

<https://womenindata.co.uk/facebook-marketing-science-certification/>



Certification



Course



Exam



Graduation

Facebook Certified Marketing Science Professional

Issued by Facebook

The Facebook Certified Marketing Science Professional credential is awarded to professionals who have proven advanced competency in using data, insights, and measurement to make marketing recommendations.

[Find out more](#)

WEBINAR SCHEDULE



Introduction to Marketing
Science Blue Print Certification

May 27, 2020 - 10am - 10:45am



Marketing Science Blueprint
Revisions

June 11, 2020 - 15:00pm

More webinars to
be added soon.

Date TBC

More webinars to
be added soon.

Date TBC



FACEBOOK

What this training is?

- Support in self-study
- Guide on things to watch out with Facebook solutions and beyond to prepare for the certification

What is it not?

- Not exhaustive, you should review the study guide
- Not a guarantee to “get certified” 😊



Revision Session 1

Assess

Goal

KPIs

Metrics

Data Sources

Hypothesize

What constitutes a good hypothesis

Measurement approach and limitations

Facebook Certified Marketing Science - Assess section



Business Goals have to be SMART

Specific

Measurable

Achievable

Relevant

Time-bound

Example:

— “Triple the amount of leads”



+ “Generate 2x times more online leads in Q2 vs. Q1”

— “Generate brand awareness”



+ “Increase ad recall by 5 points in Q2”



Facebook Certified Marketing Science - Assess section



Are my KPIs relevant to my business goal(s)?



Relevant

- Can be computed given available data
- Directly informing my goal or equivalent to proxy metric?
- Primary vs Secondary KPIs

Have a clear understanding of key “traditional” metrics or KPIs for major advertising channels:



- Paid Search: **Click through Rate**
- TV: **GRPs and TRPs**
- Digital (Facebook): **Incremental vs. Attributed conversions**
- **Brand lift KPIs** and **Brand tracker KPIs**



Primary Vs Secondary KPIs



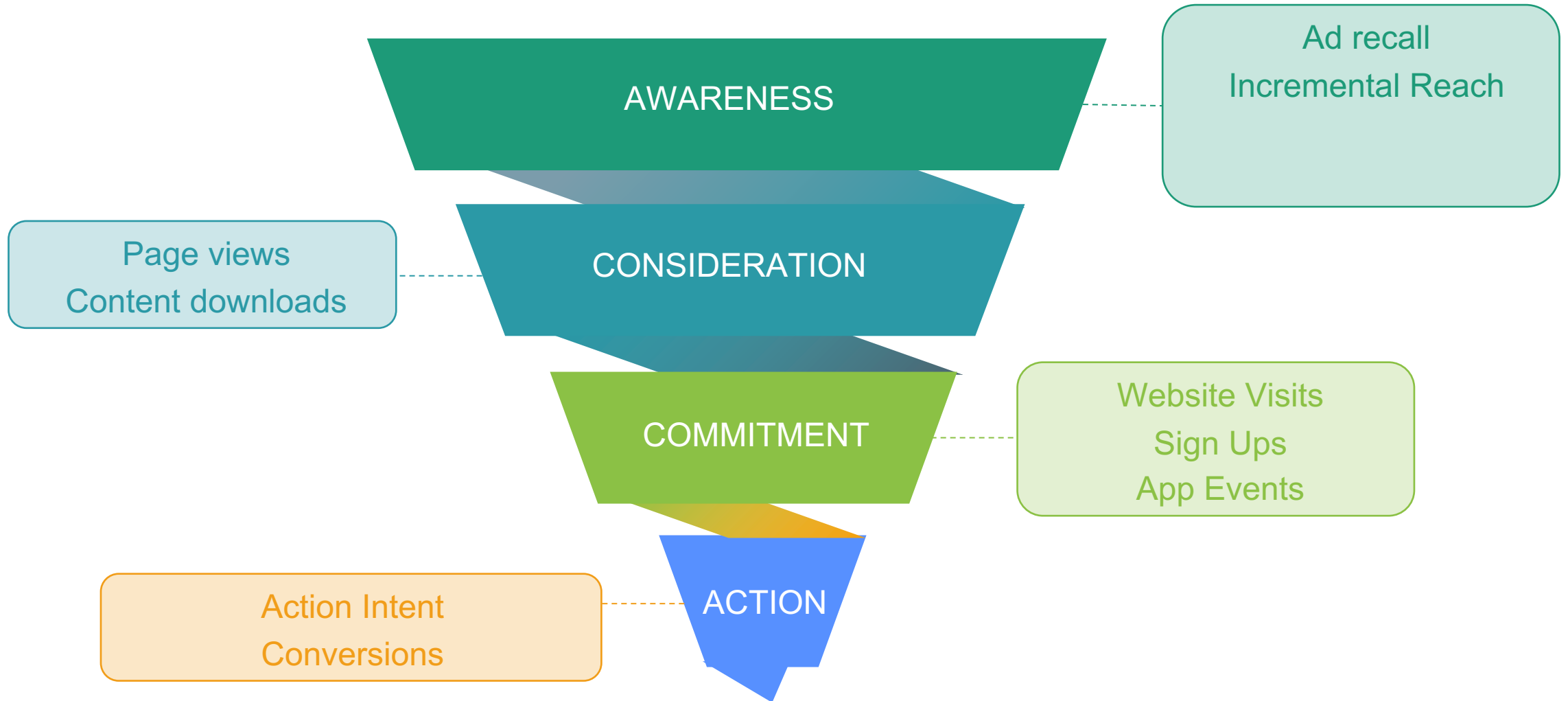
Primary

- Total incremental online purchases

Secondary

- Incremental in-app purchase
- Incremental purchase for core audience 18-24

Track metrics tied to outcomes that impact business metrics



Deep Dive - Cost Per Acquisition vs Cost Per Incremental Conversion

CPA

The average cost per attributed sale.

- Reports total sales from new and existing customers alike from specific channels
- Variables like lookback windows and attribution model impact on how conversions are measured
- Can undervalue top of the funnel media

CPIC

The average cost of the conversions that wouldn't have happened without your ads.

- Relies on experimental design (considered a more rigorous methodology)
- Can be used to calibrate attribution models
- Includes impact of SEO and direct channels

What can you measure?

Increase in revenue from paid media (flash sales, products with short consideration lifecycle)

Net-new sales or conversions, optimize budget allocation, test new platform formats

Facebook Certified Marketing Science - Assess section



GOAL	Increase sales by 10% in 2021	Increase app installs by 10% in Q4	Increase ad recall by 5 points in Q1	Generate new leads in Q1
KPI	Number of sales units	Number of mobile app installs	Ad recall lift	Number of submitted forms

Questions?



Facebook Certified Marketing Science - Assess section



Data sources

- Tests and experiments
 - Conversion lift on Facebook, A/B test on and off Facebook, geo-tests..
- Data about marketing performance
 - MMM, Attribution solutions, etc..
- Data about actions people take on a website or an app
 - Web Analytic tools + pixels + SDKs

Data quality

It is recommended to be well versed with the following concepts:

- Granularity
- Scope
- Completeness
- Missing data points
- Outliers



Facebook Certified Marketing Science - Assess section



It is recommended to have a good understanding of the below 3 distinct tests and experiment methodologies

- Observational methods (being familiar with auction based channel is a plus)
- A/B tests
- Randomised Controlled Trials

Observational method

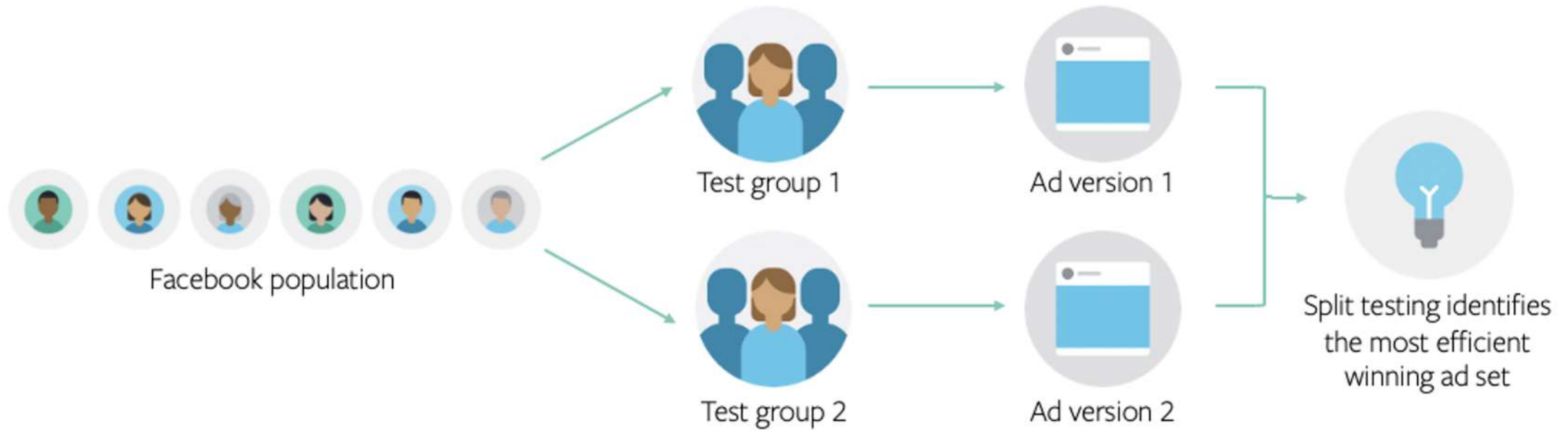
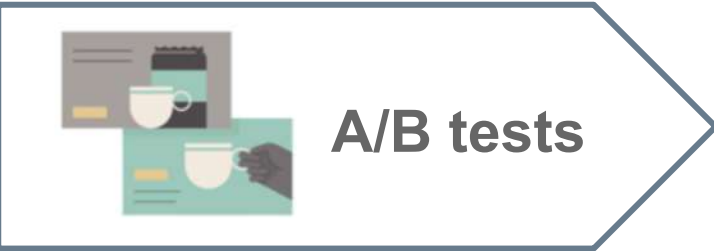
A measurement method in marketing research that observes the effect of ads on people without changing who is exposed to the ads.



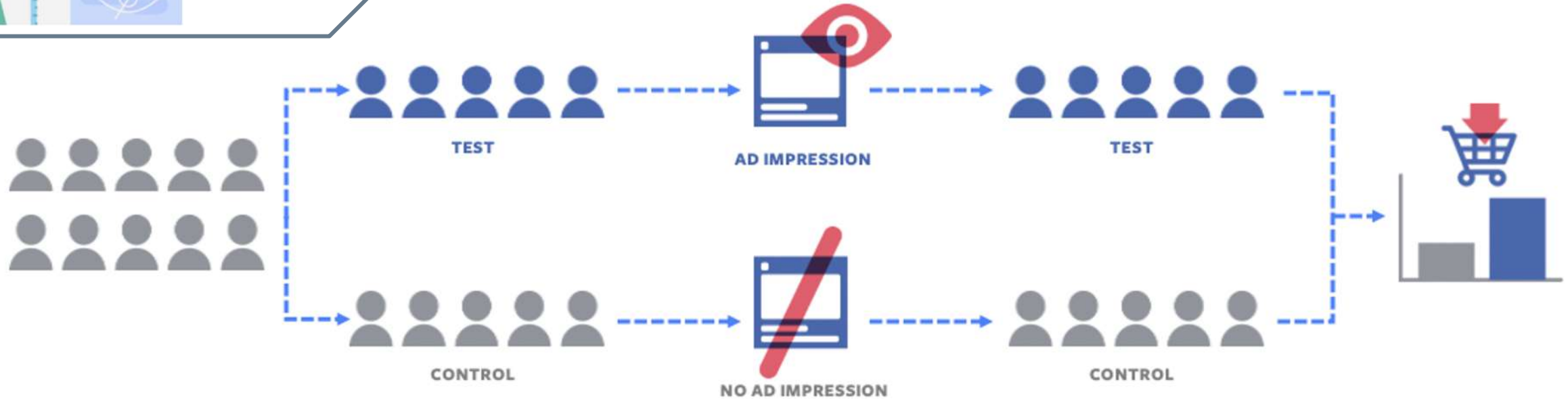
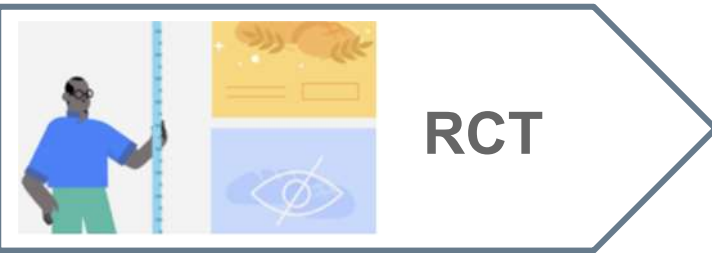
Limitations

- Not experimental, so causal inferences cannot be made.
- Difficult to perform strategy comparisons in a controlled way.
- Might deliver biased outcomes.
- Does not take into consideration contextual variables that may affect the final outcome.

Facebook Certified Marketing Science - Assess section



Facebook Certified Marketing Science - Assess section -



1.

Identify the audience you want to target and the business objective you want to measure

2.

Facebook randomizes your audience, then separates people into test and control groups

3.

Ads are delivered to the test group

4.

You pass your conversion data to Facebook via the Facebook pixel(s), a secure data upload or app events

5.

Facebook compares the conversions in the test and control groups to calculate lift, then posts results in Ads Manager

Facebook Certified Marketing Science - Assess section



	A/B TESTING	HOLDOUT TESTS
Purpose	Compare the effect of different variables against each other to improve future campaigns	Compare the actions of people who've seen your ads with people who haven't, to measure the incremental online, offline and mobile app business driven by your campaign
Business objective	Video views, reach, traffic, app installs, lead generation or conversions	Sales or conversion based outcomes
Helps with	Tactical optimization decisions	Strategic decisions; large-scale tests; measuring ROI
Methodology	A/B testing (Correlation)	Test vs. control experimentation (Causation)
Recommended budget	Low	High—Requires Power Calculation
Test variables	Creative, audience, delivery optimization, placement	Almost anything (ex: prospecting vs. retargeting)
Test duration	3–14 days	Defined at setup
How to set up	In Ads Manager or via the API	Defined at setup

Questions?



Facebook Certified Marketing Science - Hypothesize section



A hypothesis has to follow the 5 W

- **Who** (audience)
- **What** (behavior of that audience)
- **Where** (location)
- **When** (ad/campaign schedule)
- **Why** (the rationale for the anticipated audience behavior or perspective)

Familiarity with the below is recommended

- Defining and identifying independent variable(s)
- Defining and identifying dependent variable(s).

Facebook Certified Marketing Science - Hypothesize section



Example		
Context	Hypothesis	Measurement approach
An agency wants to optimize spend across channels for a soda brand. The soda brand client delivers media on TV, email, direct mail, Facebook and other digital channels.	The agency hypothesizes that TV achieves a higher ROI than direct mail, and therefore more budget should be allocated to TV next year.	Instead of looking at the impact of each channel in a silo, a marketing mix model helps to understand the effect of each channel on sales outcomes in the previous year.

Facebook Certified Marketing Science - Hypothesize section



Once the hypothesis is laid out, the measurement approach suggested almost always has its own limitations.

Being able to call out the main limitations points is important.

Hypothesis

The advertiser seeks to test the hypothesis that investment in TV delivers more efficient reach relative to their digital channels.

Limitations

- Metrics vary by channel.
- Cross-channel reach reporting can be challenging, because not all channels share touchpoint/reach data.
- Limitations vary by specific solution. In general, limitations arise when metrics are not comparable or like-for-like data is not available.
- Reach does not always correlate with brand and conversion business outcomes.

Questions?

