

Facebook Ads Guide Review

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How the Facebook Ad Review Process Works. When you create ads on Facebook, they'll be subject to a review process to see if they comply with our Advertising Policies. We'll check your ad's images, text, audience and positioning and the content on your ad's landing page. Your ad may not be approved if the landing page:

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The Facebook Ads Manager will guide you through the process, starting with some simple questions about your target audience and budget. Once your ads go live, Facebook's intuitive analytics will enable you to easily assess and refine those ads for the best possible user experience.

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Info and Ads allows anyone on Facebook to view the active ads a Page is running as well as the ability to learn more information about the Page (such as the date created and any previous name changes).” Why is this big? Basically, it means that now, you're able to spy on your competitors' ads a whole lot easier.

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On Facebook, desktop ads have 8.1x higher click-through rates and mobile ads have 9.1x higher click-through rates than normal web ads Comparing how your ads performed during different periods Click on the date range button, then click the compare section and a calendar will appear, giving you the option to choose different dates that you want to compare.

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At the ad level, you can edit your ad name, identity and ad creative, which includes the headline, text, image and call to action. Remember, editing certain details of your ad may restart the learning phase or cause the ad review system to re-review your ad.

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By the end of this chapter, you will know how to use the Facebook Ads Manager and how to set up your first Facebook ad campaign. (We've created an in-depth guide to show you exactly how to create Facebook ads!) Take me to Chapter 3. Chapter 4. Beginner's Guide to Facebook Ad Types. There are over ten different Facebook ad types that you can ...

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Ad Quality & Relevance – this is decided by how interested Facebook thinks a person will be in your ad a. Facebook provides a Relevance Score metric for your ads.

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~~Facebook Advertising Guide | How to Use Facebook Lead Ads~~

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