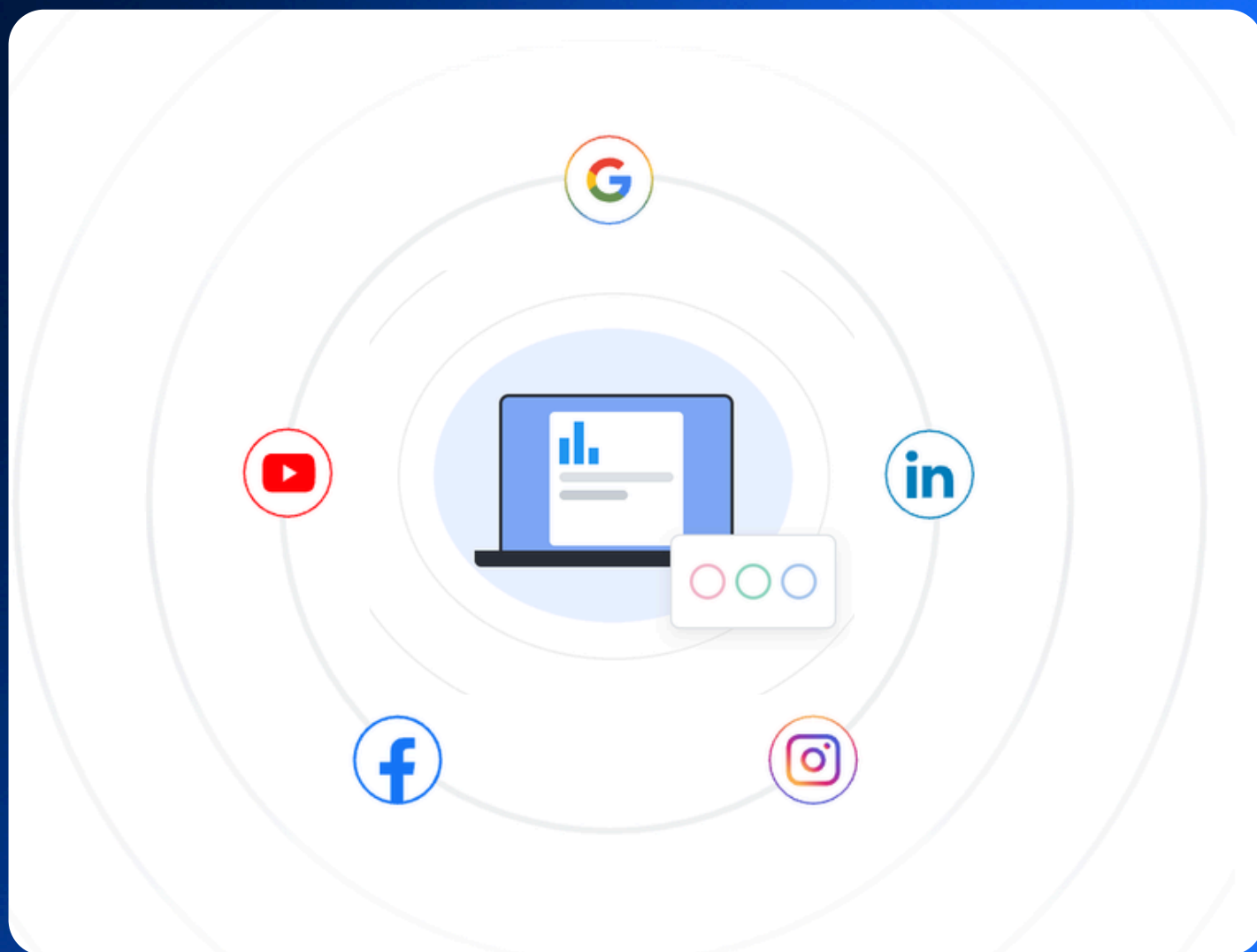


REFERENCE GUIDE

Ad Manager

Build, launch, and track your ads



Workspace and Connected Accounts

What It Is

Ad Manager is a built-in ads workspace for Facebook, Instagram, Google, and LinkedIn. Search for Ad Manager to open it. It holds your campaigns, results, and the accounts and pages you connect.

How It Works For Your Business

- Search for Ad Manager. Click Activate Ads Manager if a welcome screen asks you to.
- Campaigns lists your ad efforts. Statistics shows impressions, clicks, conversions, and spend.
- The Settings gear holds Integrations, Pages, Conversions, and Audiences tabs.
- Use the platform selector to switch between Facebook, Google, and LinkedIn.
- Click Connect Facebook, keep all pages selected, pick your Meta ads account and page, then Get started.

Workspace and Connected Accounts – Tips & Guidelines

Tips

- Check the account name at the top before you connect, especially if you manage several businesses.
- Always keep existing pages selected when you add new ones.
- Add pages later on the Ad Manager Settings tab under Platform settings, with + Connect Facebook Page(s).
- Mark one page as your default on the Pages tab so new campaigns start with it.

DO

- Confirm which ad account is in use
- Keep all pages selected
- Allow popups for your software
- Use the profile that owns the page

DON'T

- Uncheck pages you connected before
- Connect the wrong business
- Ignore a blocked popup
- Redo setup for every campaign

Building a Facebook Lead Campaign

What It Is

A Facebook lead campaign has three layers. The campaign is your goal, the ad set is who sees it and how much you spend, and the ad is what people see.

How It Works For Your Business

- Click + Create Campaign, pick Facebook, choose Start from Scratch, and click Next.
- Choose the Lead Generation objective. Pick NOT APPLICABLE for Special Ad Category unless your ad fits one.
- On the ad set, set a name, page, placements, daily or lifetime budget, dates, and location.
- On the ad, set the destination, primary text, headline, description, media, and button.
- Click Review. You can go back and change any step before you publish.

Building a Facebook Lead Campaign – Tips & Guidelines

Tips

- Start from Scratch to see every setting once. Use templates later for speed.
- Choose a specific location. Showing a local offer to a whole country wastes budget.
- Aim for about 125 characters of primary text, 40 for the headline, and 30 for the description.
- Images can be up to 8 megabytes and videos up to a gigabyte.

DO

- Lead with the benefit in your text
- Start with a small daily budget
- Pick the real special category
- Use a clear photo for your offer

DON'T

- Put tiny text inside images
- Target the whole country for one city
- Guess the objective
- Treat the first build as final

Lead Forms and Field Mapping

What It Is

A lead form is a short form inside your ad. Field mapping sends each answer to the matching box on a contact record, so leads arrive ready to follow up.

How It Works For Your Business

- On the Ad step, set the destination to Facebook Lead Form, then choose Create Facebook Form and name it.
- Pick More Volume for easy submits or Higher Intent for an added review step.
- Write a required greeting headline and an optional paragraph or list.
- Choose questions like email and phone, or add a custom short answer or multiple choice question.
- Turn on field mapping, add your privacy policy link and closing message, then click Save.

Lead Forms and Field Mapping – Tips & Guidelines

Tips

- Only ask what you will really use. Each extra question loses some leads.
- Use multiple choice to sort leads and short answer for specifics like a city.
- Check every mapping before moving on so no answer lands in the wrong place.
- Use the closing message to say what happens next, like a call or an email.

DO

- Keep the form short
- Map every answer
- Say what they get in the greeting
- Test it as a stranger would

DON'T

- Add ten questions
- Skip the privacy link
- Leave answers unmapped
- Skip the closing message

Review, Preview, and Publish

What It Is

The review screen is your last look before real people see your ad. It sums up your objective, ad set, budget, and creative, and lets you preview the ad.

How It Works For Your Business

- Read the summary and confirm the dates, daily budget, and destination.
- Use the preview panel, and click the Advanced Preview icon to see Meta's own preview in a new tab.
- After publishing, a link icon next to Advanced Preview copies a shareable preview link.
- Click Publish Campaign Now, then Confirm in the message that appears.
- Open the Campaigns list to see your campaign and its status, such as draft, paused, or live.

Review, Preview, and Publish – Tips & Guidelines

Tips

- Read the budget numbers twice. A daily budget of 50 instead of 5 is costly.
- The shareable link does not show for drafts or paused ads.
- Ads usually go through a short review before they start showing.
- Use a tiny budget for practice campaigns, or stop at review.

DO

- Read each review section
- Check budget and dates twice
- Send the preview link for approval
- Check the status in the list

DON'T

- Publish a test with a big budget
- Rush past the destination
- Expect instant results
- Skip the Advanced Preview

Saved Audiences

What It Is

Audiences are saved groups of people you want to reach. You create them once on the Ad Manager Settings tab and pick them whenever you build a new campaign.

How It Works For Your Business

- Open the Settings gear, then the Audiences tab.
- Filter the list by All, Custom, or Lookalike, and use the search box to find one fast.
- Click Create new audience to build a saved group.
- Use the ellipsis menu on an audience to edit its name and description.
- During the Ad Set step of a new campaign, pick a saved audience instead of starting over.

Saved Audiences – Tips & Guidelines

Tips

- Give audiences clear names so you can tell them apart in the list.
- You cannot delete an audience that is on an active campaign.
- You cannot delete a custom audience that feeds a lookalike audience.
- Use the search box when your list grows long.

DO

- Name audiences clearly
- Reuse saved audiences
- Use filters to find one
- Check where one is used first

DON'T

- Rebuild the same audience each time
- Delete one in use
- Use vague names
- Forget the description

Google Search Campaigns

What It Is

Google Search campaigns show text ads when people search for words you choose. You build them from the same Create Campaign button, but with Google as the platform.

How It Works For Your Business

- Click + Create Campaign and choose Google. Connect your Google Ads account if you have not yet.
- Choose the objective, then set the location and language for your audience.
- Add keywords and organize them into ad groups.
- Write responsive search ad headlines and descriptions, then set your budget.
- Review and publish. A validation panel lists any errors to fix first.

Google Search Campaigns – Tips & Guidelines

Tips

- Group closely related keywords together in each ad group.
- Write several headline and description options so the platform can mix them.
- Match your location and language to the people you serve.
- Fix everything in the validation panel before you try to publish.

DO

- Connect Google Ads first
- Group related keywords
- Write several headlines
- Read the validation panel

DON'T

- Mix unrelated keywords
- Skip language settings
- Ignore flagged errors
- Reuse one headline everywhere

Reading the Statistics Dashboard

What It Is

The Statistics tab shows how your ads perform. A summary panel gives the big numbers, and a table lets you dig into each campaign.

How It Works For Your Business

- Open the Statistics tab and choose a platform from the dropdown.
- Pick a date range with the date range picker.
- The summary panel shows impressions, clicks, conversions, CPC, cost per conversion, CPM, and spend.
- The campaign table has search, customizable columns, and export.
- Click into one campaign to see ad set, ad, and keyword level numbers.

Reading the Statistics Dashboard – Tips & Guidelines

Tips

- Compare the same date range before and after a change.
- CPC is cost per click. CPM is cost for a thousand impressions.
- Customize columns to show only the numbers you use.
- Export the table when you need to share results.

DO

- Set the date range first
- Look at one campaign closely
- Customize your columns
- Check it a little each day

DON'T

- Judge ads after one hour
- Compare mismatched dates
- Ignore cost per conversion
- Skip the platform dropdown

Conversions and Budget Tools

What It Is

Advanced tools help Meta learn from your results and spread your budget. These include conversion pixels, the Campaign Budget Optimizer, and the Opportunity Score.

How It Works For Your Business

- In Ad Manager, open the Settings tab and the Conversions section, and click Create new conversion pixel. Give it a clear name.
- In Workflows, add the Meta Conversion API action with the connection type Ad Manager.
- Choose Funnel Events or Lead Events, select your pixel, and publish the workflow.
- On the Ad Set step, look for the Meta Campaign Budget Optimizer toggle to spread budget across ad sets.
- Look for the Opportunity Score on campaigns in the list and open it to see its factors.

Conversions and Budget Tools – Tips & Guidelines

Tips

- Name pixels so you can tell them apart later.
- Choose Lead Events when the goal is leads, and Funnel Events for funnel steps.
- The optimizer lets Meta shift budget between ad sets for you.
- Use the Opportunity Score as a list of ideas to improve a campaign.

DO

- Name your pixels
- Pick the right event type
- Publish the workflow
- Review score factors

DON'T

- Create duplicate pixels
- Guess the event type
- Forget to publish
- Ignore score factors

Fixing Publish Errors and Rejections

What It Is

Sometimes a campaign cannot publish or is rejected after review. Ad Manager lists the problems so you can fix them and try again.

How It Works For Your Business

- Before publishing a Google or LinkedIn campaign, open the validation errors list.
- Click each error to jump to the flagged field and correct it.
- After publishing, a campaign may show a rejected status in the Campaigns list.
- Open the campaign to read the rejection reason.
- Edit the ad to fix the issue, then publish it again.

Fixing Publish Errors and Rejections – Tips & Guidelines

Tips

- Fix errors from the top of the list and recheck after each one.
- Read the full rejection reason before you change anything.
- Rejections often relate to ad content or special category rules.
- Keep your headline and text plain and accurate to the offer.

DO

- Read the full reason
- Jump to each flagged field
- Edit, then re-publish
- Check special categories

DON'T

- Re-publish unchanged
- Ignore the error list
- Guess what went wrong
- Delete without reading

Key Terms Glossary

Campaign

One ad effort with a single goal, like Spring Promo.

Ad set

The layer for audience, placements, budget, dates, and location.

Ad

What people actually see: text, image or video, and a button.

Objective

The goal you pick, such as Lead Generation.

Placements

Where your ad can appear, like the feed or Instagram.

Lead form

A short form inside an ad that collects contact info.

Field mapping

Sending each form answer to the right contact field.

Impressions

How many times your ad was shown.

CPC

Cost per click: what you pay for each click.

Audience

A saved group of people you want your ads to reach.

Lookalike

An audience of people similar to one you already have.

Conversion pixel

A tracker that reports results like leads back to Meta.

Getting Help

Ad Manager and the ad networks it connects to change over time, so a button or label may look different from this guide. If something does not match, check the in-app help for Ad Manager and the help pages of the ad platform you are using.