



Quick guide to digital ads for tabletop creators



DIGITAL AD CAMPAIGNS ARE BUILT ON THREE MAJOR BUILDING BLOCKS: CREATIVES, TARGETING, AND BUDGETING.

CREATIVES

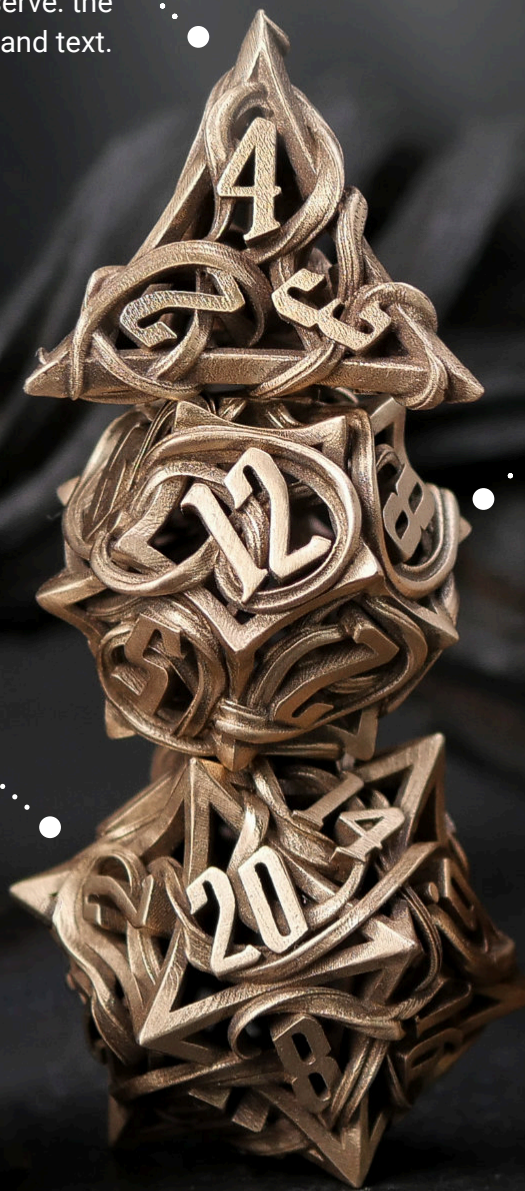
.....
are the ads we serve: the videos, images, and text.

TARGETING

.....
is who we show it to: which audiences the ads will be served to.

BUDGETING

.....
is how much we are willing to pay to serve the ads to the targeted audiences.



OUR DIGITAL AD STRATEGY IS TO SET UP AND PERFORM ONGOING OPTIMIZATION OF EACH BUILDING BLOCK FOR YOUR TIME-LIMITED CROWDFUNDING CAMPAIGN.



WHAT IS ROAS?

ROAS, or Return on Ad Spend, is a crucial number in our industry. Simply put, it is a proportion of pledges gained divided by how much ad cost was spent getting those pledges. For example, if we ran \$200 worth of ads, and backers who clicked through those ads pledged a total of \$600, that is a ROAS of 3x.

Ad spend and ROAS are inversely correlated - when raising the ad spend, ROAS goes down. That is because Meta, Google and us at Jellop know how to find the "low hanging fruits" first, which are audiences more likely to back your project. As we exhaust these prime audiences and increase the ad spend to widen our net, we venture into audiences who are less likely to back your project, causing ROAS to lower as we spend more on ads.

CREATIVES

CLASSY ADS & CURIOSITY ADS

Our creatives can be generally divided into two groups - classy ads and curiosity ads.

Classy ads give a full overview of the game, similar to what users expect to see after clicking through to your campaign page - "what you see is what you get." Users who aren't interested in Classy ads, therefore, are also likely not interested in your product. By filtering out these users, the ones who do make it through to your page are, on average, "higher quality" and more likely to pledge. Due to this, **Classy ads tend to have higher conversion rates**, meaning a greater share of users who visit your campaign from clicking through a classy ad will end up backing the project. These kinds of ads are geared toward improving ROAS by increasing revenues and "buying" visitors who are likelier to back.

Curiosity ads are the opposite: they tempt more than they reveal by leveraging sensationalist language and intriguing imagery. The purpose of these ads is to entice users to click through the ad and discover what the campaign is all about. This, in turn, means that **the traffic driven by Curiosity ads are "lower quality" and thus less likely to convert than the Classy ads. However, these ads have higher clickthrough rates** (CTR), meaning a greater share of users who see these ads will end up clicking on them. Meta and Google reward ads that have high clickthrough rates with a lower cost per click (CPC). These kinds of ads are geared toward improving ROAS by lowering costs and/or pushing a campaign organically through getting your page a greater number of views.

SETUP

The raw materials for our ads are provided by you - be it videos, images, or text on the project page. **Our copywriters and graphic designers then "pour" the content into tried-and-true conventions to put together up to 20 different ad variants for Facebook and Instagram, alongside a similar number for Google.** Each of these variants is a different combination of visual (video/image) and text that falls into one of the two categories above: Classy or Curiosity.

You are most welcome to suggest your own creatives. These will be added to the creative pool and will be served alongside the Jellop-created creatives.

OPTIMIZATION

When the campaign goes live, the ~20 ads compete against each other and start with around the same amount of budget. Gradually, the top-performing ads will get more and more traffic on Meta and Google. At the same time, we will gain sufficient data on the less successful variants to statistically determine and discard underperforming ads. **The top performing Meta ads also gain engagement (likes, shares, views, comments) that Meta rewards with even lower CPC, helping the winning variants come out on top.**

TARGETING

With its “pay now, get later” model, crowdfunding is not for everyone. Most Meta/Google users who are not a part of the Kickstarter scene may click on an ad out of curiosity (costing the advertiser money, as Meta and Google charge per click), but then leave the project page without backing it. Thus, it’s essential to aim efforts at users with a strong affinity to both games and to Kickstarter.

Meta and Google provide dozens of different targeting methods to help us zero in on the users who are most likely to convert.

SETUP

The setup of a Facebook ad campaign for a typical tabletop game project includes dozens of different ad sets, each of which targets a different combination of the aforementioned targeting axes in an attempt to find the “ideal” users.

The setup of Google ad campaigns are similar, including at least ten different campaigns, each of which targets a different audience. If you, as the creator, have audiences you think would have strong affinity with your project, please let us know and we’d be happy to give it a try.

OPTIMIZATION

Each Facebook and Google ad sets are given a chance to use their initial budget allocation to convert their target audiences into backers. The top-performing target audiences will inspire the creation of similar target audiences in new generations of ad campaigns. **Ad sets and campaigns with poor-performing target audiences will be discarded as soon as enough data is collected to indicate that they are statistically worse than the higher-performing target audiences.**



BUDGETING

In our onboarding form, you, the creator, are asked to specify two important factors that help guide our spend for the campaign: Minimum ROAS and Maximum Daily Budget. The Minimum ROAS serves as our lower guideline- below this return, you're losing money. You can [learn more about how to calculate minimum ROAS here](#), or [see it in visual form here](#). The Maximum Daily Budget is our upper guideline- as long as we believe we can keep returns above your minimum ROAS, we will gradually raise your daily spend up to this level. We change budgets gradually because Meta and Google do not react well to large, sudden shifts in budget. We have historically seen extreme reductions in performance if the budget changes too quickly on any platform. These two numbers, Minimum ROAS and Maximum Daily Budget, are important guidelines that inform our ad spend as **we try to drive as many backers and pledged dollars as possible. We then optimize by allocating and shifting budgets between the different Facebook ad sets and Google campaigns.**

SETUP

In the setup stage, we ask for one more value- the Starting Budget. This number is typically between \$400 and \$800, and will constitute how much money we spend on the first day. Since we do not yet have any data on ad performance, we advise this lower amount to start out so our optimization has time to collect data and more efficiently spend your money. 80% of the total daily budget (usually \$400-\$500) for Day 1 is allocated to Facebook and Instagram, with the remaining 20% being spent with Google.

OPTIMIZATION

Our user acquisition managers optimize the budgets for all campaigns and ad sets daily, based on data from the previous days.

The reallocation of budgets is done at three levels:

1 BETWEEN PLATFORMS:

Meta and Google

2 BETWEEN PROPERTIES:

Facebook and Instagram on Meta; YouTube, Search, Discovery and Display on Google

3 BETWEEN AD SETS/CAMPAIGNS:

Including the removal of poorly-performing ad sets/campaigns and addition of ad sets/campaigns that are similar to the top performers.

FAQ

CAN I SEE THE DISTRIBUTION OF AD SPEND AND BACKERS BETWEEN META AND GOOGLE?

Our live dashboard, which will be shared with you on the second day of the campaign, will show you the total numbers of ad spend, backers, and funds pledged from all ad channels (Facebook, Google, and Email marketing) combined. At the end of the campaign, we will share with you upon request a Meta performance report and a Google performance report with breakdowns of device, geography, demographics, and creatives.

WHAT IS THE DIFFERENCE BETWEEN BRANDING AND PERFORMANCE AD CAMPAIGNS?

Performance campaigns prioritize immediate results, like driving pledges, while branding campaigns focus on establishing brand identity, recognition, and perception. Both types have a role to play in the marketing of tabletop games, but during a Kickstarter project the focus is on performance advertising to maximize project funding potential.

WOULD CURIOSITY ADS HURT MY BRAND?

Not at all. All of our ads are served on Jellop-owned Facebook pages (e.g.: “Best Crowdfunded Games”) and are not associated with the brand behind the game. Once the user clicks on them, they forget the image or the sensational language of the ad and get the full branded experience created by you on your Kickstarter project page. Users can’t often tell that they clicked on an ad (we make many of our ads look like organic posts that don’t shout “ad”), let alone who paid for it. If they have any reservations with regard to the text or the visual used, they would associate it with the Jellop-owned Facebook page and not your Kickstarter page.



DO YOU SHARE YOUR TARGET AUDIENCES?

No, the exact target audiences will not be shared with you. That said, we will share a detailed performance report with you including demographic breakdowns, and which ads performed best when your campaign ends.

WHEN SHOULD THE AD CAMPAIGN START?

Day 1 is the most important day of the campaign as it sets the pace for the entire course of the project. A strong start helps you hit your goal fast and get more people on board, along with earning more impressive numbers (number of backers and amount pledged) next to your video at the top of your page. Early success can also boost the Kickstarter algorithms to drive even more organic traffic to your page. Also, conversion rates at the beginning of the campaign are usually high, which helps us collect more data points on conversions to replicate. Thus, we strongly recommend starting advertising with us on Day 1 when we should come out all guns blazing.

WHAT IF MY ROAS IS LOWER THAN I EXPECT?

First, it's important to remember that we don't commit to being able to achieve or maintain any specific ROAS, as it's impossible to know in advance the performance that the ads will have. We'll do our best to try and get you the best performance that we can. Our ads don't stop running automatically when your requested minimum ROAS is not met. The requested minimum ROAS you provide us is a guideline that helps us understand when we can increase or decrease our ad spend. When we are unable to reach the minimum requested ROAS for a few consecutive days, the suggestion to pause ads can come up either from us or from you.





HUNTING DOGS

PET: When you draw any number of Specimen cards, draw 1 additional card and discard 1 of the drawn cards.

3 



FALCON

PET: Each time you gain reputation, you may roll 1 die. On a 5 or 6, gain one additional reputation.

6 

EXPEDITION GUIDE

CREW: Once per turn you may roll 1 die. On a 5 or 6 you may move one extra LAND space

8 

