

**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

The screenshot shows the Facebook Ads Manager interface with the following navigation tabs at the top:

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

The main area displays an "Ad Set 1" configuration screen. The "Conversion Location" dropdown is highlighted with a red box and contains the option "Message destination". Other visible fields include:

- Name: adset welinkup sales
- Start Date: 20/08/2025 22:44
- Page: MA Digital Agency
- Status: Active
- Bid Strategy: Lowest Cost
- Advantage+ Audience toggle: On
- 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.



### Facebook Page

Antaali perfume

### 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**

1

Business & Ad  
Account

2

Campaign

3

Countries & Product  
Links

4

Ad Sets

5

Ads

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



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

**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

The screenshot shows the Facebook Ads Manager interface. At the top, there are five numbered tabs: 1 Business & Ad Account, 2 Campaign, 3 Countries & Product Links, 4 Ad Sets, and 5 Ads. Below these tabs, the 'Ad Sets' tab is active, showing a list of existing ad sets like 'Ad Set 1'. The main area is for creating a new ad set. It includes fields for Name ('adset welinkup Traffic'), Start Date ('20/08/2025 22:44'), Conversion Location (which has a red border and contains 'Message destination'), Page ('MA Digital Agency'), Optimization Goal ('Optimizes for conversations'), Status ('Active'), Bid Strategy ('Lowest Cost'), and targeting options for Age Min (18), Age Max (65), and Gender ('All'). A red arrow points from the explanatory text on the left to the 'Conversion Location' field.

## 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](#)

### 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



or

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

The screenshot shows the Facebook Ads Manager interface. At the top, there are five numbered tabs: 1 Business & Ad Account, 2 Campaign, 3 Countries & Product Links, 4 Ad Sets, and 5 Ads. The 4 Ad Sets tab is selected. Below the tabs, the main area displays the configuration for 'Ad Set 1'. The fields include:

- 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 toggle: On
- Age Min: 18
- Age Max: 65
- Gender: All

A red box highlights the word "Placements" at the bottom left of the configuration area. A red arrow points from this highlighted box to a callout box on the right.

## ⓘ 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.

1

Business &amp; Ad Account

2

Campaign

3

Countries &amp; Product Links

4

Ad Sets

5

Ads

Ad Set 1

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

#### 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**

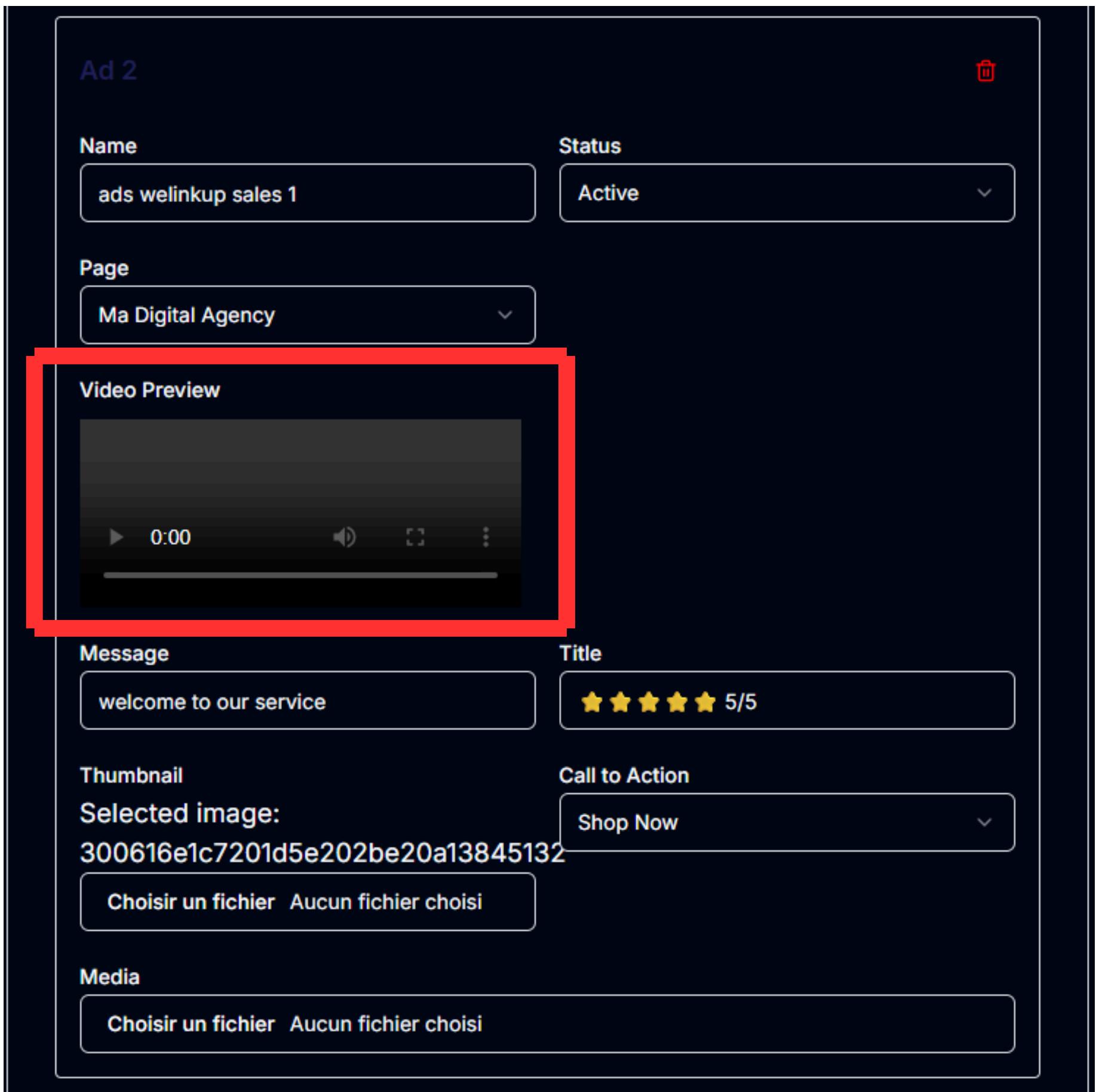
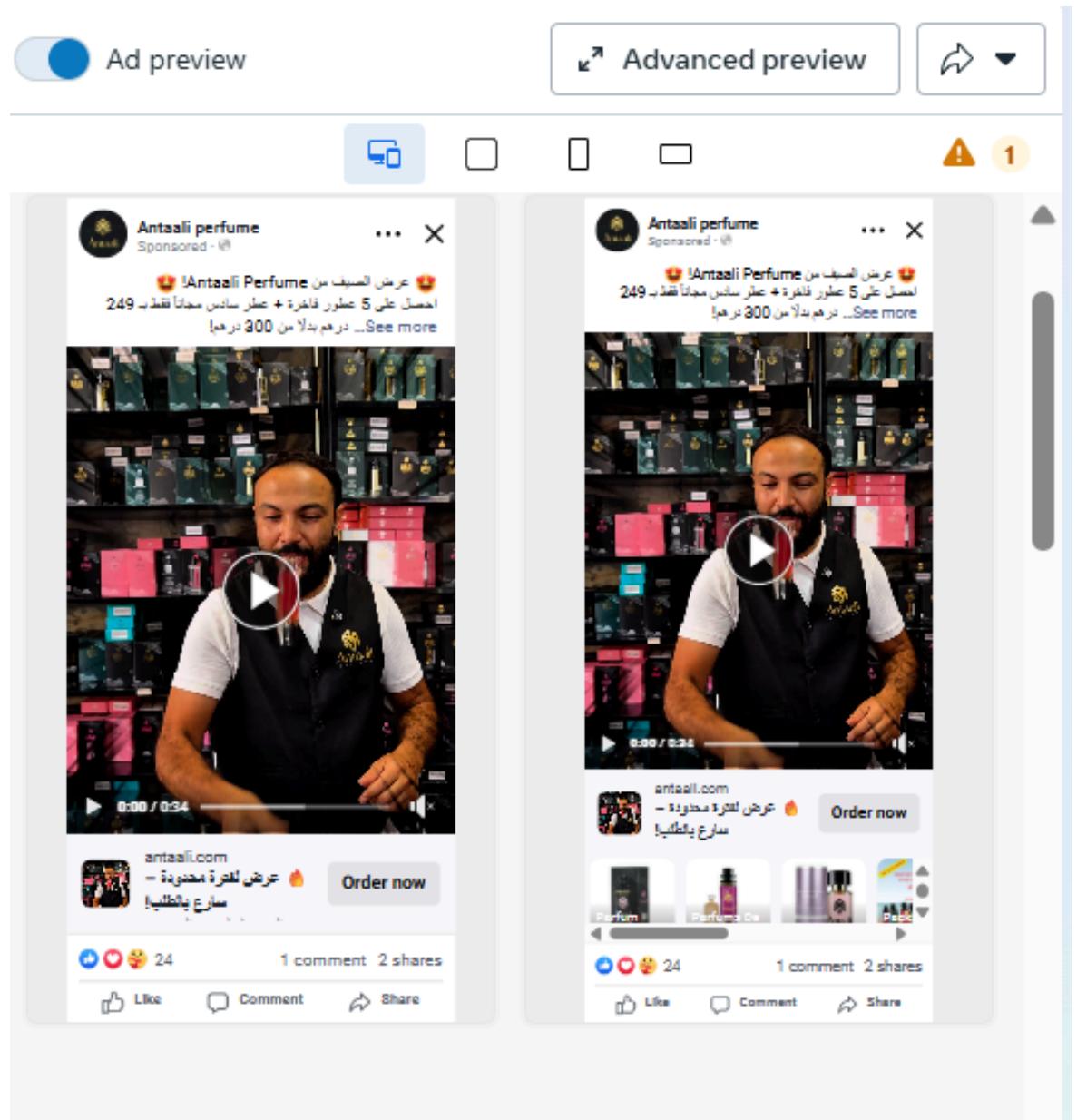
The profiles and branding that will be used in your ad.

\* **Facebook Page** i

**Instagram account** i

The screenshot shows the Facebook Ads Manager interface. At the top, there are five numbered tabs: 1 Business & Ad Account, 2 Campaign, 3 Countries & Product Links, 4 Ad Sets, and 5 Ads. The 'Ads' tab is selected, indicated by a blue circle with the number 5. Below the tabs, the 'Ad 1' section is displayed. It includes fields for 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 (dropdown menu), and Media (button to choose a file). A red double-headed arrow points from the 'Identity' section on the left to the 'Page' field in the Ad creation form, indicating a missing feature.

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

Message: welcome to our service

Title: ★★★★★ 5/5

Thumbnail: Selected image: 300616e1c7201d5e202be20a13845132

Call to Action: Shop Now

Media: Choisir un fichier Aucun fichier choisi

Media: Choisir un fichier Aucun fichier choisi