


FACEBOOK AD CAMPAIGN



FACEBOOK

The screenshot shows a Google search for "facebook" on a Windows 10 desktop. The browser is Google Chrome, and the search results page is displayed. The search bar at the top shows "facebook" with a "Sign in" button to the right. Below the search bar, there are tabs for "All", "Shopping", "Videos", "Images", "Books", and "More". The search results show "About 25,14,00,00,000 results (0.23 seconds)".

Sponsored

 **Facebook**
<https://www.facebook.com>

Facebook® — Account Sign Up
Connect With Your Friends Online. Join the **Facebook** Community Free. Share Photos. Plan Events. Find Friends. Follow Interesting Topics. Share Your Memories. Chat Online. Stay In Touch With Family. Play Games With Friends. Connect With Old Friends.

Sign Up For Facebook®
Stay Connected with People Around The World - Anywhere, Anytime.

Facebook® Videos
Watch latest news, shows, & streams or upload your own today.

Facebook® Live
Join live worldwide broadcasts. Or go live now.

Facebook® Research
Read latest research publications and learn about academic programs.

Meta
Technology company

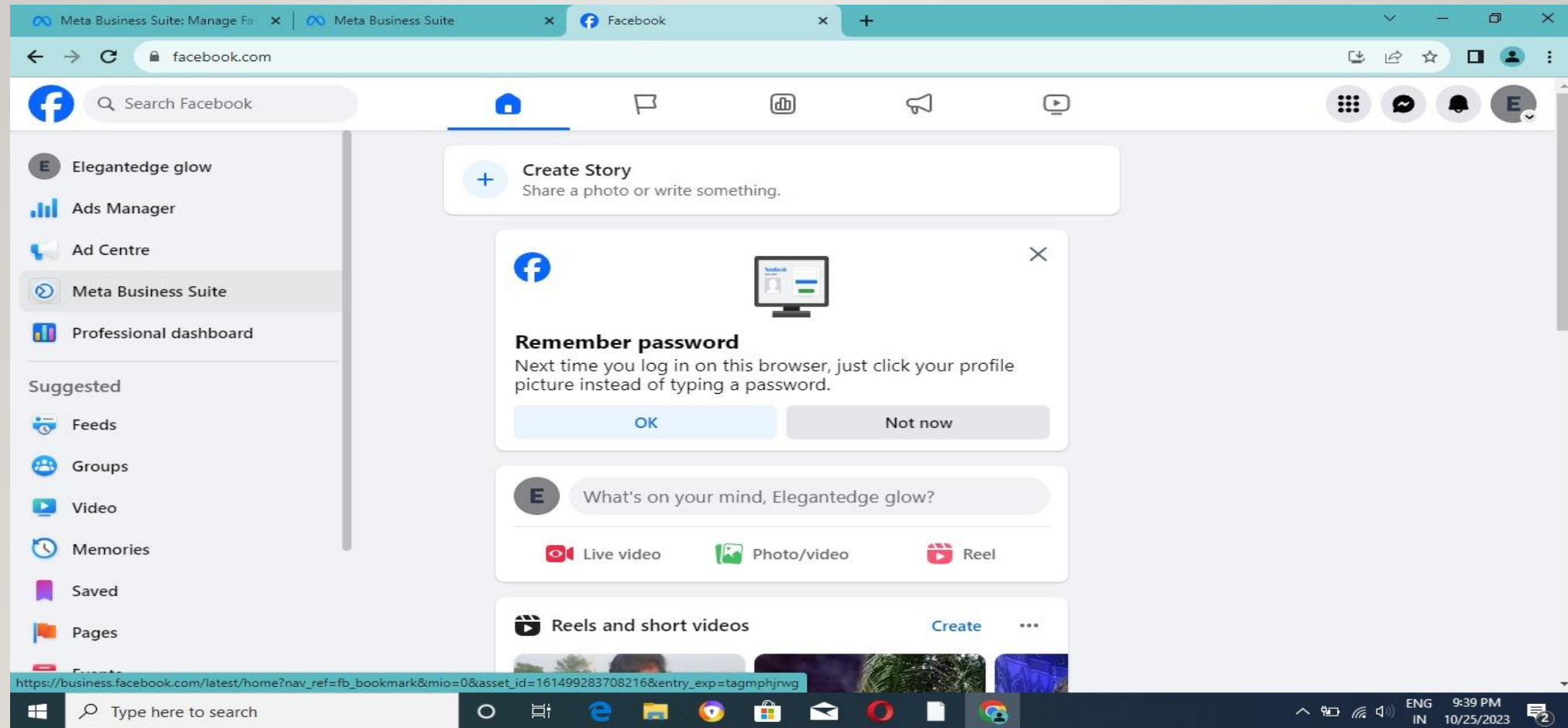
Meta Platforms, Inc., doing business as Meta, and formerly named Facebook, Inc., and TheFacebook, Inc., is an American multinational technology conglomerate based in Menlo Park, California. The company owns and operates Facebook, Instagram, Threads, and WhatsApp, among other products and services. [Wikipedia](#)

Founders: Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, Chris Hughes

Stock price: META (NASDAQ)
\$299.53 -13.02 (-4.17%)
25 Oct, 4:00 pm GMT-4 - Disclaimer

The Windows taskbar at the bottom shows the Start button, a search bar, and several application icons including Edge, File Explorer, and Chrome. The system tray on the right shows the date and time as 9:15 PM on 10/25/2023.

META BUSINESS SUITE



ADS

The screenshot displays the Facebook Ads Manager interface within a web browser. The browser's address bar shows the URL: `business.facebook.com/latest/ad_center/ads_summary?asset_id=161499283708216`. The page header includes the Meta Business Suite logo and a navigation bar with tabs for 'Meta Business Suite', 'beauty salon - Google Search', and 'WhatsApp'. The main content area is titled 'Ads' and features a sub-header: 'Create, manage and track the performance of your ads across Facebook and Instagram in one place.' A blue 'Advertise' button is located in the top right corner. The left sidebar contains a vertical menu with icons for home, notifications, messages, and other tools. The central panel, titled 'Ads overview', includes a section for 'All ads' and a large card that reads: 'You're ready to create your first ad'. This card contains the text: 'Over 2.9 billion people are active across our family of apps. Ads can help you reach them.' Below this, three key benefits are listed: 'Run ads that work for you' (Adjust your ad budget or duration at any time.), 'Reach new customers' (Targeting tools help show your ads to the right people.), and 'Save time' (Create, manage and track all of your ads in one place.). A 'Get Started' button is positioned at the bottom of this card. The right side of the page features a large illustration of a baker holding a loaf of bread, with shelves of bread in the background. The bottom of the screen shows the Windows taskbar with various application icons and the system clock indicating 9:53 PM on 10/25/2023.

Meta Business Suite

beauty salon - Google Search

WhatsApp

business.facebook.com/latest/ad_center/ads_summary?asset_id=161499283708216

Ads

Create, manage and track the performance of your ads across Facebook and Instagram in one place.

Advertise

Ads overview

All ads

You're ready to create your first ad

Over 2.9 billion people are active across our family of apps. Ads can help you reach them.

Run ads that work for you

Adjust your ad budget or duration at any time.

Reach new customers

Targeting tools help show your ads to the right people.

Save time

Create, manage and track all of your ads in one place.

Get Started

https://business.facebook.com/latest/ad_center/ads_summary?asset_id=161499283708216

Type here to search

ENG IN 9:53 PM 10/25/2023

CREATE AD

Advertise

- Automated ads
Get personalised ads that adjust over time to help you get better results.
- Choose a goal
Create a new ad from scratch
- Boost content
Create an ad from your Page content

Create ad

Choose a goal

- Automated ads**
Get personalised ads that adjust over time to help you get better results.
- Get more website visitors**
Recommended
- Boost Facebook content**
Get more people to see and engage with your Page posts
- Get more Page likes**
Connect more people with your Page
- Get more leads**
Create an ad to request contact details from potential customers
- Get More Messages**
Create an ad that includes the call-to-action button from your Page

Automated ads

4 ad versions

- Elegantedge Glow
welcome to elegantedge...
- Elegantedge Glow
welcome to elegantedge...
- Elegantedge Glow
welcome to elegantedge...
- Elegantedge Glow
welcome to elegantedge...

Payment method

₹0.00

Add Funds

Payment summary

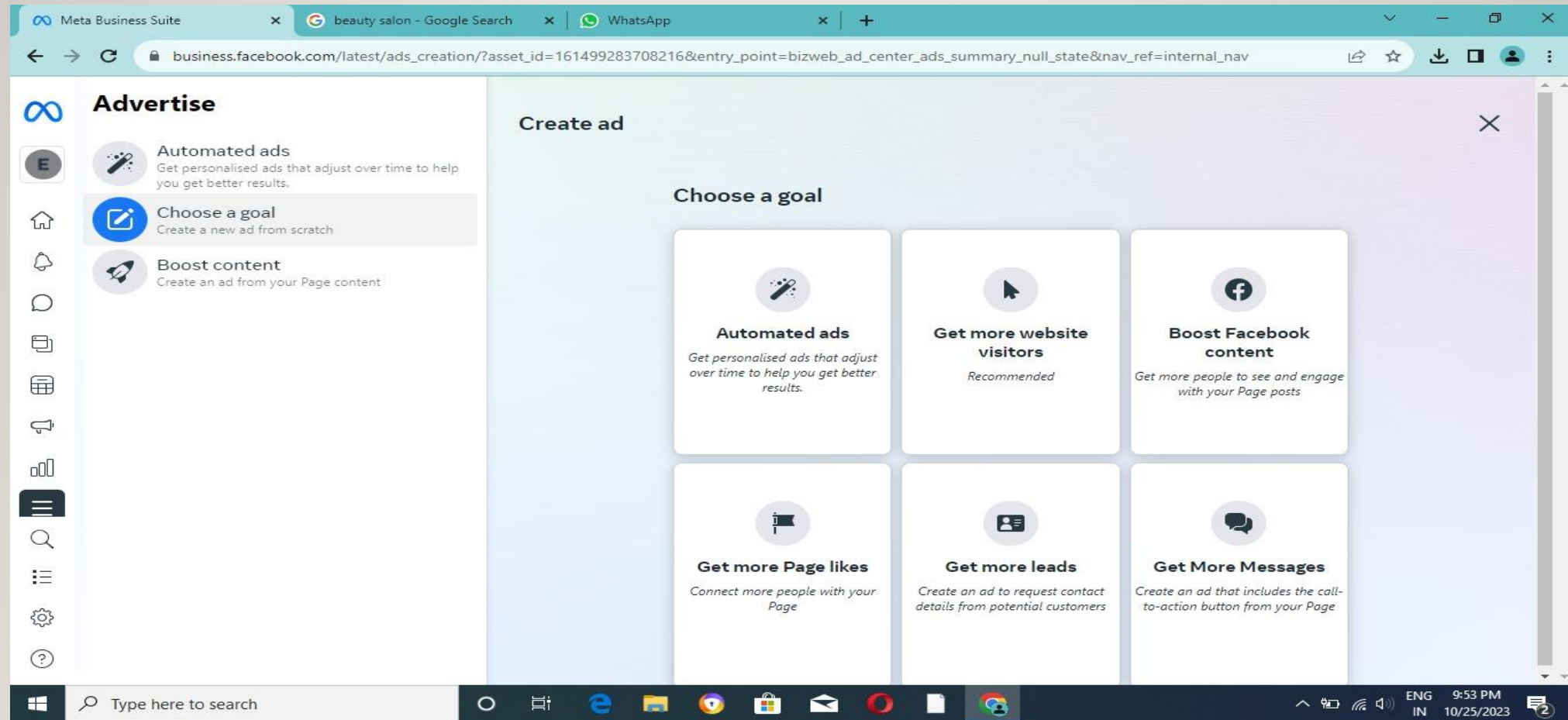
Your ad runs continuously on an average daily budget.

Daily budget	₹ 260.00 INR
Estimated GST	₹ 46.80 INR
Daily total budget	₹ 306.80 INR

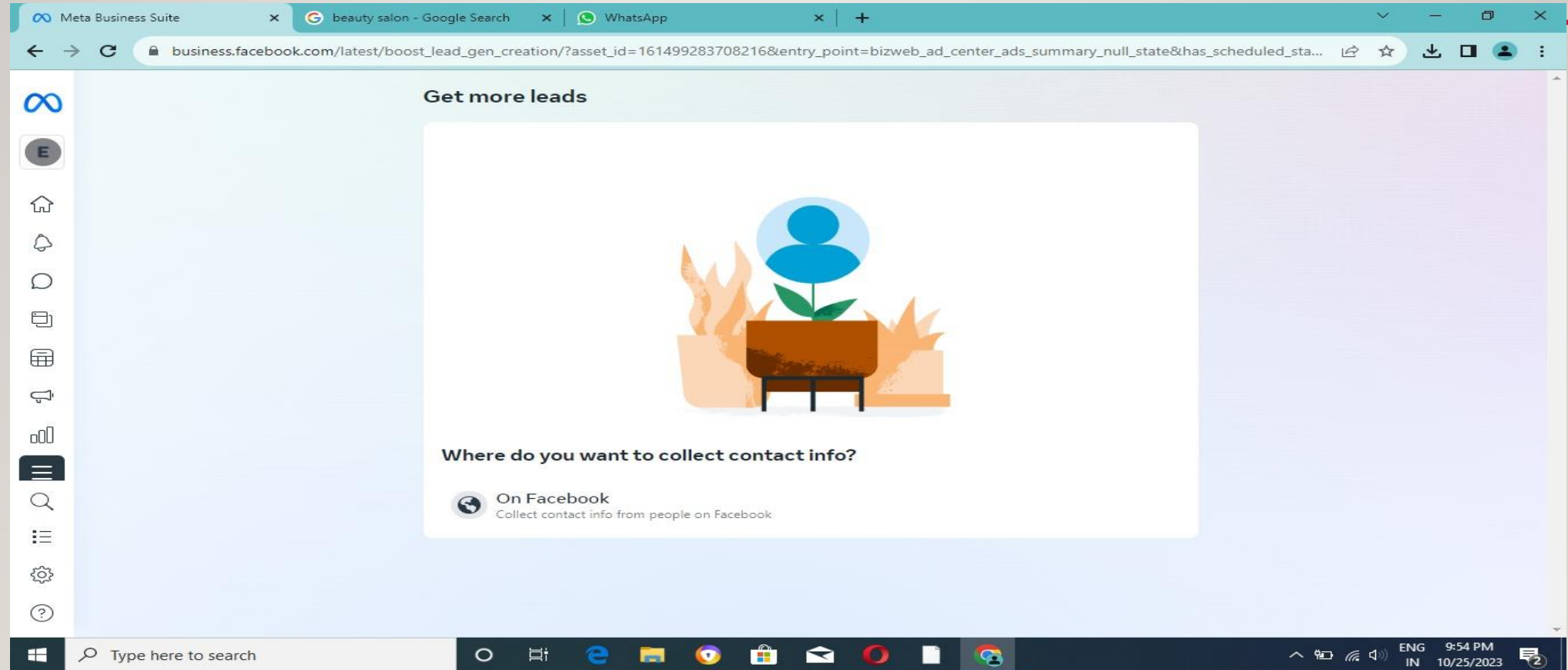
By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Back Submit

CHOOSE GOALS



COLLECT CONTACT IN FACEBOOK



NEW FORM

Meta Business Suite

beauty salon - Google Search

(1) WhatsApp

business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_scheduled_sta...

business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_scheduled_sta...

Get more leads on Facebook

This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details

Location - Living in: India

Age: 18-65+

People you choose through targeting

Create New

Schedule and duration

Start date

25 October 2023

09:55 PM

Days

7

End date

1 November 2023

By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre

Back

Submit

Estimated daily results

Accounts Centre accounts reached

1.6K-4.7K

Leads

13-36

Payment summary

Your ad will run for 7 days.

Total budget

₹ 3,000.00 INR

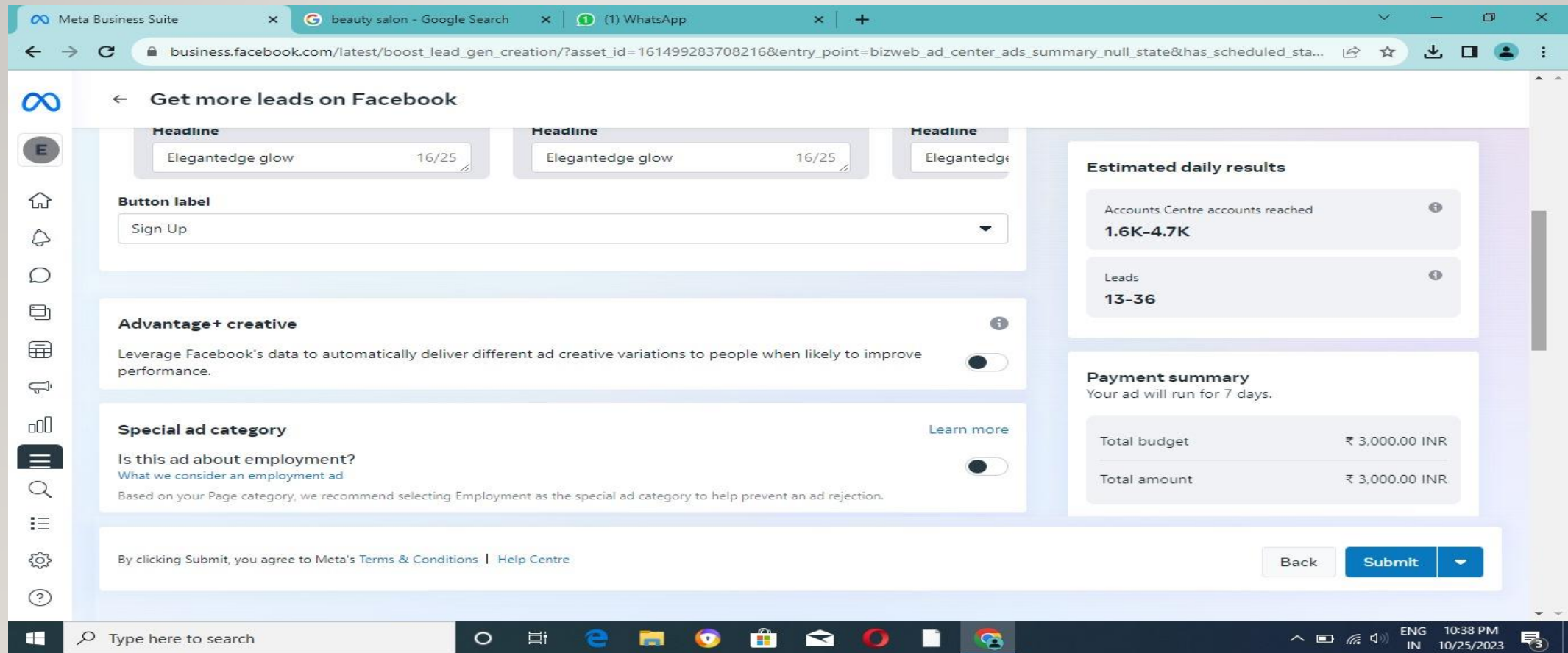
Total amount

₹ 3,000.00 INR

Type here to search

ENG IN 10:38 PM 10/25/2023

ADD DETAILS



ADD DESCRIPTION

Meta Business Suite | beauty salon - Google Search | (1) WhatsApp

business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_scheduled_sta...

Get more leads on Facebook

Ad creative
How do you want your ad to look?
Save time on creating ad content by turning one of your best performing posts into an ad.

Description
welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty

Media 1/5 · Select multiple images or videos to create a carousel.

Ad preview [See All Previews](#)

Elegantedge glow
Sponsored ·

welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty

By clicking Submit, you agree to Meta's [Terms & Conditions](#) | [Help Centre](#)

Type here to search

ENG IN 9:55 PM 10/25/2023

ADD MEDIA

The screenshot displays the Facebook Business Suite interface for creating automated ads. The browser tabs at the top include 'beauty salon - Google', 'How to Makeup Your', '(1) WhatsApp', 'Meta Business Suite', and '(1) Video | Facebook'. The address bar shows the URL: `business.facebook.com/latest/automated_ads_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_header&has_scheduled_start_time=fals...`

The main content area is titled 'Automated ads' and features a sidebar with navigation icons. The central section displays '4 ad versions' of an advertisement for 'Elegantedge Glow'. Each version shows a different image (a person's face, a close-up of lips, a person in traditional jewelry, and a close-up of eyes) with the text 'Elegantedge Glow welcome to elegantedge...'. Below the versions is an 'Add' button.

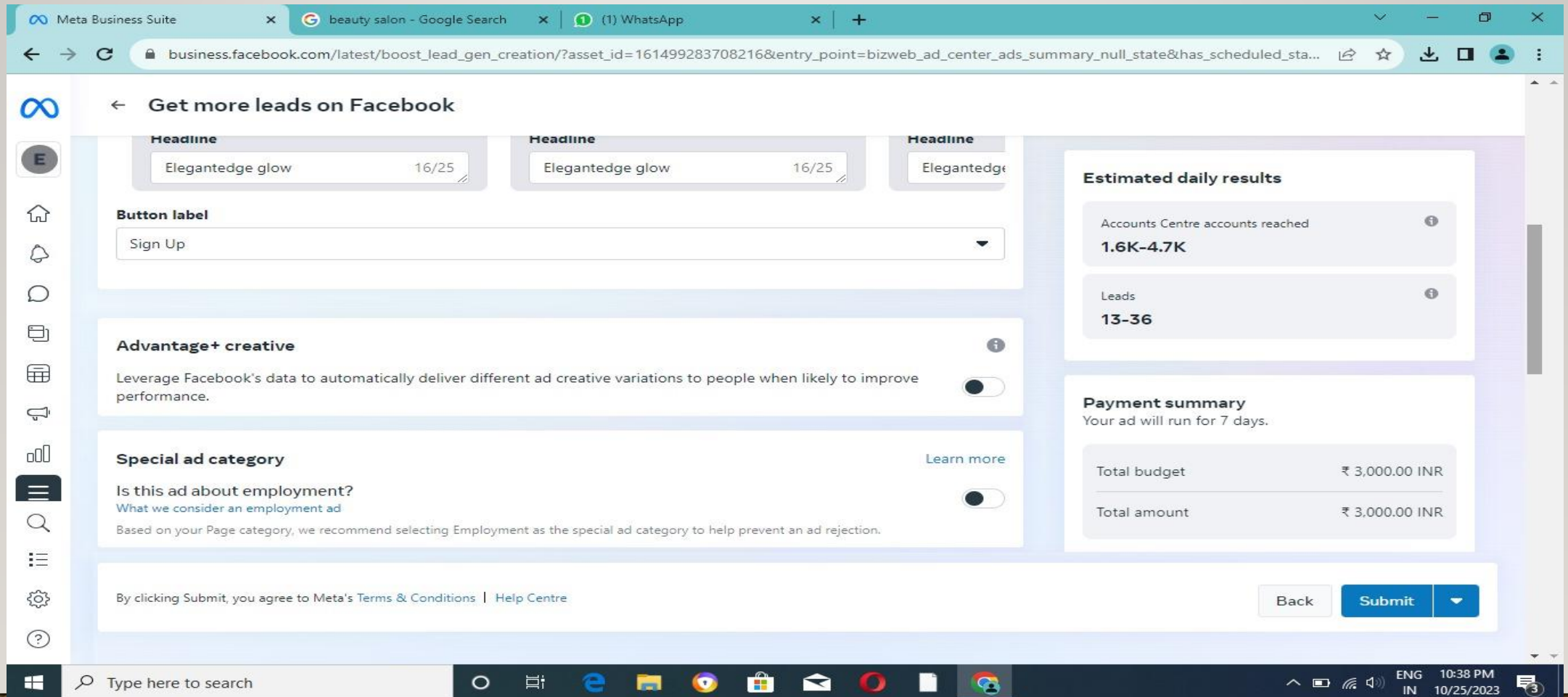
On the right side, the 'Payment method' section shows a balance of ₹0.00 with an 'Add Funds' button. The 'Payment summary' section provides a breakdown of costs:

Payment summary	
Your ad runs continuously on an average daily budget.	
Daily budget	₹ 260.00 INR
Estimated GST	₹ 46.80 INR
Daily total budget	₹ 306.80 INR

At the bottom, a disclaimer states: 'By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre'. Navigation buttons 'Back' and 'Submit' are located at the bottom right.

The Windows taskbar at the bottom shows the search bar 'Type here to search' and various application icons. The system tray on the right indicates the language is 'ENG IN', the time is '12:08 AM', and the date is '10/26/2023'.

HEADLINE



CREATE AUDIENCE

The screenshot displays the Facebook 'Create audience' interface. The browser tabs at the top include 'Meta Business Suite', 'beauty salon - Google Search', and '(1) WhatsApp'. The address bar shows the URL: business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_scheduled_sta...

The 'Create audience' modal is open, showing the following details:

- Location:** Thiruvananthapuram, with a radius of 80 km. A map shows the location on the Gulf of Mannar.
- Detailed targeting:** Your ad will be shown to people who match at least one of the following interests. The interests listed are: Skin care (cosmetics), Massage parlor, Facial (cosmetics), MAKEUP, and Salon Owner and Stylist.
- Schedule and duration:** Start date is 25 October 2023, and the duration is 7 days.
- Audience definition:** Your audience is defined. The audience size is estimated to be 345.7K-406.7K.

The background shows the 'Get more leads on Facebook' page, which includes sections for 'Audience details', 'People you choose through target', 'Schedule and duration', and 'Audience definition'. A black redaction box is visible in the bottom right corner of the screenshot.

ADD LOCATION

The screenshot displays the Meta Business Suite interface for adding a location to an audience. The browser tabs include 'Meta Business Suite', 'beauty salon - Google Search', and '(1) WhatsApp'. The URL is business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_scheduled_sta....

The main content area shows the 'Get more leads on Facebook' section. The 'Audience details' section indicates the location is 'Living in: India' and the age is '18-65+'. The 'Schedule and duration' section shows a start date of '25 October 2023' and a duration of '7' days.

The 'Audience definition' section shows a progress bar and the text 'Your audience is defined.' The location is set to 'Tirunelveli + 80 km'. A map shows the location and a blue checkmark. The audience definition is set to 'Specific' with an estimated size of 2.5M-3M.

The Windows taskbar at the bottom shows the search bar 'Type here to search' and various application icons. The system tray on the right shows the date '10/25/2023' and a notification icon.

AD DURATION

The screenshot displays the Facebook Ads creation interface within a web browser. The browser's address bar shows the URL: `business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_schedule...`. The page title is "Get more leads on Facebook".

Ad Duration and End Date:

- Days:** A dropdown menu is set to 7.
- End date:** A calendar icon indicates the date 1 November 2023.

Budget and Results Summary:

- Total budget:** ₹ 3,000.00. Below this, it states "Estimated 2K-5.8K Accounts Centre accounts reached per day". A slider bar shows the budget range from ₹90.00 to ₹10,000.00.
- Estimated daily results:**
 - Accounts Centre accounts reached: 2K-5.8K
 - Leads: 10-30
- Payment summary:** Your ad will run for 7 days. Total budget: ₹ 3,000.00 INR.

Footer and Navigation:

- At the bottom, there is a disclaimer: "By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre".
- Navigation buttons include "Back" and "Submit".
- The Windows taskbar at the bottom shows the time as 10:46 PM on 10/25/2023.

AD BUDGET

Total budget

Estimated 2K-5.8K Accounts Centre accounts reached per day

₹ 3,000.00

₹90.00

₹10,000.00

Leads

10-30

Payment summary

Your ad will run for 7 days.

Total budget

₹ 3,000.00 INR

By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre

Back

Submit

PLACEMENTS

Meta Business Suite | beauty salon - Google Search | (1) WhatsApp

business.facebook.com/latest/boost_lead_gen_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&has_schedule...

Get more leads on Facebook

Placements
Facebook, Messenger, Instagram

Choose where your ad will appear. More platforms help improve results.

- ☒ Facebook
- ☒ Instagram
- ☒ Messenger

Payment method

VISA

Leads
10-30

Payment summary
Your ad will run for 7 days.

Total budget	₹ 3,000.00 INR
Total amount	₹ 3,000.00 INR

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

By clicking Submit, you agree to [Meta's Terms & Conditions](#) | [Help Centre](#)

[Back](#) [Submit](#)

PREVIEWS

The screenshot shows the Facebook Ad Center 'Create ad' interface. The browser's address bar displays the URL: `facebook.com/ad_center/create/consolidatedad/?entry_point=www_pages_product_picker&page_id=161499283708216`. The page features a sidebar on the left with sections for 'Automatic' (with a 'Change' button), 'Ad creative' (with a 'Use a post' link), and 'Media 1/5' (with a 'Select Media' button). The 'Ad creative' section includes a description box containing the text: 'welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty'. The 'Media 1/5' section shows a preview of a woman being styled. The main content area on the right displays a preview of the ad, featuring the 'Elegantedge glow' logo, the same description text, and a video thumbnail of a woman being styled. Below the video is a 'MESSENGER Elegantedge glow' button with a 'Send Message' option. At the bottom of the page, there is a 'Need help?' link and a blue 'Submit' button. A footer bar at the very bottom contains the Windows taskbar with various application icons and the system clock showing 11:57 PM on 10/25/2023.

facebook.com/ad_center/create/consolidatedad/?entry_point=www_pages_product_picker&page_id=161499283708216

Search Facebook

Automatic
Let Facebook select the most relevant goal based on your settings. [Change](#)

Ad creative [?](#) [Use a post](#)
How do you want your ad to look?

Description
welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty

Media 1/5 · Select multiple images or videos to create a carousel. [Select Media](#)

Elegantedge glow
Sponsored · [?](#)

welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty

Elegantedge glow

MESSENGER
Elegantedge glow [Send Message](#)

By clicking Submit, you agree to Meta's [Terms & Conditions](#) [Need help?](#) [Submit](#)

Type here to search

ENG IN 11:57 PM 10/25/2023