



HOW TO ADVERTISE ON FACEBOOK & INSTAGRAM

PART 1 & 2

What We Will Cover – Part 1

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather than the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. Intermediate level ways to target your ads
 - Around your town, county, country or multiple countries
 - By Demographics and behaviours
 - By Interests – what people have shown an interest in on Facebook
 - To your Facebook page followers
6. Advanced ways to target your ads based on
 - Who has engaged with you on Instagram and Facebook
 - Who has visited your website
 - Lookalike audiences

When you run an Ad on Facebook, it also goes out on Instagram

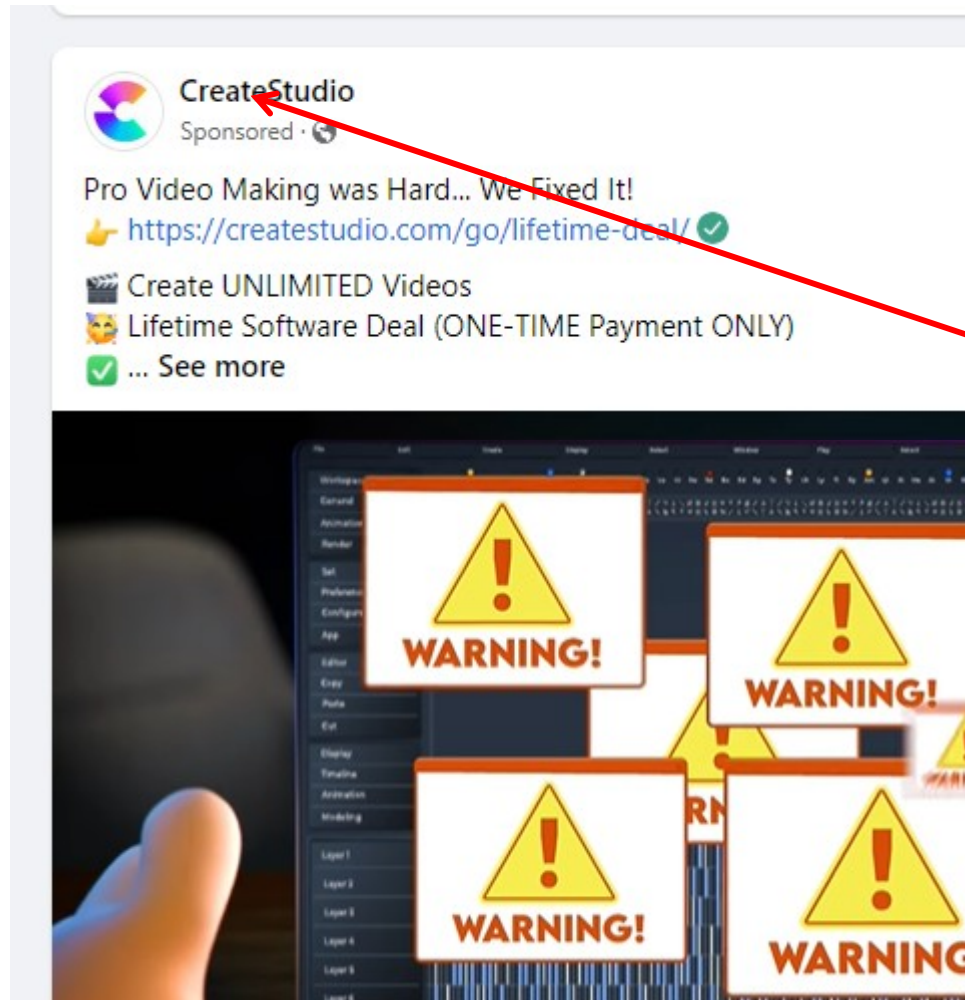


When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

Example Facebook Ad In Newsfeed

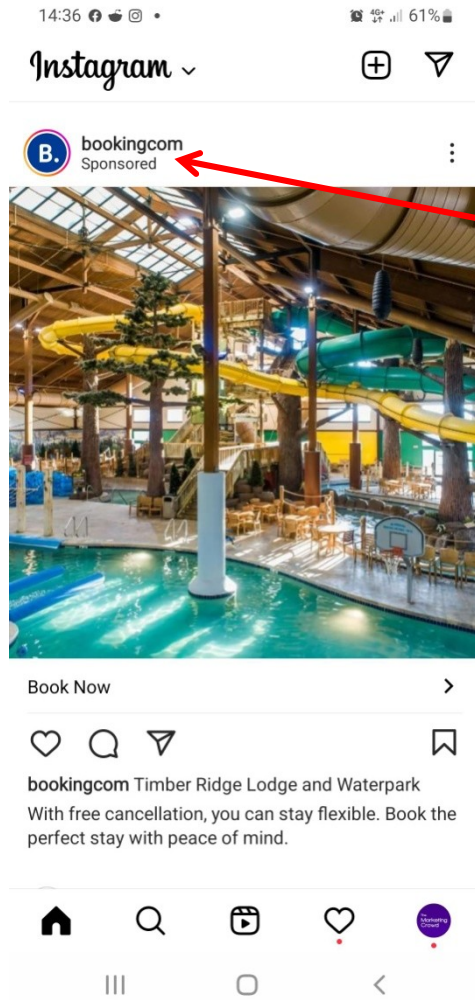


This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

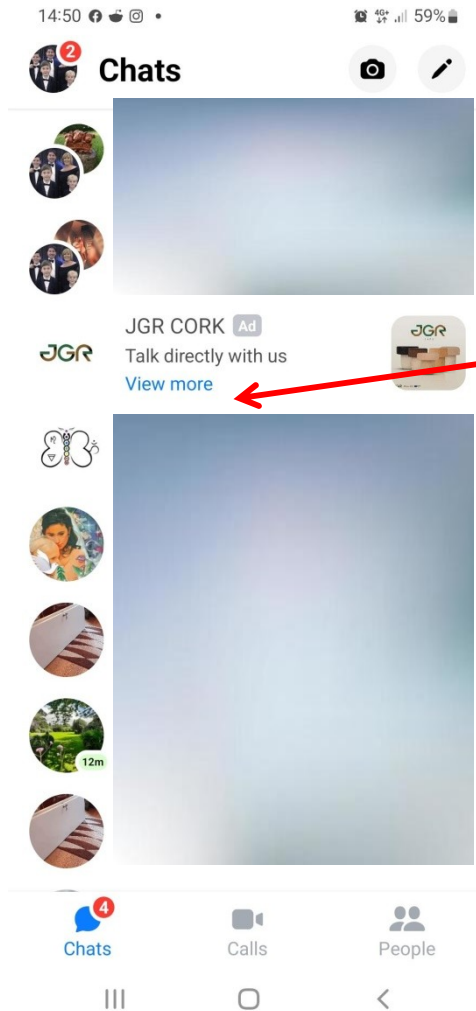
Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

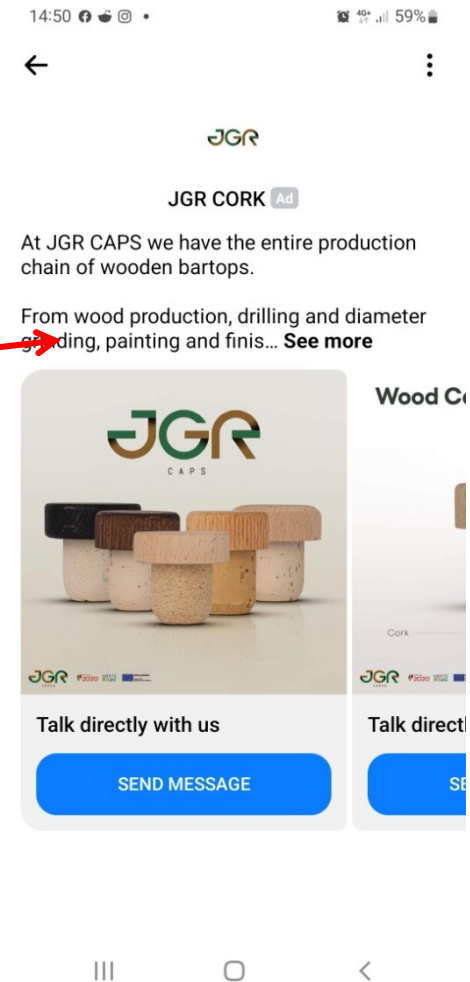


Ads also appear in Messenger

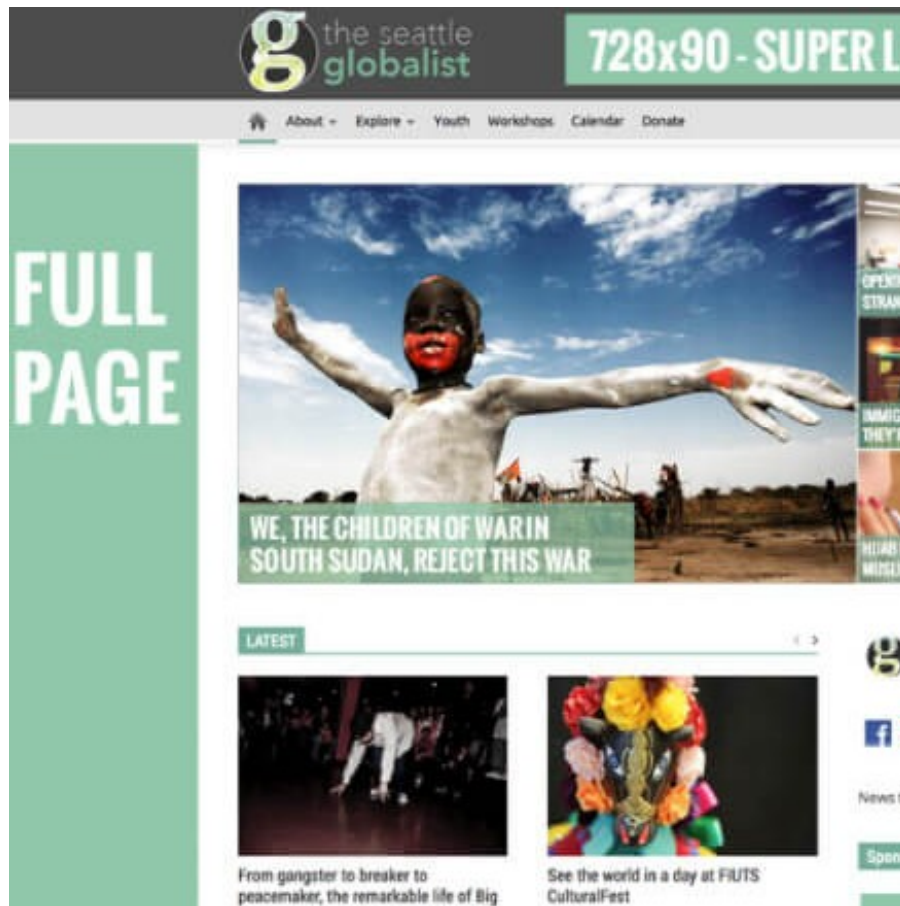


In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information

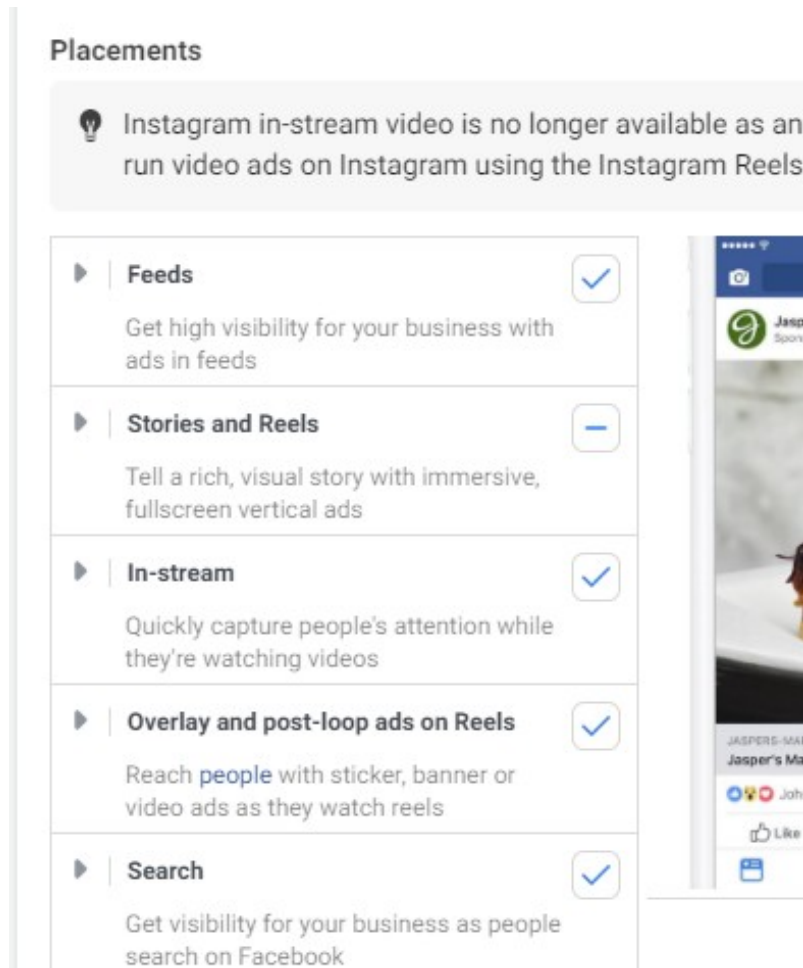


Ads also appear in 3rd party websites and apps



Facebook also has a network of websites and app that ads appear on

A full list of placements – where your ad can appear

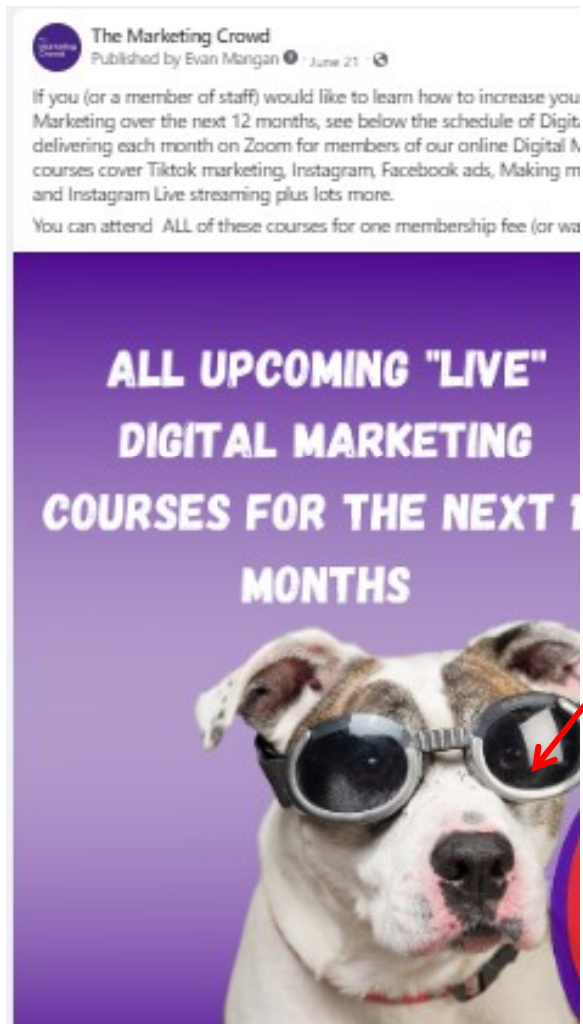


When running an ad you can decide which of these placements you want to keep or remove

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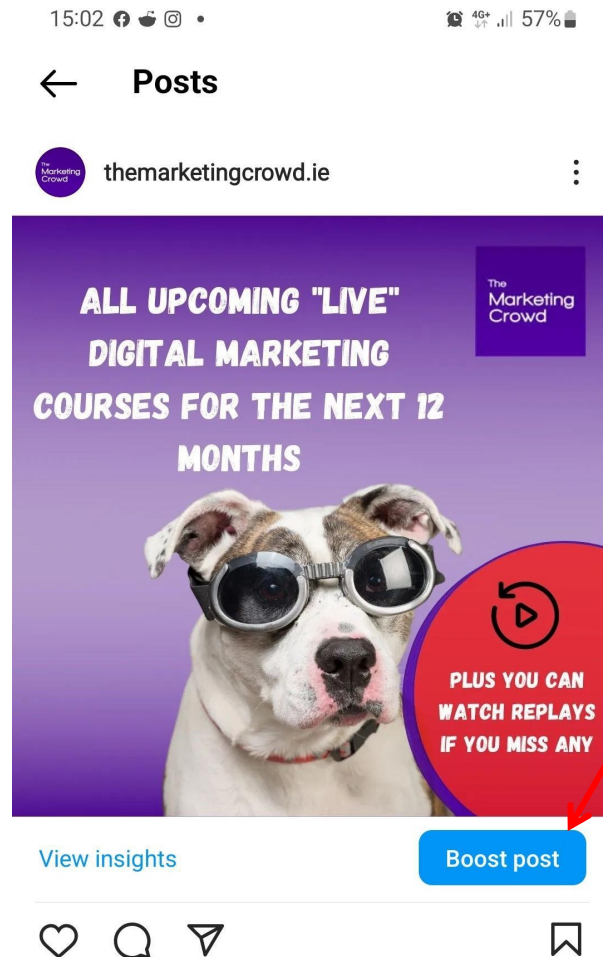
1. The Boost Post Button – on a Facebook Post



When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

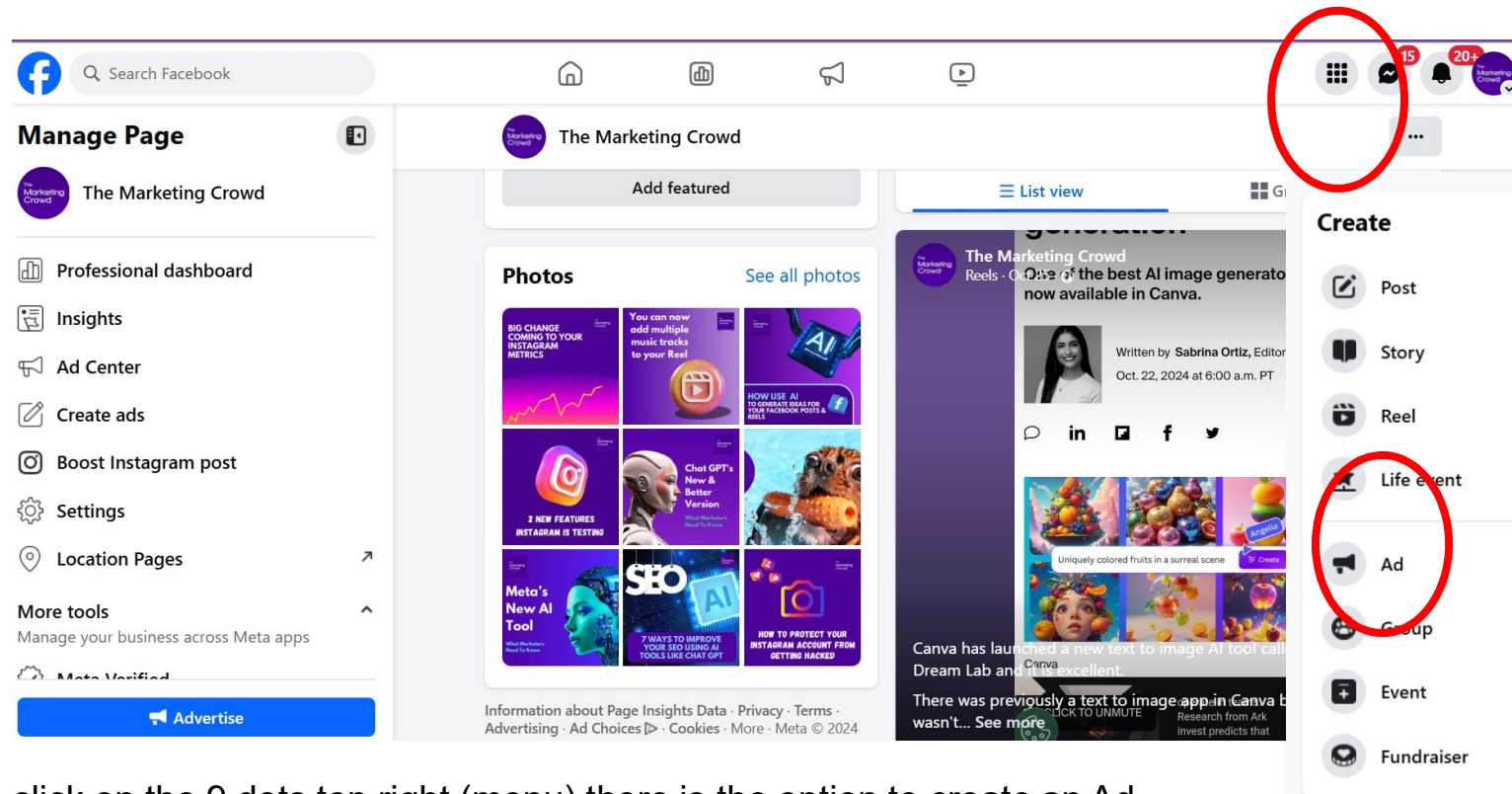
1. The Boost Post Button – on an Instagram Post



When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

2. The Ads Tool in Ads Manager



If you click on the 9 dots top right (menu) there is the option to create an Ad

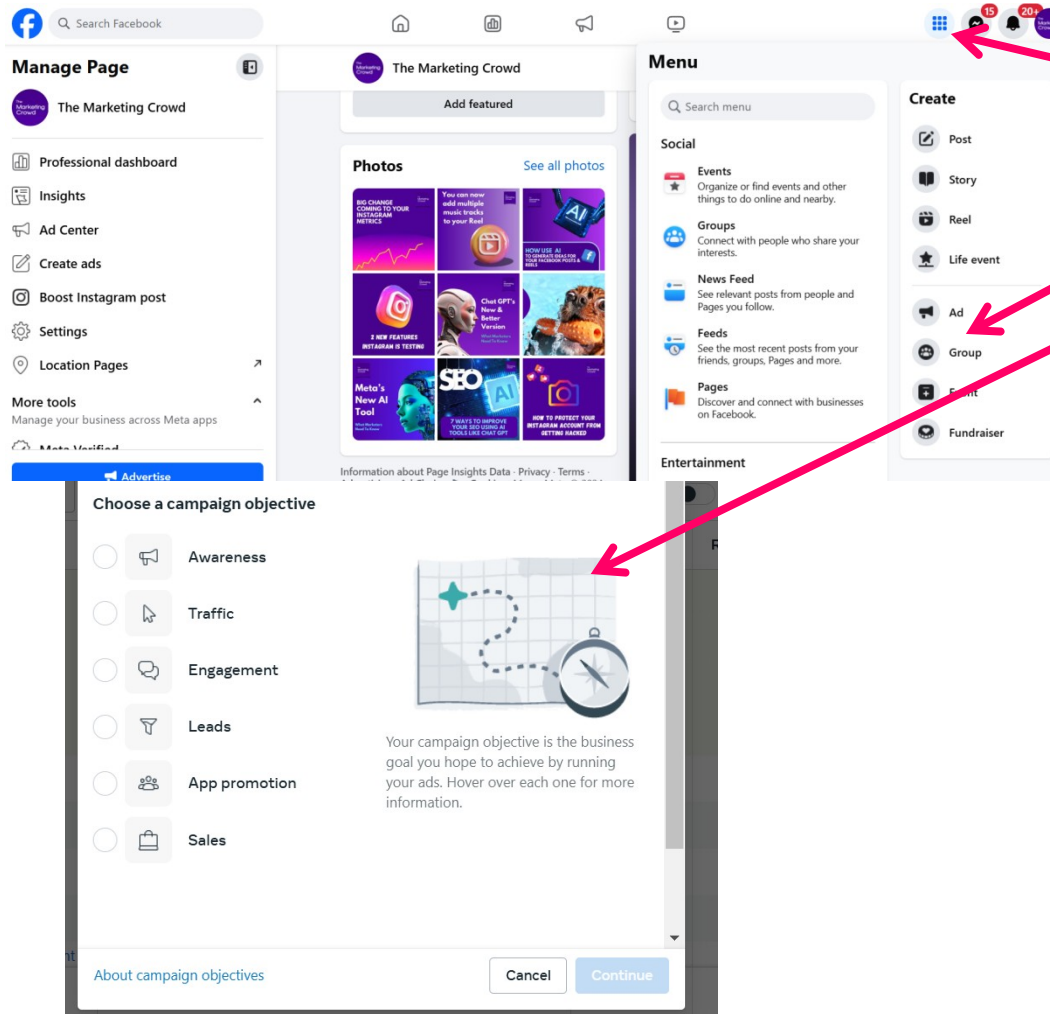
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

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To access the ad creation tool within ads manager

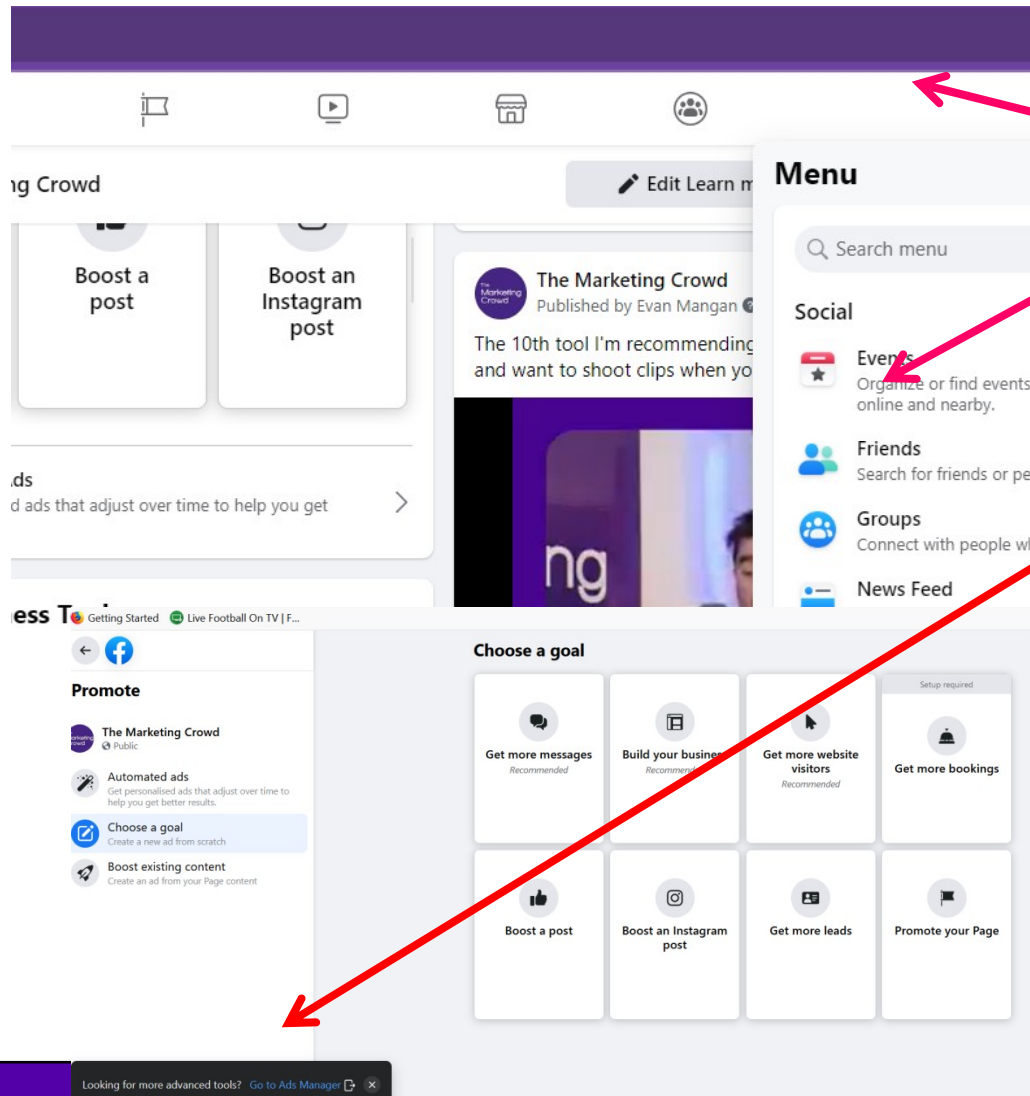


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

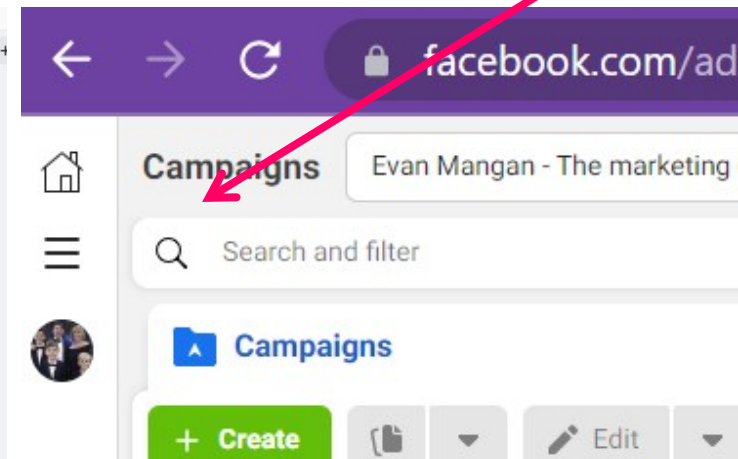
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

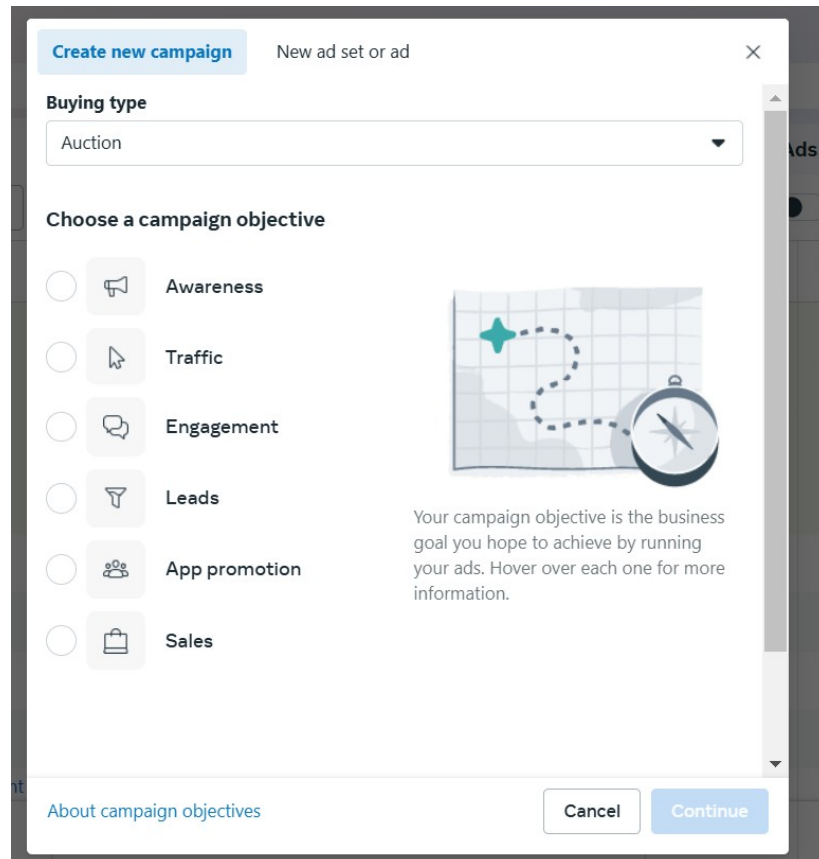
Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective



The screenshot shows the 'Create new campaign' dialog box in Facebook Ads. At the top, there's a 'Create new campaign' button and a 'New ad set or ad' link. Below this is a 'Buying type' dropdown menu set to 'Auction'. The main section is titled 'Choose a campaign objective' and features a list of seven objectives, each with a radio button and an icon: Awareness (megaphone), Traffic (mouse cursor), Engagement (speech bubble), Leads (funnel), App promotion (person with plus), and Sales (shopping bag). To the right of the list is a graphic of a map with a dashed line and a compass. Below the graphic, text explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom, there's a link 'About campaign objectives', a 'Cancel' button, and a 'Continue' button.

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

Engagement: Get more messages, video views, post engagement, Page likes or event responses.

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

You can control how much you spend on your ads

Budget & schedule

Budget ⓘ

Daily budget ▾

€20.00

EUR

You'll spend an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00. [Learn more.](#)

Schedule ⓘ

Start date

Nov 11, 2024

03:53 AM PST

End date

☐ Set an end date

Hide options ▲

Budget scheduling ⓘ

☐ Increase your budget during specific time periods

View ▾

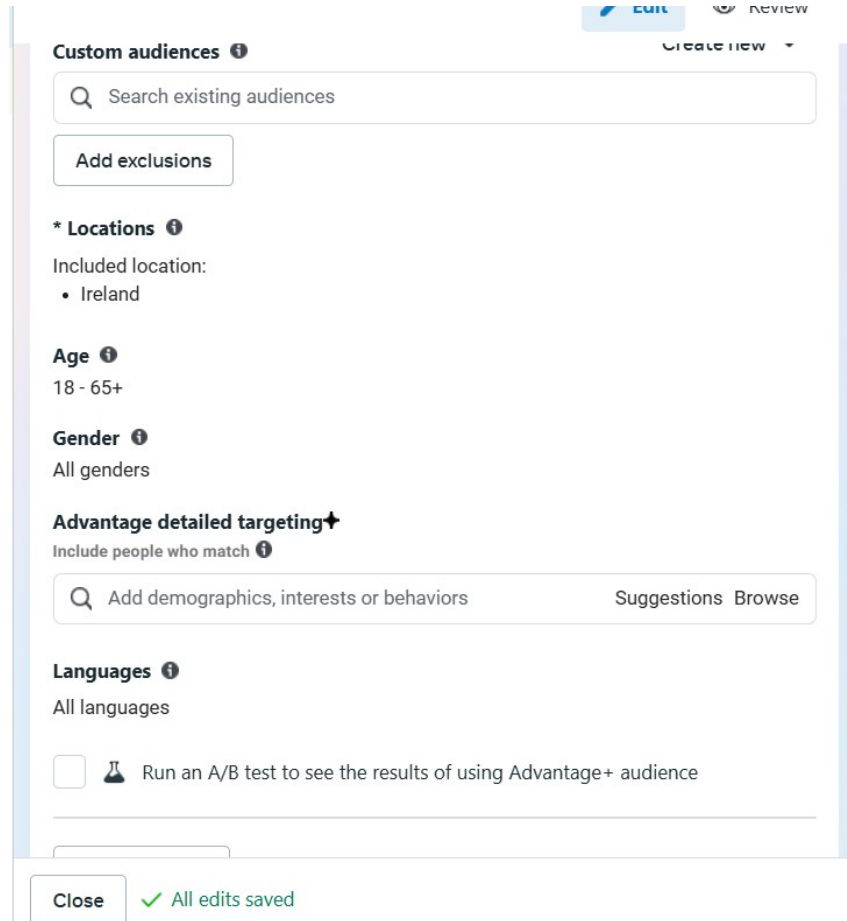
Ad scheduling ⓘ

You can specify either a daily budget or a total lifetime budget you want to spend.

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

You can target people in lots of powerful ways



The screenshot shows the Facebook Custom Audiences interface. At the top, there are tabs for 'Edit' and 'Review', and a 'Create new' button. Below this is a search bar labeled 'Search existing audiences'. A button for 'Add exclusions' is visible. The main section is titled 'Custom audiences' and includes several targeting options: 'Locations' (with 'Ireland' listed), 'Age' (set to '18 - 65+'), 'Gender' (set to 'All genders'), and 'Advantage detailed targeting' (with a search bar for 'Add demographics, interests or behaviors' and links for 'Suggestions' and 'Browse'). At the bottom, there is a checkbox for 'Run an A/B test to see the results of using Advantage+ audience'. A 'Close' button and a confirmation message 'All edits saved' are at the very bottom.

Custom audiences

Search existing audiences

Add exclusions

*** Locations**

Included location:

- Ireland

Age

18 - 65+

Gender

All genders

Advantage detailed targeting

Include people who match

Add demographics, interests or behaviors

Suggestions Browse

Languages

All languages

☐ Run an A/B test to see the results of using Advantage+ audience

Close ✓ All edits saved

You can target by:

- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

There are also advanced targeting techniques

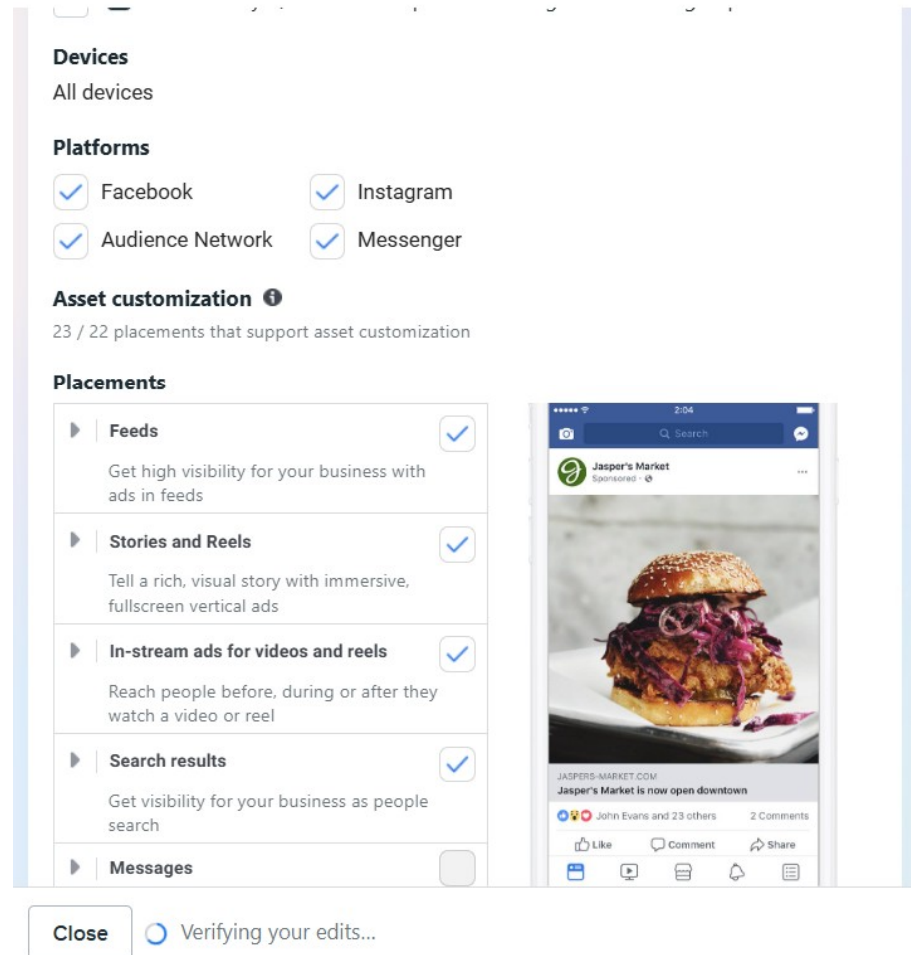


You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

We will look at these in more detail later in the course

You can choose where your ads will appear



You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3rd party apps)
- On Instagram

You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps

You can choose a post to send out as an ad or design one from scratch

The screenshot displays the Facebook Ads setup interface. At the top, the 'First identity' is set to 'The Marketing Crowd, @themarketingcrowd.ie'. Below this, there is a section for 'Select second identity' with Facebook and Instagram icons. The 'Ad setup' section is highlighted with a green checkmark and contains a dropdown menu set to 'Create ad'. Below the dropdown are four radio button options: 'Create ad' (selected), 'Use existing post', 'Use Creative Hub mockup', and 'Advantage+ catalog ads' (with a star icon). A descriptive text for the last option states: 'Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.'

You can choose which page or Instagram profile you want the ad to go out from

You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

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Which campaign objective will you choose?

Create new campaign New ad set or ad

Buying type
Auction

Choose a campaign objective

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion
- ☐ Sales

Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.

[About campaign objectives](#) Cancel Continue

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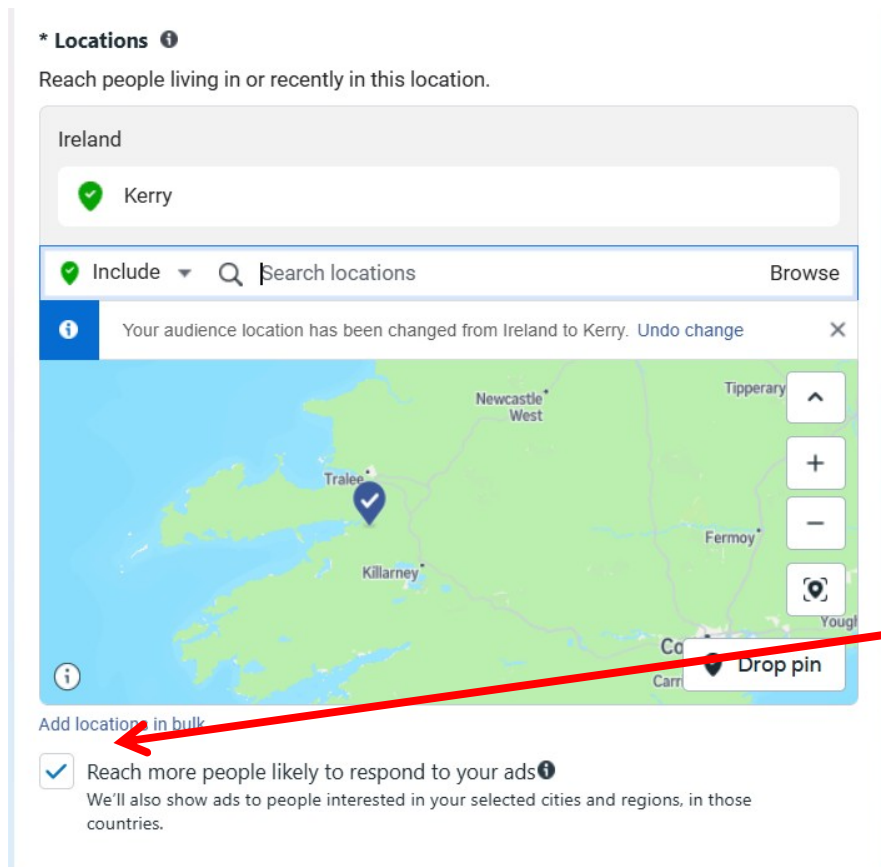
App Promotion: Find new people to install your app and continue using it.

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How to target Geographically



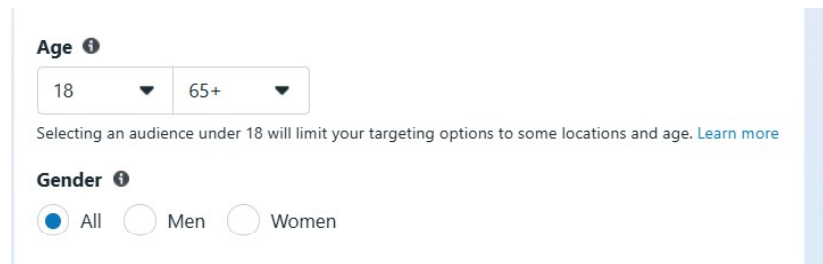
You can ..

- Choose a region e.g. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

If you do not want to target people who have shown an interest in a location e.g. Searched for things to do with a town or county untick it – it is more likely you want people who live there.

How to target by Age and Gender



The image shows a portion of the Facebook targeting interface. It features two main sections: 'Age' and 'Gender'. The 'Age' section has two dropdown menus, the first showing '18' and the second showing '65+'. Below these is a note: 'Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)'. The 'Gender' section has three radio button options: 'All' (which is selected), 'Men', and 'Women'. A vertical blue bar is visible to the right of the 'Age' section.

Age ⓘ

18 ▼ 65+ ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

☒ All ☐ Men ☐ Women

You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.

How to target by Demographics

Detailed targeting

Include people who match ⓘ

Demographics

Exclude

▶ Education

▶ Financial

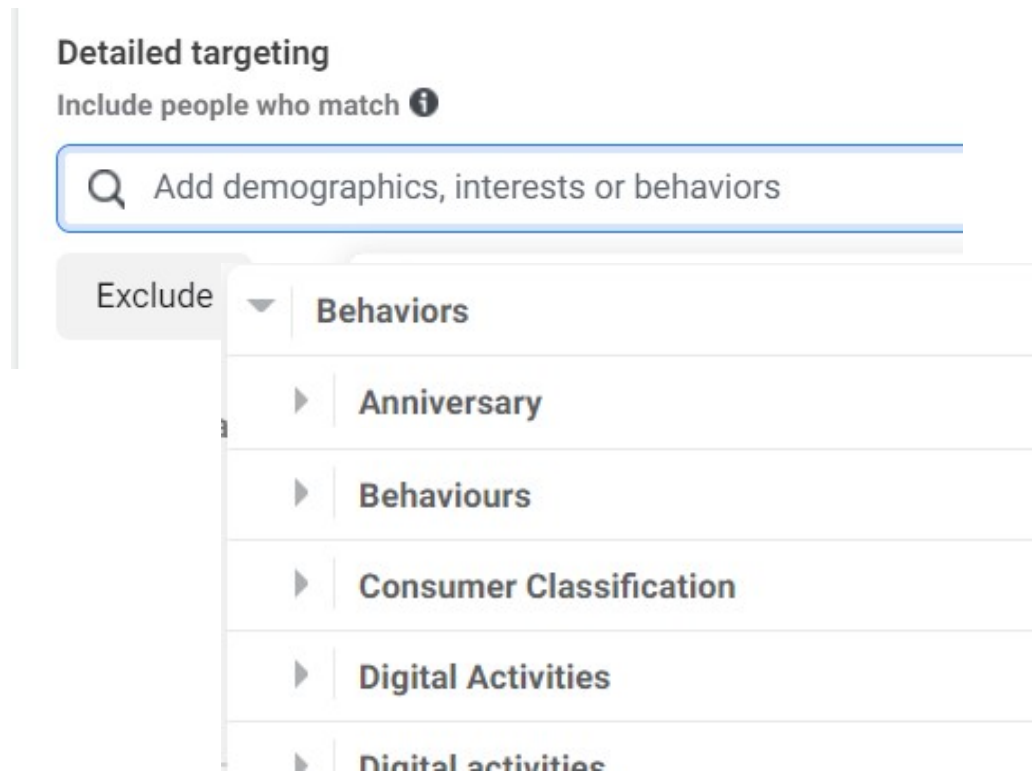
▶ Life events

▶ Parents

Key Point:
Demographics are based on what people put in the About section of their profile

- Target people by relationship status (single, engaged, married)
 - Target people by education (schools / colleges)
 - Target people by Job title
 - Target people by life events (married 3 months, 6 months)
 - Target people who are parents or have kids of a certain age
-
- You really want to have more than 1-2K people in your target audience in order for it to be cost effective and to see results.
 - If your geographic targeting is narrow eg. living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
 - If you find a good targeting option, consider increasing your geographic targeting to get more people.

How to target by people's Behaviour

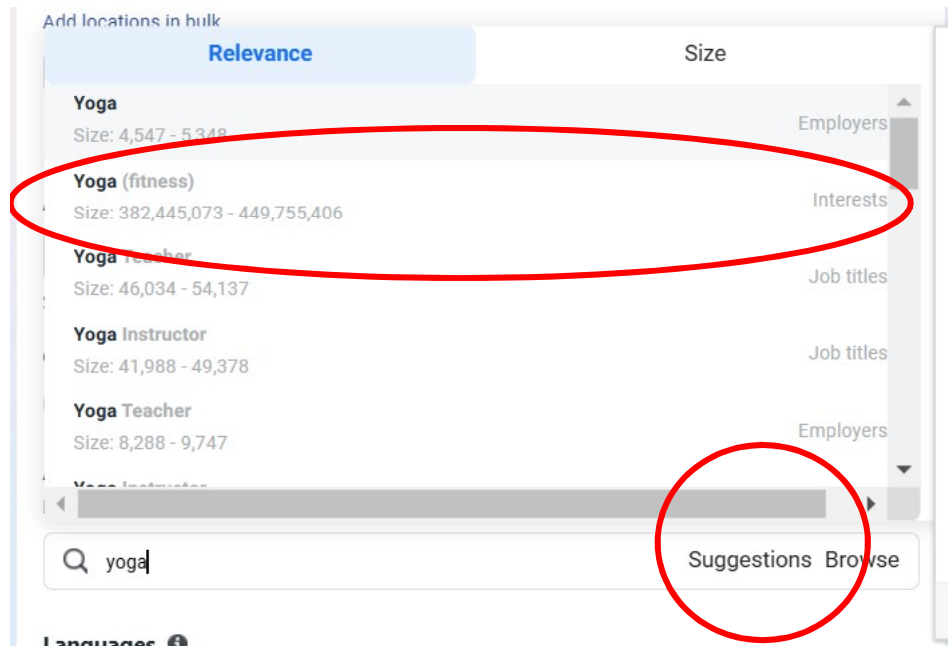


Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

How to target by people's Interests



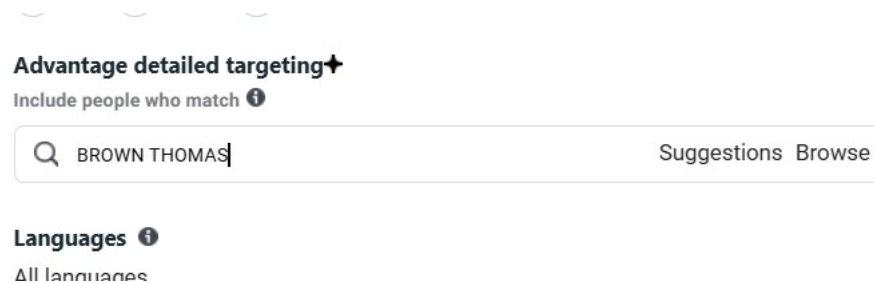
Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. Eg. The pages they have liked or the ads they have clicked on or sites they have visited.

Step 1: Search by topic

For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.

Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas

How to target by people's Interests



Advantage detailed targeting⁺
Include people who match ⓘ

Q BROWN THOMAS Suggestions Browse

Languages ⓘ
All languages

Step 2: Search for people who have liked a big page

You can also target people who have shown an interest in (liked the page or clicked on ads) a big brand, famous people, magazines and events that your target audience would be interested in.

For example. I want to target people who have an interest in High end ladies fashion so I can search for Brown Thomas. It comes up as an option so select it. Now click suggestions and you are shown all the other big pages these people have also liked

Note – unfortunately not all pages will appear so you might not be able to target some of your competitors followers.

When adding multiple interests, understand the difference between AND and OR

Advantage detailed targeting

Include people who match

Demographics > Work > Employers

Running

Interests > Additional interests

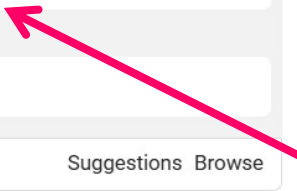
Road cycling (cycling)

Interests > Sports and outdoors > Sports (sports)

Swimming (water sport)

Add demographics, interests or behaviors Suggestions Browse

Close Verifying your edits...



There are times when you want to add multiple interests and you want it to be OR

But other times you want AND.

I want to target people who have an interest in Running AND cycling AND swimming .

Not running, or cycling or swimming

When you add multiple interests it is OR

When adding multiple interests, understand the difference between AND and OR

Advantage detailed targeting+

Include people who match ⓘ

Demographics > Work > Employers

Running

Q Add demographics, interests or behaviors

Suggestions Browse

Define further

Advantage detailed targeting+

Include people who match ⓘ

Demographics > Work > Employers

Running

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match

×

Interests > Additional interests

Cycling (sport)

Q Add demographics, interests or behaviors

Suggestions Browse

Define further

To make it AND, you need to

Add one interest and then click Define further

Then add another interest

Then click define further.

Also, think like a sniper rather than a machine gun



Try not to target EVERYONE in the same ad.

Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?

Eg. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them

Eg. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness

Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image

If you are new to Facebook Ads - this amount of targeting is plenty!



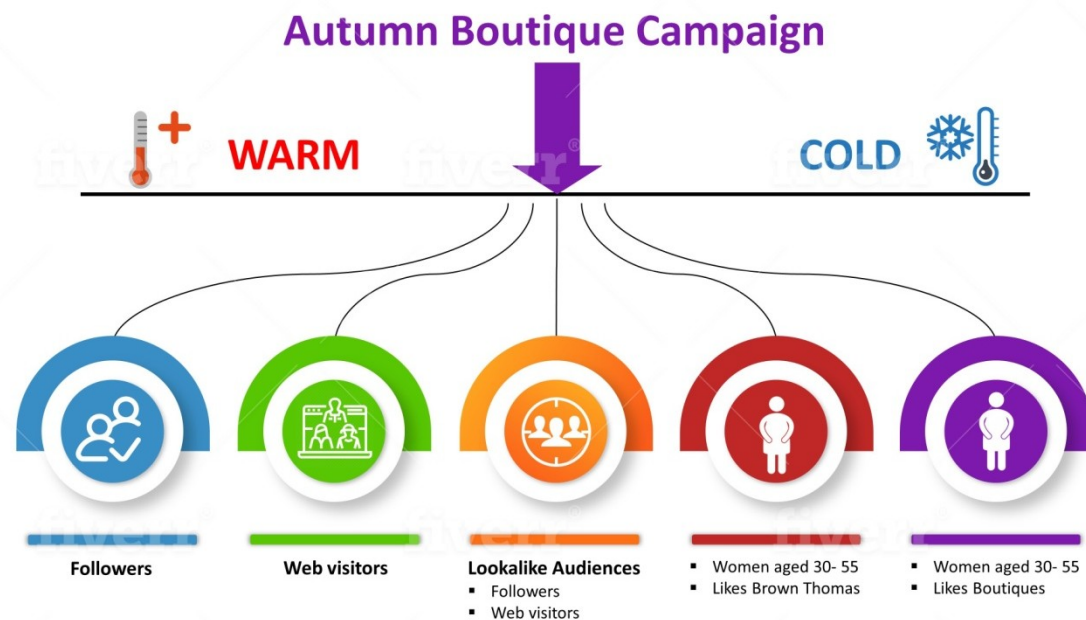
If you have never run a Facebook ad campaign before, all the targeting we have just covered is plenty for you to focus on and practice.

However, if you have previously run ad campaigns it's important to know what you can now do to take your campaigns up a level

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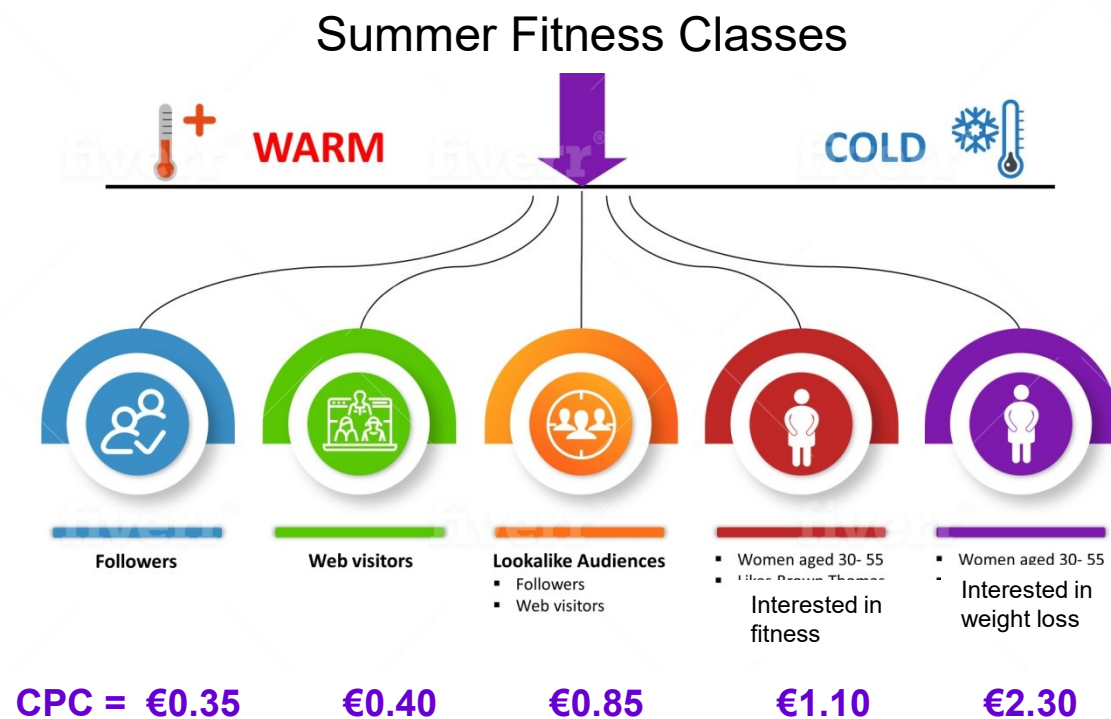
How to take your campaigns to the next level



You should not view it as one ad campaign but actually a multi campaign where you

1. Focus first on your warm audiences (Those who have interacted with your brand) and prioritise your ad spend on those.
2. Then work towards colder audiences (those who have not heard of you / interacted with you)

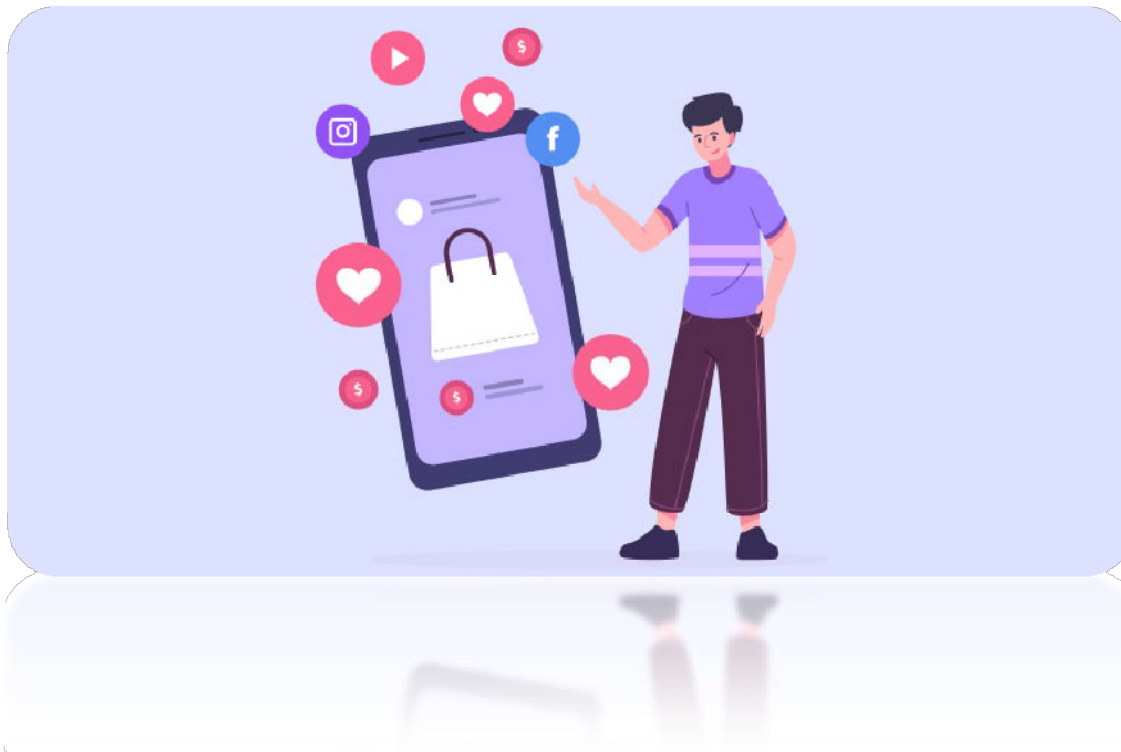
How to take your campaigns to the next level



3. Then monitor the Cost Per Click of each target group to see which ones are worth targeting again and which ones have a very high cost per click

CPC of 10c to 40 c is excellent
CPC of 40c to €1.20 c is ok
CPC of €2 – €3 euro is getting very expensive

Advanced ways to target your social media followers / engagers



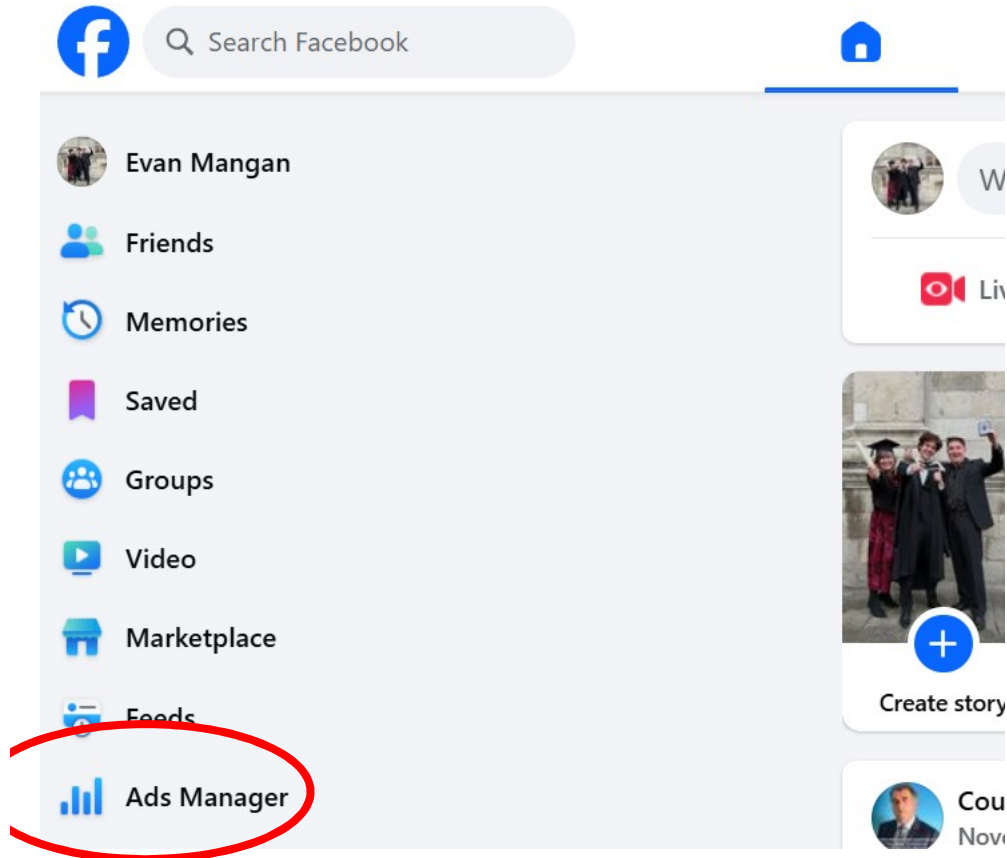
Earlier we looked at how to target your Facebook page followers.

But some of those might not be that interested. How can you target those who have recently shown an interest?

How can you target non followers who have engaged with your posts or ads?

How can you target people who have engaged with you On Instagram?

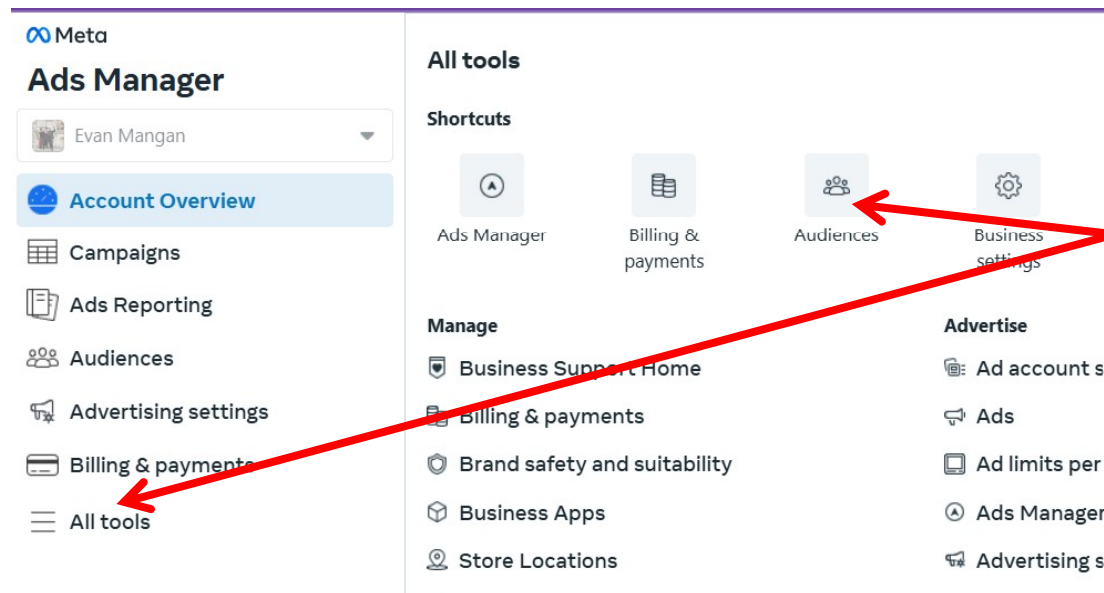
Advanced ways to target your social media followers / engagers



Go to the audiences section of Ads Manager

- 1. Go to your Feed*
- 2. Click on Ads Manager*

Advanced ways to target your social media followers / engagers



Go to the audiences section of Ads Manager

- 1. Hover over the menu top left and then click on All tools*
- 2. Click on Audiences*

Advanced Facebook page targeting

The screenshot shows the Facebook Audiences interface. A red arrow points to the 'Create audience' button. Another red arrow points to the 'Custom audience' option in the dropdown menu. A third red arrow points to the 'Facebook page' option in the 'Meta sources' section of the 'Choose a custom audience source' dialog box.

Audiences Evan Mangan - The

Create audience

- Custom audience
- Lookalike audience
- Saved audience

Filter

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

- ☐ Website
- ☐ App activity
- ☐ Catalog
- ☐ Customer list
- ☐ Offline activity

Meta sources

- ☐ Video
- ☐ Lead form
- ☐ Instant Experience
- ☐ Shopping
- ☐ Instagram account
- ☐ Events
- ☐ Facebook page
- ☐ On-Facebook listings

Cancel Next

Click create audience

Click Custom audience

Then select Facebook page

Advanced Facebook page targeting

Create a Facebook page custom audience

Include Accounts Center accounts who meet Any Of the following criteria:

Page

The Marketing Crowd

Events

Accounts Center accounts who currently like or follow your Page

☒ Accounts Center accounts who currently like or follow your Page
This includes people who currently like or follow your Page on Facebook. People who unlike or unfollow your Page will be removed from this audience.

☐ Everyone who engaged with your Page
Includes people who have visited your Page or taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ Anyone who visited your Page
This includes anyone who visited your Page, regardless of the actions they took.

☐ Accounts Center accounts who engaged with any post or ad
Includes Accounts Center accounts who have taken an action on a post or ad, such as reactions, shares, comments, link clicks or carousel swipes.

☐ Accounts Center accounts who clicked any call-to-action button
Includes people who clicked on a call-to-action button on your Page, such as "Call" or "Message".

☐ Accounts Center accounts who sent a message to your Page
Due to new privacy rules in some regions, this feature is no longer supported.

☐ Accounts Center accounts who saved any post
This includes only the people saved a post on your Page.

Choose your page from the drop down

Select Account centre accounts

Then give this audience a name eg. Likes our business on FB

Then click create

Advanced Facebook page targeting

Create a Facebook page custom audience

Include Accounts Center accounts who meet Any ▼ Of the following criteria:

Page

The Marketing Crowd ▼

Events

Everyone who engaged with your Page ▼

Audience retention ⓘ

365 days

Include more people Exclude people

Audience Name

engaged with TMC on FB 365 days 31/50

Description · Optional

0/100

? Back Create audience

Then repeat the whole process but this time in the dropdown select Everyone who engaged with your Page (even if they don't follow your page)

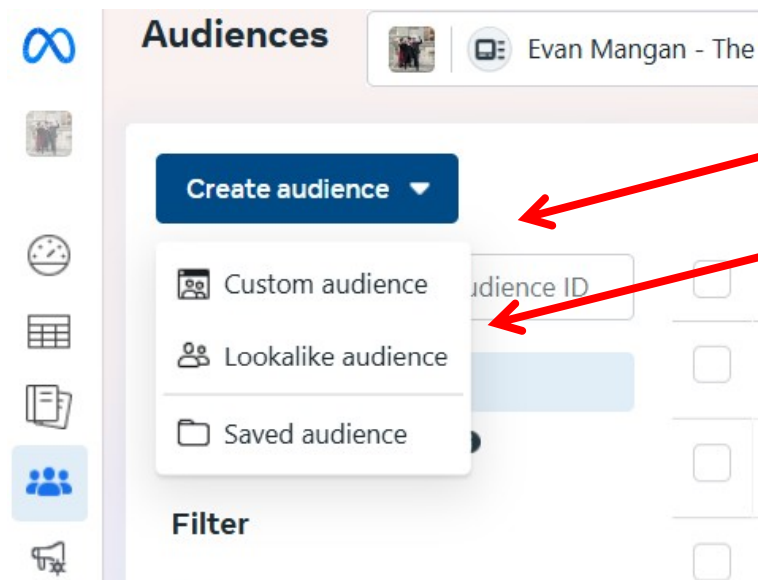
Choose the number of days up to a max of 365

Include more people - You can also add those who engaged with another page you manage

Write a name you will recognise

Click create audience

Advanced Instagram account targeting

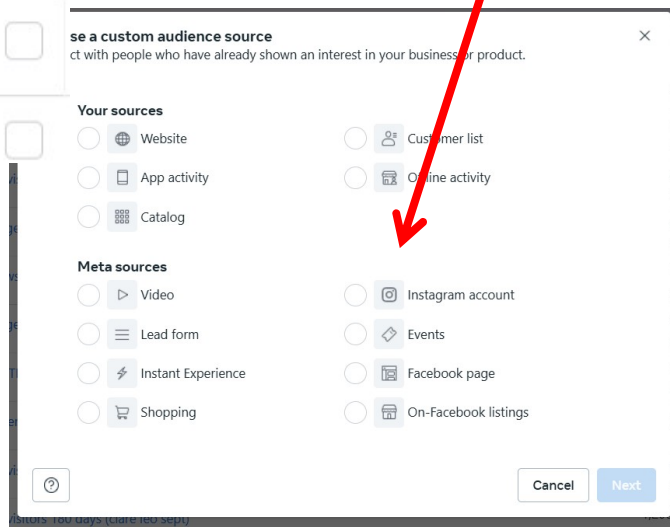


Click create audience

Click Custom audience

Then select Instagram account

The follow the exact same process as the Facebook audience



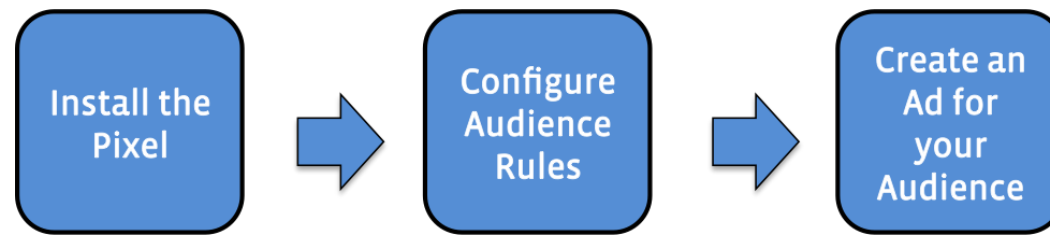
How to target your website visitors



Remarketing is a powerful way of targeting people who have visited your website recently. These people are interested in your product or service but might not have been at the point of purchase.

By retargeting them you are keeping your brand top of mind and re-prompting them to consider your product or service

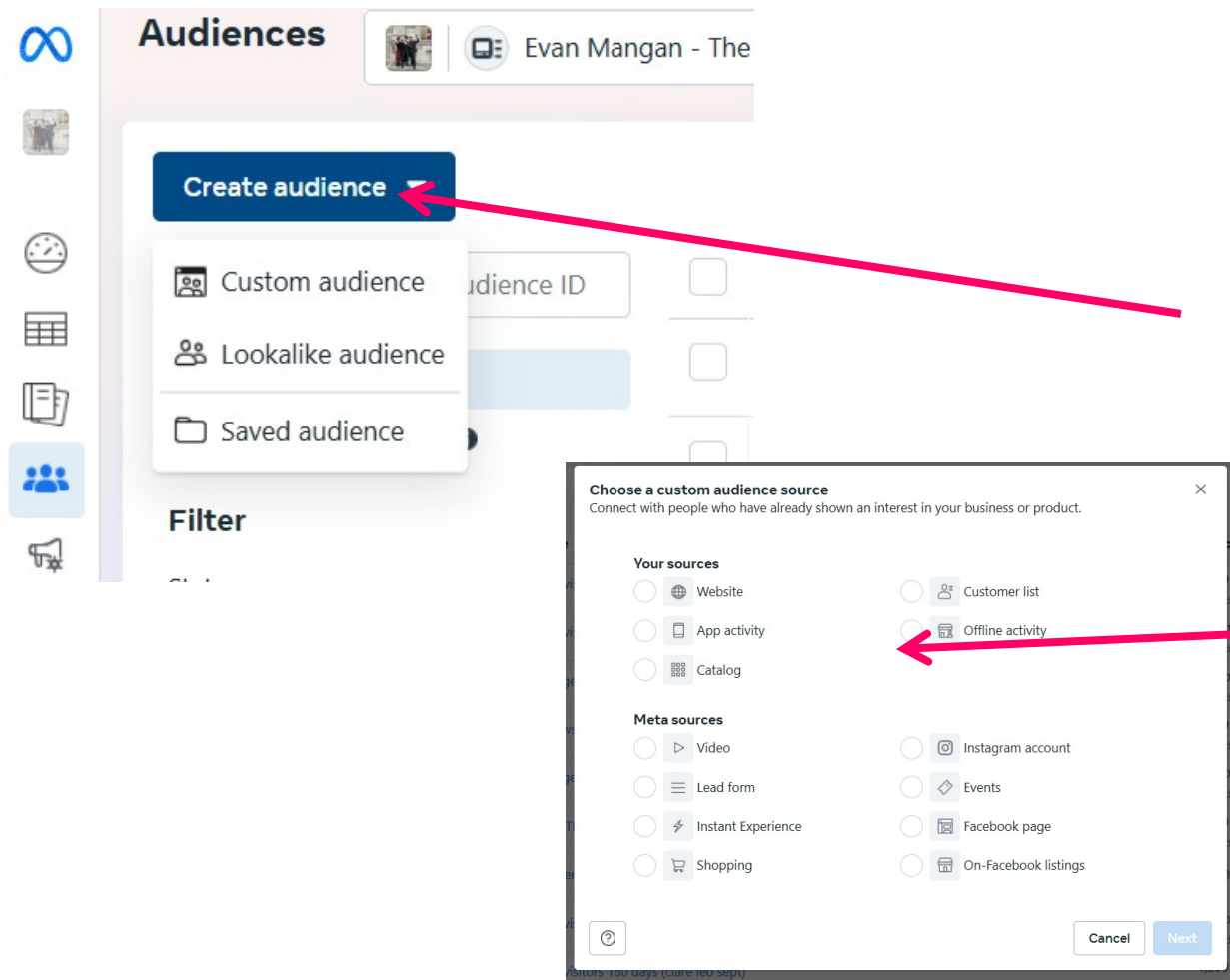
How to target your website visitors



How it works:

- 1. You get your Facebook tracking pixel and you (or web designer) adds it to your web pages*
- 2. You configure the audience rules e.g. are you targeting all visitors to the site or just specific pages. Over what time period 30 days, 60 days.*
- 3. After the audience starts building over time, you then create an ad set for your campaign targeting this audience*

How to target your website visitors



1. Go to Ads manager
2. In Ads manager click on All tools on the left and then select Audiences
3. In Audiences click on Create Audience
4. Click on Custom Audiences
5. Select website
6. Then click on Next

How to target your website visitors

The screenshot shows a 'Create a website custom audience' form. It includes a 'Source' dropdown set to 'Evan Mangan's Pixel', an 'Events' dropdown set to 'All website visitors', and an 'Audience retention' field with '30' entered. Below these are 'Include more people' and 'Exclude people' buttons. Further down are 'Audience Name' and 'Description - Optional' text input fields. At the bottom are 'Back' and 'Create audience' buttons. Red arrows point from the text instructions on the right to the 'Audience retention' field, the 'Audience Name' field, the 'Description' field, and the 'Create audience' button.

Create a website custom audience

Include Accounts Center accounts who meet Any Of the following criteria:

Source

✓ Evan Mangan's Pixel

Events

All website visitors

Audience retention ⓘ

30 days

Include more people Exclude people

Audience Name

0/50

Description - Optional

0/100

Back Create audience

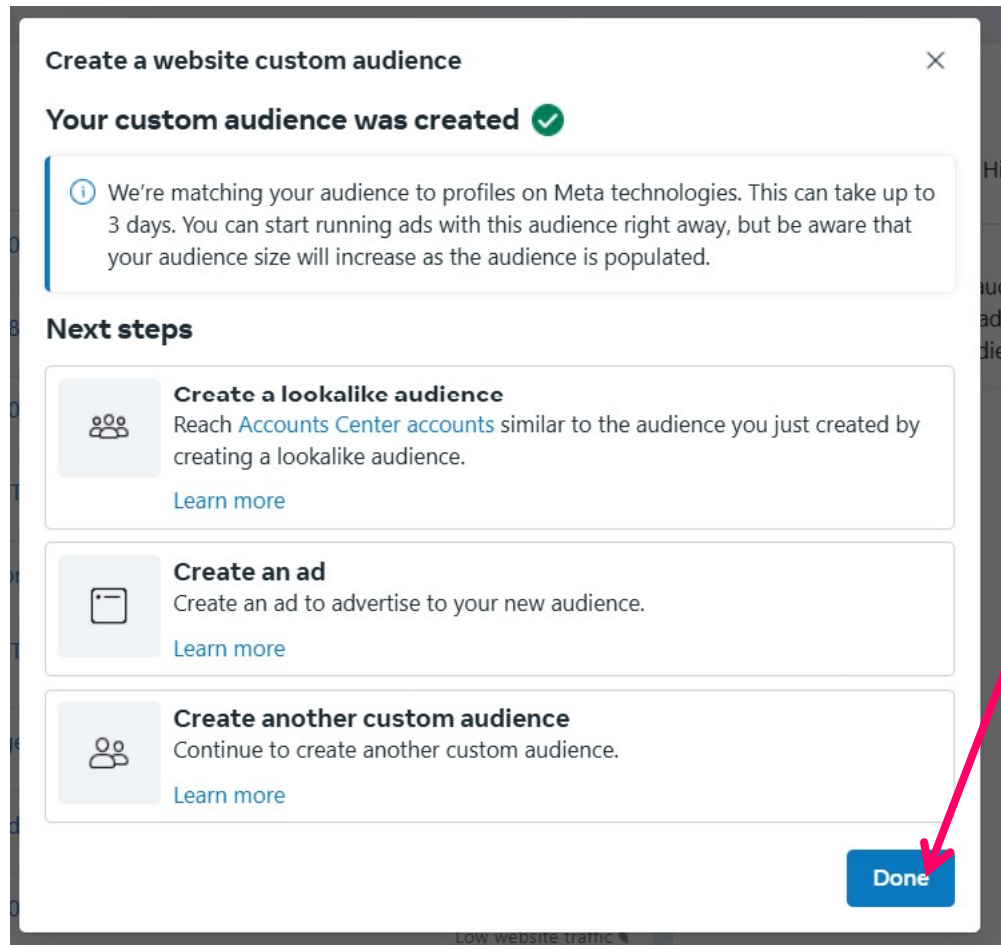
How to create an audience of people who have visited in the Last 30 days

Type in 30

Name the Audience so you will recognise it

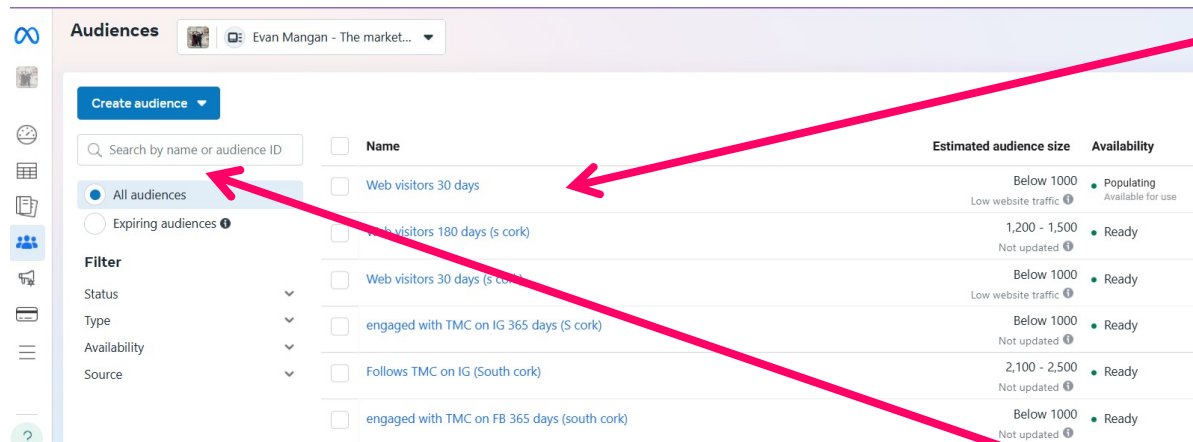
Click "create audience"

How to target your website visitors



Click done"

How to target your website visitors



You will now see your audience Listed here.

You should now repeat the process and create an audience for 180 days as this is the max length of time you can hold people

To do this ..

1. Click on Create audience
2. Choose Custom Audience
3. The website traffic
4. Then change the number 30 to 180 days and then name your audience

Let's visualise where we now are

Step 1: You create your Audiences

Evan

Web visitors 30 days

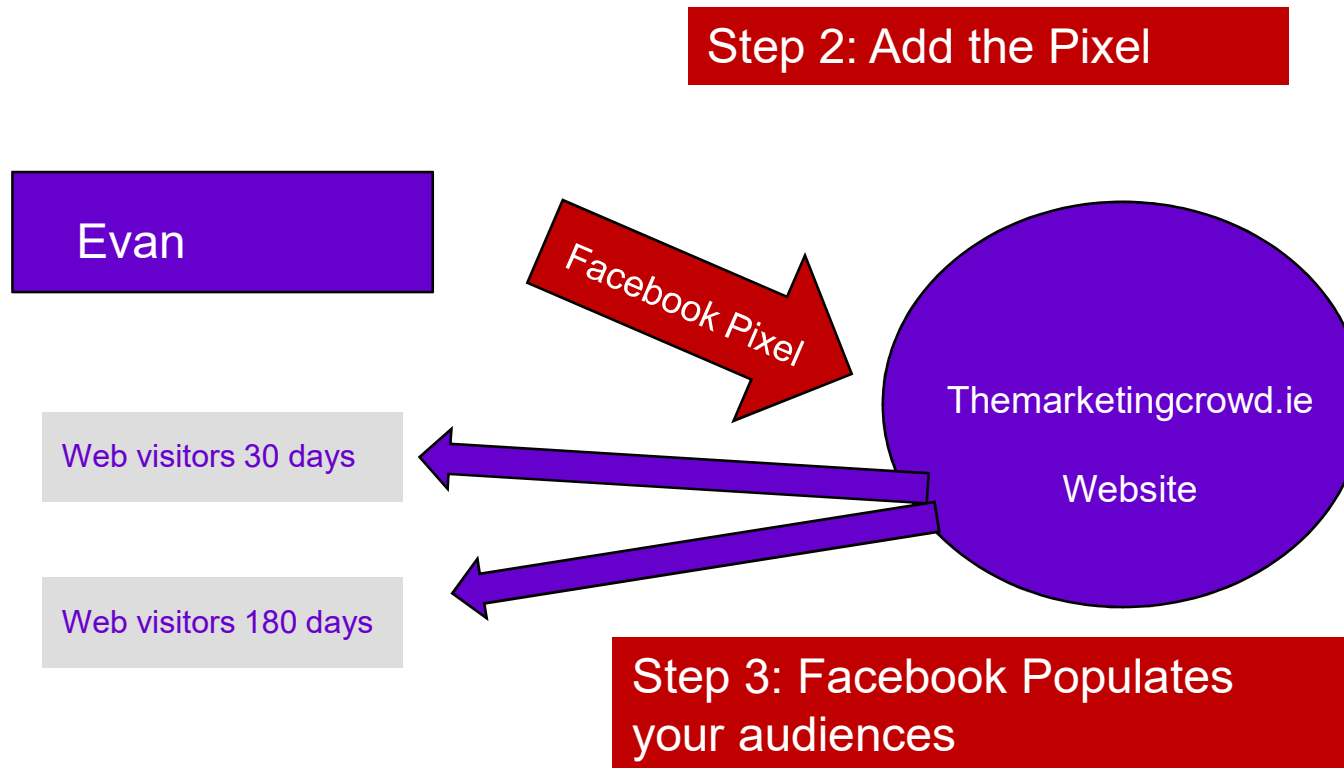
Web visitors 180 days

Themarketingcrowd.ie

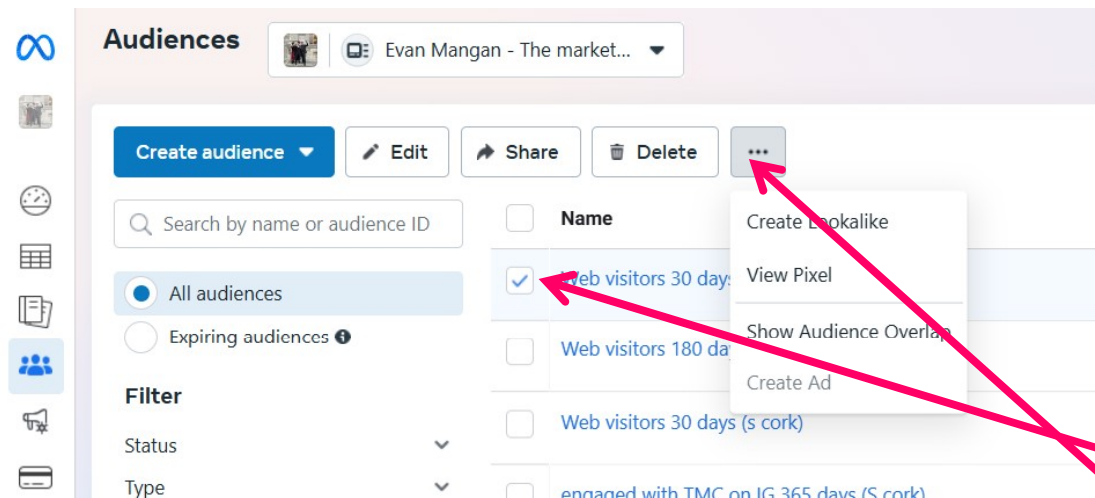
Website

At this stage Facebook has no idea who has visited my website. However, once I add the Pixel to the website....

Let's visualise where we now are



How to get the Pixel



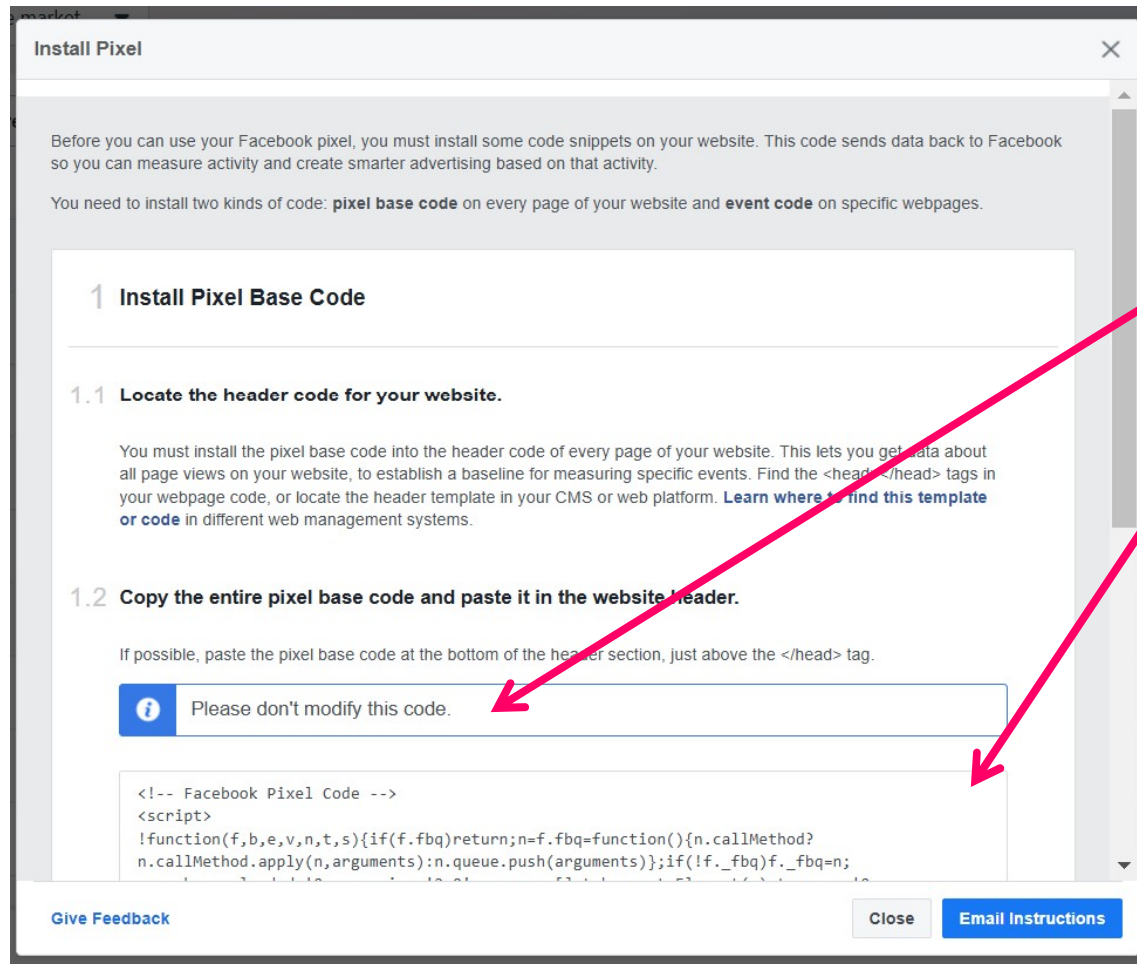
You now need to get the pixel and place it on your website.

Until the pixel gets on your site the audiences won't build.

To do this ..

1. Tick the box next to the Webs visitors 30 days audience (180 days – it doesn't matter)
2. Then click on the 3 dots
3. Then click "View pixel"

How to get the Pixel

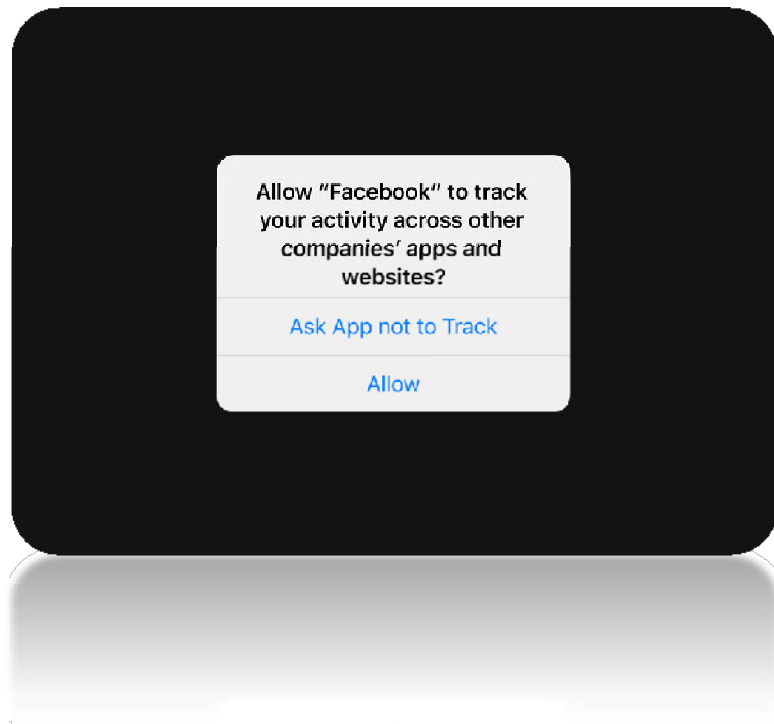


Either copy and paste the code

This is your Pixel code. You can now either

1. Copy and paste it into your website or
2. Click on email instructions and send it to your web designer or to yourself.

Be aware that Apple's ios privacy update has impacted the effectiveness of retargeting



In 2021, Apple made a change to its privacy settings which meant that when people opened any app including Facebook it asked – Do you want this app to be able to track you across the internet.

96% of people said no

Since then, if anyone visits your site using an apple device they are not tracked and will not be in your retargeting Audience

As a rough guide ...

50% of your website visitors might be on mobile
Around 50% of mobiles are apple phones

So it could impact 25% of your traffic

How to target “lookalike” audiences



You can target people who look similar (similar age / location / interests) to your followers , or web visitors

They are called lookalike audiences.

A lookalike audience will include the top 1% to 10% of people in the selected country who are most similar to the seed custom audience.

How to target “lookalike” audiences

Audiences Evan Mangan - The marke

Create audience ▾

- Custom audience
- Lookalike audience**
- Saved audience

Filter

Status ▾

Create a lookalike audience

Select your lookalike source

web visitors

Value-based sources **Other sources**

- TMC Web visitors 30 days Custom audience
- TMC web visitors 180 days Custom audience
- TMC web visitors 30 days Custom audience
- Web visitors 180 days Custom audience
- Web visitors 180 days Custom audience
- Web visitors 180 days Custom audience

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

1 A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

Click on the Create Audience button but instead of selecting custom audience as we did earlier, select Lookalike audience

Then type in the name of the audience that you want to develop a lookalike e.g., enter your page name or if you have created a custom audience (web visitors / customer s/ email list) select one.

Then click on data sources and you will see your audiences.

How to target “lookalike” audiences

The screenshot shows the 'Create a lookalike audience' dialog box. It has three main sections: 'Select your lookalike source' with a dropdown set to 'TMC Web visitors 30 days'; 'Select audience location' with a dropdown set to 'Ireland' (indicated by a red arrow); and 'Select audience size' with a slider set to 1% (indicated by a red arrow). At the bottom, there is a 'Create audience' button (indicated by a red arrow) and a 'Cancel' button. A help icon is also present.

Create a lookalike audience

Select your lookalike source

TMC Web visitors 30 days

Create new source

Select audience location

Countries > Europe

Ireland

Search for regions or countries

Browse

Select audience size

Number of lookalike audiences

1

37.4K

0% 1% 2% 3% 4% 5% 6% 7% 8% 9% 10%

A 1% lookalike consists of the people most similar to your lookalike audience source. Increasing the percentage creates a bigger, broader audience.

Cancel Create audience

Also enter the country that you wish the audience to be in. E.g. Ireland

Leave it at 1%

Then click on Create audience. It can take several hours for the audience to be created.



HOW TO ADVERTISE ON FACEBOOK & INSTAGRAM

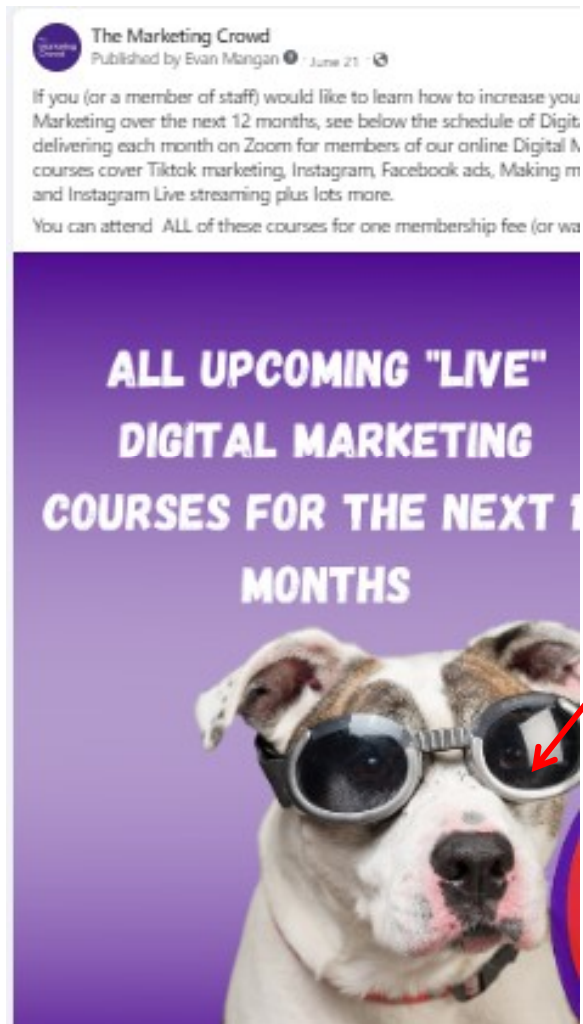
PART 1 & 2

What We Will Cover Part 2

- 1. How to turn a post into an ad using the Ads tool.**
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
- 2. How do you then monitor your campaign to see how it's doing**
 - How to drill down and learn more about your results
- 3. How to setup conversion tracking**

Reminder - What are the 2 Big options?

1. The Boost Post Button – on a Facebook Post

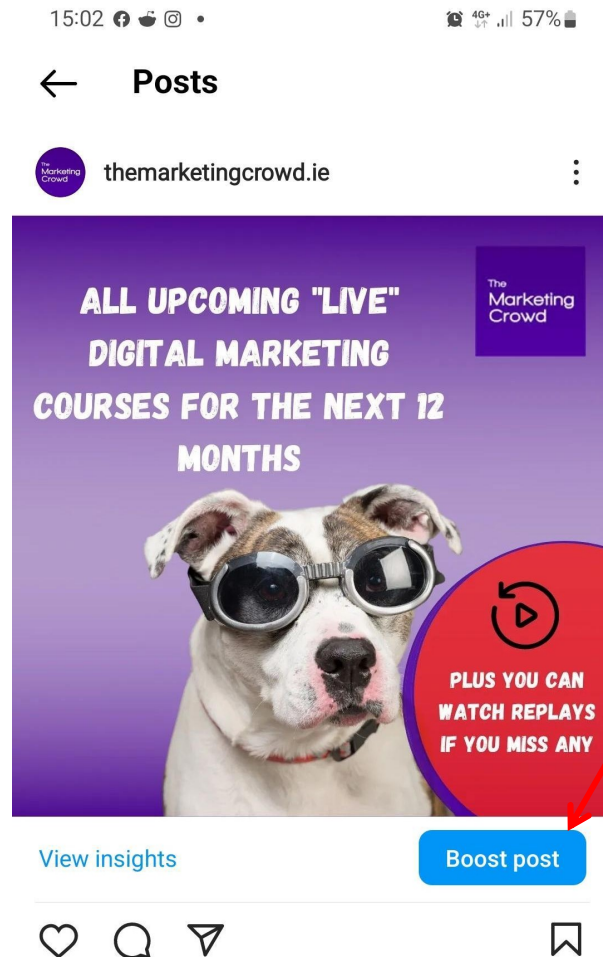


When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

Reminder - What are the 2 Big options?

1. The Boost Post Button – on an Instagram Post

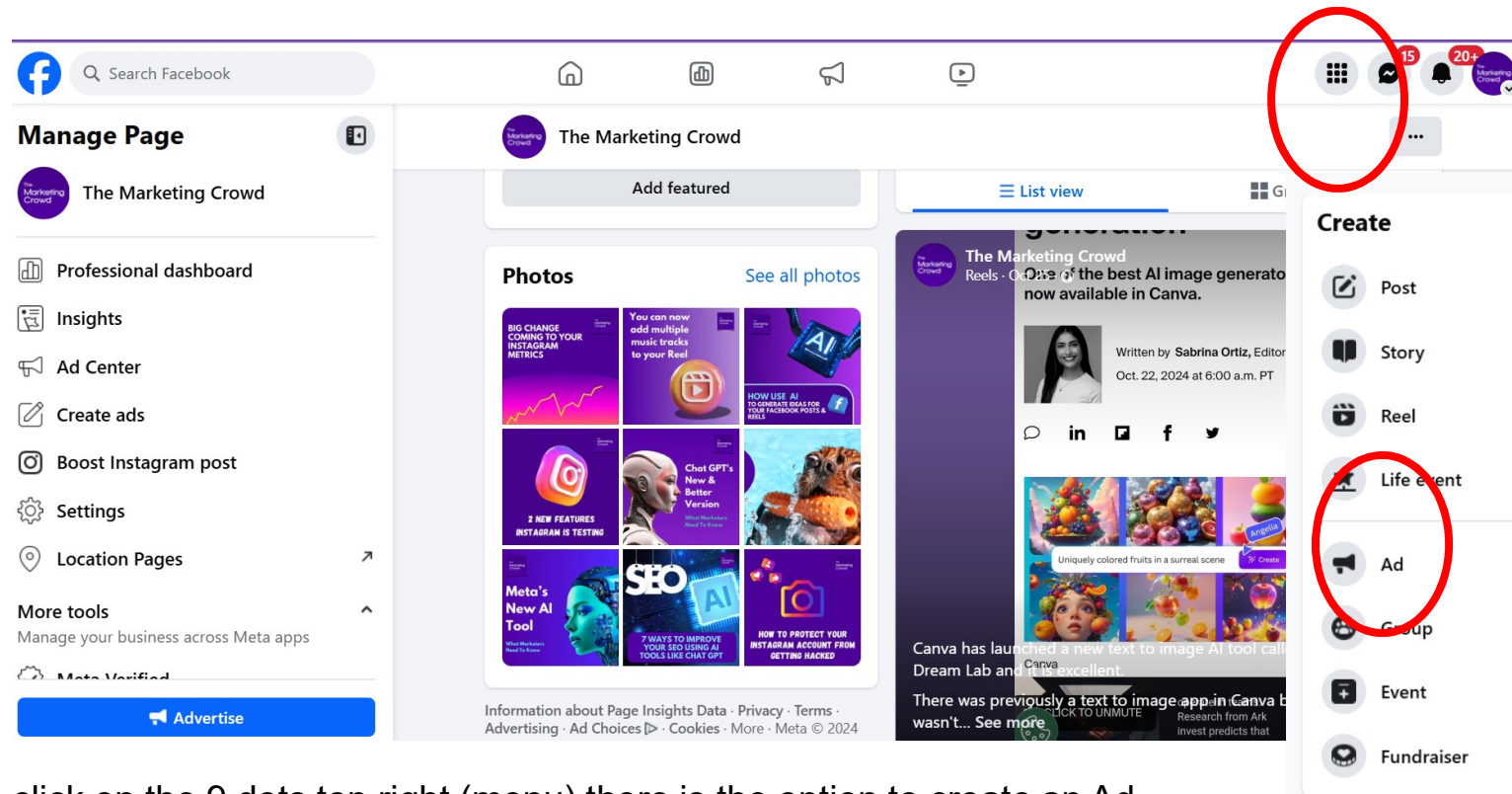


When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

Reminder - What are the 2 Big options?

2. The Ads Tool in Ads Manager

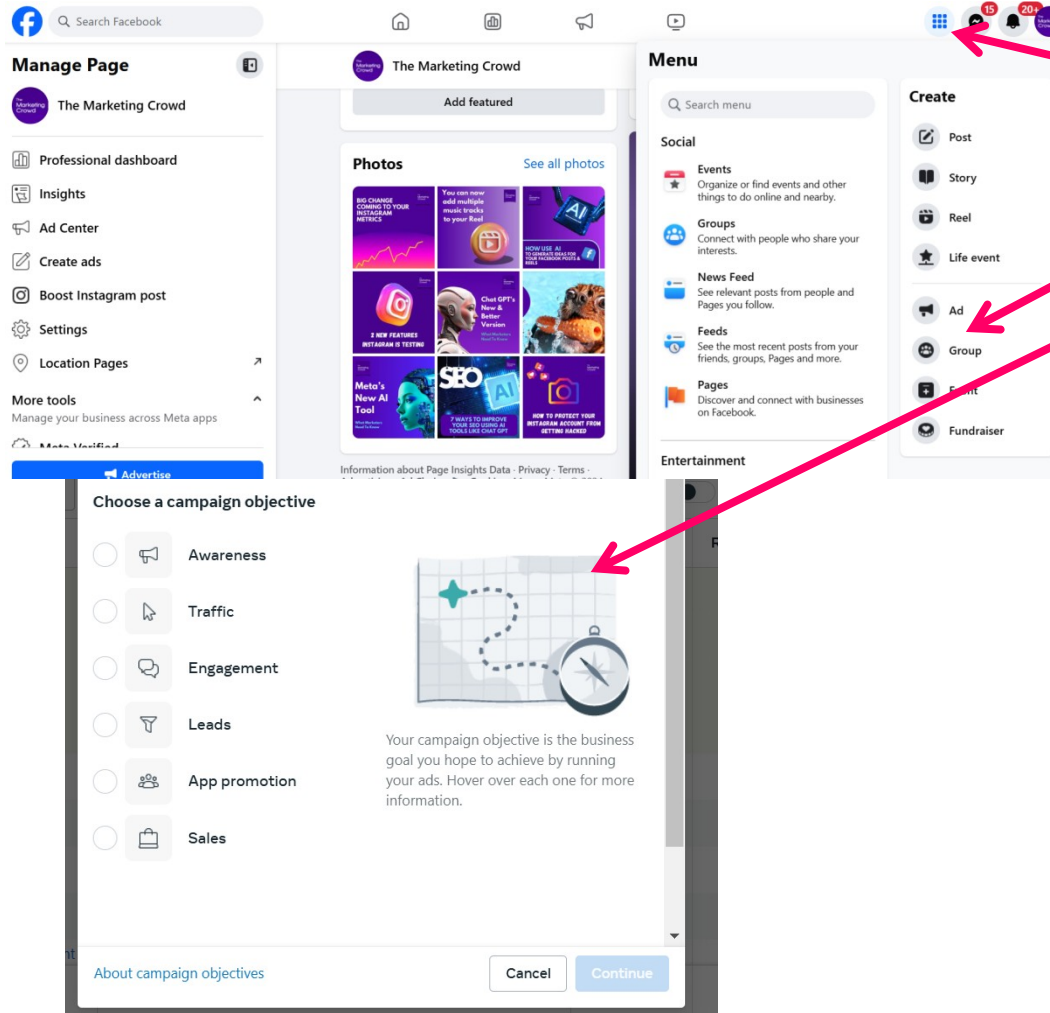


If you click on the 9 dots top right (menu) there is the option to create an Ad

This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

To access the ad creation tool within ads manager

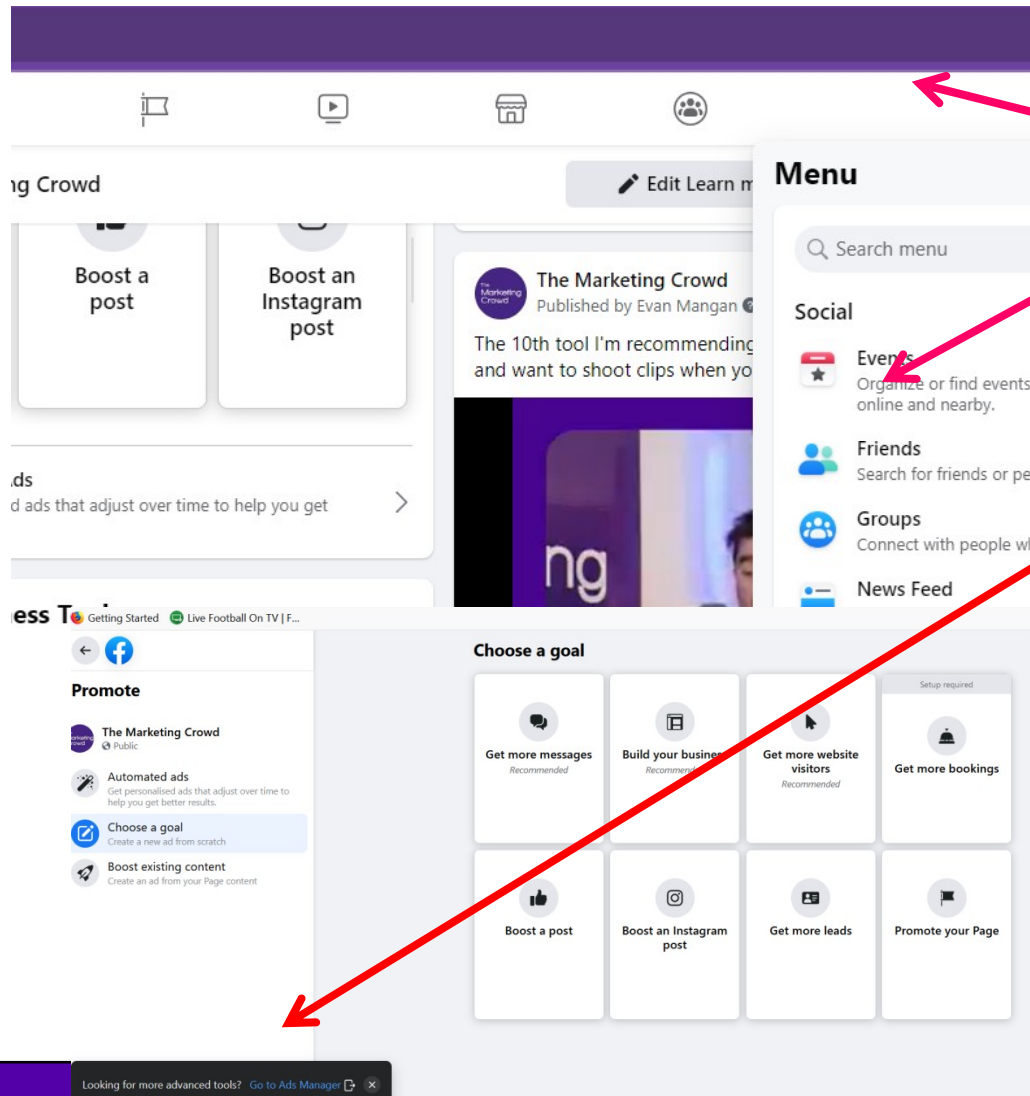


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

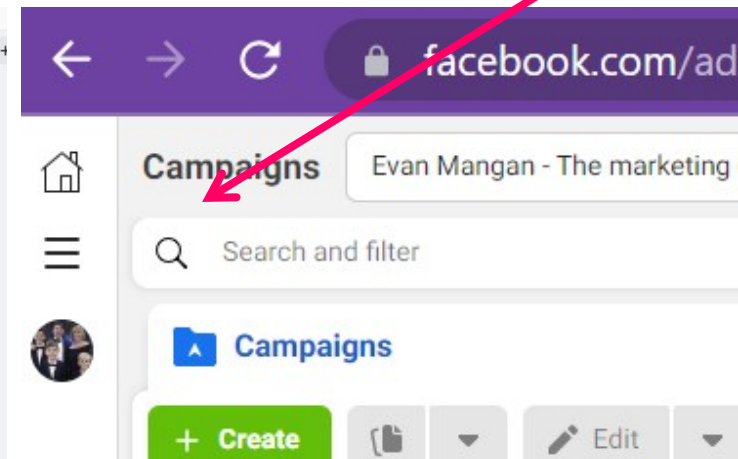
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

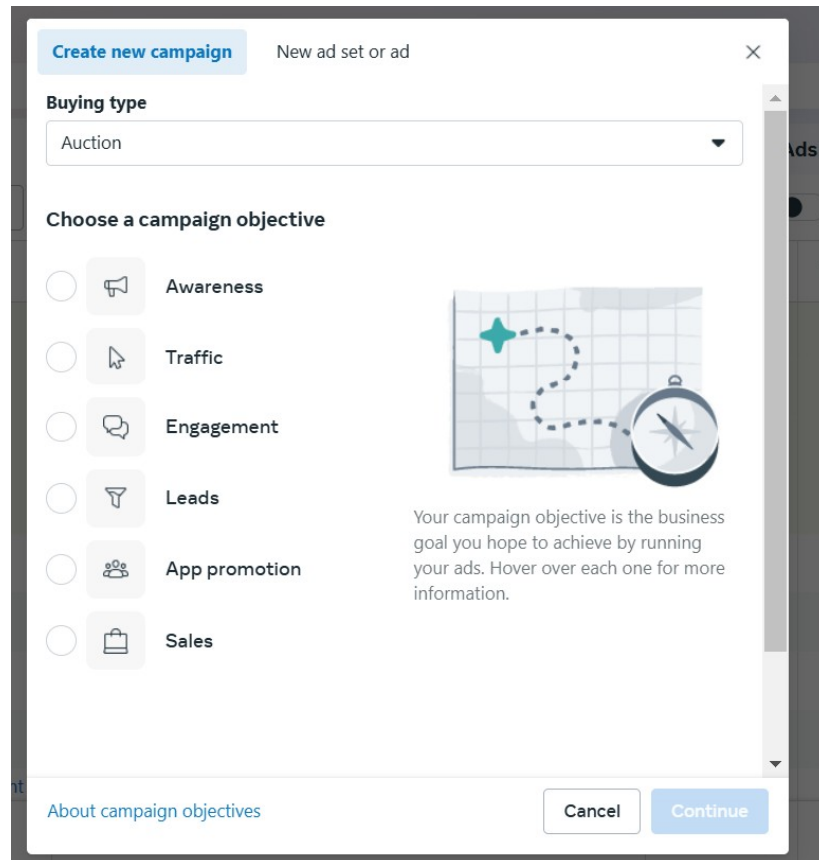
Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective

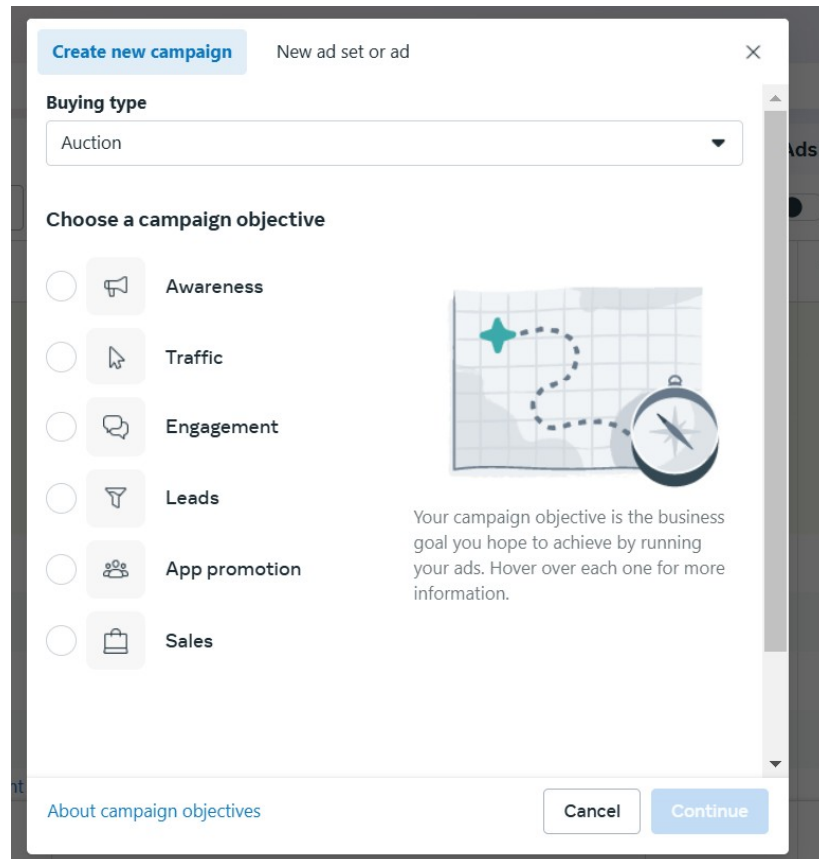


The image shows a screenshot of the Facebook 'Create new campaign' dialog box. At the top, there's a blue button labeled 'Create new campaign' and a subtitle 'New ad set or ad'. Below this, the 'Buying type' is set to 'Auction'. The main section is titled 'Choose a campaign objective' and lists seven options: Awareness (megaphone icon), Traffic (mouse cursor icon), Engagement (speech bubble icon), Leads (funnel icon), App promotion (person with phone icon), and Sales (shopping bag icon). Each option has a radio button next to it. To the right of the list is a graphic of a map with a dashed line and a compass. Below the graphic, it says: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom left is a link 'About campaign objectives'. At the bottom right are 'Cancel' and 'Continue' buttons.

You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

They will ask you what is your main objective



The screenshot shows the 'Create new campaign' dialog box in Facebook Ads. At the top, there's a 'Create new campaign' button and a 'New ad set or ad' link. Below this is a 'Buying type' dropdown menu set to 'Auction'. The main section is titled 'Choose a campaign objective' and features a list of seven objectives, each with a radio button and an icon: Awareness (megaphone), Traffic (mouse cursor), Engagement (speech bubble), Leads (funnel), App promotion (person with plus), and Sales (shopping bag). To the right of the list is a graphic of a map with a dashed line and a compass. Below the graphic, text explains: 'Your campaign objective is the business goal you hope to achieve by running your ads. Hover over each one for more information.' At the bottom, there's a link 'About campaign objectives', a 'Cancel' button, and a 'Continue' button.

You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

Engagement: Get more messages, video views, post engagement, Page likes or event responses.

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

How to create an ad campaign

The screenshot shows the Facebook Ads creation flow. At the top, there's a URL: `age/campaigns?act=380601755312923&nav_entry_point=`. Below it, a header bar says "4 items with errors". The main content area has a "Create new campaign" button and a link to "New ad set or ad". A star icon introduces a section: "Now you can choose from 6 simplified objectives". Below this, text states: "We made an [update to the campaign objectives](#) to make it easier to choose an objective that aligns with your business goals. Here's what you can expect from the update:" followed by a bulleted list: "• All the same functionality and features as before" and "• No change to existing campaigns at this time". Below the list, it says "We'll help you find a new objective that matches your goal" and a "Find your objective" button. A red arrow points from this text to the "Buying type" section. The "Buying type" section has a dropdown menu currently set to "Auction". Below that, the "Choose a campaign objective" section has three radio button options: "Awareness" (with a megaphone icon), "Traffic" (with a cursor icon), and "Engagement" (with a speech bubble icon). A red arrow points from the "Traffic" option to the "Continue" button at the bottom right, which is a blue button with a white plus icon.

age/campaigns?act=380601755312923&nav_entry_point=

4 items with errors

Create new campaign New ad set or ad

★ Now you can choose from 6 simplified objectives

We made an [update to the campaign objectives](#) to make it easier to choose an objective that aligns with your business goals. Here's what you can expect from the update:

- All the same functionality and features as before
- No change to existing campaigns at this time

We'll help you find a new objective that matches your goal

Find your objective

Buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

Continue

Then choose either “traffic” or
“engagement”

If you are driving people off of your website
choose traffic.

If you are not driving people off of Facebook
choose engagement

Click on “continue”

How to create an ad campaign

The screenshot shows the 'Campaign name' and 'Special Ad Categories' sections of the Google Ads setup. At the top, there are 'Edit' and 'Review' buttons. The 'Campaign name' section has a text input field containing 'New Traffic Campaign' and a 'Create template' button. A red arrow points from the 'Create template' button to the text input field. The 'Special Ad Categories' section includes a paragraph about declaring special categories, a link to 'Learn more about Special Ad Categories', and a 'Benefits of declaring Special Ad Categories' section. Below this is a 'Categorize your ads' button. The 'Categories' section has a dropdown menu with the text 'Declare category if applicable'. A red arrow points from the 'Categorize your ads' button to the 'Categories' section, and another red arrow points from the dropdown menu to the right-hand text box.

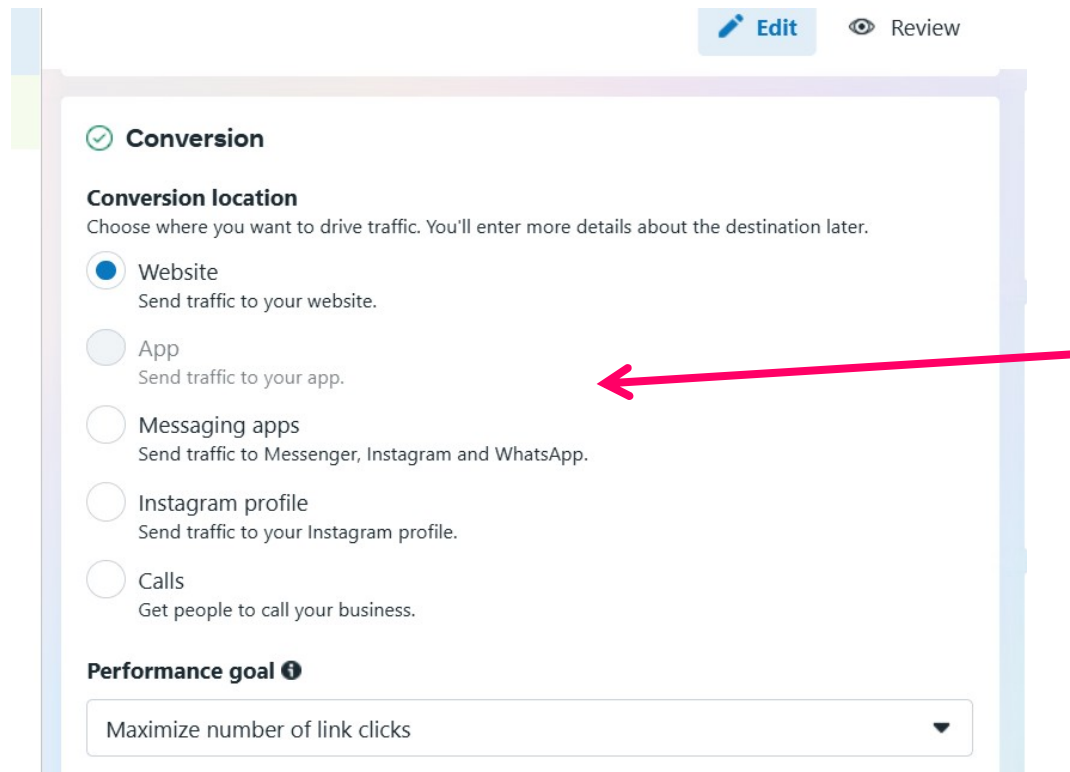
Important – Give your campaign a name you will recognise. Type in a name

If your ad is to do with Politics / social issues, car loans, credit loans, housing you need to self declare. Then certain targeting options won't be available as they do not allow discrimination in ads targeting

You can skip everything else.

Then Click on Next to progress to page 2 out of 3

How to create an ad campaign



Conversion

Conversion location
Choose where you want to drive traffic. You'll enter more details about the destination later.

- ☒ Website
Send traffic to your website.
- ☐ App
Send traffic to your app.
- ☐ Messaging apps
Send traffic to Messenger, Instagram and WhatsApp.
- ☐ Instagram profile
Send traffic to your Instagram profile.
- ☐ Calls
Get people to call your business.

Performance goal ⓘ

Maximize number of link clicks ▼

Where do you want to drive traffic to?

Your website?
Your App?
To Messenger so people can message you?
To WhatsApp?

Choose the one you want. And scroll down

How to create an ad campaign

Performance goal ⓘ

Maximize number of link clicks

Traffic goals

☐ Maximize number of landing page views
We'll try to show your ads to the people most likely to view the website or Instant Experience linked in your ad.

☒ Maximize number of link clicks
We'll try to show your ads to the people most likely to click on them.

Other goals

☐ Maximize daily unique reach
We'll try to show your ads to people up to once per day.

☐ Maximize number of conversations
We'll try to show your ads to people most likely to have a conversation with you through Provide creative elements, such as images and headlines, and we'll automatically

There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

Budget & schedule

Budget ⓘ

Daily budget ▼ €20.00 EUR

You'll spend an average of €20.00 per day. Your maximum daily spend is €35.00 and your maximum weekly spend is €140.00. [Learn more.](#)

Schedule ⓘ

Start date

Nov 17, 2024 02:54 AM PST

End date

☐ Set an end date

Budget: Decide how much you will spend per day and for how long you will run the campaign for

It is better to spend your money over 3-4 days rather than spend it all on one day.

How to create an ad campaign

Hide options ▲

Budget scheduling ⓘ

☒ Increase your budget during specific time periods

View ▼

Tell us the duration of your anticipated high-demand period

Starts on

Nov 18, 2024



12:00 AM

-

Ends

Nov 19, 2024



12:00 AM

Increase daily budget by value amount (€)



€ 5.00

EUR

Meta will aim to spend an average of €25 a day (a €5 increase) from Nov 18 to Nov 19.



Remove this period

If you wish you can decide to increase your budget and spend more at a certain time on specific days.

This is totally optional.

It might be useful if ..

1. You are running an offer and want to increase your spend at the offer deadline approaches
2. You think that you tend to get more enquiries at a certain time of day / day of week

How to create an ad campaign

Ad scheduling ⓘ

☐ Run ads on a schedule

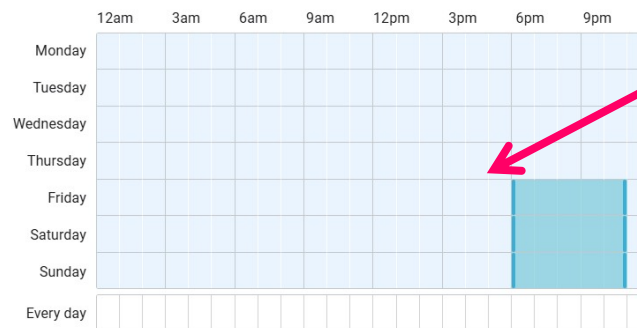
✔ Budget & schedule

Budget ⓘ

Lifetime budget ▼ €40.00 EUR

You won't spend more than €40.00 during the lifetime of your ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities.

ⓘ Click and drag to schedule multiple times at once.



You can also schedule your ads to run a certain times of the day or only on certain days.

In order to do this you need to switch the budget from daily budget to a lifetime budget - otherwise you cannot tick the option

Then you can choose the days and times

How to create an ad campaign

✓ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.
[See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- Ireland

[Show more options ▼](#)

✓ Advantage+ audience ⚡

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely.
[Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta has introduced the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location eg. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences eg. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours

How to create an ad campaign

✓ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

ⓘ You can set audience controls for this ad account to apply to all campaigns.
 [See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- Ireland

[Show more options ▼](#)

✓ Advantage+ audience ✦

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)

⊕ Audience suggestion (optional)

Save audience

[Switch to original audience options](#)

Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"

How to create an ad campaign

Custom audiences ⓘ Create new ▼

🔍 Search existing audiences

Add exclusions

*** Locations** ⓘ

Included location:

- Ireland

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Advantage detailed targeting+

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Languages ⓘ

All languages

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”


Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign

 **Beneficiary and payer**

Beneficiary and payer information is required for ad sets with audiences in the European Union and is saved in [Advertising settings](#). This information will be publicly available in the Meta Ad Library for a year but not shown on any ads. [Learn more](#)

*** Beneficiary ⓘ**

The Marketing Crowd

▼

☒ The beneficiary and payer are different

Step 3: declare who is the beneficiary and payer of the ad

If you are paying and benefiting just enter your business name

How to create an ad campaign

✓ Placements

Choose where your ad appears across Meta technologies. [Learn more](#)

Advantage+ placements ✦

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options ▼](#)

☒ Manual placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices

All devices

Platforms

☒ Facebook ☒ Instagram
☒ Audience Network ☒ Messenger

Asset customization

23 / 22 placements that support asset customization

Placements

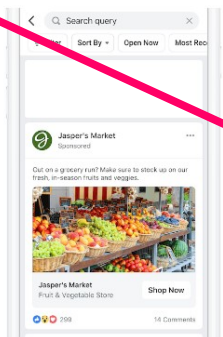
☒ Feeds
Get high visibility for your business with ads in feeds

☒ Stories and Reels
Tell a rich, visual story with immersive, fullscreen vertical ads

☒ In-stream ads for videos and reels
Reach people before, during or after they watch a video or reel

☒ Search results
Get visibility for your business as people search

☐ Messages



Step 3: Decide where You want your ad to appear.

To view your options hover your mouse over advantage + Placements and then click the edit button and then tick Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns

However I untick audience Network

How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot shows the Facebook Ad creation interface. It is divided into two main sections: 'Identity' and 'Ad Setup'. In the 'Identity' section, there are two dropdown menus. The first is labeled 'Facebook Page' and shows 'The Marketing Crowd' with a red arrow pointing to it. The second is labeled 'Instagram Account' and shows 'themarketingcrowd.ie' with a red arrow pointing to it. In the 'Ad Setup' section, there is a dropdown menu labeled 'Use Existing Post' with a red arrow pointing to it. A red vertical line is on the right side of the 'Identity' section. A red arrow points from the 'Use Existing Post' dropdown to the 'Ad Setup' section.

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd.ie

Ad Setup

Use Existing Post

Step 4: Choose from the dropdown a post that you want to turn into an ad

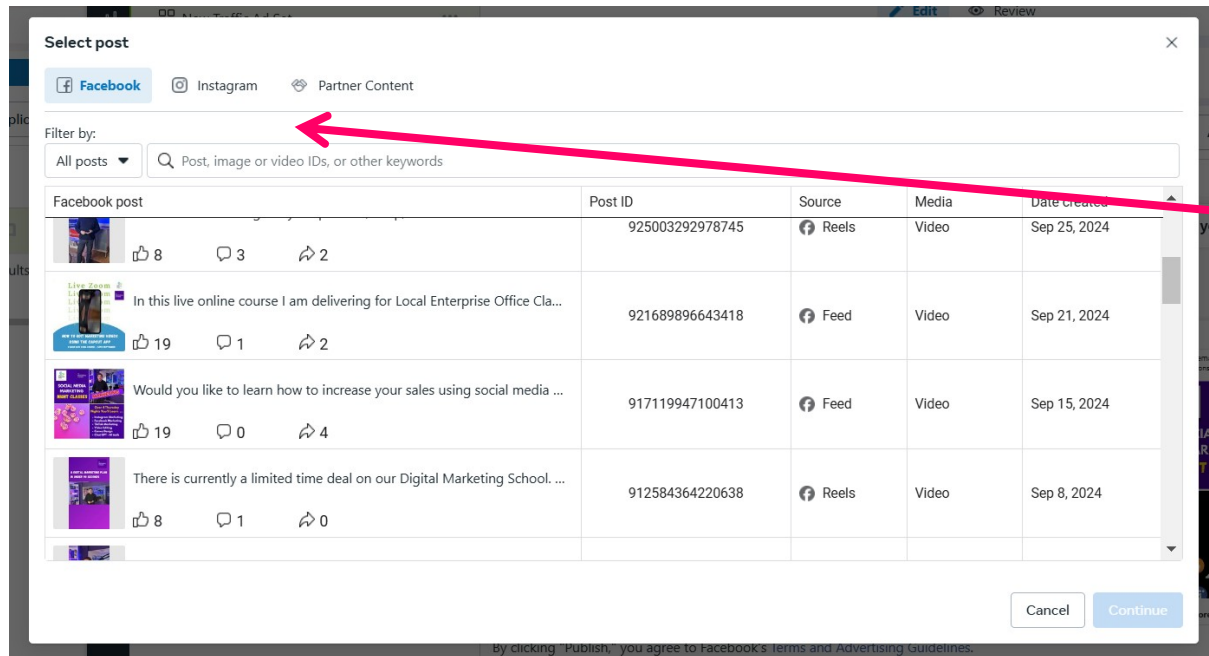
Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram



Then choose a post from the list of previous posts or reels on Facebook or Instagram

Once you select one then click continue

How to turn a post into an ad that goes out on Facebook & Instagram

Source URL ⓘ
Enter a URL to automatically find site links you can choose to add. By default, we'll use your destination Website URL.

Site Links
0 site links added [Add](#)

Ad creative ✓
Select and optimize your ad text, media and enhancements.

1

Your Instagram ad will render Facebook mentions as regular text.

Facebook Post

Would you like to learn how...

917119947100413 - Sep 15, 2024

Change post

+ Create post

Enter post ID

Primary text

By clicking "Publish," you agree to Facebook's Terms and Advertising Guidelines.

Close

✓ All edits saved

Campaign Opportunities
Potential 33% lower cost per result.

Ad preview

Advanced preview

The Marketing Crowd

Sponsored ·

×

⋮

Would you like to learn how to increase your sales using social media marketing? ...See more

SOCIAL MEDIA MARKETING NIGHT CLASSES

Over 4 Thursday Nights You'll Learn ...

• Instagram Marketing

• Facebook Marketing

• TikTok Marketing

• Video Editing

• Canva Design

• Chat GPT - AI tools

localenterprise.ie

Social Media Marketing Night...

Learn more

Instagram

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the marketing crowd

Would you like to learn how to increase your sales using social media marketing? ...more

SOCIAL MEDIA MARKETING NIGHT CLASSES

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• Chat GPT - AI tools

Learn more

the marketing crowd

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Back

Publish

You can preview how it looks in different Placements

If there isn't already a link on your post or reel they will prompt you to enter a url and choose a call to action button

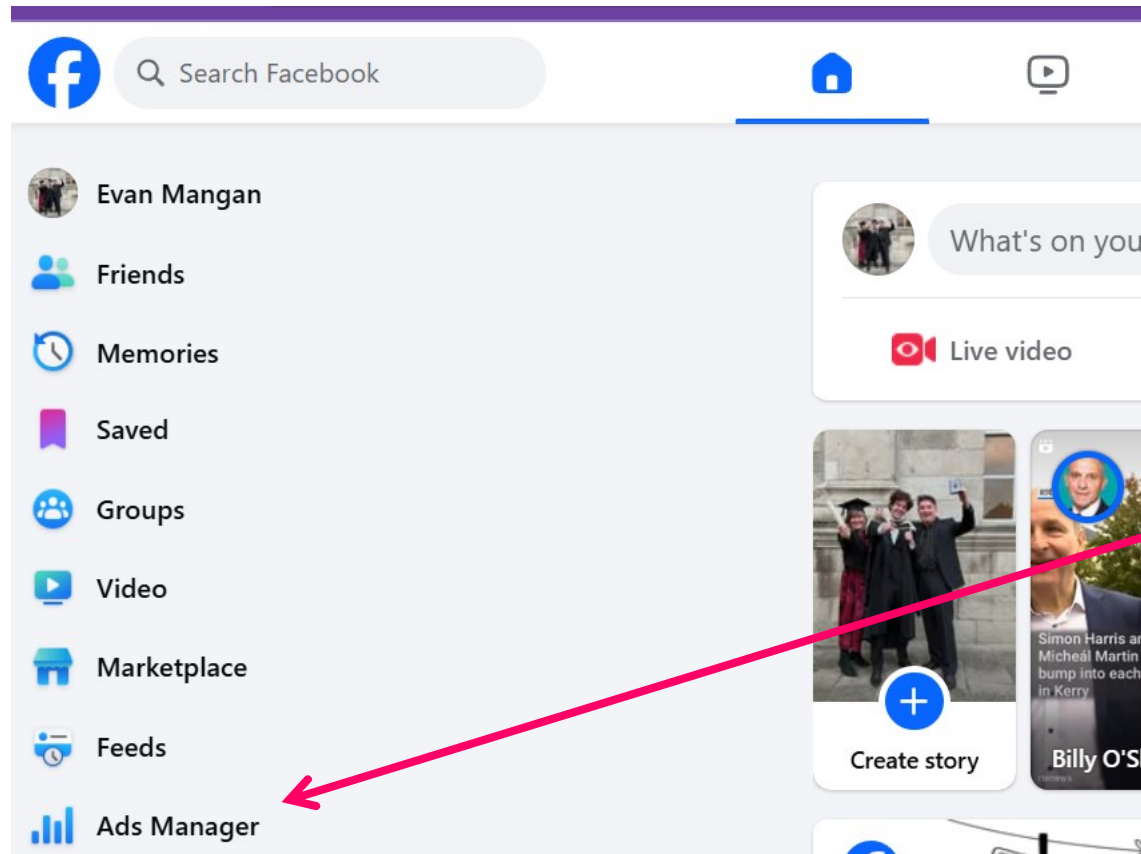
When you are ready to place order click the green Button

Your ad has now gone off to Facebook for review.

What We Will Cover

1. **How to turn a post into an ad using the Ads tool.**
 - How to get to the ads tool since the recent redesign on Facebook
 - What objective should you choose
 - Overview of Budget, targeting and placement
2. **How do you then monitor your campaign to see how it's doing**
 - How to drill down and learn more about your results
3. **How to setup conversion tracking**

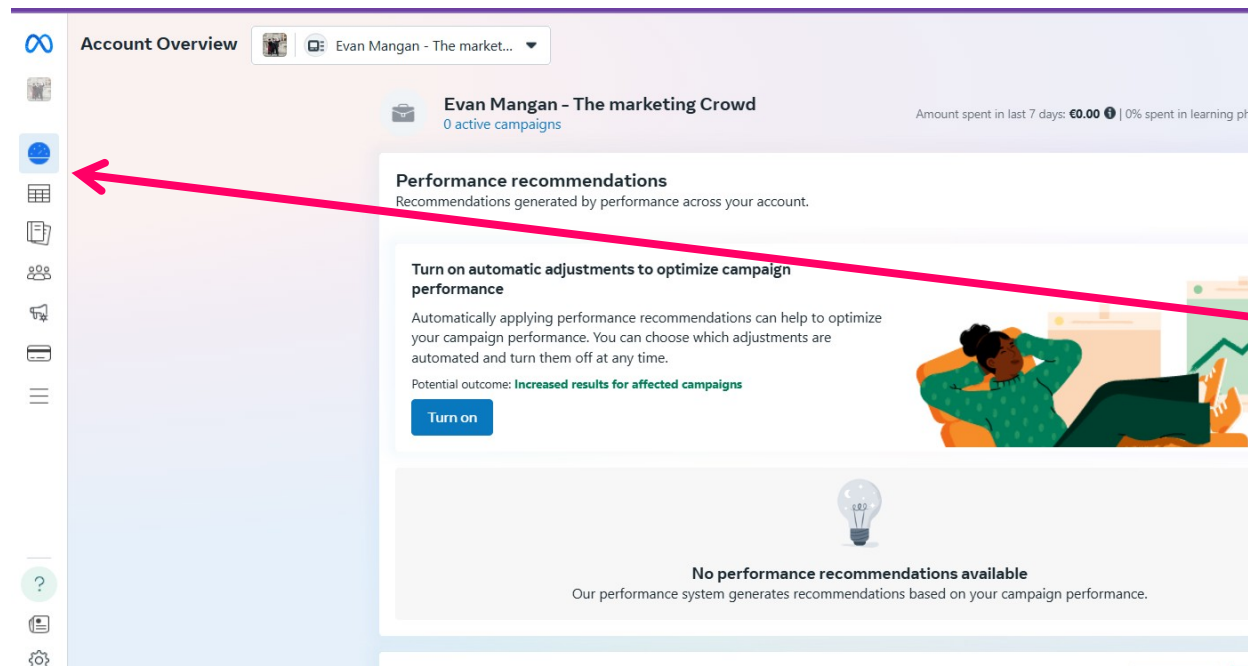
How your campaign results are reported



In order to see the result of your campaign you need to go into Ads Manager

On your main feed, on the left-hand menu click on Ads Manager

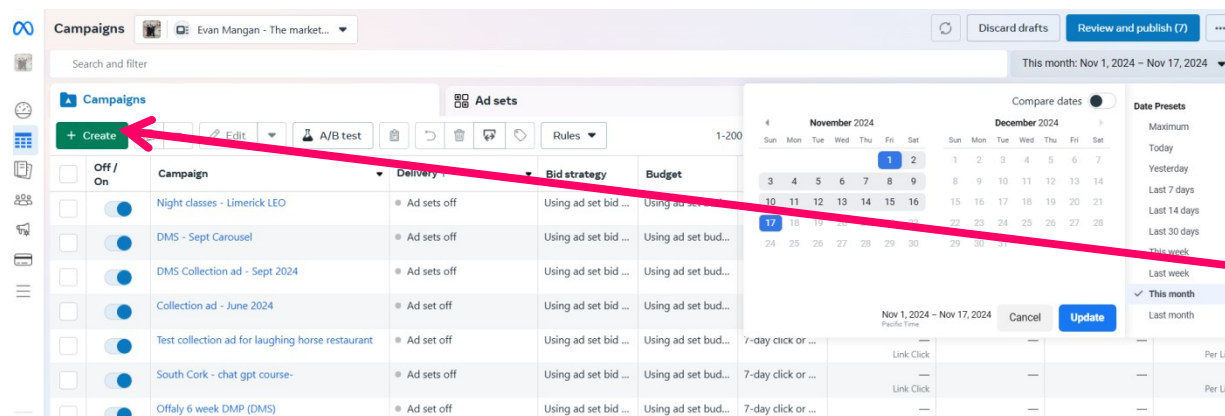
How your campaign results are reported



When you land on Ads manager you are taken to account overview

Hover your mouse over the left hand menu and select campaigns

How your campaign results are reported



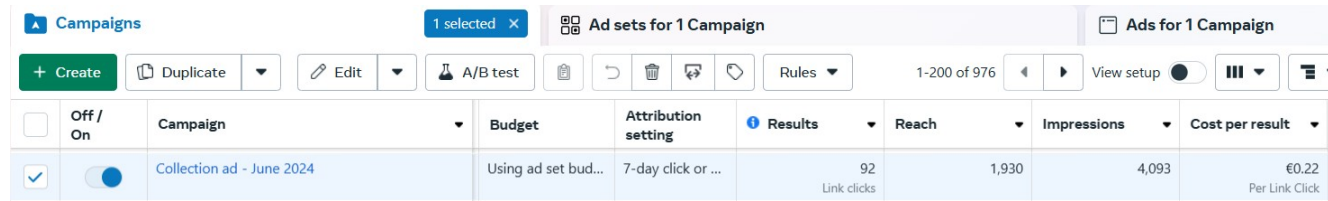
You will then see all of your campaigns

However, there might not be any data for the Campaigns

Click on the date on the top right and then select "maximum"

You will then see the data for all your previous campaigns

How your campaign results are reported



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Campaigns' selected, showing '1 selected'. Below this are tabs for 'Ad sets for 1 Campaign' and 'Ads for 1 Campaign'. A toolbar contains buttons for '+ Create', 'Duplicate', 'Edit', 'A/B test', and 'Rules'. A pagination bar shows '1-200 of 976'. The main table displays campaign data:

	Off / On	Campaign	Budget	Attribution setting	Results	Reach	Impressions	Cost per result
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Collection ad - June 2024	Using ad set bud...	7-day click or ...	92 Link clicks	1,930	4,093	€0.22 Per Link Click

When you look at one of your campaigns ...

You are told how many people you reached and what the cost per result was e.g. CPC

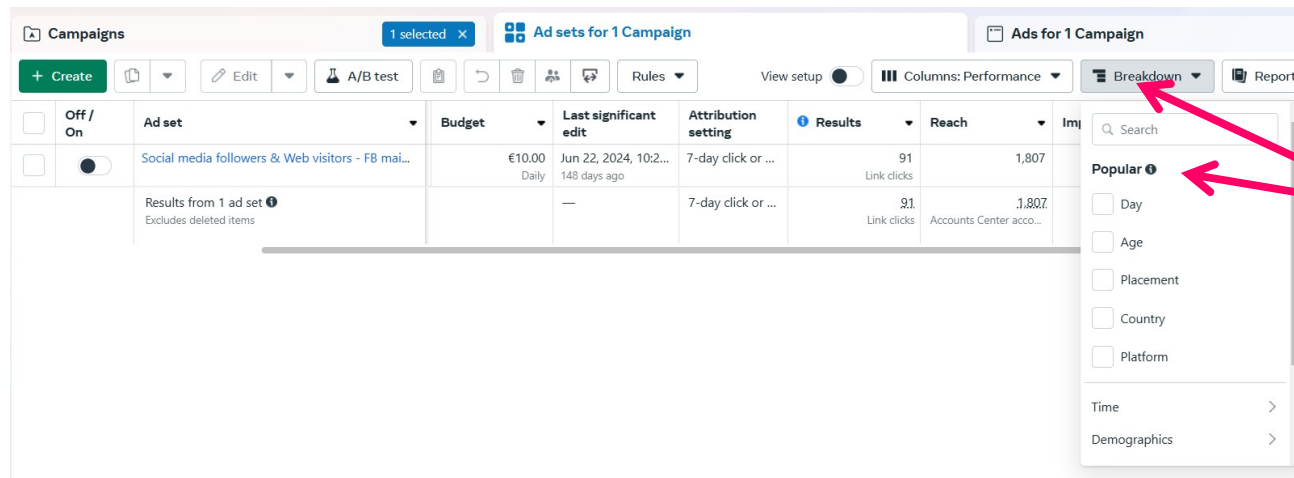
What is a good Cost per click?

Between €0.20 and €0.40 is excellent

Between €0.40 and €1.20 is typical

Over €2 or €3 is getting expensive

How your campaign results are reported



The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs, there's a toolbar with buttons like '+ Create', 'Edit', 'A/B test', and 'Rules'. The main table displays campaign data with columns: Off/On, Ad set, Budget, Last significant edit, Attribution setting, Results, Reach, and Impressions. A dropdown menu is open for the 'Breakdown' column, showing options like 'Popular', 'Day', 'Age', 'Placement', 'Country', 'Platform', 'Time', and 'Demographics'. Two red arrows point from the text on the right to the 'Breakdown' dropdown and the 'Popular' option.

Off / On	Ad set	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions
<input type="checkbox"/>	Social media followers & Web visitors - FB mai...	€10.00 Daily	Jun 22, 2024, 10:2... 148 days ago	7-day click or ...	91 Link clicks	1,807	
Results from 1 ad set ⓘ Excludes deleted items			—	7-day click or ...	91 Link clicks	1,807	Accounts Center acco...

To drill down and understand more about your campaign click on your campaign

Then click Breakdown

You can then choose lots of options

How your campaign results are reported

The screenshot shows a web interface for campaign management. A dropdown menu is open for the 'Last Significant Edit' column. The menu lists several options: 'None' (selected), 'Age', 'Gender', 'Age and Gender', 'Business Locations', 'Country', 'Region', and 'DMA Region'. A red arrow points from the 'None' option to a text box on the right. Another red arrow points from the 'DMA Region' option to a text box on the right. The background shows a table with columns 'y', 'Budget', 'Last Significant Edit', and 'Setting'. The table has three rows, each with 'st cost' and 'k Clicks' in the first column, and a budget value in the second column.

y	Budget	Last Significant Edit	Setting
st cost k Clicks	€15.0	None	
st cost k Clicks	€10.0		
st cost k Clicks	€10.0		

You can then choose to get a break down of the people who clicked on your add by

Their age, gender, location

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

How your campaign results are reported

+ Create					Duplicate		Edit		A/B Test		Rules	
Ad Set Name					Attribution Setting		Results					
Recent web visitors					28-day click o...		13		Link Clicks			
Facebook	Facebook Groups Feed	Mobile App	28-day click o...		—							
Facebook	Facebook Stories	Mobile App	28-day click o...		—							
Facebook	Feed: News Feed	Desktop	28-day click o...		1							
Facebook	Feed: News Feed	Mobile App	28-day click o...		10							

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

What We Will Cover

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3. **How to setup conversion tracking**

What is Facebook conversion tracking?



If you setup conversion tracking you will be able to see how many people clicked on your ad AND took an action on your website such as making a purchase.

Therefore, when you run an ad campaign you won't just judge it on how many clicks you got and the cost per click. You can also judge it on how many sales and the cost per sale.

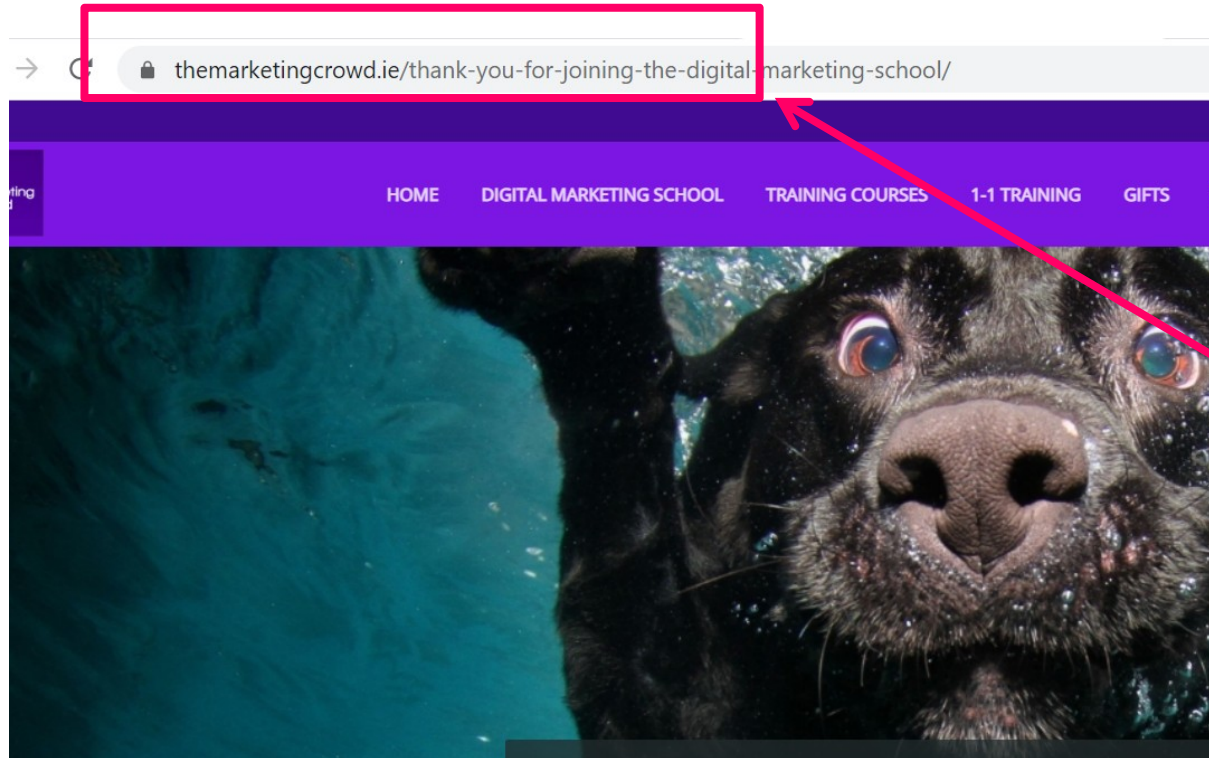
How to setup conversion tracking – Add your pixel



Step 1: Add your Facebook Pixel to your website

You have to have the Facebook pixel on your website in order for this to work.

How to setup conversion tracking – tracking sales



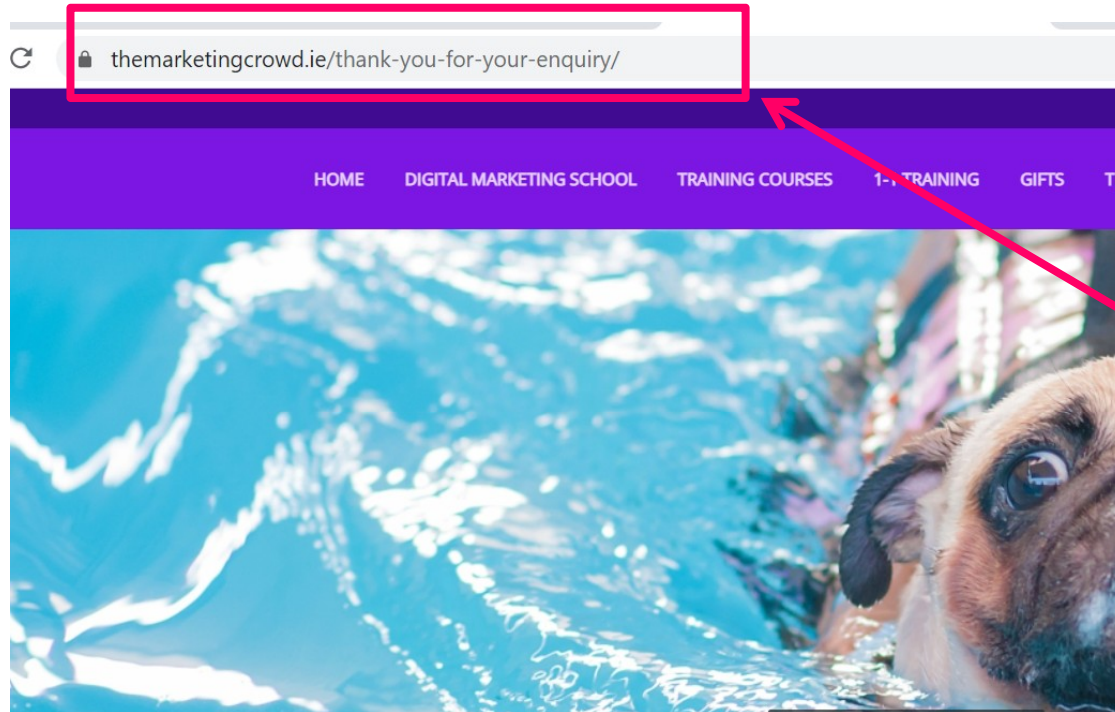
Step 2: Place an order on your website and it will take you to an order confirmation or thank you page

Only people who land on this page have placed an order. Make a note of the web address of this page.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be `themarketingcrowd.ie/thank-you-00123112.html`

But the words thank-you will be common to all customers.

How to setup conversion tracking – tracking enquiries



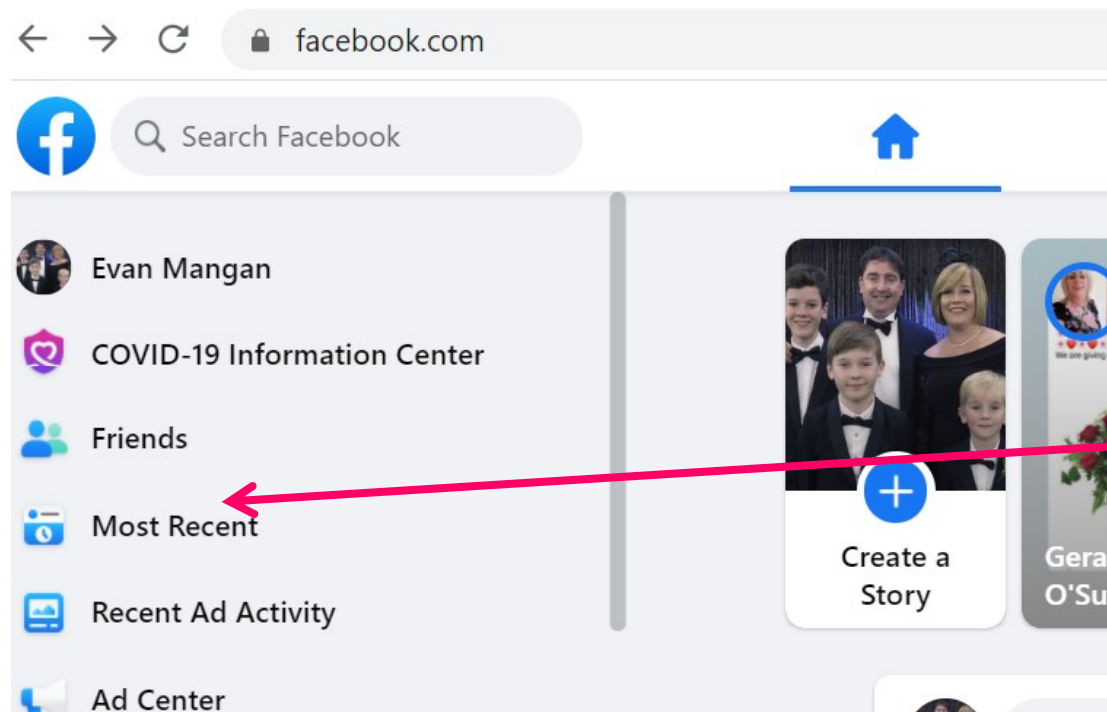
Step 3: If you want to track enquiries, fill in your enquiry form on your website and it will take you to an enquiry confirmation or thank you page

Make a note of the Web address of this page. Only people who land on this page have enquired.

If it is a static page, it will be the same url for everyone. However, if it is a dynamic page the url will have a different reference for each customer e.g. It could be `themarketingcrowd.ie/thank-you-00123112.html`

But the words thank-you will be common to all customers.

How to setup conversion tracking

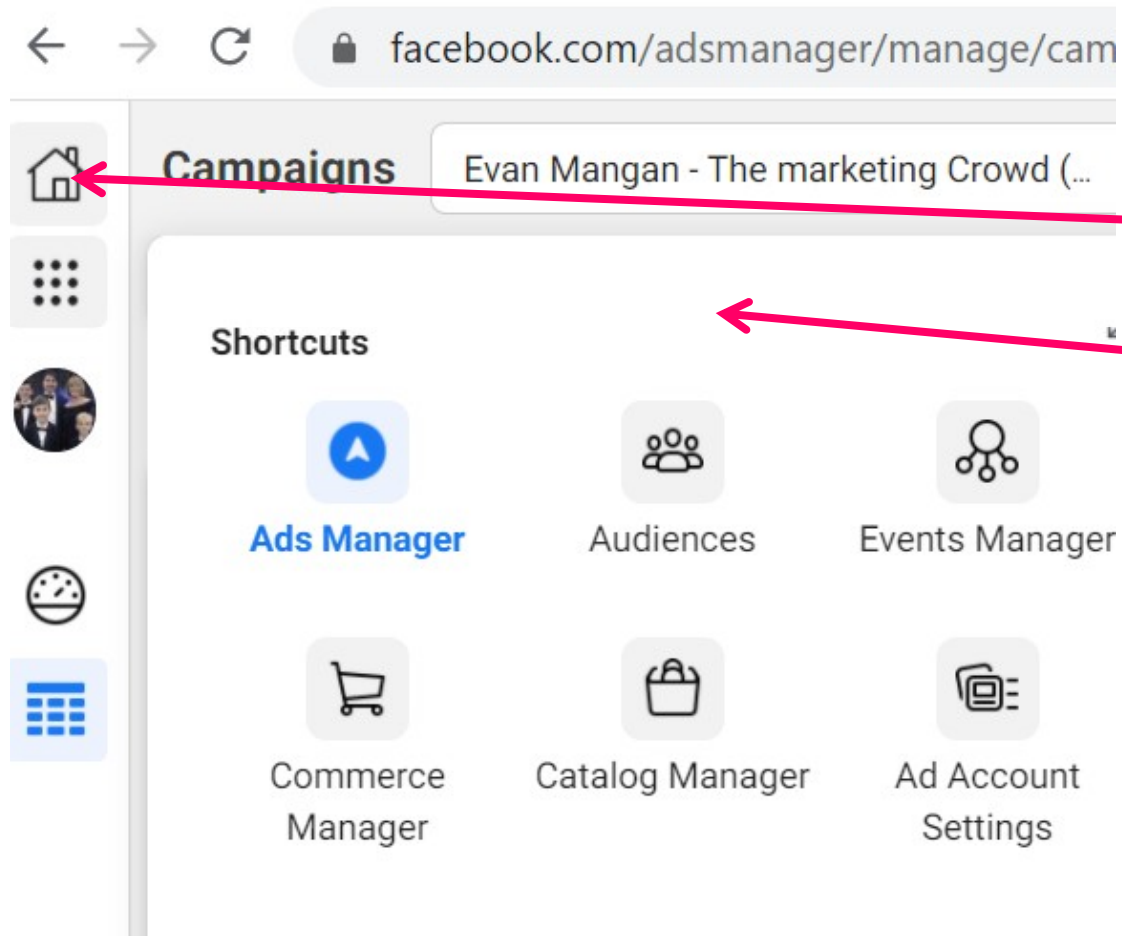


Step 4: You now need to go to the Ads manager

When you are on your FB newsfeed, look at the menu options on the very left

Click on Ads manager

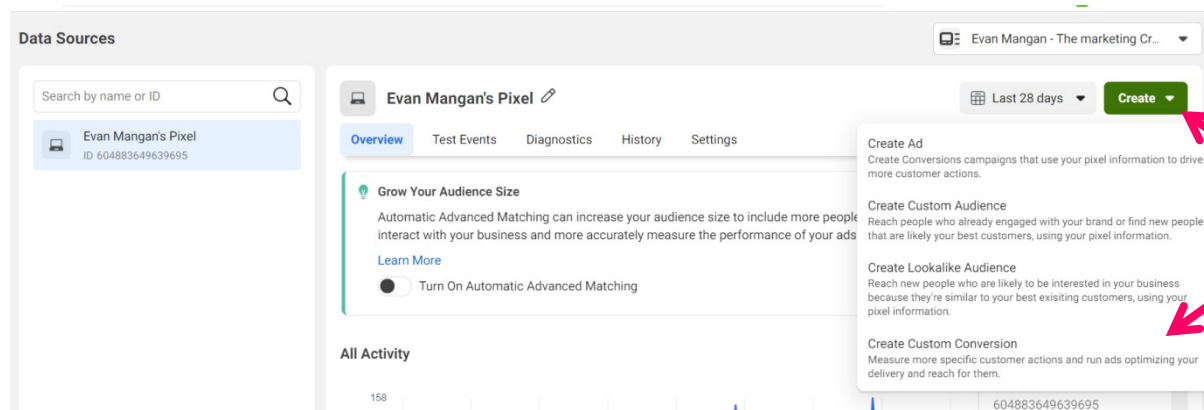
How to setup conversion tracking



Step 5: You now need to get to events manager

- Click on the 9 dots in the top left
- Click on Events Manager

How to setup conversion tracking



Step 6:

- Click on the green "Create" button
- Click on custom conversion

How to setup conversion tracking

Create a Custom Conversion

Name **Description - Option**

Name your conversion 0/50 Add a description

Data Source

☒ Evan Mangan's Pixel

Conversion Event

☒ All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you

[Select your own category.](#)

Rules

This custom conversion must meet all of these rules:

Step 7:

Type in a name e.g. Sales on The Marketing Crowd site

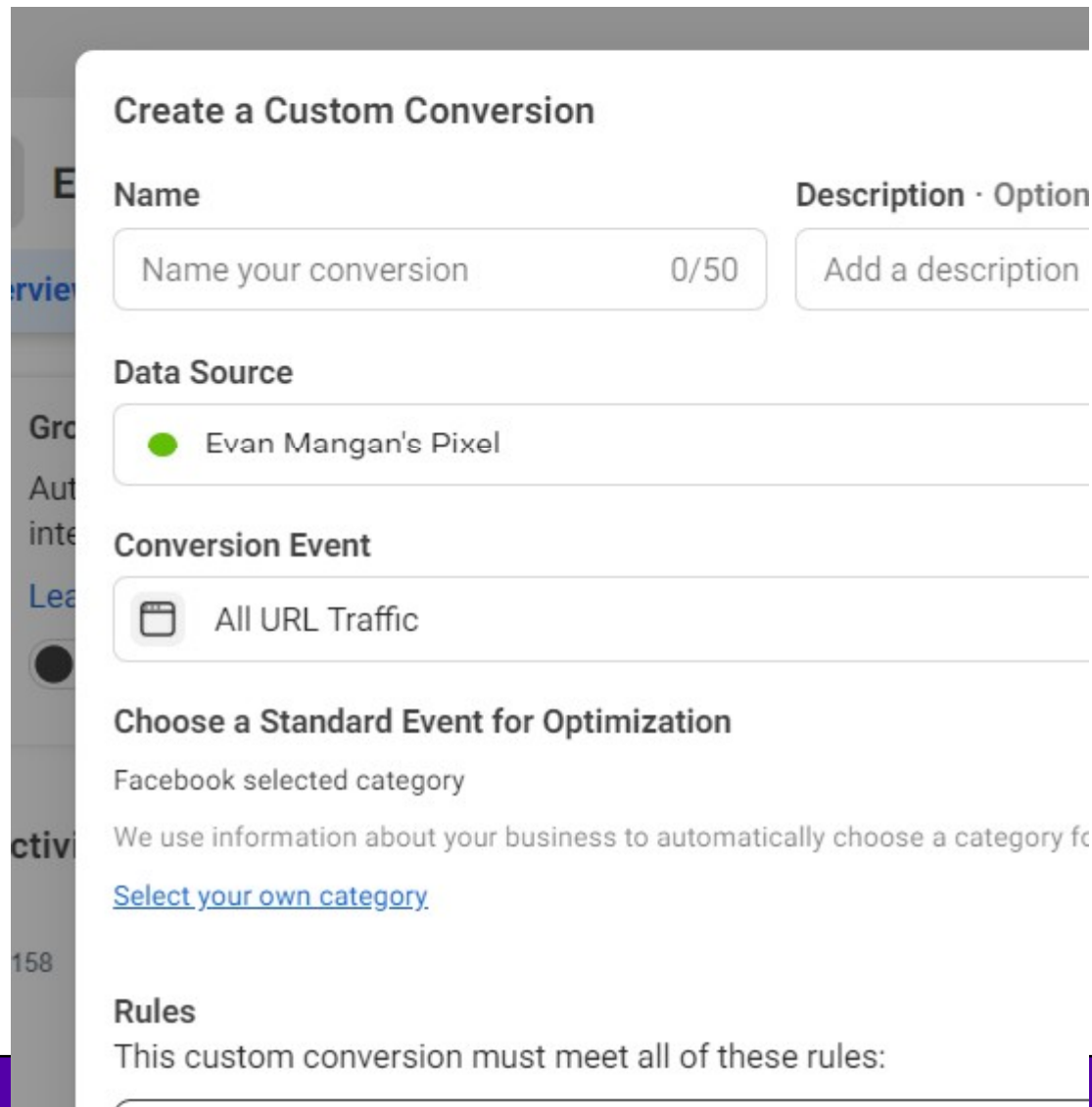
Leave it as url traffic

If the order/or enquiry confirmation page on your site was dynamic, leave the url as "contains" and enter the word(s) that are common to all visitors e.g. thank-you

If the order/or enquiry confirmation page on your site was static, change the url to Equals and then paste in the url

If the price is the same for all products add the price

How to setup conversion tracking



The screenshot shows the 'Create a Custom Conversion' form in Facebook Ads Manager. The form is divided into several sections: 'Name' with a text input 'Name your conversion' and a character count '0/50'; 'Description - Option' with a text input 'Add a description'; 'Data Source' with a radio button and label 'Evan Mangan's Pixel'; 'Conversion Event' with a calendar icon and label 'All URL Traffic'; 'Choose a Standard Event for Optimization' with a dropdown menu showing 'Facebook selected category' and a link 'Select your own category'; and 'Rules' with the text 'This custom conversion must meet all of these rules:'.

Create a Custom Conversion

Name

Name your conversion 0/50

Description - Option

Add a description

Data Source

☒ Evan Mangan's Pixel

Conversion Event

☐ All URL Traffic

Choose a Standard Event for Optimization

Facebook selected category

We use information about your business to automatically choose a category for you.

[Select your own category.](#)

Rules

This custom conversion must meet all of these rules:

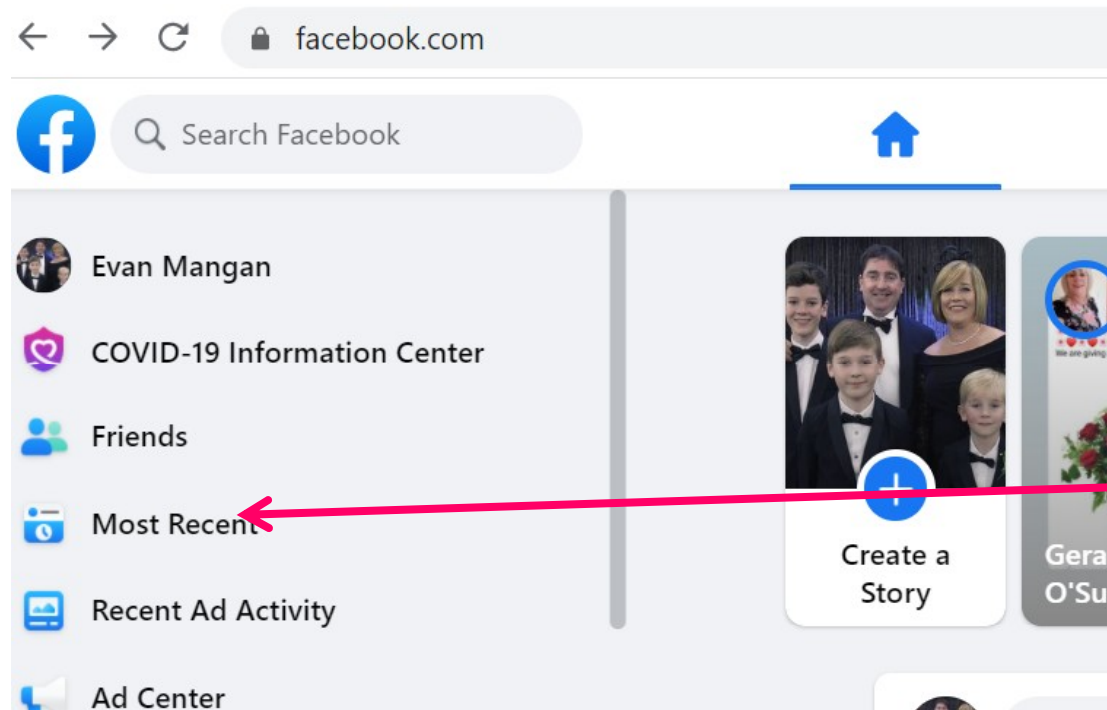
Step 8:

Repeat this process if you want to track a different conversion. E.g. you want to track sales AND you want to track enquiries

That's it. You have now setup custom conversions.

Whenever you run an ad Facebook will track whether people who clicked on your ad got to the Order Confirmation or Enquiry Confirmation pages.

How to find the report that shows you conversion tracking

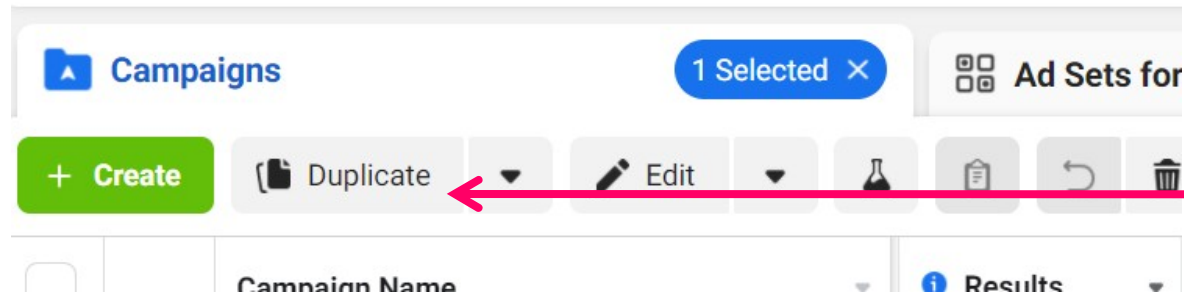


To monitor your campaign you need to go to the Ads manager

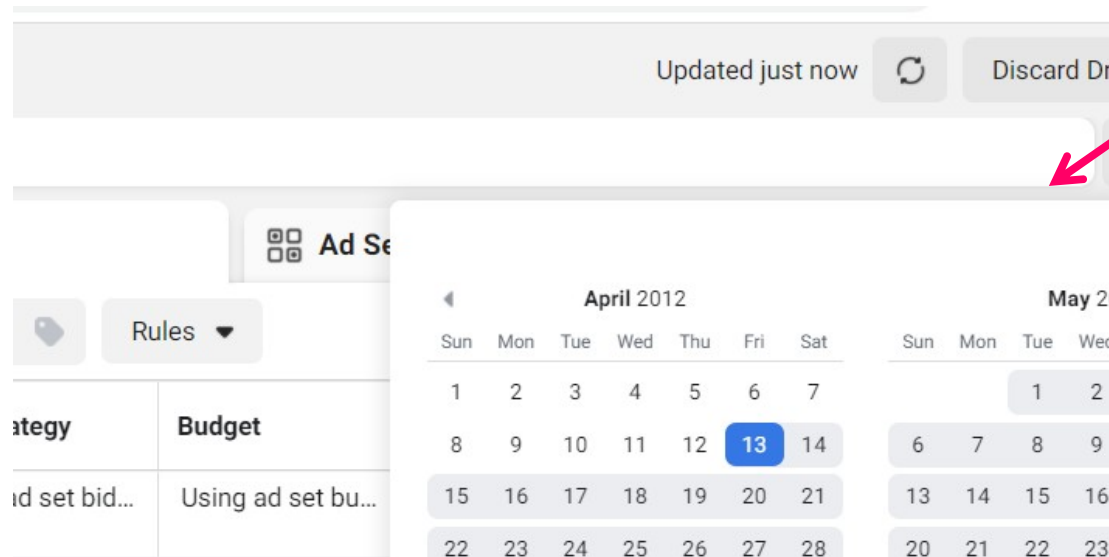
When you are on your FB newsfeed, look at the menu options on the very left

Click on Ads manager

How to find the report that shows you conversion tracking

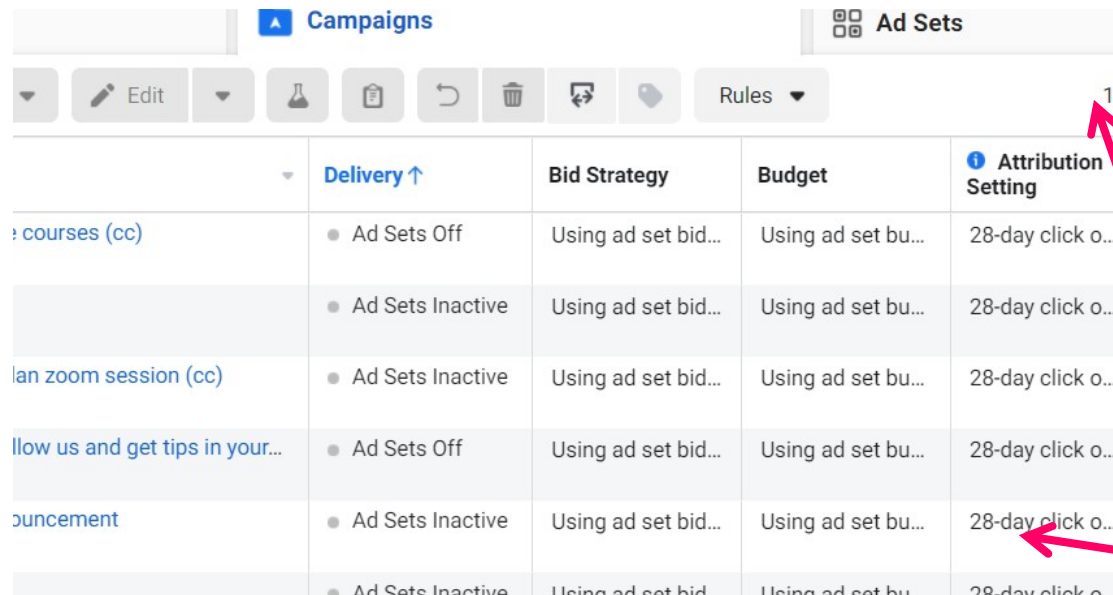


You will now see your recent campaigns



Quite often there won't be any data next to your campaigns so you need to click on the date on the top right of the screen and select "Lifetime"

How to find the report that shows you conversion tracking



	Delivery ↑	Bid Strategy	Budget	Attribution Setting
courses (cc)	● Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...
	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...
lan zoom session (cc)	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...
llow us and get tips in your...	● Ad Sets Off	Using ad set bid...	Using ad set bu...	28-day click o...
ouncement	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...
	● Ad Sets Inactive	Using ad set bid...	Using ad set bu...	28-day click o...

By default there won't be conversion date in your report.

You need to add the conversion data columns to the report.

Click on this icon for "Columns performance"

Click on customise column

How to find the report that shows you conversion tracking

Customize Columns

Performance

Engagement

- Page Post
- Messaging
- Media
- Clicks
- Awareness

Conversions

- Standard Events
- Custom Conversions**

Settings

- Object Names & IDs
- Status & Dates
- Goal, Budget & Schedule
- Targeting
- Ad Creative

Search

Create Custom Metric

Metrics to Include	Total	Unique	Value	Cost	Unit
Landed on purchase confirmation page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Went to checkout page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Went to DMA page (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Purchase of sort my books (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
cHECKOUTS (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
purchase on KC castle website (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2016 - purchase on TMC site (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
purchase on website - (example for training) (Deleted)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Click on Custom Conversions

Then find the name of your custom conversion and tick the fields you would like to see in the report

Click apply