HOW TO RUN FACEBOOK ADS in 2026

LIVE CLASS

NICHOLAS ERIK

OVERVIEW

- **Facebook Andromeda**: what matters in 2026 for running effective ads
- **Audiences**: how to find an audience that works
- **Ad creatives**: three creative formats that are working right now
- **Ad settings**: best practices
- **Putting it all together**: step-by-step + scaling your ads

01

KEY METRICS

METRICS

1. Cost per click (CPC)
    - ad spend / clicks
2. Total conversion: % of people who click who buy or borrow the book
    - units / clicks
3. Cost per unit: amount it costs to generate a sale or borrow of the book with the ads
    - ad spend / units
4. Units = sales + borrows
5. Borrows = estimated full readthroughs of the book
    - Page reads / KENPC
    - KENPC is the # of Kindle Unlimited pages in the book

See appendix for examples with numbers.

I use unique outbound clicks to calculate all click-related metrics.

02

FACEBOOK ANDROMEDA and WHAT MATTERS in 2026

FACEBOOK ANDROMEDA

- **Facebook Andromeda** is Facebook's 2025 algorithm update. The new algorithm wants more **creative diversity** to reach different parts of the audience
- Creative diversity just means three things:
  - Run more creatives overall
  - Run different angles
  - Run different types of formats / formulas
- This means, once you have an audience that works and know the best practices for setting up the ads, then Facebook is a game of testing creatives.
- In short success with Facebook in 2026: test a lot of creatives + get better at making compelling creatives.

03

AUDIENCES

GENRE TARGETING

- **Genre**: a genre interest relevant to your book.
  - Ex. Detective Fiction, Urban Fantasy, or Contemporary Romance
- Note: two seemingly similar genres can perform *very* differently from one another (e.g., Contemporary Romance tends to be a much better target than Romance Novels), so you have to test these individually. *Never* assume that because one genre interest is effective, another similar one will be.

BROAD TARGETING

- **Broad**: no interests selected.
  - Ex. all women, all men, or all men + women.
- Genders you test here depends on your primary demographic, e.g., for romance, test all women; unnecessary to test men. Whereas for a thriller / mystery, you could test both. I would test each as a separate audience, as there may be a significant difference in performance.

AUTHORS

- **Authors**: if you have a relevant author interest available, then test that. Not all genres will, since most author interests were removed in the 2025 audience update.
    - Ex. Colleen Hoover, JK Rowling, Stephen King

OTHER OPTIONS

- **Other options**
  - Movies / TV shows
  - Video games
  - General interests (dogs, Kindle, Goodreads etc.)
  - Lookalikes (don’t tend to perform well after the iOS update back in 2021)

I WOULD TEST 2 – 5 AUDIENCES TO START

Contemporary Romance

1. **Audience 1 (broad)**: women only
2. **Audience 2** (**genre**): contemporary romance (best performer, can just use this if you want to skip audience testing)
3. **Audience 3 (genre)**: Romance novels
4. **Audience 4 (author)**: Colleen Hoover
5. **Audience 5 (author)**: Elin Hilderbrand

If writing PNR, then swap Romance novels for paranormal romance

Thriller / Mystery

1. **Audience 1 (broad)**: men only
2. **Audience 2 (broad)**: women only
3. **Audience 3** (**genre**): Detective Fiction
4. **Audience 4 (genre)**: Mystery Fiction
5. **Audience 5 (genre)**: Crime Fiction

NARROWING

- Can technically narrow by anything; however, this near-infinite possibility is overwhelming. Wouldn't dive into really complicated narrowing unless 1) you're struggling getting the base vanilla audiences to convert or 2) going deep into audience testing.
- If you need to narrow (oftentimes you don't), focus on narrowing by reading-related interests first, *especially* if you're targeting non-book related interests (e.g., dogs). This is to make sure that you're getting in front of readers when you're targeting a non-book related audience:
  - Kindle Store
  - Kindle
  - eBooks
  - Reading
  - Goodreads

AUDIENCE TEST DATA: THRILLER / MYSTERY - NARROWING

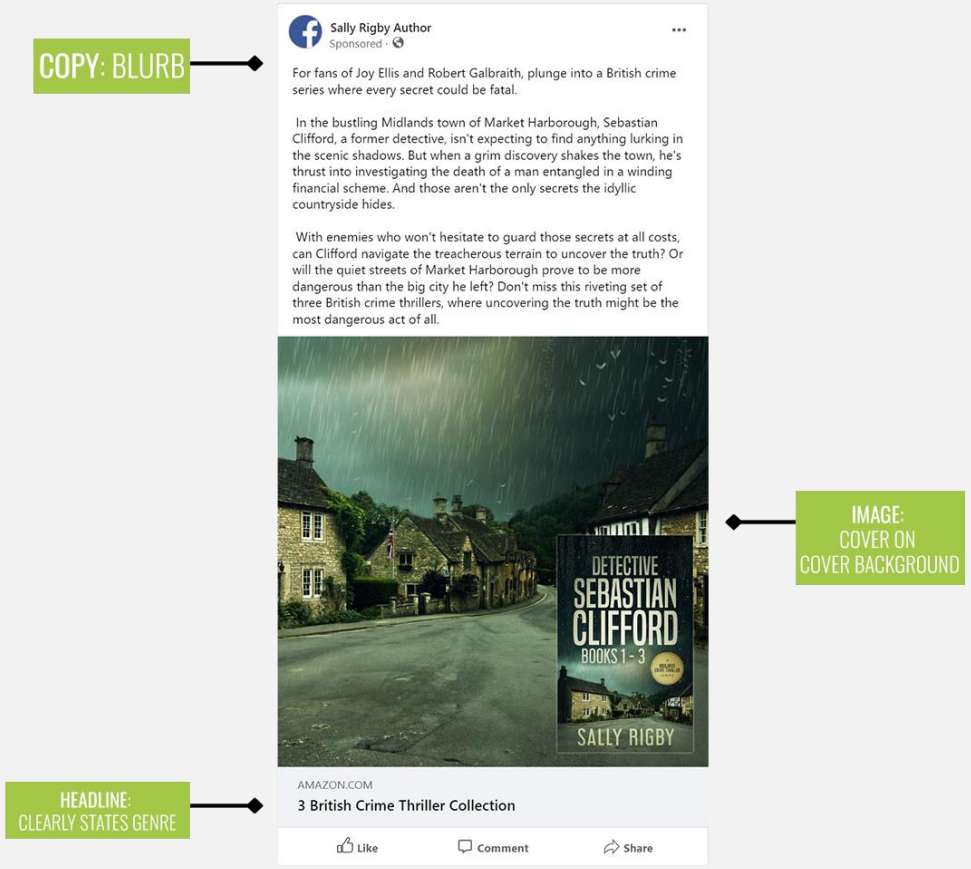
Audience Group	# of Audiences	Tot CV	CPU
Vanilla audiences (no narrowing)	3	2.8%	$ 9.20
narrowed by Kindle Store	6	1.8%	$ 13.43
narrowed by Kindle Store (not narrowed by women only)	3	1.5%	$ 16.67
narrowed by women only	6	2.5%	$ 9.81
narrowed by women only (not narrowed by Kindle Store)	3	2.7%	$ 9.19
narrowed by Kindle Store + Women Only	3	2.3%	$ 10.51
Vanilla audiences here were Mystery Fiction, Action Fiction, and Stephen King			
These were then narrowed by Kindle Store, Women Only, or Kindle Store + Women Only			

- The vanilla audiences (without any narrowing) performed better than narrowing by anything.
- Narrowing can improve performance in some instances, but this is why I recommend starting with the base vanilla audiences during initial testing (here, the author had already run multiple audience tests, which is why we were exploring narrowing)

04

CREATIVES

COMPONENTS: EXAMPLE CREATIVE



FACEBOOK AD CREATIVE EXAMPLE BREAKDOWN

ANGLES

- The **angle** is how you position the book. Think of this as the "lens" through which you're pitching the book. Hitting different angles with your ad creatives generates creative diversity and helps you appeal to different readers.
  - E.g., if you have a single dad friends-to-lovers billionaire romance set in a small town, you could emphasize the single dad, friends-to-lovers, the billionaire, or the small town angle in your ad.
  - Most ads will incorporate multiple angles. But one angle is usually the core focus.
  - The angle applies to everything: cover, blurb, title, image, ad copy, and headline

VIDEO V. STATIC IMAGE

- A really great video will outperform static images.
- Great performing videos are rare.
- Very hard to find videos that convert well. Can be a slog with testing.
  - Take social media posts (Instagram / TikTok) that outperform your account average (remove any licensed music / content) and run them as ads
- I'm heavily focusing on static images in 2026 because with AI tools (or templates you get from your designer), you can create + test lots of different options very quickly and inexpensively

COPY (PRIMARY TEXT)

- **Copy (Static Images)**: blurb easiest, blurb-style copy (write other blurbs using AI), can also use excerpts, teasers
  - Worth testing, less impact than image
- **Copy (Videos):** keep this under 28 characters, otherwise people have to click "see more" to read the rest, which few people will because of the video UI
  - Minimal impact, don't test this
  - Free in Kindle Unlimited
  - New Romance in KU

COPY: DATA

ROMANCE BOOK: FACEBOOK COPY PERFORMANCE

COPY TYPE	ADS RUN	FB SPEND	FB CPC	UNITS	CONVERSION	COST PER UNIT
Blurb (on Amazon page)	86	$26,260.67	$0.23	6,035	5.3%	$4.35
Excerpt 1	6	$178.67	$0.28	37	5.9%	$4.79
Excerpt 2	6	$188.23	$0.32	42	7.3%	$4.43
Excerpt 3	6	$120.21	$0.36	24	7.2%	$5.04
Teaser 1	6	$963.79	$0.12	518	6.4%	$1.86
Teaser 2	6	$171.92	$0.31	34	6.2%	$5.04
Video copy	120	$35,440.88	$0.12	8,014	2.8%	$4.42
Total	**236**	**$63,324.37**	**$0.15**	**14,705**	**3.6%**	**$4.31**

Cost Per Unit: cost of a sale or borrow (ad spend / units)
Conversion: % of people clicking who buy or borrow the book (units / clicks)
Units = sales + borrows

Hit #20, blurb got 94% of static image spend during the first 30 days of release.
Net profit across all her books was $62k

HEADLINE

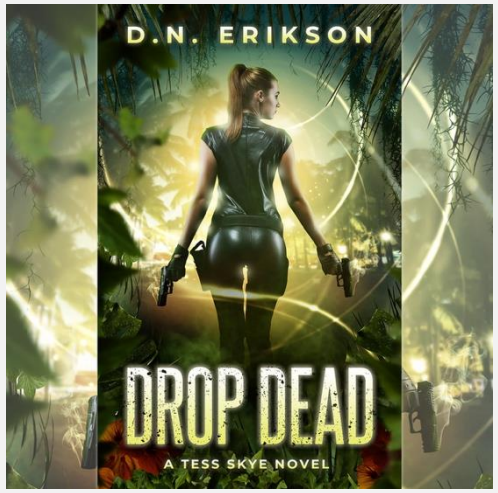
- **Headline**: Main goal with the headline is to establish that you're selling a book and hammer this point home.
  - If you have a new, discounted, or free book, try to incorporate "new," "$0.99," or "free" into the headline
  - Video: same as copy (minimal impact)
    - Free in Kindle Unlimited
    - New Romance in KU
  - Static Images (much less impact v. testing copy / images)
    - [Genre-Related Adjective or Trope] [Genre] [Free in Kindle Unlimited]
      - Enemies to Lovers Romance Free in Kindle Unlimited
      - Thriller Free in Kindle Unlimited
    - [Genre-Related Adjective or Trope] [Genre] [Novel or Book]
      - Steamy Small Town Romance Novel
      - New Urban Fantasy Book

IMAGE FORMAT 1: COVER-STYLE

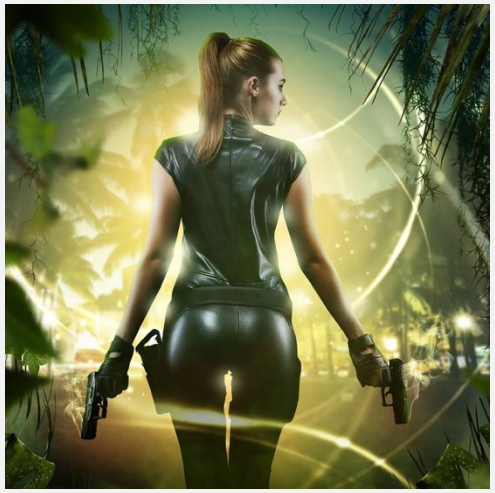


Creative 1
book cover on book cover background

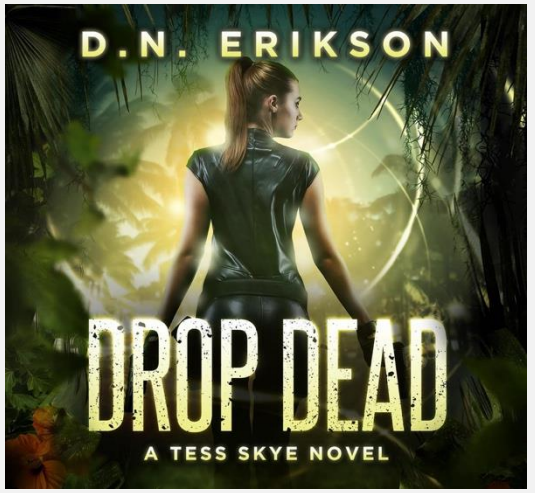
For cover, can use 3D paperback, cover on eReader etc.



Creative 1 (variation)
The larger cover outperform the thumbnail sized version



Creative 2
book cover background



Creative 3
Audiobook-style cover (no narrator name)

IMAGE FORMAT 2: TEXT + IMAGE CARDS



Image + Teaser
Brief 1 – 3 sentence teaser.



Image + Excerpt
Brief 1 – 3 sentence excerpt.



Image + Review
mentions genre / key tropes + book (one or both)

TEXT CARD: OTHER GENRE EXAMPLES



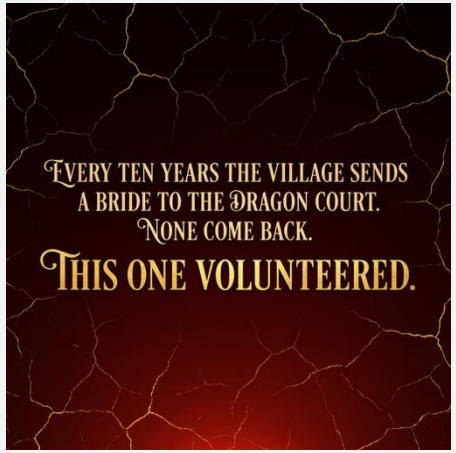










IMAGE FORMAT 3: SPLIT PANELS



Hero / Heroine (Romance)

Highlight a key angle (i.e., single dad, accidental pregnancy, lion shifter, billionaire). Scene can be relatively plain or detailed background.

This is the single best performing format I'm currently seeing (video or static images) for romance books in 2026.

FORMAT: SPLIT PANELS





EXAMPLES





Multiple Characters
(Reverse Harem)

EXAMPLES: OTHER GENRES



Protagonist / Antagonist



Hero / Villain



Partners

05

AD SETTINGS: BEST PRACTICES

IMAGES

- **Ratio**: Use 1:1 (squares) or 4:5 (essentially a square). These take up the majority of the screen on mobile, so they're going to stop the scroll better than a 16:9 (horizontal) format.

FACEBOOK: CAMPAIGN SETTINGS

1. **Objective (Campaign)**: use Traffic; this will optimize for clicks.
2. **Budget (Campaign)**: use Campaign Budget, which is also referred to as "Advantage+ Budget" (formerly called Campaign Budget Optimization, or CBO). Advantage+ Budget is easier to manage than Ad Set budgeting, performs better, and is easily / quickly scalable (can go from $5 to $500/day without any problems; CPCs will rise, of course, but just because you're spending more, not because of Facebook breaking down on the technical side).

Note: If you're running videos, run those in a separate campaign from your static image ads. This way you can control the budget and more easily analyze the data.

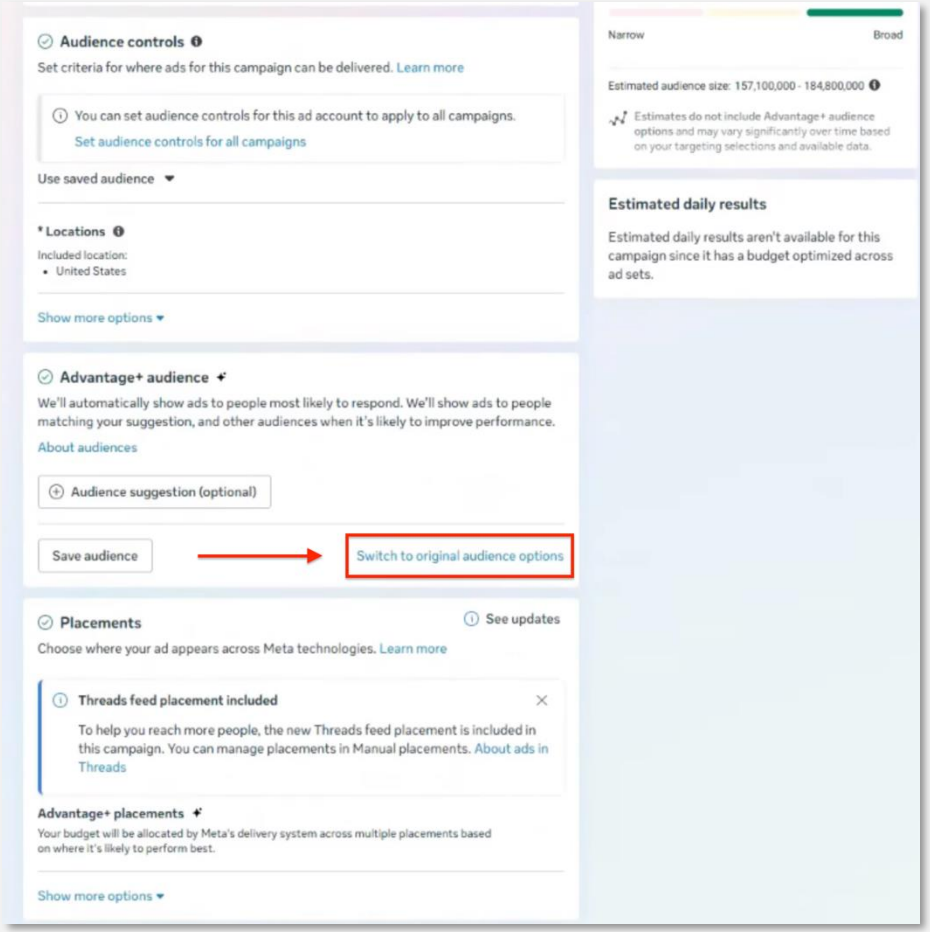
FACEBOOK: AD SET SETTINGS

- **Region (Ad Set)**: start with the US, unless your book has a UK-centric audience (e.g., UK regional crime / mystery). If the US ads are doing well and you want to test them in the UK, you can run your best winners there in a new, separate campaign. Only do one region per campaign; this allows you to control the budgets to each region easily.
- **Performance Goal (Ad Set)**: make sure "Link Clicks" is selected (this is in the middle). If this is set to "Landing Page Views" then the ads are about 2.5 times more expensive on a cost per unit basis.

FACEBOOK: AD SET SETTINGS (AUDIENCE)

- **Audience (Ad Set)**: use Advantage Detailed Targeting (click the "switch to original audience options" link at bottom of audience section)
  - **Advantage+ Audience (default)**: Facebook's AI will use your selected options as a starting point, but can target interests *and* demographics outside your selected options
    - **Example**: if you target 21+ women who are interested in Contemporary Romance, Advantage+ Audience can start targeting 60-year-old men who aren't interested in Contemporary Romance if it sees they're getting cheaper clicks.
  - **Advantage Detailed Targeting**: Facebook's AI will use your demographic options as hard guardrails, while using your other audience targeting options as a starting point. This means it can target interests outside your selected interest target(s).
    - **Example**: if you target 21+ women only who are interested in Contemporary Romance, Advantage Detailed Targeting will only target women who are 21+; these women may not necessarily be interested in Contemporary Romance, however.

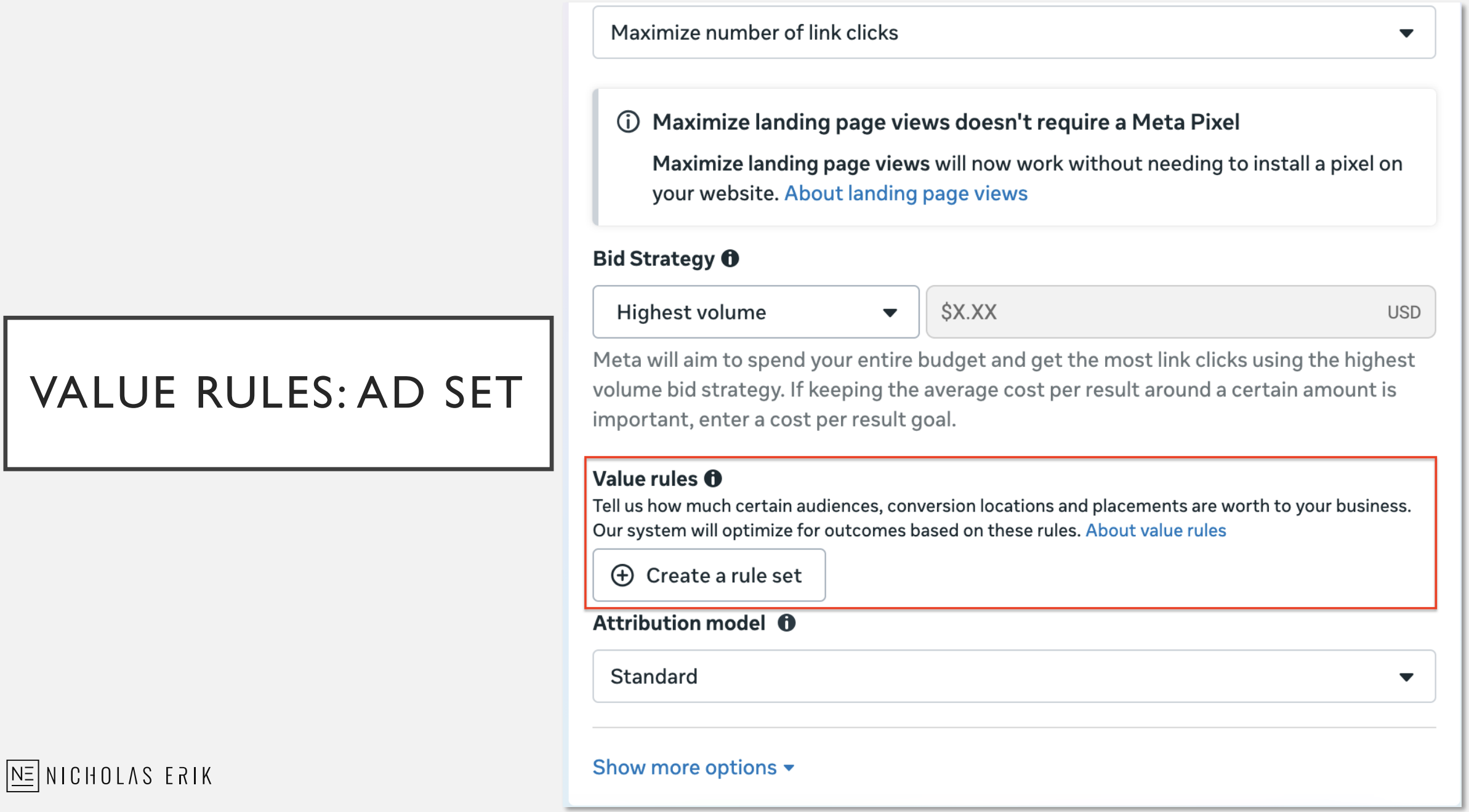
SWITCH TO ORIGINAL AUDIENCE



FACEBOOK: AD SET SETTINGS (PLACEMENTS)

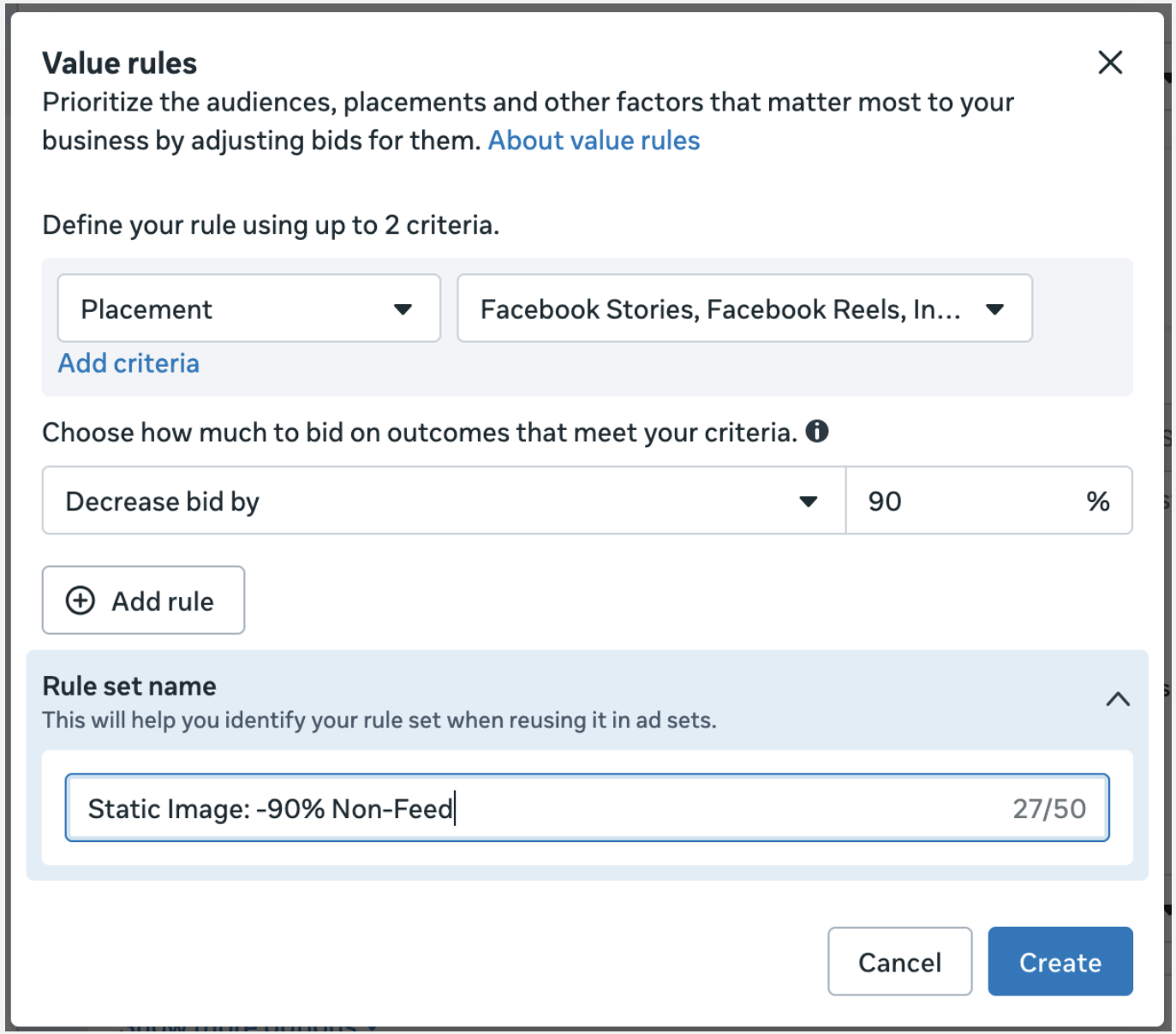
- **Placements (Ad Set)**: select "manual" and then:
  - **Static images**: Facebook News Feed only (1 placement)
  - **Videos**: Facebook Reels and Instagram Reels (2 placements)

VALUE RULES: AD SET



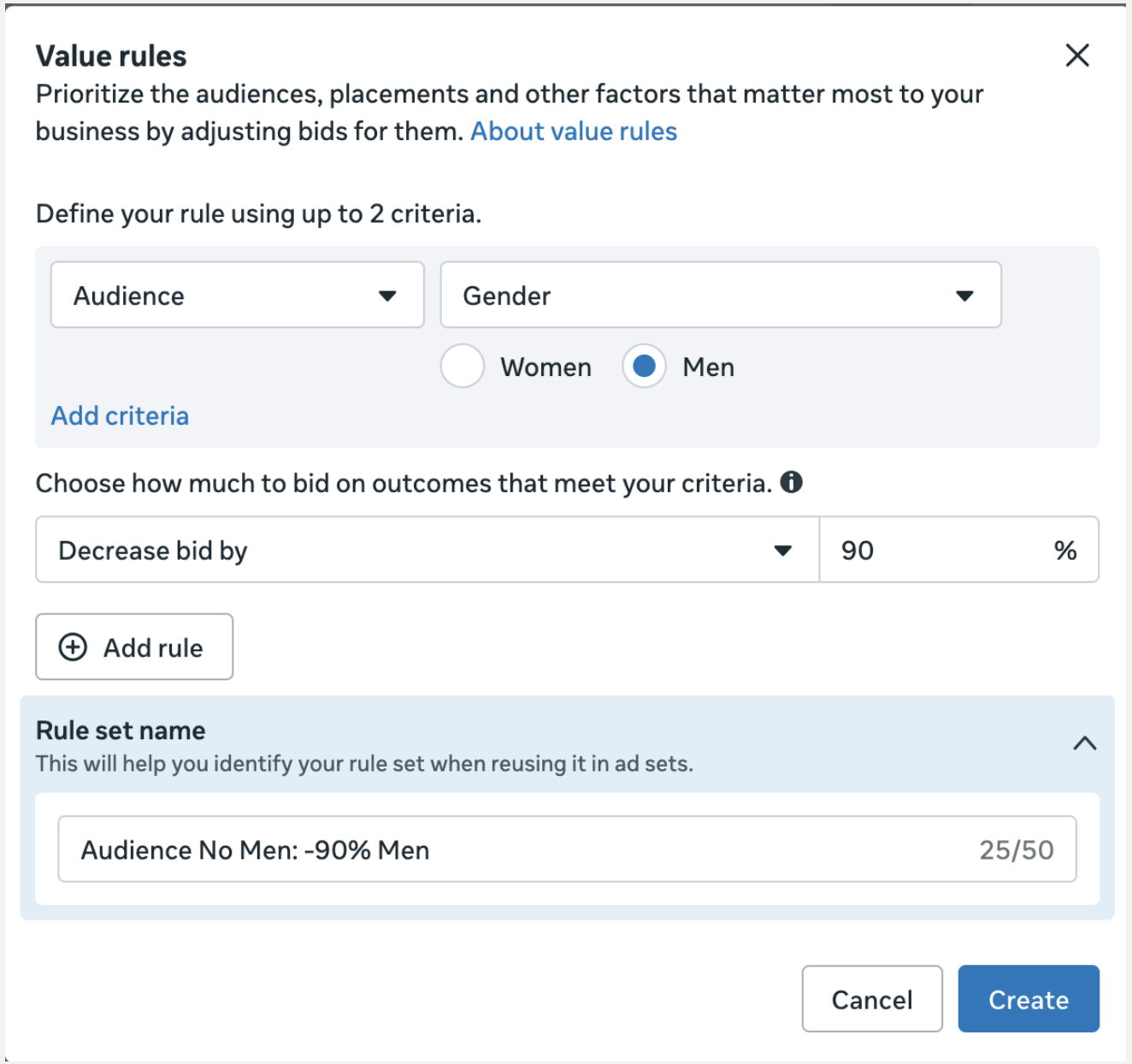
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VALUE RULES: PLACEMENTS



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VALUE RULES: AUDIENCES

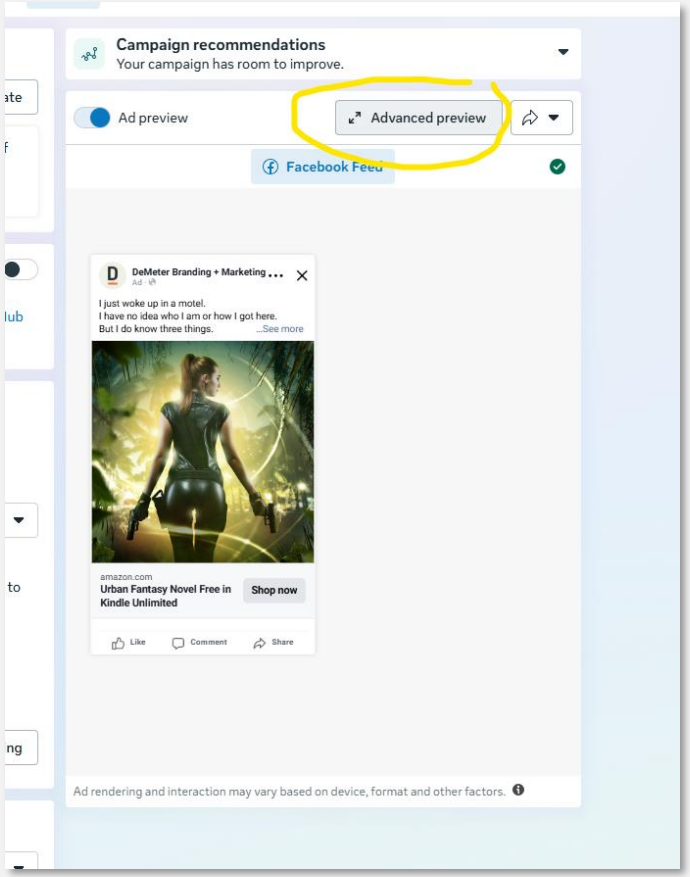


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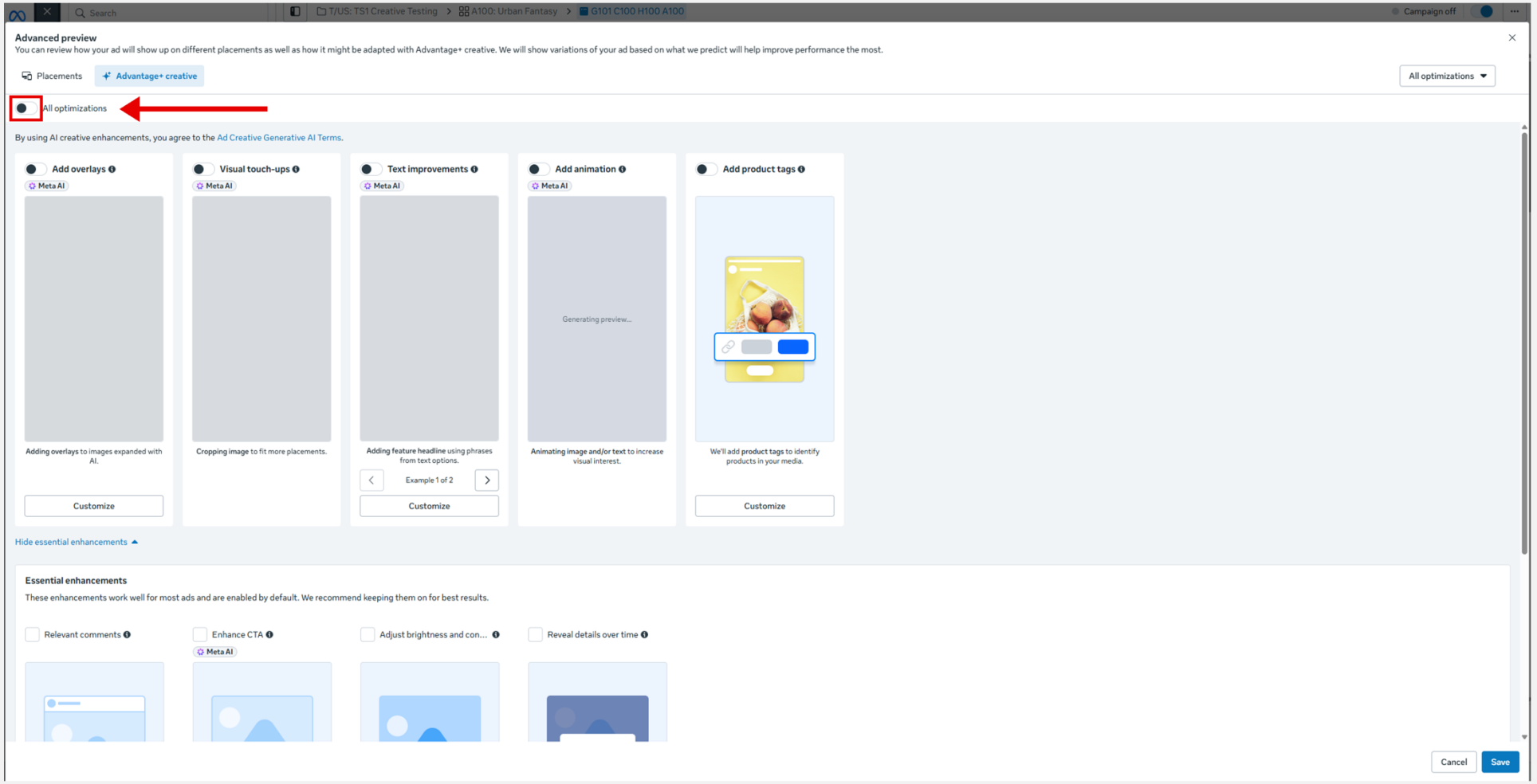
FACEBOOK: AD SETTINGS

- **Advantage+ Creative Enhancements and Optimize Text per Person (Ad)**: turn both of these off (you have to turn the Advantage+ Creative Enhancements off first before Facebook allows you to turn off Optimize Text Per Person).
- **Related Media**: this pulls in other images and videos from your other campaigns. Make sure no other images or videos are selected other than the one you want to use in the ad.
- **Multi-advertiser ads (Ad)**: turn this off. This allows your ad to be shown alongside ads for other products in a carousel format. This ad carousel is shown below ads to the user with the header "you might like" or "more for you." So you're essentially competing for space against the original ad above yours as well as the ads within the carousel.

CREATIVE ENHANCEMENTS: OFF



CREATIVE ENHANCEMENTS: OFF



FACEBOOK: AD SETTINGS

- **Button (Ad)**: use Download, Order Now, Shop Now, or Learn More. Can use the "no button" option (not available on all ad types), which allows more room for a longer headline.
- **Description (Ad)**: this is the footer text on the ad that runs below the headline. This does not impact performance. It will auto-pull the first sentence or two of the Amazon blurb; you can hit the space bar to just have this appear as blank.
- **App Deeplinking (Ad)**: off
- **Attribution Links**: use a unique attribution link for each ad so you can compare their performance (1 link per ad)
  - Step-by-step setup video with best practices: **nicholaserik.com/attribution**

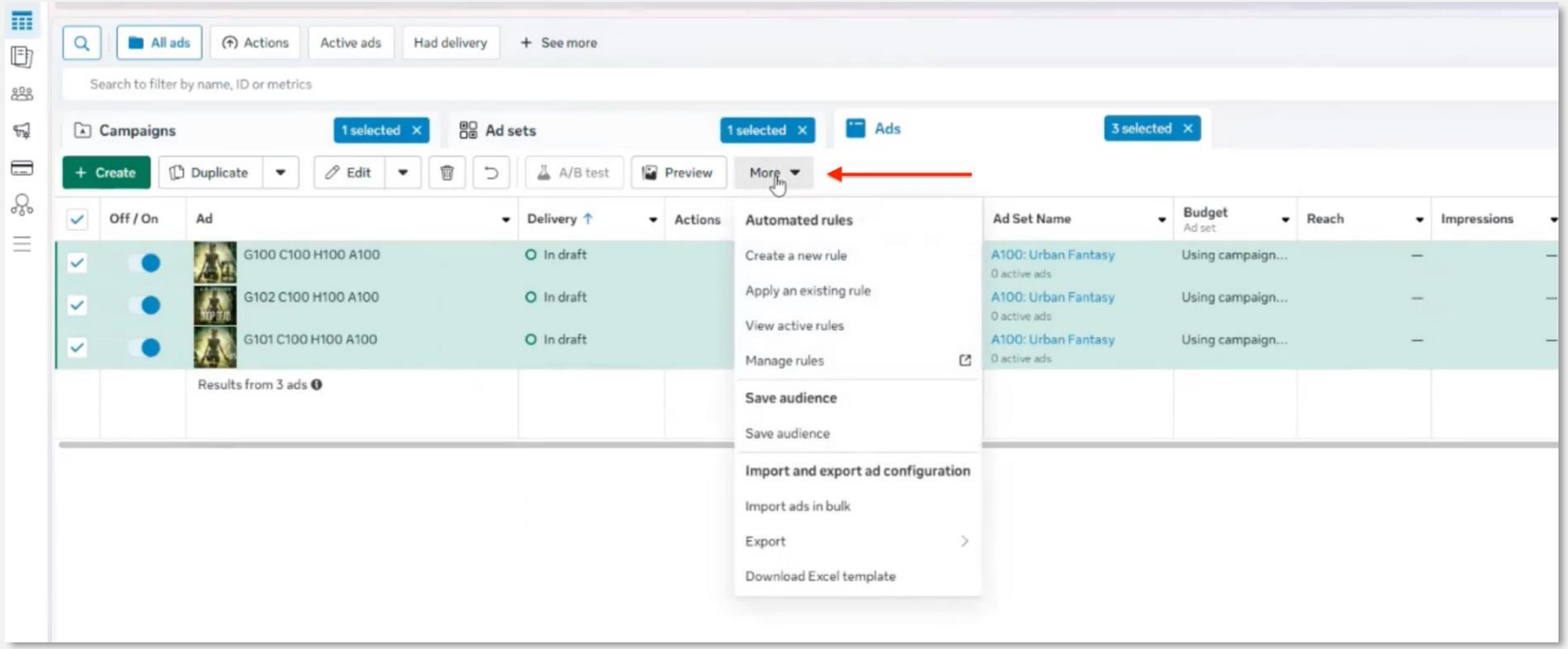
06

AUTOMATED RULES

AUTOMATED RULES

- After you set up your ads, you can set rules on the Facebook dashboard to automatically shut ads off after a certain number of clicks to ensure each ad actually gets tested
- This feature is built-in and located along the middle of the menu bar
- Use “link clicks” when setting up the rule
- Can set these at the ad, ad set, or campaign level; usually I set them at the ad level

AUTOMATED RULES



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07

SCALING & PUTTING IT ALL TOGETHER

STEP 1: TRACK

- Track your **ad profit weekly individually for each series you're advertising (royalties – ad expenses)** and enter any **marketing notes** (5 – 10 words about each event) about ads management, price / cover etc. changes, promos / launches, or other notable events (e.g., viral TikToks) (**nicholaserik.com/ad-tracker**)

STEP 2: TEST ADS

- Create 5 – 25 static image ads. Focus on Book 1 first (when advertising backlist); this tends to perform the best.
  - If you're a romance author with a breakout Book 3 or Book 6 etc. you can focus on that instead.
- Make a unique attribution link for each ad; the attribution data is 85 – 95% accurate (**nicholaserik.com/attribution**)
- Set up a campaign using best practices. Set a rule to turn off the ads (at the ad level) after 30 clicks to get a solid sample size.
  - You can have a separate campaign for each image format, or put them all in one, with separate ad sets.
  - If you're running static images and videos, make sure to run them in separate campaigns. Otherwise video tends to hog the budget since it gets a lower CPC (but not necessarily better conversion).

STEP 3: ANALYZE THE ADS WITH COST PER UNIT

- Evaluate the ads using **target cost per unit (equations in appendix) after 4 – 7 days**. Winning ads are below your target cost per unit. You can calculate your revenue per sale (sellthrough value) and revenue per borrow (readthrough value) for more accurate numbers. Rules of thumb for setting an initial target:
  - Full price ($2.99+), full-length novels (60k+ words) breakeven point = # of books in the series (5 books = $5 target cost per unit)
  - Full price ($2.99+), full-length novels (40k – 60k words) breakeven point = # of books in the series - 1 (5 books = $4 target cost per unit)
  - $0.99, full-length novel (60k+ words) breakeven point = # of books in the series * 0.5 (5 books = $2.50 target cost per unit)

STEP 4: ITERATE ON WINNERS, REPEAT UNTIL HAPPY

- Turn the winning ads back on (that are below your target cost per unit). Start a new ad set in that same campaign to test more ads as needed.
  - I like running a 5 x 5: 5 ad images and 5 pieces of copy = 25 unique ads. Then you can test 5 headlines with the 5 winning ads from Round 1 so that every element is tested. From there, you can choose to focus more heavily on images or copy (image is more impactful).
  - If you have winning ads already: iterate on the winners by testing 5 – 25 variants, just changing a single element of the ad: image, copy, or headline.

STEP 5: SCALE WINNERS

- **Backlist Scaling**: increase budget by 20% - 100% a week.
  - Only scale if you have winning ads; ad performance gets worse as you increase the budget. Scaling will magnify any cracks in the foundation / inefficiencies.
  - Continue testing ads as needed to slow ad fatigue (cost per click rises, conversion rate falls as you spend more money on a book and the ads fatigue).
  - Facebook Algo won't break if you scale more quickly. But scaling slower allows you to track the profit for the series to make sure additional ad spend is profitable + generating sellthrough / readthrough to the rest of the series and monitor cost per unit for ad fatigue.
  - It also gives time for the attribution data to stabilize (generally takes 4 – 7 days).

STEP 6: COPY WINNING ADS TO UK

- Once the ads in the US are performing well + you've tested a few rounds, take 5 – 15 best ads and run them in the UK at a lower budget (start at $5 - $25/day) to see if performance replicates.
- Not doing the full testing process here, just taking the winners from the US

STEP 7: REPEAT WITH ANOTHER BOOK

- Run ads to the box set (adapt the angles, creative ideas etc. that worked)
- Run ads to the translations (translate the 5 – 15 winning ads in the US)
- Run ads to another series in the US

COURSE

(Almost) Everything You Need to Know About Facebook Ads

nicholaserik.com/products/fb

APPENDIX: KEY AD ANALYSIS METRICS

Your four most important ad analysis metrics for determining which specific ads are working or not are:

1. **CPC**: ad spend / clicks
    - $362.21 spent / 2135 clicks = $0.17 CPC
2. **Conversion**
    - **Sales**: sales / clicks (if wide / selling direct)
        - **Note**: Amazon refers to sales as orders on the Amazon Ads dashboard and purchases and units sold on the Amazon Attribution dashboard.
    - **Total conversion**: units / clicks (if in KU)
        - Units = sales + borrows
        - Borrows = page reads / KENPC
        - KENPC is found on the KDP Dashboard; search for the book, mouse over the "…" and click "Manage KDP Select," then scroll to the bottom of the page.
        - **Example**:
            - **Borrows**: 14,692 page reads / 482 KENPC = 30.5 borrows
            - **Units**: 30.5 borrows + 17 sales = 47.5 units
            - **Total conversion**: 47.5 units / 2135 clicks = 2.2% total conversion
3. **Cost per unit (recommended)**
    - **Cost per sale**: spend / sales OR CPC / sales conversion (wide / selling direct)
    - **Cost per unit**: spend / (sales + borrows) OR CPC / total conversion (KU)
    - **Profit per sale**: revenue per sale – cost per sale (wide / selling direct)
    - **Profit per unit**: lower of revenue per sale or revenue per borrow – cost per unit (KU)
    - **Example**:
        - $362.21 spent / 47.5 units = $7.62 cost per unit
        - $9 revenue per sale, $8 revenue per borrow → use revenue per borrow here since it's lower
        - $8 revenue - $7.62 cost per unit = $0.38 profit per unit
4. **Profit per click (alternative to cost per unit; used with Amazon Ads to set bids precisely)**
    - **Revenue per click** = total projected revenue / clicks
    - **Total projected revenue** = (RPS * sales of Book 1) + (RPB * borrows of Book 1)
    - **Profit per click** = revenue per click – cost per click

Profit per click and **cost per unit** are your main analysis metrics. These both give you a common metric that you can use to compare apples to apples across different ads (you can even use them to compare the performance of different ad platforms).

Useful way to remember / figure out metrics: you can replace "per" with "divided by." So revenue per click = revenue *divided by* clicks. Cost per unit = cost (ad spend) *divided* by units.