





Objectives



Targeting



Measurement



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Measurement

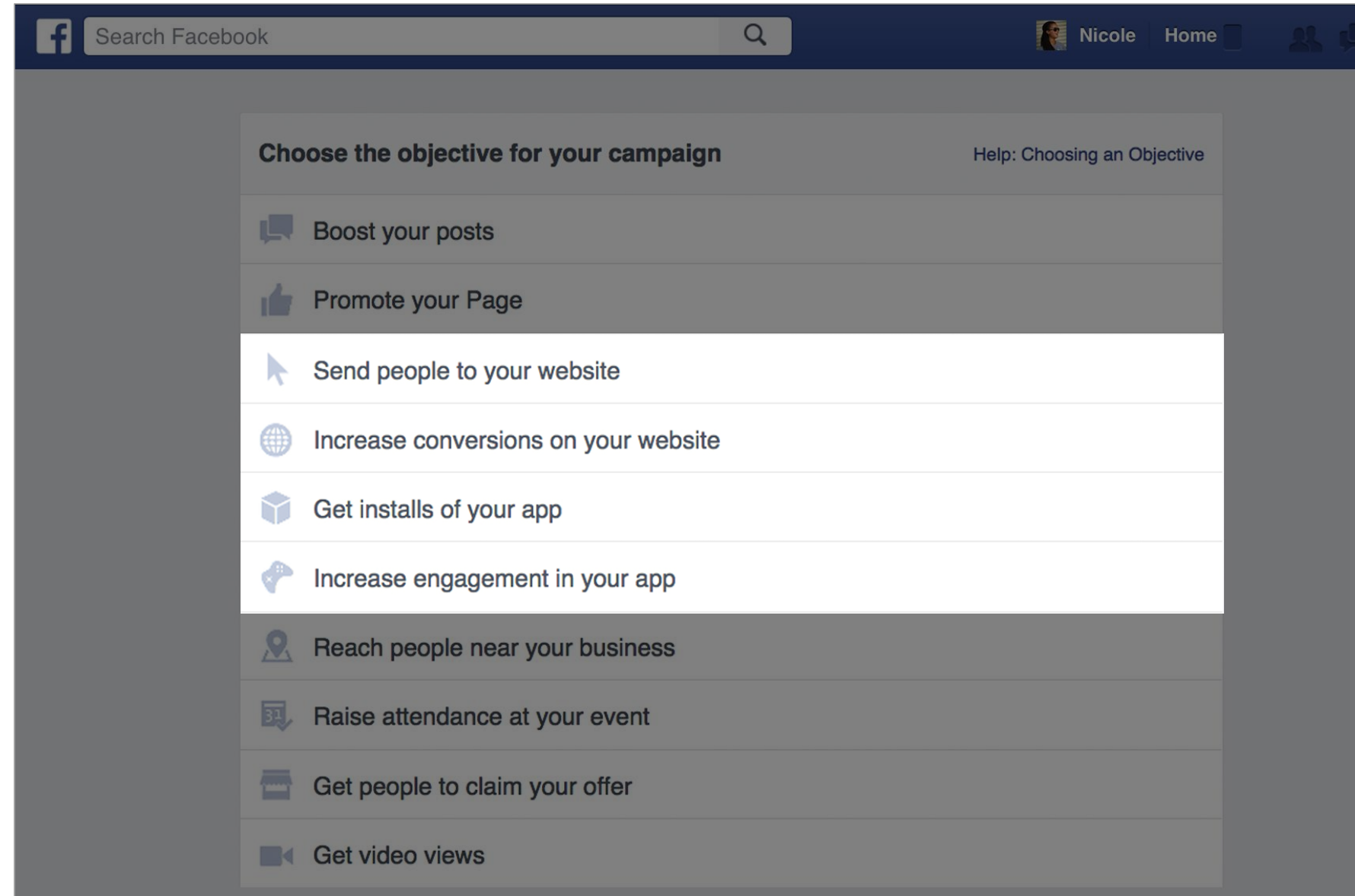
Objectives

Website clicks

Website conversions

Mobile app install

Mobile app engagement



The screenshot shows the Facebook interface for selecting a campaign objective. At the top, there is a search bar with the Facebook logo and the text "Search Facebook". To the right of the search bar, the user's name "Nicole" and the "Home" button are visible. Below the search bar, the main heading is "Choose the objective for your campaign" with a link to "Help: Choosing an Objective". A list of objectives is displayed, each with an icon and text. The objective "Send people to your website" is highlighted with a white background. Other objectives include "Boost your posts", "Promote your Page", "Increase conversions on your website", "Get installs of your app", "Increase engagement in your app", "Reach people near your business", "Raise attendance at your event", "Get people to claim your offer", and "Get video views".

Choose the objective for your campaign [Help: Choosing an Objective](#)

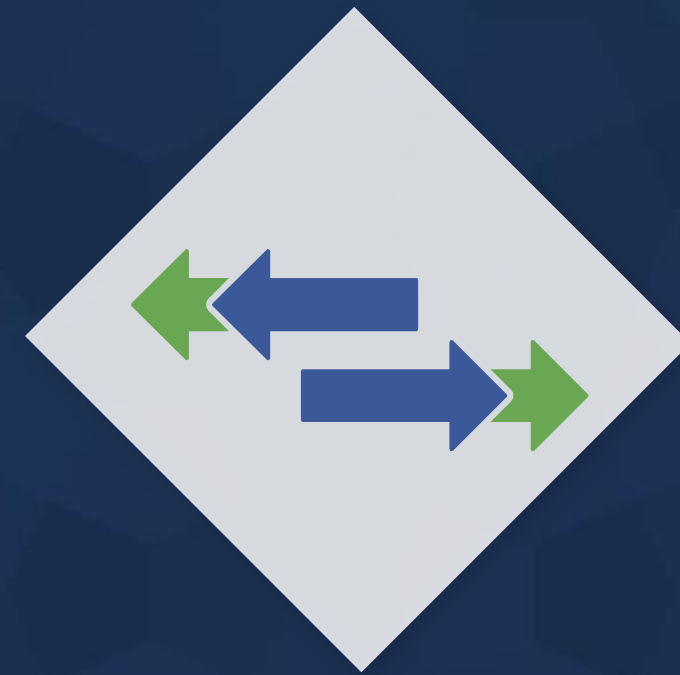
- Boost your posts
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Reach people near your business
- Raise attendance at your event
- Get people to claim your offer
- Get video views



What is the difference between



Website Clicks



Website Conversions

Link Ads

Drive traffic to your website

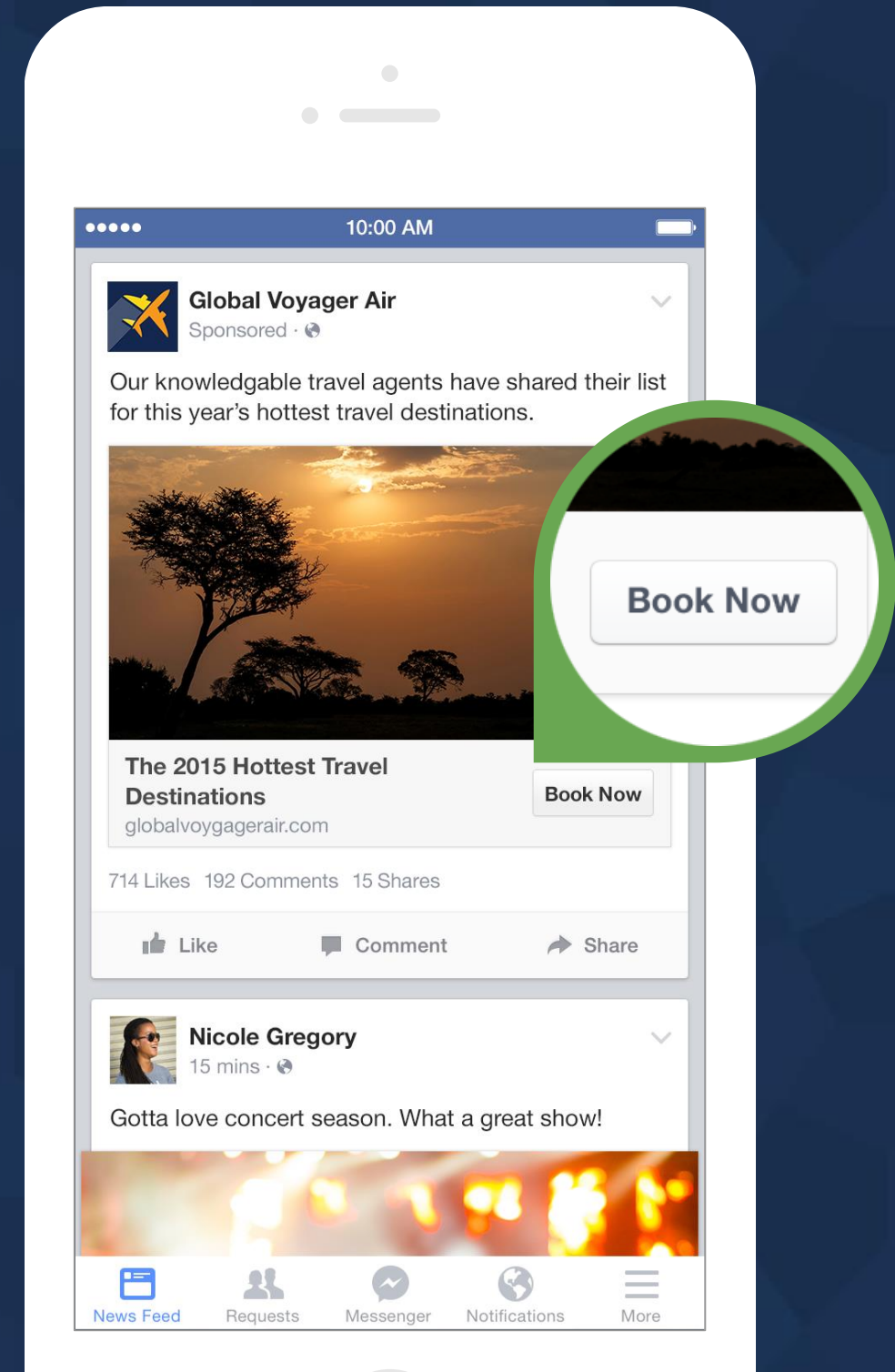
Use quality images

Write compelling text that compliments your image

Optimize for all placements

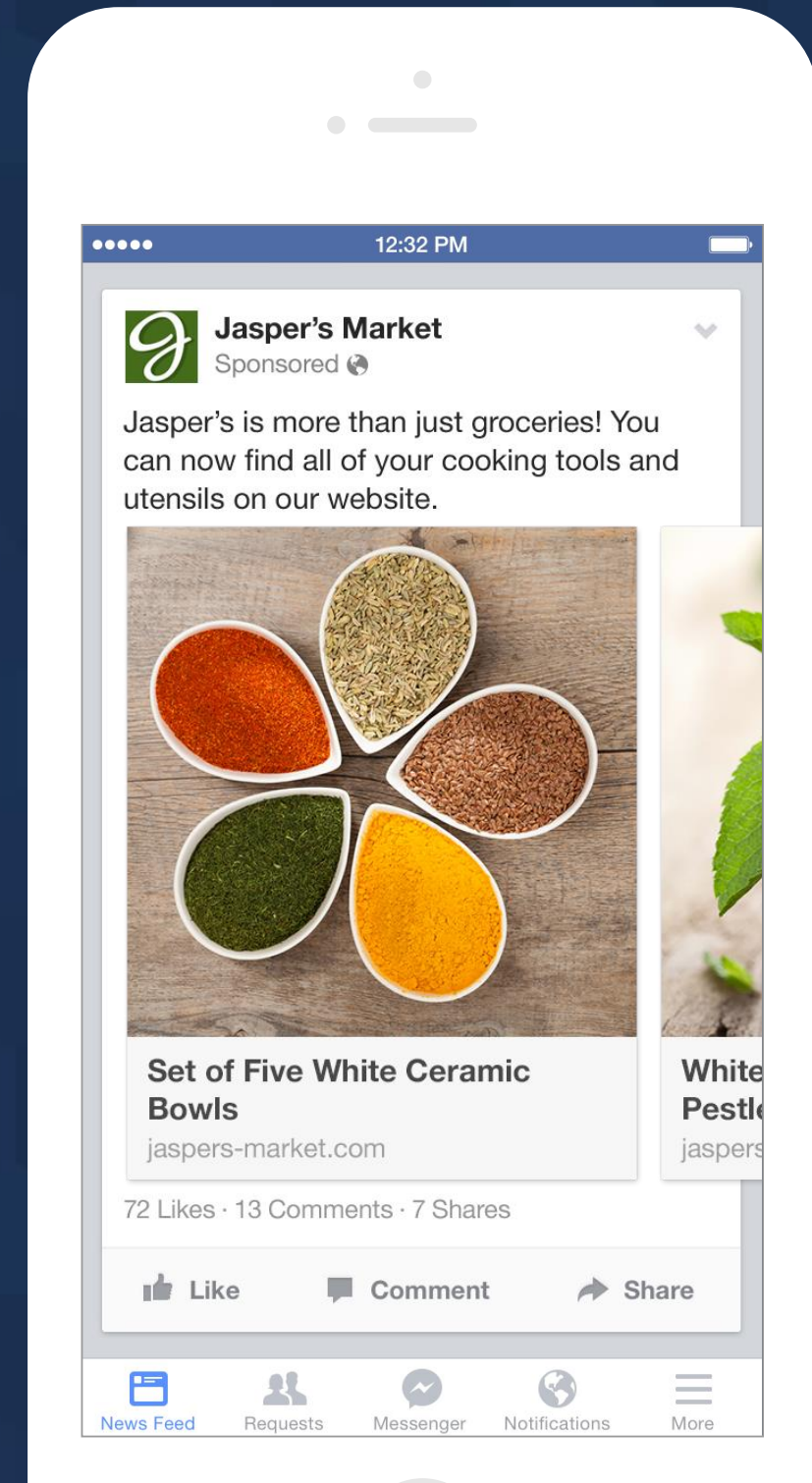
Drive action with a CTA

A:B test your copy and creative



Carousel format for link ads

The carousel format provides you with more creative real estate in News Feed and drives people to your website or mobile app to convert.



Take customers directly to your website



The image displays two smartphone screens side-by-side, illustrating a social media post and its corresponding product page.

Left Screen (Facebook Post):

- Time: 12:32 PM
- Profile: **Jasper's Market** (Sponsored)
- Text: "Jasper's is more than just groceries! You can now find all of your cooking tools and utensils on our website."
- Image: A set of wooden serving utensils (a spoon and a fork) on a wooden surface.
- Caption: "Set of 2 Wooden Serving Utensils" with a link to jaspers-market.com.
- Engagement: 72 Likes · 13 Comments · 7 Shares
- Actions: Like, Comment, Share
- Bottom Navigation: News Feed, Requests, Messenger, Notifications, More

Right Screen (Product Page):

- Product: **Set of Wooden Serving Utensils** from jaspers-market.com
- Price: **\$35** (displayed in a green circle)
- Image: The same wooden serving utensils as in the post.
- Section: **Set of Wooden Serving Utensils**
- Button: **BUY**
- Rating: 3.5 (2) stars, with a "Write a review" link.
- Section: **Description**
Simple fork and spoon design crafted in sturdy bamboo wood, finished with natural oil
- Section: **Details and Dimensions**
Set of two servers
Bamboo wood
Hand wash
Made in China
Overall Dimensions
Width: 9.25"
Depth: 3.93"
Height: 0.79"

Carousel ads set up



Facebook interface showing the ad setup process for a carousel ad.

How do you want your ad to look?

- A single image or video in your ads**
Show only one image or video at a time in your ad. [Learn more.](#)
- Multiple images in one ad**
Show up to 5 images at a time at no extra cost. [Learn more.](#)

[Learn more about these ad formats in the Ads Product Guide](#)

What images and links do you want to use? [Help: Editing Ads](#)



Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

Text ⓘ 29


Healthy and delicious recipes using seven ingredients or less

Ad Preview
1 of 1

✓ **Desktop News Feed**

 **Slender Seven**
Sponsored · 

Healthy and delicious recipes using seven ingredients or less



Carousel ads set up



Automatically show the best performing images and links first

1 2 3 +

Remove 1024

Destination URL

Image

Recommended Size: 600 x 600 pixels

Headline

Description (optional)

Ad Preview
1 of 1

Desktop News Feed Remove

Jasper's Market
Sponsored ·

Shop our best kitchen sale of the year

Mobile News Feed Remove

Desktop Right Column Remove

Audience Network Remove

12:32 PM

Jasper's Market
Sponsored ·

Shop our best kitchen sale of the year. Find the best deals on cookware, gadgets and appliances plus free shipping

20% off all stainless steel pots and pans
Free shipping on all orders

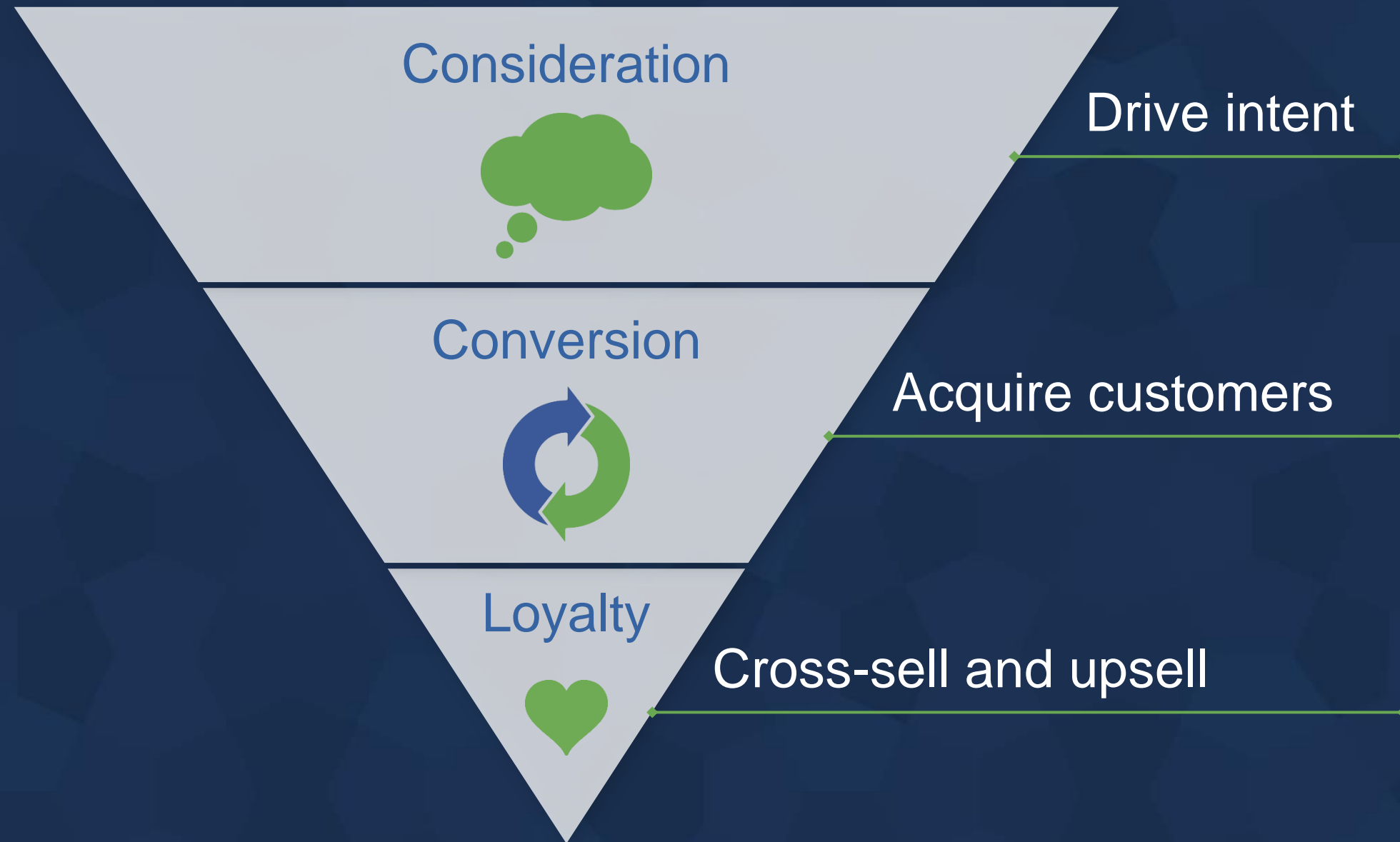
10% off
Free

1.5K Likes 125 Comments 5 Shares

News Feed Requests Messenger Notifications More



Multiple images–Multiple objectives





The carousel format drives results

When compared to standard link ads, advertisers saw

30-50%

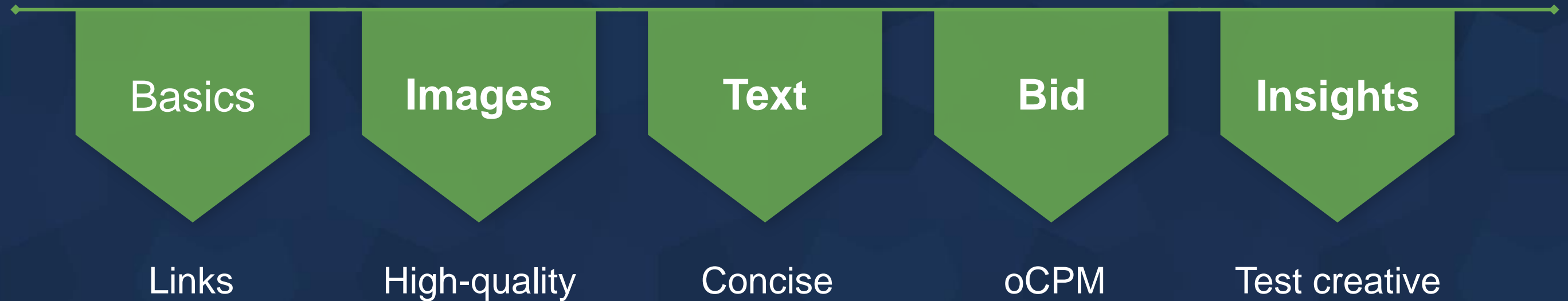
decrease in cost per action

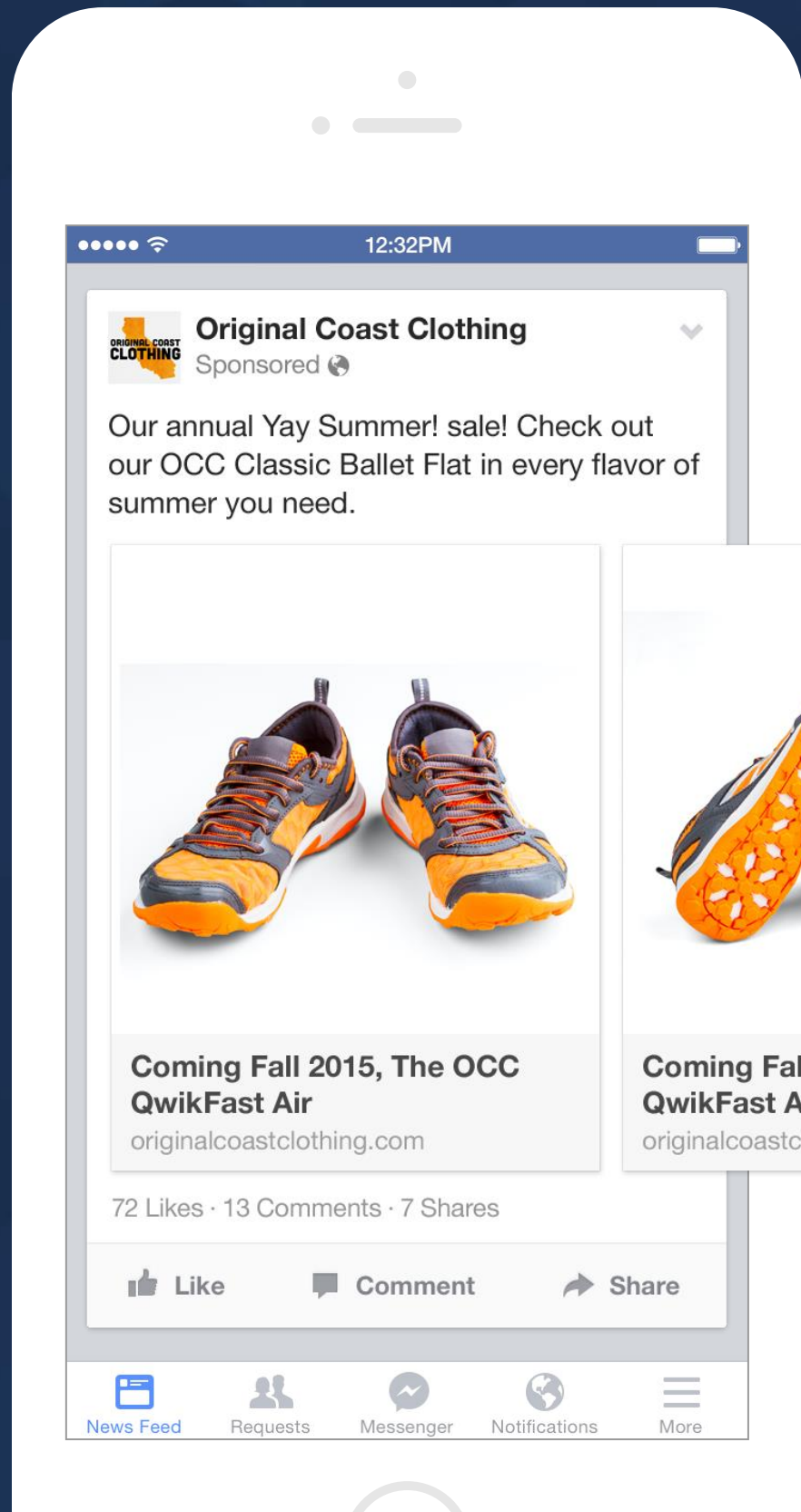
20-30%

decrease in cost per click



Carousel format best practices





12:32PM



Original Coast Clothing

Sponsored

Our annual Yay Summer! sale! Check out our OCC Classic Ballet Flat in every flavor of summer you need.



Coming Fall 2015, The OCC QwikFast Air

originalcoastclothing.com



Coming Fall 2015, The OCC QwikFast Air

originalcoastclothing.com



Coming Fall 2015, The OCC QwikFast Air

originalcoastclothing.com



See more items at originalcoastclothing.com

72 Likes · 13 Comments · 7 Shares



Like



Comment



Share



News Feed



Requests



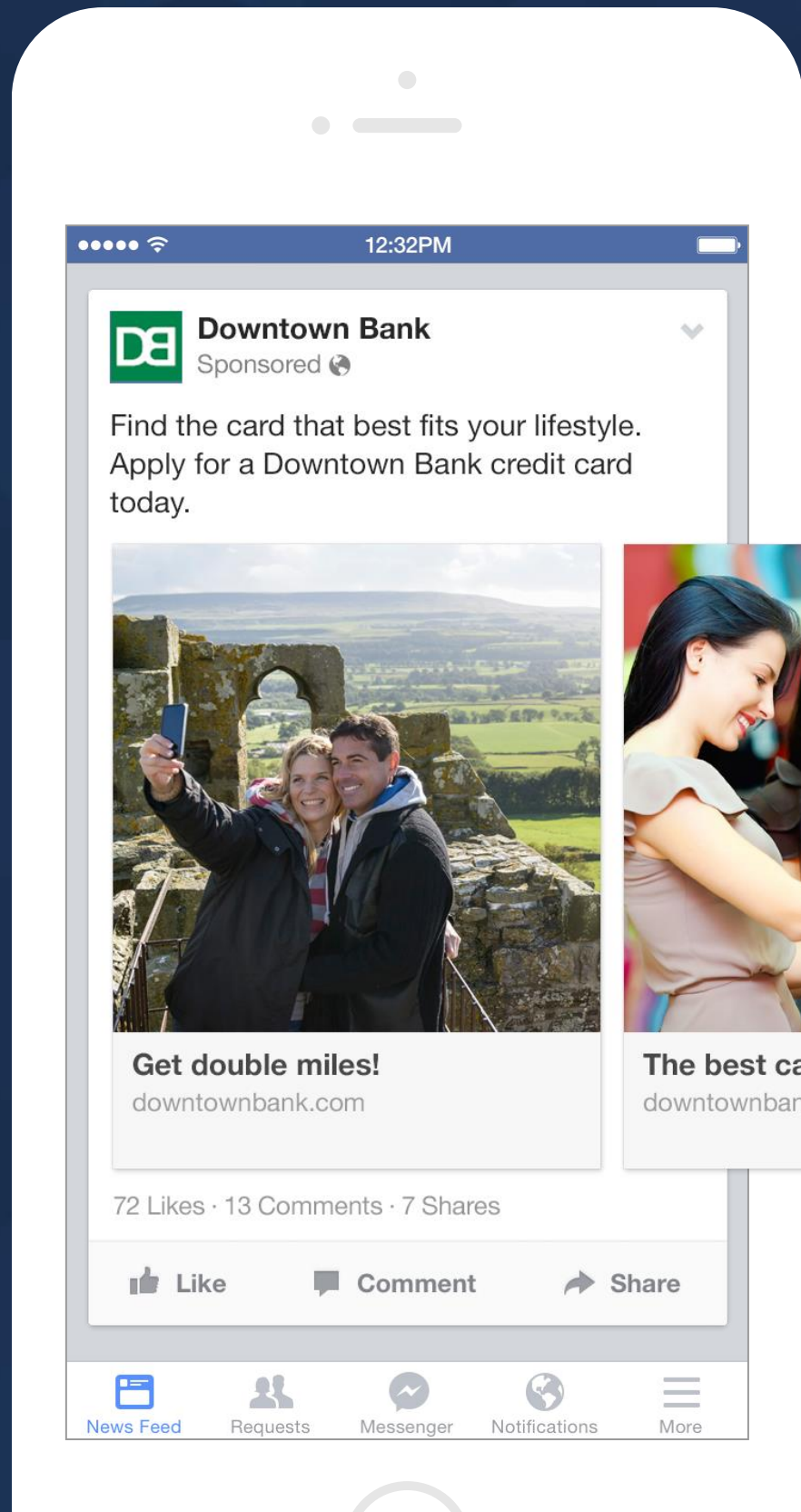
Messenger



Notifications



More



12:32PM

Downtown Bank
Sponsored

Find the card that best fits your lifestyle.
Apply for a Downtown Bank credit card today.



Get double miles!
downtownbank.com



The best cash back
downtownbank.com



0% intro APR through 2015
downtownbank.com

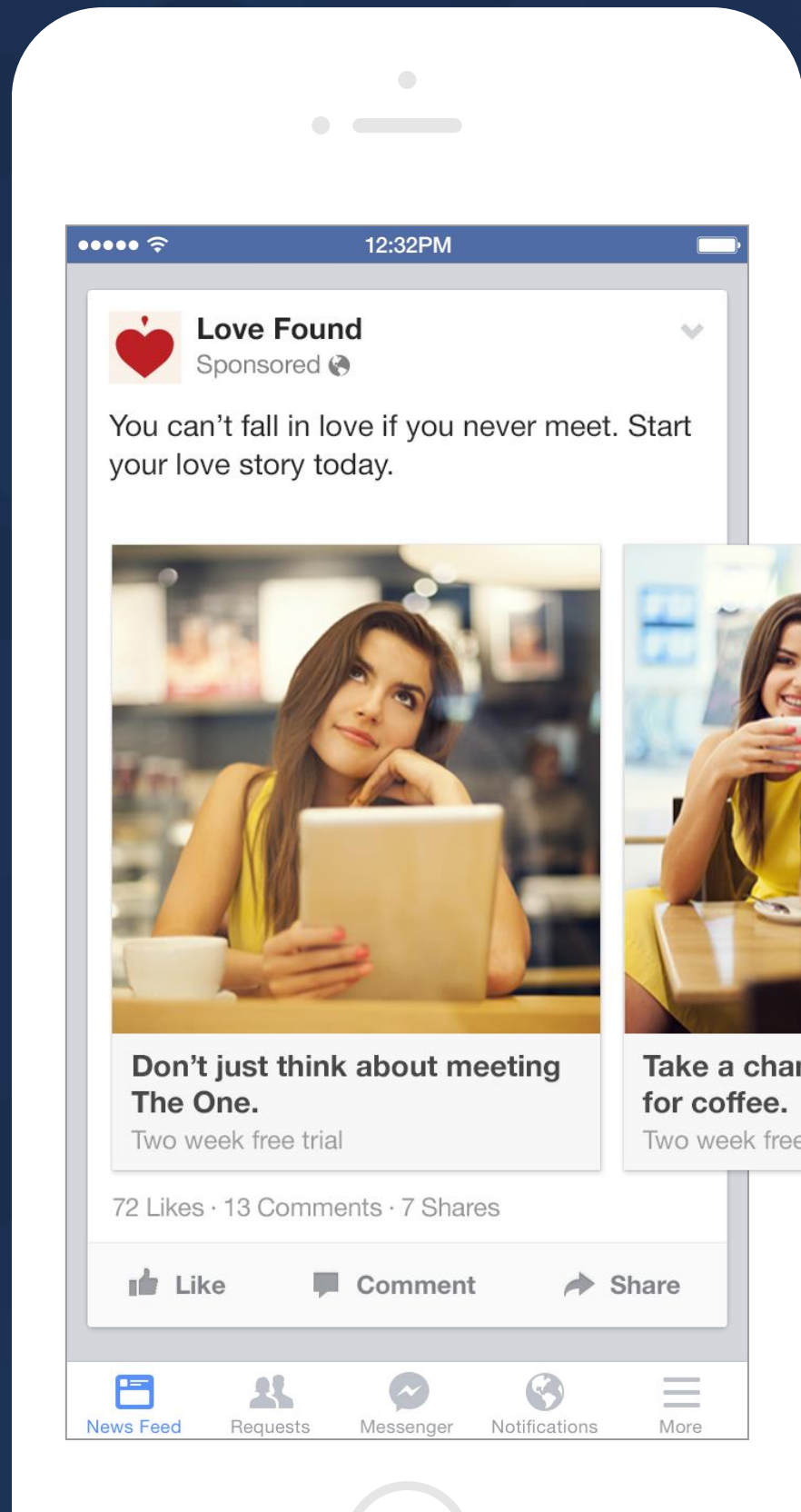


Manage your card on the go
downtownbank.com

72 Likes · 13 Comments · 7 Shares

Like Comment Share

News Feed Requests Messenger Notifications More



12:32PM



Love Found

Sponsored

You can't fall in love if you never meet. Start your love story today.



Don't just think about meeting The One.

Two week free trial




Take a chance and meet them for coffee.

Two week free trial



Who knows where that will take you?

Two week free trial



Meet more singles at love-found.com

72 Likes · 13 Comments · 7 Shares



Like



Comment



Share



News Feed



Requests



Messenger



Notifications



More



Objectives



Targeting



Measurement

Native Targeting



Advanced Targeting



Custom
Audiences



Lookalike
Audiences



Custom Audiences
from your website

Custom Audiences



Lookalike Audiences

Find people who look similar to your customers



People
you know



Website
visitors



Mobile app
customers



Fans of
your page



Objectives



Targeting



Measurement



Conversion Tracking

Measure the results of your ad spend



Create a pixel



Install your pixel and
check it's working



Add your pixel
to an ad



Check your
ad's success



oCPM bidding

Maximize your ad spend

High historical conversion rate

High historical CTR

Females between 25-35 are more likely to convert



Reporting and custom reports



The screenshot shows the Facebook Ads reporting interface. A 'Customize Columns' dialog box is open, allowing users to select columns for their report. The dialog is divided into several sections:

- Performance**: A search bar and a 'Clear Search' button.
- Engagement**: A 'Select All Columns' button.
- Websites**: A section titled 'WEBSITES: ACTIONS' with a list of actions, each with a checkbox. 'Website Actions (All)' is checked. Other actions include Checkouts, Payment Details, Purchases, Adds To Cart, Adds To Wishlist, Content Views, Searches, Leads, Registrations, and Conversion Pixels.
- 8 COLUMNS SELECTED**: A list of columns currently selected in the report, including Campaign Name, Delivery, Results, Reach, Cost, Amount Spent, Ends, and Website Actions (All).
- Attribution Window**: A section titled 'THE ATTRIBUTION WINDOW IS SET TO:' with a bullet point indicating '1 day after viewing ad and 28 days after clicking on ad' and a 'Change Attribution Window' link.
- Buttons**: 'Save as preset', 'Cancel', and 'Apply' buttons.

The background shows a report table with columns for dates, metrics, and ad sets. A 'People Like Your Customers' section is also visible on the right side of the interface.



Objectives



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Measurement



facebook.com/business

facebook