

## STEP ONE GROWTH

### Use Math to Advertise Better.



GET READY TO GROW.

# Step One Growth



## The Problem.

Companies have a target user in mind. At Step One Growth, my target user is a company with money to invest in advertising hoping to grow revenue.

But here's the problem: **how do I map my ideal description of a customer with the targeting options on Facebook?** These platforms offer trillions of options to find your ideal customer, but *I have no idea about the age/gender/interests/hobbies/etc for customers with the highest return on ad spend for me.*

## Existing Solutions.

To solve this problem, Facebook created automatic targeting options, called “lookalike” audiences. Facebook will automatically find people who have similar profiles to the business’ current users (from email/device ID/pixel/SDK mapping).

These tend to be effective. But at the end of the day, these audiences give businesses no real information about their consumers. Do older or younger age groups tend to make more purchases? Which keywords and interest groups are linked to the lowest cost per acquisition? None of this is available when using black-box algorithms on current advertising platforms.

To learn this information, companies need to rapidly test hundreds, or even thousands, of different groups.

## Proposal.

Invent a software to target many groups and find target audiences for businesses.

Step One Growth is an ad tech software that crawls websites to find a list of keywords. It then *uses keywords to find related and relevant interest targeting groups* on Facebook. It **creates up to 1,000 highly targeted ad sets in 90 seconds**. Then, using company-specific data, it **automatically optimizes bids and creatives**.

Stop spending your days in Power Editor and start learning more about your users.

# Appendix.

## Screenshots: Alpha Product: Facebook.

Choose any type of targeting on Facebook. S1G automatically segments these and splits by age, gender and location.

Choose your Facebook ad account and the campaign to upload the ads.

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Campaign ID  ☐ Create New Campaign?

Is the ad for a mobile app?

Select how you want to find your audience:  
(we will break these down by age/gender/location for you automatically).

What words would you like to search for in the targeting?  
Interests to Search (separate by commas)

Please enter some more information about the targeting.

Min Age (13-65)  Max Age  Gender

Starting Bid (in cents)  Daily Budget (in cents)  Max Number of Ads

Location (Country Codes - separate by commas)

Want to use custom audiences, then select another option to combine them.

- ✓ interests
- custom\_audiences
- relationship\_statuses
- life\_events
- politics
- industries
- income
- net\_worth
- home\_type
- home\_ownership
- ethnic\_affinity
- generation
- household\_composition
- moms
- family\_statuses
- office\_type

Then, create the actual ad:

Create the actual ad here:

Ad Name

Ad Caption

Copy

Call to Action

LEARN\_MORE

Choose File No file chosen

URL (not including UTM)

Build Ads

## Example Data: Easily Spot Winning Targeting Groups.

These charts show conversion rates by interest groups and demographics. The bigger the bubble, the more purchases. The higher the bubble, the higher the conversion rate. The ideal group has a large and high bubble.

