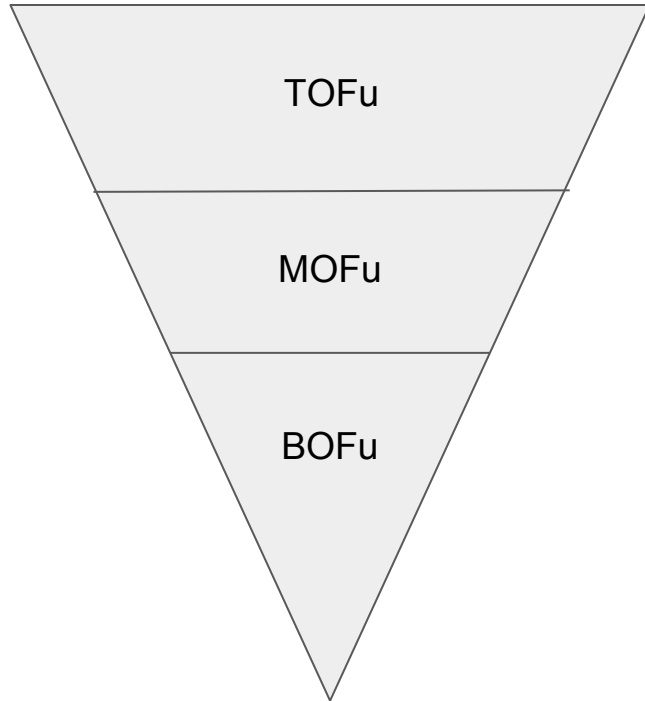




Strategy

Where and How to Implement

Getting Warmer



- Broad Audience = Collection Pages or Specific Brands
- Retargeting = UVP To Specific Products
- ATC/Checkout Init = Discount or Purchase Driver

Flex Your Creative Muscle

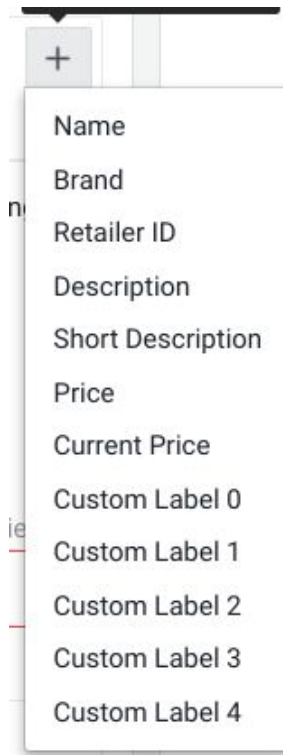
- Plus button pulls data from the product feed
- Ability to use same Ad for multiple purposes

Text

Headline ⓘ

News Feed Link Description ⓘ

Deep link to website ⓘ



Flex Your Creative Muscle

Suggested Post

**Stunt Puppy**
Sponsored (demo) · 🌐

Like Page ...

MASTIFF SAVINGS ALERT!!!
🐶🐶🐶
15% off your purchase of \$65 or more when you use the code "MASTIFF" at checkout.



Puff-Doggy Super Insulating Red
\$77
STUNTPUPPY.COM

Shop Now

 Like  Comment  Share 

AT&T 7:39 PM 37% 🔋

**Talaria Flats**
Sponsored (demo) · ⚙️

Do you hear that? That's the sound of a sad shopping cart. Come back and finish what you started so that you can fulfill it's dreams of providing you with style and class.

Use code "FBSHIPFREE" at checkout.

🚚 100% Free Shipping
🌟 Satisfaction Guarantee
👑 1000% Style



Your Cart Misses You!

 More

 Write a comment...   

Flex Your Creative Muscle

██████████ and ██████████ like Larsson & Jennings.

Larsson & Jennings
Sponsored · 🌐

Like Page

Four years after its launch, we celebrate by offering our loyal followers 25% off our signature style when they create an account. Exclusive sale open 1st-5th September.



Private Sale - Exclusive 25% Off Lugano 40mm
Swiss Made watches by Larsson & Jennings

WWW.LARSSONANDJENNINGS.COM

Sign Up

1

Like Comment Share

Kit & Kin
about a week ago

Get 25% OFF our Eco nappies using the discount code FB25.

The biodegradable nappy with premium performance. Our part natural absorbent core lasts up to 12 hours for drier babies and happier mums and dads.

Plus, the brilliant animal patterns and prints make babies' bums more adorable than ever.



Does my bum look big in this?



Get 25% OFF our Eco nappies

Use code: FB25

Shop Now

Featuring: Teo the Tiger 🐯

Use code: FB25

11 1 Share

Flex Your Creative Muscle

- All {{product.product_type}} On Sale Now! Starting at {{product.current_price}}.
- Exclusive Deals On All {{product.brand}} Products.
- Earth Day Sale! All {{product.custom_label_0}} Products are 30% Off!

Detailed URL Structures You Define

- Dynamically Sets URL Based on Product Data
- Use Feed Values to Determine Where Audience Goes
- `awesomesite.com/products?brand={{product.brand}}`
- `awesomesite.com/products?type={{product.product_type}}`
- `{{product.url}}` pulls exact URL for products

Deep link to website ⓘ

`https://www.awesomesite.com/products?
brand= product.brand Aa x`



Deep link to website ⓘ

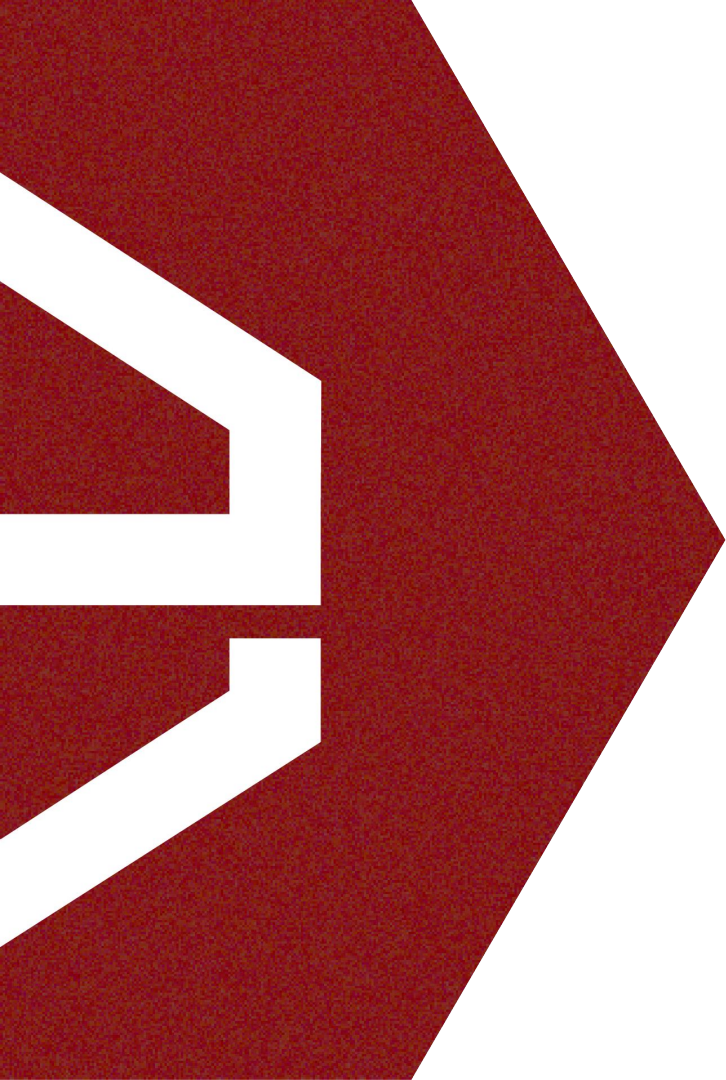
`https://www.awesomesite.com/products?
color= product.custom_label_0 Aa x`



Deep link to website ⓘ

`product.url Aa x ?coupon=COUPONCODE`





Summary

The Final Countdown