

# Managing & Scaling Online Ad Campaigns





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A C A D E M Y

# MANAGING & SCALING ONLINE ADS



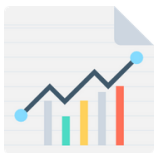
## 1) Targeting

Reaching the right people who are most likely to purchase



## 6) Setup Retargeting

Setup retargeting ads to maximize performance and repeat customers



## 5) Scale Campaigns

Maximize budgets of winning campaigns and expand targeting



## 2) Ad Creative

Build engaging ads that encourage users to take action and convert



## 3) Track Conversions

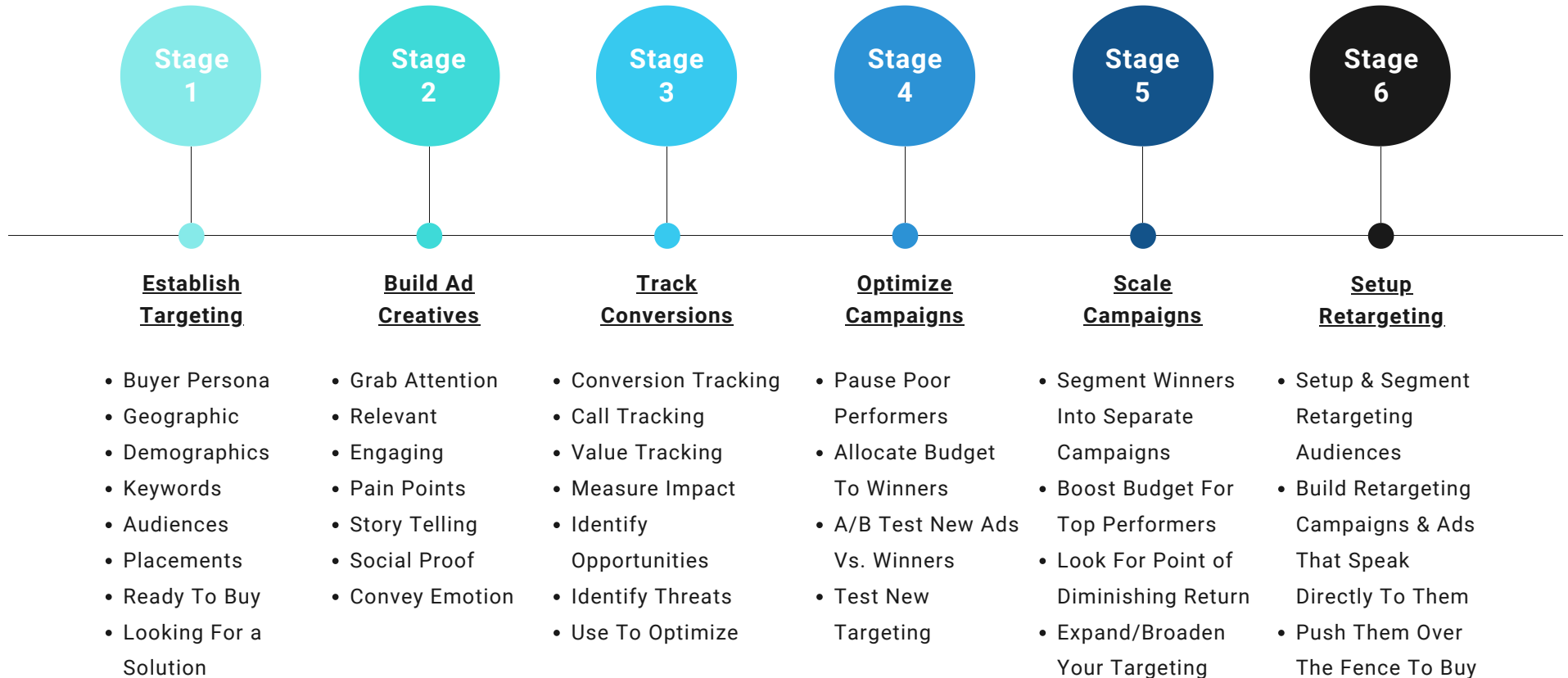
Monitor performance to see who is buying through conversion tracking codes



## 4) Optimize Campaigns

Cut poor performing ads and A/B test new ones vs. the winning ads

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