

Note : we need to add the possibility of adding the budget also in the campaign by selecting the feature of **Advantage campaign budget**

✔ **Advantage campaign budget** +

On ☒

Distribute your budget across ad sets to get more results. You can control spending for each ad set.

[About Advantage campaign budget](#)

Budget

Daily budget USD

You'll spend an average of \$10.00 per day. Your maximum daily spend is \$17.50 and your maximum weekly spend is \$70.00.

[About daily budget](#)

Create Campaign

Business Account

Shopies-Tu?

Ad Account

shopiestu3

Name

Enter Name

Objective

Select Objective

Status

Select Status

Special Ad Categories

Select options

Start Time

dd/mm/yyyy --:--

End Time

dd/mm/yyyy --:--

Submit

- This option give us the opportunity to work with CBO strategy
- As you know in facebook ads we have two strategies CBO & ABO
- CBO: When we add the budget in the campaign in this case the spend it depend on the performance of the each ads
- ABO: When we add the budget in the ad set in this case the spend we can dispatch it equally between all the ad sets

🏠 Home

📊 Dashboard

🔗 Add event to app flow

📄 New event

📄 Events

📄 Topics

📄 Ads

📄 WhatsApp bot

📄 FB Automation

📄 AI Assistant

Create Ads Set

Business Account

Ad Account

Campaign

Shopies-Tu? ▾

shopiestu3 ▾

ENGAGEMENT BK ▾

Name

ADSET Engagement bk

Status

ACTIVE ▾

Billing Event

PAGE_LIKES ▾

APP_INSTALLS

CLICKS

IMPRESSIONS

LINK_CLICKS

NONE

OFFER_CLAIMS

✓ PAGE_LIKES

POST_ENGAGEMENT

THRUPLAY

PURCHASE

LISTING_INTERACTION

We mess the lead conversion event in this events



Note : we need to add the conversion location in the section of the adset

✓ Conversion

Conversion location

Choose where you want to generate leads. [About conversion locations](#)

- ☒ Website
Generate leads through your website.
- ☐ Instant forms
Generate leads by asking people to fill out a form.
- ☐ Messenger
Generate leads by starting chats in Messenger.
- ☐ Instant forms and Messenger
Generate leads by asking people to fill out a form or by starting chats in Messenger.
- ☐ Instagram
Generate leads by starting chats on Instagram.
- ☐ WhatsApp
Generate leads by starting chats on WhatsApp.
- ☐ Calls
Generate leads by asking people to call your business.
- ☐ App
Generate leads through your app.

Business Account

Ad Account

Campaign

Shopies-Tu? ▾

shopiestu3 ▾

ENGAGEMENT BK ▾

Name

ADSET Engagement bk

Status

ACTIVE ▾

Billing Event

PAGE_LIKES ▾

Daily Budget

02

Bid Amount

Enter Bid Amount

Start Time

14/01/2025 00:01 📅

Target Countries

Burkina Faso (x)

Cote Ivoire (x)

✕ ▾

Submit

Note :

Also we need to add option of adding dataset or (pixel)
- Track actions that people take on your website.

Dataset ⓘ

Track actions that people take on your website.

voiture



Budget must be in the campaign & adset

- 👤 Profile
- 📊 Dashboard
- ➕ Add content to app feed
- 📄 New Story
- 📺 Posts
- 📺 Videos
- 📺 Live
- 📺 Messages Box
- 📺 IG Automation
- 📺 AI Assistant

Business Account Ad Account Campaign

Shopies-Tu? ▾ shopiestu3 ▾ ENGAGEMENT BK ▾

Name

ADSET Engagement bk

Status

ACTIVE ▾

Billing Event

POST_ENGAGEMENT ▾

Daily Budget

02

Bid Amount

1

Start Time

14/01/2025 00:01 📅

Target Countries

Burkina Faso (x) x ▾











Submit







Failed to create ad set. Please try again.
The specified billing event is not a valid option for the optimization goal provided. If you are modifying optimization goal, please make sure your billing event will still be consistent with your new optimization goal.

When I click submit I received this msg even if


The bid amount is not required



-  Welinkup <
-  Dashboard
-  Add sheet to app first
-  New Sheet
-  Sheets
-  Tickets
-  Chat
-  Whatsapp Bot
-  FB Automation ▾
-  Ads Manager


-  Create Ads
-  Insights
-  Proxy
-  AI Assistant ▾
-  Analysis
-  Settings

Note : Here we couldn't see all our campaigns specially the active ads

 Connected

Shopies-Tu? ▾

shopiestu3 ▾

 Create Ad Account


Campaign


Ads Set


Ad Creatives






Ads

Filter name...

 Create Campaign

 View



<input type="checkbox"/>	Campaign Name ↑↓	Status ↑↓	Objective ↑↓	Start Time ↑↓	End Time ↑↓	Special Ad Categories ↑↓	
<input type="checkbox"/>	ENGAGEMENT BK	PAUSED	OUTCOME_ENGAGEMENT	12/31/1969, 11:59:59 PM	--		
<input type="checkbox"/>	Pbank-GN	PAUSED	OUTCOME_LEADS	9/25/2024, 12:55:55 AM	--		
<input type="checkbox"/>	tondeuse-GB	PAUSED	OUTCOME_LEADS	9/24/2024, 2:52:17 AM	--		
<input type="checkbox"/>	tondeuse-CHAD	PAUSED	OUTCOME_LEADS	9/24/2024, 2:12:08 AM	--		
<input type="checkbox"/>	tondeuse-GN	PAUSED	OUTCOME_LEADS	9/24/2024, 2:08:21 AM	--		
<input type="checkbox"/>	tondeuse-sn	PAUSED	OUTCOME_LEADS	9/24/2024, 2:04:12 AM	--		