

# **Welinkup**

## **New Update**

## **Meta Ads**

## **Report – Requested Features**

Hello,

First of all, thank you very much for the great work you have accomplished so far. We truly appreciate your efforts.

As we move forward with the launch of our project, we see the need to integrate Instagram and WhatsApp APIs. This will give our customers more flexibility when launching their ads.

Features to Add in the Project

### **1. Conversion Location – Messages**

When selecting “Message” as the conversion location, we need to add another option that allows users to choose between:

WhatsApp Message

Messenger Message

Instagram Message

### **2. Placements**

Allow users to choose where their ads appear across Meta technologies:

Advantage+ Placements (Recommended):

Maximize budget and reach more people. Facebook’s delivery system will automatically allocate the ad set’s budget across multiple placements based on where they are likely to perform best.

Manual Placements:

Allow users to manually select placements: Facebook / Instagram / Messenger / Audience Network.

### **3. Instagram Account Selection**

At the Ad Set level, add the option to select the Instagram account already linked to our account, not just the Facebook Page.

### **4. Reel Preview**

Enable the display of a Reel preview for videos or images, rather than just the basic view. This will help users better visualize how their ads will actually appear as Reels.

For more details, please refer to the descriptions we provided to specify our exact needs.

**Best regards,**

# Sales Objective

When we select “Message destination” as the conversion location, we need to add another option that allows us to choose between:

- WhatsApp Message
- Messenger Message
- Instagram Message



1Business & Ad Account

2Campaign

3Countries & Product Links

4Ad Sets

5Ads

Ad Set 1

Name

adset welinkup sales

Start Date

20/08/2025 22:44

Conversion Location

Message destination

Page

MA Digital Agency

Optimization Goal

Optimizes for conversations

Status

Active

Bid Strategy

Lowest Cost

Advantage+ Audience

Age Min

18

Age Max

65

Gender

All


## ✓ Conversion

### Conversion location

#### We've updated your conversion location to help you reach more people

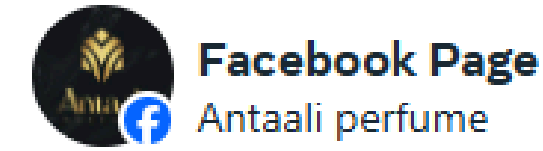
Messaging apps is set as your conversion location based on your previous activity and preference.

Choose where you want to drive sales. [About conversion locations](#)

- ☐ Website  
Drive sales and conversions on your website.
- ☐ App  
Drive sales and conversions on your app.
- ☐ Website and app  
Drive sales and conversions on your website or app.
- ☒ Message destinations  
Drive sales and conversions through Messenger, Instagram and WhatsApp.
- ☐ Calls  
Drive sales and conversions through phone calls.
- ☐ Website and in-store  
Drive sales and conversions on your website and in physical stores.
- ☐ Website and calls  
Drive sales and conversions on your website and through calls.  
We'll send people without WhatsApp to the best alternative. 

## Facebook Page

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



### Message destinations

Choose where you want to receive messages. Selecting multiple apps will send people to the app where they're most likely to engage.

- ☒  **Messenger**  
Antaali perfume
- ☒  **Instagram**  
@antaaliperfume
- ☒  **WhatsApp**  
+212 620-117118

+212 620-117118

WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the [Meta Advertising Policies](#). Your business and ads must also comply with the [WhatsApp Commerce Policy](#). Links to WhatsApp on your website may be modified when people view your site in Facebook or Instagram.

Your ads that click to WhatsApp show "Active on WhatsApp" when you're using the WhatsApp Business app. This lets people viewing your ads know they can expect a quick reply. You can turn this off in your WhatsApp privacy settings.

# Engagement Objective

When we select “Message destination” as the conversion location, we need to add another option that allows us to choose between:

- WhatsApp Message
- Messenger Message
- Instagram Message



1Business & Ad Account

2Campaign

3Countries & Product Links

4Ad Sets

5Ads

Ad Set 1

Name

adset welinkup Engagement

Start Date

20/08/2025 22:44

Conversion Location

Message destination

Page

MA Digital Agency

Optimization Goal

Optimizes for conversations

Status

Active

Bid Strategy

Lowest Cost

Advantage+ Audience

Age Min

18

Age Max

65

Gender

All

**Conversion location**

Choose where you want to drive engagement. [About conversion locations](#)

Message destinations

**Facebook Page** ⓘ

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

 **Facebook Page**  
Shopies-Tu?



**Message destinations** ⓘ

Choose where you want to receive messages. Selecting multiple apps will send people to the app where they're most likely to engage.

☒

 **Messenger**  
Shopies-Tu?

☒

 **Instagram**  
@shopiestu2

☒

 **WhatsApp**  
+212 677-147499

+212 677-147499

or

Connect another number



# Traffic Objective

When we select “Message destination” as the conversion location, we need to add another option that allows us to choose between:

- WhatsApp Message
- Messenger Message
- Instagram Message



1Business & Ad Account

2Campaign

3Countries & Product Links

4Ad Sets

5Ads

Ad Set 1

Name

adset welinkup Traffic

Start Date

20/08/2025 22:44

Conversion Location

Message destination

Page

MA Digital Agency

Optimization Goal

Optimizes for conversations

Status

Active

Bid Strategy

Lowest Cost

Advantage+ Audience

Age Min

18

Age Max

65

Gender

All

## ✔ 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  
Get people to call your business.

### Performance goal

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

Maximize number of link clicks



### Facebook Page ⓘ

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



### Message destinations ⓘ

Choose where you want to receive messages. Selecting multiple apps will send people to the app where they're most likely to engage.



+212 677-147499



or

Connect another number

**these changes will Apply in  
all the objectives  
leads / sales / engagement / traffic**

- 1  
Business & Ad  
Account
- 2  
Campaign
- 3  
Countries & Product  
Links
- 4  
Ad Sets
- 5  
Ads

#### Ad Set 1

##### Name

adset welinkup sales

##### Start Date

20/08/2025 22:44

##### Conversion Location

Message destination

##### Page

MA Digital Agency

##### Optimization Goal

Optimizes for conversations

##### Status

Active

##### Bid Strategy

Lowest Cost

☒ Advantage+ Audience

##### Age Min

18

##### Age Max

65

##### Gender

All

**Placements**

## ✓ Placements

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

- ☒ Advantage+ placements (recommended) ✦  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☐ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

### when we select the advantage+ placement

Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

### Ad Set 1

<b>Name</b> adset welinkup sales	<b>Start Date</b> 20/08/2025 22:44
<b>Conversion Location</b> Message destination	<b>Page</b> MA Digital Agency
<b>Optimization Goal</b> Optimizes for conversations	<b>Status</b> Active
<b>Bid Strategy</b> Lowest Cost	<input checked="" type="checkbox"/> Advantage+ Audience
<b>Age Min</b> 18	<b>Age Max</b> 65
<b>Gender</b> All	

## Placements

### ✓ Placements


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

- ☐ Advantage+ placements (recommended) ✦  
Use Advantage+ placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.
- ☒ Manual placements  
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

#### You could get better results with Advantage+ placements

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply now

- ☐  Run an A/B test to see the results of turning Advantage+ on for placements

#### Devices

All devices

#### Platforms

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Facebook         | <input checked="" type="checkbox"/> Instagram |
| <input checked="" type="checkbox"/> Audience Network | <input checked="" type="checkbox"/> Messenger |
| <input checked="" type="checkbox"/> Threads          |   |

**When we select Manual placements**

Manually choose the places to show your ad.

Here, at the Ads level, we also need to add the option to select the Instagram account that has already been linked to our account. not just the page facebook

### ✔ Identity

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

#### \* Facebook Page ⓘ

Shopies-Tu? ▼

#### Instagram account ⓘ

shopiestu2 ▼

1

Business & Ad Account

2

Campaign

3

Countries & Product Links

4

Ad Sets

5

Ads

Ad 1

🗑️

Name

ads welinkup

Status

Active ▼

Page

MA Digital Agency ▼

Primary Text

welcome to our service

Headline

★★★★★ 5/5

Description

Join Our Service

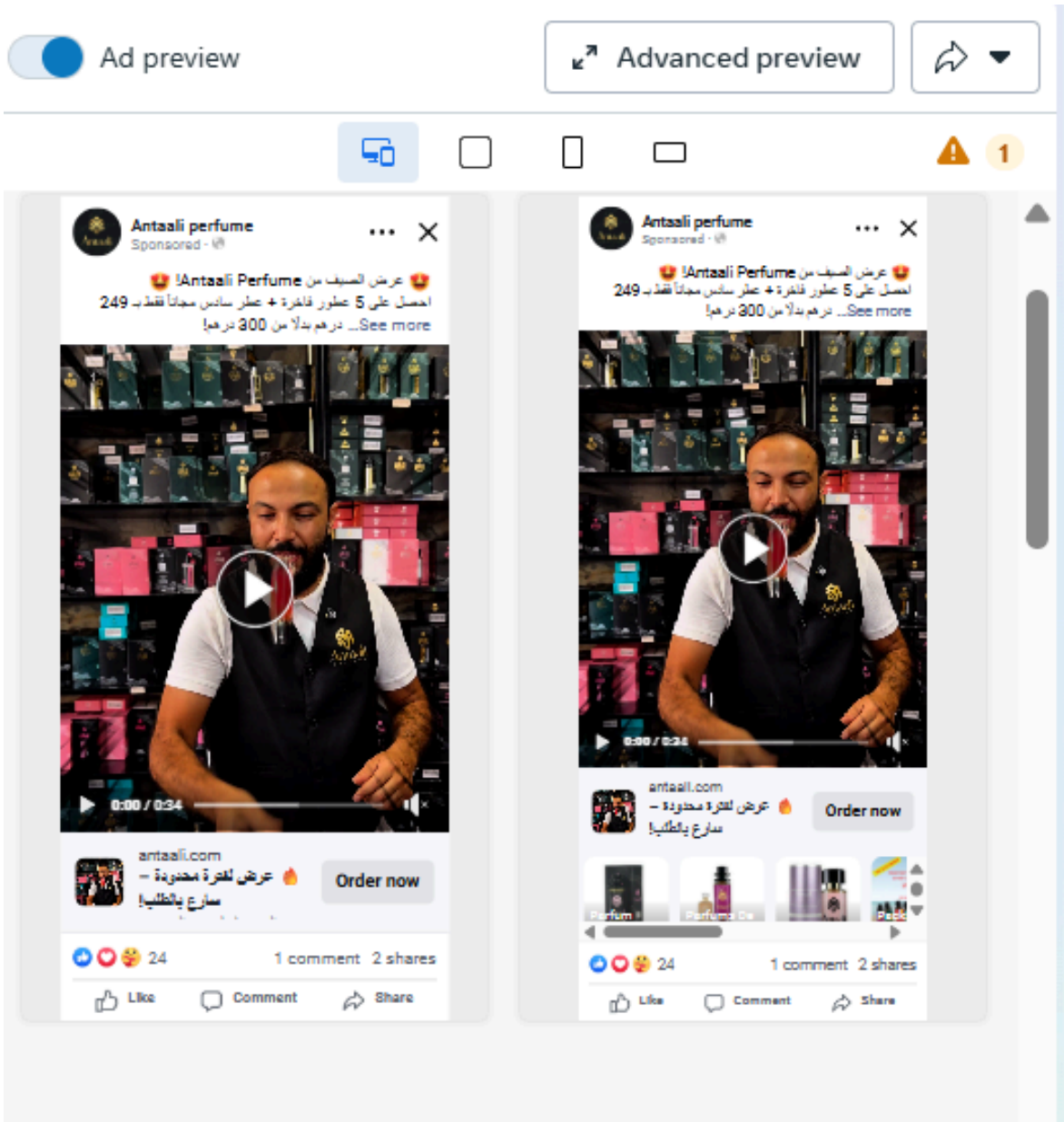
Call to Action

▼

Media

Choisir un fichier Aucun fichier choisi

We need to see the Reel preview of the video or image here, not just this basic view. This will help the user visualize how their ad will actually appear as a Reel.



Ad 2

Name

ads welinkup sales 1

Status

Active

Page

Ma Digital Agency

Video Preview

0:00

Message

welcome to our service

Title

★★★★★ 5/5

Thumbnail

Selected image:  
300616e1c7201d5e202be20a13845132

Call to Action

Shop Now

Media

Choisir un fichier Aucun fichier choisi