

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 displays various links and information about Facebook. The desktop taskbar at the bottom shows the Start button, a search bar, and several application icons including Edge, File Explorer, and the Task View button. The system tray on the right shows the date and time as 9:15 PM on 10/25/2023.

facebook - Google Search

google.com/search?gs_ssp=eJz4tLP1TflyK1MKy5TYDRgdGDw4khLTE5Nys_PBgBmYAfL&q=facebook&oq=face&gs_lcrp=EgZjaHJvbWUqEwgBEC4YgwEYxwEYsQMY0QM...

Google facebook

All Shopping Videos Images Books More Tools

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

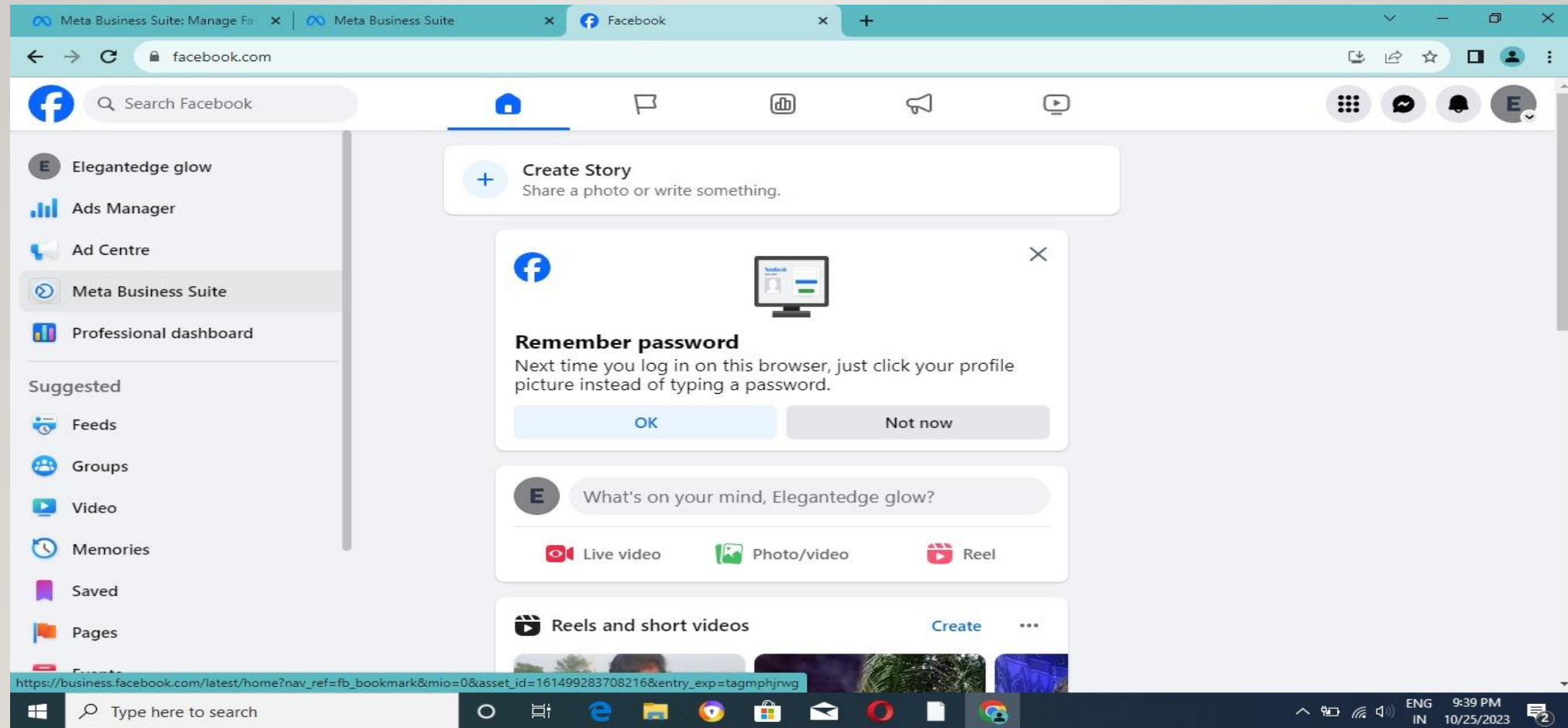
Stock price: META (NASDAQ)
\$299.53 -13.02 (-4.17%)
25 Oct, 4:00 pm GMT-4 - Disclaimer

https://www.facebook.com/r.php

Type here to search

9:15 PM 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, under the 'Ads overview' tab, displays the message: 'You're ready to create your first ad'. Below this, it states: 'Over 2.9 billion people are active across our family of apps. Ads can help you reach them.' 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 section. On the right side of the panel, there is a large illustration of a baker in a white shirt and brown apron, holding a loaf of bread, with shelves of bread in the background. The bottom of the screen shows the Windows taskbar with the search bar and various application icons. The system tray in the bottom right corner indicates the time as 9:53 PM on 10/25/2023, with the language set to English (IN).

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

The screenshot displays the Meta Business Suite interface for creating an advertisement. The browser tabs at the top include 'Meta Business Suite', 'beauty salon - Google Search', and 'WhatsApp'. The address bar shows the URL: `business.facebook.com/latest/ads_creation/?asset_id=161499283708216&entry_point=bizweb_ad_center_ads_summary_null_state&nav_ref=internal_nav`.

Left Sidebar (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 (highlighted).
- Boost content:** Create an ad from your Page content.

Main Content Area (Create ad):

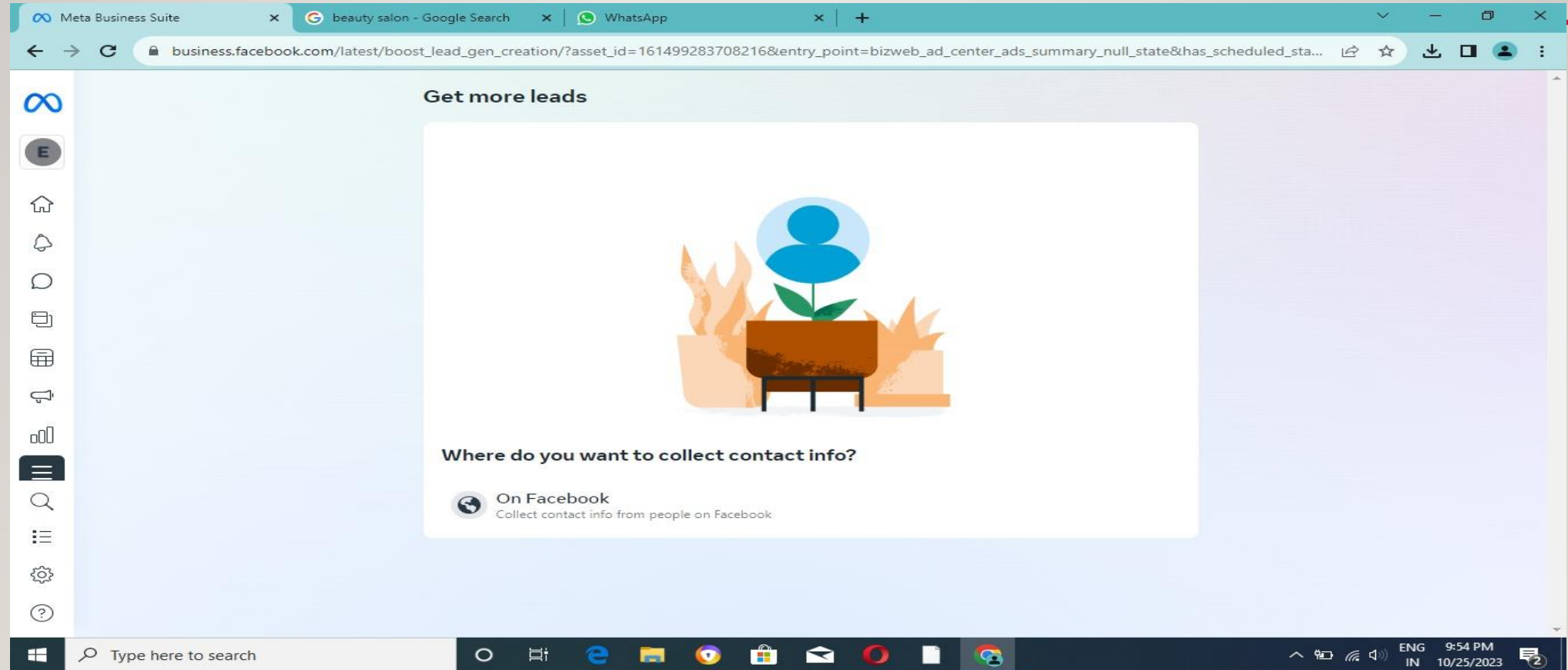
Choose a goal

The interface presents six goal options in a grid:

- Automated ads:** Get personalised ads that adjust over time to help you get better results.
- Get more website visitors:** Recommended. Get more people to see and engage with your Page posts.
- 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.

The Windows taskbar at the bottom shows the search bar with the text 'Type here to search', several application icons, and the system clock indicating 9:53 PM on 10/25/2023.

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

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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

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

Headline

Elegantedge glow

16/25

Headline

Elegantedge glow

16/25

Headline

Elegantedge glow

16/25

Button label

Sign Up

Advantage+ creative

Leverage Facebook's data to automatically deliver different ad creative variations to people when likely to improve performance.

Special ad category

Is this ad about employment?

What we consider an employment ad

Based on your Page category, we recommend selecting Employment as the special ad category to help prevent an ad rejection.

Learn more

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

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

Back

Submit

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.
[Use a post](#)

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](#)

Ad preview [See All Previews](#)
Elegantedge glow
Sponsored ·
welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty

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

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 URL bar shows the path to the automated ads creation page.

Automated ads

4 ad versions

Four ad versions are shown, each featuring a different image and the text 'Elegantedge Glow welcome to elegantedge...'. Below the versions is an 'Add' button.

Payment method

₹0.00

We'll deduct funds about once a day when you run ads. If funds run out, your ads will be paused.

Payment summary

Your ad runs continuously on an average daily budget.

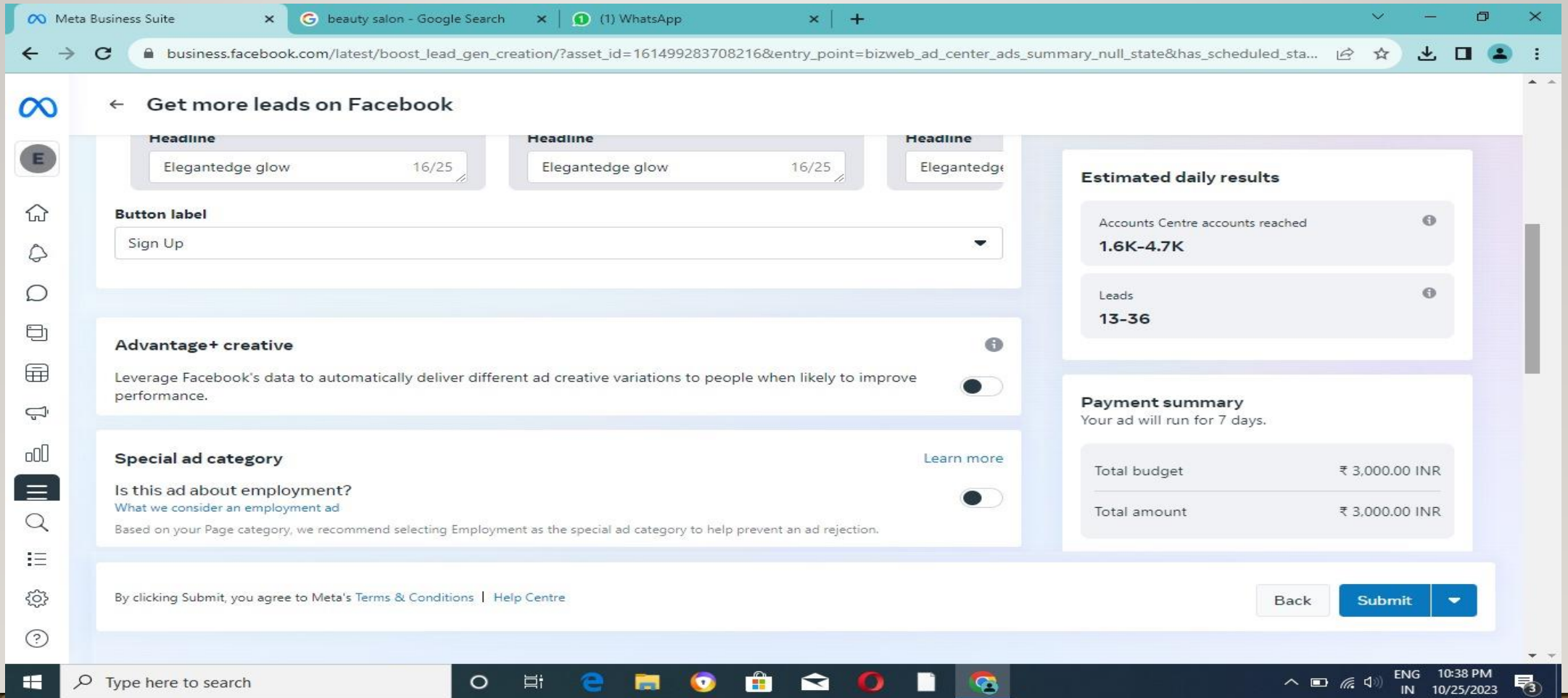
Daily budget	₹ 260.00 INR
Estimated GST	₹ 46.80 INR
Daily total budget	₹ 306.80 INR

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

The Windows taskbar at the bottom shows the search bar and various application icons. The system tray indicates the time is 12:08 AM on 10/26/2023.

HEADLINE



CREATE AUDIENCE

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...

Create audience

This audience is based on your Page details and business.

Audience details

Location - Living in India

Age: 18-65+

Schedule and duration

Start date: 25 October 2023

Days: 7

Detailed targeting

Your ad will be shown to people who match at least one of the following interests.

Interests

- Skin care (cosmetics) x
- Massage parlor x
- Facial (cosmetics) x

Demographics

- MAKEUP x
- Salon Owner and Stylist x

For advanced targeting features, go to [Ads Manager](#).

Audience definition

Your audience is defined.

Specific Broad

Estimated audience size: 345.7K-406.7K

ADD LOCATION

The screenshot displays the Meta Business Suite interface for configuring a Facebook ad campaign. 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 main interface is titled 'Get more leads on Facebook'. It features a sidebar with navigation icons and a central content area. The 'Audience details' section shows 'Location - Living in: India' and 'Age: 18-65+'. Below this, there's a section for 'Schedule and duration' with 'Start date' set to '25 October 2023' and 'Days' set to '7'.

The 'Audience definition' section is currently active, showing a map of India with a location pin at 'Tirunelveli + 80 km'. The map also shows 'Sivakasi' and 'Thiruvananthapuram'. A 'Drop Pin' button is visible. Below the map, the 'Audience definition' section indicates 'Your audience is defined.' and shows a progress bar with 'Specific' selected and 'Broad' as an option. The 'Estimated audience size' is '2.5M-3M'.

An 'Audience updates to review' notification is displayed, stating: 'Your audience location has been changed from India to Tirunelveli, Tamil Nadu, India.' with an 'Undo Changes' link.

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 date '10/25/2023' and the time 'IN'.

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.
- Text:** "Your ad will be published today and run for 7 days ending on 1 Nov 2023."

Total budget:

- Text:** "Estimated 2K-5.8K Accounts Centre accounts reached per day"
- Budget Amount:** ₹ 3,000.00 (with an edit icon)
- Slider:** A horizontal slider ranges from ₹90.00 to ₹10,000.00, with the current value set at ₹3,000.00.

Estimated daily results:

- Accounts Centre accounts reached:** 2K-5.8K
- Leads:** 10-30

Payment summary:

- Text:** "Your ad will run for 7 days."
- Total budget:** ₹ 3,000.00 INR

Footer:

- Text:** "By clicking Submit, you agree to Meta's Terms & Conditions | Help Centre"
- Buttons:** "Back" and "Submit" (with a dropdown arrow)

The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons, and system status icons including language (ENG IN), time (10:46 PM), and date (10/25/2023).

AD BUDJET

[illegible]

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

Add

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

Type here to search

ENG IN 10:46 PM 10/25/2023

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 navigation options: 'Automatic' (selected), 'Ad creative', and 'Media'. The 'Automatic' section includes a 'Change' button. The 'Ad creative' section prompts the user to 'How do you want your ad to look?' and offers a 'Use a post' link. Below this, a 'Description' box contains the text: 'welcome to elegantedge glow.Your go-to destination for all things beauty specialised in beauty'. The 'Media' section shows 'Media 1/5' and a 'Select Media' button. The main content area displays a preview of the ad for 'Elegantedge glow', which is a sponsored post. The ad features a woman being styled by multiple hands. Below the image, it says 'MESSENGER Elegantedge glow' and 'Send Message'. At the bottom of the page, there is a 'Need help?' link and a blue 'Submit' button. A disclaimer states: 'By clicking Submit, you agree to Meta's Terms & Conditions'. The Windows taskbar at the bottom shows the search bar and various application icons, with the system clock indicating 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