



# POWER5

## Rewriting the playbook for online sales excellence

The days of advertisers manually hacking way to ad success are no more. Top advertisers are now leveraging a specific set of automated ad tactics to unlock new phases for growth. We call these tactics the “Power 5” and when used together, they have the ability to transform direct-response ad performance, drive online sales, and scale efficiently across the Facebook family of apps.

### Account Simplification

Simplify your ad account setup to improve efficiency

#### Results



increase in product purchases



increase in sales per ad set

[Learn More](#)

### Campaign Budget Optimization

Maximize campaign results and spend less on underperforming ad sets.

#### Results



lower cost per purchase



higher ROAS

[Learn More](#)

### Automatic Placements

Deliver the right ad to the right person at the lowest possible cost across all placements.

#### Results



lower cost per install



higher ROAS

[Learn More](#)

### Auto Advanced Matching

Accurately attribute conversions and increase audience size.

#### Results

(on average)



increase in matching Facebook users to purchases made online

[Learn More](#)

### Dynamic Ads

Show the right products to people who have expressed interest from your site, app, or elsewhere.

#### Results

Primary



higher CTR



lower cost per purchase

[Learn More](#)

Learn more about the transformational opportunities of the Power 5

[Power 5 Hub](#)