A GUIDE FOR FOUNDERS

Stop boosting. Start selling.

Meta ads for e-commerce brands, in plain English.

Written by Gen, co-founder of Scale House. What Meta ads are, how Meta decides who sees them, and how I'd set up your first proper sales campaign.

Scale House
CREATIVE STRATEGY AND MEDIA BUYING



the hook lives here

Hi, I'm Gen.



I co-founded Scale House. I look after marketing and creative: the ads, the angles and everything that goes in them. Our tech team looks after SEO, tech and the Shopify side, so the store does its job once someone clicks.

We're a small team. No account managers, no handoffs. You talk to the people doing the work.

We specialise in e-commerce brands: Meta ads, ad creative, email and the store itself, all pulling in one direction.

We make you more money from the same traffic.

WHY I WROTE THIS

A lot of the founders I speak to have tried Meta ads. Some boosted a few posts. Some handed it to someone and never really saw what happened.

This is what I'd tell you over coffee: how Meta works, what I've learned running ads for e-commerce brands, and how to set up a first campaign properly.

WHAT'S INSIDE

3	Meta ads, in plain English
4	How Meta decides who sees your ad
5	Campaign, ad set, ad
6	What I've learned
7	Finding your angles
8	A first campaign, mapped out
9	The checklist before you launch
10	Where to go from here

WHAT CLIENTS SAY

"Working with Genevieve has been the best decision I've made for my business. She took creative strategy, Meta ads and email marketing off my plate, and helped grow our online sales."

Joany Brink

Meta ads, in plain English.

So what is a Meta ad?

It's a post you pay Meta to show to people who don't follow you yet, across Facebook, Instagram and the rest of Meta's apps. The big difference from a normal post: you tell Meta what you want people to do, and it goes looking for the people most likely to do it.

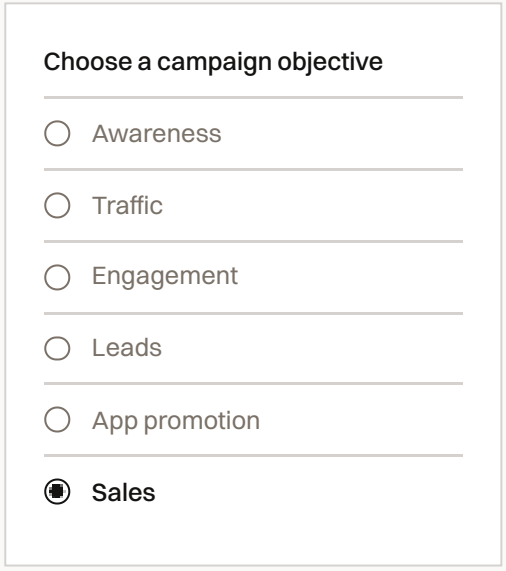
Why they suit e-commerce brands

1 **People scroll to discover.** Gifts, treats, things they didn't know they needed. Instagram is where they're already looking.

2 **Your product is made to be looked at.** Unboxing it, using it, seeing it up close. Video does what a shop window used to.

3 **Meta can find buyers you'd never think to target,** once it knows what a buyer looks like. Purchase data is what teaches it.

4 **You can test an idea quickly.** A new angle can be live this week, and you'll soon see if it lands.



pick this one if you want sales

Illustration of the objective screen in Ads Manager

Meta gives you what you ask for.

Ask for likes and you get people who like things. Ask for purchases and Meta goes looking for buyers. More on that next.

How Meta decides who sees your ad.

You don't pick the people. You pick the goal, and Meta runs a loop like this, over and over:

1
You pick a goal
for a product brand, that's purchases

→

2
Meta shows your ad
to a wide spread of people

↓

3
It watches who buys
using your pixel and Conversions API

←

4
It finds more like them
and shows the ad to those people next

↑

That's why the goal matters so much. Ask for clicks and you get people who click. Ask for purchases and Meta looks for buyers, **but only if your pixel and Conversions API are telling it who bought.**

The learning phase

Every new ad set starts in a learning phase, while Meta works out who to show it to. Results jump around. That's normal.

Meta says an ad set usually leaves learning after about 50 results in the week after its last significant edit.*

What sends it back to the start: changing the targeting, the creative or the optimisation event, adding a new ad, or pausing it for 7 days or more.

So: set it up properly, then hands off for a week.

* Meta Business Help Centre, "About the learning phase" (facebook.com/business/help/112167992830700), checked 2 Nov 2026.

Campaign, ad set, ad.

Every Meta campaign has 3 layers. Get these right and everything else gets easier.

Campaign *The goal*

For a product brand that's Sales, optimised for purchases. One goal per campaign.

one goal

Ad set *Who, where and how much*

Audience, placements, budget and schedule. This is also where Meta's learning happens.

one audience test

Ad *What people see*

The image or video, the words, the headline and the link to your product page.

where the creative lives

Boosting skips the strategy.

The Boost button on a post is the quick version. You pick a simpler goal like engagement, messages or website visits, and Meta goes after exactly that. There's no sales objective, no ad sets to test against each other, no proper read on what's working.

Boosting isn't wrong. It just isn't a sales campaign.

FROM AN ACCOUNT I LOOKED AT

A boosted post for a candle and body care brand got a **3.57% click rate** and **284 website visits**. Sales tracked from it: **none**. People liked the ad. The goal just wasn't sales.

What I've learned running ads for brands like yours.

1 Test angles, not ads.

5 versions of the same message is 1 test. 5 different reasons to buy is 5. Change the reason first, the colours later.

2 Go broad.

Once purchases are tracking, I let Meta find the buyers and let the creative do the targeting. Stacking interests mostly just shrinks the pool.

3 Creative is the biggest lever.

The ad decides who stops scrolling. Before you touch budgets or audiences, ask whether the ad is good enough.

4 Win the first 3 seconds.

Open on the thing they'd notice: the product, the label, the gift box, the price. Save the brand story for later in the video.

5 Give it room.

Don't judge an ad set on day 2 or edit it every morning. Every big change restarts the learning.

6 Track the right numbers.

Purchases, cost per purchase and return on ad spend. Likes and reach feel nice but don't pay the bills.

THE ONE THING I SEE OVER AND OVER

Clear beats clever.

For an Irish apparel brand, I put 5 new ads into one broad ad set. Within 2 days Meta had put almost all the spend behind one of them: the ad with the price right up front. It had a **4.50% click rate**, a **3.97x return on ad spend**, and the only confirmed sale at that point.

2 days is early, so I don't call that settled. But show people what it is and what it costs, and the ones who click are ready to buy.

How to find your messaging angles.

An angle is a reason to buy. Same product, different reason: a gift for the mum who has everything, a small treat at the end of the day, a fix for a problem they've put up with for years. Each one speaks to a different person, and Meta can go and find each of them.

Three places I look first:

1

Read your reviews.

Your customers have already written your ads. Pull out the exact words they use about the product, the packaging and who they bought it for. We've built ads straight from customer reviews, and they read like a friend's recommendation.

2

Picture who they are.

Who buys, and who is it for? Themselves, their mum, a friend's birthday, a thank-you. What's going on the moment they buy? Write each answer down as one sentence.

3

Check what you already post.

Open your Instagram insights and sort by saves, shares and messages. The posts people kept or sent on are angles that have already worked with a real audience.

RULE OF THUMB

Start with **3 angles that are genuinely different.** Quick test: if you can swap the headlines between two ads and nothing feels wrong, they're the same angle.

Your turn. Write yours here:

Angle 1 _____

Angle 2 _____

Angle 3 _____

What a first campaign looks like.

This is how I'd set up a first sales campaign for an e-commerce brand, with a candle as the example. One campaign, 3 angles, 4 ads each. The angles here are examples. Swap in yours from page 7.

1 Sales campaign

optimised for purchases · broad audience

AD SET 1 · ANGLE
The gift
for the hard-to-buy-for

- AD 1 · STATIC — product in its gift box
- AD 2 · VIDEO — the unboxing
- AD 3 · REVIEW — customer words on screen
- AD 4 · CREATOR — someone gifting it

AD SET 2 · ANGLE
The ritual
10 minutes just for you

- AD 1 · STATIC — lit candle, evening light
- AD 2 · VIDEO — the wind-down routine
- AD 3 · REVIEW — what it does to a room
- AD 4 · FOUNDER — why you made it

AD SET 3 · ANGLE
The proof
what customers say about it

- AD 1 · STATIC — stars and a review quote
- AD 2 · VIDEO — close-up of texture and pour
- AD 3 · REVIEW — 3 reviews, one ad
- AD 4 · CREATOR — first-time reaction

Why an ad set per angle? Meta reports by ad set, so you can see which reason to buy is winning, not just which picture.

Budget? Enough for Meta to get regular purchases each week. It depends on your prices and margins, so I size it with you on a call.

The checklist before you launch.

Print it, screenshot it, stick it on the wall. Tick every box before a sales campaign goes live.

- [ ] Your pixel and Conversions API are recording purchases. Test it with a real order.
- [ ] The campaign objective is Sales, optimised for purchases.
- [ ] You've written 3 angles that are genuinely different.
- [ ] Each angle has around 4 ads: a static, a video, a review and a creator or founder clip.
- [ ] Every ad shows the product in the first 3 seconds.
- [ ] The product page loads fast on a phone and shows the price, reviews and buy button without scrolling.
- [ ] The audience is broad, not stacked with interests.
- [ ] You know what you're measuring: purchases, cost per purchase and return on ad spend.
- [ ] You've set a reminder to check results in a week. Not tomorrow.

All ticked? Good. Now leave it alone for a week.

So, where do you go from here?

You've got the basics, the structure and a campaign mapped out. Here are 3 ways to use it.

1
Take it and run.

Everything in this guide works without me. Set up the campaign on page 8, tick off the checklist on page 9, and give it a week.

2
Let's talk it through.

Book a quick call. Bring your ad account and your questions, and I'll tell you what I'd change first.

Book a quick call

3
Work with us.

We run your Meta ads and make the creative, and our tech team makes sure the store turns those clicks into orders.

WhatsApp me

Whichever you pick, I hope this helps.
Gen

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