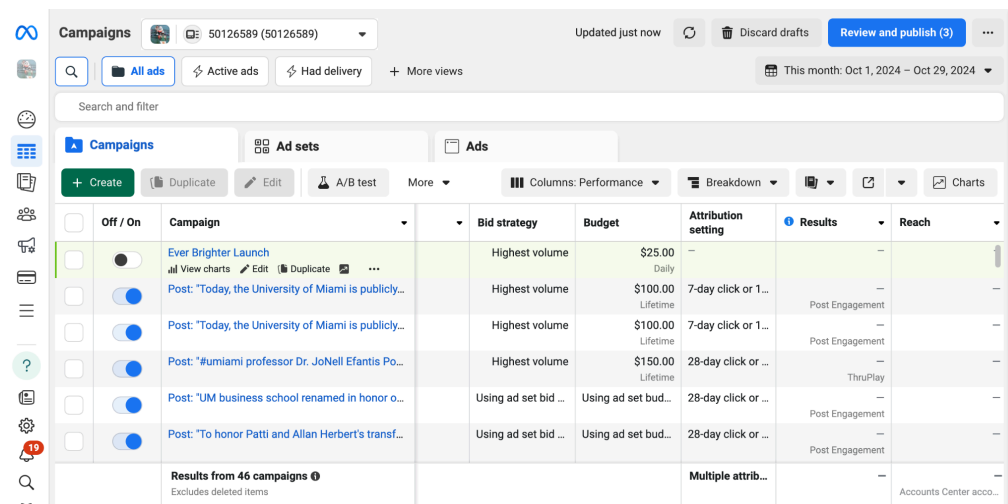


## Guide to Facebook Ads Manager

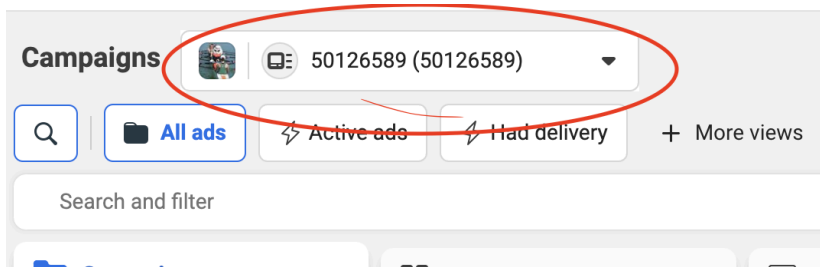
### Setting up an ad account on ads manager

To connect a new ad account on Ads Manager, you'll need to be logged into Ads Manager.



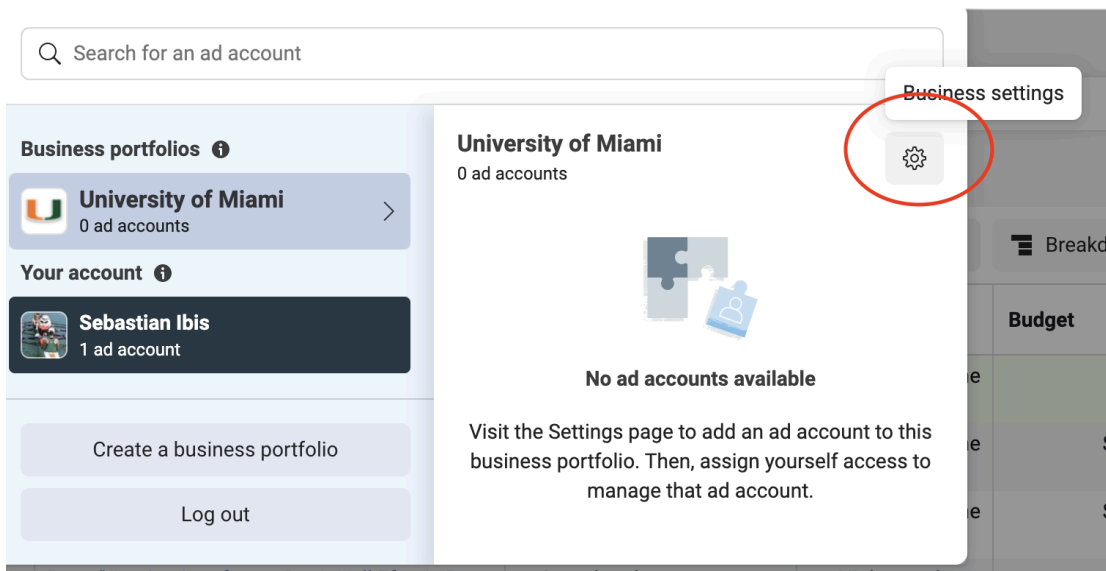
The screenshot shows the Facebook Ads Manager interface. At the top, there's a header with "Campaigns" and a dropdown menu showing the account ID "50126589 (50126589)". Below this, there are filters for "All ads", "Active ads", and "Had delivery". A search bar is present. The main content area shows a table of campaigns with columns for "Off / On", "Campaign", "Bid strategy", "Budget", "Attribution setting", "Results", and "Reach". The table lists several campaigns, including "Ever Brighter Launch" and "Post: 'Today, the University of Miami is publicly...".

From here, click on the dropdown menu next to "Campaigns."

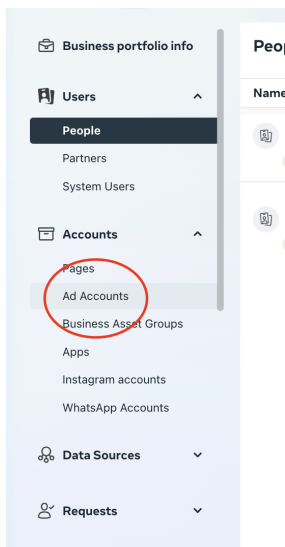


This is a close-up of the account selection dropdown menu in the Facebook Ads Manager interface. The dropdown menu is open, showing the account ID "50126589 (50126589)". A red circle highlights the dropdown menu, and a red arrow points to the "Settings" option in the upper right corner of the dropdown menu.

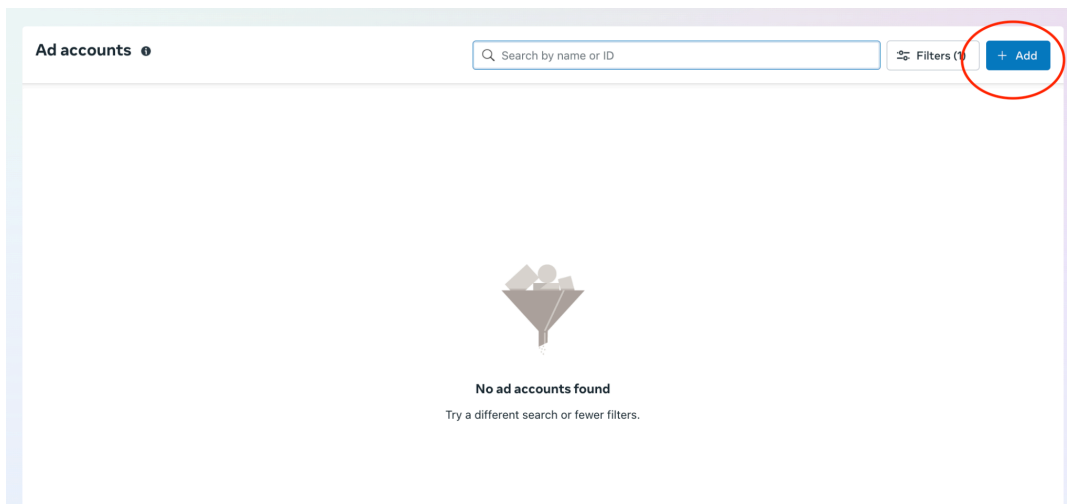
Choose the account you'd like to set up, and click on "Settings" in the upper right corner.



You'll be redirected to the Business Settings page. From there, click on "Ad Accounts" on the left-hand menu.



Once you're on the Ad Accounts tab, click on "+ Add" to get started.



If an ad account already exists but is managed by someone else, you'll have the option to move it now or add a completely new one.

#### What do you want to do?



**Create a new ad account**  
Manage ads for your business, brand or organization.



**Claim an existing ad account**  
Move the ad account into this business portfolio. Once claimed, you can't remove the ad account.

Best for: When you need to manage an ad account in the same business portfolio as other ad accounts, Facebook Pages or other business assets.



**Request to share an ad account**  
Don't move the ad account. Access is shared with this business portfolio instead.

Best for: Agencies who need access to their client's ad account.

If you're creating a new ad account, fill out the required information and continue through all the steps.

### Create new ad account

- Details
- Usage
- Confirm
- Done

### What are the details for the ad account?

Manage ads for your business, brand or organization.

**Ad account name**

**Time zone**

(GMT-04:00) America/New York ▼

**Currency**

USD — US Dollars ▼

Make sure to select “My Business” under “Usage” since you’ll be responsible for running the account.

### Who will this Ad Account be used for?

This ad account will be used for

- My business
- Another business or client

Correctly selecting this is important - It will ensure the other business' name is displayed across Facebook when you create an ad on their behalf, including in the Why Am I Seeing This ad dialog. You may also gain access to the other business' Audience Manager features including their custom audience sizes and the audience overlap tool. [Learn more](#)

The final step is to confirm that all information is correct and that you are creating an ad account for the right profile.


### Create new ad account


- Details
- Usage
- Confirm**
- Done

### Are you sure you want to continue?

The ad account will be created and added to the University of Miami business portfolio.

#### Your request

 University of Miami Business portfolio

 University of Miami Ad account

#### Ad account access

Once created, business admins with full control of this business portfolio will also be able to manage the ad account.

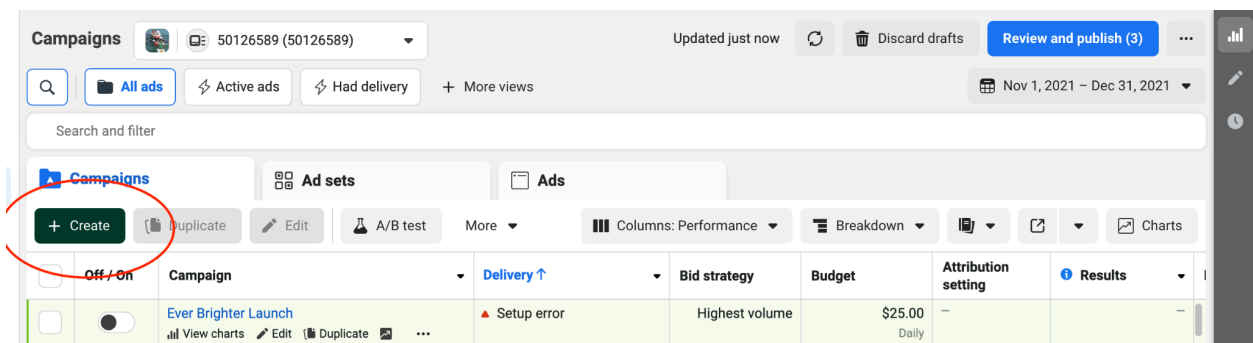
I agree to [Meta Terms of Service](#) and [Advertising policies](#) on behalf of University of Miami business portfolio. I understand that these terms and policies apply to activity related to all ad accounts in this business portfolio.

[Back](#) [Create ad account](#)

Once set up, you'll be able to see and use the ad account in the same dropdown menu we saw at the beginning.

## Creating a 'Dark Ad'

Once logged into your Ads Manager account, start by selecting "Create."



The screenshot shows the Facebook Ads Manager interface. At the top, there's a search bar and navigation tabs for 'Campaigns', 'Ad sets', and 'Ads'. Below the navigation, there's a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', 'A/B test', and 'More'. The '+ Create' button is circled in red. Below the toolbar, there's a table with columns for 'Off/On', 'Campaign', 'Delivery', 'Bid strategy', 'Budget', 'Attribution setting', and 'Results'. The first row shows a campaign named 'Ever Brighter Launch' with a 'Setup error' in the delivery column, 'Highest volume' bid strategy, and a '\$25.00' budget.







From there, select the objective for your campaign. Common objectives include awareness, traffic (to website or events page), or leads. Leave "Auction" under buying type.

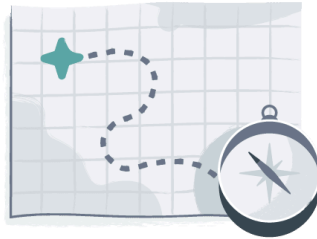
- *For this example, we'll select "Awareness."*

**Buying type**

Auction

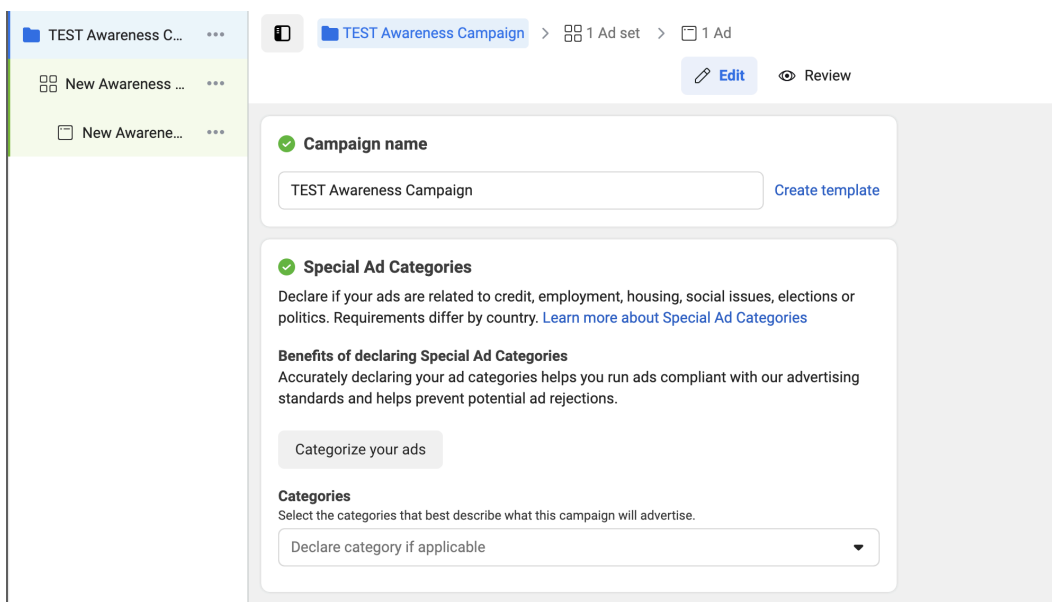
**Choose a campaign objective**

-  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.

You'll be directed to set up your campaign budget, ad set, and ad. Start by naming it and setting a budget. Special ad categories should not be selected unless you're promoting one of the mentioned categories.



TEST Awareness Campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

**Campaign name**

TEST Awareness Campaign [Create template](#)

**Special Ad Categories**

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about Special Ad Categories](#)

**Benefits of declaring Special Ad Categories**

Accurately declaring your ad categories helps you run ads compliant with our advertising standards and helps prevent potential ad rejections.

[Categorize your ads](#)

**Categories**

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Best practice is to set up a lifetime budget. If you don't set it up, the budget shown on the right will be spent daily. With a lifetime budget, it will be spent throughout the campaign duration.

**Advantage campaign budget** On

Distribute your budget across ad sets to get more results. You can control spending for each ad set.

[About Advantage campaign budget](#)

**Campaign budget**

Lifetime budget \$1.00 USD

You'll spend no more than \$1.00 during the lifetime of your campaign.

[About lifetime budget](#)

**Campaign bid strategy**

Highest volume

[Hide options](#)

Once your budget is set, create your ad set. Ensure you're selecting the correct profile, specify your performance goal, and for awareness ads, choose to maximize the reach of ads.

**Awareness**

**Performance goal** ⓘ

How you measure success for your ads.

Maximize reach of ads

To help us improve delivery, we may survey a small section of your audience.

**Facebook Page** ⓘ

Choose the Page you want to promote.

University of Miami

**Cost per result goal** ⓘ

X.XXX

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy.

[Show more options](#)

**Performance goal** ⓘ

How you measure success for your ads.

Maximize reach of ads

**Awareness goals**

Maximize reach of ads  
We'll try to show your ads to as many people as possible.

Maximize number of impressions  
We'll try to show your ads to people as many times as possible.

Maximize ad recall lift  
We'll try to show your ads to people who are likely to remember seeing them.

**Video view goals**

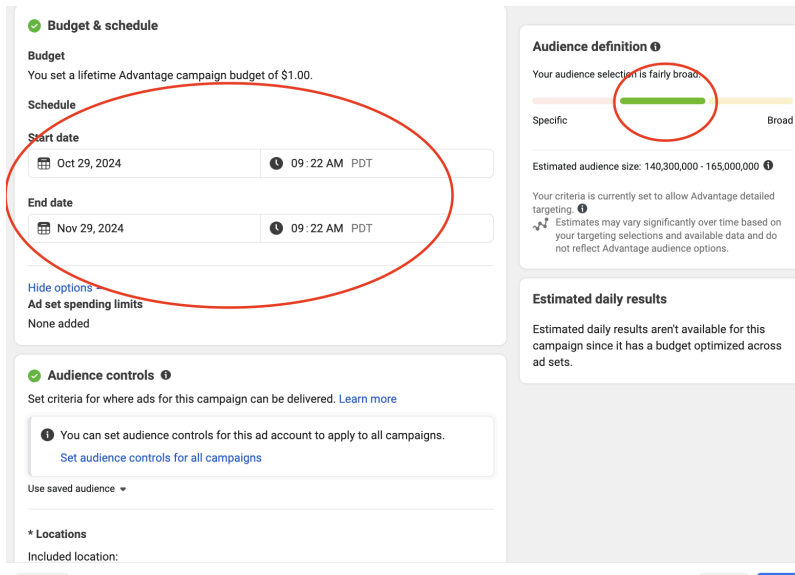
Maximize ThruPlay views  
We'll try to show your video ads to people who will watch the entire video when it's shorter than 15 seconds. For longer videos, we'll try to show it to people who are likely to watch at least 15 seconds.

Maximize 2-second continuous video plays  
We'll try to show your video ads to people who are likely to watch 2 continuous seconds or more. Most 2-second continuous video plays will have at least 50% of the video pixels on screen.

We'll automatically create combinations of your media and text that your audience is likely

Select your flight dates (the time you want your ad to run). The lifetime budget you selected will be spent over this period.

When selecting an audience, avoid being too niche (unless the campaign targets a specific demographic) or too broad. Finding a balanced audience is ideal for reach.



**Budget & schedule**

**Budget**  
You set a lifetime Advantage campaign budget of \$1.00.

**Schedule**

**Start date**  
Oct 29, 2024 09:22 AM PDT

**End date**  
Nov 29, 2024 09:22 AM PDT

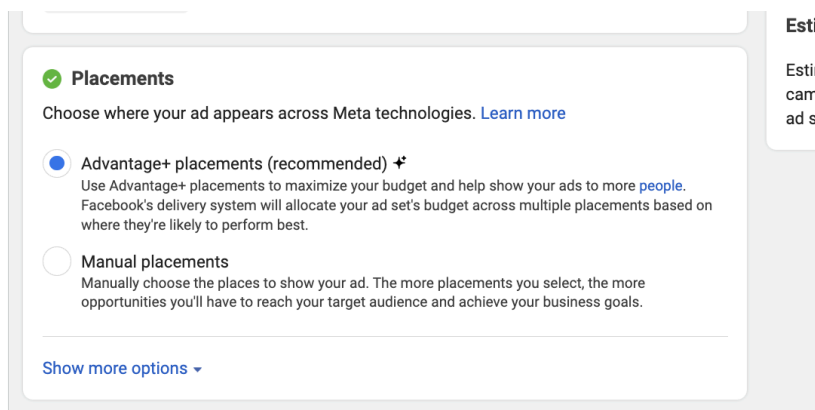
**Audience definition**  
Your audience selection is fairly broad.

Specific  Broad

Estimated audience size: 140,300,000 - 165,000,000

Estimated daily results  
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Next, select your placement. Choose placements based on the asset format and size. Ask yourself if your ad would perform well on all placements or if it's better to choose specific ones. Letting Meta choose can sometimes be effective, but it's not always ideal.



**Placements**

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

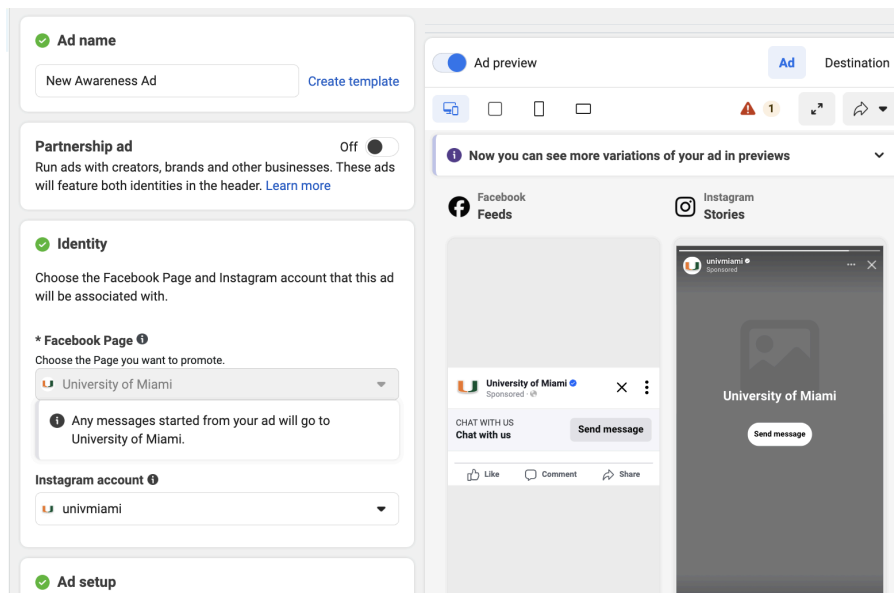
**Advantage+ placements (recommended)** <sup>+</sup>  
Use Advantage+ placements to maximize your budget and help show your ads to more **people**. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

**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.

[Show more options](#) ▾

Estimated campaign ads

Create your ad by selecting and previewing your creative. Ensure your accounts are set up correctly with the right profiles selected.



Choose the type of creative you'll be using. Videos often perform better, but photos can work well too. Ensure you use an eye-catching photo.

- *Multi-advertiser ads: This option allows your ad to show alongside others. If beneficial to your campaign, leave it enabled; otherwise, it's best to disable it.*

**Ad setup**

Create ad

**Format**  
Choose how you'd like to structure your ad.

Single image or video  
One image or video, or a slideshow with multiple images

Carousel  
2 or more scrollable images or videos

Collection  
Group of items that opens into a fullscreen mobile experience

**Instant Experience option has moved**  
Now you can add an Instant Experience for your ad in the ~~now~~ destination section below.

Multi-advertiser ads  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Once you've chosen the creative type, set up your asset and messaging. Provide 2-3 text options to keep your ad fresh.

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

Set up creative

**Text**  
Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

Primary text (1 of 5) **Not optimized**

It's all about the UI

+ Add text option

Add a destination  
If you add a destination, you can send people immediately after they tap or click your ad to a website, a fullscreen experience, or a call. If you don't, they'll be sent to your Facebook Page or Instagram account.

**Add 2 or more text options**  
The more text options you use, the more you can reduce creative fatigue and personalize your ad for each person who sees it.

1 / 5 text options

#### Text

Add multiple text options and we'll show the one we predict will perform best when your ad is delivered.

##### Primary text (3 of 5) ⓘ

It's all about the U!

Come join the U! ×

The U wants YOU. ×

⊕ Add text option ▼

Advantage+ creative text generation ⓘ AI

[View Terms of Use](#) ^

Choose “Add a Destination” if you have a link for viewers; otherwise, they’ll be directed to your Facebook or Instagram accounts.

Add a destination

If you add a destination, you can send people immediately after they tap or click your ad to a website, a fullscreen experience, or a call. If you don't, they'll be sent to your Facebook Page or Instagram account.

##### Headline ⓘ

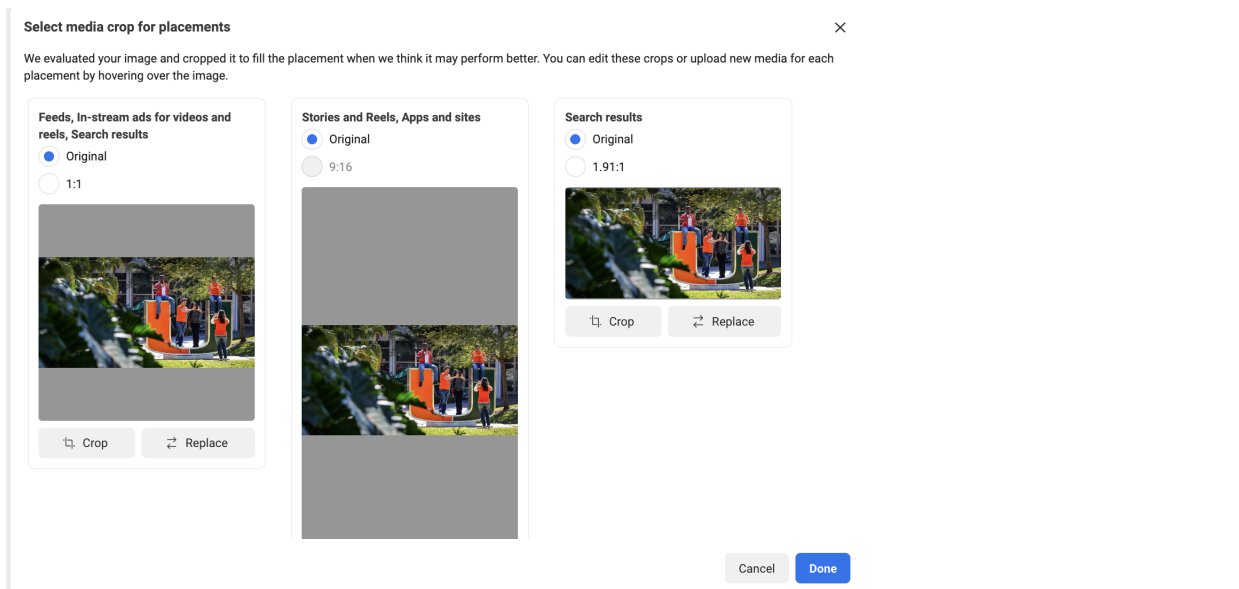
Write a short headline

⊕ Add headline option ▼

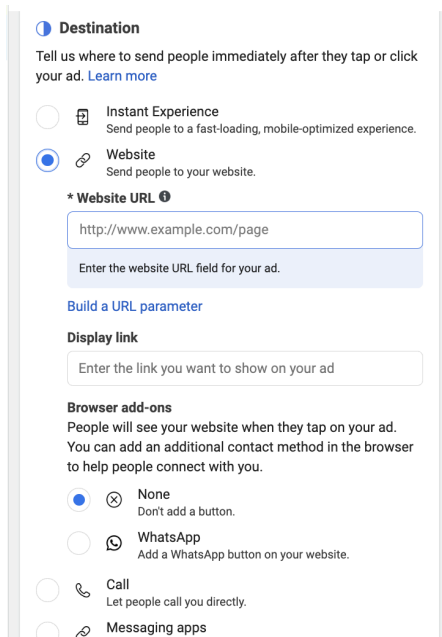
Advantage+ creative text generation (0 of 4) ⓘ AI

[View Terms of Use](#) ^

When selecting your asset, ensure it's in the correct format and follows content guidelines. If you used automatic placements, Meta will preview your ad on platforms like IG Stories or Reels, but adjust if needed.



Choose your destination based on the campaign goal, often a website. Ensure you link to the right location.

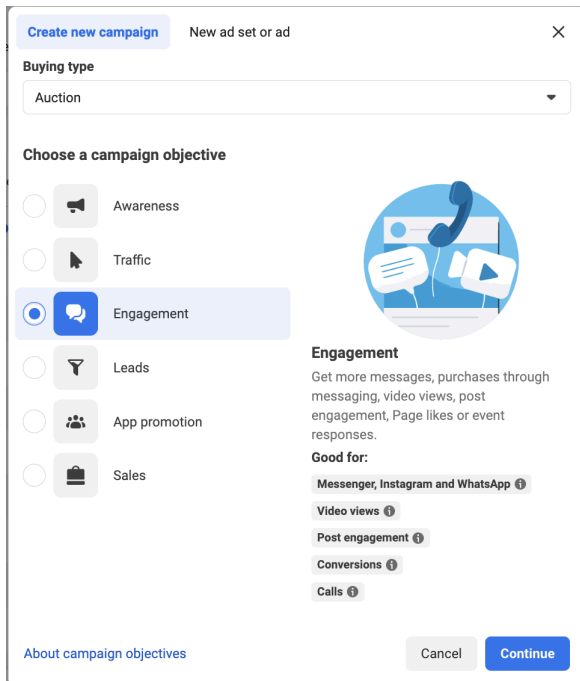


By clicking "Publish," you agree to Facebook's [Terms and Advertising](#)

Review your assets on the right side, confirming the creative works across all placements. If everything looks good, you're ready to publish.

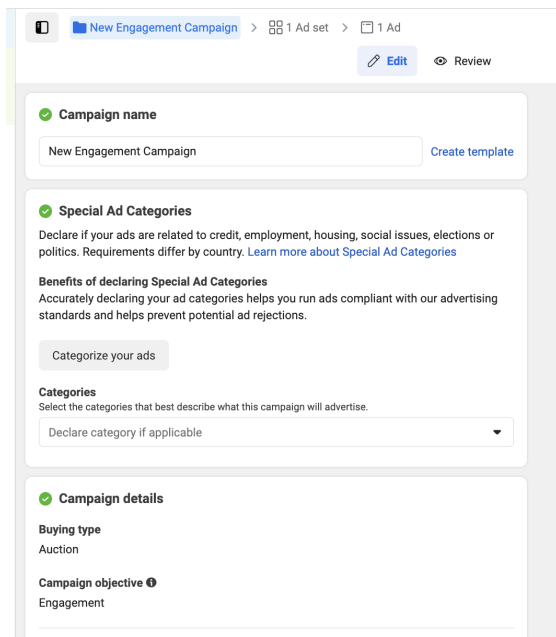
## Boosting content

Meta allows you to boost content directly from a post or Meta Business Suite. To manage your budget and metrics best, boost from Ads Manager. For boosting, set up an engagement campaign.



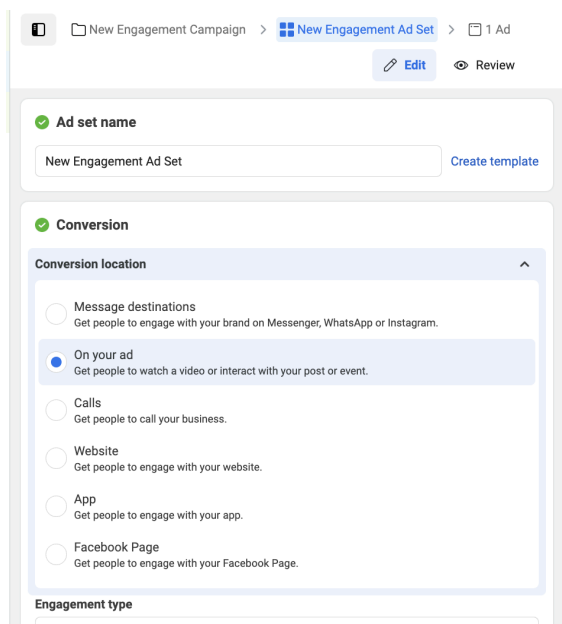
The screenshot shows the 'Create new campaign' dialog box in Meta Ads Manager. The 'Buying type' is set to 'Auction'. Under 'Choose a campaign objective', 'Engagement' is selected. The 'Engagement' objective description is: 'Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.' The 'Good for:' section lists: 'Messenger, Instagram and WhatsApp', 'Video views', 'Post engagement', 'Conversions', and 'Calls'. The 'Continue' button is highlighted in blue.

You'll see the same setup page as with an awareness campaign. Complete all the details and set up a lifetime budget.



The screenshot shows the 'Campaign name' and 'Special Ad Categories' sections of a Facebook ad campaign setup. The 'Campaign name' section has a text input field containing 'New Engagement Campaign' and a 'Create template' button. The 'Special Ad Categories' section includes a heading, a paragraph of text, a 'Benefits of declaring Special Ad Categories' section, and a 'Categorize your ads' button. Below this is a 'Categories' section with a dropdown menu set to 'Declare category if applicable'.

At the ad set stage, select a conversion. Choose the one matching your boost's goal (e.g., post engagement, traffic to a website, page engagement).

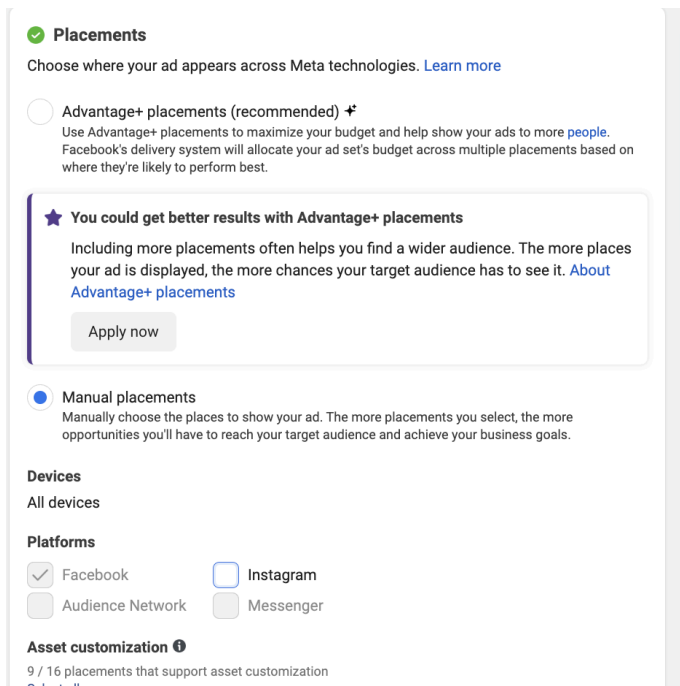


The screenshot shows the 'Conversion' section of a Facebook ad set setup. It features a 'Conversion location' dropdown menu with several options: 'Message destinations', 'On your ad' (selected), 'Calls', 'Website', 'App', and 'Facebook Page'. Each option has a brief description. Below the dropdown is an 'Engagement type' section.

Continue to set up your ad set by confirming conversions, profiles, timeframes, and audience.

For placement, choose manual placements. It's recommended not to boost a Facebook post on Instagram or vice versa; create separate campaigns for each platform for optimal performance.

- *To save time, duplicate your campaign and adjust placements.*



**Placements**

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

Advantage+ placements (recommended) <sup>+</sup>

Use Advantage+ placements to maximize your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

★ You could get better results with Advantage+ placements

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

[Apply now](#)

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** ⓘ


9 / 16 placements that support asset customization

[Select all](#)


Create your ad by selecting your Facebook or Instagram page based on placement and creatives. Choose "Use Existing Post" under ad setup, then select the post to boost.

**Identity**

Choose the Facebook Page and Instagram account that this ad will be associated with.

\* Facebook Page 

Choose the Page you want to promote.

 University of Miami

**Advertise on Instagram**

Run this ad on Facebook and Instagram at the same time to reach more people who matter to you. [Learn more.](#)

Add Instagram placement

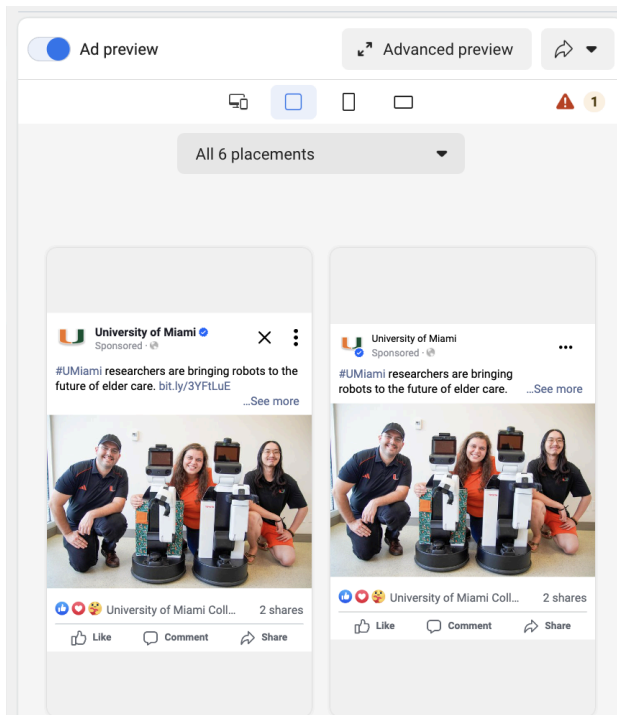
**Ad setup**

Use existing post

Multi-advertiser ads

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalized to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Once you've selected your post, ensure everything looks good in the preview on the right. If all is correct, you're ready to publish.



## Questions?

Cristina Castellon

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