

Email

Keep me logged in

Password

Log In

[Forgot your password?](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

Why do I need to provide my birthday?

Sign Up

[Create a Page for a celebrity, band or business.](#)

profile page

facebook

Search



Michelle Dadou...

Home



Jonathan Anderson

Friends

Subscribed

Message



Studied at Stanford University Lives in Stanford, California In a civil union Born on March 17, 1989



Write Post Add Photo / Video

Write something...

Wall

Info

Photos (1,083)

Friends

Friends (780)



Jessica Ivry
Berkeley



Gabriela Ruchelli
Stanford



Ale Lynberg
Stanford



Katie Lampert
Stanford



Helen McCurdy



Jonathan Anderson added Advertising to his interests.

Like Comment 25 minutes ago



Jonathan Anderson created a page.



Computational Advertising

MS&E 239 is the best!

Like Comment 53 minutes ago



Win Mixer
dux



Ducks blown off their feet by the wind
www.youtube.com

How do a mother duck and her ducklings fare against strong wind? Find out! Subscribe to my channel:
<http://www.youtube.com/derbydanx>

Like Comment Share Yesterday at 4:07pm

Sponsored

Create an Ad

Gloria Mesa Photography



Wedding Photography with a touch of fine art photojournalism.

257 people like Gloria Mesa Wedding and Portrait Photography.

Motive



Event Marketer 2011 Grand-Ex Award Winner. Experiential, digital, & cultural incubators killin' it for clients daily.
[@thinkmotive.com](http://thinkmotive.com)

Like 3,498 people like this.

Dream Wedding Venue

pacdub.com



Whether it's a rehearsal dinner for 35 or a reception for 350, Pacific Athletic Club has the know-how to create your dream wedding.

Macy's® Wedding Registry

macys.com



Official Macy's® Wedding Registry Site. Create a bridal registry or buy a wedding gift.
Re Ale Lynberg

fan page



Computational Advertising

Community · [Edit Info](#)

[Edit Page](#)



Wall Computational Advertising · Everyone (Most Recent)

Share: [Status](#) [Photo](#) [Link](#) [Video](#) [Question](#)

Write something...

 **Computational Advertising**
We finally made the page!
[Like](#) · [Comment](#) · [Share](#) · 3 minutes ago

RECENT ACTIVITY






-  Computational Advertising edited their Website and About.
-  Computational Advertising joined Facebook. · [Like](#) · [Comment](#)

There are no more posts to show.

- [Get Started](#)
- Wall**
- [Hidden Posts](#)
- [Info](#)
- [Friend Activity](#)
- [Photos](#)
- [EDIT](#)
- About** [Edit](#)
- MS&E 239 is the best!
- 3** like this
- [Get Updates via SMS](#)
- [Get Updates via RSS](#)
- [Unlike](#)
- [Share](#)

Admins (4) [See All](#)



-  Use Facebook as Computational Advertising
-  Notifications **1**
-  Promote with an Ad
-  View Insights
-  Invite Friends

Quick Tips

Get more people to like your Page with Facebook Ads today!

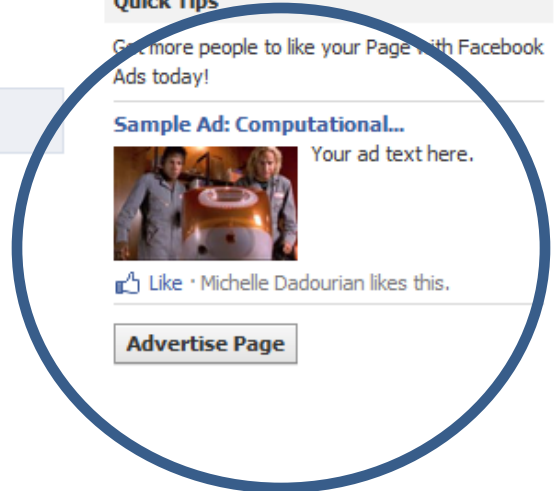
Sample Ad: Computational...



Your ad text here.

[Like](#) · Michelle Dadourian likes this.

[Advertise Page](#)



facebook advertising

Facebook Ads

Reach over 750 million people where they connect and share

Create an Ad

or contact our sales team

Overview

Case Studies



Reach Your Target Customers

- Connect with more than 750 million potential customers
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



Deepen Your Relationships

- Promote your [Facebook Page](#) or website
- Use our "Like" button to increase your ad's influence
- Build a community around your business



Control Your Budget

- Set the daily budget you are comfortable with
- Adjust your daily budget at anytime
- Choose to pay only when people click (CPC) or see your ad (CPM)

Already have a Facebook Ads account? [Manage your existing ads](#) ▶

To learn more, [visit our Guide to Facebook Ads](#) ▶

1. design your ad

Advertise on Facebook

1. Design Your Ad

[Select Existing Creative](#) [Design Your Ad FAQ](#)

Destination: Computational Advertising [?]

Type: Sponsored Stories [?]
 Facebook Ads [?]

Story Type: Sponsored Page Post [?]
 Facebook Ads for Pages

Destination Tab: Default [?]

Title: Computational Advertising [?]
characters left

Body: Join this class! [?]
119 characters left

Image: No file chosen [?]
[Remove uploaded image.](#)

Preview:



2. targeting

2. Targeting

Ad Targeting FAQ

Location

Country: [?]

Everywhere
 By State/Province [?]
 By City [?]
 By Zip Code [?]

Include cities within miles.

Demographics

Age: [?]
 -
 Require exact age match [?]

Sex: [?]
 All Men Women

Interests

Precise Interests: [?]
 +

Switch to Broad Category Targeting [?]

Connections on Facebook

Connections: [?]
 Anyone
 Only people who are not fans of Computational Advertising.
 Only people who are fans of Computational Advertising.
 Advanced connection targeting

Friends of Connections: Only show my ad to friends of the fans of Computational Advertising. [?]

Show Advanced Targeting Options

Estimated Reach [?]

10,460 people

- who live in the **United States**
- who live in **Stanford, CA**
- between the ages of **18** and **25** inclusive

3. campaigns, pricing & schedule

3. Campaigns, Pricing and Scheduling

Ad Campaigns and Pricing FAQ

360 people

- who live in the **United States**
- who live in **Stanford, CA**
- exactly between the ages of **18** and **25** inclusive
- who like **#Television**

Account Currency

US Dollar (USD)

Account Time Zone

Country/Territory United States

Time Zone (GMT-08:00) Pacific Time

Campaign & Budget

Campaign Name: My Ads

Budget (USD): 3 Lifetime budget [?]

What is the most you want to spend over the campaign's scheduled time period? (min 1.00 USD)

Schedule

Campaign Schedule: Run my campaign continuously starting today

Today at 11:00 pm Pacific Time

11/9/2011 at 10:00 pm Pacific Time

Pricing

Pay for Impressions (CPM)

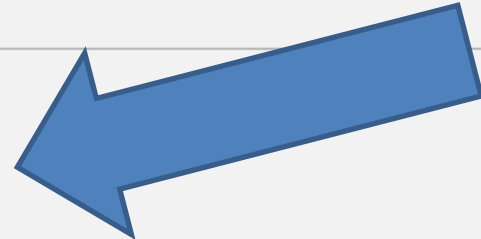
Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) [?]

.45 Suggested Bid: 0.45 - 0.86 USD

Note: Tax is not included in the bids, budgets and other amounts shown.

Use Suggested Bid (Simple Mode)



Review Ad

✉ Questions about creating your ads?

3. campaigns, pricing & schedule

Bid pricing

Pricing

Pay for Impressions (CPM)

Pay for Clicks (CPC)

Max Bid (USD). How much are you willing to pay per click? (min 0.01 USD) [?]

Suggested Bid: 0.45 – 0.86 USD

Note: Tax is not included in the bids, budgets and other amounts shown.
Use Suggested Bid (Simple Mode)

Once the user chooses his bid, the advertisement enters the auction.

ad overview

Review Ad

[Help Center](#)

Please review your ad for accuracy.

Ad Preview:

Computational Advertising



Join this class!

 Like · Garrett Gunther likes this.

Ad Name:

Computational Advertising

Audience:

This ad targets users:

- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 25 inclusive
- who like #Advertising

Campaign:

Computational Advertising (New Campaign)

Bid Type:

CPC

Bid:

\$0.10 USD per click

Daily Budget:

\$1.00 USD per day

Duration:

This ad campaign will run indefinitely

[Place Order](#)

[Edit Ad](#)

By clicking the "Place Order" button, I agree to the [Facebook Statement of Rights and Responsibilities](#) including my obligation to comply with the [Facebook Advertising Guidelines](#). I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principal place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

ad auctions – behind the scenes

“Designed to maximize the value created for users and advertisers”

Takes into consideration

- **Bid**
- **Past performance**
- **Quality**

bidding

The Bid

Amount you are willing to spend per click or per thousand impressions

Bid Range

Indicates price other advertisers are willing to pay to target the same demographic

Actual Cost

Cost necessary to win the bid (“competitive price”)

an example

Our example:

We bid \$0.10/click for our ad

- we are willing to spend \$0.10 for every user's click

Suppose in the morning, less advertisers are competing with us in the auction

→ we only pay \$0.05/click (lower competitive price)

In the afternoon, advertisers bid higher as the value of ad placement increases (higher traffic)

→ we pay \$0.08/click

This system allows people to bid max CPC/CPM to strengthen ad position while only being charged the true competitive price.

past performance

Ads are also evaluated on their eCPM

For CPC campaigns:

$$\text{eCPM} = \text{CPC bid} * \text{CTR}$$

For CPM campaigns:

$$\text{eCPM} = \text{CPM}$$

quality

Based on # of “Likes” and ‘X’s

Ads that are misleading

→ low quality scores

Ads that facilitate the user experience

→ high quality scores

ad placement

- **Consistently located on the right-side column of the page**
- **Located under “Sponsored”**
- **Up to 5 ads displayed per page**

Soon....

Homepage will only display 1 premium ad

facebook ad manager

The Facebook Ads Manager

1 See Your Reach

2 Connect with People

3 Measure Your Impact

4 Efficiently Manage Ads

5 Visualize Performance

Finish Tour

Ads and Pages

Account

Garrett Gunther

Campaigns & Ads

All Ads

Pages

Reports

Congratulations! You have just created your first ad.

Ads are grouped into campaigns, and we have automatically created the "My Ads" campaign for you. Ads in a campaign share a schedule and budget, which you can change from this page. When you create another ad, you will have the option to place it in an existing campaign or to create a new one.

Have a coupon code? [Add your coupon here.](#)

All Campaigns

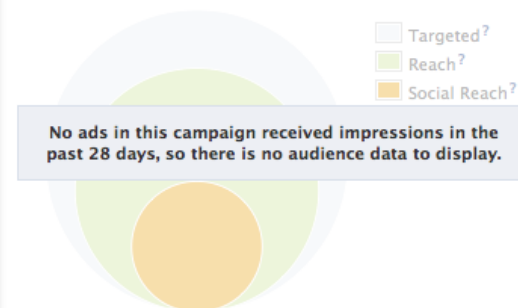
Campaign: Computational Advertising

Create an Ad

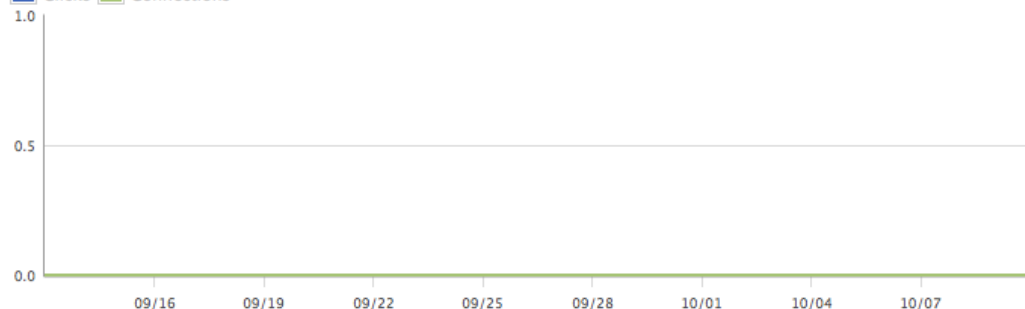
Campaign Name	Status	Budget	Duration (Pacific Time)
Computational Advertising	Active	\$1.00 Daily	10/10/2011 10:20pm - Ongoing

Audience

Response



Clicks Connections



Last 7 Days All Except Deleted Select rows to edit Full Report

1 result

Next Step

Ads Team

Campaign Reach?	Frequency?	Social Reach?	Connections?	Clicks?	CTR?	Spent?
0	0.0	0	0	0	0.000%	\$0.00

facebook ad manager

The Facebook Ads Manager

1 See Your Reach

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Finish Tour

- All Ads
- Pages
- Reports
- Settings
- Billing
- Creative Library
- Learn More

Search your ads

Help See all

How can I edit my ad status or bid?

Campaign performance glossary

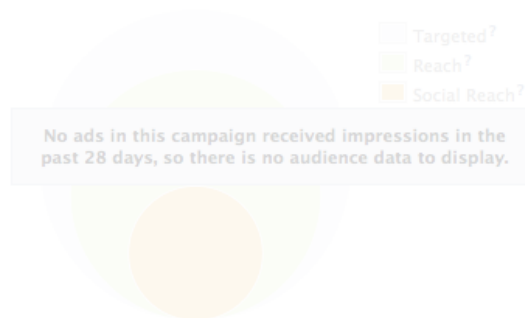
How can I start or stop my ads, or set new run dates?

I have questions about my ad campaign.

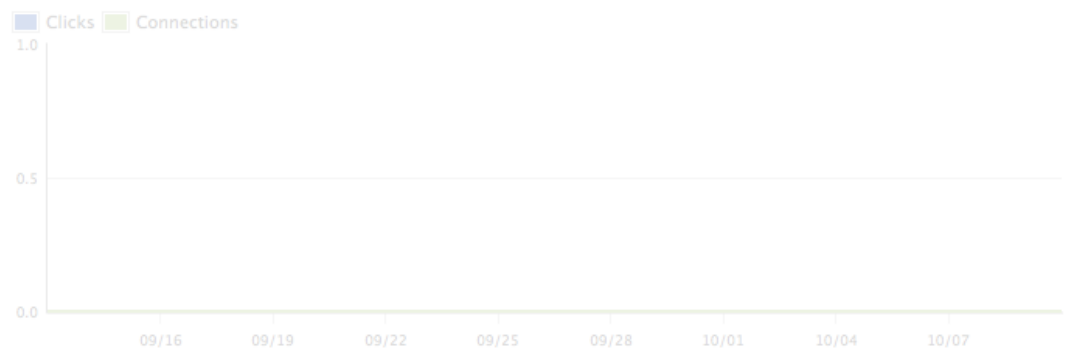
Contact the Facebook Ads Team

Campaign Name: Computational Advertising
Status: Active
Budget: \$1.00 Daily
Duration (Pacific Time): 10/10/2011 10:20pm - Ongoing

Audience



Response



Last 7 Days

Connect with People, not Page Views

New metrics show you how your ads are reaching real people, not just how many impressions you're getting. **Reach**, **Social Reach** and **Frequency** tell you how many unique people have seen your business' message through your ads, and how frequently.

Download the Guide to the New Ads Manager to learn more about how to make the most of this new data.

Full Report

1 result

Clicks? CTR? Spent?
0 0.000% \$0.00

Reach ?	Freq. ?	Social Reach ?	Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
0	0.0	0	0	0	0.000%	\$0.10 CPC	\$0.00 CPC

1 result

facebook ad manager

The Facebook Ads Manager

1 See Your Reach

2 Connect with People

3 Measure Your Impact

4 Efficiently Manage Ads

5 Visualize Performance

Finish Tour

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Search your ads

See all

How can I edit my ad status or bid?

Campaign performance glossary

How can I start or stop my ads, or set new run dates?

I have questions about my ad campaign.

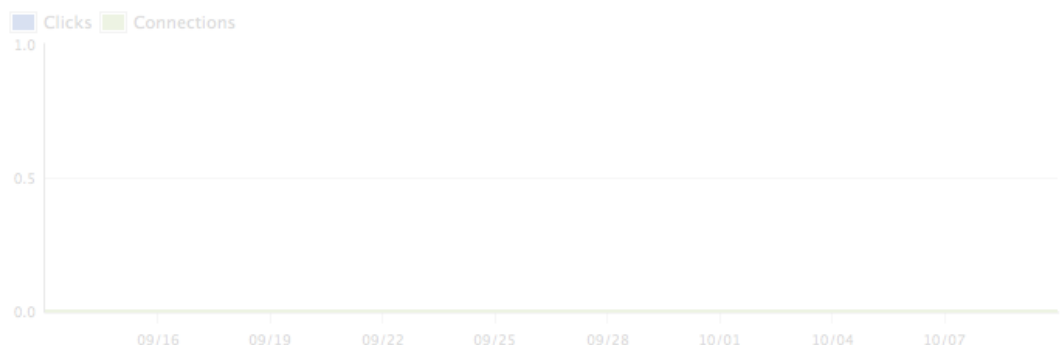
Contact the Facebook Ads Team

Campaign Name: Computational Advertising
Status: Active
Budget: \$1.00 Daily
Duration (Pacific Time): 10/10/2011 10:20pm - Ongoing

Audience



Response



Last 7 Days | All Except Deleted | Select rows to edit | Full Report

1 result

Campaign Reach? 0
Frequency? 0.0
Social Reach? 0
Completions? 0

<input type="checkbox"/>	Name
<input type="checkbox"/>	Computational Advertising

Measure Your Impact

If you're advertising a Facebook Page, app or event, **Connections** tells you how many people connected with your business after seeing your ad, even if they didn't click.

Use Sponsored Stories to connect and communicate with your customers in a powerful new way.

Next Step

Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
0	0	0.000%	\$0.10 CPC	\$0.00 CPC

1 result

facebook ad manager

The Facebook Ads Manager

1 See Your Reach

2 Connect with People

3 Measure Your Impact

4 Efficiently Manage Ads

5 Visualize Performance

Finish Tour

Learn More

Search your ads

How can I edit my ad status or bid?

How can I start or stop my ads, or set new run dates?

Campaign performance glossary

How can I start or stop my ads, or set new run dates?

Have questions about my ad campaign.

Contact the Facebook Ads Team

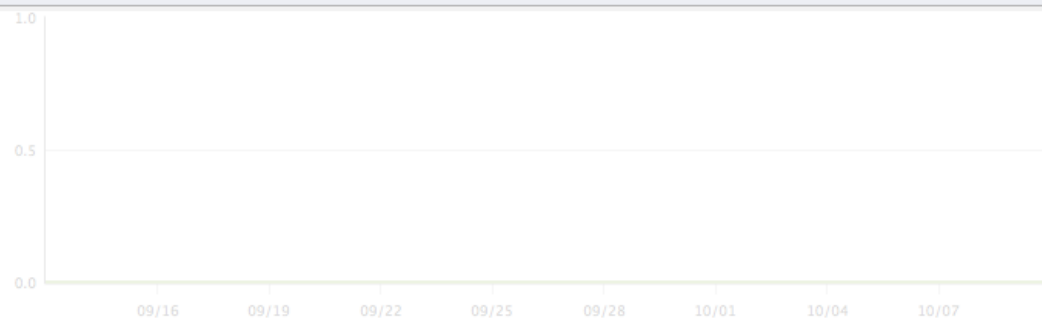
No ads in this campaign received impressions in the past 28 days, so there is no audience data to display.

Manage Ads from a Single Page

Managing ads is easier than ever. Need to review a single ad in a campaign? Simply click on the ad and details will appear below.

Quickly compare the performance of different creatives, review your targeting and audience size, and make valuable optimization decisions, all without leaving the page.

Next Step ▶



Full Report

1 result

Clicks? 0 CTR? 0.000% Spent? \$0.00

Status?	Reach?	Freq.?	Social Reach?	Connections?	Clicks?	CTR?	Bid?	Price?
Computational Advertising	0	0.0	0	0	0	0.000%	\$0.10 CPC	\$0.00 CPC

Ad Preview

Edit

Computational Advertising

Join this class!



Like - Garrett Gunther likes this.

View on Profile · Create a Similar Ad

Targeting

Edit

This ad targets 80 users:

- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 25 inclusive
- who like #Advertising

Suggested Bid: \$0.65 - 0.95 USD

Performance

CTR



facebook ad manager

The Facebook Ads Manager

1 See Your Reach

2 Connect with People

3 Measure Your Impact

4 Efficiently Manage Ads

5 Visualize Performance

Finish Tour

or blur

Campaign performance glossary

How can I start or stop my ads, or set new run dates?

I have questions about my ad campaign.

Contact the Facebook Ads Team



Last 7 Days

All Except Deleted

Select rows to edit

Full Report

1 result

Campaign Reach[?] 0 Frequency[?] 0.0 Social Reach[?] 0 Connections[?] 0 Clicks[?] 0 CTR[?] 0.000% Spent[?] \$0.00

Name	Status [?]	Reach [?]	Freq. [?]	Social Reach [?]	Connections [?]	Clicks [?]	CTR [?]	Bid [?]	Price [?]
Computational Advertising	🕒	0	0.0	0	0	0	0.000%	\$0.10 CPC	\$0.00 EPC

Ad Preview

Edit

Targeting

Computational Advertising

Join this class!



Like - Garrett Gunther likes this.

View on Profile - Create a Similar Ad

This ad targets 80 users:

- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 24
- who like #Advertising

Suggested Bid: \$0.65 - 0.95 USD

Visualize Performance

See how your ad's CTR, Clicks and Impressions are changing over time. These performance graphs will help you decide when it's time to try new advertising tactics.

Clicks or CTR decreasing? Change your ad's text and image to keep it fresh and interesting for your audience.

Finish Tour

Performance

CTR



1 result

facebook ad manager overview

Campaigns & Ads

- All Ads
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- Creative Library
- Learn More

Search your ads

Help [See all](#)

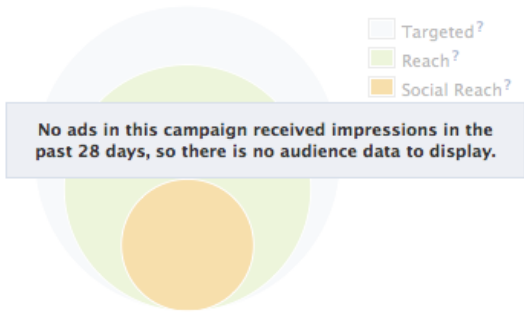
- How can I edit my ad status or bid?
- Campaign performance glossary
- How can I start or stop my ads, or set new run dates?
- I have questions about my ad campaign.
- Contact the Facebook Ads Team

Campaign: Computational Advertising

Create an Ad

Campaign Name: Computational Advertising [✎](#) Status: Active [✎](#) Budget: \$1.00 Daily [✎](#) Duration (Pacific Time): 10/10/2011 10:20pm - Ongoing [✎](#)

Audience [?](#)



Response [?](#)



Last 7 Days [▼](#) All Except Deleted [▼](#) Select rows to edit Full Report 1 result [◀](#) [▶](#)

Campaign Reach? **0** Frequency? **0.0** Social Reach? **0** Connections? **0** Clicks? **0** CTR? **0.000%** Spent? **\$0.00**

<input type="checkbox"/>	Name	Status ?	Reach ?	Freq. ?	Social Reach ?	Connections ?	Clicks ?	CTR ?	Bid ?	Price ?
<input type="checkbox"/>	Computational Advertising	🕒	0	0.0	0	0	0	0.000%	\$0.10 CPC	\$0.00 CPC

Ad Preview [✎ Edit](#)

Computational Advertising [Join this class!](#)

Targeting [✎ Edit](#)

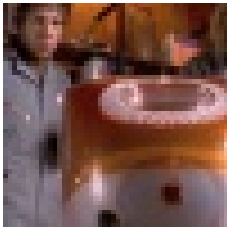
This ad targets 80 users:

- who live in the United States
- who live in Stanford, CA
- exactly between the ages of 18 and 25 inclusive

Performance

CTR [▼](#)
1.0%

thank you



Computational Advertising

ADS ARE FUN!

Like · Comment · Share · a few seconds ago