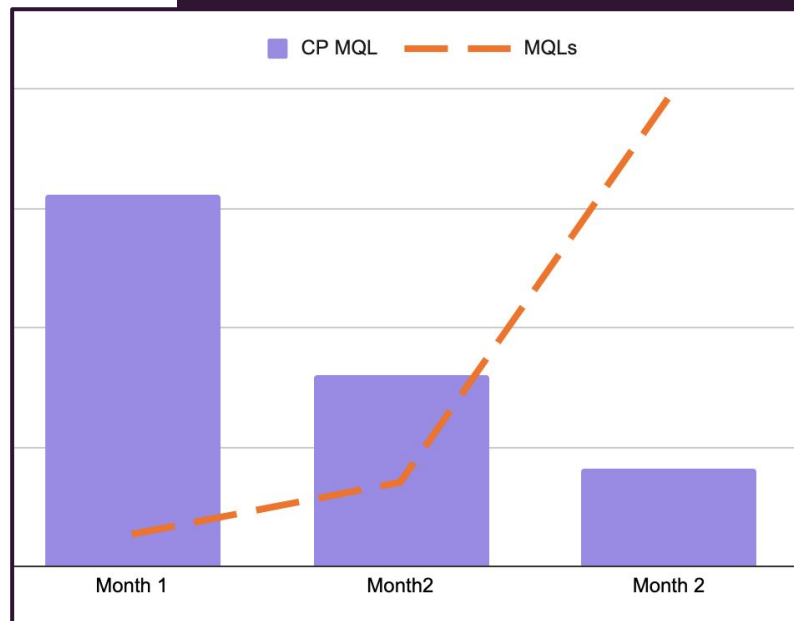


The Definitive Guide to Scale Your B2B Business with Dynamic Lookalike Audiences

Discover the powerful strategy of leveraging first-party Salesforce data and Meta to drive scalable growth, improve lead quality, and reduce cost per lead.

 ConversionStream
conversionstream.io






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Static vs.
Dynamic
Lookalike
Audiences

Dynamic Lookalike Audiences

A Data-Driven Approach to Generating High-Value B2B Audiences

Lookalike audiences are a highly effective marketing tactic that can help B2B businesses identify and target potential customers who are similar to their existing high-value customers. This data-driven approach enables businesses to generate a larger number of qualified leads while keeping their cost per lead low.

Meta, leverages data analysis tools to examine the behavior and characteristics of existing customers, identifying patterns and similarities. This approach enables Meta to identify potential new customers who are likely to be interested your business products or services.

Lookalike audiences are typically built off of a static high-value customer list that is manually uploaded. While this can be effective, Meta is building the lookalike audience off of a stale data set. To maximize results and scale, it's essential to send a dynamic high-value customer list for Lookalikes that updates daily. By using these dynamic customer lists, Meta can leverage the most up-to-date customer information for generating lookalike audiences.

Overall, Dynamic Lookalike audiences can be a game-changer for B2B businesses looking to drive growth and generate high-quality leads. In this guide we are going to show you how you can easily build dynamic lookalike audiences using ConversionStream.



Audience Building

Identify High-Value Segments

Defining high value segments is critical for any business, and it's dependent on the enriched data in Salesforce. Here are some examples of high-value segments:

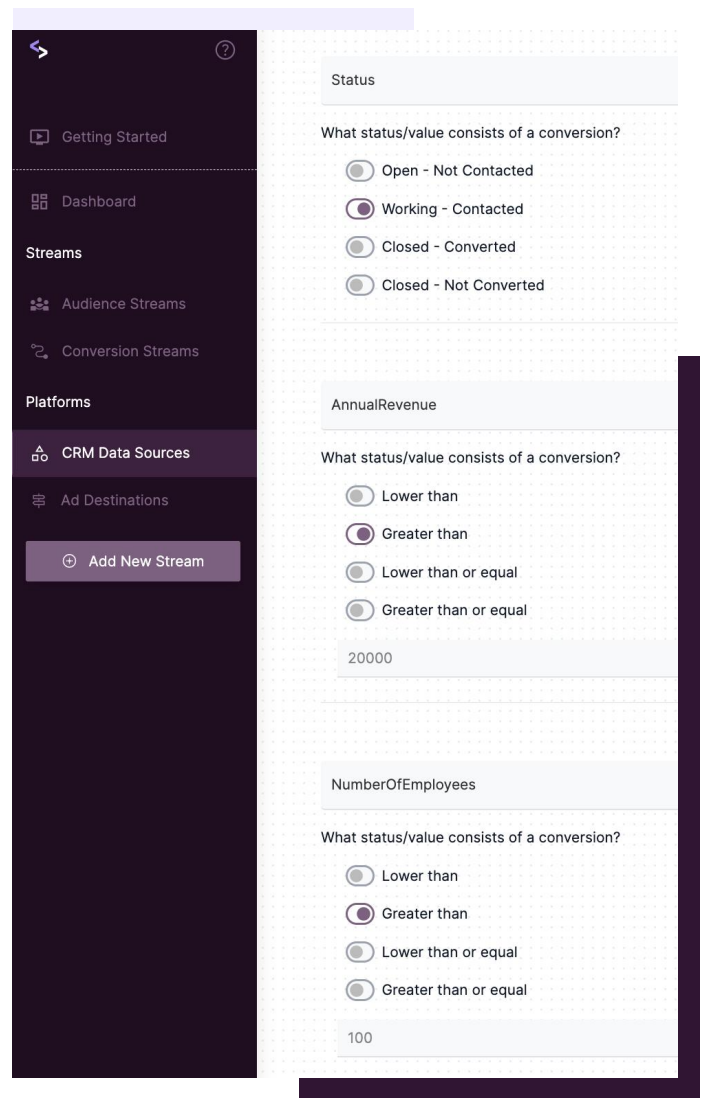
- Opportunities with an Annual Recurring Revenue (ARR) value
- Closed won opportunities

To get more specific, you can further break down these segments by criteria such as:

- All opportunities with an ARR value greater than \$20,000 and a company size greater than 100

Additionally, you can refine these segments by region:

- All opportunities with an ARR value greater than \$20,000 and a company size greater than 100 in the APAC region



Assigning a Value Field

Scale to value not efficiency.

Assigning a value field to your dynamic seed audience is a crucial step. By doing so, you can ensure that Meta's algorithm finds potential prospects based on their value to your business, not just their lead efficiency. This means that dynamic lookalikes generated will be scaling more qualified leads, resulting in a more effective and efficient Meta campaign.

For example, it's not practical to assign an average "healthy" cost per Marketing Qualified Lead (MQL) because the cost per MQL for a \$1M deal can be significantly higher than that of a \$10K deal. By including a value field in your dynamic seed audience, Meta's algorithm can dynamically account for these differences and optimize your ad targeting accordingly.

In this particular case, we recommend using the Opportunity Annual Recurring Revenue (ARR) field assigned to each opportunity as the value field. This will help Meta identify and target potential prospects who are likely to generate the most revenue for your business.



Pro tip: To generate effective lookalike audiences for your Facebook advertising campaign, aim for a 40% match rate between your seed list and Facebook's user database. Make sure to include at least 100 people in each country you are targeting to ensure that your lookalike audiences are large enough and statistically significant,

Send Dynamic Seed Audiences to Meta

Congratulations! You have successfully defined your high value segment, assigned values to each opportunity, and saved your audience. The best part is that your audience will continue to update dynamically as new opportunities enter your pipeline. This means that your seed audience for lookalike creation will always reflect your high value segment, instead of being a one-time static upload.

Now, it's time to head over to Facebook and build your 1% - 2% lookalike audience using the dynamic seed list you created in ConversionStream.



Soon you will be able to auto-generate lookalikes directly from ConversionStream.

Create new stream

This is where you add new streams. You can add a Conversion Stream or an Audience Stream. Conversion Streams send conversion events from your CRM Data Source to your Ad Destination and is best for your most important conversion events in your CRM. Audience Streams send audience segments from your CRM Data Source to your Ad Destination.

Configure **Audiences** Streams

Select CRM Data Source
Choose a configured source

CRM Data Source
Salesforce

Audience Segment
High Value Opps

+ Add CRM Data Source

Select Ad Destination
Choose a configured destination

Ad Destination
Facebook

Choose Account

Configure Audience Lookback

+ Add Ad Destination

Cancel Save



**Offer
Types**

What Offers Works on Meta

Initially, it's important to run multiple offer types against your dynamic lookalike audience to determine which ones drive the most leads and MQLs. This will help you identify the most effective offer types. Some common content types are:

- Guides
- Case Studies
- Templates

Let's take a closer look at each content type.



In Depth Actionable Guides

Interest = > Relevance = > Timing

Based on my experience, I have found that guides tend to perform the best as they signal strong intent from the audience. When it comes to our B2B audience, they often spend a significant amount of time in the meta ecosystem, but are not necessarily inclined to contact sales directly.

Additionally, it's important to keep in mind that advertising on social media can be perceived as interruptive marketing. Therefore, it's crucial that the content you create is not only relevant and valuable, but also addresses a specific problem or challenge that your audience is facing. By creating content that resonates with your audience and provides a solution to their pain points, you can increase the likelihood of generating leads and driving conversions through your Meta ads.



Customer Case Studies

Nurture and Sales

While case studies can drive leads, they often lack a clear signal of intent and may result in leads without further down funnel actions. In my experience, they are more effective in signaling curiosity and building brand affinity. Case studies can be utilized effectively in nurture campaigns or by the sales team for building trust and credibility with potential customers.



Gated CTA Driven Templates

Offer value and experience

Templates can be effective in reaching your target audience, but their success depends on the presence of a follow-through call-to-action (CTA) within the template. When promoting gated templates, it's important to ensure that the CTA is relevant and aligned with the user's needs. Users seeking templates are usually looking for an immediate solution to a problem, and a well-timed CTA can help convert them into leads. However, templates alone may not necessarily drive MQLs and should be used in combination with other content types to create a well-rounded marketing strategy.



Gated Landing Pages vs Meta Lead Ads

Although lead forms on Facebook can significantly reduce the cost per lead by up to 50% or more, my experience has shown that the drop in lead quality outweighs the cost benefit.

In contrast, driving traffic to a gated form-fill landing page has been a successful strategy, resulting in leads with MQL conversion rates ranging from 20% to 35% generating leads that are more likely to convert into paying customers.



Pro tip: Adding a high-intent signal such as a "Demo" checkbox can be effective regardless of the content type that you use. It gives users the option to request a demo or opt-in to a next step that your business recognizes as high value. Gated content is typically seen as a low intent action, so it's essential to include a self-selecting option in the flow that can signal high intent. By including this option, you can capture leads that are more likely to convert into MQLs and ultimately into customers.



Meta
Account
Structure

Region and Segment Structure

Drive controlled scale where your business needs it.

Each business has its own unique goals and targets when it comes to driving demand. The way in which these targets are structured should define how your campaigns are structured as well. This allows you to control inbound leads and MQL volume, helping to achieve targets or support underperforming regions.

It's important to consider reporting when structuring Facebook campaigns. Down-funnel metrics such as MQL, SQL, and OPP are often joined with campaign names in a data warehouse. As a result, you may not receive audience or guide-level insights beyond the lead event level within Meta. Keep this in mind when defining your account structure.

While lead efficiency and conversion rates are important recency metrics, they are not the only KPIs to consider. As you start achieving efficiency in lead generation, it's essential to track the conversion rates of Marketing Qualified Leads (MQLs). Leads alone do not drive business results, and MQL conversion rates vary based on your audience and content type. Therefore, understanding the MQL conversion rates across regions, segments, and content types is critical for campaign optimization.

Typically targets are defined by:

- Region
- Segment

Consolidated Method

Less control: Better suited for smaller budgets less than \$500K / month

With the consolidated method the goal is to have one campaign running for each Region and Segment. For example:

- APAC_Mid_Market
- APAC_Corporate

Each ad set within a campaign targets a specific audience:

- Marketerts
- IT Departments

Within each ad sets you would have 3-5 ads. Guides, respective to the ad sets audience, can be mixed within each ad set.



Pro tip: When launching new campaigns, it's important to set a daily budget that is at least 3X a healthy CPL. For instance, if your average CPL is \$500, then you should set the daily budget to \$1,500. This ensures that you have enough budget to drive conversions while also allowing for some fluctuations in performance.

Single Ad Set Method

More control: Better suited for large budgets greater than \$500K /month

With the single ad set method the goal is to create one campaign for each region, segment, audience, and guide. For example:

- APAC_Mid_Market_Guide_Name_IT
- APAC_Corporate_Guide_Name_IT


Each campaign would only include one ad set that is audience focused:

- IT Departments

Within each ad sets you would have 3-5 creative variations driving to the same guide.



The single ad set method requires more manual control, as you are isolating audiences and guides and scaling the guides that are driving leads and MQLs.



Integrate
Salesforce
with Meta
Ads

Define High-Intent Conversion Signals

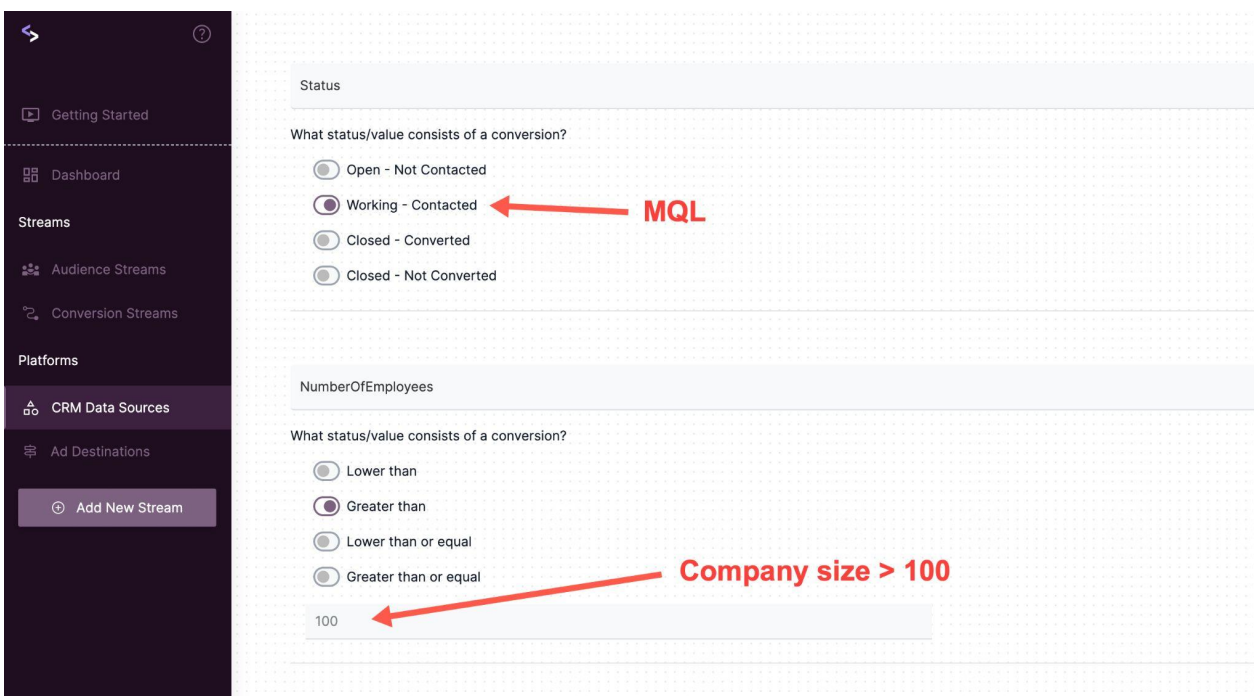
Lookalike audiences give Facebook value based audience level information it can use to find more people that are made of the same data signals. When you combine this with high-intent conversion signals from your source of truth, Salesforce, you create a powerful combination of signals to feed the meta algorithm.

First you are going to want to define high intent conversion signals. For example:

→ MQL

You can take this a step further and layer in company size:

→ MQLs from Company sizes > 100




Send Conversion Events to Meta Ads

Next you are going to want to send your high value conversion events to Meta via their conversion API. To do this you can simply create a conversion stream and send your defined Salesforce event to Meta ads.



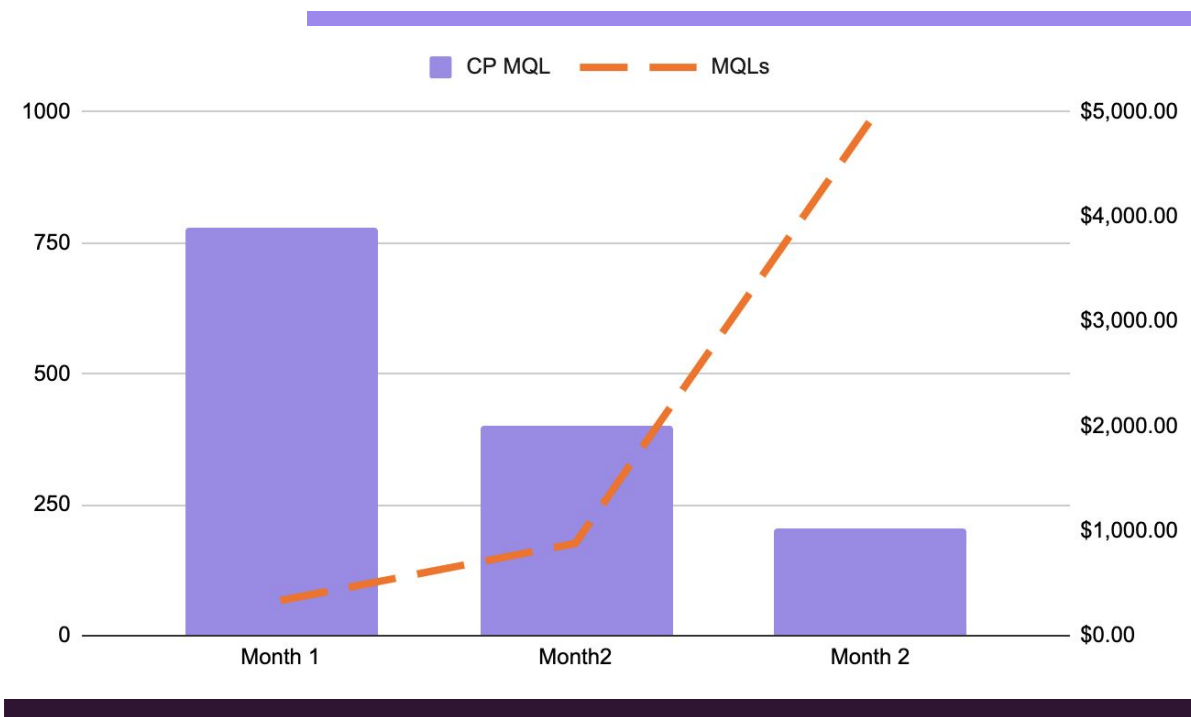
Pro tip: Build all ideal conversion events and send them to Facebook to understand conversion volume. Then, select the conversion event that is furthest down the funnel and driving at least 100 conversion events per week.

The screenshot shows the 'Create new stream' configuration page in the ConversionStream application. The interface is divided into a left sidebar and a main content area. The sidebar contains navigation links for 'Getting Started', 'Dashboard', 'Streams', 'Audience Streams', 'Conversion Streams', 'Platforms', 'CRM Data Sources', and 'Ad Destinations', with an 'Add New Stream' button at the bottom. The main content area has a title 'Create new stream' and a descriptive paragraph. Below this, there are two tabs: 'Configurations' (selected) and 'Streams'. The 'Configurations' tab is further divided into 'Conversions' (selected) and 'Streams'. The 'Conversions' configuration is split into two panels: 'Select CRM Data Source' and 'Select Ad Destination'. In the 'Select CRM Data Source' panel, 'Salesforce' is chosen as the CRM Data Source, and 'MQL Company Size > 100' is selected as the Conversion Event, with a red arrow pointing to it. In the 'Select Ad Destination' panel, 'Facebook' is chosen as the Ad Destination. At the bottom right of the configuration area are 'Cancel' and 'Save' buttons.



Results:
Double Digit
MoM Growth
and Lower
Cost Per MQL

Results for a B2B SaaS Company



A B2B SaaS company achieved accelerated MQL growth by utilizing dynamic lookalikes and Meta's conversion API, resulting in a 162% increase in the first month and a 458% increase in the second month, with a 70%+ reduction in cost per MQL.



Scale Inbound MQLs Today

For consulting services with a result driven
fee structure contact me via email
gabe@conversionstream.io

or

Try ConvesionStream risk free for 30 days
by signing up below.

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With over a decade of experience in digital marketing, Gabe has demonstrated expertise in search, display, and social advertising for a variety of industries including B2B Ecommerce, CPG, D2C, Fintech, and B2B SaaS. As a hands-on, technically-savvy marketer, he is constantly seeking out solutions to address pain points in the fragmented martech space. Currently, Gabe is leading paid social channels at Vimeo, driving growth for their SaaS and Enterprise offerings. You can connect with him directly on [LinkedIn](#) or reach out to him via email at gabe@conversionstream.io.