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CREATE YOUR NEXT

# FACEBOOK PAGE

WITHOUT A FEEDBACK SCORE



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# Why do I need a Facebook Page Without a Feedback Score?

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Have you experienced a CPM spike or maybe your overall performance on Facebook sucks though you tried & implemented every trick to improve it?

There are multiple reasons why your performance sucks on your account.

Maybe your funnel is not converting, bad creatives, the pixel don't have enough data and don't know how to behave, your customer feedback score is low (or you don't even have data/info to check your customer feedback score), etc.

This recent change on Facebook is showing that pages that have <2\* feedback score won't be able to advertise.

## Changes to how customer feedback affects Pages

Starting 29 September, Pages with a customer feedback score **below two** will not be allowed to advertise. If a Page that you manage falls into this category, you'll receive a notification and email with more details.

In this guide you will learn how to remove your feedback score completely!



# What is Feedback Score & Where to Find It?

Facebook uses feedback scores to better understand your customers.

## Current feedback score

Your customer feedback score is **high**

Your score is better than most other e-commerce businesses that sell products through Facebook ads. Keep it up! See [score details](#).

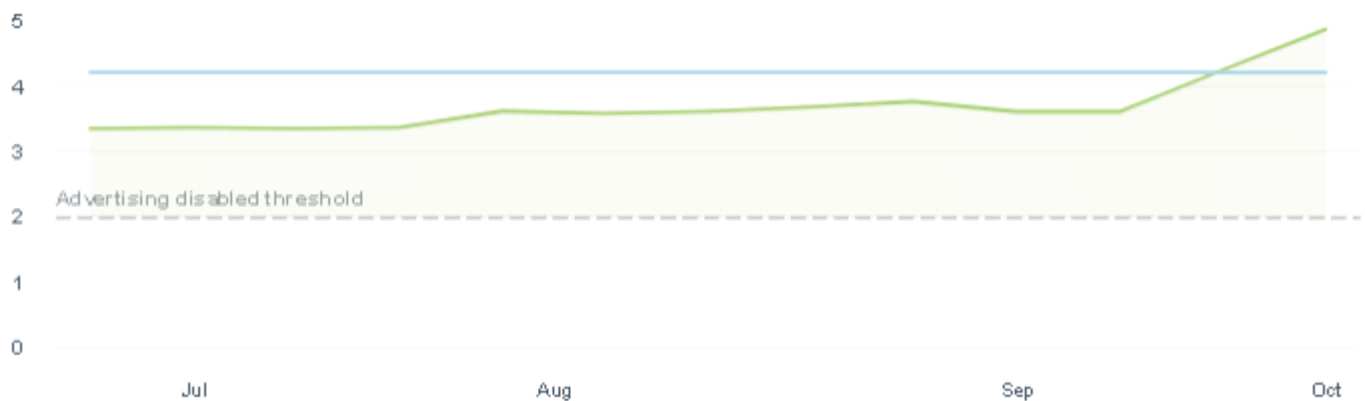
Current score ⓘ

4.8

Weeks under penalty ⓘ

0

Your feedback score   Average feedback score



They get a variety of information, including surveys from people who purchase from Facebook, Instagram and Facebook Audience Network ads to help ensure that the ads accurately represent the product and service provided.



Each page has a score from 0 to 5.

These scores are updated on a continual basis, based on the most recent feedback.

- **4\* to 5\*: Good customer feedback**

Most customers surveyed gave positive feedback about their purchase experience. Page has full advertising capability.

- **3\* to 4\*: Average customer feedback**

Some customers surveyed gave positive feedback about their purchase experience. Page has full advertising capability.

- **2\* to 3\*: Poor customer feedback**

Relatively few customers surveyed gave positive feedback about their purchase experience. Page is nearing inability to advertise.

- **Below 2\*: Advertising disabled**

Very few customers surveyed gave positive feedback about their purchase experience. Page can no longer advertise.

If you're advertising on Facebook for a longer period of time, you should be able to check your feedback score under this **LINK**



## You should see:

### Facebook account

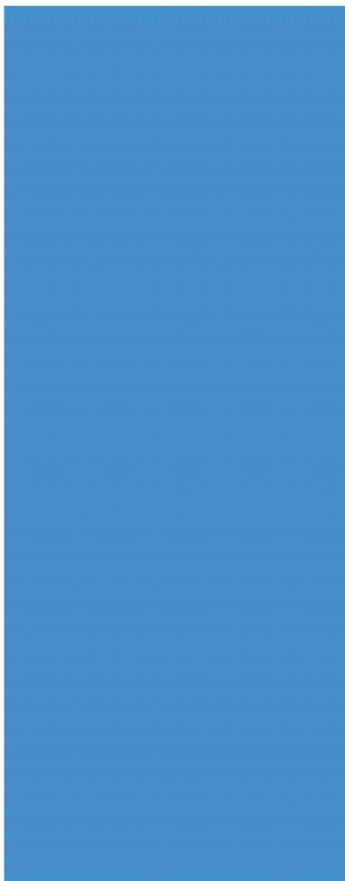
The status of your Facebook account **affects** your personal ad account and access to certain features for managing advertising assets.



No Advertising Issues  
In the last 30 days

### Business accounts

The status of your business accounts **affects** the ad accounts, shops and advertising assets that they own.



No Advertising Issues  
In the last 30 days

No Advertising Issues  
In the last 30 days

No Advertising Issues  
In the last 30 days

Advertising Issues  
In the last 30 days


No Advertising Issues  
In the last 30 days

No Advertising Issues  
In the last 30 days



Select your business account and then choose your facebook page

## Business account

 Go to Business Home

Review the status of ad accounts and Pages for this business that may need attention due to not complying with our [Advertising Policies](#) or other standards.

### Ad accounts (1)

All statuses ▼

These ad accounts are owned by or shared with this business.

Account name ↑↓

Status ↓

Number of rejected ads ↑↓

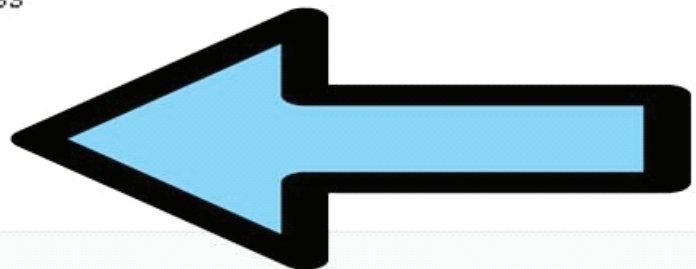
No ads rejected  
in the last 30 days

### Pages (1)

These are the Pages managed by the business




Your Page Name



You should end up on a page that looks like this:

Facebook account / Page

 Your Page Name

☆ **Customer feedback is moving**

To provide you with a better experience, your customer feedback dashboard has moved to Account Quality. This update does not affect your score or any reviews that are currently in progress. Update any bookmarks or links to your new dashboard as these links will no longer work after 6 October 2020.

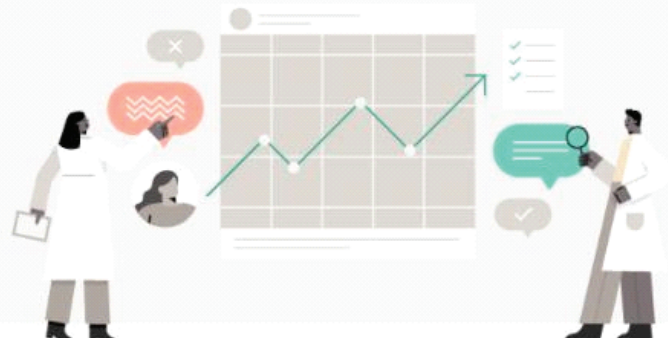
⚠ **Changes to how customer feedback affects Pages**

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⚠ **We don't have enough customer feedback data**

We haven't received enough recent purchase feedback for this Page to show a feedback score. This may be because you aren't actively selling or advertising e-commerce products, or because your volume of sales from Facebook is low.

**Understand your score**



**Customer feedback helps us improve experiences**

Facebook's ad system is designed to maximise value for people and businesses. That's why we collect feedback from people who make purchases through ads on Facebook Products, including Instagram and the Audience Network, to understand their purchase experiences.

Negative feedback helps us identify ads that lead to low-quality post-click purchase experiences. You should continually monitor customer feedback on your dashboard to ensure that your products are meeting the expectations of customers.

[Learn More About Customer Feedback](#)

**Set your delivery speed**

We'll survey your customers when they're likely to have received their items.

[Set Delivery Speed](#)

**Not an e-commerce business**

Let us know and we'll review your status.

[Request Review](#)

**NOTE:** Some of the pages wouldn't have feedback score because they are brand new and haven't got a decent amount of events/purchases so FB can't evaluate those pages yet.





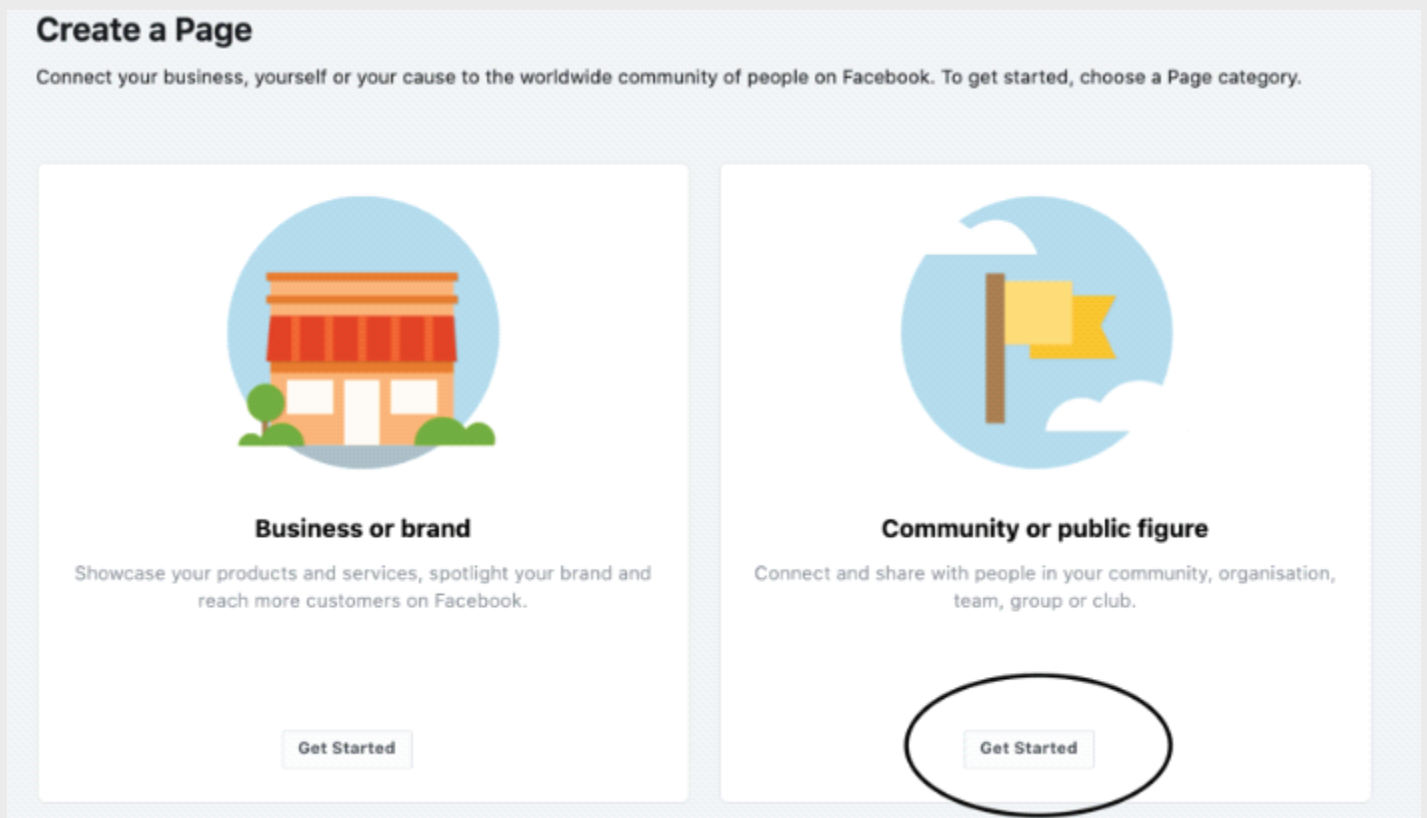
# How To?

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New brands or businesses will experience an ad account disable or their business manager will get completely banned. If you want to avoid these starting mistakes, just shoot me an email with the subject “*AVOID THESE MISTAKES*” at [k.arapov1994@gmail.com](mailto:k.arapov1994@gmail.com) so I can send you my step by step guide on how to get better with FB rejections and bans.

## So how to create your NO FEEDBACK SCORE Page?

- Go to this [LINK](#) and create your brand new Facebook page
- From the Category dropdown menu please type “Community” or “Public Figure” (if you are on the older version of facebook, please choose the community or public figure option - like the attached image



- Make sure that you pick a non-business related category (as I mentioned above - Public Figure, Community etc.
- Populate your page with all of the needed information
- About us
- Niche, what is your goal, etc. (these informations don't have to be legit, we can always change them later if needed)

Congratulations, you have created your brand new Facebook page and now we need to “warm-up” the page and remove the customer score!



# The Warm-Up Process

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In this part we will populate our page with content so Facebook won't register it as a fake page.

- Start populating your page with content every day like:
  - Memes
  - Engaging fun videos
  - Fun/Educational Content
- Make sure you add sentences as:
  - Tag someone who loves this
  - Tag your friends who must see this
  - Etc.

The goal here is to make engaging content as much as possible. We may get some organic views or at least make content which will strike curiosity and people will start commenting when we boost our post.

Feel free to use some #hashtags too.



Example of the content:

 **Your Page Name**  
22h · 🌐

Is it too late to cancel?

**Me getting ready for the plans  
I said yes to**



   **Hizzo Lizz, Orkas Dowski and 267K others** 14K Comments 20K Shares

 Like  Comment  Share 

Most Relevant ▾




- When you populate the page with 2-3 content pieces, boost one of the posts for \$3-\$5 and let it run for ~4-6 Days.
- Select worldwide targeting and broad interests so you can get the cheapests clicks and reactions to your posts.

When your post spends the budget that you've set for the boost, boost 1 more post for 2 days with lifetime spent of \$5.

We will use this boost for requesting review to our page, since Facebook wants you to run ads while they make the review.

When you boost your second post and it gets approved, go to this [LINK](#) and request a review claiming that you are not an e-commerce store as the image below:

Facebook account / Page

 **Your Page Name**

**Customer feedback is moving**

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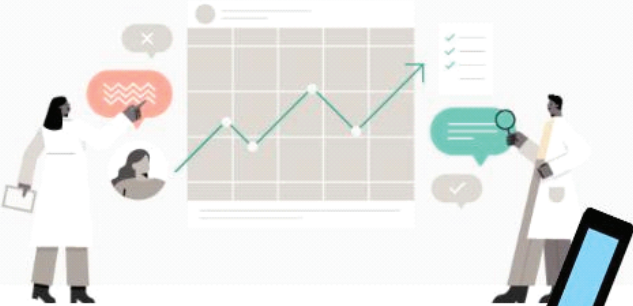
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[Set Delivery](#)

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You will have 3 attempts to make this work. 80% of the cases that I've done were successful on the 1st attempt.

### Request review ✕

You have 2 reviews remaining, so please ensure that all information is clear and accurate before submitting. Approved reviews don't count towards your total reviews available.

Select a reason for the review:

My Page is not e-commerce (e.g. dating service, digital media)

I understand that I have 1 review left after this request

Cancel Submit Review

If you get rejected on your 1st attempt, repeat the process with adding content to your site and boosting it for some money.


**NOTE:** AS I MENTIONED ABOVE, YOU HAVE TO HAVE AT LEAST 1 AD RUNNING TO SUBMIT A REVIEW FOR YOUR PAGE.



# Enjoy!

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Voila! You've removed your page feedback score, and you can enjoy advertising without performance dips or at least you don't have to worry about the customer feedback/reviews on your page.

 **The results of your recent review**

We've restored your ability to create and manage ads for your Page. If any of your campaigns were suspended, you must create them again in Ads Manager. We will no longer receive customer feedback for your Page.

I hope that my guide will somehow help you and your business so you can achieve your dream goals.

If you have any questions or suggestions how can I improve my guide for future use please contact me at [k.arapov1994@gmail.com](mailto:k.arapov1994@gmail.com)

And if you want me to take over your Facebook campaigns or have any questions regarding running FB Ads, feel free to schedule a FREE call with me so we can discuss more details: <https://calendly.com/arapovkristijan>

