

1. ASC CAMPAIGN. PRIMARY SCALE ENGINE

Campaign 1: ASC | Purchase | Core Scale

Objective: Sales

Type: Advantage+ Shopping Campaign

Budget

- 50–70% of total Meta budget
- Stable daily budget. No frequent edits.

Setup

- Broad only
- 1 campaign
- No audience breakdowns
- No interests

Creatives (Very Important)

You must control creative inputs or ASC becomes blind.

Ad Buckets Inside ASC

- Evergreen Product USPs
- UGC problem–solution
- Creator testimonials
- Offer-light creatives (not hard discounts)

What NOT to do

- Do not dump festival creatives here
- Do not pause this during sales

This campaign learns the market. Never kill it.

2. MANUAL PURCHASE CAMPAIGN. CONTROL + TESTING ENGINE

Campaign 2: Manual | Purchase | Signal Control

Objective: Sales

Budget: 20–30%

Ad Sets (Keep it tight)

1. Broad (No targeting)
2. 1–2 high-intent stacked interests (optional, only if brand is early)
3. Retargeting (30–180 days blended)

If your brand is mature. You can remove interests entirely.

Why this exists

- Creative testing outside ASC
 - Audience diagnostics
 - Attribution sanity check
 - Scaling fallback if ASC plateaus
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3. RETENTION / REPEAT PURCHASE CAMPAIGN

Campaign 3: Manual | Purchase | Retention

Objective: Sales

Budget: 5–10%

Audience

- 30–365 day customers
- Exclude last 7–14 days buyers

Creatives

- New drops
- Bundles
- Use-cases
- Cross-sell

ASC is bad at retention. Do not expect miracles there.

B. TIMED / FESTIVAL CAMPAIGNS (VALENTINE’S, DIWALI, BFCM)

This is where most brands destroy their account.

Rule: Never touch your core campaigns. You ADD layers.

4. FESTIVAL SCALE CAMPAIGN (ASC MODE)

Campaign 4: ASC | Purchase | Diwali 2026

When to launch:

- 7–10 days before sale

Budget

- Incremental budget
- Not pulled from core ASC

Creatives

- Offer-led
- Countdown
- Scarcity
- Price anchoring

Important

- Separate ASC because:
 - Offer buyers behave differently
 - You do not want to retrain your core ASC
 - Post-sale performance drops are contained

Kill this campaign immediately post sale.