

## 03 — Testing Groups Map

How to structure ad sets so you can clearly see what works • Your Pro Marketing Assistant

This map shows you how to organize ad sets so you can clearly see what works. Follow this structure and you will know within 7–14 days which creative + audience combinations deserve more budget.

### Recommended Campaign Structure for Testing

One campaign (Sales / Leads objective) → Multiple ad sets. Each ad set tests ONE main variable (usually audience or creative angle).

### Phase 1 — Creative & Audience Testing (Days 1–10)

Create 4–6 ad sets like this:

| Ad Set Name                         | Audience                   | Creative Focus                  | Daily Budget |
|-------------------------------------|----------------------------|---------------------------------|--------------|
| Test   Broad   Free Inspection      | Broad 30–65 / 30–40km      | Before/After + Free Inspection  | \$20–40      |
| Test   Advantage+   Free Inspection | Advantage+ (location only) | Same or video versions          | \$20–40      |
| Test   Homeowner Interests          | Home improvement stack     | Price offer or ASMR             | \$15–30      |
| Test   LAL 1% Leads (if ready)      | 1% Lookalike of leads      | Best performing creative so far | \$15–30      |
| Test   Retargeting Warm             | Video viewers + engagers   | Strong offer + social proof     | \$10–20      |

### Rules During Testing

- Do not kill ad sets before they have spent at least 2–3× your target CPL (or 50+ results if possible)
- Let Facebook exit learning phase — avoid constant edits
- Duplicate winners into new ad sets instead of editing the original heavily
- Keep the Instant Form and offer consistent while testing creative/audience
- Use the same standard 6 questions on every form

### Phase 2 — Scale Winners

After 7–14 days, identify the 1–2 ad sets with the best cost per lead and lead quality. Increase budget slowly (20–30% every 2–3 days) or duplicate the winning ad set and raise budget on the copy.

### Naming Convention (Use This Exact Style)

Audience | Age | Radius | Date or Offer

Examples:

- Broad | 30+ | 30km | Free Inspection | 07.2026
- Advantage+ | 30+ | 40km | Restore Offer | 07.2026
- LAL 1% Leads | 30–65 | 50km | \$500 Off | 07.2026
- RT | Warm | Engagers | Strong Offer | 07.2026

**Pro Tip:** Clean naming = you can look at Ads Manager 3 months from now and still understand what each ad set was testing. Do not use random names.

## What Success Looks Like

Within 2 weeks you should clearly know: which creative style wins, which audience is cheapest, and which offer gets the best quality leads. Then you double down and stop wasting budget on losers.