

# Turning social performance into smart feeds

Bianca Bergshoeff





channable

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## **Bianca Bergshoeff**

- Paid Social expert and co-founder of The Paid Social Club
- Specialized in feed-driven social advertising, automation, and the Marketing API
- Focuses on data-driven and performance marketing strategies
- Helps brands scale smarter by connecting data, technology, and paid media performance

*Next Level eCommerce | Webinar series*

# Turning social performance into smart feeds



# The 'Black Box' problem

# Using the UI

Within Ads Manager, you're able to view the number of impressions a specific product has generated. And the budget Meta has spent.

Off / On	Ad	Results	Cost per result	Budget	Amount spent	Impressions	Reach
↑↓	↑↓	↑↓	↑↓	Ad set	↑↓	↑↓	↑↓
<input checked="" type="checkbox"/>	Ad1   Copy1   DPA   Image	38	€7.68	Using campaign...	€291.98	48,296	9,861
	9990000002,1	Website purchases	Per Purchase				
	9990000003,	—	—		€29.13	4,618	—
	9990000004,1	—	—		€66.05	12,064	—
	9990000005,	—	—		€6.76	997	—
	9990000005,	—	—		€9.98	1,581	—
	9990000006,	—	—		€5.82	705	—
	9990000007,	—	—		€21.70	3,368	—
	9990000008,	—	—		€66.24	10,514	—
	9990000009,	—	—		€21.97	3,886	—
	9990000010,1	—	—		€8.87	1,468	—
	9990000011,1	—	—		€3.81	656	—

# Using the UI

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**But the most important columns remain empty.**

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# Why you should be using the API

## 01

### UI has limited insights

You're depending on the UI of Meta and have no control over combinations of breakdowns. Besides some custom metrics you're left with basic reports.

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### You're missing opportunities

We all know how important data is in our daily job. Knowing the UI only shows a part of the available data means you're missing a lot of context too.

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## 01

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## 03

### Unlock Insights & enable automations

As a future-proof marketer, we want to learn how to automate tasks we no longer need to do manually. And how to extract insights to make smarter decisions.

POLL

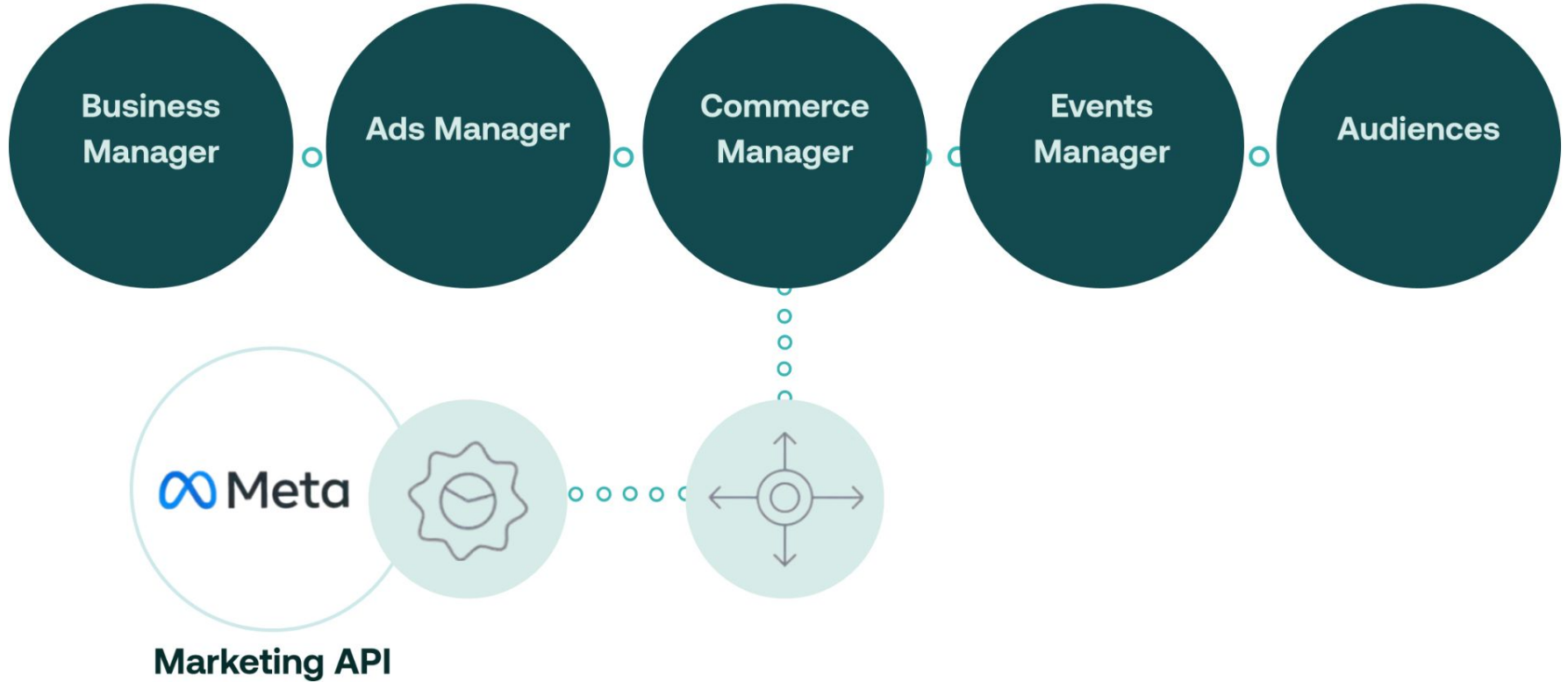
# Who's already working with Meta's API?

## What's the API?

The Graph API is the primary way for apps to read and write along all available apps.

Beside this overview, Meta offers lots of different APIs (such as Marketing API, Messenger API and lots more) which we call extensions.





**Marketing API**

# APIs give programmatic access to Meta technologies

APIs allow advertisers to interact directly with Meta's ecosystem, enabling automation, data extraction and scalable optimization beyond the Ads Manager interface.



## Automate

Turn manual tasks into repeatable, automated workflows.



## Scale

Apply performance logic across thousands of products at once.



## Integrate

Connect Meta data with external tools and systems.

**Let's see what we can do..**

## Let's take a look at this business

We're talking about a company with over 20,000 sku's in their catalog. All with different (sub)categories, margins and familiarity.



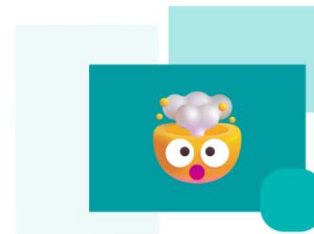
1 GOAL



80+  
subcategories

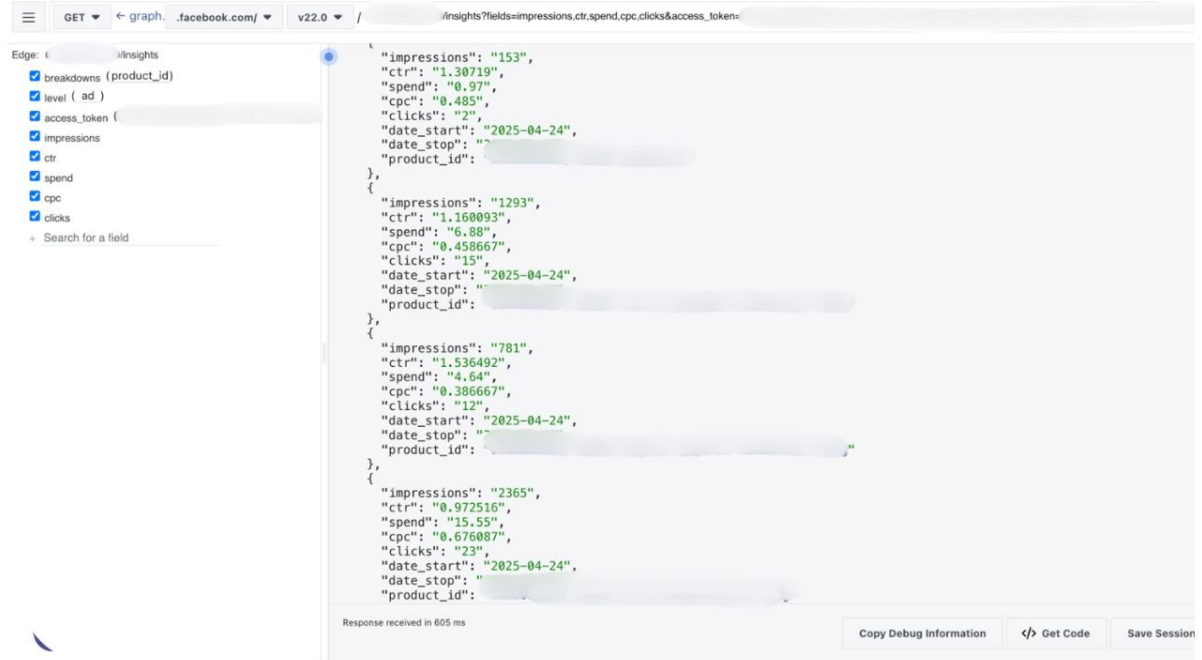
Revenue/  
margin

Product  
preference



# Observation

The algorithm is efficient, but also lazy.  
It finds a 'safe bet' and stops exploring  
the rest of your catalog.



The screenshot shows a REST client interface with the following details:

- Method: GET
- URL: graph.facebook.com/v22.0/insights?fields=impressions,ctr,spend,cpc,clicks&access\_token=
- Edge: /insights
- Selected fields: breakdowns (product\_id), level (ad), access\_token, impressions, ctr, spend, cpc, clicks.
- Response (JSON):

```
{
  "impressions": "153",
  "ctr": "1.30719",
  "spend": "0.97",
  "cpc": "0.485",
  "clicks": "2",
  "date_start": "2025-04-24",
  "date_stop": "...",
  "product_id": "...",
},
{
  "impressions": "1293",
  "ctr": "1.160093",
  "spend": "6.88",
  "cpc": "0.458667",
  "clicks": "15",
  "date_start": "2025-04-24",
  "date_stop": "...",
  "product_id": "...",
},
{
  "impressions": "781",
  "ctr": "1.536492",
  "spend": "4.64",
  "cpc": "0.386667",
  "clicks": "12",
  "date_start": "2025-04-24",
  "date_stop": "...",
  "product_id": "...",
},
{
  "impressions": "2365",
  "ctr": "0.972516",
  "spend": "15.55",
  "cpc": "0.676087",
  "clicks": "23",
  "date_start": "2025-04-24",
  "date_stop": "...",
  "product_id": "...",
}
```
- Response received in 605 ms
- Buttons: Copy Debug Information, Get Code, Save Session

- Edge: /insights
- breakdowns (product\_id)
  - level (ad)
  - access\_token ( )
  - impressions
  - ctr
  - spend
  - cpc
  - clicks
- + Search for a field

```
{
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  "clicks": "12",
  "date_start": "2025-04-24",
  "date_stop": "2025-04-24",
  "product_id": " "
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{
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  "cpc": "0.676087",
  "clicks": "23",
  "date_start": "2025-04-24",
  "date_stop": "2025-04-24",
  "product_id": " "
```

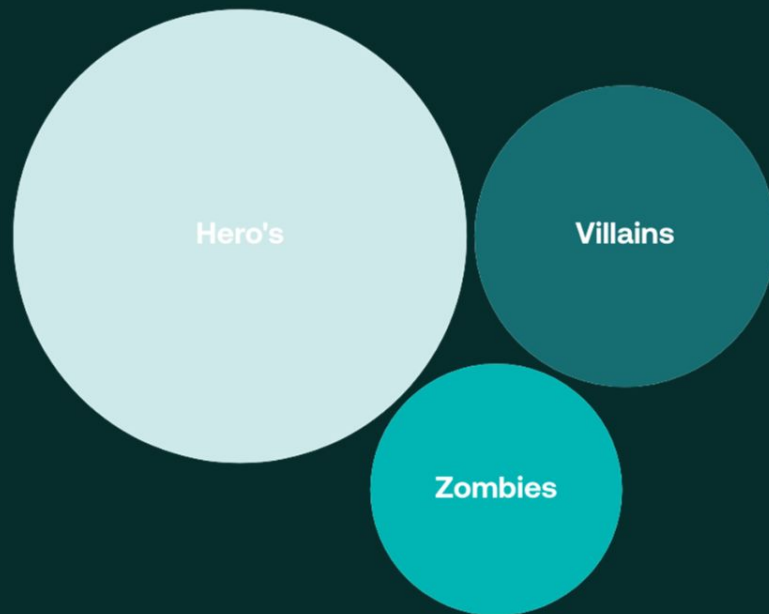
Response received in 605 ms

There's more..

**I believe Social Media could be used to push new and unknown products to our target audience.**

## Think in buckets

For Google specialists working with and optimizing product buckets is nothing new. However we know the strategy, this is often NOT used on catalog campaigns.



# How to get started

- Build a performance report with breakdown on SKU level
- Analyze the report and set up your business logic for those buckets
- Use the buckets to create dynamic product sets
- Test, learn and define this setup
- Automate the process

# What do you need?

## Business Manager, Ad Account & Catalog

Make sure the catalog and pixel are connected and events are measured properly.

## Access to Marketing API

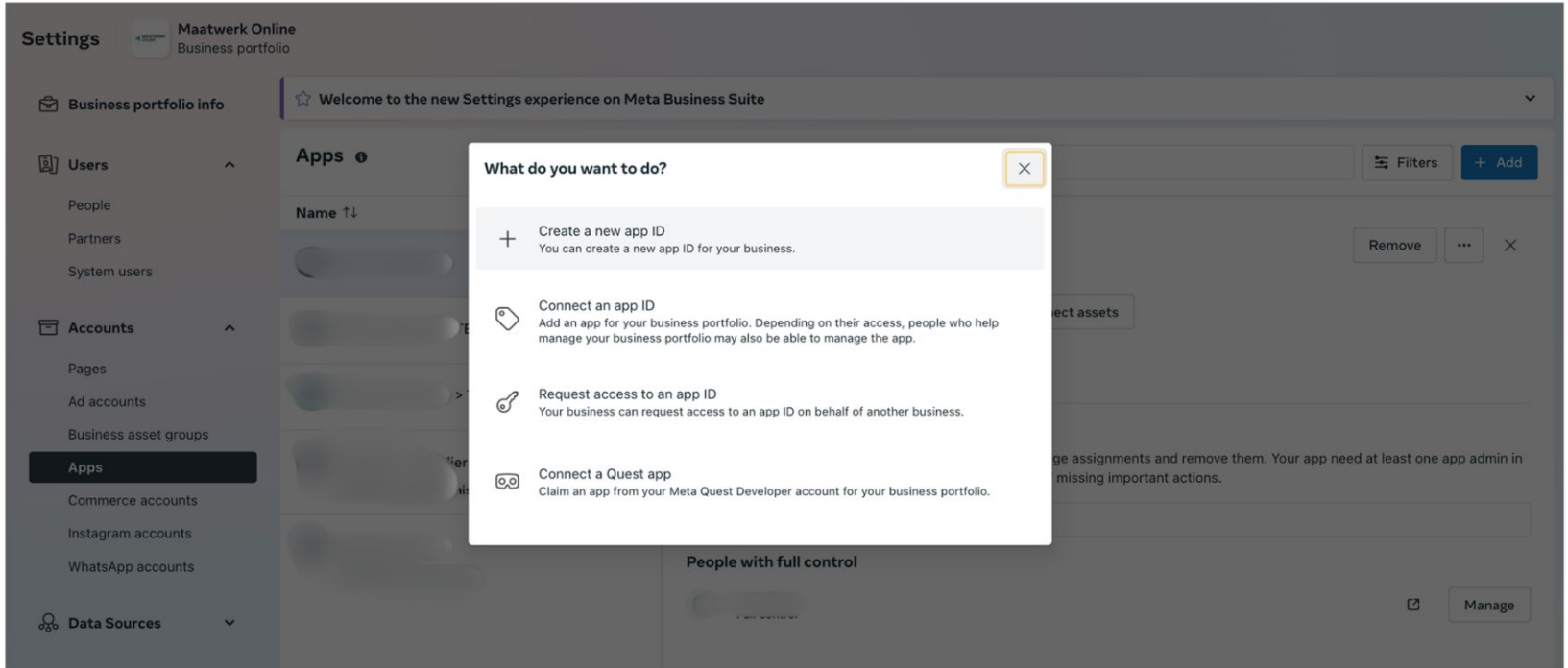
Within the business manager, you need to create an app to enter Developers portal.

## Access token with permissions

While creating, make sure you're added as system user and have the permissions ads\_read, ads\_management and catalog\_management.

# Let me show you how

# 1: Create the app



App Mode: Development  Live


App type: None

- Dashboard
- Required actions
- App settings
- App roles
- Alerts 2
- App Review
- Products [Add Product](#)
- Marketing API
- Activity log
- Activity log

### Required actions

You don't have any required action items to display. If any of your apps need immediate attention in the future, an item will show here.

#### Application Rate Limit



0% of limit used View Details

100% Remaining

#### User Rate Limit

0 Users throttled

Add a product

# Have your ID's ready

## 2: Continue to Graph API explorer

The screenshot shows the Meta Graph API Explorer interface. At the top, there is a navigation bar with the Meta logo, links for Docs, Tools, Support, Apps, and Required actions, a search bar, and a user profile icon. Below this, the page title is "Graph API Explorer".

The main interface is divided into several sections:

- URL Bar (Numbered 3):** A red dashed box highlights the URL bar area, which includes a hamburger menu icon, a dropdown menu with "FB", a back arrow, the domain "graph.facebook.com", a version dropdown "v20.0", a URL field containing a complex query string, and a "Submit" button.
- Access Token (Numbered 2):** A red dashed box highlights the "Access Token" section, which contains an input field with a blue "i" icon, a "Generate Access Token" button, and a copy icon.
- Meta App (Numbered 1):** A red dashed box highlights the "Meta App" section, which includes a dropdown menu for "Maatwerk Online TEST - Bianca", a "User or Page" dropdown menu for "User Token", and a "Permissions" tab. Below the tabs, there is a "Permissions" section with a list of permissions: "X catalog\_management", "X ads\_management", and "X ads\_read". There is also an "Add a Permission" button and a dropdown menu showing "3 options selected".

At the bottom of the interface, there are three buttons: "Copy Debug Information", "Get Code", and "Save Session".

3    / (ad\_account\_id)/insights?fields=product\_id,impressions,clicks,spend,conversions,ctr,roas &level=ad &breakdowns=product\_id &time\_range={since:'2024-1 x

Access Token 2

Meta App

Maatwerk Online TEST - Bianca

User or Page

User Token

Permissions  Configurations

Permissions ⓘ 1

- catalog\_management
- ads\_management
- ads\_read
- Add a Permission

3 options selected

Graph API Explorer

GET graph.facebook.com/v20.0/{ad\_account\_id}/insights?fields=product\_id,impressions,clicks,spend,conversions,ctr,roas &level=ad &breakdowns=product\_id &time\_range={'since':'2024-02-01','until':'2024-02-29'} &access\_token={your\_access\_token} Submit



## The API call

GET

```
https://graph.facebook.com/v19.0/{ad_account_id}
/insights
?fields=product_id,impressions,clicks,spend,conv
ersions,ctr,roas &level=ad
&breakdowns=product_id
&time_range={'since':'2024-02-01','until':'2024-
02-29'} &access_token={your_access_token}
```

## 3: Check Response

```
{
  "data": [
    {
      "product_id": "123456789",
      "impressions": "5000",
      "clicks": "300",
      "spend": "150.00",
      "conversions": "12",
      "ctr": "6",
      "roas": "4.2"
    },
    {
      "product_id": "987654321",
```

### Make sure your API call is correct

The Graph API explorer is ideal for playing around and for making sure you are not facing any errors.

### Decide what data is relevant

There's a lot of data to extract: but for best use, make sure what kind of data or combinations you're looking for.

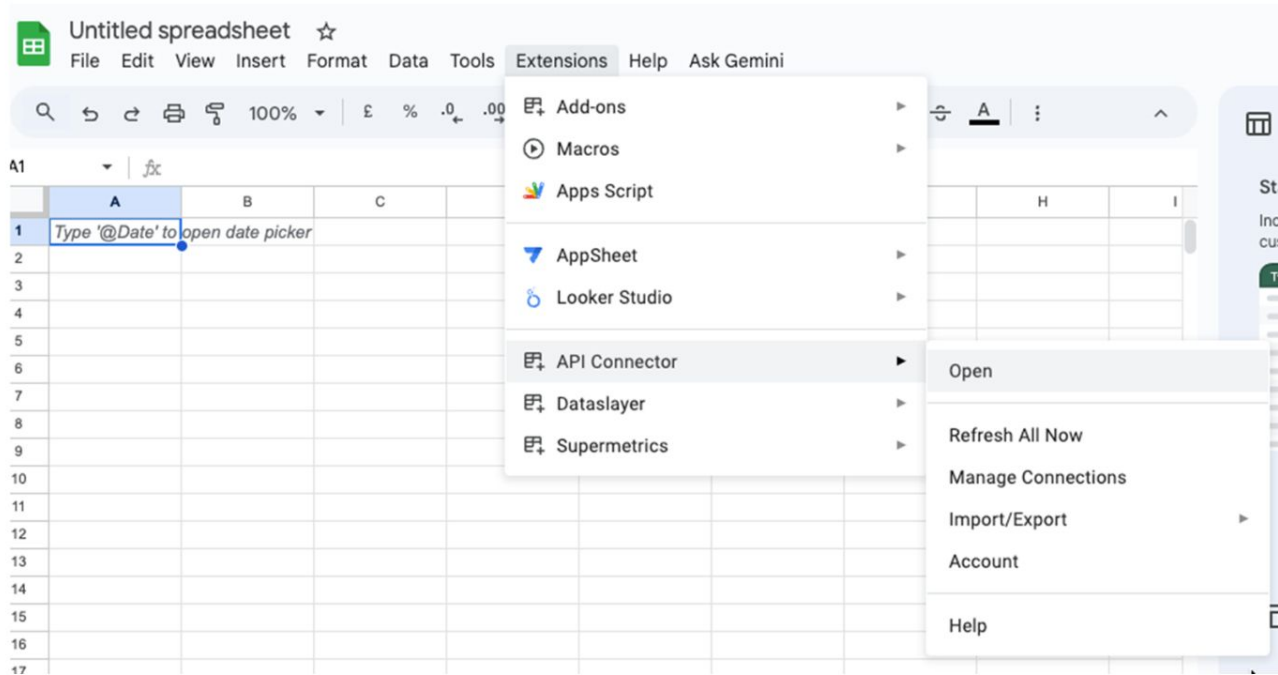
### Refine and continue

Ready, set, go!

## 4: Connect data to Sheets or BigQuery

In order to get this data into Channable, you will need to put it in a feed (sheet).

You can do this directly from the API - or, if you want to add more data (from your backend or other channels) via BigQuery.



# Data in sheets

Check if all data is gathered correctly. You're now able to:

- ✔ Analyze data with use of conditional formatting
- ✔ Create graphs and tables for trend line analysis
- ✔ Add your business logic by using formulas in another tab

Untitled spreadsheet ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

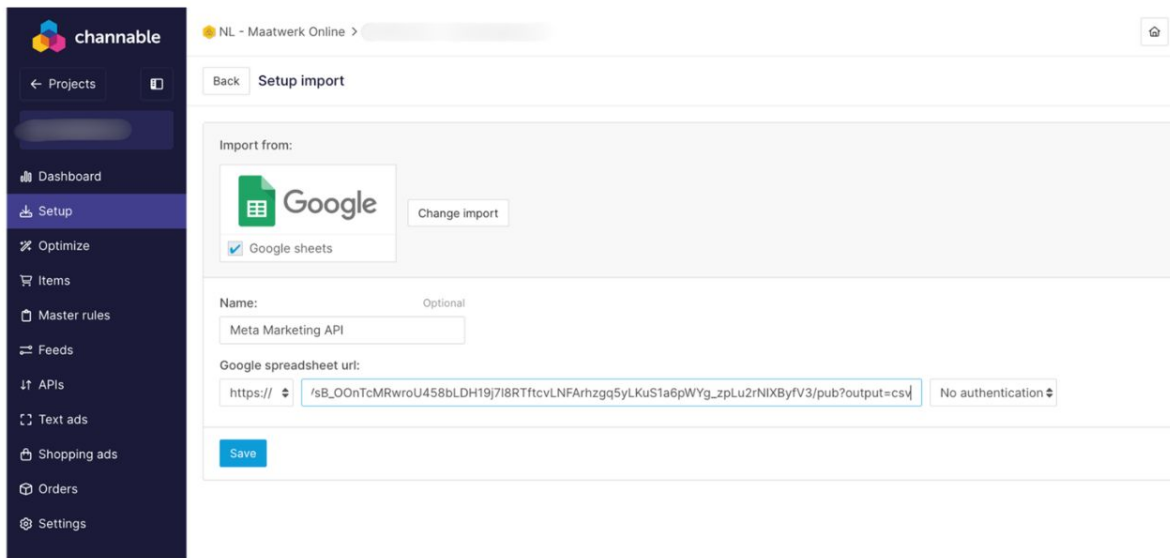
🔍 ↶ ↷ 🖨 🔄 100% ▾ | £ % .0\_ .00 123 | Defaul... ▾ - 10 + | B I ↺ A 🗑

S13 ▾ | fx

	A	B	C	D	E	F	G	H
1	data.clicks	data.cpc	data.ctr	data.impressions	data.spending	data.product_id	data.date_start	data.date_stop
2	1	0.509805	0.595238	168	0.509805	9990000002, WO	2025-10-23	2026-01-20
3	3	1.316164	0.259291	1157	3.948493	9990000003, WO	2025-10-23	2026-01-20
4	3	0.539794	0.603622	497	1.619382	9990000004, WO	2025-10-23	2026-01-20
5	0		0	256	0.949637	9990000005, WO	2025-10-23	2026-01-20
6	1	0.569782	0.584795	171	0.569782	9990000006, WO	2025-10-23	2026-01-20
7	0		0	1361	5.018084	9990000007, WO	2025-10-23	2026-01-20
8	0		0	346	0.909653	9990000008, WO	2025-10-23	2026-01-20
9	2	0.474819	0.625	320	0.949637	9990000009, WO	2025-10-23	2026-01-20
10	0		0	115	0.41984	9990000010, WO	2025-10-23	2026-01-20
11	0		0	202	0.609767	9990000011, WO	2025-10-23	2026-01-20
12	0		0	261	0.809691	9990000012, WO	2025-10-23	2026-01-20
13	0		0	307	1.369477	9990000013, WO	2025-10-23	2026-01-20
14	0		0	493	1.489431	9990000190, 18	2025-10-23	2026-01-20
15	1	1.429454	0.294985	339	1.429454	9990000191, Ca	2025-10-23	2026-01-20
16	0		0	168	0.589775	9990000206, 18	2025-10-23	2026-01-20
17	0		0	171	0.479817	9990000207, 36	2025-10-23	2026-01-20
18	4	0.299886	1.086957	368	1.199542	9990000259, WO	2025-10-23	2026-01-20
19	1	1.019611	0.416667	240	1.019611	9990000275, WO	2025-10-23	2026-01-20
20	0		0	127	0.359863	WF01118, WOO	2025-10-23	2026-01-20
21	0		0	87	0.280107	9990000002, WO	2025-10-23	2026-01-20
22	2	1.10042	0.261097	766	2.200841	9990000003, WO	2025-10-23	2026-01-20
23	0		0	350	1.390531	9990000004, WO	2025-10-23	2026-01-20
24	0		0	187	0.540206	9990000005, WO	2025-10-23	2026-01-20
25	0		0	102	0.280107	9990000006, WO	2025-10-23	2026-01-20
26	0		0	826	3.111189	9990000007, WO	2025-10-23	2026-01-20

## 5: Import sheet to Channable

While adding the sheet to Channable, make sure to map the new columns to the existing products.



The screenshot displays the Channable user interface for setting up an import. On the left is a dark sidebar with navigation options: Projects, Dashboard, Setup (highlighted), Optimize, Items, Master rules, Feeds, APIs, Text ads, Shopping ads, Orders, and Settings. The main content area is titled 'Setup import' and shows 'Import from:' with a 'Google' icon and a 'Change import' button. Below this, 'Google sheets' is selected with a checked checkbox. The 'Name:' field is optional and contains 'Meta Marketing API'. The 'Google spreadsheet url:' field contains a long URL starting with 'https://'. A 'No authentication' dropdown is visible next to the URL. A blue 'Save' button is at the bottom.

## 6: Set up rulings for your buckets

After the data is mapped in Channable, you need to create rules to ‘fill’ the buckets. In our set up we added overall ROAS, margins, return rates, review score and views on landing page as well.

### Stars

You want to be visible with those products - always.

### Potentials



Those products are eligible for some extra budget,

### Underperformers

You want to reduce spend on those products or entirely pause them from the catalog campaign.

### Invisibles

Products in this bucket don’t have much data. Those deserve a little TLC.

All rules		+ Create rule
<input type="checkbox"/>	Select all	 
<input type="checkbox"/>	1. ROAS   0-350%	⋮
<input type="checkbox"/>	2. ROAS   350-500%	⋮
<input type="checkbox"/>	1.3 ROAS   500-700%	⋮
<input type="checkbox"/>	1.4 ROAS   +700%	⋮
<input type="checkbox"/>	2.1 MARGE   0-5%	⋮
<input type="checkbox"/>	2.2 MARGE   5-15%	⋮
<input type="checkbox"/>	2.1 MARGE   15-25%	⋮
<input type="checkbox"/>	2.4 MARGE   +25%	⋮

## 7: Create the product sets

Business logic is applied, data is extracted and connected. But we still have no product sets. Let's fix that.

- ✓ Make sure to 'map' your buckets as custom numbers OR custom labels in the feed. Only then you will be able to create product sets based on those buckets we just built.

Product sets > Create a set

**Create a product set**  
Apply filters to control which products from your catalog are added to your set. Product set filters are dynamic, so the products in your set may change over time when your catalog is updated. [Learn about creating sets using filters](#)

**Set name**  
Low Impressions > Promising products

Items must match:  all filters  at least one filter

Attribute	Condition	Value
Custom number 0	is any of these	Enter custom number 0's value

- Custom Label 2
- Custom Label 3
- Custom Label 4
- Custom number 0
- Custom number 1
- Custom number 2
- Custom number 3
- Custom number 4

[Learn more about attributes and specifications.](#)

Cancel Create

# What else...

Automate reporting

---

Import bulk campaigns

---

Manage/ update campaigns

---

Build a self learning system

---

Run/ analyze A/B tests

---

and more...

# Next Level eCommerce is powered by...

