

Facebook Ads for Ecommerce Brands

The Andromeda Framework for Ecommerce — Campaign Structure, Creative Strategy, and Conversion Tracking

WHAT'S INSIDE:

- The Andromeda framework explained for ecommerce
- Campaign structure for product and catalog ads
- Conversion event setup for ecommerce funnels
- Creative strategy for physical product buyers
- Dynamic Product Ads and retargeting setup
- Ecommerce metrics that actually matter on Meta
- 5 mistakes ecommerce brands make on Meta

ECOMMERCE

META ADS

ANDROMEDA

CREATIVE STRATEGY

DPA

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SECTION 01

The Andromeda Era: Why Ecommerce Needs a New Playbook

Facebook advertising has fundamentally changed. Meta's Andromeda algorithm rewards simplicity, broad targeting, and creative diversity. If your ecommerce brand is still running tightly segmented audiences and manual bid strategies, you are working against the algorithm, not with it.

For ecommerce brands specifically, Andromeda creates a genuine opportunity. When you set up campaigns correctly, Meta's algorithm finds buyers you would never have identified through manual targeting, at scale, across prospecting and retargeting simultaneously.

This guide gives you the Andromeda framework built specifically for ecommerce, covering product catalog ads, conversion event setup, creative strategy for physical products, and the metrics that actually matter for ecommerce performance on Meta.

Key Insight: Andromeda does not care about your audience segmentation. It cares about one thing: finding people most likely to buy. Give it the right conversion events, broad enough targeting, and diverse creative, then get out of the way.

SECTION 02

What Andromeda Is and Why It Changes Everything for Ecommerce

Andromeda is Meta's AI-driven ad delivery system that replaced the old interest-based targeting model. Instead of matching your ad to predefined audience segments, Andromeda analyzes behavioral signals across Meta's entire network and finds people most likely to take the action you are optimizing for.

Factor	Old Approach	Andromeda (New)
Campaign Structure	Multiple campaigns by audience	One campaign
Audience Targeting	Interest stacks, lookalikes, custom audiences	Broad targeting only
Ad Variations	2 to 3 ads per ad set	10 to 20+ variations
Optimization Focus	Manual bid adjustments and audience targeting	Creative diversity and quality conversion signals
Retargeting	Separate campaigns with custom audiences	Handled automatically within the campaign
Learning Fuel	Audience data	Conversion event data

For ecommerce brands, the shift to Andromeda is an advantage. Physical products generate higher purchase volume than most other categories, which gives Andromeda more conversion signals to learn from and faster exit from the learning phase.

PROSPECTING

Prospecting campaigns find net-new buyers who have never interacted with your brand. Under Andromeda, run broad geo and age targeting with no interest stacking. Let your conversion event data guide who sees the ad.

RETARGETING

Retargeting under Andromeda is largely automated. Meta identifies recent visitors, add-to-cart abandoners, and video viewers within your campaign. Run a separate retargeting campaign only if you have sufficient site traffic volume (2,000+ monthly visitors).

SECTION 03

The Three Phases Framework

Ecommerce campaigns on Meta follow a three-phase progression. The timelines are shorter than other categories because ecommerce purchase events generate conversion data faster, which accelerates Andromeda's learning.

1

Setup and Testing — Weeks 1 to 3

Budget: \$20 to \$40 per day. Focus: broad targeting, 5 to 10 creative variations, gather purchase and add-to-cart data. Your goal in this phase is not ROAS. It is conversion data. Run broad, run diverse creative, and do not touch the campaign structure.

2

Creative Optimization — Weeks 4 to 8

Budget: \$40 to \$80 per day. Focus: pause low-performing ads, add 5 to 10 new creative variations weekly. Andromeda now has enough purchase data to identify patterns. Feed it fresh creative and remove ads dragging performance.

3

Scaling — Week 9 Onward

Budget: Scale based on ROAS and CAC targets. Increase budgets by no more than 20% per week to avoid resetting the learning phase. Keep introducing new creative even at scale. Creative fatigue is the primary reason ecommerce campaigns plateau.

Key Insight: Ecommerce campaigns have shorter learning phases than most categories because purchase events are more frequent. Resist the urge to optimize before Week 3. Most ecommerce brands kill campaigns right before they would have started performing.

SECTION 04

Account Setup: Pixel, Events, and Ecommerce Conversion Tracking

Andromeda is only as good as the conversion data you feed it. For ecommerce brands, this means setting up the full standard event stack so Meta can optimize across the entire purchase funnel, not just the final transaction.

STEP 1: INSTALL THE META PIXEL

Create or verify your Meta Business Account at business.facebook.com. Go to Events Manager, create a Pixel, install it on your site, and verify it fires correctly on all key pages. Use Google Tag Manager for cleaner event management across your stack.

STEP 2: SET UP ECOMMERCE CONVERSION EVENTS

Event	When It Fires	Priority for Optimization
ViewContent	Shopper views a product page	Warming signal — use if purchase volume is low
AddToCart	Shopper adds a product to cart	Mid-funnel signal — use to graduate from ViewContent
InitiateCheckout	Shopper starts checkout	High-intent signal
Purchase	Shopper completes a transaction	Primary optimization event — use as soon as volume allows
CompleteRegistration	Shopper creates an account	Use for subscription or membership ecommerce models

STEP 3: SET UP CONVERSIONS API (CAPI)

iOS privacy changes reduced browser-based pixel accuracy significantly. CAPI sends conversion data server-side, bypassing browser restrictions. For ecommerce brands, CAPI recovers a meaningful percentage of purchase events that the pixel alone misses. It is not optional if you are spending serious budget.

STEP 4: SET UP YOUR PRODUCT CATALOG

Connect your product catalog to Meta Business Manager via a data feed or direct Shopify integration. A clean, complete catalog enables Dynamic Product Ads (DPA) — the highest-performing ad format for ecommerce retargeting on Meta. Products with complete titles, descriptions, images, and prices generate significantly better DPA performance than incomplete catalog entries.

Key Insight: Bad conversion data is worse than no data. If Andromeda optimizes for the wrong event, it will find the wrong audience at scale. Set up CAPI and verify your purchase event fires correctly before spending serious budget.

SECTION 05

Campaign Structure for Ecommerce

The Andromeda structure is simple: one campaign, one ad set, multiple ad variations. For ecommerce brands, this consolidates your conversion data into one learning pool instead of splitting it across multiple campaigns and audiences.

Level	Setting	Notes
Campaign	One campaign	Objective: Sales or Conversions
Ad Set	One ad set	Broad geo and age only — no interests, no lookalikes
Ads	10 to 20+ variations	Start with 5 to 10, add 3 to 5 weekly
Budget	Campaign Budget Optimization (CBO)	Meta allocate across best-performing ads
Bid Strategy	Lowest cost or ROAS target	Use ROAS target once you have established baseline data

DYNAMIC PRODUCT ADS Run Dynamic Product Ads (DPA) as a separate campaign from your prospecting creative campaign. DPA uses your product catalog to automatically show the most relevant products to each viewer based on their browsing behavior. It is the highest-ROAS format for retargeting in ecommerce and should be running at all times once your catalog is clean.

SECTION 06

Audience Targeting for Ecommerce Brands

Andromeda performs better with broad targeting. For ecommerce brands, this means letting purchase conversion data guide delivery rather than manually specifying interest categories or demographic stacks.

WHAT BROAD TARGETING MEANS FOR ECOMMERCE

- Geographic targeting: your addressable market — US, or specific countries you ship to
- Age range: 18 to 65 for most ecommerce products, narrower only if product is genuinely age-specific
- No interest targeting, no behavior stacking, no demographic layering beyond basic age and geo
- No lookalike audiences in the primary prospecting ad set — Andromeda builds its own equivalent internally

WHEN TO NARROW TARGETING

There are two situations where some targeting restriction is justified for ecommerce:

High AOV products (\$150+): Adding a single broad demographic qualifier (age range tightened, specific country only) can improve lead quality without significantly restricting Andromeda's learning pool. Keep the audience above 1 million to maintain learning efficiency.

Niche products with a very specific buyer profile: One broad filter (e.g., parents of young children for a baby product) is acceptable. Do not stack multiple filters. The audience needs to stay large enough for Andromeda to operate efficiently.

Key Insight: Target audience size for ecommerce prospecting: aim for 2 million to 20 million people. Smaller than 500k significantly limits Andromeda's ability to find buyers efficiently and extends the learning phase.

SECTION 07

Measuring What Matters: Ecommerce Metrics on Meta

Meta's default reporting is built for ecommerce, but the metrics most brands focus on are not the ones that drive better decisions. Here is what to track and how to interpret campaign performance correctly.

Metric	What It Measures	Ecommerce Benchmark
ROAS (Return on Ad Spend)	Revenue generated per dollar spent on ads	2x to 4x for prospecting; 4x to 8x for retargeting
Cost per Purchase (CPP)	Ad cost to generate one transaction	Varies by AOV; target CPP under 30% of AOV
Add-to-Cart Rate	Shoppers adding to cart from ad clicks	2% to 5% for well-optimized landing pages
Purchase Conversion Rate	Clicks that become transactions	1% to 3% for most ecommerce categories
Frequency	Average times an ad is seen per person	Keep below 3.0 before creative refresh
MER (Marketing Efficiency Ratio)	Total revenue divided by total ad spend	Track alongside ROAS for full-funnel view

Tip: ROAS reported inside Meta does not account for organic revenue that would have happened anyway. Track Marketing Efficiency Ratio (total revenue / total ad spend including all channels) alongside Meta ROAS for a more accurate picture of paid media contribution.

SECTION 08

Creative Strategy for Ecommerce Buyers

Creative is the primary lever in Andromeda. It is how you communicate your value proposition and how the algorithm identifies your best buyers. For ecommerce brands, creative volume and variety are not optional.

WHAT WORKS FOR ECOMMERCE CREATIVE

Product-in-context imagery: Show the product being used in a real setting, not a studio. Lifestyle imagery outperforms white-background product shots in feed placements for most ecommerce categories.

UGC-style videos: Authentic, low-fi content showing real customers using the product. This format consistently outperforms polished production for ecommerce on mobile placements. Prioritize it in your creative mix.

Problem-first copy: Lead with the pain or desire, not the product. "Still getting tangled cords every morning?" stops the scroll. "Introducing our new cable organizer" does not.

Outcome-driven headlines: Name the specific result. "Softer skin in 7 days or your money back" beats "Premium moisturizer."

Social proof formats: Customer reviews, star ratings, and review count callouts build trust efficiently. "4.8 stars across 2,400 reviews" is a conversion lever in both image and video formats.

Before and after: Visual transformation ads work particularly well for beauty, fitness, home, and cleaning products. Show the before state, then the after. Keep it honest.

CREATIVE TESTING CADENCE

Day	Action
Monday	Review CTR and purchase conversion rate across all active ads
Wednesday	Launch 3 to 5 new creative variations
Friday	Pause ads with lowest CTR and zero purchases after sufficient spend

Tip: Refresh 20 to 30% of creative weekly. Ad fatigue raises CPM and reduces CTR for ecommerce brands faster than most other categories because product ads compete against each other heavily in the same placements.

SECTION 09

5 Mistakes Ecommerce Brands Make on Meta

1

Mistake 1: Optimizing for clicks or traffic instead of purchases

Clicks are meaningless for ecommerce. Optimize for Purchase from day one if your volume supports it. If not, optimize for AddToCart or InitiateCheckout and graduate to Purchase as volume builds. Andromeda needs to know what a real buyer looks like.

2

Mistake 2: Running too many campaigns simultaneously

Multiple campaigns split your purchase data and slow learning. Consolidate to one prospecting campaign and one DPA retargeting campaign. Additional campaigns dilute the signal Andromeda needs to optimize efficiently.

3

Mistake 3: Sending paid traffic to the homepage

Homepages serve too many purposes. Paid traffic needs a dedicated product or collection page with a single clear path to purchase. Sending traffic to the homepage kills conversion rates by giving shoppers too many choices.

4

Mistake 4: Pausing campaigns too early

Ecommerce campaigns need at least 3 weeks and 50 purchase events before you draw conclusions. Most brands pause campaigns right before they would have started performing. Commit to the learning phase.

5

Mistake 5: Ignoring the product catalog

A clean, complete product catalog is foundational for ecommerce on Meta. Missing product titles, low-quality images, or outdated pricing in the catalog directly degrades DPA performance and limits Andromeda's ability to match products to the right buyers.

SECTION 10

Key Takeaways and Next Steps

- 1** Andromeda rewards broad targeting, creative diversity, and clean conversion data. Tight audience segmentation works against it.
- 2** Set up the full ecommerce event stack: ViewContent, AddToCart, InitiateCheckout, and Purchase. Use CAPI alongside your pixel.
- 3** One prospecting campaign, one DPA retargeting campaign. Consolidation accelerates learning and improves ROAS.
- 4** Give campaigns 3 weeks minimum and 50 purchase events before making optimization decisions.
- 5** Refresh 20 to 30% of creative weekly. UGC-style and product-in-context formats consistently outperform polished production on mobile.
- 6** Measure CPP against AOV, and track MER alongside ROAS for a complete picture of Meta's revenue contribution.
- 7** Send paid traffic to dedicated product or collection pages, not your homepage.
- 8** Keep your product catalog clean. Missing data in the catalog degrades DPA performance and limits Andromeda's effectiveness.

Campaign That Actually Converts?

We build and manage Meta ad campaigns for ecommerce brands, from creative testing through creative testing and scaling. If your campaigns have stalled or need help. Book a free 20-minute strategy call at aiadvantageagency.com

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