SOCIAL CODE

Q⁴ | PLATFORM OBJECTIVES & OPTIMIZATION GOALS

FACEBOOK OBJECTIVES & OPTIMIZATION GOALS

Objective	Description	Optimization Goals	Billing Events
Traffic	Send more people to a destination on or off Facebook	Link Clicks to Your Website (Recommended)	Link Clicks and Impressions
		Impressions Daily Unique Reach Landing Page Views	Impressions
Conversions	Drive valuable actions on your website or app	Conversions (Recommended)	Impressions
		Link Clicks to Your Website	Link Clicks and Impressions
		Impressions Daily Unique Reach Value (Optimizing for ROAS)	Impressions
Get Video Views	Get more people to view your content	Video Views (Recommended)	Impressions & Video Views (10-Sec Views)
		Daily Unique Reach	Impressions
Lead Generation	Drive more sales leads, such as email addresses, from people interested in your brand or business	Leads	Impressions
		Link Clicks	Link Clicks
Store Visits	Get more people to visit your brick-and-mortar locations	Daily Unique Reach Store Visits	Impressions
Brand Awareness	Increase awareness for your brand by reaching people who are more likely to be interested	Brand Awareness, Reach	Impressions

Objective	Description	Optimization Goals	Billing Events
Reach	Show your ad to the maximum number of people	Reach, Impressions	Impressions
Mobile App Installs	Get more people to install your app	Clicks to Your App	Link Clicks & Impressions
		App Installs	Impressions & App
		App Events	Installs
		Video Views	Impressions Impressions and 10-Second Video Views
Event Responses	Get more people to see and respond to your event	Event Response Daily Unique Reach	Impressions
		Post Engagement	Post Engagements
		Impressions	Impressions
Product Catalog Sales (DPA)	Create ads that automatically show products from your product catalog based on your target audience	Impressions	Impressions
		Link Clicks to Your Website	Link Clicks Impressions
		Conversion Events	Impressions
Page Likes	Promote your Facebook page	Page Likes	Page Like, Impressions
Post Engagement	Boost your page posts to get more engagement with your content	Post Engagement	Impression Post Engagements
		Impressions	Impressions
		Reach	Impressions

INSTAGRAM OBJECTIVES & OPTIMIZATION GOALS

Objective	Description	Optimization Goals	Billing Events
Traffic	Send more people to a destination on or off Facebook	Link Clicks to Your Website (Recommended)	Link Clicks & Impressions
		Impressions Daily Unique Reach Landing Page Views	Impressions
Conversions	Drive valuable actions on your website or app	Conversions (Recommended)	Impressions
		Link Clicks to Your Website	Link Clicks & Impressions
		Impressions Daily Unique Reach Value (Optimizing for ROAS)	Impressions
Get Video Views	Get more people to view your content	Video Views (Recommended)	Impressions & Video Views (10-Sec Views)
		Daily Unique Reach	Impressions
Lead Generation	Drive more sales leads, such as email addresses, from people interested in your brand or business	Leads	Impressions
		Link Clicks	Link Clicks

Objective	Description	Optimization Goals	Billing Events
Brand Awareness	Increase awareness for your brand by reaching people who are more likely to be interested in it	Brand Awareness, Reach	Impressions
Reach	Show your ad to the maximum number of people	Reach, Impressions	Impressions
Mobile App Installs	Get more people to install your app	Clicks to Your App	Link Clicks & Impressions
		App Installs	Impressions & App
		App Events	Installs
		Video Views	Impressions Impressions & 10-Second Video Views
Product Catalog Sales (DPA)	Create ads that automatically show products from your product catalog based on your target audience	Impressions	Impressions
		Link Clicks to Your Website	Link Clicks Impressions
		Conversion Events	Impressions
Post Engagement	Boost your page posts to get more engagement with your content	Post Engagement	Impression Post Engagements
		Impressions	Impressions
		Reach	Impressions

LINKEDIN OBJECTIVES & OPTIMIZATION GOALS

Objective	Bid Types	Billing Events
Increase Awareness	CPM	Impressions
Increase Engagement and Send People to Your Website	CPC	Clicks

PINTEREST OBJECTIVES & OPTIMIZATION GOALS

Objective	Bid Types	Billing Events
Increase Awareness	CPM	Impressions
Increase Engagement	CPE	Closeups, Shares and Clicks
Send People to Your Website	CPC	Clicks (Only Offsite)
Drive App Installs	CPC	Installs (Through Direct Buy)

SNAPCHAT OBJECTIVES & OPTIMIZATION GOALS

Objective	Bid Types	Optimization Goal	Billing Event
Drive Awareness	Fixed CPM (direct buy)	N/A - Fixed buys don't allow you to optimize towards a specific goal	Impressions
	Dynamic CPM (API only)	Reach	Impressions
Drive People to Engage, Take Action (Visit Your Website, Download Your App, View Your Long-Form Video)	Fixed CPM (direct buy)	N/A - Fixed buys don't allow you to optimize towards a specific goal	Impressions
	Dynamic CPM	Swipes (Goal-Based Bidding)	Impressions

TWITTER OBJECTIVES & OPTIMIZATION GOALS

Objective	Optimization Goals	Billing Events
Tweet Engagements	Engagement	Engagements
Website Visits	Website Clicks Conversions	Clicks
App Installs or App Re-Engagements	App Clicks	App Clicks App Installs
Followers	Follower Acquisition	Followers
Video Views	Views	Views 3s/100% views
Pre-Roll Video Views	Views	Views 3s/100% views Per 1000 video views
Awareness	Reach Engagement	Impressions

YOUTUBE OBJECTIVES & OPTIMIZATION GOALS

Objective	Optimization Goals	Billing Events
Drive Awareness, Build Brand Equity	CPV (In-stream & Discovery)	View
	CPM (Bumper Ads)	Impressions
	CPA (Mobile App Installs)	App Installs