BASICS OF ADS MANAGER

RULES TO AUTOMATE CAMPAIGNS

Facebook Ads Manager

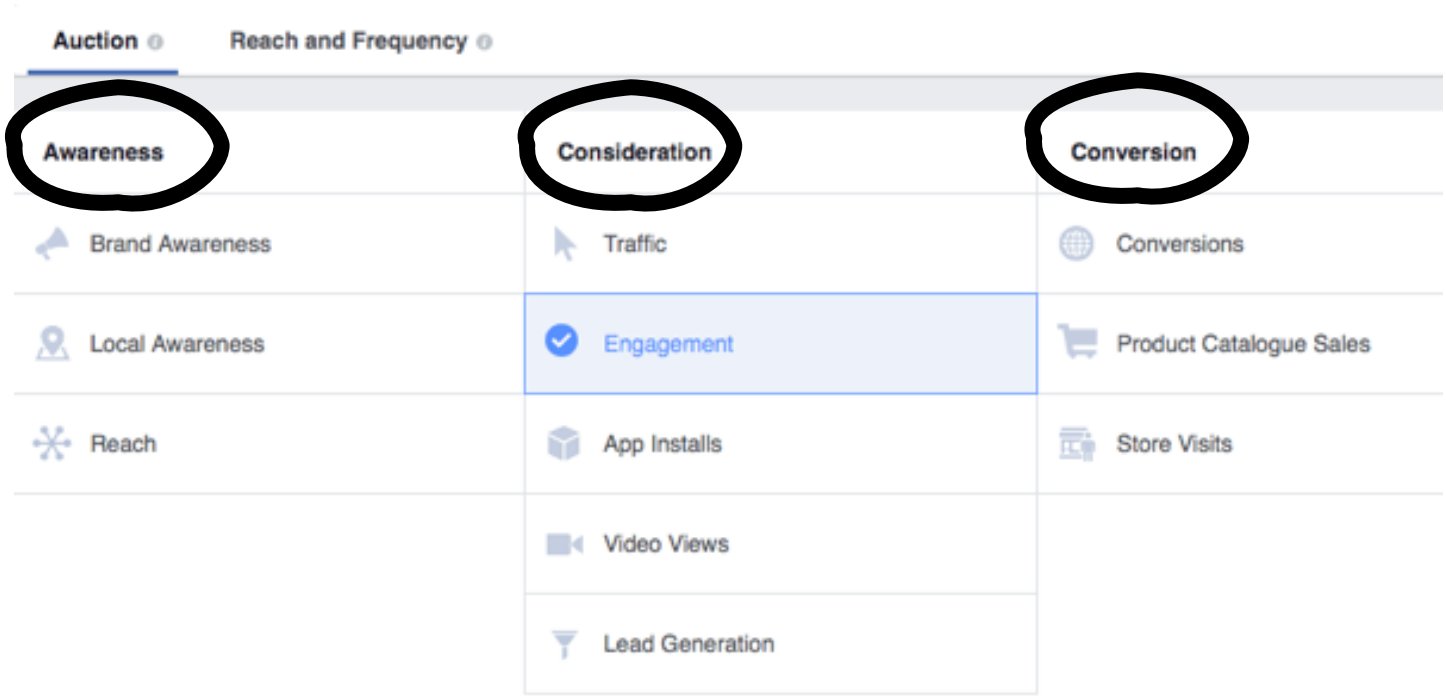
Structure

Campaign

Ad Set

Ad

Campaign

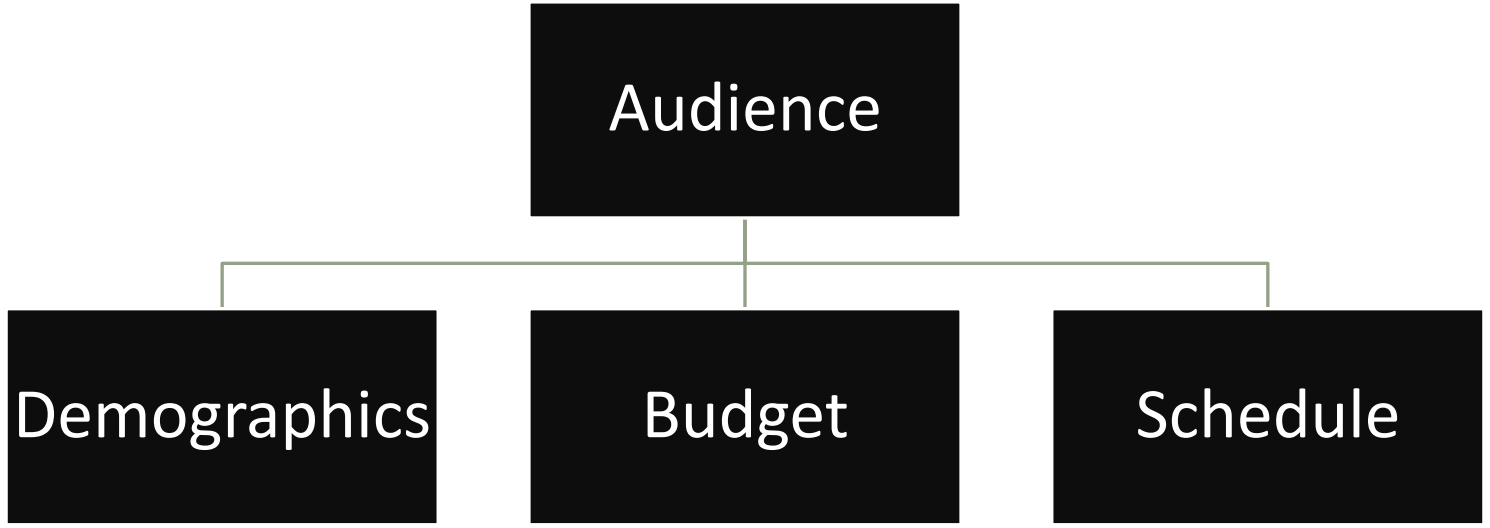


Top Funnel

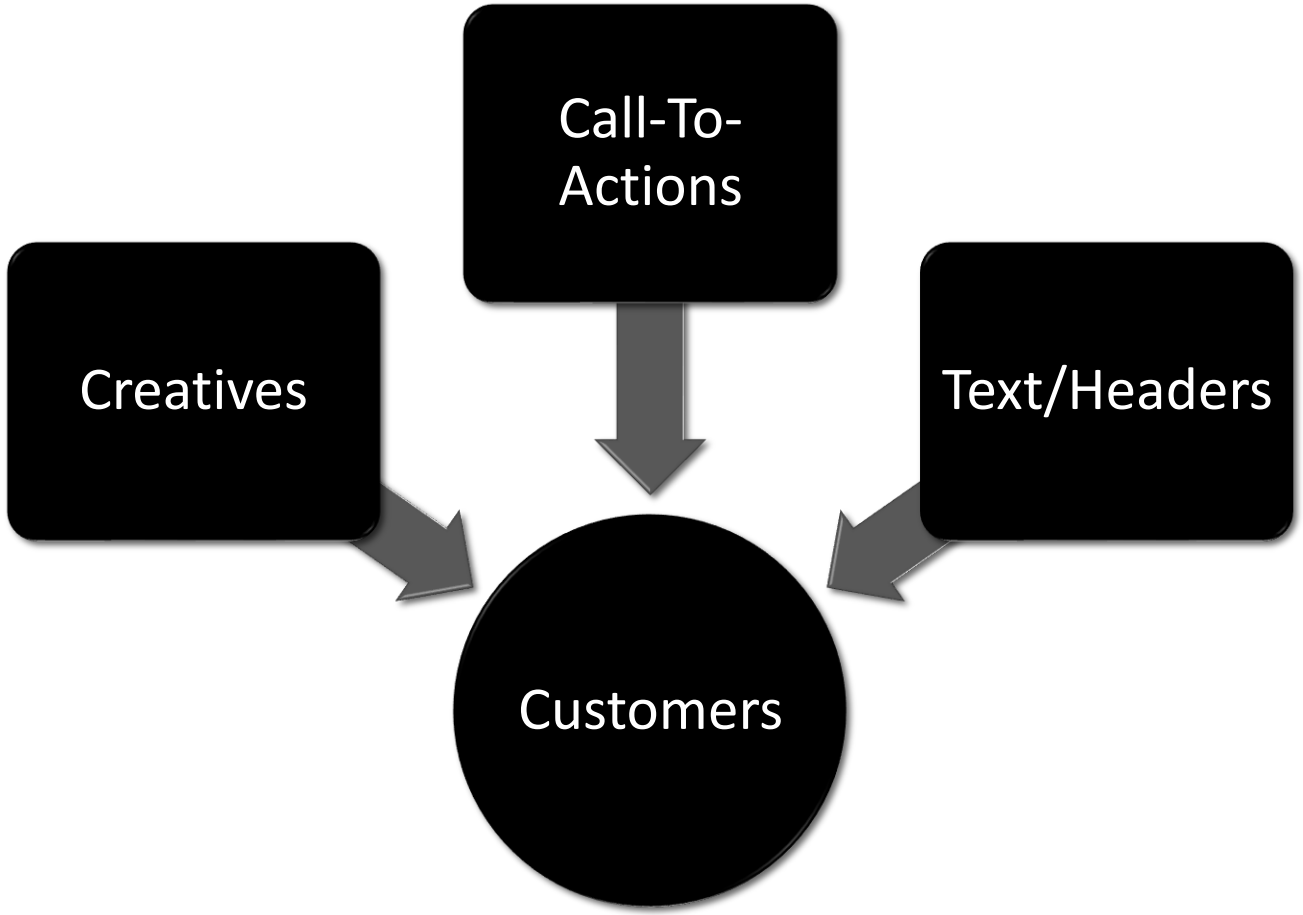
Middle Funnel

Bottom Funnel

Ad Set

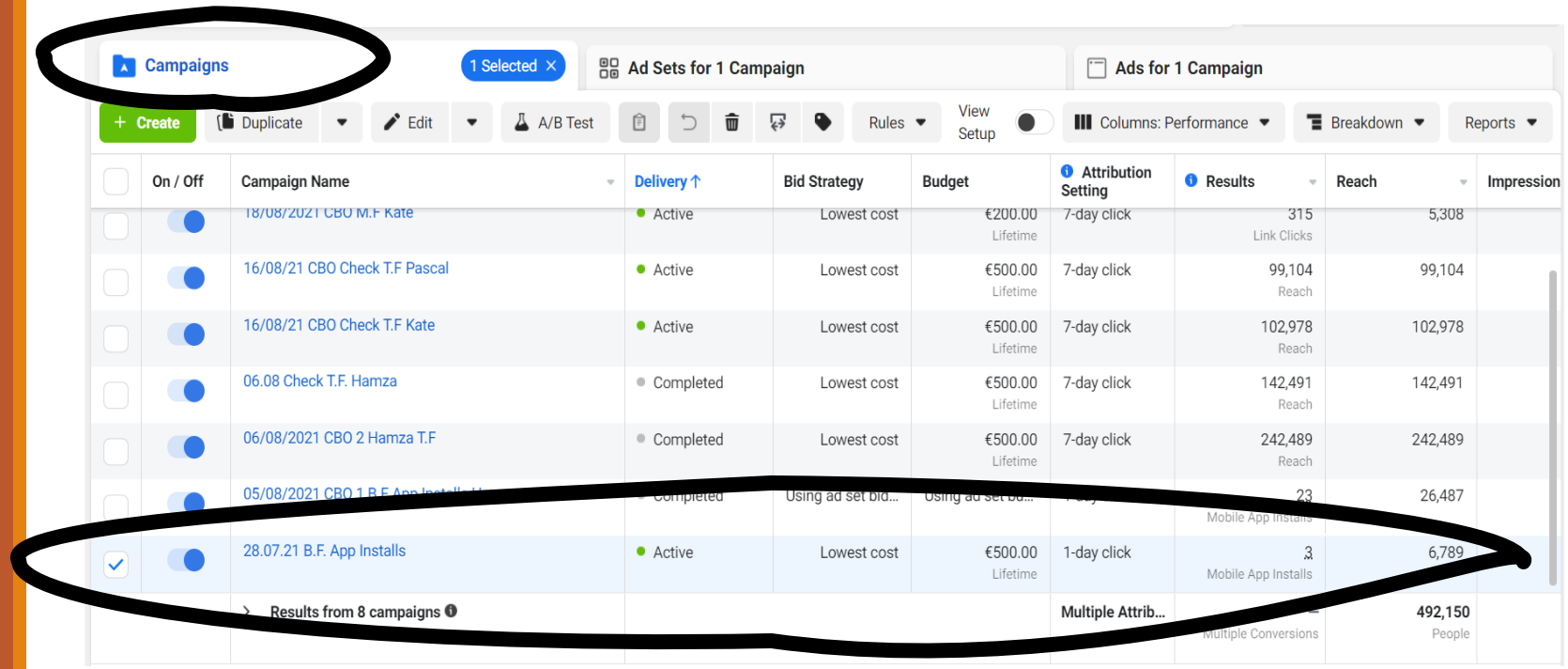


Ad



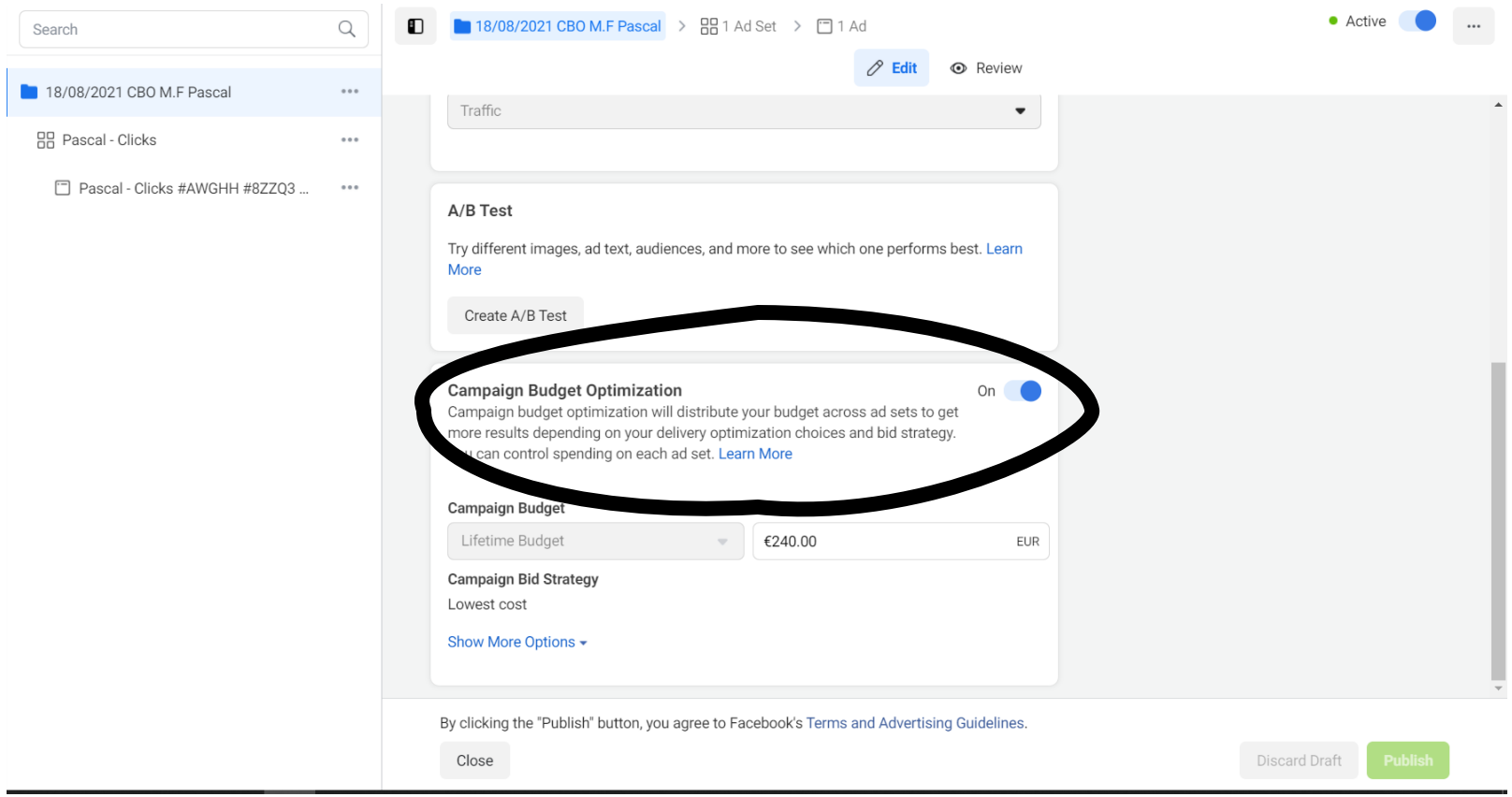
Campaign Level

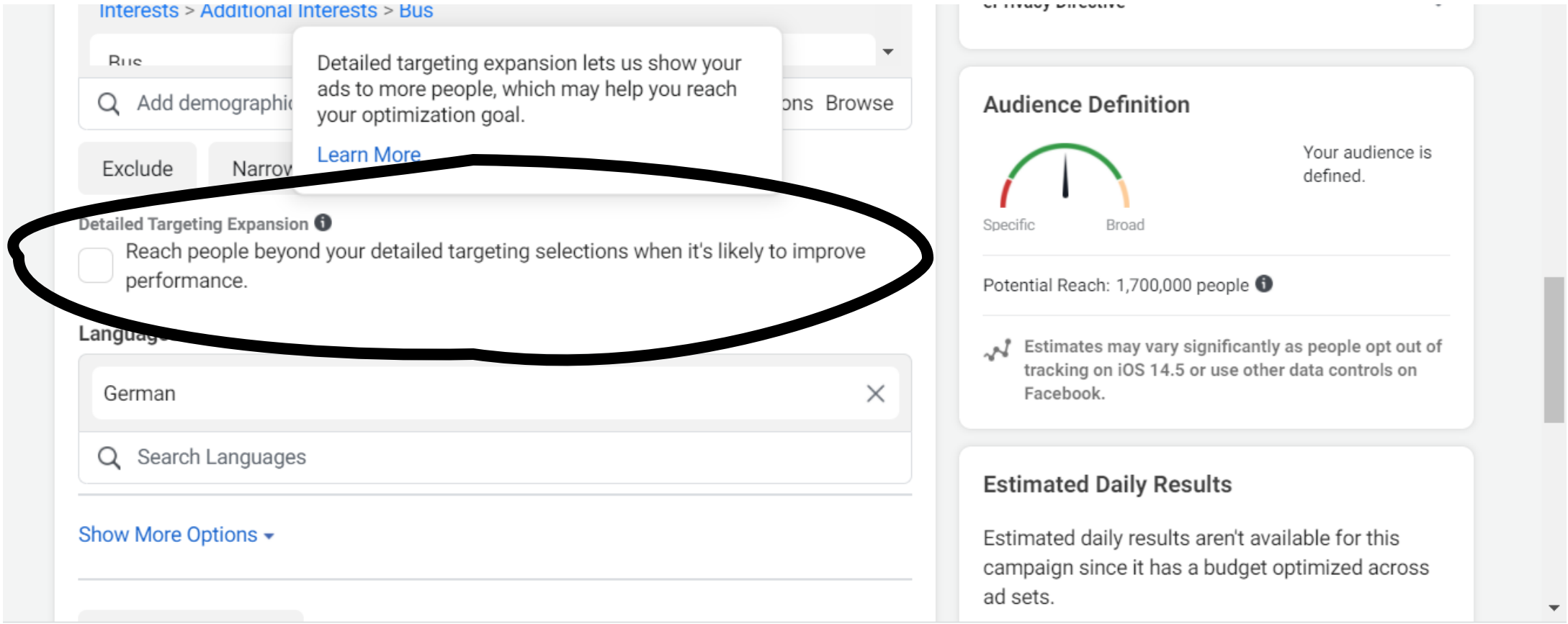
Format: Date – Country – Funnel – Influencer – Objective



CBO – Campaign Budget Optimization

CBOs automatically manages your campaign budget across ad sets to get you the overall best results.





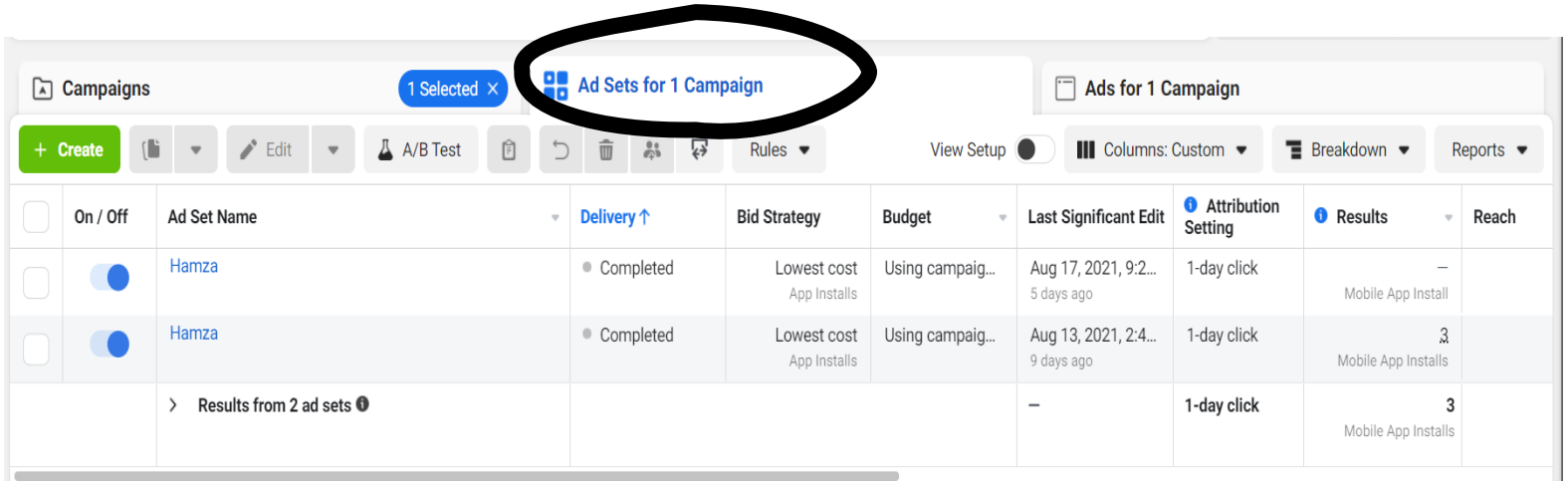
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

Discard Draft

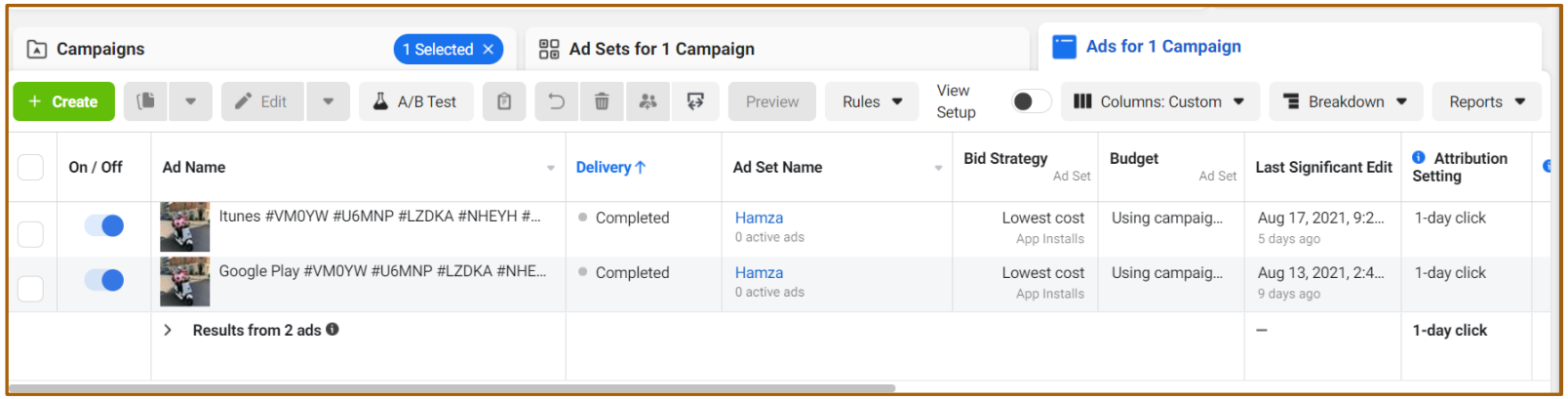
Publish

Ad Set Level


Campaigns
1 Selected
Ad Sets for 1 Campaign
Ads for 1 Campaign
Create
Edit
A/B Test
Rules
View Setup
Columns: Custom
Breakdown
Reports
On / Off
Ad Set Name
Delivery
Bid Strategy
Budget
Last Significant Edit
Attribution Setting
Results
Reach
Hamza
Completed
Lowest cost
App Installs
Using campaig...
Aug 17, 2021, 9:2...
5 days ago
1-day click
Mobile App Install
Hamza
Completed
Lowest cost
App Installs
Using campaig...
Aug 13, 2021, 2:4...
9 days ago
1-day click
3
Mobile App Installs
Results from 2 ad sets
1-day click
3
Mobile App Installs

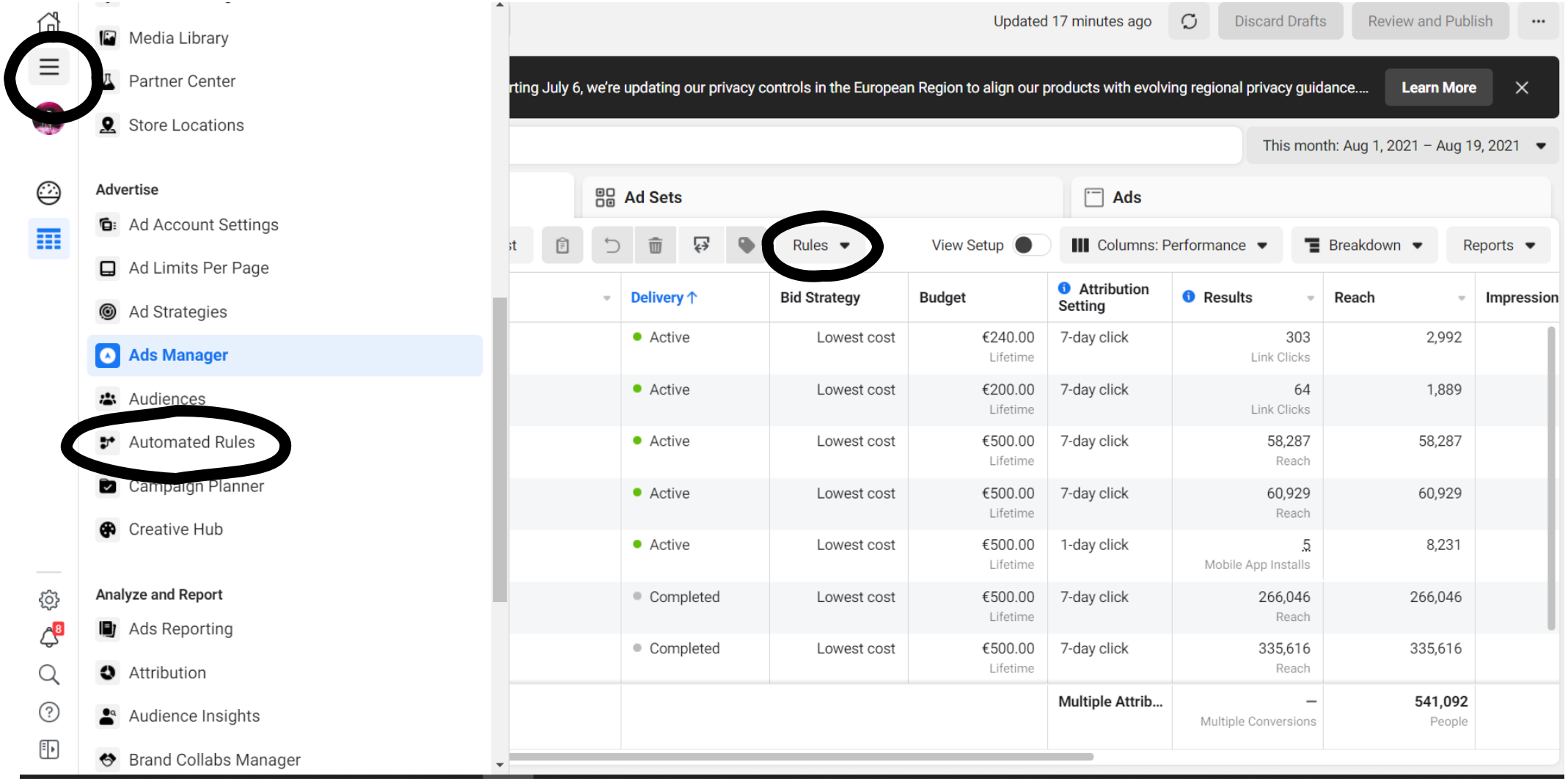
Ad Level

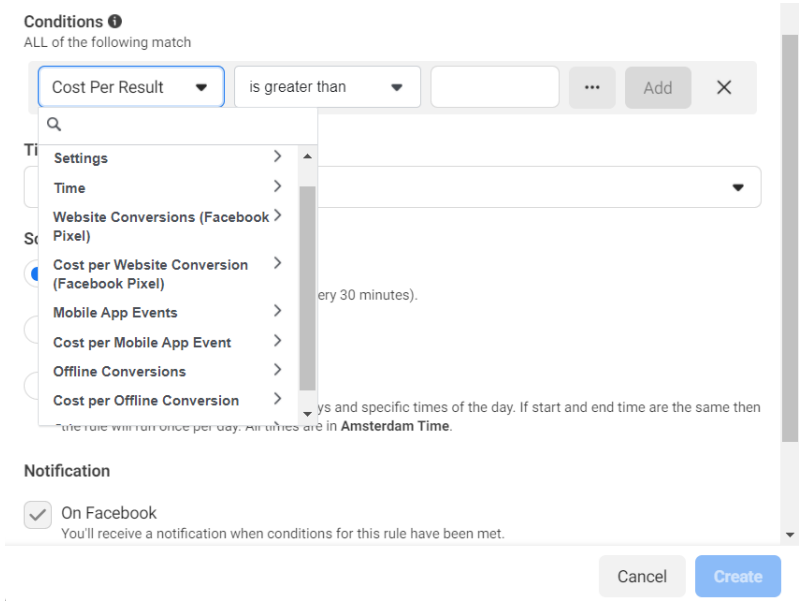
Tracking #s

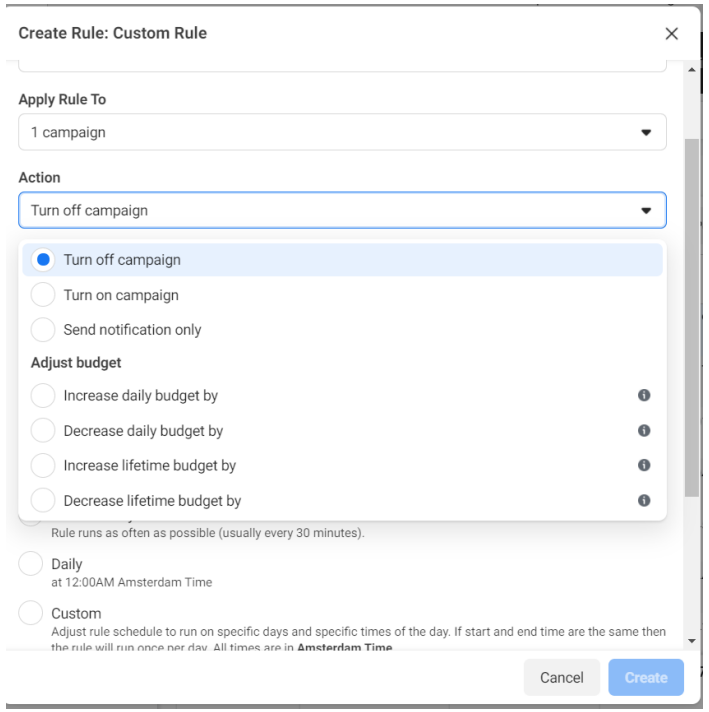


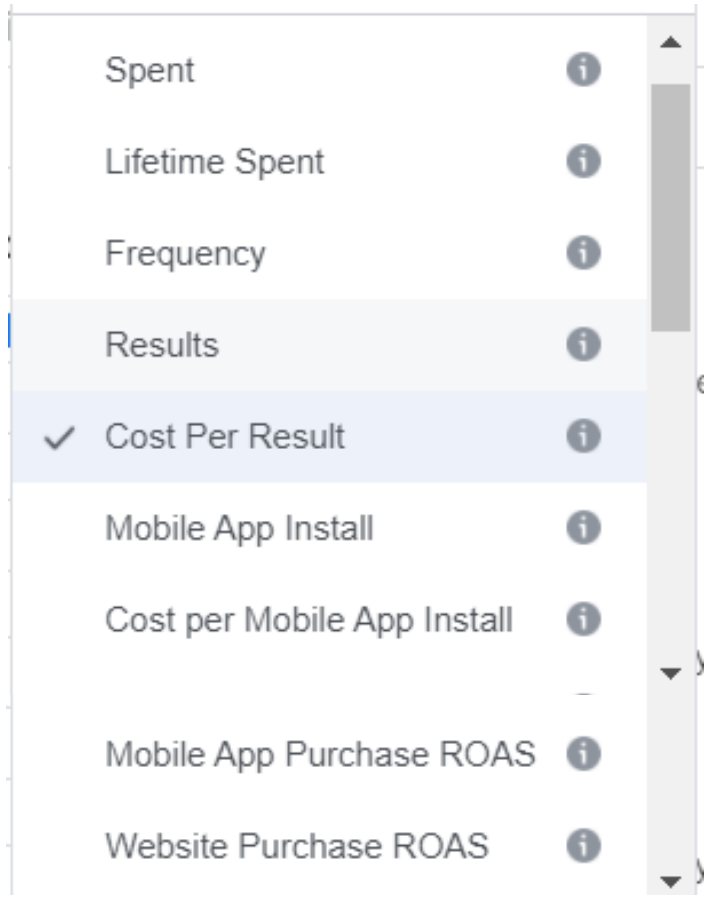
Rules to Automate Campaign

Rules help makes changes to your campaign, ad set or ad automatically or sends an alert when met with the rule's conditions. Rule runs continuously (usually every 30 minutes) until turned off.


Media Library
Partner Center
Store Locations
Advertise
Ad Account Settings
Ad Limits Per Page
Ad Strategies
Ads Manager
Audiences
Automated Rules
Campaign Planner
Creative Hub
Analyze and Report
Ads Reporting
Attribution
Audience Insights
Brand Collabs Manager
Updated 17 minutes ago
Discard Drafts
Review and Publish
rting July 6, we're updating our privacy controls in the European Region to align our products with evolving regional privacy guidance....
Learn More
This month: Aug 1, 2021 – Aug 19, 2021
Ad Sets
Ads
Rules
View Setup
Columns: Performance
Breakdown
Reports
Delivery
Bid Strategy
Budget
Attribution Setting
Results
Reach
Impression
Active Lowest cost €240.00 Lifetime 7-day click 303 Link Clicks 2,992
Active Lowest cost €200.00 Lifetime 7-day click 64 Link Clicks 1,889
Active Lowest cost €500.00 Lifetime 7-day click 58,287 Reach 58,287
Active Lowest cost €500.00 Lifetime 7-day click 60,929 Reach 60,929
Active Lowest cost €500.00 Lifetime 1-day click 5 Mobile App Installs 8,231
Completed Lowest cost €500.00 Lifetime 7-day click 266,046 Reach 266,046
Completed Lowest cost €500.00 Lifetime 7-day click 335,616 Reach 335,616
Multiple Attrib... – Multiple Conversions 541,092 People


Conditions
ALL of the following match
Cost Per Result
is greater than
Add
Settings
Time
Website Conversions (Facebook Pixel)
Cost per Website Conversion (Facebook Pixel)
Mobile App Events
Cost per Mobile App Event
Offline Conversions
Cost per Offline Conversion
Amsterdam Time.
Notification
On Facebook
You'll receive a notification when conditions for this rule have been met.
Cancel
Create


Create Rule: Custom Rule
Apply Rule To
1 campaign
Action
Turn off campaign
Turn off campaign
Turn on campaign
Send notification only
Adjust budget
Increase daily budget by
Decrease daily budget by
Increase lifetime budget by
Decrease lifetime budget by
Rule runs as often as possible (usually every 30 minutes).
Daily
at 12:00AM Amsterdam Time
Custom
Adjust rule schedule to run on specific days and specific times of the day. If start and end time are the same then
Cancel
Create


Spent
Lifetime Spent
Frequency
Results
Cost Per Result
Mobile App Install
Cost per Mobile App Install
Mobile App Purchase ROAS
Website Purchase ROAS

Rules we can use



- Time (Based on campaign type)



- Impressions



- CPC



- Or any other campaign specific KPI’s