

# ADS MANAGER CAMPAIGN(REACH)

tech course\_ Leads campaign\_10-10-2025 > 1 Ad set > 1 Ad

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

**Campaign name**

tech course\_ Leads campaign\_10-10-2025 [Create template](#)

**Campaign details**

**Buying type**  
Auction [Edit](#)

**Campaign objective** [i](#)  
Leads  
[Show more options](#)

**Budget** [Advantage+ on](#)

**Budget strategy** [i](#)

[Campaign budget](#)

Daily budget



₹ 1,000.00

INR

You'll spend an average of ₹1,000.00 per day. Your maximum daily spend is ₹1,750.00 and your maximum weekly spend is ₹7,000.00.

[About daily budget](#)

**Campaign bid strategy** 

Highest volume

[Show more settings ▾](#)

**A/B test**

Off



 **Special Ad Categories**

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

## Campaign bid strategy

Highest volume

[Show more settings ▾](#)

### A/B test

Off



### Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

### Categories

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

Declare category if applicable



**Ad set name**

tech course\_ Leads ad set\_7-10-2025

[Create template](#)

**Conversion**

**Conversion location**

Instant forms



**Facebook Page**

Choose the Page that you want to promote.

A Ace products



**Performance goal**

How you measure success for your ads. [About performance goals](#)

Maximise number of conversion leads



## Budget & schedule

### Budget strategy

Your campaign budget automatically distributes your daily budget of ₹1,000.00 across ad sets to get the best performance. You can set spending limits for each ad set. [About spending limits](#)

### Ad set spending limits

None added

### Schedule

#### Start date



7 October 2025



11:30 IST

#### End date



Set an end date



30 October 2025



11:00 IST

None

[Hide suggestions ▾](#)

**Age** ⓘ [Your suggestion](#)

18 - 25

**Gender**

All genders

### Detailed targeting ^

Include people who match

[Behaviours > Consumer classification > India](#)

People in India who prefer mid- and high-value goods

[Interests > Technology \(computers & electronics\) > Computers \(computers & electronics\)](#)

Software (computers & electronics)

 [Add demographics, interests or behaviours](#)

Browse

## Create form

### Form type

### Intro

### Questions

### Privacy Policy

### Ending

Settings

#### Background image



The image you choose will be shown at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

#### Greeting • Recommended



Let people know any relevant details and why they should complete your form.

#### Headline

Tops technologies

17/60

#### Description

Paragraph  List

Learn from the best faculty in all over India.

Save draft

Intro

< 1 of 4 >

A

Ace products

#### Tops technologies

Learn from the best faculty in all over India.

Previous

Next

## Create form

### Form type

### Intro

### Questions

### Privacy Policy

### Ending

Settings

### Questions • Optional

Add questions to your form to better understand your leads.

Conditional logic

+ Add question ▾

### Contact information

Ask for contact information and additional personal details. This will be prefilled from their Facebook account.

#### Description

Let people know how the information that they give you will be used or shared. [See examples](#)

This is to know you only.

#### Choose the type of information you need

Email

Optional [i](#)



[Collect work email address](#) [i](#)

Save draft

### Prefill information

< 2 of 4 >

< X

#### Contact information [i](#)

This is to know you only.

Email

Enter your answer.

Full name

Enter your answer.

Phone number (Optional)

Enter your answer.

Previous

Next

Choose the Page that you want to promote.

Select Page



### Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of conversion leads



### Cost per result goal

None

### Value rules



Create rules to tell us how much more certain audiences, placements and conversion locations are worth to your business. [About value rules](#)

 Create a rule set

## Dynamic creative

Off



## Budget & schedule

### Budget strategy

Your campaign budget automatically distributes your daily budget of ₹1,000.00 across ad sets to get the best performance. You can set spending limits for each ad set. [About spending limits](#)

### Ad set spending limits

None added

### Schedule

#### Start date



7 October 2025



11 :30 IST

#### End date

**End date**

Set an end date



30 October 2025



11:00 IST

[Show more settings ▾](#)**Audience** **Advantage+ on**Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▾

**7-10-2025\_new tech**

To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

## Review requirements

### Controls

Limit where your ads can be shown.

### Locations

Inclusion: India

### Minimum age

18

### Your suggestions

We'll show ads beyond these settings when it's likely to help improve performance.

### Age

18-25

### Detailed targeting

People who match: Interests: Software (computers and electronics), Behaviours: People in India who prefer mid- and high-value goods

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.



This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

 Advantage+ on

We'll automatically show ads in the places where people are likely to respond.

[About placements](#)

### Account controls



Excluded placements: None

[Edit placement controls](#)

[Show more settings ▾](#)

### Ad name

tech course \_Leads ad\_7-10-202

Create template

### Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Identity

The profiles that will be used in your ad.

### \* Facebook Page i

i You do not have any destinations available to



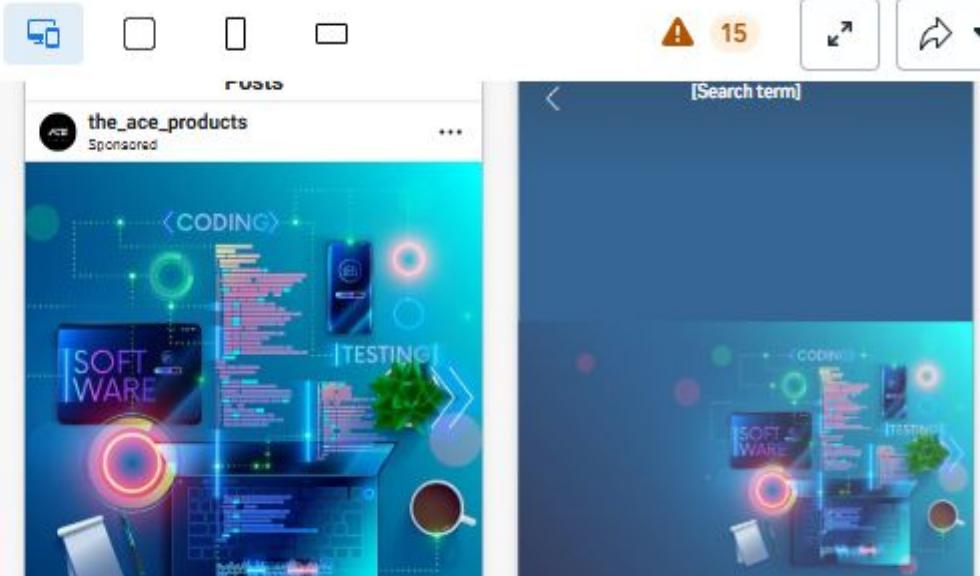
### Campaign score i

You have recommendations to apply.

Ad preview

Ad

Destination



## ✓ Ad setup

Create ad

### Format i

Choose an ad creative layout.

Single image or video

Carousel

Multi-advertiser ads

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

## ✓ Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)



Campaign score i

You have recommendations to apply.

Ad preview

Ad

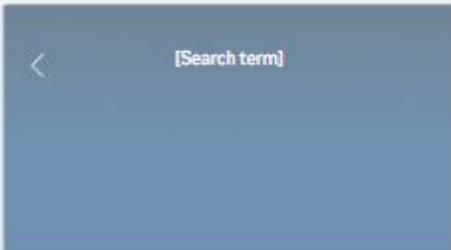
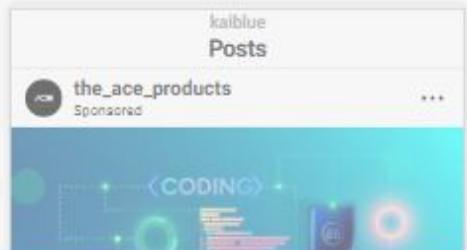
Destination



15



★ You can now see more variations of your ad in previews



## Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

## Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

i Select a Page before editing the Lead Gen form ID

## Ad creative

Select and optimise your ad text, media and enhancements.

### \* Media i

19 placements

[Edit](#) ▾



### Campaign score i

You have recommendations to apply.

Ad preview

Ad

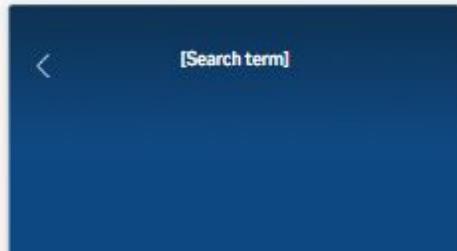
Destination



15



★ You can now see more variations of your ad in previews



19 placements



Feeds, In-stream ads for reels



Stories, status, reels, Search results,  
Apps and sites



Facebook Search results

1 placement

#### Primary text

Tops Technologies

#### Headline

Learning from experience and experience the learning

#### Description

Campaign score 96  
You have recommendations to apply.

Ad preview Ad Destination

⚠ 15

## Headline i

Learning from experience and experience the learning

## Description i

Learn the best tech courses with Tops technologies,  
Enroll now.

## Call to action i

i We turned on 1 enhancement.

- Enhance CTA

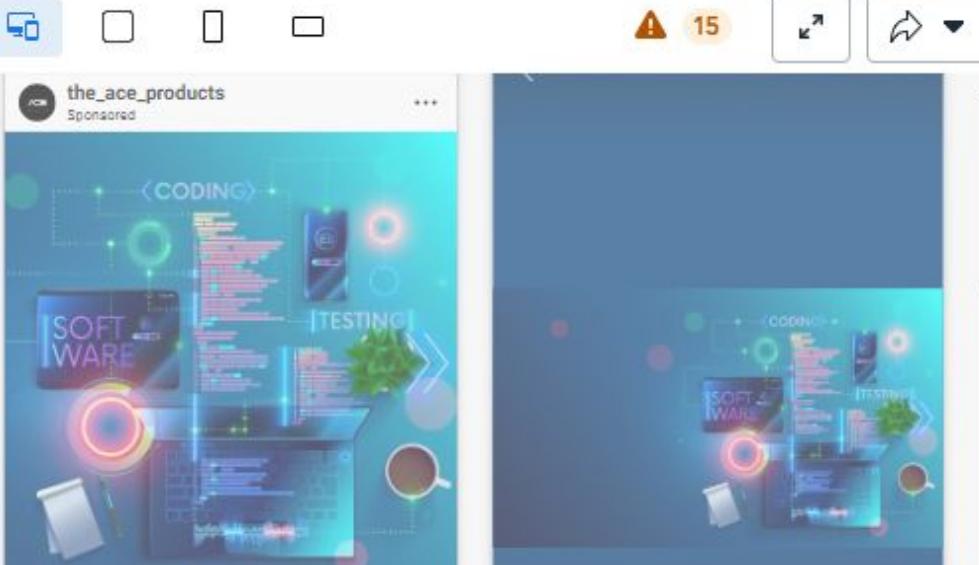
## Advantage+ creative enhancements (3/9) i

i You could get 3% lower cost per result

**Campaign score i**  
You have recommendations to apply.

Ad preview      **Ad**      Destination

⚠ 15



## Advantage+ creative enhancements (3/9) ⓘ

💡 You could get 3% lower cost per result with 4 Advantage+ creative enhancements ⓘ

(↑) +4 points

Tailor your ad for the person viewing it by letting us automatically optimise your creative.

Apply now

Turned off: Add overlays, Visual touch-ups, Text improvements and 3 more

Edit

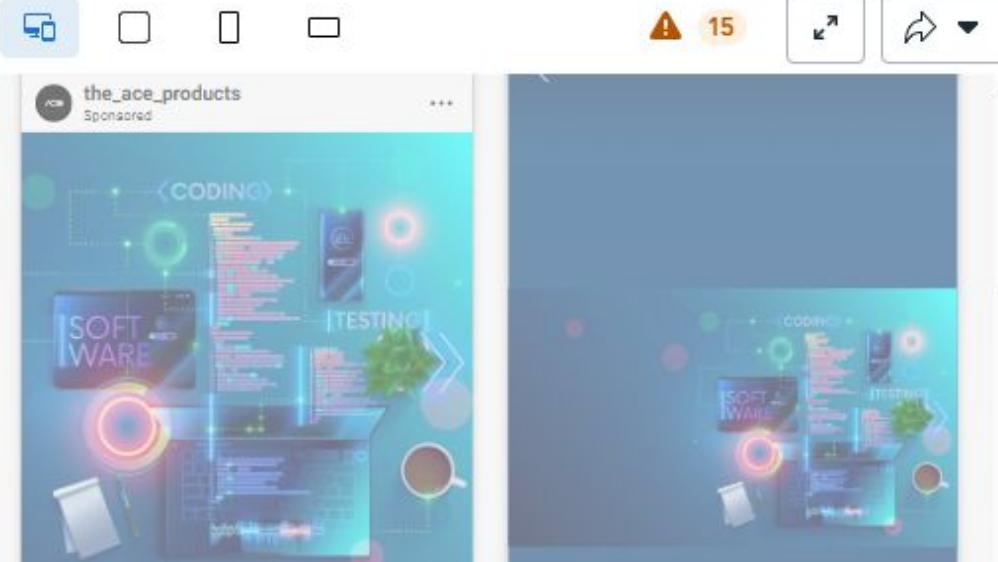
Turned on: Add music, Enhance CTA, Flex media

## Creative testing ⓘ

Compare up to 5 different versions of your creative in a test

**Campaign score ⓘ**  
You have recommendations to apply.

Ad preview      **Ad**      Destination



**⚠ 15**  

Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

[Set up test](#)

## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### CRM events

[Set up](#)

### Website events 1

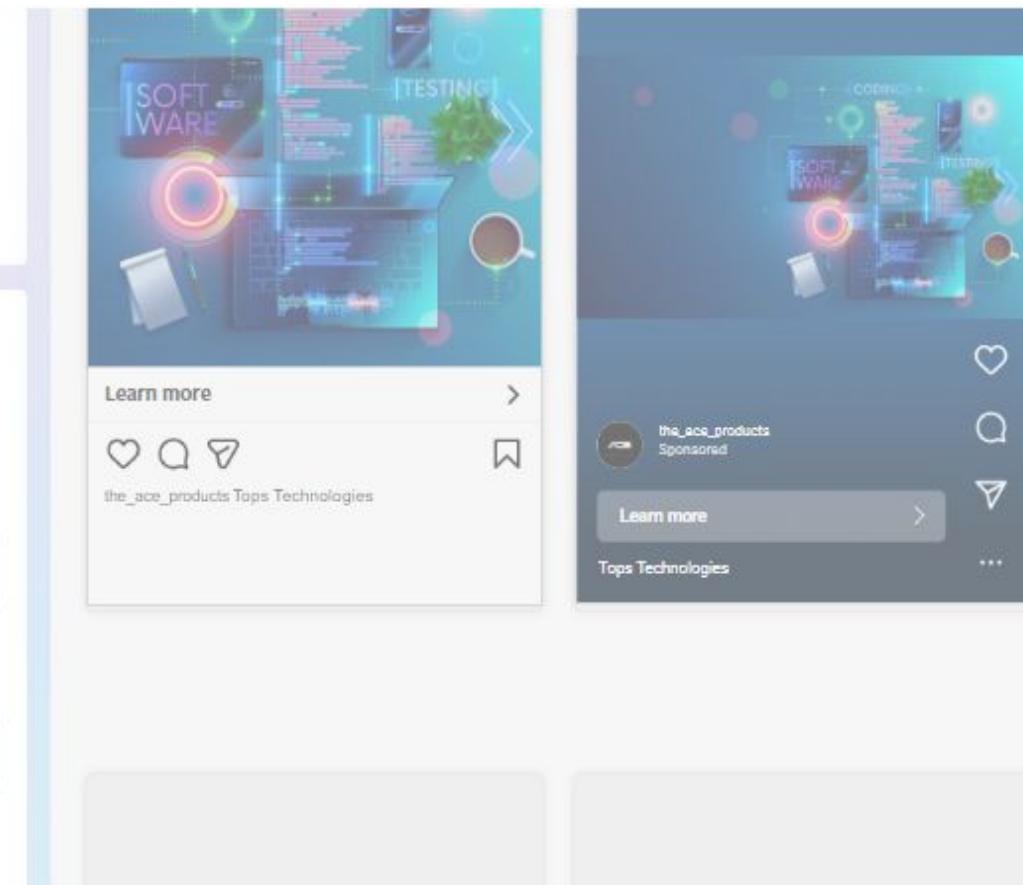
[Set up](#)

### App events 1

[Set up](#)

### Offline events 1

[View](#) [Edit](#) [Delete](#)



## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

CRM events

Set up

Website events ⓘ

App events ⓘ

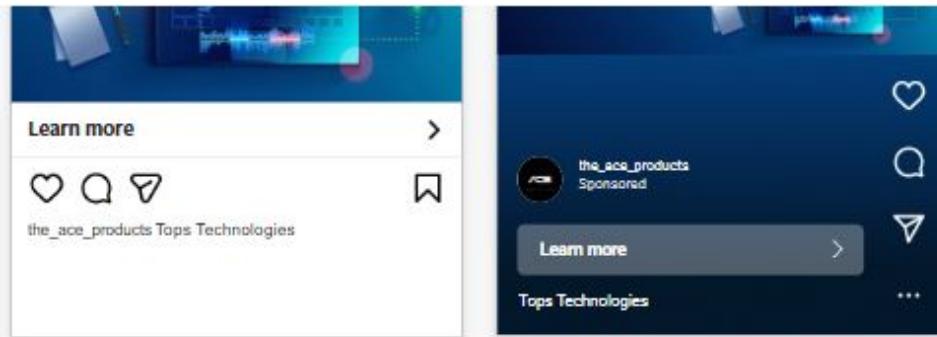
Set up

Offline events ⓘ

URL parameters ⓘ

key1=value1&key2=value2

[Build a URL parameter](#)



Ad rendering and interaction may vary based on device, format and other factors.  ⓘ

# ADS CAMPAIGN(AWARENESS)

## Campaign name

tech course\_Awareness campaign\_10-9

Create template



## Campaign score

You're using our recommended setup.

## Campaign details

### Buying type

Auction

### Campaign objective

Awareness

Show more options ▾

### Advantage+ campaign budget

Off

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

each ad set. [About Advantage+ campaign budget](#)

#### A/B test

Off

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

#### Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

#### Categories

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

Declare category if applicable 



#### Campaign score

You're using our recommended setup.

## Ad set name

tech\_Awareness ad set\_10-9

Create template

## Awareness

### Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of impressions

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

You could increase brand awareness by selecting the maximise ad recall lift performance goal [i](#)

...

[\(+12 points\)](#)

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)



## Campaign score [i](#)

Your campaign has room to improve.

You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set [i](#)

[\(+12 points\)](#)

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

## Audience definition [i](#)

More audience to build

## Facebook Page

Choose the Page that you want to promote.

Select Page



## Bid control · Optional

₹200.00

INR

Meta will aim to get the most 1,000 impressions without bidding more than ₹200.00 in any auction using the bid cap bid strategy.

Show more options 

## Dynamic creative

Off



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

[About dynamic creative](#)



## Campaign score

Your campaign has room to improve.

 You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set 

 +12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

## Audience definition

## Budget & schedule

### Budget

Daily budget	▼	₹ 200.00	INR
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You'll spend an average of ₹200.00 per day. Your maximum daily spend is ₹350.00 and your maximum weekly spend is ₹1,400.00.

[About daily budget](#)

### Schedule

#### Start date

9 October 2025	11:30 IST
----------------	-----------

#### End date

Set an end date

Custom	15 November 2...	11:30 IST
--------	------------------	-----------



### Campaign score

Your campaign has room to improve.

You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set

+12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

### Audience definition

More audience options available

## Audience

Define who you want to see your ads. [Learn more](#)

- You can set audience controls for this ad account to apply to all campaigns.

[Set audience controls for all campaigns](#)

Use a saved audience ▾

**7-10-2025\_new tech**

- To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

88

## Campaign score

Your campaign has room to improve.

- You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set

+12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

## Audience definition

## Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

### Locations

Inclusion: India

### Minimum age

18

## Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

### Age

18-25

## Detailed targeting

People who match: Interests: Software (computers and electronics), Behaviours: People in India who prefer mid- and high-value goods

88

## Campaign score

Your campaign has room to improve.

 You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set 

 +12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

## Audience definition

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

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

### Threads feed placement included



To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

## Account controls

Excluded placements: None



## Campaign score

Your campaign has room to improve.

You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set

+12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

## Audience definition

More audience is found

CHOOSE WHERE YOUR AD APPEARS ACROSS META TECHNOLOGIES. [LEARN MORE](#)

 Threads feed placement included



To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

Account controls 



Excluded placements: None

[Edit placement controls](#)

Advantage+ placements 

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options !\[\]\(346424ad7ee3a06d33d2a012aa61dfde\_img.jpg\)](#)

88

Campaign score 

Your campaign has room to improve.

 You could increase brand awareness by selecting the Maximise ad recall lift performance goal for 1 ad set 

 +12 points

Select the Maximise ad recall lift performance goal to help more people remember your brand. [About ad recall lift](#)

[Apply now](#)

[View in ad set](#)

Audience definition 

More audience is found

CHOOSE WHERE YOUR AD APPEARS ACROSS META TECHNOLOGIES. [Learn more](#)

Threads feed placement included X

To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

Account controls

Excluded placements: None

[Edit placement controls](#)

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#) ▾

Estimated audience size: 100,500,000 - 118,300,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

**Estimated daily results**

The **budget** that you've entered limits the number of results that you're likely to get. [Learn more](#)

Reach

**5.5K-16K**

The accuracy of estimates is based on factors such as past campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

### Ad name

tech course\_Awareness ad\_9-10

Create template

### Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Identity

The profiles that will be used in your ad.

### \* Facebook Page i

i Facebook Page is required. Create a new Page to



### Campaign score i

Your campaign has room to improve.

Ad preview

Advanced Preview



18



## Ad setup

Create ad

### Format i

Choose an ad creative layout.

Single image or video

Carousel

Collection

### Multi-advertiser ads

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)



### Campaign score i

Your campaign has room to improve.

Ad preview

[Advanced Preview](#)



18



## Ad creative

Select and optimise your ad text, media and enhancements.

### \* Media ⓘ

18 placements

Edit ▼



Feeds, In-stream ads for reels



Stories, status, reels, Search results,  
Apps and sites



Facebook Search results

1 placement

### Flexible media ⓘ

Enabled



Add music



## Campaign score ⓘ

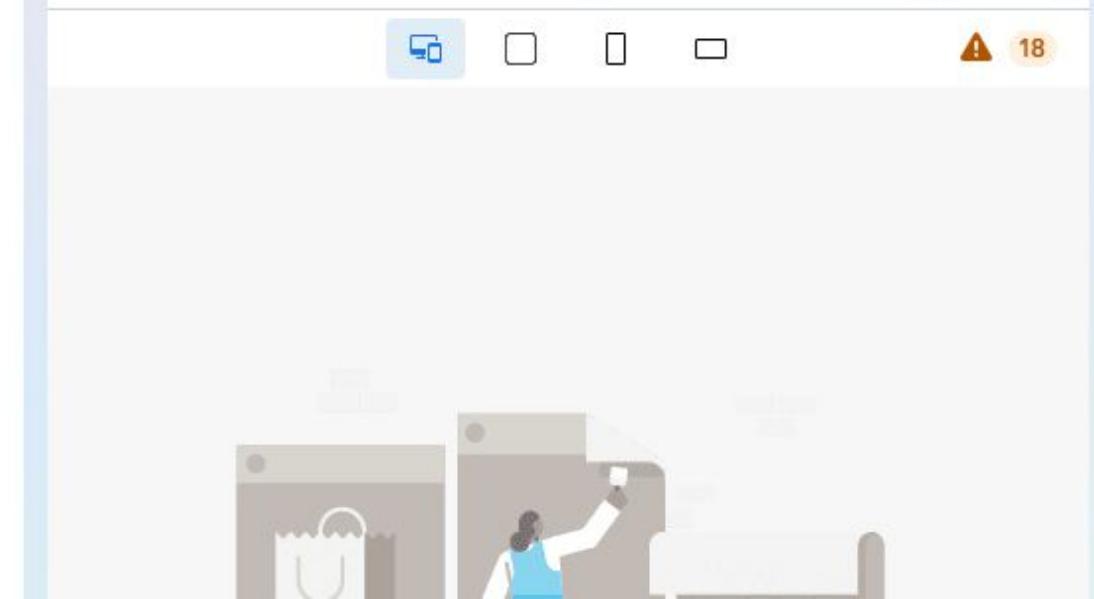
Your campaign has room to improve.

Ad preview

↗ Advanced Preview



18



## Flexible media

**Enabled**



Add music

On supported placements, we'll sync your ad with music at no cost to you. For all other placements, no music will be added.

### Select music

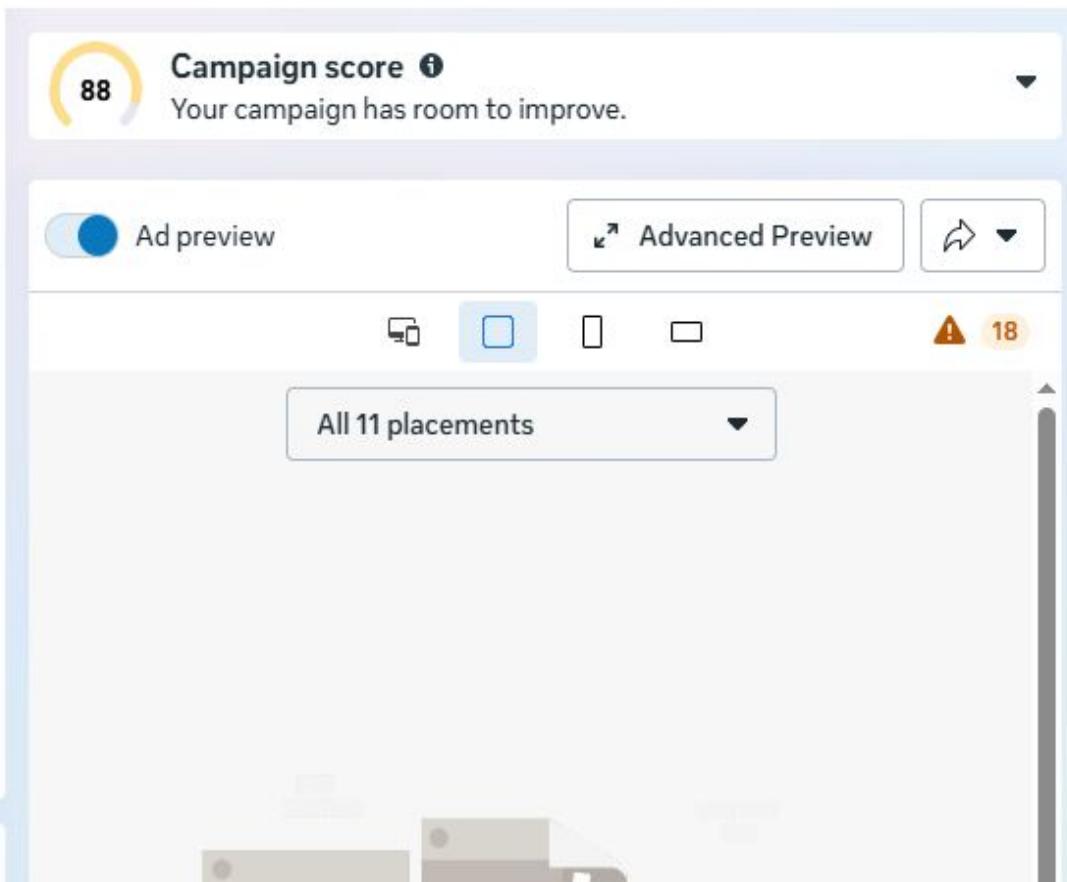
## Primary text ⓘ

Tech course to learn in 2025

## Add a destination

If you add a destination, you can send people immediately after they've tapped or clicked your ad to a website, a full-screen experience or a call. If you don't, they'll be sent to your Facebook Page or Instagram account.

### Creative testing A





## Creative testing ⓘ

Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

[Set up test](#)

## Languages

Off

Add your own translations or automatically translate your ad to reach people in more languages. [Learn more](#)

## ⓘ Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

All 11 placements



## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### Website events i

### App events i

Set up

### Offline events i

### URL parameters i

key1=value1&key2=value2

[Build a URL parameter](#)



There is no preview to show for this placement group.

[Help me fix it](#)

Ad rendering and interaction may vary based on device, format and other factors. i

# ADS CAMPAIGN (TRAFFIC)



java course\_Traffic campaign\_13-october



1 Ad set



1 Ad

In draft



Edit

Review

## Campaign name

java course\_Traffic campaign\_13-october

Create template

100

## Campaign score

You're using our recommended setup.

## Campaign details

### Buying type

Auction

### Campaign objective

Traffic

Show more options ▾

## Budget

### Budget strategy

Campaign budget

### Budget

Close

All edits saved

Next

## Budget

### Budget strategy

Campaign budget

### Budget

Daily budget



₹ 800.00

INR

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00.

[About daily budget](#)

### Campaign bid strategy

Highest volume

[Hide options ▾](#)

### Budget scheduling

Increase your budget during specific days or times.

Schedule budget increases

View 

[Close](#)

 All edits saved

[Next](#)



### Campaign score

You're using our recommended setup.

## A/B test

Off 

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

## Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

### Categories

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

Declare category if applicable 

[Close](#)

 All edits saved

[Next](#)

## Ad set name

JAVA COURSE\_Traffic ad set\_13-OCTOBER

Create template

## Conversion

### Conversion location

Choose where you want to drive traffic.

[About conversion locations](#)

#### Website

Send traffic to your website.

#### App

Send traffic to your app.

#### Message destinations

Send traffic to Messenger, Instagram and WhatsApp.

#### Instagram or Facebook

Send traffic to an Instagram profile, Facebook Page or both.

#### Calls

[Close](#)

All edits saved



### Campaign score i

You're using our recommended setup.

## Audience definition i

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 101,000,000 - 118,800,000 i

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)



## Calls

Get people to call your business.

### Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of link clicks



- ⓘ Maximise landing page views doesn't require a Meta pixel

Maximise landing page views will now work without needing to install a pixel on your website. [About landing page views](#)

### Cost per result goal ⓘ

X.XXX

Meta will aim to spend your entire budget and get the most link clicks using the highest-volume bid strategy.

### Value rules ⓘ

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimise for outcomes based on these rules. [About value rules](#)

Create a rule set

Close

✓ All edits saved



### Campaign score ⓘ

You're using our recommended setup.

### Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 101,000,000 - 118,800,000 ⓘ

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Back

Next

## Dynamic creative

Off 

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

[About dynamic creative](#)

## Budget & schedule

### Budget

You set a daily Advantage+ campaign budget of ₹800.00.

### Ad set spending limits

None added

### Schedule

#### Start date

 13 October 2025	 11:00 IST
---	---

[Close](#)

 All edits saved



## Campaign score

You're using our recommended setup.

## Audience definition

Your audience is broad.

Broad audiences can **improve performance** and reach more people likely to respond.



Estimated audience size: 101,000,000 - 118,800,000 

 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

## End date



Set an end date

20 October 2025

10:00 IST

[Hide options ▾](#)

## Budget scheduling

[Add entries in campaign setup](#)

## Audience

Define who you want to see your ads. [Learn more](#)

- You can set audience controls for this ad account to apply to all campaigns.

[Set audience controls for all campaigns](#)

[Close](#)

All edits saved



## Campaign score

You're using our recommended setup.

## Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 101,000,000 - 118,800,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

Use a saved audience ▾

## 7-10-2025\_new tech

-  To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

### Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

#### Locations

Inclusion: India

#### Minimum age

18

#### Advantage+ audience ↗

Our AI finds audiences for your ads. If you add an audience suggestion, you'll

[Close](#)

 All edits saved

[Back](#)

[Next](#)



### Campaign score ⓘ

You're using our recommended setup.

### Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 101,000,000 - 118,800,000 ⓘ



Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

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

### i Threads feed placement included

To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

## Account controls i

Excluded placements: None

[Close](#)

 All edits saved



## Campaign score i

You're using our recommended setup.

## Audience definition i

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Estimated audience size: 101,000,000 - 118,800,000 i

 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

Threads feed placement included



To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Manual placements. [About ads in Threads](#)

**Account controls**



**Excluded placements:** None

[Edit placement controls](#)

**Advantage+ placements**

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

[Show more options](#)

[Close](#)

All edits saved



**Campaign score**

You're using our recommended setup.

**Audience definition**

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 101,000,000 - 118,800,000



Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

### Ad name

JAVA COURSE\_Traffic ad\_13-OC

Create template

100

Campaign score i

You're using our recommended setup.

### Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Identity

The profiles that will be used in your ad.

### \* Facebook Page i

i Facebook Page is required. Create a new Page to

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

 All edits saved

Back

Publish

## Ad setup

Create ad

### Create a catalogue and drive more sales with Advantage+ catalogue ads

Use a catalogue to automatically advertise relevant products or services to **people** based on their unique interests, intent and actions. [Learn more](#)

[Get started](#)

[Remind me later](#)

### Creative source

Manual upload

Advantage+ catalogue ads

Show each person products from your catalogue that they're

100

Campaign score

You're using our recommended setup.

Ad preview

Advanced Preview

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

All edits saved

[Back](#)

**Publish**

## Format i

Choose an ad creative layout.

- Single image or video
- Carousel
- Collection

### Multi-advertiser ads

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

## Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

### Instant Experience

Send people to a fast-loading, mobile-optimized



## Campaign score i

You're using our recommended setup.



Ad preview

Advanced Preview



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

All edits saved

[Back](#)

[Publish](#)

## ✓ Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant Experience

Send people to a fast-loading, mobile-optimised experience.

Website

Send people to your website.

\* Website URL ⓘ

<https://www.tops-int.com/>

 [Preview URL](#)

ⓘ URL parameters have been moved to Tracking so that you can manage them in one place.

[Go to Tracking](#)

Display link

Enter the link that you want to show on your ad



### Campaign score ⓘ

Your campaign has room to improve.



Ad preview

 Advanced Preview



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[Close](#)

 All edits saved

[Back](#)

[Publish](#)

## Browser add-ons

-  None  
Don't add a button.
-  Instagram Direct  
Add an Instagram Direct button on your website.
-  WhatsApp  
Add a WhatsApp button on your website.

-  Facebook event  
Send people to an event on your Facebook Page.
-  Phone call  
Let people call you directly.

## Ad creative

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

 All edits saved

[Back](#)

[Publish](#)



## Campaign score

Your campaign has room to improve.



Ad preview

 Advanced Preview



## Ad creative

Select and optimise your ad text, media and enhancements.

### Creative setup

[Edit](#)

Site links (On)

Website highlights (On)

### \* Media

22 placements

[Edit](#)

 You could increase conversions by  
duplicating and adding a video

[...](#)

 +12 points

Having image and video ads in one ad set helps  
with conversions. As you already have an image ad,  
duplicate it and add a video instead.

[Duplicate ad](#)

### Campaign score

Your campaign has room to improve.



Ad preview



Advanced Preview



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

 All edits saved

[Back](#)[Publish](#)



Feeds, In-stream ads for reels



Stories, status, reels, Search results,  
Apps and sites



Right column, Search results



#### Format display options

Display media in more ways to resonate better with the people seeing your ad.

All format display options enabled

Using site links



#### Collection

 Show site links



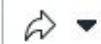
#### Campaign score

Your campaign has room to improve.



Ad preview

 Advanced Preview



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

 All edits saved

[Back](#)

[Publish](#)

### Primary text

Kickstart your IT career with the most in-demand skill!



Join TOPS Technologies' Java Course and master core & advanced Java with hands-on projects, live mentoring, and 100% job placement support. Build your dream career in software development today!

### Headline

Learn Java Programming – Get 100% Job Placement

### Description

Enroll now at TOPS Technologies to gain real-world Java skills, expert mentorship, and career-ready training. Limited seats available – start your



### Campaign score

Your campaign has room to improve.



Ad preview



Advanced Preview



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

All edits saved

Back

Publish

## Optimise text per person

Enabled

## Call to action

[Learn more](#) 

## Info labels

Use info labels to highlight attractive information about your business, such as number of Page likes or free delivery.

[Learn more](#)

11 info labels selected

0 more available

[Edit Info Labels](#)

 We turned on 3 enhancements.

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

 All edits saved

[Back](#)

[Publish](#)



## Campaign score

Your campaign has room to improve.



Ad preview

 Advanced Preview



Advantage+ creative enhancements (2/6) menu

You could get 3% lower cost per result with 4 Advantage+ creative enhancements ...

+7 points

Tailor your ad for the person viewing it by letting us automatically optimise your creative.

Apply now

Turned off: Add overlays, Visual touch-ups, Text improvements and 1 more Edit

Turned on: Add music, Enhance CTA

Creative testing 1

Compare up to 5 different versions of your creative in a test

Campaign score 1

Your campaign has room to improve.

Ad preview ↗ Advanced Preview ↗

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Close

All edits saved

Back

Publish

ad to reach people in more languages. [Learn more](#)

## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### Website events i

### App events i

[Set up](#)

### Offline events i

### URL parameters i

key1=value1&key2=value2

[Build a URL parameter](#)



### Campaign score i

Your campaign has room to improve.



Ad preview



[Advanced Preview](#)



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[Close](#)

All edits saved

[Back](#)

[Publish](#)

# ADS CAMPAIGN (ENGAGEMENT)

## Campaign name

java course\_Engagement campaign\_13-oct

Create template



## Campaign score

You're using our recommended setup.

## Campaign details

### Buying type

Auction

### Campaign objective

Engagement

Show more options ▾

### Advantage+ campaign budget

Off

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

Close

All edits saved

Next

### Advantage+ campaign budget

Off 

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

### A/B test

Off 

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

### Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

### Categories

[Close](#)

 All edits saved

[Next](#)



### Campaign score

You're using our recommended setup.

## A/B test

Off

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

## Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

### Categories

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

Declare category if applicable

[Close](#)

All edits saved

[Next](#)

## Ad set name

java course\_Engagement ad set\_13 oct

Create template

## Conversion

### Conversion location

Message destinations

### Facebook Page

This page will represent your business in your ad and conversation.



Facebook Page

Create Page

### Message destinations

Choose where to chat with people after they see your ad. [How this works](#)

[Close](#)

All edits saved



### Campaign score

You're using our recommended setup.

### Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Broad

Estimated audience size: 580,600,000 - 683,000,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

## Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of conversations



## Bid control · Optional

₹X.XX

INR

Meta will aim to spend your entire budget and get the most results using the highest-volume bid strategy.

## Value rules

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimise for outcomes based on these rules. [About value rules](#)

Create a rule set

Show more options

## Budget & schedule

Close

Verifying your edits...

Back

Next



Campaign score

You're using our recommended setup.

## Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 580,600,000 - 683,000,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

## Budget & schedule

### Budget

Daily budget	▼	₹ 800.00	INR
--------------	---	----------	-----

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00.

[About daily budget](#)

### Schedule

#### Start date

13 October 2025	11:00 IST
-----------------	-----------

#### End date

Set an end date

20 October 2025	10:00 IST
-----------------	-----------

[Close](#)

All edits saved



### Campaign score

You're using our recommended setup.

### Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Estimated audience size: 580,600,000 - 683,000,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Back](#)

[Next](#)

## Audience

Define who you want to see your ads. [Learn more](#)

- You can set audience controls for this ad account to apply to all campaigns.

[Set audience controls for all campaigns](#)

Use a saved audience ▾

**7-10-2025\_new tech**

- To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)



### Campaign score

You're using our recommended setup.

### Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Broad

Estimated audience size: 228,200,000 - 268,500,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Close](#)

All edits saved

[Back](#)

[Next](#)

## Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

### Locations

Inclusion: India

### Minimum age

18

### Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

### Age

18-25

### Detailed targeting

People who match: Interests: Software (computers and electronics), Behaviours: People in India who prefer mid- and high-value goods

 Edit

 Remove saved audience

 Close

 All edits saved



### Campaign score

You're using our recommended setup.

### Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 228,200,000 - 268,500,000 

 Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

 Back

 Next

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

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

### Account controls

Excluded placements: None

[Edit placement controls](#)

### Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

100

## Campaign score

You're using our recommended setup.

## Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.



Narrow

Broad

Estimated audience size: 228,200,000 - 268,500,000

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

[Close](#)

All edits saved

[Back](#)

[Next](#)

### Ad name

java course\_Engagement ad\_13 c

Create template

### Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Ad setup

Create ad

#### Format i

Choose an ad creative layout.



#### Campaign score i

Your campaign has room to improve.

Ad preview

Ad

Destination



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

All edits saved

Back

Publish

## Format ⓘ

## Choose an ad creative layout.

- Flexible
  - Single image or video

## Carousel

Multi-advertiser ads

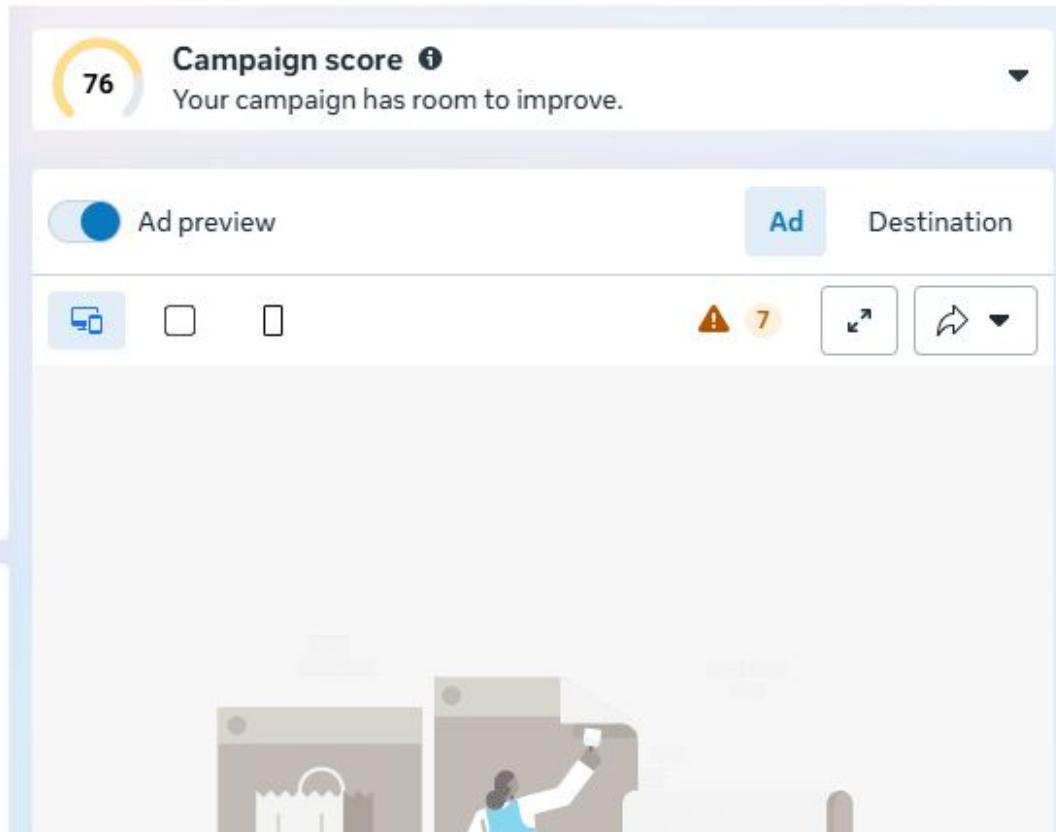
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

## Ad creative

Select and optimise your ad text, media and enhancements.

\* Media i

### 7 placements



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

**Close**

✓ All edits saved

Back

## Publish

 You could increase conversions by duplicating and adding a video

...

 +24 points

Having image and video ads in one ad set helps with conversions. As you already have an image ad, duplicate it and add a video instead.

Duplicate ad



Feeds



Stories, status, reels

#### Primary text

Kickstart your IT career with the most in-demand skill!

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

 All edits saved

Back

Publish



Campaign score 

Your campaign has room to improve.

 Ad preview

Ad

Destination



7



## Primary text

Kickstart your IT career with the most in-demand skill!



Join TOPS Technologies' Java Course and master core & advanced Java with hands-on projects, live mentoring, and 100% job placement support. Build your dream career in software development today!

## Call to action

Send Instagram message

## Creative testing

Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

 Campaign score   
Your campaign has room to improve.

Ad preview      Ad      Destination



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[Close](#)

 All edits saved

[Back](#)

[Publish](#)

## Creative testing ⓘ

Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

[Set up test](#)

### Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### Website events ⓘ

### App events ⓘ

[Set up](#)

### Offline events ⓘ

[URL parameters](#) ⓘ



There is no preview to show for this ad.

[Help me fix it](#)

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

✓ All edits saved

[Back](#)

[Publish](#)

# ADS CAMPAIGN (APP PROMOTION)

## Campaign name

make my trip\_promotion Campaign\_13 oct

Create template

## Campaign details

### Buying type

Auction

### Campaign objective

App promotion

Show more settings ▾

## Budget

### Budget strategy

Advantage+ on

Campaign budget

Close

All edits saved

Next

100

## Campaign score

You're using our recommended setup.

## Advantage+ app campaign

On ▾

### Budget

You're using Campaign budget (or have a single ad set).

### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

## Ad set budget

Set different bid strategies or budget schedules for each ad set.

Daily budget



₹ 800.00

INR

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00.

[About daily budget](#)

## Campaign bid strategy ⓘ

Highest volume

[Hide settings ▲](#)

iOS 14+ campaign

Off



A/B test

Off



[Close](#)

✓ All edits saved

[Next](#)



## Campaign score ⓘ

You're using our recommended setup.

### ❖ Advantage+ app campaign ⓘ



#### ✓ Budget

You're using Campaign budget (or have a single ad set).

#### ✓ Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### ✓ Placements

You're including all available placements for all ad sets.

No additional recommendations available.

iOS 14+ campaign

Off 

A/B test

Off 

### Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

#### Categories

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

Declare category if applicable 

[Close](#)

 All edits saved

[Next](#)

### Advantage+ app campaign

 On 

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

Ad set name

New App promotion Ad set

Create template

App

Mobile app store

Google Play Store



App name

MakeMyTrip Tracking App



[View this app in your selected app store](#)



Find your app by selecting a country where it's available.

Performance goal

How you measure success for your ads. [About performance goals](#)

[Close](#)

All edits saved

Campaign score

100

Campaign score

You're using our recommended setup.

Advantage+ app campaign

On

Budget

You're using Campaign budget (or have a single ad set).

Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

## Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of app installs

## Cost per result goal i

None

## Value rules i

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimise for outcomes based on these rules.

[About value rules](#)

+ Create a rule set

Show more settings ▾

## Budget & schedule

Close

✓ All edits saved



## Campaign score i

You're using our recommended setup.

## Advantage+ app campaign i

On

### ✓ Budget

You're using Campaign budget (or have a single ad set).

### ✓ Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

### ✓ Placements

You're including all available placements for all ad sets.

No additional recommendations available.

Back

Next

## Budget & schedule

### Budget strategy

Your campaign budget automatically distributes your daily budget of ₹800.00 across ad sets to get the best performance. You can set spending limits for each ad set. [About spending limits](#)

### Ad set spending limits

None added

### Schedule

#### Start date

13 October 2025	11:00 IST
-----------------	-----------

#### End date

Set an end date

28 October 2025	10:00 IST
-----------------	-----------

[Close](#)

All edits saved



### Campaign score

You're using our recommended setup.

### ❖ Advantage+ app campaign

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

## Audience

 Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▾

### app promo

 To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

### Controls

Limit where your ads can be shown.

### Locations

Inclusion: India

### Minimum age

18

[Close](#)

 All edits saved



### Campaign score

You're using our recommended setup.

### Advantage+ app campaign

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

## Suggest an audience

We'll reach people beyond these settings when it's likely to improve performance.

### Age

18-65+



Remove saved audience

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

[Advantage+ on](#)

We'll automatically show ads in the places where people are likely to respond.

[About placements](#)

[Close](#)

All edits saved

[On](#)

100

## Campaign score

You're using our recommended setup.

### Advantage+ app campaign

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

## Policy and regulatory requirements (India)

Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments

[About verification requirements](#)

## Placements

 **Advantage+ on**

We'll automatically show ads in the places where people are likely to respond.

[About placements](#)

## Account controls



**Excluded placements:** None

[Edit placement controls](#)

[Show more settings ▾](#)

[Close](#)

 All edits saved



## Campaign score

You're using our recommended setup.

## Advantage+ app campaign

On

### Budget

You're using Campaign budget (or have a single ad set).

### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

### Ad name

make my trip. App promotion Ad.

Create template



### Campaign score i

Your campaign has room to improve.

### Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Identity

The profiles and app that will be used in your ad.

### \* Facebook Page i

i Facebook Page is required. Create a new Page to

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

 All edits saved

Back

Publish

## ✓ Ad setup

Create ad

### ★ Create a catalogue and drive more sales with Advantage+ catalogue ads

Use a catalogue to automatically advertise relevant products or services to [people](#) based on their unique interests, intent and actions. [Learn more](#)

[Get started](#)

[Remind me later](#)

### Creative source

Manual upload

Advantage+ catalogue ads 

Show each person products from your catalogue that they're



### Campaign score

Your campaign has room to improve.



Ad preview



Advanced Preview



▼

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

✓ All edits saved

[Back](#)

[Publish](#)

Choose an ad creative layout.

Flexible

Single image or video

Carousel

**Multi-advertiser ads**

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Show more settings ▾

**Destination**

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

App

Send people to your app



**Campaign score** ⓘ

Your campaign has room to improve.



Ad preview



Advanced Preview



By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

[Close](#)

✓ All edits saved

[Back](#)

**Publish**



## App

Send people to your app.

### Deferred deep link

Enter the deferred deep link URL



## Instant Experience

Send people to a fast-loading, mobile-optimised experience.



## Playable source

Send people to play an interactive demo of your app.



## Ad creative

Select and optimise your ad text, media and enhancements.



## Campaign score

Your campaign has room to improve.



Ad preview



Advanced Preview



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Close

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Feeds, In-stream ads for reels



Stories, status, reels, Search results,  
Apps and sites



Facebook Search results

1 placement

#### Format display options

Display media in more ways to resonate better with the people seeing your ad.

##### Add products or site links

Enable format display options by adding products or site links in Creative setup.

[Go to creative setup](#)

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#### Campaign score

Your campaign has room to improve.



Ad preview



Advanced Preview



### Primary text ⓘ

 Ready for your next getaway?

Book flights, hotels, trains, and holiday packages – all in one app!

With MakeMyTrip, enjoy exclusive discounts, 24x7 support, and instant bookings that make travel easier than ever.

Your perfect trip starts with a tap! 

### Headline ⓘ

Plan, Book & Travel with MakeMyTrip App

### Call to action ⓘ

Install now ▼

### Info labels

Use info labels to highlight attractive information about your business, such as number of Page likes or free delivery.

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

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### Campaign score ⓘ

Your campaign has room to improve.



Ad preview

 Advanced Preview



Info Labels selected

0 more available

Edit Info Labels

ⓘ We turned on 3 enhancements.

- Reveal details over time
- Show spotlights
- Enhance CTA

### Advantage+ creative enhancements (2/7) ⓘ

Turned off: Add overlays, Visual touch-ups, Text improvements and 2 more

Edit

Turned on: Add music, Enhance CTA

### Creative testing ⓘ

Compare up to 5 different versions of your creative in a test



### Campaign score ⓘ

Your campaign has room to improve.



Ad preview



Advanced Preview



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-----

## Languages

Off

Add your own translations or automatically translate your ad to reach people in more languages. [Learn more](#)



## Campaign score ⓘ

Your campaign has room to improve.

## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### Website events ⓘ

### App events ⓘ

[Set up](#)

### Offline events ⓘ

Ad preview

[Advanced Preview](#) ↗

⤵ ⤷

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# ADS CAMPAIGN (SALES)

## Campaign name

raymond\_Sales campaign\_13 oct

Create template

## Campaign details

### Buying type

Auction

### Campaign objective

Sales

Show more settings ▾

### Advantage+ catalogue ads

Off



#### Create a catalogue and drive more sales with Advantage+ catalogue ads

Use a catalogue to automatically advertise relevant products or services to people based on their unique interests, intent and actions. [Learn more](#)

[Close](#)

All edits saved

[Next](#)

100

## Campaign score

You're using our recommended setup.

### Advantage+ sales campaign

On ▾

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

## Budget

Advantage+ on

### Budget strategy ⓘ

#### Campaign budget

Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)

#### Ad set budget

Set different bid strategies or budget schedules for each ad set.

Daily budget



₹ 1,000.00

INR

You'll spend an average of ₹1,000.00 per day. Your maximum daily spend is ₹1,750.00 and your maximum weekly spend is ₹7,000.00.

[About daily budget](#)

### Campaign bid strategy ⓘ

Highest volume

[Hide settings ▲](#)

[Close](#)

All edits saved

[Next](#)



### Campaign score ⓘ

You're using our recommended setup.

### Advantage+ sales campaign ⓘ

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

## A/B test

Off 

### Audience segment reporting

Define your ad account's [audience segments](#) in Advertiser settings to receive reporting breakdowns between your new audience, engaged audience and existing customers. [About audience segment reporting](#)

#### Engaged audience

Not defined

#### Existing customers

Not defined

### Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

[Close](#)

 All edits saved

[Next](#)



### Campaign score

You're using our recommended setup.

### Advantage+ sales campaign

### Budget

You're using Campaign budget (or have a single ad set).

### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

### Ad set name

raymond\_Sales ad set\_13 oct

Create template

### Conversion

#### Conversion location i

Website

#### Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of conversions

#### \* Dataset i

- i A dataset (formerly known as pixel) is required. To publish, set up your dataset or switch to a different optimisation, such as landing page views.

[About datasets](#)

[Close](#)

All edits saved



#### Campaign score i

You're using our recommended setup.

#### Advantage+ sales campaign i

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

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## Cost per result goal ⓘ

None

## Value rules ⓘ

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimise for outcomes based on these rules.

[About value rules](#)

[Create a rule set](#)

[Show more settings ▾](#)

## Budget & schedule

### Budget strategy ⓘ

Your campaign budget automatically distributes your daily budget of ₹1,000.00 across ad sets to get the best performance. You can set spending

[Close](#)

All edits saved

100

## Campaign score ⓘ

You're using our recommended setup.

### Advantage + sales campaign ⓘ

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

[Next](#)

## Ad set spending limits ⓘ

None added

## Schedule

### Start date

13 October 2025	11:00 IST
-----------------	-----------

### End date

Set an end date

25 October 2025	10:00 IST
-----------------	-----------

[Hide settings ▲](#)

## Audience

**Advantage+ on**

Set up your audience using controls and suggestions. [About audiences](#)

[Close](#)

All edits saved

[Back](#)

[Next](#)



## Campaign score ⓘ

You're using our recommended setup.

### Advantage+ sales campaign ⓘ

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience ▾

## app promo

 To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

### Controls

Limit where your ads can be shown.

### Locations

Inclusion: India

### Minimum age

18

### Suggest an audience

[Close](#)

 All edits saved



### Campaign score

You're using our recommended setup.

### Advantage+ sales campaign

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

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## Placements

Advantage+ on

We'll automatically show ads in the places where people are likely to respond.

[About placements](#)

### Threads feed placement included



To help you reach more people, the new Threads feed placement is included in this campaign. You can manage placements in Placement controls. [About ads in Threads](#)

### Account controls



Excluded placements: None

[Edit placement controls](#)

[Show more settings ▾](#)

[Close](#)

All edits saved



### Campaign score

You're using our recommended setup.

### Advantage+ sales campaign

On

#### Budget

You're using Campaign budget (or have a single ad set).

#### Audience

You're either using the recommended setup or your settings are suggestions, in at least one ad set.

#### Placements

You're including all available placements for all ad sets.

No additional recommendations available.

[Back](#)

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### ✓ Ad name

raymond\_Sales ad\_13 oct

Create template

### Partnership ad

Off 

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

### Identity

The profiles that will be used in your ad.

### \* Facebook Page

 Facebook Page is required. Create a new Page to



### Campaign score

Your campaign has room to improve.

 Ad preview

 Advanced Preview



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## Creative source

Manual upload

Advantage+ catalogue ads 

Show each person products from your catalogue that they're most likely to engage with. [About Advantage+ catalogue ads](#)

## Format

Choose an ad creative layout.

Flexible

Single image or video

Carousel

Collection

### Multi-advertiser ads

Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

 Campaign score   
Your campaign has room to improve.

Ad preview  Advanced Preview 



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[Publish](#)



### Website

Send people to your website.

#### \* Website URL i

<https://www.raymond.in/>

Preview URL

i URL parameters have been moved to Tracking so that you can manage them in one place.

[Go to Tracking](#)

#### Display link

Enter the link that you want to show on your ad

#### Browser add-ons

People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.



None

Don't add a button.



[Instagram Direct](#)

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### Campaign score i

Your campaign has room to improve.

Ad preview

Advanced Preview



22





## Feeds, In-stream ads for reels



## Stories, status, reels, Search results, Apps and sites



## Right column, Search results

## Format display options ⓘ

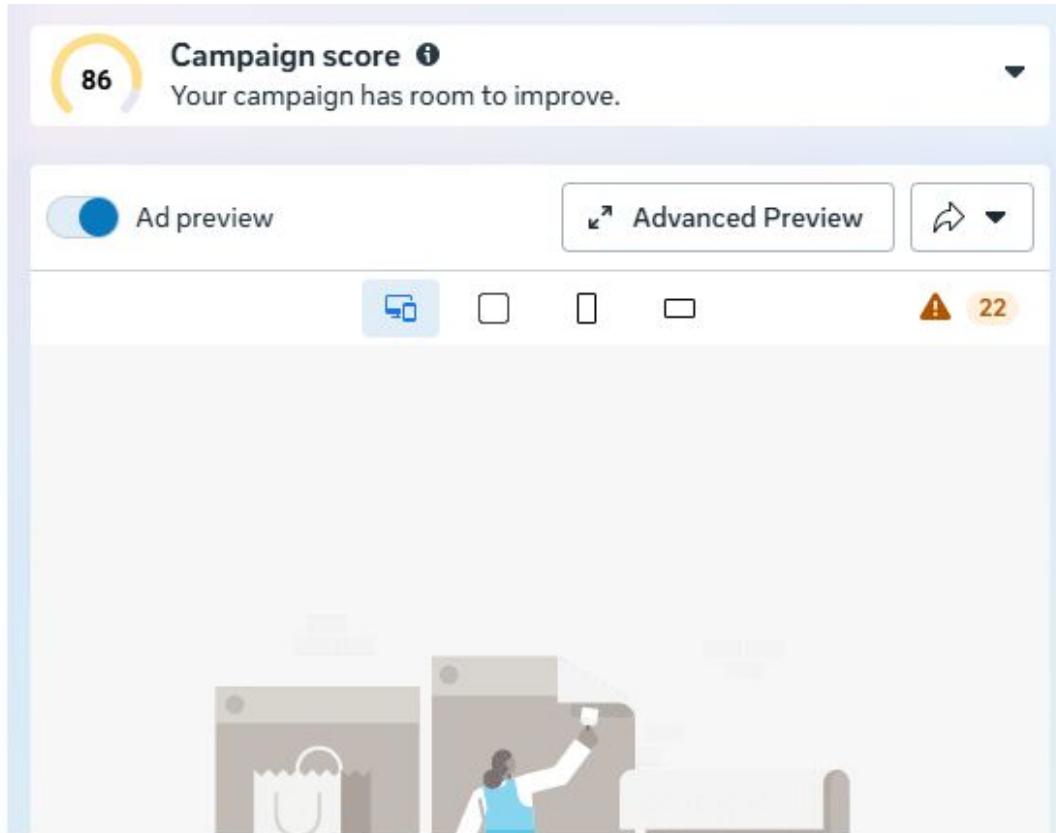
Display media in more ways to resonate better with the people seeing your ad.

## All format display options enabled

## Using site links

## Collection

## 图 11 Show site links



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## Publish

## Primary text 1

 Redefine your style with Raymond – where sophistication meets craftsmanship. From elegant formal wear to timeless casuals, Raymond brings you fabrics and designs that make every occasion special. Because a gentleman deserves nothing less than perfection. 

## Headline 1

Experience the Finest in Men's Fashion – Raymond

## Description 1

Discover premium suits, shirts, and fabrics from Raymond. Crafted for class, comfort, and confidence. Shop now and upgrade your wardrobe! 

## Optimise text per person

Enabled

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[Publish](#)



## Campaign score 1

Your campaign has room to improve.

Ad preview

 Advanced Preview



## Optimise text per person

Enabled

## Call to action i

Learn more

## Info labels

Use info labels to highlight attractive information about your business, such as number of Page likes or free delivery.

[Learn more](#)

11 info labels selected

0 more available

[Edit Info Labels](#)

i We turned on 3 enhancements.

[Reveal details over time](#)



Campaign score i

Your campaign has room to improve.



Ad preview



Advanced Preview



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ad to reach people in more languages. [Learn more](#)

## Tracking

Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

### Website events i

### App events i

Set up

### Offline events i

### URL parameters i

key1=value1&key2=value2

[Build a URL parameter](#)



There is no preview to show for this ad.

[Help me fix it](#)

Ad rendering and interaction may vary based on device, format and other factors. i

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[Close](#)

All edits saved

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