

Facebook Conversion Pixel

Key Finding #1

The value proposition of the Conversion Pixel is not clearly communicated, so while advertisers can complete tasks, they lack motivation for reaching the end of the process.

How did we know this?

- Low to medium confidence even when they completed the tasks successfully.
- Choosing a custom audience provoked the most excitement we saw. We believe if the potential of the Conversion Pixel were understood, it would be just as exciting.

"I don't have time to learn this..if I wasn't here, I would have stopped after five minutes. I would have promised myself I would come back later...and then probably never gone back."

- Founder of 2 year old ecommerce start up

Here are some potential reasons why value is not clear:

- The opening "Choose Campaign Objectives" page does not separate Facebook for Business options (promote your page, boosted posts, etc.) from conversions, which have a more concrete impact.

- The two value propositions given at the outset of the process do not convey the emotional content ("Gimme five!") of a conversion, so business owners have to translate for themselves where this product can take them!

Suggestions:

- Customize options based on the person's business: Create a visual hierarchy of options. Rank them based on likelihood they apply to a person's business.
- Support value propositions with positive quotes from business owners that convey excitement of making a sale. Example: "I used to look at Google Analytics to try to figure out if my Facebook ad was leading to conversions, but now..."