



Ad spend & **Ad placements**



Ad spend

Budget set-up

I recommend that you determine your maximum daily budget directly at the campaign level.

In that way it gets divided between your different ad sets (and therefore audiences).

Create New Campaign ▼

Campaign name

Enter a campaign name

Buying type

Auction ▼

Campaign objective

🖱️ Traffic ▼

Split test ⓘ

☐

Budget optimisation ⓘ

☒

Campaign budget ⓘ

Daily budget ▼

€20.00

Actual amount spent per day may vary. ⓘ

Lifetime vs. daily

You can either set a daily or a lifetime budget. With a lifetime budget you will need to choose an end date.

Either one is fine, I normally work with a daily budget.

Campaign budget ⓘ

Daily budget ▼

€20.00

Actual amount spent per day may vary. ⓘ

Bidding strategy

I strongly recommend to just not touch the bid strategy and leave everything at the default option.

Bidding is a very complex topic and you can't go wrong with the default option.

Budget optimisation



Campaign budget optimisation will distribute your budget across ad sets to get more results depending on your delivery optimisation choices and bid strategy. You can control spending on each ad set. [Learn more.](#)

Campaign budget ⓘ

Daily budget

€10.00

Actual amount spent per day may vary. ⓘ

Campaign bid strategy ⓘ

Lowest cost ▼

Need to use a different bid strategy? ⓘ

How much?

As the daily minimum for a campaign I recommend to not go lower than 10 € (or mini-mini-minimum 5 €). If you go lower, the Facebook algorithm will not be able to run effective ads for you.

A smart way to define your ads budget: Go backwards.

How many sales per month do you want to achieve?

How many of your email subscribers / website visitors normally buy? Which percentage?

So how many subscribers / visitors do you need per month and per day?

How much will you likely pay per subscriber / visitor? Multiply this with the desired amount of people.

= your budget

How much?

There is not really a maximum daily amount, so you can go crazy with that ;)

Just have a look at the “frequency” of your ads (the number that shows how often the same person is seeing your ad in your selected time frame).

If the frequency AND costs per conversion increase you might want to use new audiences or make your audiences bigger.



Ad placement

Ad placement

In the ad set level you not only choose which audience you want to target but also where your ads are being displayed. This is called placement.

You can choose automatic placements (which I do not recommend) or select which placements you want for your ads (yep, that's what you want).

Placement

☐ **Automatic placements (recommended)**

Use automatic placements to maximise 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. [Learn more.](#)

☒ **Edit placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device types

All devices (recommended) ▼

Asset customisation ⓘ

2/13 placements that support asset customisation
[Select all](#)

Ad placement

The mistake a lot of people make is that they run the very same ad in all different placements.

Not understanding that the ad will simply look horrible or at least not nice in most placements.

One example: If you have a square image this will look nice in newsfeeds. But it will be far from ideal as a Story ad.

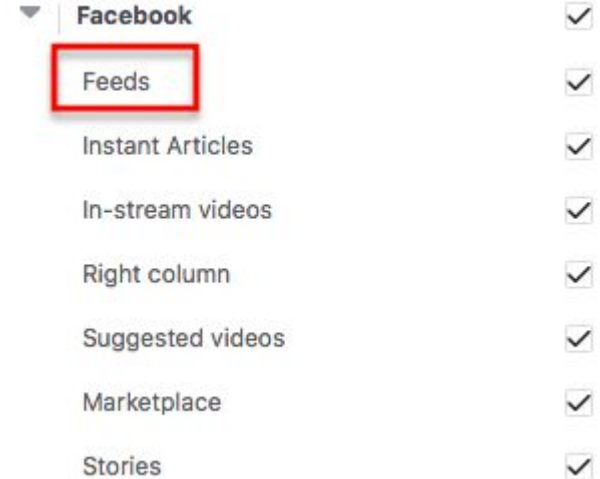
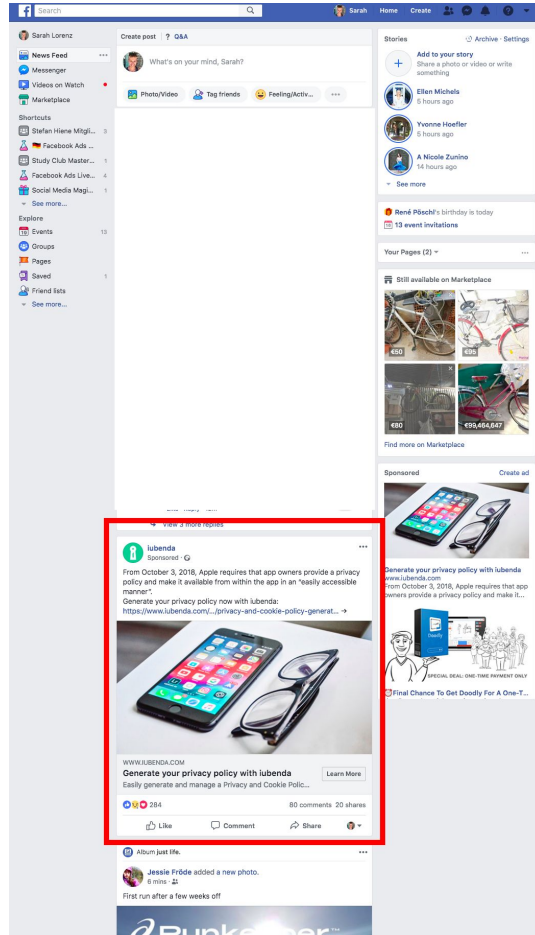
Or a video might work nicely in the newsfeed but suck as an in-stream video.

So, it's important to understand the different placements and rather create different ads for every placement.

Feed

The second post from the top is always an ad.

They look like posts from friends, pages and groups you follow.



Ad placement

Instant Articles are “websites” that are hosted directly at Facebook.

You can recognize them at the flash sign.

They load almost instantly and don't direct you to an external site.

69 55 comments 5 shares

Like Comment Share

 **The Best Social Media - DE** 12 mins •

Der gute Herr weiß noch, wie man anständig "Danke" sagt 🤔❤️



shardikprime
I didn't sign up for these feels

 **THE BEST SOCIAL MEDIA - DE**
eBay: 86jähriger bedankt sich per Brief beim Verkäufer eines VHS-Rekorders

8 1 Share

Like Comment Share

 **Bot Academy**
Sponsored •

Imagine your chatbot subscriber typing their email





Facebook

Feeds

Instant Articles

In-stream videos

Right column

Suggested videos

Marketplace

Stories


Ad placement

Ads appear throughout the text, directly where you read the main article.

new_old_mike 9.2k points · 1 day ago
Man...I really miss my grandpa.

 Maglisa

SPONSORED



The meanest things celebs ever said to interview...

Everyone can get upset from time to time when we're asked the wrong question. Unfortunately, the outbursts of these celebs were caught on camera

[OPEN LINK >](#)

LIKE | 3 | COMMENT | SHARE

5. Und ja, es gibt noch mehr nette Käufer auf Ebay Kleinanzeigen. Sweet.

Facebook

Feeds

Instant Articles

In-stream videos

Right column

Suggested videos

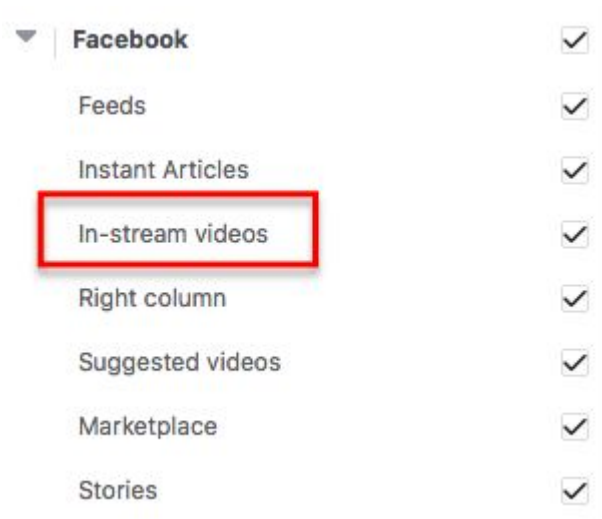
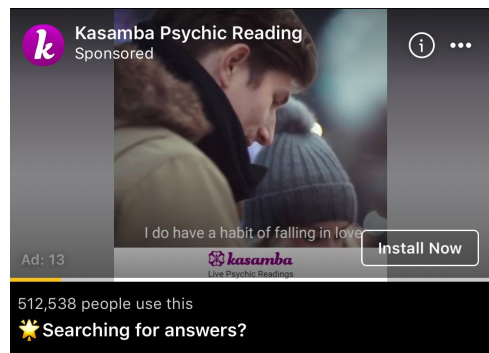
Marketplace

Stories

Ad placement

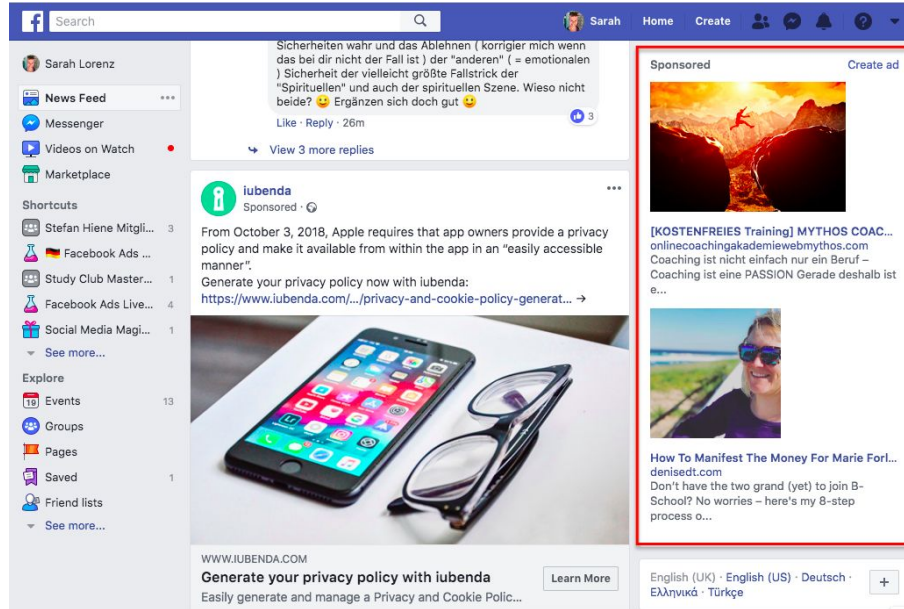
A video ad within a video.
5-15 seconds long,
non-skippable.

They appear at least 60
seconds into the main video.



Ad placement

The small ads you see on the far right next to your newsfeed.

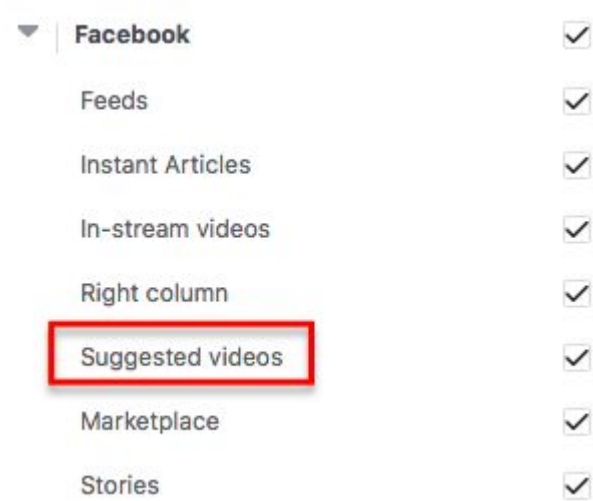


Ad placement

When people click on a video they watch it in a player of suggested videos.

After the video they're watching ends, another video automatically starts.

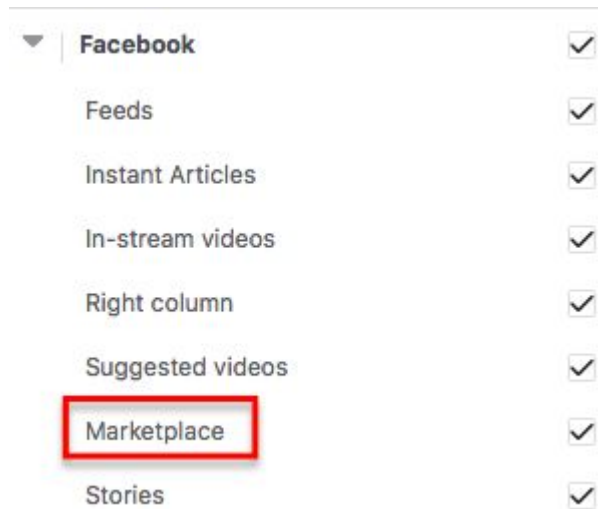
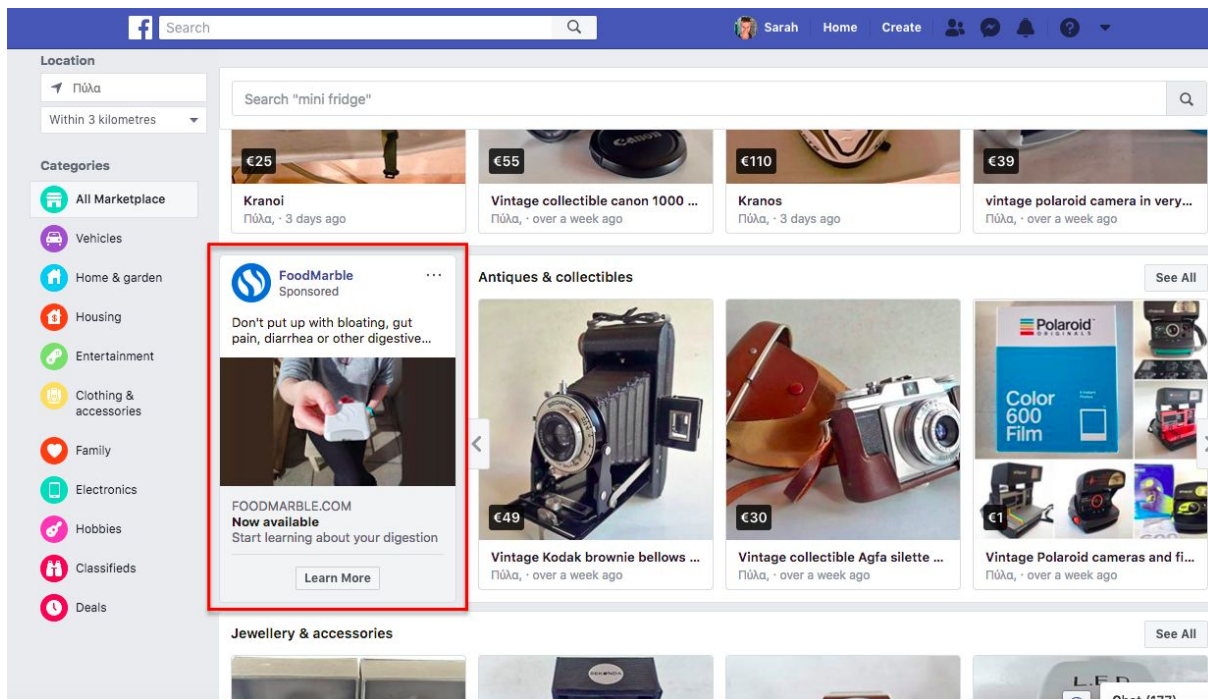
You can insert video ads between the suggested videos.



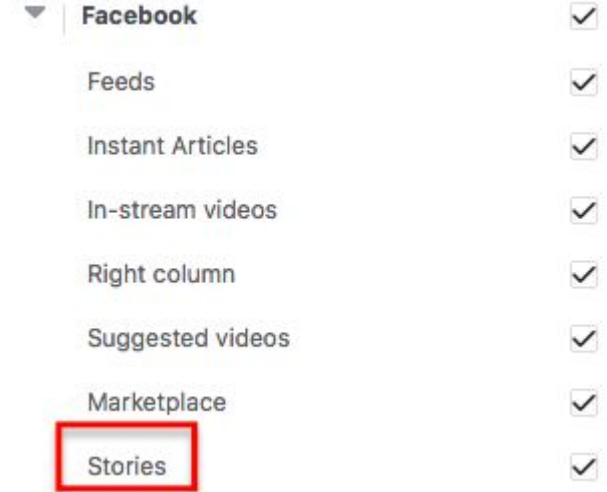
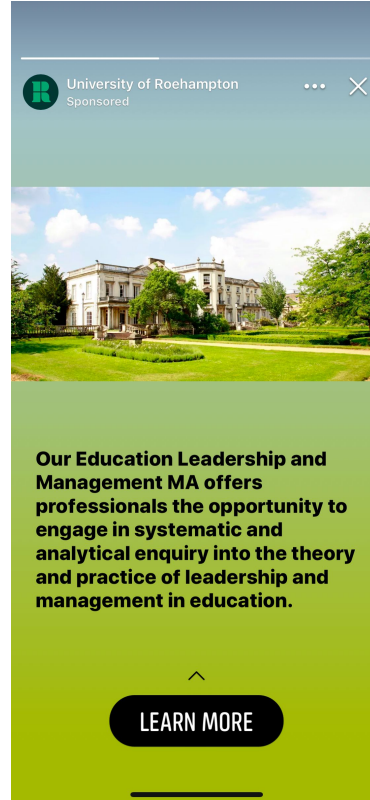
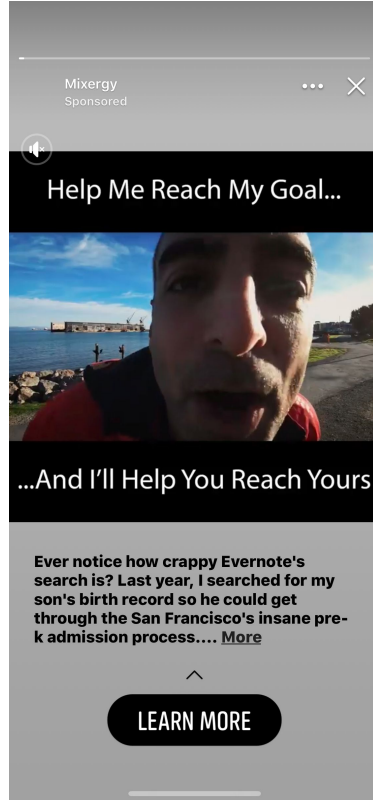
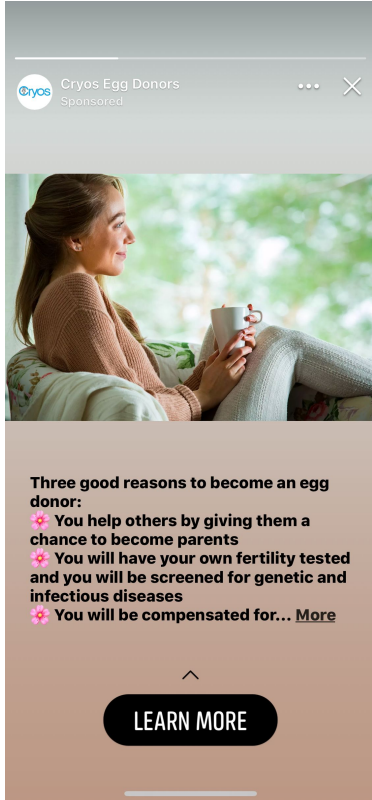
Ad placement



Ads in the marketplace (where you shop for items nearby).



Ad placement

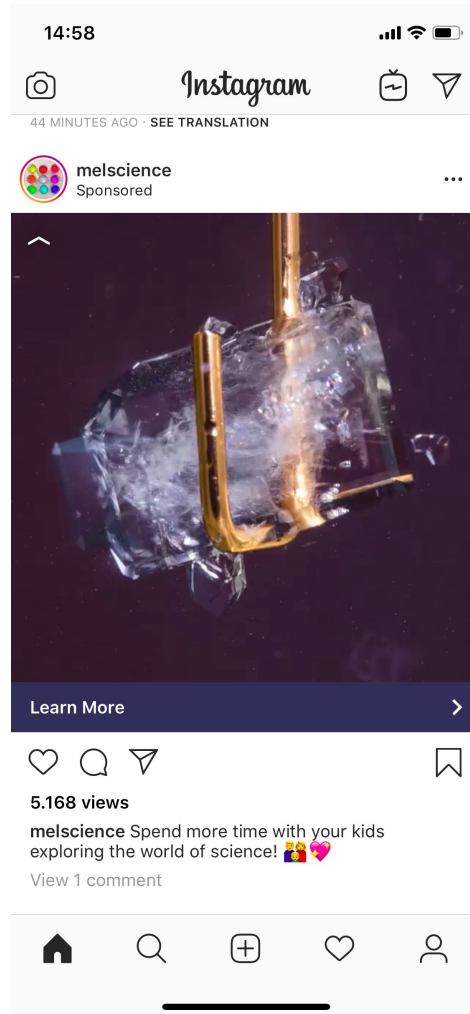


Videos or photos
between the stories of
two of your friends.

Ad placement

The second post from the top in your Instagram newsfeed is always an ad.

They look like the posts from people you follow.



Get
SOME
Magic



Ad placement

A story of 1 or 3 elements that appears between the stories of your friend A and friend B.

You can always use the Swipe up function in Instagram Story ads (no matter how many followers you have).



Ad placement

Audience Network is a selection of apps that Facebook works with. You can display ads within those apps.



Banner



Interstitial



Native

- ▼ Audience Network ☒
- Native, Banner and Interstitial ☒
- In-stream videos ☒
- Rewarded videos ☒

Ad placement

Skippable after 10 seconds.

Your video as an ad inside another video inside an app.

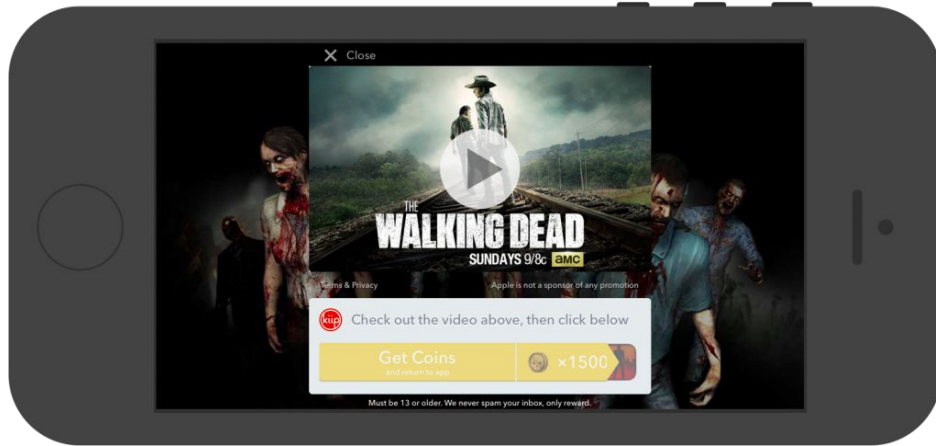
Similar to Facebook in-stream videos.



▼	Audience Network	✓
	Native, Banner and Interstitial	✓
	In-stream videos	✓
	Rewarded videos	✓

Ad placement

When you watch a rewarded video inside an app you get an in-game item, like an object or currency in exchange for watching the video.



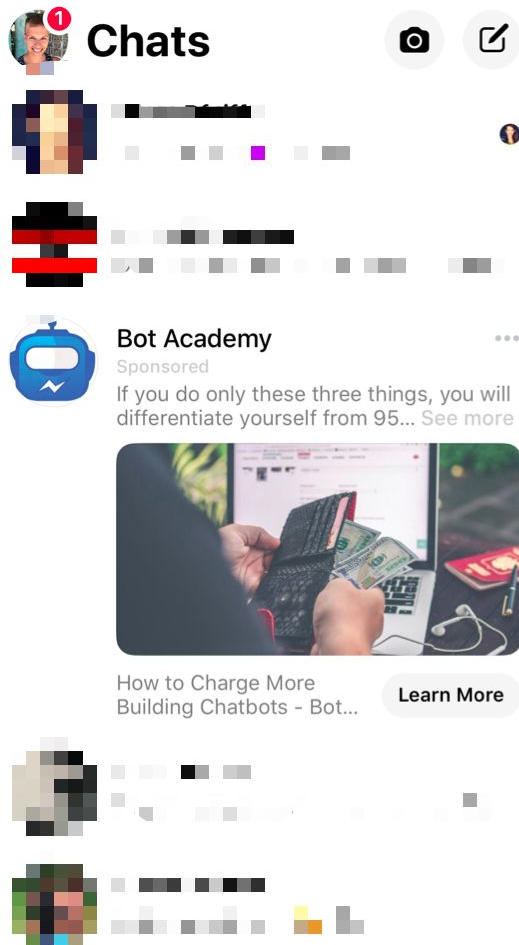
picture from AdEspresso:

<https://adespresso.com/blog/facebook-ad-placement-improve-conversions/>

▼ Audience Network	✓
Native, Banner and Interstitial	✓
In-stream videos	✓
Rewarded videos	✓

Ad placement

Ads that appear directly where you see all messages from your friends.



▼ Messenger

Inbox

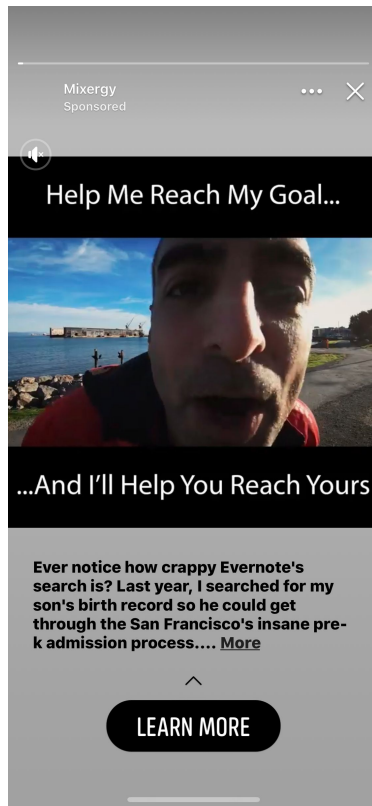
Stories

Sponsored Messages



Ad placement

Messenger Stories Ads look the same than Facebook Stories Ads.

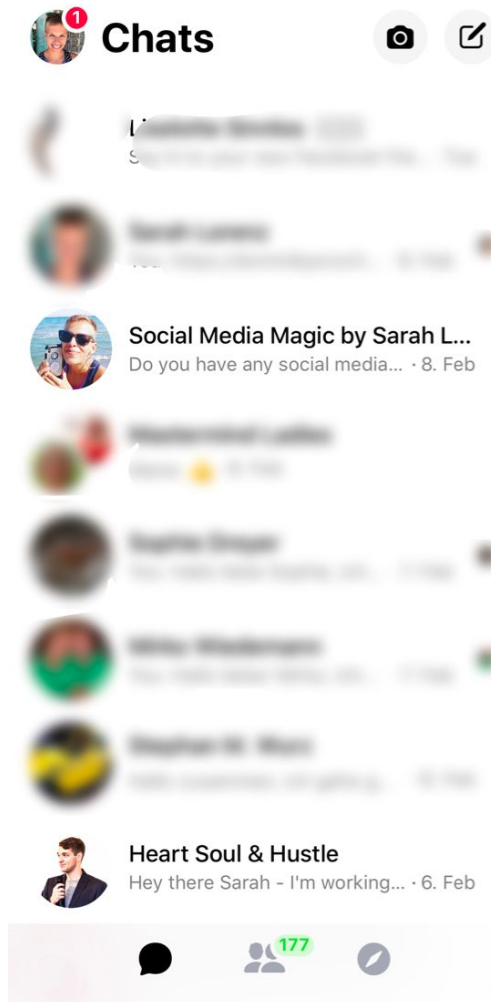


Ad placement

Sponsored Messages:
Messages sent by a
Facebook page (mostly
through a Bot).

You can only use this to
target people who have
already sent a message to
your Facebook page before.

For this you need to choose
the “Message” campaign
objective.



Ad placement

Now we covered all the different placements. One more thing you can choose is on which devices you want your ads to show.

My suggestion: Leave the device types in the default setting.

If the chosen placement only works for mobile devices (such as Instagram Stories), Facebook will automatically know this.

Placement

☐ Automatic placements (recommended)

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Device types

All devices (recommended) ▼

✓ Mobile

✓ Desktop

Select all

customisation



HOMEWORK

How much will you spend per campaign?
Which placements will you choose?

Now it's your turn

You can do this! Have fun! ●

