lunary

TRAINING GUIDE · 2026 EDITION

META ADVERTISING

Step by step to a successful campaign: learn to build effective ads that reach the right audience, grow your brand and drive sales — using today's Ads Manager, Advantage+ automation and current best practices.

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MODULE 1

INTRODUCTION TO META ADVERTISING

THE BASICS

WHAT IS META ADVERTISING?

Meta advertising means running paid ads across every platform owned by Meta — reaching people wherever they already spend their time.

Facebook

Connects you with billions of users through ads in Feed, on the right column, in Messenger and beyond.

Instagram

A visual-first platform, ideal for image and video advertising in Feed, Stories and Reels.

Messenger

Ads that open a direct conversation with users through 1:1 messaging.

Threads

Meta's newest ad surface — opened to every advertiser worldwide in January 2026, reaching 400M+ monthly users.

Audience Network

Extends your ads beyond Meta's own apps into third-party apps and websites.

Meta AI surfaces

Emerging placements inside Meta AI chat and business-AI experiences are being tested for 2026–27.

HOW IT WORKS

HOW DOES META ADVERTISING WORK?

Meta uses precise first- and third-party signals to build personalized ads, so your ad reaches exactly the people most likely to want your product or service.

- **Data collection:** Meta analyses on-platform behaviour — pages people follow, content they engage with, and (with consent and the Conversions API) actions on your own website or app.
- **Precise targeting:** Based on that data, you can reach people by age group, interest, location and behaviour — or let Meta's AI find them for you through Advantage+ audience.
- **Ad delivery:** Ads are shown where a person is most likely to respond — the Facebook feed, Instagram Stories, Messenger, Threads and more.
- **Continuous learning:** Meta's delivery system keeps learning from every impression, click and conversion, refining who sees your ad next.

THE CASE FOR META

WHY CHOOSE META ADVERTISING?

A massive user base

Meta's platforms reach well over 3 billion people worldwide — putting your product in front of almost any potential customer.

Accessible to every business

Whether you're a solo shop or a large enterprise, you can start with a small budget and scale as performance proves itself.

Measurable results

Detailed analytics show exactly how many people saw your ad, clicked it, or completed a purchase — down to the euro.

WORKED EXAMPLE

EXAMPLE: A NATURAL COSMETICS BRAND

Imagine you sell natural skincare. With Meta ads, you could target:

- Women aged 25–45.
- People interested in sustainability, natural products and healthy living.
- Visitors who browsed your site in the last 30 days but didn't buy (remarketing).

WHY IT MATTERS

META'S SCALE, AT A GLANCE

Meta advertising is built to put a specific message in front of a specific person — while optimizing every euro of your budget.

3B+
MONTHLY ACTIVE USERS ACROSS META'S APPS

400M+
MONTHLY ACTIVE USERS NOW REACHABLE VIA THREADS ADS

6
CAMPAIGN OBJECTIVES TO MATCH ANY BUSINESS GOAL

2026
ADVANTAGE+ & MANUAL SETUP UNIFIED INTO ONE FLOW

MODULE 2

PREPARING TO ADVERTISE

Business Page setup and your first look at Ads Manager

FOUNDATIONS

YOUR BUSINESS PAGE COMES FIRST

Before you create a single ad, make sure your Facebook Page is in good shape — it's the foundation every campaign is built on.

- Your Page isn't just a place to share posts — it's your digital business card and the base every ad links back to.
- A complete, well-presented Page builds trust the moment someone clicks through from an ad.
- Ads run from Pages with weak or incomplete profiles tend to convert worse, even with great creative.

SETUP

CREATING YOUR BUSINESS PAGE

1. **Log in to Facebook**
   If you don't have a personal account yet, you'll need one first — it's required to manage a business Page.

2. **Click "Create" → "Page"**
   Enter your business name, choose the closest category (local business, shop, service, etc.) and write a short, benefit-led description.

3. **Add your visuals**
   Profile picture: usually your logo, 170×170px recommended. Cover image: 851×315px, a clear photo or video of what you offer.

4. **Publish and complete your info**
   Add your website, hours, contact details and a call-to-action button so visitors know what to do next.

WHAT IS ADS MANAGER?

ADS MANAGER: YOUR CONTROL CENTRE

Ads Manager is the single hub for building, running and optimizing every campaign across Facebook, Instagram, Messenger, Threads and Audience Network — suited to beginners and specialists alike.

One place, full process

From setting a goal to reading final results, the entire campaign lifecycle lives in one tool.

Built to scale with you

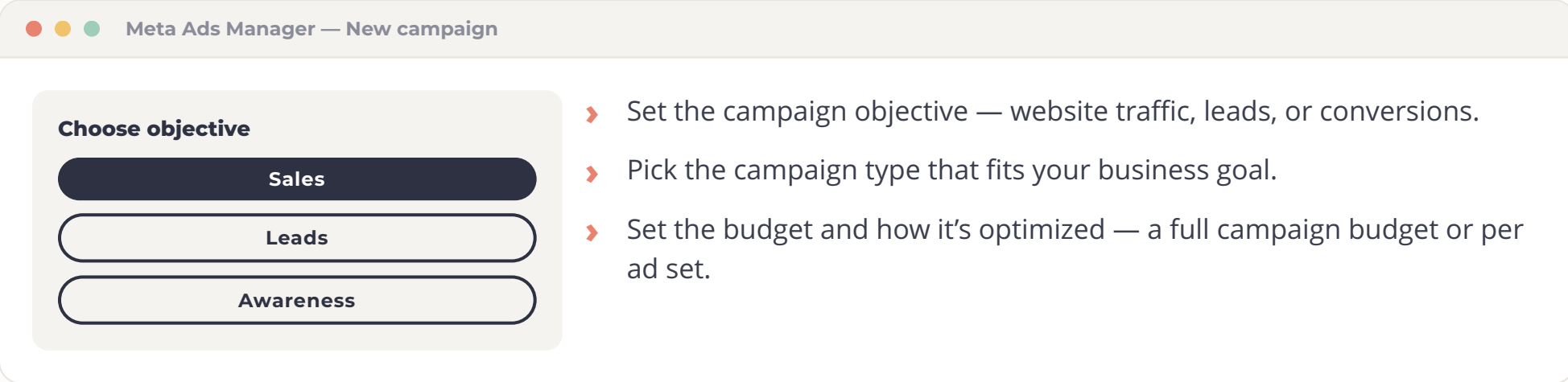
The same interface supports a first €5/day test and a multi-market, six-figure programme.

Five core steps

Create the campaign, define the audience, choose placements, build the ad, then monitor and optimize.

STEP 1

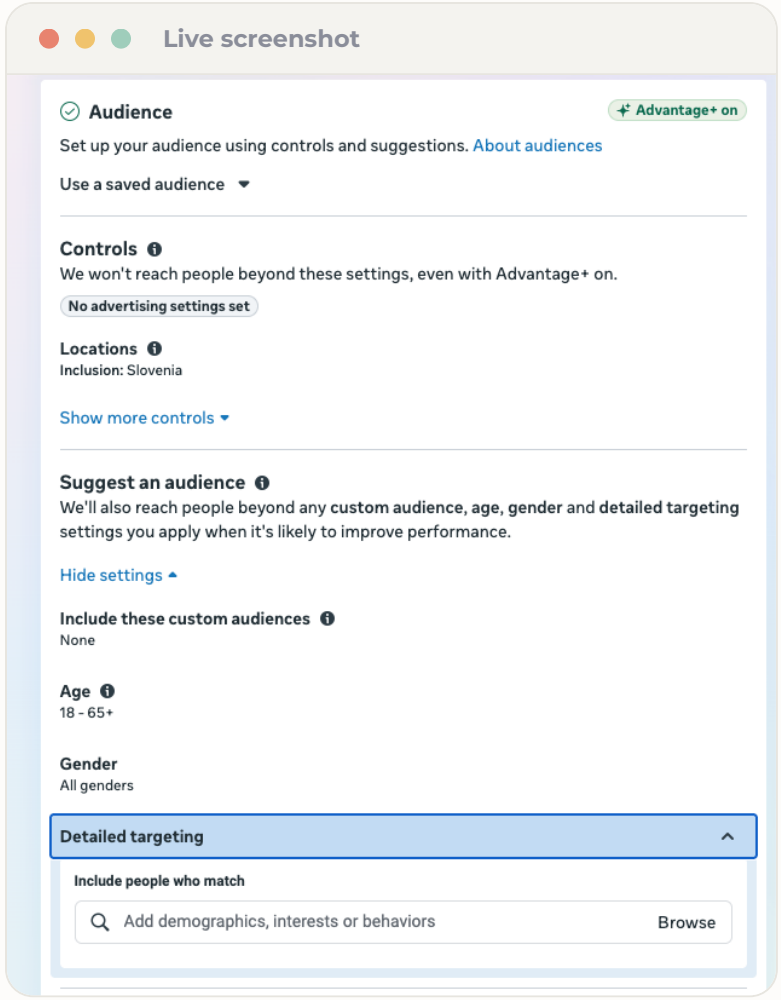
1. CREATING A CAMPAIGN



- Set the campaign objective — website traffic, leads, or conversions.
- Pick the campaign type that fits your business goal.
- Set the budget and how it’s optimized — a full campaign budget or per ad set.

STEP 2

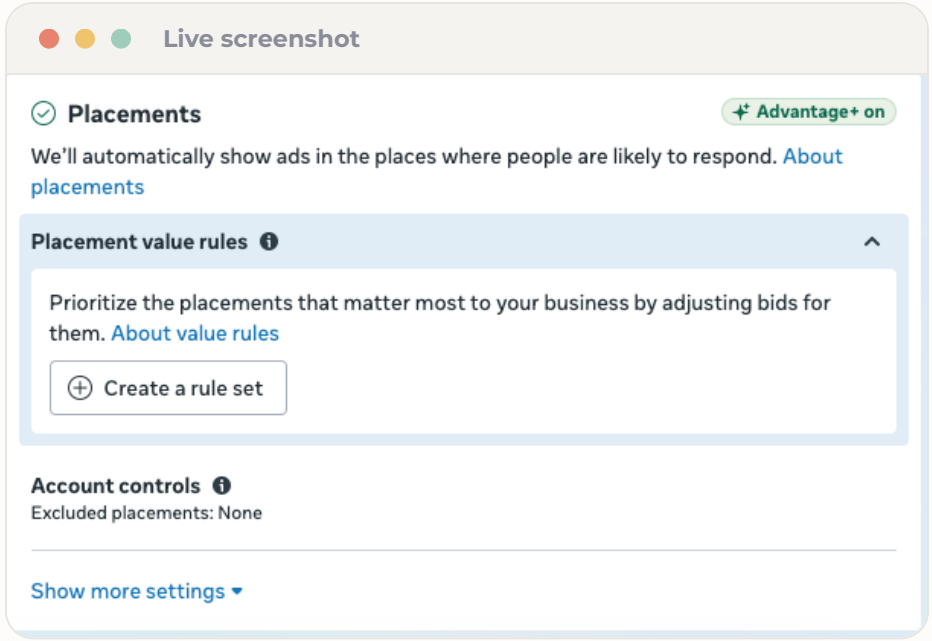
2. SETTING UP YOUR AUDIENCE



1. **Advantage+ on** (top right) is the current default — Meta will reach beyond your settings whenever it's likely to improve performance.
2. **Locations** sets where your ad can be shown — start broad (country-level) unless you have a specific service area.
3. **Suggest an audience:** add custom audiences, an age range and gender as controls, or leave them open for Advantage+ to explore.
4. **Detailed targeting** lets you search for specific demographics, interests or behaviours to include — type into the “Add demographics, interests or behaviors” box.
5. Note the disclaimer: “We won’t reach people beyond these settings, even with Advantage+ on” — whatever you lock in the Controls section is a hard boundary.

STEP 3

3. CHOOSING PLACEMENTS

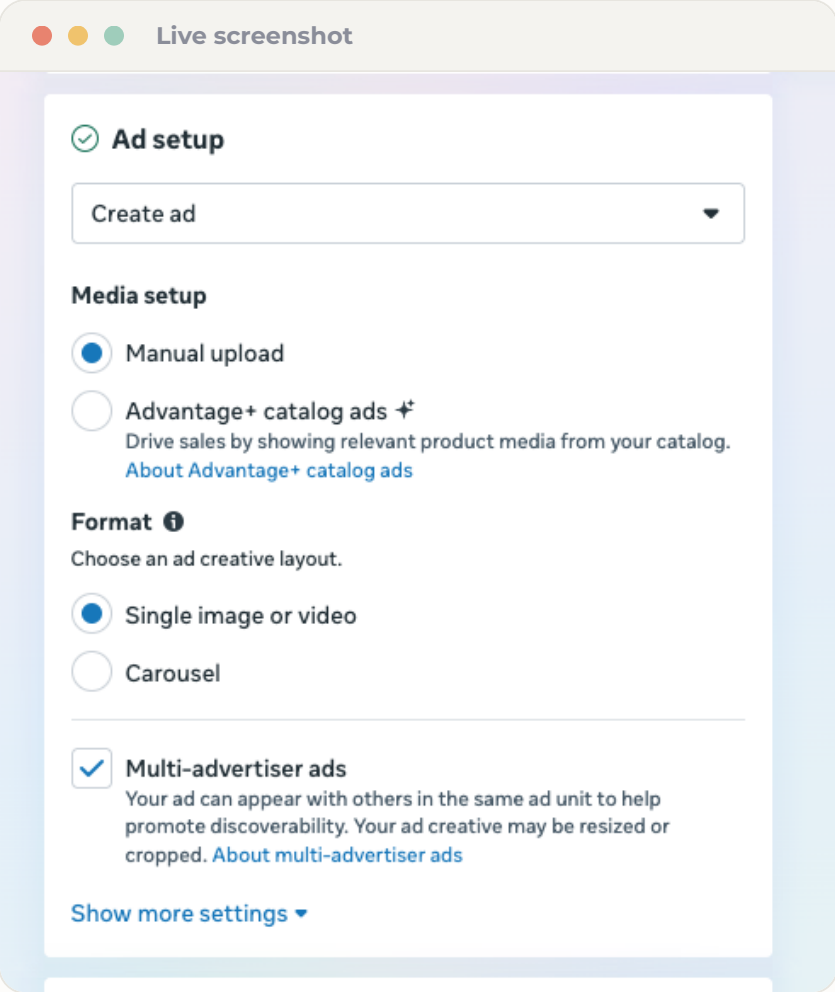


1. By default the **Advantage+ on** badge is active — Meta automatically shows your ads in the placements most likely to perform, and reports this out-performs manual selection roughly 85% of the time.
2. **Placement value rules:** click "Create a rule set" to prioritize specific placements by adjusting bids for them, without losing full automation.
3. **Account controls › Excluded placements:** shows "None" by default — this is where you'd manually block a placement (e.g. Audience Network) if it doesn't fit your brand.
4. Click "Show more settings" to switch to fully manual placements if you need tighter control.

We generally recommend testing Advantage+ placements first, then excluding specific placements only if the data shows they underperform.

STEP 4

4. BUILDING THE AD: FORMAT

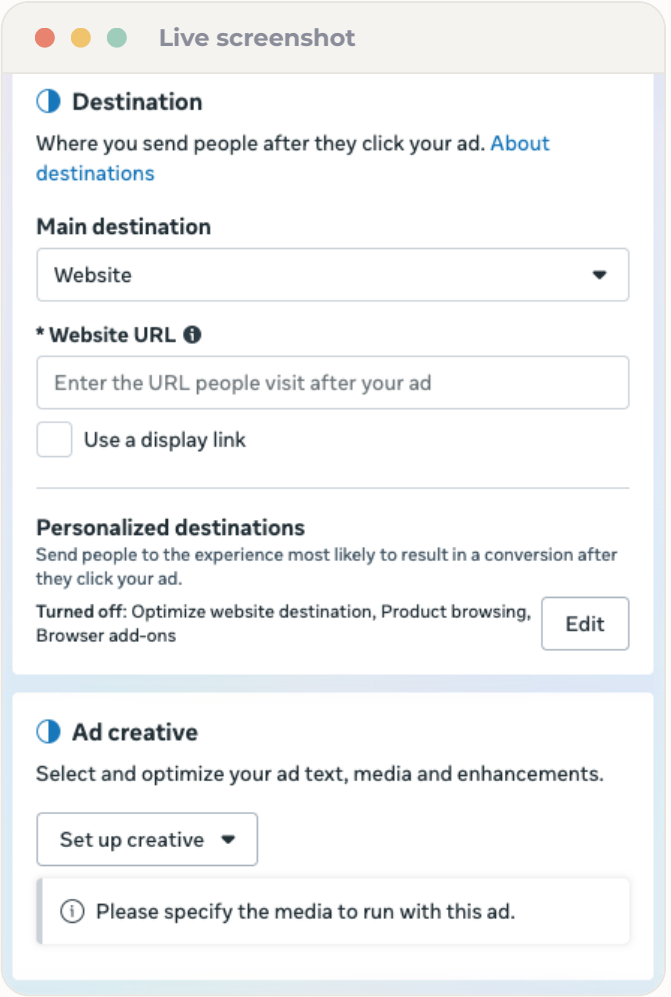


1. Under **Ad setup**, choose your **Media setup**: “Manual upload” for hand-picked creative, or “Advantage+ catalog ads” to auto-show relevant products from your catalog.
2. Pick a **Format**: “Single image or video” for one hero asset, or “Carousel” for multiple swipeable cards.
3. **Multi-advertiser ads** is on by default — your ad can appear alongside others in the same ad unit to boost discoverability, and Meta may resize or crop your creative to fit.
4. Click “Show more settings” for additional controls before moving on.

STEP 4

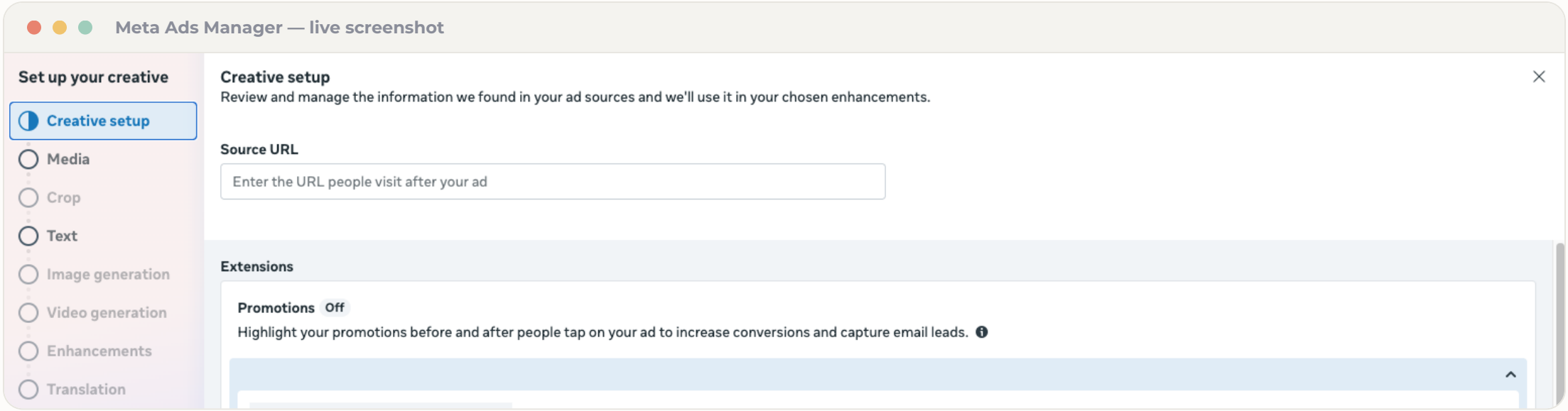
4. BUILDING THE AD: DESTINATION

1. **Main destination:** choose where people land after clicking — typically “Website”, but also Messenger, WhatsApp or an app.
2. **Website URL:** enter the exact page you want people to land on — a specific product or landing page, not just your homepage.
3. **Personalized destinations** (off by default) can send different people to the destination most likely to convert them, based on their behaviour.
4. Under **Ad creative**, click “Set up creative” to move into headline, text, media and enhancement settings.



2026 FEATURE

AD ENHANCEMENTS: PROMOTIONS & BRANDING



1. Inside **Creative setup**, the **Extensions** section lets you layer on-ad features without rebuilding your creative.
2. **Promotions** (off by default) can surface promo codes or an email sign-up offer before or after someone taps your ad — useful for capturing leads directly from the ad unit.
3. **Branding** is on by default, applying your saved brand defaults (logo, colours) automatically to this and future ads.
4. The left-hand rail shows the full creative flow: Media → Crop → Text → Image generation → Video generation → Enhancements → Translation — Meta's AI tools live inside this same panel.

STEP 5

5. MONITORING & OPTIMIZING

Meta Ads Manager — Campaign › Results

- Track your core metrics live — reach, impressions, CTR, CPC and ROAS.
- Run A/B tests to see which creative or audience performs best.
- Adjust audience, budget or creative mid-flight based on what the data shows.

GETTING STARTED

HOW TO GET STARTED WITH ADS MANAGER

1. **Create a business account**
   Set up your account inside Meta Business Manager — this is the umbrella that holds your Pages, ad accounts and team access.

2. **Access Ads Manager**
   Open Ads Manager through Meta Business Suite, where day-to-day campaign work happens.

3. **Define clear goals**
   Decide upfront what success looks like — awareness, leads or sales — before you build anything.

4. **Launch and iterate**
   Start your first campaign and test different strategies as results come in.

“

Meta Ads Manager is the engine room of successful social advertising — precise targeting, flexibility and detailed reporting all in one place.

MODULE 2 · TAKEAWAY

MODULE 3

SETTING UP YOUR AD ACCOUNT

Business Manager, billing, access, Pixel and domain verification

WHY IT MATTERS

WHY CORRECT ACCOUNT SETUP MATTERS

Before you build a single ad, your Meta ad account needs to be set up correctly.

- A properly configured ad account isn't just a technical formality — it's the key to managing your campaigns successfully.
- It gives you full visibility over every activity, clean tracking of results, and the best use of your budget.
- Mistakes made here (wrong currency, missing verification, no tracking) are expensive to fix later.

ROADMAP

SETTING UP YOUR ACCOUNT IN BUSINESS MANAGER

In this module we'll walk through every core step of setting up your ad account, in order.

Business info

Fill in your legal business details.

Payment method

Add a business payment method.

User access

Grant the right access to your team.

Import Page & profile

Connect your Facebook Page and Instagram account.

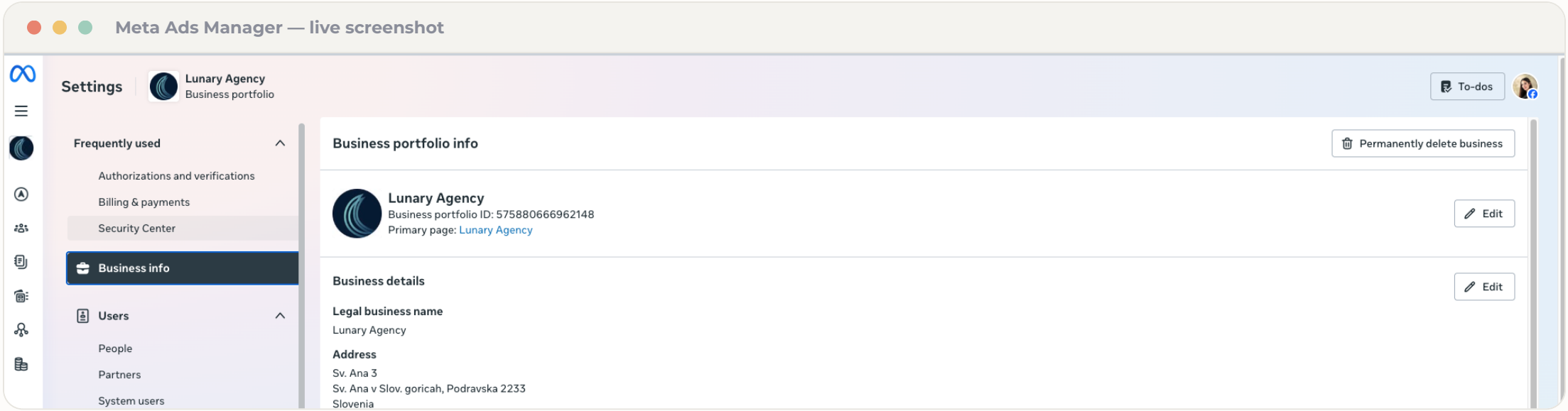
Create ad account

Set up the ad account itself.

Verify domain & Pixel

Verify your domain and install your Meta Pixel (dataset).

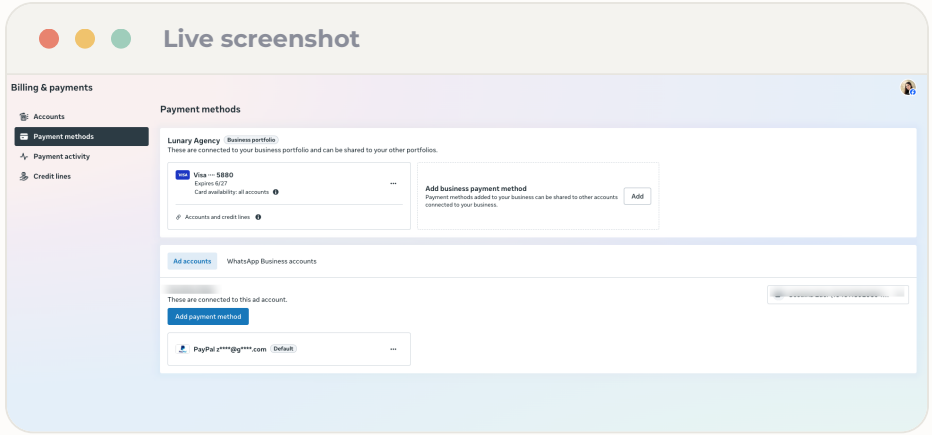
BUSINESS INFO



1. Go to **Settings › Business info** in the left-hand menu.
2. Under **Business details**, click **Edit** to add your legal business name, address, phone and website.
3. This information anchors everything else in Business Manager, and should exactly match your official registration.
4. Further down, **Business verification status** shows whether Meta has verified your business — unverified accounts can still run ads, but verification unlocks higher limits and more trust signals.

PAYMENT METHOD

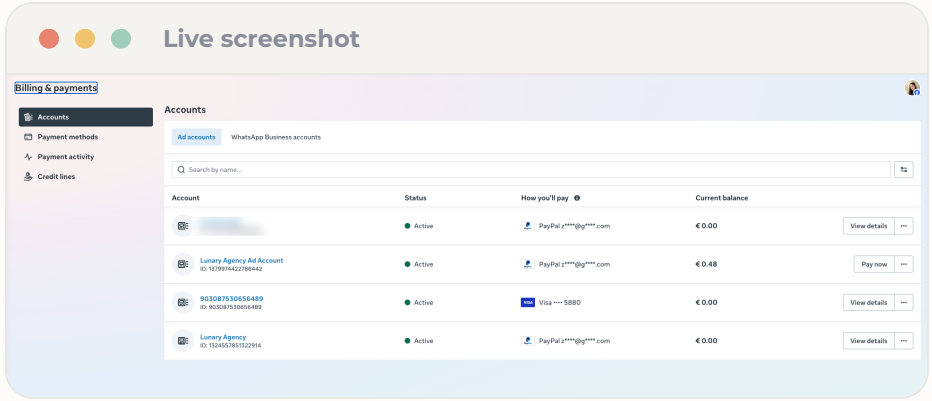
ADDING A PAYMENT METHOD



1. Go to **Billing & Payments › Payment methods** in your settings.
2. Under your business portfolio, click **“Add”** next to “Add business payment method” to attach a card at the business level — shareable across every ad account.
3. Further down, each individual ad account can also have its own payment method (here, a PayPal account) — useful when different accounts should bill separately.
4. **Choose your currency carefully** when setting up a new ad account — this cannot be changed later.

BILLING DETAILS

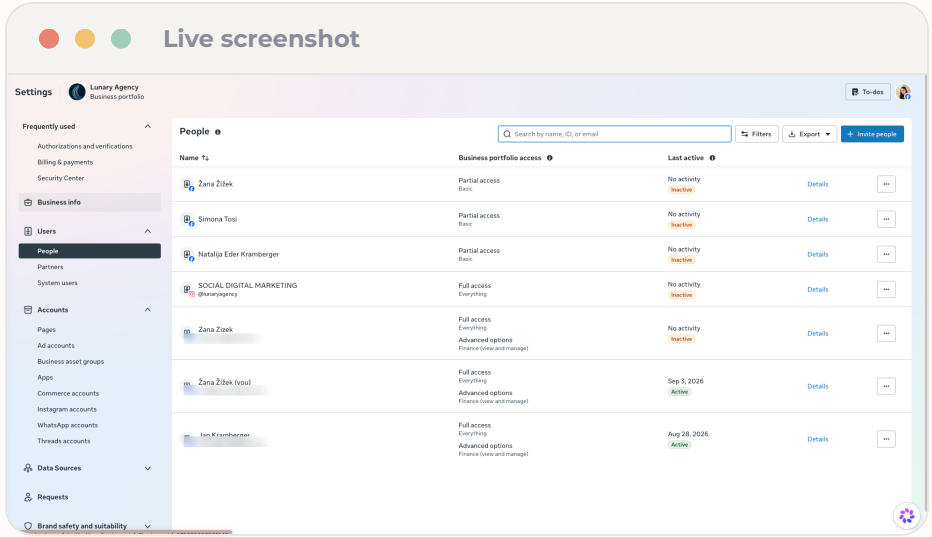
COMPANY DETAILS ON YOUR PAYMENT METHOD



1. Under **Billing & Payments › Accounts**, you'll see every ad account tied to your business, its status, payment method and current balance.
2. Click into any account, then **"View details"**, and scroll to **Business info** to add or edit the legal details Meta uses for that account's invoices.
3. Worth checking regularly: the **Status** and **Current balance** columns flag anything that needs attention before it becomes a billing issue.

TEAM ACCESS

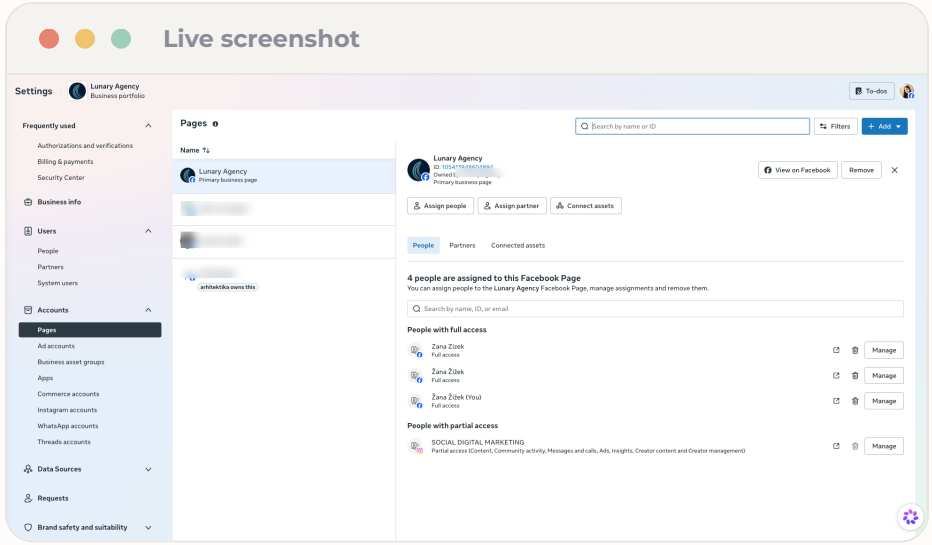
ADDING PEOPLE TO BUSINESS MANAGER



1. Go to **Users › People** and click **“Invite people”** (top right).
2. Enter the email address of the person you want to add, then assign their access level.
3. The **Business portfolio access** column shows each person’s level at a glance — Full access/ Everything for core team, Partial/Basic for limited collaborators.
4. **Last active** is worth a periodic review — remove access for anyone who’s been inactive for a long stretch.

CONNECTING ASSETS

IMPORTING YOUR FACEBOOK PAGE



1. Go to **Accounts › Pages** inside your Business Manager settings — every Page you manage is listed here.
2. Click **“Add” → “Add a Page”** if the Page already belongs to you, and search by name to confirm it’s the right one.
3. Click into any Page to see who has access and at what level, under the **People** tab.
4. Use **“Assign people”** to give teammates the right permissions on that specific Page.

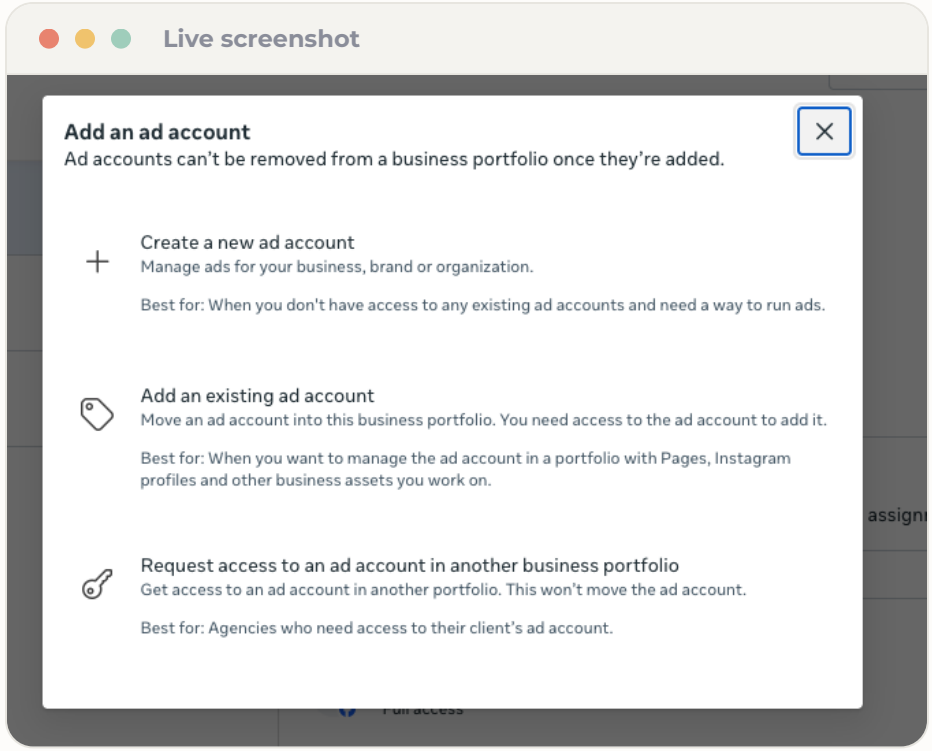
CONNECTING ASSETS

IMPORTING YOUR INSTAGRAM ACCOUNT

- Follow the exact same process you used for your Facebook Page.
- Go to **Accounts › Instagram accounts**, click **Add**, then connect your profile.
- Once connected, assign access to the right team members.

AD ACCOUNT

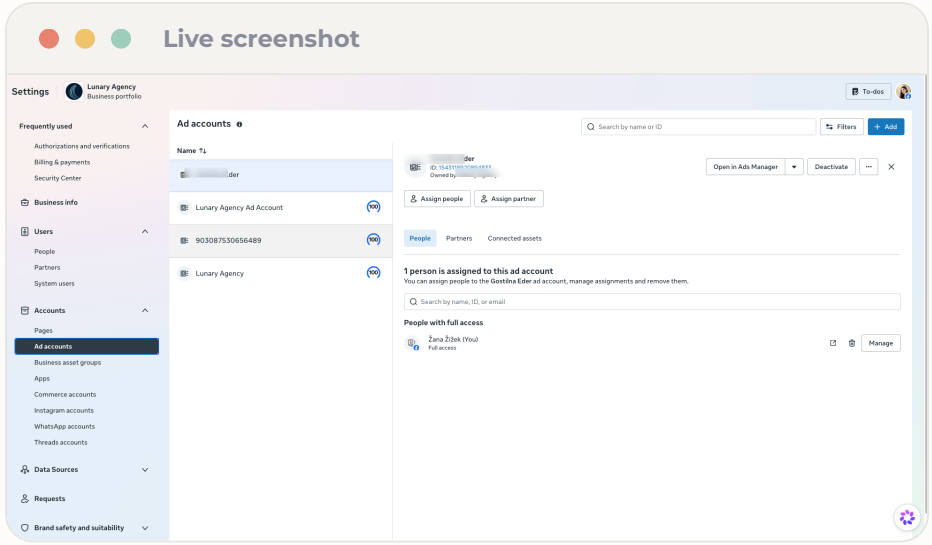
CREATING YOUR AD ACCOUNT



1. Go to **Accounts › Ad accounts › Add** — Meta gives you three paths, shown here.
2. **Create a new ad account:** best when you don't yet have access to any existing account.
3. **Add an existing ad account:** best when you want to move an account you already have access to into this business portfolio.
4. **Request access to an ad account in another portfolio:** the right choice for agencies working inside a client's own Business Manager — it doesn't move the account.

AD ACCOUNT

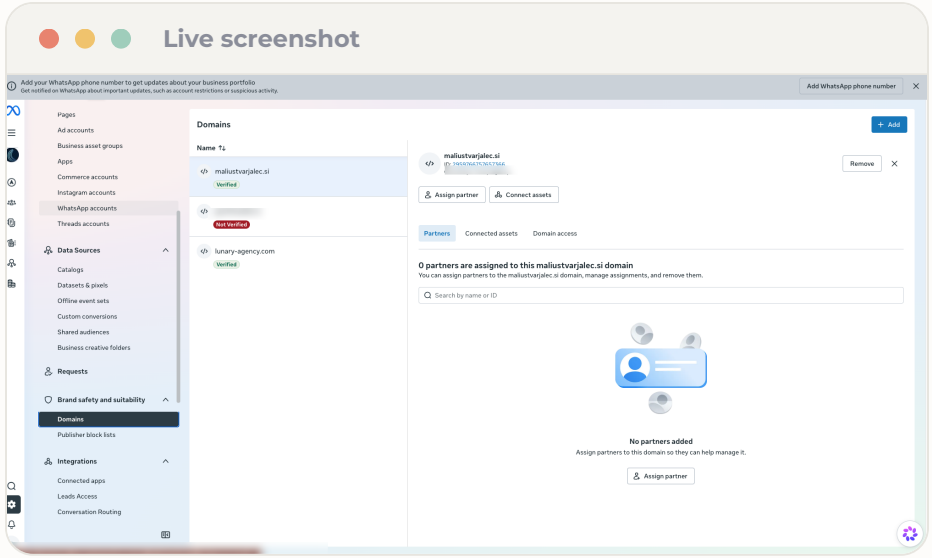
AD ACCOUNT ACCESS & DETAILS



1. Once created, every ad account appears under **Accounts › Ad accounts**, each with its own ID.
2. Click into one to see its **People**, **Partners** and **Connected assets** tabs.
3. Use **“Assign people”** for internal teammates, or **“Assign partner”** when a client or outside agency needs access to this specific account.
4. The circled “100” badges are each account’s Meta setup score — a quick health check worth glancing at.

TRUST & SAFETY

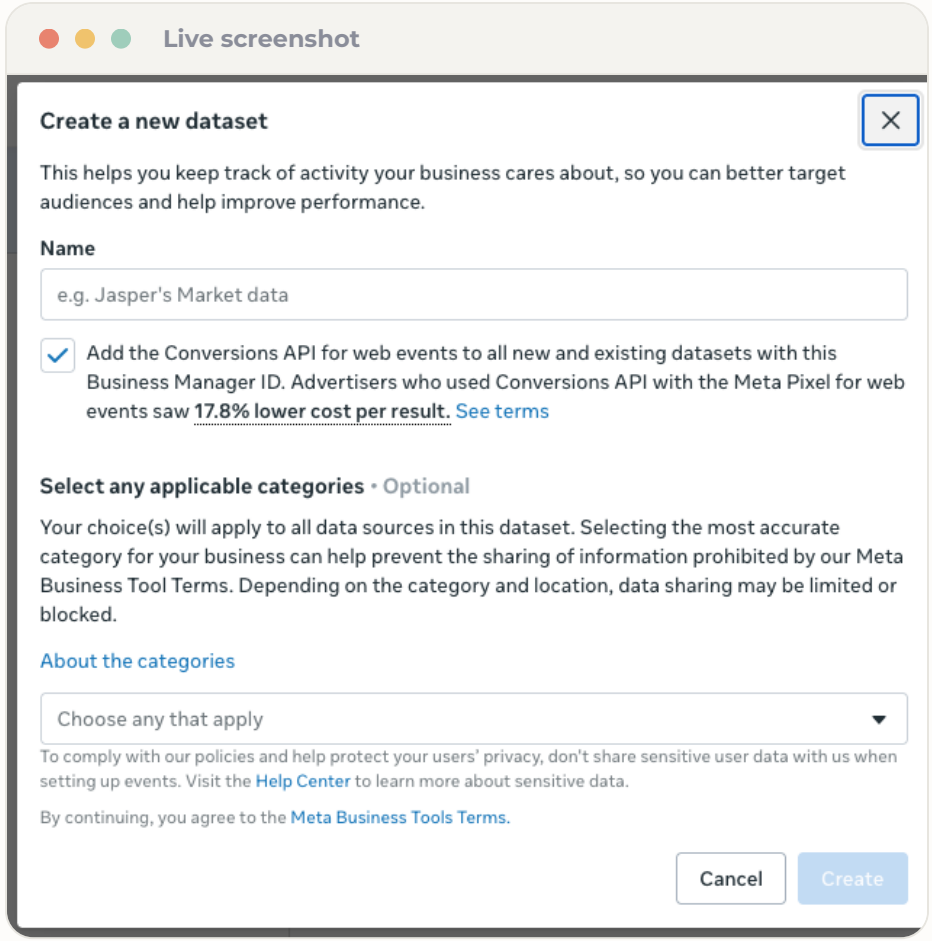
DOMAIN VERIFICATION



1. Go to **Brand Safety and suitability › Domains**, then click **“Add”** to register a new domain.
2. Meta offers a few verification methods — the **meta-tag** method is usually easiest, since your developer just adds a snippet to your site’s code.
3. This list view shows every domain’s status at a glance — a green **“Verified”** badge confirms it’s done; unverified domains are flagged in red until you complete the check.
4. Click into any domain to assign partners or connect it to specific assets.

TRACKING

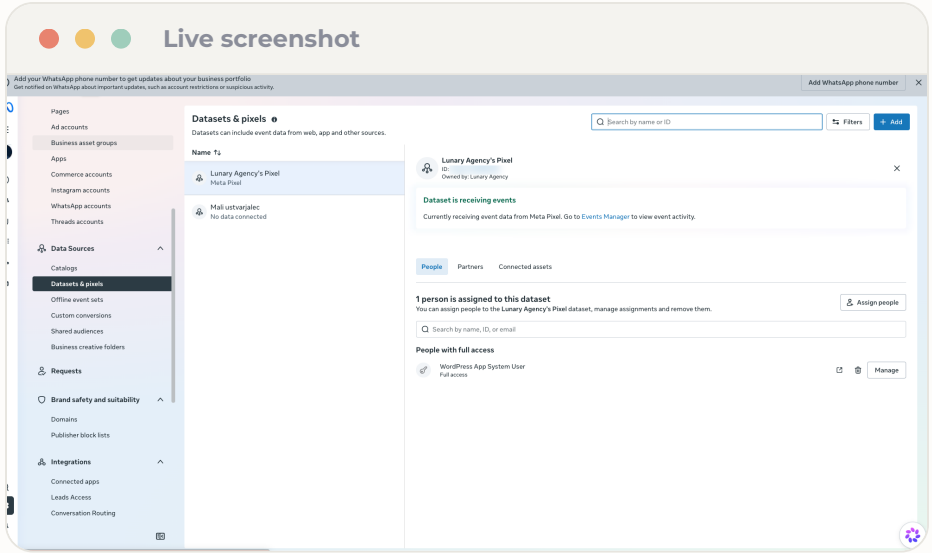
CREATING YOUR META PIXEL (DATASET)



1. Go to **Data Sources › Datasets & pixels**, click **“Add”**, and name your new dataset — usually after your website.
2. Leave **“Add the Conversions API for web events”** checked — Meta’s own data shows advertisers pairing Conversions API with the Pixel see roughly 17.8% lower cost per result.
3. Optionally select a business category — this can affect what data you’re allowed to share, depending on your industry and location.
4. Once created, install the dataset on your site (manually or via a partner integration) and set up the events that matter — Add to Cart, Initiate Checkout, Purchase.

QA

CONFIRMING YOUR PIXEL IS RECEIVING DATA



1. Click into your dataset under **Data Sources › Datasets & pixels** to check its live status.
2. A green **"Dataset is receiving events"** message confirms it's correctly installed and actively tracking — the clearest sign everything is wired up right.
3. The **People**, **Partners** and **Connected assets** tabs here work the same way as on a Page or ad account — assign access as needed.
4. For a page-by-page check as you build your site, the **Meta Pixel Helper** browser extension is still a handy companion — its icon turns green on any page where the Pixel fires correctly.

MODULE 4

AUDIENCE TARGETING

Funnels, remarketing, lookalikes and Advantage+ audience

FOUNDATIONS

UNDERSTANDING YOUR TARGET AUDIENCE

Precise audience targeting is one of the single biggest factors in Meta advertising success. Before you touch Ads Manager, answer these questions:

- **Who is your ideal customer?** Age, gender, geographic location.
- **What problems or needs do they have?** How does your product or service solve them?
- **Where and how do they spend their time?** What interests and habits do they have?
- **What values or priorities matter to them?** Price, quality, sustainability?

DATA-DRIVEN

GO DEEPER WITH DATA

- Use analytics tools — Google Analytics, Meta Insights — or direct customer feedback to sharpen your picture of who you're targeting.
- The better you know your audience, the more effectively you can speak to them in your ads.

THE CONCEPT

THE SALES FUNNEL & AUDIENCE TYPES

The sales funnel describes a potential customer's journey from first contact with your brand to final purchase — wide at the top, narrowing toward the goal.

Awareness · TOF

Broad audience discovering your brand for the first time.

Interest & Desire · MOF

People evaluating whether your product fits their needs.

Action · BOF

People ready to convert, needing one final push.

TOP OF FUNNEL

TOF — TOP OF THE FUNNEL

The widest part of the funnel — where you filter in people who may go deeper into a purchase decision. The goal here is simple: get noticed.

Wide audience

Target as broad a group as reasonably possible.

Defined by demographics

Location, age and gender — nothing narrower.

Awareness-first messaging

Ads built to build brand recognition, not push a sale.

MIDDLE OF FUNNEL

MOF — MIDDLE OF THE FUNNEL

These are aware users who've already interacted with your brand and are ready for the next step — building trust and a relationship.

Lookalike audiences

People who resemble your existing customers, found by Meta's algorithm based on data like site visitors or past buyers.

Interest audiences

People defined by specific interests, hobbies or behaviours, plus core demographics.

BOTTOM OF FUNNEL

BOF — BOTTOM OF THE FUNNEL

Highly aware users who need one more nudge — a discount, a promotion, free shipping — to convert.

Remarketing audiences

People who've already shown interest in or know your brand.

Personalized & direct

Targeting can be highly personalized, pushing a concrete action like purchase.

PLANNING

BUILDING AUDIENCES BY FUNNEL STAGE

Effective Meta advertising relies on tailored audiences built around each stage of the funnel. Map each audience type to the right stage of the buying journey for the best results.

Audience type	Funnel stage	Best for
Wide	TOF	Building broad reach and first-time brand exposure
Interest	TOF – MOF	Reaching people with relevant hobbies or behaviours
Lookalike	MOF	Finding new people who resemble your best customers
Remarketing	BOF	Re-engaging people who already know your brand

FUNDAMENTALS

REMARKETING: THE BASICS

Remarketing lets you re-engage people who've already shown interest in your brand — usually at lower cost and higher conversion than cold targeting.

Website visitors

People who have browsed your site.

Ad clickers

People who clicked one of your ads.

Cart abandoners

People who added a product to cart without completing checkout.

Social engagers

Followers who liked, commented on or shared your posts.

MECHANICS

HOW REMARKETING WORKS

In 2026, remarketing relies on both the Meta Pixel and the Conversions API, since browser-only tracking captures an incomplete picture of user activity.

1. **Data collection**
   The Pixel (and Conversions API, server-side) records a visitor's activity on your site.

2. **Audience creation**
   You build a remarketing audience from that data — e.g. "website visitors, last 30 days."

3. **Personalized ads**
   You show that audience ads tailored to their interests or actions.

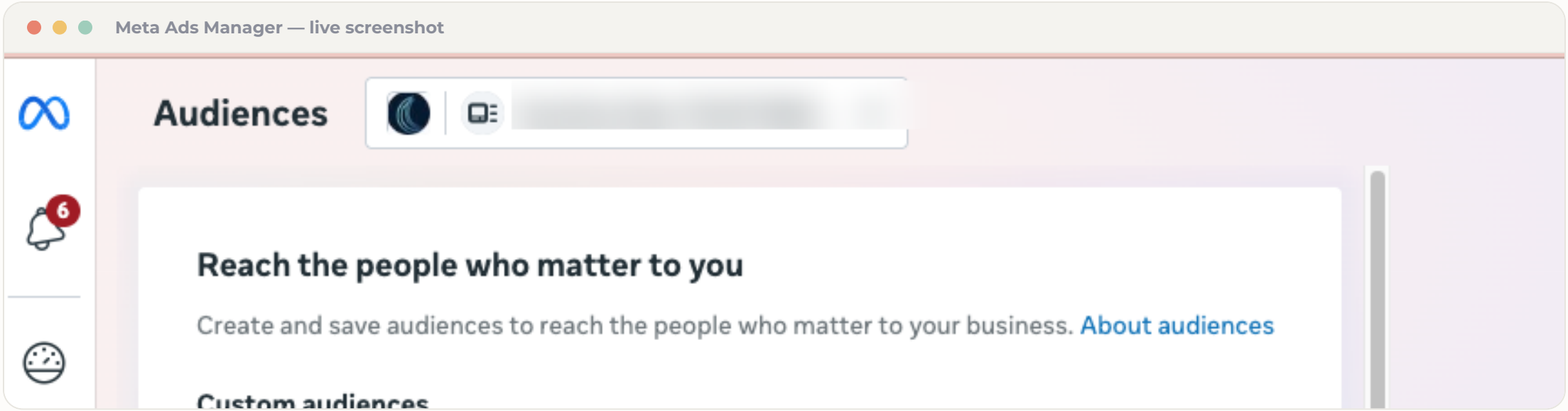
BEST PRACTICE

TIPS FOR SUCCESSFUL REMARKETING

- **Tailor your message:** don't show the same ad to everyone — people who know a product well need different content than someone who only saw your homepage.
- **Cap your frequency:** avoid over-showing ads, which causes fatigue and irritation.
- **Use a strong CTA:** e.g. "Finish your order today and save 20%."
- **Segment your audience:** separate people who viewed a product page from those who reached checkout.
- **Test constantly:** try different creative, copy and offers to see what resonates.

WHERE TO START

WHERE TO BUILD YOUR AUDIENCES



1. In Business Manager, go to the **Audiences** tab — every custom, lookalike and saved audience you build lives here, reusable across any campaign.
2. **Custom audiences** connect you with people who've already shown interest — from website traffic, your customer list, or app activity.
3. **Lookalike audiences** find new people who resemble an audience you already care about.
4. **Saved audiences** let you store a combination of demographics, interests and behaviours for one-click reuse in future ad sets.

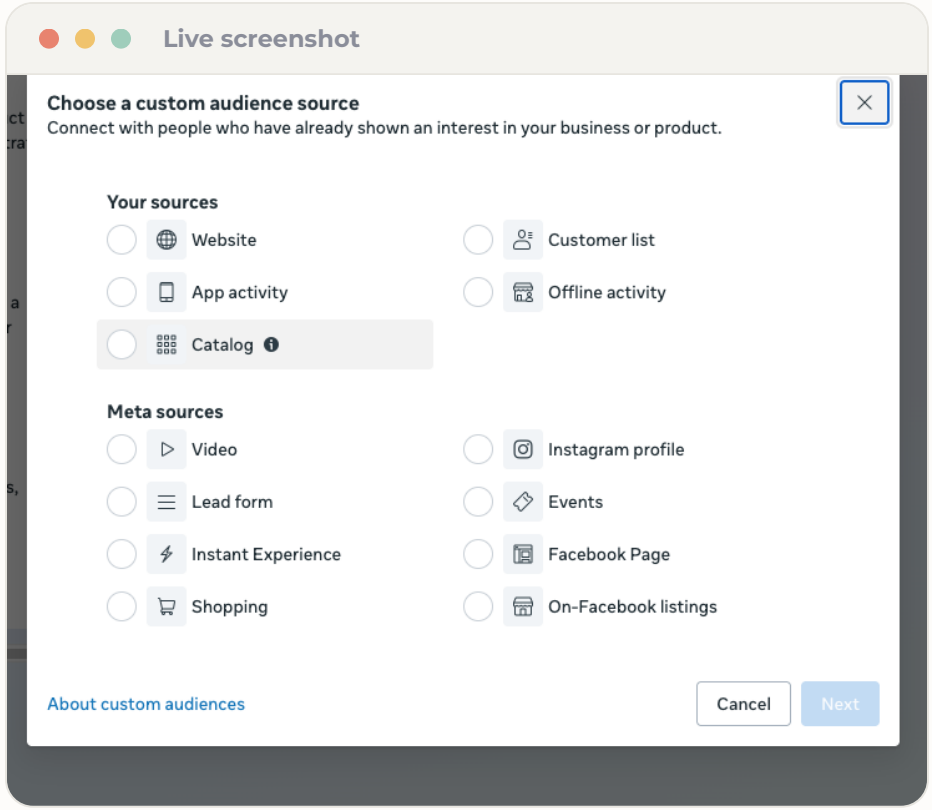
BUILD IT

CREATING A REMARKETING AUDIENCE

1. **Open Business Manager › Audiences**
   Find the Audiences tab.
2. **Click “Create Audience”**
   Then select “Custom Audience.”
3. **Choose your data source**
   For example, “Website.”

BUILD IT

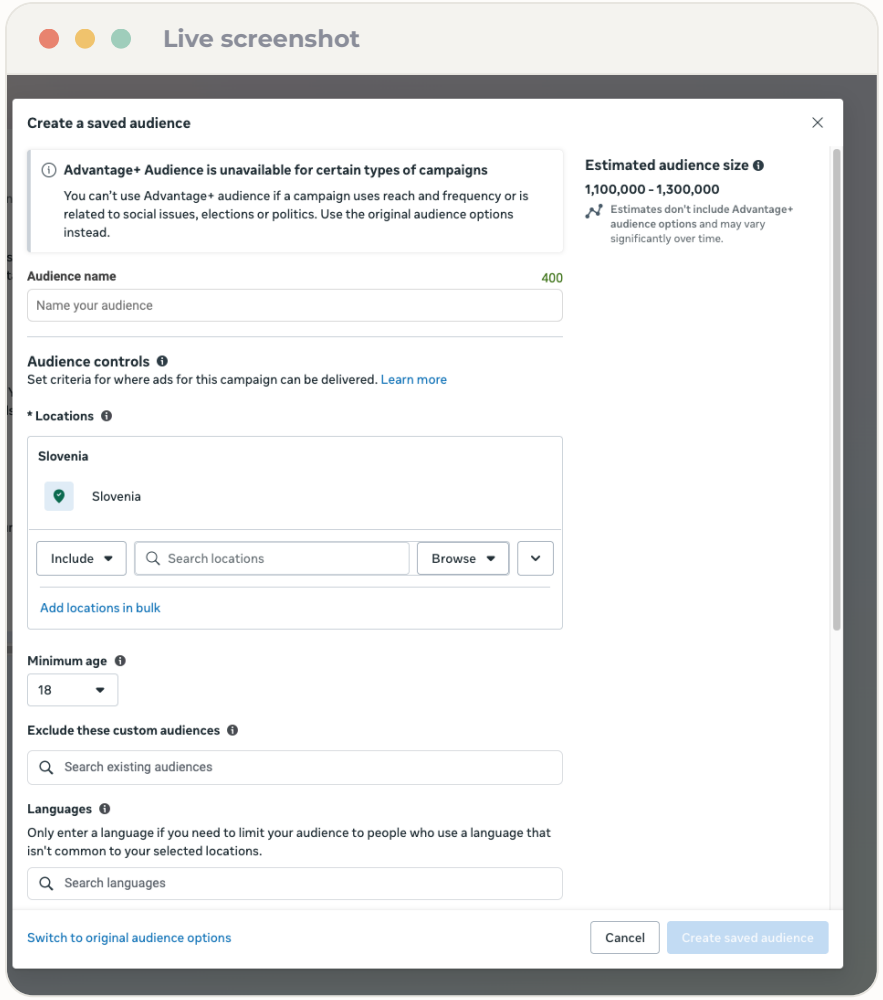
CHOOSING YOUR CUSTOM AUDIENCE SOURCE



1. Under **"Your sources,"** pick where the audience data comes from — Website, App activity, Customer list, Offline activity, or Catalog.
2. Under **"Meta sources,"** you can build an audience straight from engagement — Video views, Instagram profile visits, Lead forms, Instant Experience, your Facebook Page, or Shopping activity.
3. For the classic remarketing case — site visitors — choose **Website**, which pulls from your Pixel/ Conversions API data.
4. Click **Next** to move into setting the exact rules for that source.

BUILD IT

SETTING YOUR AUDIENCE RULES



1. Name your audience clearly — e.g. “Website Visitors, 30 days” — so it’s easy to find later.
2. Under **Audience controls › Locations**, set where this audience can be reached — usually your core market.
3. **Minimum age** and **Exclude these custom audiences** let you narrow further — for example, excluding recent purchasers.
4. Note the callout at the top: Advantage+ Audience isn’t available for every campaign type (e.g. those using reach and frequency, or related to social issues, elections or politics) — in those cases, the original audience options shown here are what you’ll use.
5. Click **“Create saved audience”** once your settings are right — the **Estimated audience size** on the right updates live as you adjust.

DEEP DIVE

THE MOST VALUABLE REMARKETING AUDIENCES (1–2)

1. Website visitors

People who visited your site in a set window (e.g. 30 days). They've already shown interest — retargeting them increases conversion odds. Set the window to 30 days or longer for a longer sales cycle.

2. Time spent

Visitors who spent the most time on your site (e.g. top 25%). Longer visits often signal stronger interest — great for stronger, more direct CTAs.

DEEP DIVE

THE MOST VALUABLE REMARKETING AUDIENCES (3–4)

3. Abandoned cart

People who added items to cart but didn't complete checkout. They're close to a decision, often needing a discount or free-shipping nudge: "Your items are waiting!"

4. Engagement

People who interacted with your Page, profile or ads — likes, comments, shares, video views. Use them to build a longer remarketing funnel before pushing to convert.

DEEP DIVE

THE MOST VALUABLE REMARKETING AUDIENCES (5–6)

5. Customer list

Emails or phone numbers of existing customers — the easiest group to reactivate. Use it to promote new products, discounts or special offers.

6. Video viewers

People who watched a set share of your video (e.g. 50% or 75%). A strong interest signal — build sequential campaigns that show the next ad based on this interest.

WORKED EXAMPLE

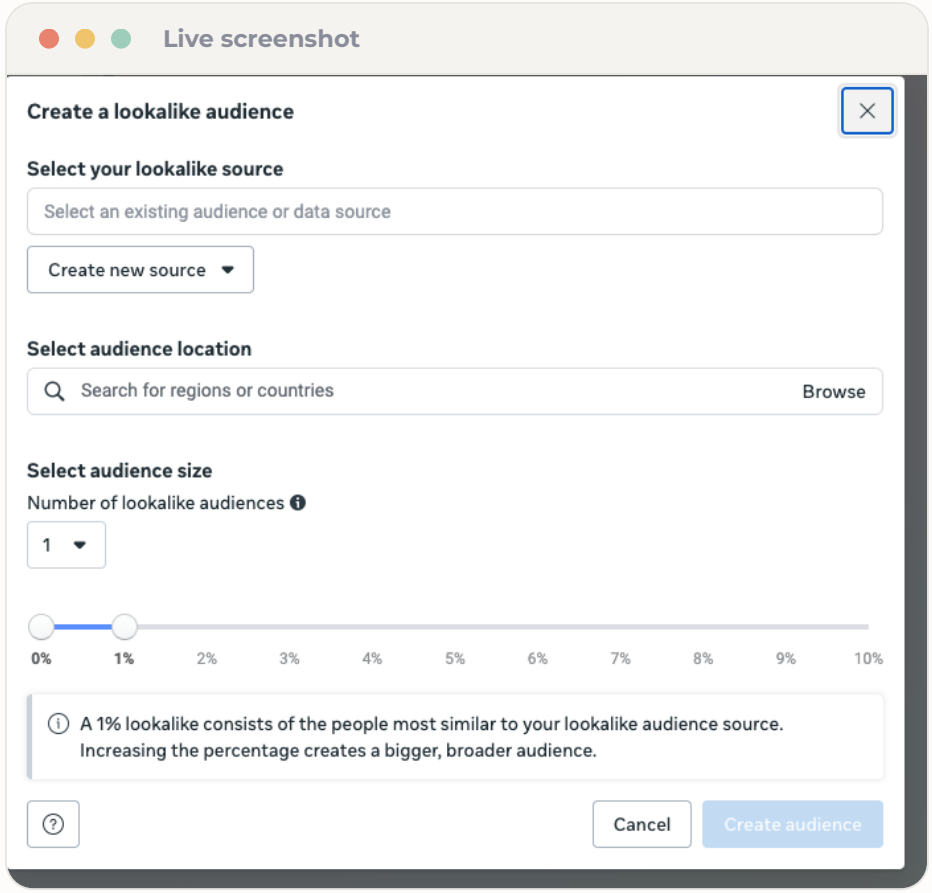
EXAMPLE: BUILDING A REMARKETING AUDIENCE

We're building a remarketing audience for Pawfectly, a subscription dog-food brand. Our combined audience includes people who, in the last 30 days:

- Visited the website (Website visitors).
- Spent the most time on the site (Top 25%).
- Added a product to cart (Add to Cart).
- Abandoned their cart (Abandoned Cart).
- Engaged with the Facebook Page (Engaged with FB).
- Engaged with the Instagram profile (Engaged with IG).
- *We deliberately exclude people who purchased in the last 60 days — a subscription box is a recurring order, so recent buyers are already covered.* We build each source as its own audience first, then combine them into one saved remarketing audience so everything lives in one place.

BUILD IT

CREATING A LOOKALIKE AUDIENCE



1. Under **"Select your lookalike source,"** pick an existing audience or data source to model — e.g. your customer list or a remarketing audience.
2. Under **"Select audience location,"** choose the country or region where you want the lookalike to be built.
3. Under **"Select audience size,"** use the slider to set how closely matched you want the audience — **1% is the closest match** to your source; up to 10% widens reach with less precision.
4. You can create several lookalike audiences at once by increasing "Number of lookalike audiences" — useful for testing multiple size tiers side by side.

SOURCE QUALITY

CHOOSING YOUR LOOKALIKE SOURCE

Your data source is the foundation Meta uses to build a lookalike audience.

- **Custom Audience:** e.g. site visitors, buyers, cart abandoners.
- **Customer list:** emails or phone numbers of existing customers.
- **Facebook/Instagram engagement:** people who've interacted with your posts or ads.
- **Tip:** use a source with at least 1,000 people for the most accurate lookalike results.

BROADER REACH

BUILDING WIDE & INTEREST AUDIENCES

Wide audience

Built the same way as other saved audiences — usually narrowed only by location, age and gender.

Interest audience

Same starting point, narrowed further by location, age, gender and specific interests.

2026 UPDATE

ADVANTAGE+ AUDIENCE

When you build a campaign today, the system automatically offers Advantage+ audience — machine learning that finds your most likely buyers based on your creative, objective and past performance signals, instead of manually chosen interests or demographics.

Historical conversion data

Learns from what has already converted in your account.

AI & signal networks

Meta sees who clicks, reads and converts — even across other apps and sites.

Automatic expansion

Expands beyond your baseline targeting when it finds a strong match.

Creative-aware

Meta “reads” your images, video and text and matches them to people who respond to similar content.

RECOMMENDATION

WHEN TO USE ADVANTAGE+ AUDIENCE

- Test it in parallel with your existing campaigns so you can compare results directly.
- It performs especially well on conversion campaigns (Sales, Leads) where the objective is clear and the algorithm already has past campaigns to learn from.
- Since the February 2026 Ads Manager update, Advantage+ audience is the default starting point for every new campaign — you can still narrow it manually if you want more control.

MODULE 5

DESIGNING YOUR ADS

Image, video, carousel and collection formats

OVERVIEW

CHOOSING THE RIGHT FORMAT FOR YOUR CAMPAIGN

Meta offers several ad formats, each suited to different goals and content types. Choosing the right one is essential to reaching your marketing goals and capturing your audience's attention.

Image / Video

Single-asset ads — simple, fast to produce, easy to understand.

Carousel

Multiple swipeable cards in one ad, each with its own image, video and link.

Collection

A cover asset paired with a live product catalog, opening into a full-screen shopping experience.

IMAGE ADS

The most basic Meta ad format: one image, supporting text, and a call-to-action. Great for grabbing attention quickly with a strong visual.

- **Best for:** quickly showcasing a product or service, promoting an offer or discount, and grabbing attention with a strong visual.
- **Tips:** use high-quality images that clearly show your product, include a clear CTA (“Shop Now”, “Learn More”), and keep on-image text minimal — Meta no longer caps text on images, but lighter text still performs better.

IMAGE ADS

IMAGE AD SPECIFICATIONS

Element	Recommendation
Primary text	Up to ~125 characters recommended
Headline	Up to ~40 characters
Description	Up to ~30 characters
Image format	JPG or PNG
Feed dimensions	1200×1500px (4:5) or 1200×1200px (1:1)
Story dimensions	1080×1920px
Minimum resolution	600×600px
Call-to-action	Choose from buttons like Shop Now, Learn More, Book Now

IMAGE ADS

ADVANTAGES OF IMAGE ADS

Clear & simple

Simple and quick to grab attention with a clear visual message.

Single-focus content

Ideal for promoting one product, service or event.

Faster to produce

Requires less time and resources than video.

Flexible

Works across formats and objectives — awareness, clicks or conversions.

VIDEO ADS

Video ads let you tell a dynamic story, show your product or service in action, and create an emotional connection with your audience.

- **Best for:** building brand awareness, explaining how your product or service works, and sharing testimonials or case studies.
- **Tips:** hook attention in the first three seconds, add captions — most people watch without sound, keep it short (ideally 15–30 seconds), and optimize for vertical viewing since mobile is the dominant viewing device.

VIDEO ADS

VIDEO AD SPECIFICATIONS

Element	Recommendation
Video format	MP4, MOV or GIF
Feed dimensions	1200×1500px
Story dimensions	1080×1920px
Length	Up to 15s for Stories; 15–30s recommended for feed
Maximum length	Up to 240 minutes — not recommended for ads
Minimum resolution	720p

VIDEO ADS

ADVANTAGES OF VIDEO ADS

Dynamic

Ideal for storytelling or demonstrating a product in use.

Explains complexity

Shows features, processes or benefits that are hard to convey in a still image.

Emotional impact

Sound, motion and visuals combine to engage audiences more effectively.

Holds attention

Keeps viewers engaged longer, giving your message more time to land.

CAROUSEL ADS

CAROUSEL ADS

Carousel ads show several images or videos (“cards”) in one ad, letting people swipe through — each card can have its own text, link and CTA.

- **Best for:** showcasing multiple products at once, showing a step-by-step process (“how it works”), and boosting engagement through an interactive format.
- **Tips:** tie every card together with one clear story, put a strong CTA on the final card (“Shop Now”, “Explore More”), and test different card sequences to see what performs best.

CAROUSEL ADS

CAROUSEL AD SPECIFICATIONS

Element	Recommendation
Number of cards	2 to 10
Image cards	JPG/PNG, 1080×1080px (1:1), min. 600×600px
Video cards	MP4/MOV/GIF, 1:1 ratio, up to ~15s, min. 720p
Primary text	Up to ~125 characters
Headline / description	Up to ~40 / ~30 characters
Links	Each card can lead to its own landing page

CAROUSEL ADS

ADVANTAGES OF CAROUSEL ADS

Multiple products

Ideal for showing several items at once.

Dynamic storytelling

Use images or video to tell a story or show product features.

Higher engagement

Users are more inclined to interact with a swipeable format.

Flexible

Great for ecommerce, service businesses and brands wanting to highlight several strengths.

COLLECTION ADS

Collection ads pair a video or image with products from your catalog. Clicking the ad opens a full-screen Instant Experience where people can browse and buy directly.

- **Best for:** ecommerce stores looking to grow sales, showcasing a full product collection, and matching products directly to what people are already looking for.
- **Tips:** use an eye-catching cover image or video, make sure products are clearly shown and organized, and link straight through to the relevant product page.

COLLECTION AD SPECIFICATIONS

Element	Recommendation
Cover visual	Video, image, or slideshow
Cover format	JPG/PNG for images, MP4/MOV for video
Cover dimensions	1080×1080px, recommended ratio 1:1 or 16:9
Video length	Up to ~15 seconds recommended
Products shown	At least 4 products from your catalog
Experience	Opens a full-screen Instant Experience on click

COLLECTION ADS

ADVANTAGES OF COLLECTION ADS

With Advantage+ creative now generating format variations automatically (image expansion, backgrounds and text), the same core assets can power image, carousel and collection ads with far less manual re-editing.

Interactive

Delivers an immersive browsing experience.

Easy browsing

People can scan multiple products in one place.

Drives sales

A single tap on a product takes shoppers straight to checkout.

Flexible

An excellent fit for online stores with a rich product catalog.

MODULE 6

CAMPAIGN SETUP

Objectives, structure, budgets and scheduling

THE CHOICE

CAMPAIGN OBJECTIVES: WHICH ONE, AND WHEN?

Choosing your campaign objective is one of the most important steps in building a Meta campaign — it tells the platform exactly what to optimize for. Objectives map to three broad funnel categories.

Awareness · TOF

Get your brand, product or service in front of the widest relevant audience.

Consideration · MOF

Traffic, Engagement and Leads — move people to learn more or share their details.

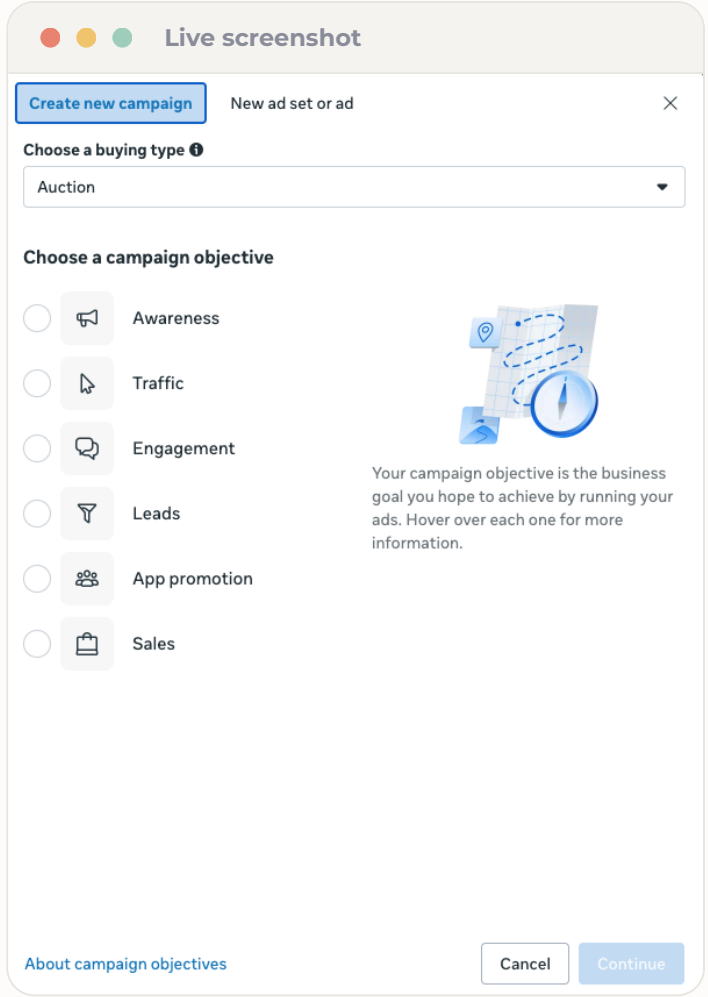
Conversion · BOF

Sales and App Promotion — drive the final, revenue-generating action.

IN THE UI

THE OBJECTIVE PICKER

1. When you click **“Create”** in Ads Manager, this is the very first screen — all 6 objectives listed together, with a buying type of **Auction** selected by default.
2. Hover over each one inside Ads Manager for a short explanation of what it optimizes for, shown in the panel on the right.
3. Pick one objective per campaign — it shapes every setting below it, from optimization to available placements.
4. Once selected, click **Continue** to move into building your ad set.



OBJECTIVE 1 OF 6

AWARENESS

Designed to build recognition of your brand, product or service among as broad a relevant audience as possible — the earliest stage of the funnel.

- **Goal:** increase brand recognition among people who could plausibly be interested in what you offer.
- **When to choose it:** launching a new brand, product or service; building long-term brand recognition and reputation; when the goal is emotional connection rather than an immediate sale.
- **Types:** Brand Awareness and Reach.

OBJECTIVE 2 OF 6

TRAFFIC

Designed to send people to a specific website, app, event, or other digital destination — wherever the next step in your strategy lives.

- **Goal:** increase the number of visits (clicks) to a specific link.
- **When to choose it:** driving people to your online store to browse or buy; sending people to a blog post or landing page to capture leads; growing app downloads or in-app engagement.
- **Types:** by destination — website, app, or Messenger/WhatsApp.

OBJECTIVE 3 OF 6

ENGAGEMENT

Designed to encourage people to interact with your content.

- **Goal:** increase likes, comments, shares, or other interactions with your post, Page or event.
- **When to choose it:** building interest in a product or service; growing a community around your brand; promoting an event; growing your follower base.
- **Types:** post engagement, Page likes, event responses, video views.

OBJECTIVE 4 OF 6

LEADS

Designed to collect information from potential customers, giving your business a contact base for follow-up communication and relationship-building.

- **Goal:** collect information — email, phone number, demographics or other data — that helps you understand and follow up with prospects.
- **When to choose it:** collecting contacts for follow-up communication; capturing enquiries or bookings; promoting a special offer; running research or a survey.
- **Types:** Instant Forms, website redirect, Messenger leads, and Call leads.

OBJECTIVE 5 OF 6

APP PROMOTION

Designed to build a base of users who can later be brought into further marketing campaigns to boost engagement, drive purchases or other interactions.

- **Goal:** acquire users interested in downloading and using your app.
- **When to choose it:** launching a new app; re-engaging lapsed users; gathering feedback from your user base.
- **Types:** app installs, app events.

OBJECTIVE 6 OF 6

SALES

Focused on direct conversions — driving purchases across Facebook, Instagram, Messenger, or even third-party platforms.

- **Goal:** increase sales of products or services.
- **When to choose it:** you have an online store and want to grow web sales; you have an app with in-app purchases; you want automated, personalized product advertising.
- **2026 update:** since February 2026, this objective runs on Meta's unified campaign flow — Advantage+ Shopping Campaigns now sit inside Sales rather than as a separate campaign type, and Meta reports roughly 17% lower cost-per-purchase versus the old manual structure.

HIERARCHY

THE STRUCTURE OF A META CAMPAIGN

Understanding the hierarchical structure of a Meta campaign is essential for organizing, managing and optimizing your advertising effectively.

Campaign

Sets the objective and overall direction.

Ad Set

Defines who, when and where you're targeting.

Ad

Captures attention and drives the action.

LEVEL 1

CAMPAIGN LEVEL

The top level of the structure, representing the core purpose of your advertising activity — whether that's awareness, traffic or sales.

- **Objective selection:** choose your primary goal — Awareness, Traffic, Engagement, Leads or Sales.
- **Advantage campaign budget:** set one total budget for the whole campaign and let Meta automatically distribute it across ad sets based on performance — the current default recommendation for most campaigns.
- A clearly defined objective at this level keeps your entire campaign focused on a specific, measurable result.

LEVEL 2

AD SET LEVEL

The middle level, where you set the specifics of audience targeting, placement and budget (if you're not using Advantage campaign budget).

- **Audience targeting:** demographics, interests and behaviour, remarketing, lookalike audiences.
- **Budget & schedule:** automatic placements (Meta chooses the best-performing locations) or manual placements (you choose exactly where ads run).
- One campaign can contain multiple ad sets, letting you test different strategies within the same objective.

LEVEL 3

AD LEVEL

The lowest level of the structure, where you build and refine the creative part of your campaign — what people actually see.

- **Format:** image, video, carousel or collection.
- **Content:** your visuals, headline, description and call-to-action.
- **Links:** the URL that sends people to your website, app or store.
- The ad is what people actually see — campaign success depends heavily on how well it's built and how relevant it feels to the audience it reaches.

BUDGETING

SETTING YOUR AD BUDGET

Managing your budget and schedule well is essential to reaching your advertising goals. Meta offers two main levels at which to set it.

	Campaign-level budget	Ad set-level budget
What it is	One total budget for the whole campaign	A separate budget for each ad set
Who allocates spend	Meta's algorithm, automatically	You, manually
Best for	Saving time and maximizing overall efficiency	Even distribution across groups, or focus on a specific audience

BUDGET TYPES

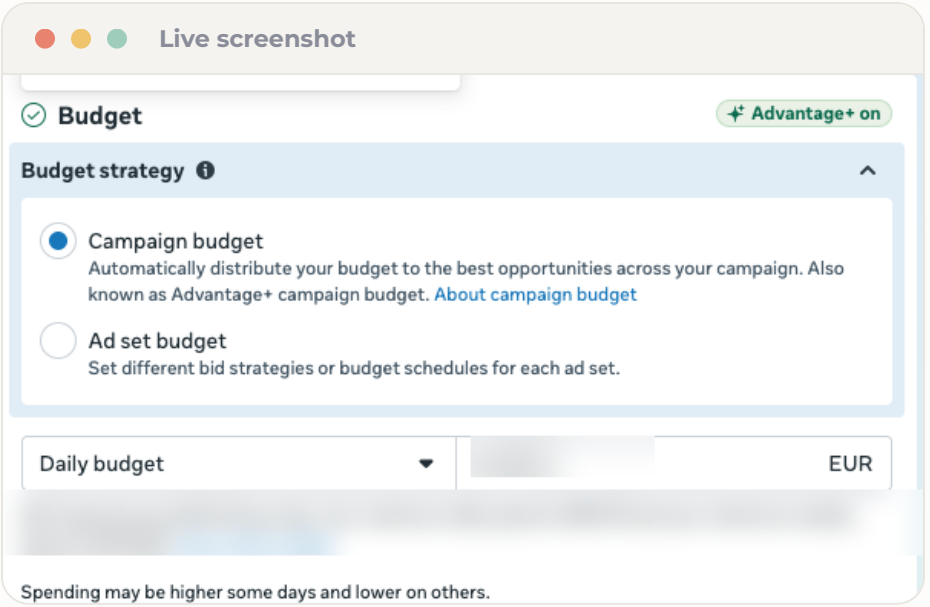
DAILY VS. LIFETIME BUDGET

Daily budget	Lifetime budget
Set an amount to spend per day	Set an amount for the entire campaign duration
Meta keeps your ad running all day within that cap	Meta automatically paces spend for the best delivery timing
Good for ongoing, consistent daily exposure	Good for time-limited campaigns or specific events

IN THE UI

BUDGET STRATEGY, IN PRACTICE

1. This is the actual **Budget** section from a live campaign, with **Advantage+ on** — note the green badge, top right.
2. **Campaign budget** (selected here) is also labelled “Advantage+ campaign budget” in the UI — Meta auto-distributes spend to the best-performing opportunities.
3. **Ad set budget** is the alternative — set different bid strategies or schedules for each ad set individually.
4. Meta shows your estimated daily spend and maximum daily/weekly spend right under the input — and flags that “spending may be higher some days and lower on others,” since delivery isn’t perfectly even.



RECOMMENDATIONS

BUDGET RECOMMENDATIONS

- **Start small:** testing a new audience or ad? Start with a modest budget and scale based on results.
- **Test broadly:** use several ad sets with different targeting strategies to find what works.
- **Stay realistic:** match budget to objective — conversion campaigns typically need a larger budget than awareness campaigns.

TIMING

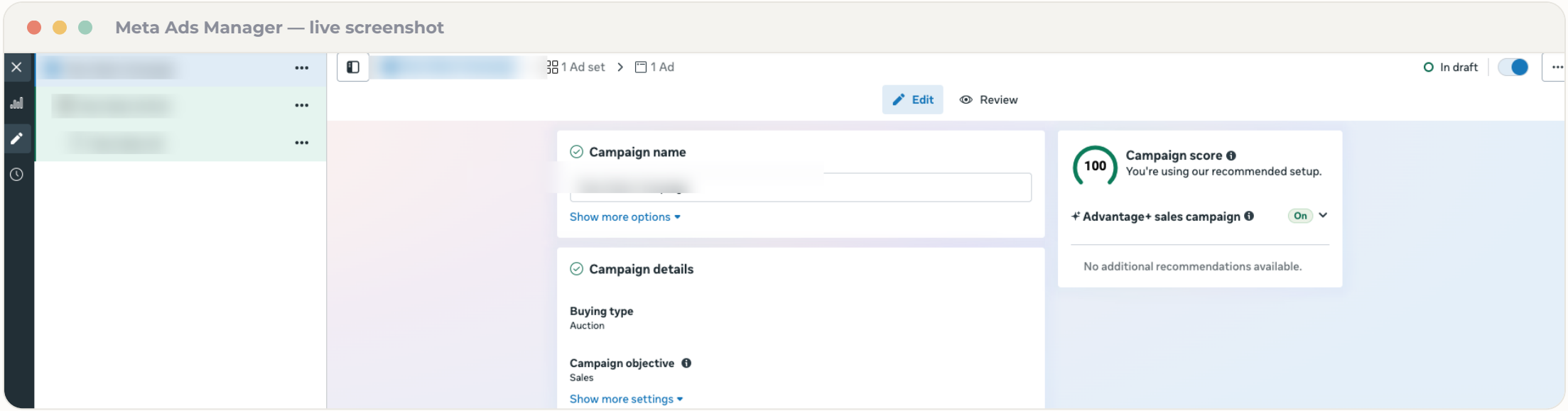
AD SCHEDULING

Meta lets you adapt when your ads run based on your needs and your audience's behaviour.

- **Continuous delivery:** your ad stays active as long as budget allows — suited to campaigns without a hard deadline, or a need for constant exposure.
- **Scheduled delivery:** set specific days and hours — useful when you want to reach your audience at a particular time (e.g. business hours, or evenings when engagement is highest).
- **Campaign duration:** set exact start and end dates — ideal for time-limited promotions, such as a Black Friday sale.
- **Meta's timing algorithm:** Meta can automatically learn when your audience is most active and adjust delivery accordingly — more efficient than manually guessing a schedule.

2026 UPDATE

THE UNIFIED CAMPAIGN FLOW



1. In February 2026, Meta merged its separate "Manual" and "Advantage+ Shopping Campaign" flows into this single, unified way to build a campaign.
2. **Campaign score** (top right) rates your setup against Meta's recommendations in real time — a score of 100 means you're using the fully recommended setup.
3. **Advantage+ sales campaign** is now a simple On/Off toggle right at campaign level, rather than a separate campaign type to choose upfront.
4. Under **Budget**, choose **Campaign budget** (also known as Advantage+ campaign budget) to let Meta auto-distribute spend across ad sets, or **Ad set budget** to set each one manually.
5. The left-hand tree shows the three-level structure in action: Campaign → Ad Set → Ad, exactly as covered earlier in this module.

Because this is a genuine 2026 interface change, expect your own Ads Manager screens to look somewhat different from older tutorials — the setup logic above still holds.

MODULE 7

ANALYSIS & OPTIMIZATION

Core metrics, benchmarks and A/B testing

OVERVIEW

METRICS FOR MEASURING CAMPAIGN SUCCESS

Successfully managing and optimizing Meta ads means understanding which metrics to track, and how to read them. These metrics show you exactly how well your campaign is performing, and where there's room to improve.

CTR

Click-through rate — how compelling your ad is.

CPC

Cost per click — cost efficiency of driving traffic.

CPA

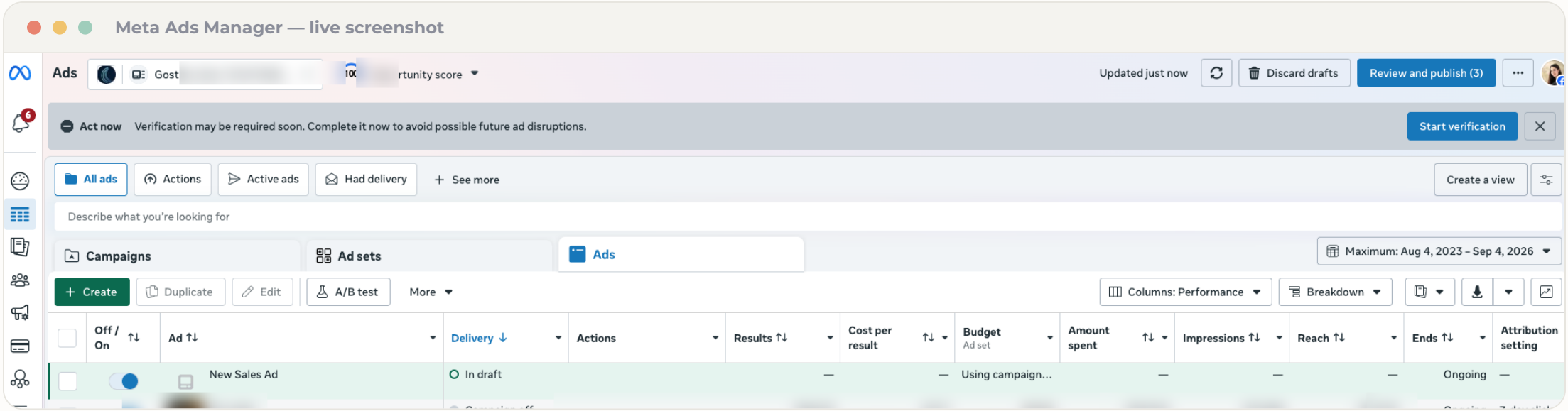
Cost per acquisition — cost of each result.

ROAS

Return on ad spend — revenue per euro spent.

IN THE UI

READING YOUR RESULTS TABLE



1. In Ads Manager, the **Ads** tab (next to Campaigns and Ad sets) gives you this row-by-row results table for every ad.
2. **Columns: Performance** is the default view — click it to add or remove columns, e.g. swapping in ROAS or Frequency if you need them.
3. Toggle between **Campaigns**, **Ad sets** and **Ads** (top left) to see results rolled up at whichever level you're optimizing.
4. The **Delivery** column flags status at a glance — "In draft," "Campaign off," or actively delivering — before you even look at the numbers.
5. Use **Breakdown** (top right) to split any of these results by placement, age, gender or region — often where the real optimization insight is hiding.

METRIC 1–2

REACH & IMPRESSIONS

Reach

How many unique people saw your ad at least once. Key for awareness campaigns — it tells you how many people were exposed to your content. If reach is high but other metrics (like CTR) are low, your content may not be compelling enough.

Impressions

How many times your ad was shown, regardless of whether it was the same person each time. A high impression count relative to reach can signal repeated exposure — watch your frequency. Expect higher impressions on retargeting campaigns.

METRIC 3–4

FREQUENCY & CTR

Frequency

The average number of times a single user has seen your ad. Too high a frequency causes “ad fatigue.” Guidance: 2–3 for awareness campaigns; 5–7 can work for retargeting, where the goal is conversion.

CTR (Click-Through Rate)

The percentage of people who clicked your ad after seeing it. Formula: CTR (%) = (Clicks ÷ Impressions) × 100. A “good” CTR varies by product, but 2–3% is generally considered strong.

METRIC 5–6

CPC & CONVERSIONS

CPC (Cost Per Click)

The average cost of a single click on your ad. CPC varies widely by industry; under €0.50 is generally considered strong. Pair it with Landing Page Views to see how many clicks actually resulted in a fully loaded page.

Conversions

The number of people who completed a defined action — a purchase, signup, or app download. The core metric for any campaign whose goal is a direct business outcome.

METRIC 7–8

CPA & ROAS

CPA (Cost Per Acquisition)

The cost of acquiring a single conversion. One of the most important metrics for judging campaign profitability — compare it against your profit per sale to estimate ROI. If CPA is too high, revisit your audience or creative.

ROAS (Return On Ad Spend)

Formula: ROAS = Total Revenue ÷ Ad Spend. Shows how much revenue each euro of ad spend generates. Aim as high as possible — above 3 is generally considered strong. A low ROAS means it's time to check whether your ads are optimized for the right outcome.

METRIC 9–10

ENGAGEMENT & REMARKETING METRICS

- **Engagement rate:** the share of people who took any action — like, comment, share, click or video view — relative to impressions.
- **Video views:** people who watched your video for a set duration (e.g. 3 or 15 seconds).
- **Average watch time:** the average length of time people spent watching your video.
- **For remarketing campaigns specifically, also track:** return rate (how many people came back to your site) and repeat conversions (how many past converters took a further action).

BY OBJECTIVE

THE RIGHT METRIC FOR THE RIGHT OBJECTIVE

Always read your metrics against the campaign's primary objective — the objective defines the goal; the key metric measures how close you are to it.

Objective	Key metric to track
Awareness	CPM — cost per 1,000 impressions
Traffic	Cost per landing page view
Engagement	Cost per engagement
Leads	Cost per lead
App Promotion	Cost per app install
Sales	Cost per purchase

BY OBJECTIVE

AWARENESS & TRAFFIC METRICS IN DETAIL

Awareness

Key metric: CPM. Why it matters — awareness campaigns focus on reaching as many people as possible; a low CPM signals cost-efficient visibility. Also watch Ad Recall Lift and Frequency.

Traffic

Key metric: cost per landing page view. Why it matters — the goal is quality traffic to your site; a lower cost per view signals an efficient campaign. Also watch CTR and Bounce Rate.

BY OBJECTIVE

ENGAGEMENT & LEADS METRICS IN DETAIL

Engagement

Key metric: cost per engagement. Why it matters — engagement campaigns build activity and relationship with your audience, and support organic reach. Also watch Engagement Rate and Page Follows.

Leads

Key metric: cost per lead. Why it matters — the primary goal is building a contact base of prospects; tracking cost per lead shows what you're investing per new contact. Also watch Lead Quality and Form Completion Rate.

BY OBJECTIVE

APP PROMOTION & SALES METRICS IN DETAIL

2026 benchmark snapshot: median ecommerce CPA sits around $38, and typical B2B cost-per-lead runs roughly $15–$80 — useful starting points, though every account and industry differs.

App Promotion

Key metric: cost per app install. Why it matters — measures how efficiently you're attracting new users. Also watch in-app actions like purchases or feature use.

Sales

Key metric: cost per purchase. Why it matters — purchases are usually the primary goal for stores and product-led businesses. As a rule of thumb, aim for cost per purchase around 20–30% of your product's price to protect a positive ROAS.

PROCESS

HOW TO ANALYZE ADS AND IMPROVE THEM

1. **Review key metrics**
   Start with reach, impressions, CTR, CPC, conversions and ROAS to get a full picture.

2. **Compare ad performance**
   If you're running several ads in one campaign, compare which images or videos get a higher CTR, which headlines and descriptions drive more clicks or conversions, and how performance differs across audiences.

3. **Identify weak points**
   A low CTR may mean your ad isn't compelling or relevant enough. A high CPC may mean your audience is too competitive, or the ad itself is underperforming. High frequency can signal ad fatigue setting in.

A/B TESTING

A/B testing lets you try different elements of your ads to see what performs best — a systematic way to improve results through structured comparison.

- You create two (or more) versions of an ad, campaign or setting.
- Each version is shown to a portion of your audience under matched conditions.
- Based on results, you identify the stronger version and use it as the basis for future ads.
- A/B testing is essential for optimizing ads — it helps you adapt to your audience's needs, reduce spend, and improve ROAS through continuous experimentation and learning.

WHAT TO TEST

A/B TESTING: WHAT CAN YOU TEST?

- **Headlines:** try different calls to action, like “Shop Now” or “Try It Free.”
- **Visual content:** test images, videos, colours and design.
- **Ad copy:** shorter vs. longer descriptions, different tones (formal vs. casual), or different product benefits.
- **Ad formats:** compare image, video, carousel and collection.
- **Audiences:** test different demographics, interests and behaviours.
- **CTAs:** experiment with buttons like “Learn More”, “Shop Now”, or “Book Now.”
- **Timing:** compare performance at different times of day or days of the week.

EXECUTION

RUNNING AN A/B TEST

1. **Define your goal**
   Before you start, decide what you want — higher CTR? more conversions? lower CPC?

2. **Choose one variable**
   Test only one element at a time (e.g. the image). Testing too many at once makes it impossible to know what drove the change.

3. **Build two versions**
   Prepare two (or more) versions of the ad with one clearly recognizable difference — a different CTA or image.

4. **Split your audience**
   Divide your audience into segments, showing each version to one segment under matched conditions (timing, location, etc.).

5. **Measure results**
   Run the test for at least 7 days, then analyze results against your chosen metrics — CTR, CPC, conversions.

MODULE 8

THE 2026 PLAYBOOK

What's actually changed in Meta advertising this year

THE BIG ONE

ONE UNIFIED CAMPAIGN FLOW

Meta Ads Manager — Ads Manager › New campaign, 2026

In February 2026, Meta completed its biggest Ads Manager overhaul in years: the separate “Manual” and “Advantage+ Shopping Campaign” setup flows were merged into a single, unified way to build every campaign.

- AI-driven optimization — audience, placement and budget — is switched on by default for every new campaign.
- Each of the three can still be toggled off individually if you need manual control.
- The practical effect: fewer setup decisions up front, and a real case for testing Meta’s defaults before overriding them.

CREATIVE AUTOMATION

ADVANTAGE+ CREATIVE, IN DETAIL

A suite of AI tools built into Ads Manager that generates and enhances ad variations directly from your existing assets.

Background generation

AI generates new backgrounds behind your product shot.

Image expansion

Generative fill extends a creative to fit new ratios, e.g. 9:16 for Stories and Reels.

Text generation

AI produces variations of your primary text and headlines — treat these as drafts, and review before publishing.

Image animation

Turns a still image into subtle motion.

NEW SURFACE

THREADS ADS GO GLOBAL

On 21 January 2026, Meta announced the global expansion of advertising on Threads, completing a year-long test that began in select markets in spring 2025. Rollout began the week of January 26.

400M+

MONTHLY ACTIVE USERS NOW REACHABLE ON THREADS

3

AD FORMATS SUPPORTED — IMAGE, VIDEO AND CAROUSEL

2

WAYS TO SET UP — MANUAL CAMPAIGNS OR ADVANTAGE+ INTEGRATION

WORKING WITH AI CREATIVE

HOW TO USE AI CREATIVE RESPONSIBLY

- Treat AI-generated text and image variations as a first draft, not a final asset — always preview before publishing.
- Lean on AI generation for volume and testing coverage; stay more conservative and hands-on with your proven, flagship creative.
- AI-generated content is automatically labelled to comply with Meta's transparency requirements — factor that into your brand guidelines.
- Keep a human reviewing tone, accuracy and compliance on anything detail-heavy or regulated before it goes live.

MEASUREMENT

SIGNAL & MEASUREMENT IN 2026

Privacy changes over recent years mean browser-only tracking captures an incomplete picture of what's really happening on your site.

- **Conversions API:** pairs with your Meta Pixel to send conversion events directly from your server, filling gaps left by browser-based tracking alone.
- **First-party data:** your own customer lists, CRM data and site events matter more than ever for both targeting and measurement accuracy.
- **Aggregated Event Measurement:** governs how conversion events are reported for users who've limited tracking, and shapes how many events you can prioritize per domain.
- The practical takeaway: a properly configured Pixel + Conversions API setup (module 3) is no longer optional — it's the foundation good targeting and reporting are now built on.

STRATEGY SHIFT

CREATIVE VOLUME IS THE NEW STRATEGY

- Meta’s delivery systems increasingly reward accounts that supply many distinct creative variations, rather than relying on a single “hero” ad.
- More variations also blunt creative fatigue — fresh assets rotate in before CTR decays and CPMs start climbing.
- Advantage+ creative tools make producing that volume realistic without a proportional increase in design time — but keep a brand-consistent review step in the loop.

BENCHMARKS

2026 BENCHMARK SNAPSHOT

Useful starting points when you're setting expectations for a new campaign — actual numbers vary by industry, market and creative quality.

$38
MEDIAN CPA, ECOMMERCE ACCOUNTS

$15–80
TYPICAL B2B COST PER LEAD

17%
LOWER COST-PER-PURCHASE REPORTED FOR ADVANTAGE+ SHOPPING VS. MANUAL

3+
ROAS GENERALLY CONSIDERED STRONG

STAYING CURRENT

HOW TO KEEP UP WITH META'S PACE OF CHANGE

- Meta ships changes to Ads Manager continuously — treat any screenshot-based tutorial, including this one, as a guide to the logic, not a pixel-perfect map of every button.
- Follow Meta's official Business Help Center and Ads Manager release notes for the latest interface and policy changes.
- Re-test your account's defaults every quarter — new Advantage+ features are often opt-in at first, then become the default later.
- As your agency, Lunary tracks these changes on your behalf so your account stays current without you having to chase every release.

“

Meta’s stated direction is a future where running a campaign takes little more than a website, a goal and a budget — with AI handling creative generation, audience selection, placement and budget allocation underneath.

MODULE 8 · WHERE THIS IS HEADED

MODULE 9

WRAP-UP

A full recap, plus a worked campaign example

RECAP

WHAT YOU'VE LEARNED

Meta advertising — spanning Facebook, Instagram, Messenger, Threads and Audience Network — remains one of the most powerful tools in digital marketing. Its enormous user base and advanced targeting let businesses of every size reach the right audience in a personalized, efficient way.

- What follows is a summary of the key concepts and strategies covered across this course.

RECAP

WHY CHOOSE META ADVERTISING?

Build brand recognition

Flexible ad formats designed to capture attention and build a connection with your audience.

Reach specific audiences

Precise targeting by age, location, interest, behaviour, or connection.

Optimize spend

Ads Manager gives you real control over budget and bidding for efficient spending.

Analyse everything

Detailed analytics let you measure performance, adapt strategy and drive better results.

RECAP

WHY ADS MANAGER IS CENTRAL TO IT ALL

End-to-end planning

Plan and run full campaigns in one place.

Real-time performance view

See how campaigns are doing as they run.

Simple setup

Straightforward targeting, budget and format controls.

Data-driven adjustments

Adapt ads and strategy based on what the numbers show.

RECAP

STRUCTURE & OBJECTIVES, AT A GLANCE

Level	Role
Campaign	Defines the primary objective — Awareness, Traffic, Engagement, Leads, App Promotion or Sales.
Ad Set	Sets audience, budget, placements and schedule.
Ad	The visual and text elements representing your brand.

RECAP

TARGETING & REMARKETING

Meta advertising success rests on precise targeting.

- **Demographics:** age, gender, location, language.
- **Interests & behaviour:** targeting people by hobbies or purchase habits.
- **Lookalike audiences:** extending reach to people similar to your existing customers.
- **Remarketing:** a particularly powerful approach that lets you re-engage people who have already shown interest in your product or service.

RECAP

ANALYSIS & OPTIMIZATION

Long-term campaign success depends on regularly reviewing results and optimizing based on what you find.

- **Core metrics:** reach, CTR, CPC, conversions, ROI.
- **Performance review:** identify which ads are working best, and adjust based on the data.
- **A/B testing:** test elements like headlines, images and CTAs to optimize results.
- **Continuous improvement:** use insights from analysis to keep refining budget, targeting and creative.

WORKED EXAMPLE

EXAMPLE: SETTING UP A CAMPAIGN

We're building a campaign for Pawfectly, a subscription dog-food brand.

- We'll create a **Sales** campaign, aimed at driving purchases on the website.
- The campaign will run with a daily budget of €5.
- We'll target a wide audience, narrowed only by location (national), age (25–55) and gender (all) — set manually.
- We'll also choose placements manually: Facebook and Instagram, across both Feed and Stories.
- We'll build a single image ad as our first creative.

CONGRATULATIONS

CONGRATULATIONS — YOU'VE COMPLETED THE COURSE!

Through these modules you've covered the key steps, strategies and tools that will help you build effective campaigns and hit your goals.

It's a moving target

Meta advertising is a dynamic field that never stops changing — staying current with new features and trends matters as much as mastering the fundamentals.

Test, don't guess

Successful advertising takes creativity, analytical thinking, and a genuine willingness to experiment.



Ready to put this into practice?

May your advertising be effective — and inspiring. We wish you great success building campaigns and reaching your goals. If you'd like Lunary Agency to run this for you, we're one message away.

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