



**shopify**  
*freedom formula*

A StartupCamp Course

## CLASS 6: The Art of Advertising

### MODULE 1

#### The Ad Ladder

The ad ladder is like a feedback loop. The more data you get, the better and cheaper it gets.



#### Here's how it works.

- 1** Start with on-Facebook ads (videos, views, page likes, etc.)
  - Facebook has all that data to run accurate ads, but at this point there's no data off Facebook.
  - Allow Facebook to optimize for the above engagements.
- 2** Then you will start to get link clicks, and people will start to view content on your website.
- 3** Now you will begin to get off-Facebook data.

- 4** After the pixel fires 30-50 times, you can change to view content.
- 5** Gather data from all your off-Facebook engagement (view content, add to cart, initiate checkout, purchases, etc.)

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Quote

*“When you don't have data, it's like throwing spaghetti at the wall and hoping it sticks.”*