

$$\frac{86}{9.072} = 0.94\%$$

Ad by interests:

$$\frac{31}{15.980} = 0.19\%$$

From the given numbers, it is easy to see that WCA database is 5 times more efficient in turning the percentage of people who became Facebook fans.

The most successful ad by “Percentage of new Facebook fans based on views” criteria is WCA database.

3.3.9 Average cost per new fan

The last criteria in this research was the cost per new fan or “cost per page like”. Figure 5 shows us that WCA database has a cost of 0.13\$, which is more cost efficient than ad by interests with a cost of 0.51\$.

The most successful ad by “average cost per new fan” criteria is again, WCA database.

4 Conclusion

In this research, WCA database has shown to be more efficient and successful with ads than ads based on interests in all 9 criteria's. From all the numbers achieved, the CTR, and all up to the cost, the WCA database has demonstrated in practice why it is one of the most important tools that companies can use in online business to achieve the best business results.

Also, it is very interesting to see that Lookalike Audience database of 1% has also achieved unexpected good results. Even though it did not surpass WCA database in any criteria, it was better than ad by interests in 7 out of 9 criteria's. This research shows a very good signal and proves that Facebook's similarity algorithm actually works very well in searching and connecting similar people.

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