

Meta Ad Welcome Guide

Blueprint for Campaign Success: Strategy and Execution

OPTURUM

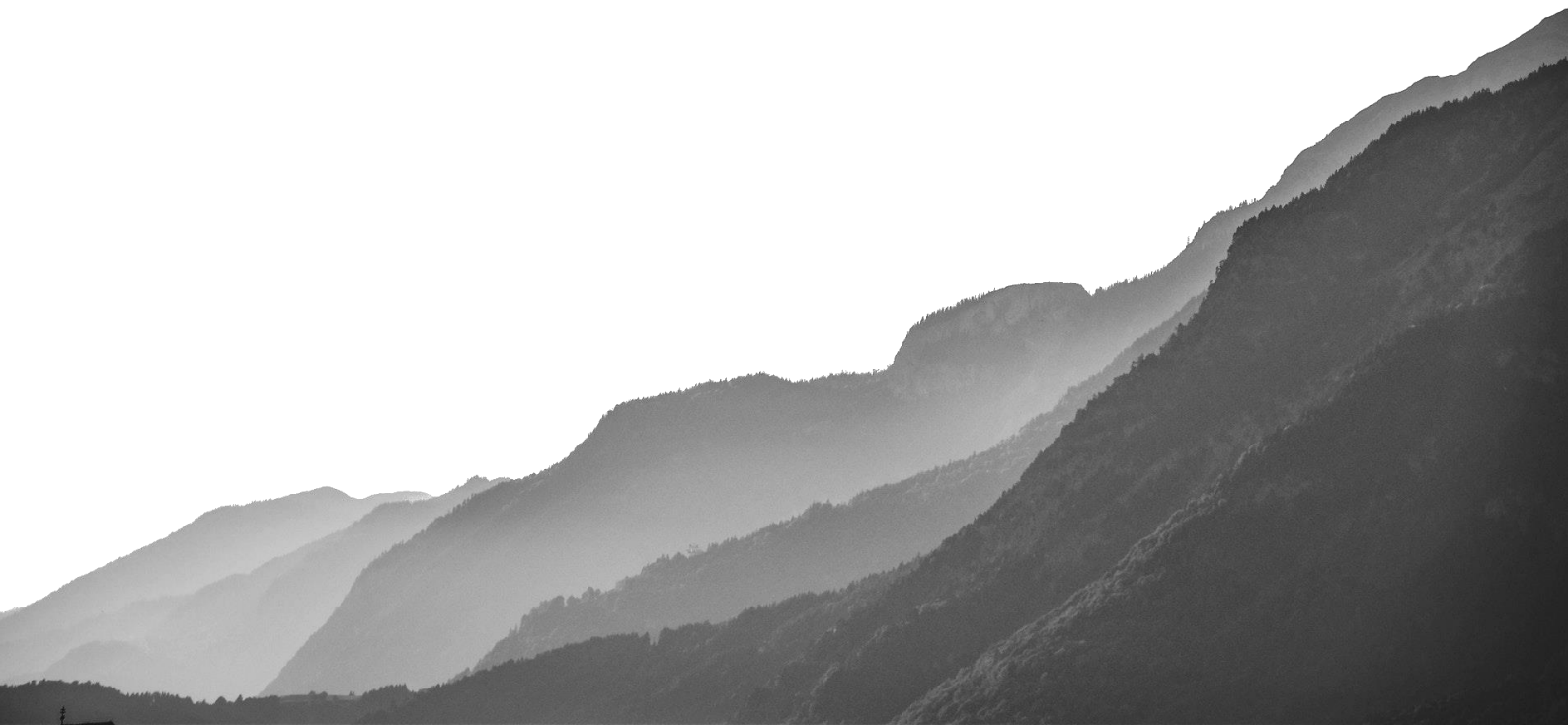


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Preface

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Welcome to the Opturum Welcome Guide to Meta Advertising Services. This document is designed to provide you with a comprehensive understanding of our services, processes, and policies as you embark on your digital advertising journey with us.

Intended Use

- This guide is intended exclusively for the use of our clients who have engaged with Opturum for Meta advertising services.
- It serves as an informational resource to facilitate a smooth onboarding process and to enhance your understanding of our collaborative efforts in achieving your advertising goals.

Fair Usage Policy

- The contents of this guide are for personal and professional use in the context of your business relationship with Opturum.
- This guide should not be used for any commercial purposes outside the scope of your agreement with Opturum.

Confidentiality and Redistribution

- This document contains confidential information pertaining to Opturum's processes and methodologies. We kindly request that you treat this guide as confidential.
- Redistribution, reproduction, or sharing of this guide, in whole or in part, with third parties outside of your organization is strictly prohibited unless prior written consent is obtained from Opturum.

Updates and Amendments

- The information in this guide is subject to change. Opturum reserves the right to update and amend the content as necessary, and we will endeavour to communicate any significant changes to you in a timely manner.

Contact Information

- Should you have any questions or require further clarification on any aspect of this guide, please do not hesitate to contact your designated account manager at Opturum.

Acknowledgment By utilizing this guide, you acknowledge and agree to the terms of use and policies as outlined above. We look forward to a productive and successful partnership with you.

Thank you for choosing Opturum as your partner in digital marketing and advertising.

Introduction to Opturum

Welcome to Opturum - Your Partner in Digital Marketing and Business Growth

Located in Manchester, Opturum specializes in providing expert digital marketing and business growth services. Our focus is on partnering with small and medium-sized businesses to create custom digital marketing strategies and business growth models that deliver tangible results. Whether you're looking for effective PPC Campaigns, a dynamic Social Media presence, or a comprehensive Business Growth approach, Opturum is equipped to meet your needs.

Our Unique Approach: The Olympus Framework Opturum's signature Olympus Framework is at the heart of our approach to business growth. This tailored model segments your business into eight key functions, each aligning with a specific stage of the customer journey. From initial market targeting to long-term customer engagement, our framework is designed to optimize every aspect of your marketing strategy and customer experience. The result is a substantial increase in both lead generation and the lifetime value of your customers, unlocking the full potential of your business.

Services That Drive Success Our range of services includes:

- **Paid Ad / PPC Marketing:** Maximize ROI with data-driven strategies that enhance visibility and drive targeted actions.
- **Social Media Marketing:** Build meaningful connections and grow your community with engaging content.
- **Email Marketing:** Personalized campaigns that nurture relationships and drive conversions.
- **Website Design:** First impressions count, and our designs combine aesthetics with functionality to make your brand stand out.
- **Olympus Framework:** Achieve sustainable success with our unique business growth model.

Our Commitment to Your Success at Opturum, your success is our mission. We are dedicated to understanding your unique business needs and crafting strategies that propel you to new heights. With our team's expertise and the Olympus Framework, we're ready to transform your digital presence and drive your business growth.

Get Started on Your Journey to Success Your online success starts here with Opturum. To begin your journey with us, schedule an initial consultation with our Manchester-based specialists today. Let's work together to elevate your business to new heights.

Understanding Meta Advertising

Welcome to the world of Meta Advertising, a powerful tool in the digital marketing arsenal. Meta, formerly known as Facebook, offers unique advertising opportunities across its vast network, which includes platforms like Facebook, Instagram, Messenger, and Audience Network. Here's what you need to know to make the most of this dynamic advertising medium:

What is Meta Advertising?

- Meta Advertising allows businesses to place ads across Meta's platforms. These platforms provide access to a vast and diverse audience, making it possible to reach potential customers effectively and efficiently.
- By leveraging user data, Meta Advertising offers targeted advertising capabilities, allowing you to display your ads to a specific audience based on demographics, interests, behaviours, and more.

Key Terminologies in Meta Advertising

- **Ad Campaigns:** The overall advertising objective or goal, such as increasing website traffic or boosting post engagement.
- **Ad Sets:** Subcategories within a campaign where you define your target audience, budget, schedule, and placement.
- **Ads:** The individual advertisements themselves, consisting of formats such as images, videos, carousels, and more.
- **For all terminologies, please see Appendix A at the end of the document**

The Power of Targeting

- One of the strengths of Meta Advertising is its ability to target ads with precision. You can segment audiences based on age, location, interests, behaviours, and even life events, ensuring your ads reach those most likely to engage with your brand.

Ad Formats and Creative Strategies

- Meta offers a variety of ad formats to suit different goals and creative strategies. From traditional image and video ads to interactive formats like Instant Experiences, there's a format for every message and audience.

Measuring Success: Analytics and Reporting

- Meta provides comprehensive analytics tools to track the performance of your ads. Key performance indicators (KPIs) like click-through rate (CTR), engagement rate, and conversion rate are vital for understanding the effectiveness of your campaigns.

Best Practices for Meta Advertising

- **Consistent Branding:** Ensure your ads are aligned with your brand voice and image for better recognition and trust.

- **Engaging Content:** Create ads that resonate with your audience, whether informative, entertaining, or inspiring.
- **Regular Testing and Optimization:** Continuously test different ad elements and use the insights to optimize future campaigns.

Compliance and Ethical Advertising

- It's important to adhere to Meta's advertising policies, ensuring that your ads are ethical, respectful, and compliant with legal standards.

As your partner in digital marketing, Opturum is here to guide you through every step of the Meta Advertising process. From strategy development to campaign execution and analysis, we'll ensure your advertising efforts are successful and aligned with your business goals.

PPC vs PPM: Understanding Different Payment Models in Meta Advertising

In Meta advertising, you'll encounter various payment models, primarily Pay-Per-Click (PPC) and Pay-Per-Mille (PPM, also known as Cost Per Mille, CPM). Understanding the differences between these models is crucial for effective budgeting and strategy planning.

1. Pay-Per-Click (PPC)

- **Definition:** PPC is a payment model where you are charged each time a user clicks on your ad.
- **Usage:** This model is ideal if the primary goal of your campaign is to drive specific actions, such as website visits, product purchases, or form submissions.
- **Benefits:** With PPC, you pay only for engagement, not just views. This model can offer a clear understanding of how your budget directly relates to user actions.

2. Pay-Per-Mille (PPM) or Cost Per Mille (CPM)

- **Definition:** PPM, or CPM, refers to the cost per 1,000 impressions (views) of your ad.
- **Usage:** This model is suitable for campaigns focused on brand awareness or exposure, where the aim is to reach as many people as possible.
- **Benefits:** CPM is effective for increasing visibility and brand presence. It's ideal when you want your message to reach a broad audience, regardless of immediate engagement.

Choosing Between PPC and PPM

- **Campaign Objectives:** Your choice between PPC and PPM should align with your campaign's goals. If driving actions (like clicks) is crucial, PPC might be the better option. For awareness and reach, PPM is typically preferred.
- **Budget Considerations:** PPC can offer more control over spending, as you pay for direct interactions. With PPM, managing your budget involves controlling ad exposure.
- **Audience Targeting:** Both models benefit from precise audience targeting, but the impact of targeting might differ. In PPC, well-targeted ads can lead to higher click rates, while in PPM, it ensures the right audience sees your ad.

Balancing PPC and PPM

- Many successful Meta advertising campaigns use a mix of both PPC and PPM models, depending on different stages or aspects of the campaign. Balancing the two can optimize both engagement and visibility.

Overview of the Onboarding Process

Welcome to a streamlined and effective journey into Meta advertising with Opturum. Our onboarding process is designed to set the stage for a successful partnership, ensuring we align with your goals and maximize the impact of your ad campaigns. Here's what you can expect during the onboarding process:

1. Welcome and Introduction

- You have already received a welcome email introducing you to your dedicated account manager and providing key contact information.
- Within this welcome guide we have shared an overview of our services and how we can support your business growth.

2. Initial Consultation and Strategy Session

- Schedule a comprehensive meeting to discuss your business objectives, target audience, and advertising goals.
- We'll delve into your brand's unique selling points and how they translate into compelling ad campaigns.

3. Account Setup and Access

- Guidance on creating or optimizing your Meta Business Manager account.
- Steps on how to grant Opturum the necessary access to manage your campaigns effectively.

4. Asset Collection and Creative Briefing

- We'll provide a checklist and guidelines for submitting any digital assets required for your campaigns, such as logos, images, and branding materials.
- Collaborate on a creative brief that outlines the style, tone, and messaging of your ads.

5. Budget Planning and Payment Setup

- Discussion and agreement on the advertising budget, including PPC or PPM models.
- Overview of billing procedures and setting up payment methods.

6. Campaign Development and Approval

- Our team will develop a tailored ad strategy and present it for your approval, ensuring it aligns with your goals and expectations.
- Review of initial ad creatives and campaign structure for feedback and finalization.

7. **Launch and Monitoring**

- Once approved, we will launch your Meta advertising campaign.
- Continuous monitoring and optimization of your ads to ensure maximum performance.

8. **Regular Reporting and Communication**

- Establishment of a reporting schedule to keep you informed of campaign progress and results.
- Regular check-ins and updates to discuss campaign performance and any necessary adjustments.

9. **Feedback and Iteration**

- Opportunities for you to provide feedback on the campaign and our services.
- Iterative improvements based on performance data and your feedback.

10. **Long-Term Strategy Planning**

- As we collect data and learn from ongoing campaigns, we'll discuss long-term strategies and potential expansions or adjustments to your advertising efforts.

We believe that clear communication and a structured approach are key to a successful partnership. This onboarding process will ensure that we are aligned with your vision and prepared to deliver effective and impactful Meta advertising campaigns.

Detailed List of Onboarding Documents and Their Purpose

As part of our commitment to a smooth and transparent onboarding process, we provide a suite of documents to guide you through every step. Each document is crafted to ensure you have all the information and resources needed for a successful Meta ad campaign with Opturum.

- **Welcome Guide**
 - A comprehensive introduction to Opturum, our services, and what you can expect during our partnership. This guide sets the foundation for our collaboration.
- **Meta Account Setup Guide**
 - Step-by-step instructions for creating or optimizing your Meta Business Manager account. Essential for clients new to Meta advertising or those needing a refresher.
- **Account Access and Permissions Guide**
 - Details on how to grant Opturum the necessary access and permissions to manage your Meta advertising campaigns effectively.
- **Asset Submission Guidelines and Checklist**
 - Specifications, requirements and checklist for any digital assets (logos, images, videos) needed for your campaign. This guide ensures that assets are optimised for Meta advertising.
- **Budget and Billing Information**
 - Information regarding budget planning for your ad campaign and details on billing procedures and payment methods.
- **Performance Tracking and Analytics Setup**
 - Guidance on setting up and understanding tracking and analytics tools (like Facebook Pixel) to measure the performance and impact of your ads.
- **Reporting Template and Schedule**
 - A sample of the reporting format that Opturum will use to keep you informed about your campaign's performance, along with a schedule of when these reports will be delivered.
- **Communication Protocol Document**
 - Outlines the preferred methods of communication, contact details for your account manager, and the protocol for regular updates and queries.
- **FAQs and Troubleshooting Guide**
 - A compilation of frequently asked questions about Meta advertising, along with answers and troubleshooting tips for common issues.

- **Feedback and Review Forms**

- Forms designed to capture your feedback on the onboarding process and ongoing services, allowing us to continually improve and tailor our approach to your needs.

These documents collectively provide a roadmap for our journey together. We encourage you to review them carefully and reach out with any questions or clarifications.

Roles and Responsibilities

A successful partnership in Meta advertising hinges on clear understanding and execution of roles and responsibilities. At Opturum, we are committed to transparency and collaboration, ensuring that both our team and our clients know what is expected from each party. Here's an outline of the key roles and responsibilities:

Opturum's Responsibilities:

- **Strategy Development:** Crafting a tailored Meta advertising strategy that aligns with your business goals and target audience.
- **Campaign Management:** Setting up, managing, and optimising your Meta ad campaigns to ensure they perform effectively and efficiently.
- **Reporting and Analysis:** Providing regular, detailed reports on campaign performance and insights, and using this data to make informed adjustments to the strategy.
- **Communication and Support:** Maintaining open lines of communication, responding to queries promptly, and offering ongoing support and advice.
- **Compliance and Best Practices:** Ensuring all campaigns are compliant with Meta's policies and advertising best practices.
- **Asset and Content Review:** Overseeing the creation and optimization of ad content and creatives, ensuring they meet quality standards and campaign objectives.

Client's Responsibilities:

- **Information Sharing:** Providing all necessary information about your business, products, services, and any previous advertising efforts.
- **Asset Provision:** Supplying all required assets (e.g., logos, images, brand guidelines) in line with the provided specifications and timelines.
- **Feedback and Approvals:** Offering timely feedback on proposed strategies, creatives, and reports, and approving these elements for campaign execution.
- **Budget Management:** Setting and communicating the budget for ad spend, and ensuring timely payment for services rendered.
- **Access Granting:** Ensuring Opturum has the necessary access to Meta accounts and any other required platforms or tools.
- **Communication and Collaboration:** Engaging in open and constructive communication, and participating in scheduled meetings and discussions.

Joint Responsibilities:

1. **Goal Alignment:** Working collaboratively to align campaign objectives with overarching business goals.
2. **Problem-Solving:** Addressing any challenges or issues collaboratively and proactively.

3. **Ethical Practices:** Adhering to ethical advertising practices and respecting each other's values and policies.

This framework of roles and responsibilities is designed to foster a productive and transparent working relationship, driving towards the mutual goal of achieving successful outcomes in your Meta advertising campaigns.

Communication Plan

Effective and consistent communication is key to the success of our partnership and your Meta advertising campaign. At Opturum, we prioritize clear and responsive communication channels to ensure you are always informed and your needs are promptly addressed. Here's an overview of our communication plan:

- **Primary Communication Methods**
 - **Email:** For formal communication, updates, and sharing documents. Emails will be our primary mode of detailed and documented communication.
 - **Virtual Meetings:** For strategy sessions, progress reviews, and in-depth discussions. These meetings allow for a more personal and interactive exchange of ideas.
 - **Mobile Communication:** Your account manager is also accessible via mobile for urgent queries or brief updates.
- **Account Manager Contact Details**
 - You will find the contact details of your dedicated account manager in the initial welcome email. This includes their email address, mobile number, and virtual meeting links.
- **Frequency of Communication**
 - Regular communication will be maintained as per the frequency agreed upon during the onboarding process. This could range from weekly to monthly, depending on the needs of your campaign.
 - Ad-hoc communication is encouraged whenever you have immediate questions or need clarification on any aspect of your campaign.
- **Scheduling Meetings**
 - Virtual meetings can be scheduled in advance based on mutual availability. Your account manager will coordinate these meetings and provide a virtual meeting link.
 - In case of scheduling changes or the need for additional meetings, please contact the account manager directly to make arrangements.
- **Response Times**
 - For emails, we aim to respond within one business day.
 - For urgent matters, mobile calls or messages to the account manager will typically be addressed the same day.
- **Reporting and Updates**
 - Regular campaign reports will be sent via email as per the agreed schedule in the Reporting Template and Schedule document.

- Any immediate concerns or significant changes in the campaign will be communicated promptly.
- **Feedback and Continuous Improvement**
 - We welcome your feedback on our communication effectiveness at any time. This helps us improve and adapt our communication approach to better meet your needs.

By adhering to this communication plan, we aim to ensure a smooth, transparent, and effective partnership. Our goal is to keep you well-informed and confident in the progress and management of your Meta advertising campaign.

Success Metrics and Reporting

In digital marketing, especially in Meta advertising, measuring success is crucial for understanding the impact of your campaigns and for strategic decision-making. At Opturum, we focus on clear, actionable metrics and transparent reporting. Here's how we approach success metrics and reporting:

- **Defining Success Metrics**
 - **Customized Metrics:** We define success metrics based on your specific campaign goals. These could include click-through rates (CTR), conversion rates, lead generation numbers, engagement rates, or return on ad spend (ROAS).
 - **Alignment with Business Objectives:** Our chosen metrics are always aligned with your overarching business objectives, whether that's building brand awareness, driving sales, or retaining customers.
- **Performance Tracking**
 - **Real-Time Monitoring:** We continuously monitor campaign performance using advanced analytics tools.
 - **Adjustments and Optimization:** Based on performance data, we make necessary adjustments to optimize the effectiveness of your campaigns.
- **Reporting Structure**
 - **Regular Reports:** You will receive regular reports detailing the performance of your campaigns. These reports provide insights into various metrics and what they mean for your business.
 - **Format and Detailing:** Reports are presented in an easy-to-understand format, with both high-level summaries and detailed breakdowns of data.
- **Review Meetings**
 - **Scheduled Discussions:** Apart from regular reports, we schedule review meetings to discuss campaign performance, insights, and future strategies.
 - **Actionable Insights:** In these meetings, we not only review data but also provide actionable insights and recommendations for further campaign improvements.
- **Transparency and Accessibility**
 - **Open Access:** You will have access to all your campaign data and performance metrics. We believe in complete transparency in our reporting.
 - **Queries and Clarifications:** Any questions or clarifications regarding reports and data are always welcomed, and we are here to provide comprehensive answers.

- **Adapting to Changes**
 - **Responsive to Trends:** We stay responsive to emerging trends and market changes, ensuring that your campaigns remain effective and relevant.
 - **Data-Driven Strategy Adjustments:** Our strategies are agile, adapting to the data we gather from ongoing campaigns and market research.
- **Long-Term Analysis**
 - **Beyond Immediate Metrics:** We also focus on long-term analysis to understand the sustained impact of our advertising efforts on your brand and sales.

By focusing on meaningful success metrics and comprehensive reporting, we aim to provide you with clear insights into the effectiveness of your Meta advertising campaigns. Our goal is to ensure that you are well-informed and confident in the strategies we implement for your business growth.

Billing and Payment Procedures

At Opturum, we strive for transparency and simplicity in our billing and payment procedures. Understanding these processes is crucial for a smooth partnership. Here's what you need to know:

Management Fee Payment

- **Monthly Payments:** The management fee for our services is billed monthly. The payment is due on the same day each month as the date your service was initially activated.
- **Payment Method:** We accept various payment methods, including bank transfers and major credit cards. Details for payment will be provided in the initial invoice.
- **Invoicing:** An invoice will be sent to your designated email address a few days before the payment is due. This invoice will detail the services provided and the amount due for the upcoming month.

Ad Spend Management

- **Client-Managed Ad Spend:** The ad spend for Meta advertising campaigns is managed directly by you, the client. This gives you full control over your advertising budget.
- **Flexibility to Update Budget:** You have the flexibility to update your ad spend budget at any time to align with your campaign goals and financial plans.
- **Direct Billing by Meta:** All ad spend costs are billed directly by Meta. You will be responsible for setting up and maintaining your payment method with Meta for ad costs.
- **Monitoring Ad Spend:** While Opturum will monitor ad performance and provide strategic recommendations, the actual management of the ad spend budget, including any adjustments, remains your responsibility.
- **Transparency in Ad Spend:** We ensure transparency in the performance of your ad spend and will include insights and analytics in our regular reporting to help guide your budget decisions.

Late Payment Policy

- **Notification:** If a payment is late, we will notify you via email and provide a grace period for payment.
- **Late Fees:** If payment is not received within the grace period, a late fee may be applied as outlined in our service agreement.

Queries and Concerns

- Should you have any questions regarding billing or need to discuss payment arrangements, please contact your account manager directly. We are here to assist and ensure that billing procedures are clear and convenient for you.

By maintaining clear and consistent billing and payment procedures, we aim to ensure a seamless and trustful business relationship. Our goal is to provide you with exceptional service while respecting your financial planning and requirements.

Privacy and Data Security

At Opturum, we deeply value the privacy and security of our clients' information. In an era where data is a crucial asset, ensuring its protection and confidentiality is paramount to us. Here's how we handle privacy and data security:

- **Data Collection and Usage**
 - **Confidential Information:** We collect only the information necessary to effectively manage your Meta advertising campaigns. This includes business details, ad performance data, and any other information you provide.
 - **Purpose of Data Use:** The information collected is used solely for the purpose of campaign management, optimisation, and reporting. We adhere strictly to the principle of 'data minimisation', ensuring no excess data is collected.
- **Data Sharing and Disclosure**
 - **Limited Sharing:** Your data is not shared with any third parties except as necessary to manage your advertising campaigns (e.g., with Meta for ad placement).
 - **Legal Compliance:** Any sharing of data complies with applicable laws and is in line with our privacy policy.
 - **No Unauthorized Disclosure:** We ensure that your data is not disclosed to unauthorized parties.
- **Data Security Measures**
 - **Protection Strategies:** We employ robust security measures to protect your data against unauthorized access, alteration, disclosure, or destruction. These measures include encryption, secure data storage solutions, and restricted access controls.
 - **Regular Audits:** Our security protocols are regularly reviewed and updated to address new and emerging threats.
- **Data Retention and Deletion**
 - **Retention Policy:** We retain your data only for as long as necessary to provide you with our services and as required by law.
 - **Right to Deletion:** Upon termination of our services, you have the right to request the deletion of your data from our records, subject to any legal retention requirements.
- **Compliance with Privacy Laws**
 - **Adherence to Regulations:** We adhere to all relevant privacy laws and regulations, including GDPR for clients in the European Union.
 - **Updates on Privacy Laws:** We keep abreast of changes in privacy legislation and adjust our practices accordingly.

- **Client Responsibilities**

- **Secure Account Management:** We advise you to maintain the security of your Meta account and any other related platforms.
- **Data Sharing Awareness:** Exercise caution when sharing sensitive information and ensure it aligns with your internal privacy policies.

Should you have any questions or concerns about how we handle your data, please reach out to your account manager. We are committed to transparency and are here to address any queries you may have.

Your privacy and the security of your data are of utmost importance to us. We are dedicated to maintaining the highest standards of data protection and ensuring that your information is handled with care and responsibility.

Next Steps and Getting Started

Now that you are familiar with our processes, services, and the shared goals for your Meta advertising campaign, it's time to embark on this exciting journey. Here are the next steps to get started with Opturum and begin transforming your digital advertising strategy:

- **Review and Acknowledge Documents**
 - Please review all the onboarding documents provided, including the Welcome Guide, Meta Account Setup Guide, and others.
 - Acknowledge receipt and understanding of these documents, especially the Terms and Conditions.
- **Initial Consultation Meeting**
 - If not already scheduled, arrange your initial consultation meeting with your account manager. This session will lay the foundation for your campaign strategy.
- **Complete the Onboarding Forms**
 - Fill out any necessary onboarding forms, including asset submission forms, feedback forms, and any other relevant documentation.
- **Set Up or Provide Access to Your Meta Account**
 - Follow the Meta Account Setup Guide to create or optimize your Meta Business Manager account.
 - Grant Opturum the necessary access and permissions as outlined in the Account Access and Permissions Guide.
- **Submit Required Assets**
 - Based on the Asset Submission Guidelines, provide all necessary digital assets such as logos, images, and brand guidelines.
- **Finalize Budget and Billing Setup**
 - Confirm your advertising budget and complete the setup for billing and payments as per the Budget and Billing Information document.
- **Attend Strategy Development Sessions**
 - Participate in strategy development sessions to finalise the campaign objectives, target audience, creative direction, and other key components.
- **Campaign Launch**
 - Once the strategy is finalized and creatives are approved, we will launch your Meta advertising campaign.
 - Monitor the initial performance and provide any immediate feedback.

- **Regular Communication and Reporting**
 - Engage in regular communication with your account manager and receive scheduled reports to stay updated on campaign performance.
- **Feedback and Continuous Improvement**
 - Provide ongoing feedback through our review forms or directly to your account manager.
 - Be open to iterative improvements and strategic adjustments to enhance campaign effectiveness.
- **Long-term Partnership and Growth**
 - As we gather data and insights, let's discuss long-term strategies and potential opportunities for expanding your digital marketing efforts.

We're excited to work with you and are committed to achieving outstanding results for your Meta advertising campaigns. Your success is our success, and we look forward to a fruitful and enduring partnership.

Appendix A – Terminologies

- **Ad Campaign:** The overarching structure under which ad sets and ads are organized, typically defined by a single objective (e.g., brand awareness, lead generation).
- **Ad Set:** A subdivision of an ad campaign, where you define targeting, budgeting, scheduling, and placement of ads.
- **Ads:** The individual advertisements themselves, including their format (image, video, carousel, etc.), creative content, and copy.
- **Audience Targeting:** The process of defining who will see your ads based on criteria like age, gender, location, interests, behaviours, and more.
- **Custom Audience:** An audience created from an existing customer list or based on interactions with your website, app, or Facebook content.
- **Lookalike Audience:** An audience created by Facebook that resembles your custom audience, allowing you to reach people similar to your existing customers.
- **Pixel:** A piece of code placed on your website that tracks user activity and helps in remarketing and understanding user behaviour.
- **Conversion:** A desired action that a user takes after clicking on your ad, such as making a purchase or signing up for a newsletter.
- **Click-Through Rate (CTR):** The percentage of people who clicked on your ad after seeing it.
- **Cost Per Click (CPC):** The average cost you pay for each click on your ad.
- **Cost Per Impression (CPM):** The cost per 1,000 impressions of your ad.
- **Engagement Rate:** A measure of interactions with your ad, such as likes, comments, shares, and video views.
- **Reach:** The number of unique individuals who saw your ad.
- **Frequency:** The average number of times each individual saw your ad.
- **Impressions:** The total number of times your ad was displayed, regardless of whether it was clicked or not.
- **Ad Relevance Score:** A rating from 1 to 10 that estimates how well your target audience is responding to your ad.
- **Retargeting:** Showing ads to people who have previously interacted with your website or mobile app.
- **Lead Generation:** The use of ads to collect information from interested prospects, often through a form within the ad.
- **Dynamic Ads:** Automated ads that show product details from your catalogue based on your audience's interests.

- **Instant Experience (formerly Canvas):** A full-screen ad experience that opens after someone clicks your ad on a mobile device.
- **Facebook Business Manager:** A tool that lets you manage your Facebook ad account, Pages, and the people who work on them all in one place.
- **Ad Placement:** Where your ad appears across Facebook's advertising network, including Instagram, Messenger, and Audience Network.
- **Split Testing (A/B Testing):** Comparing two or more versions of an ad to see which performs better.
- **Return on Ad Spend (ROAS):** The total revenue generated from your advertising campaign, divided by the total cost of the campaign.