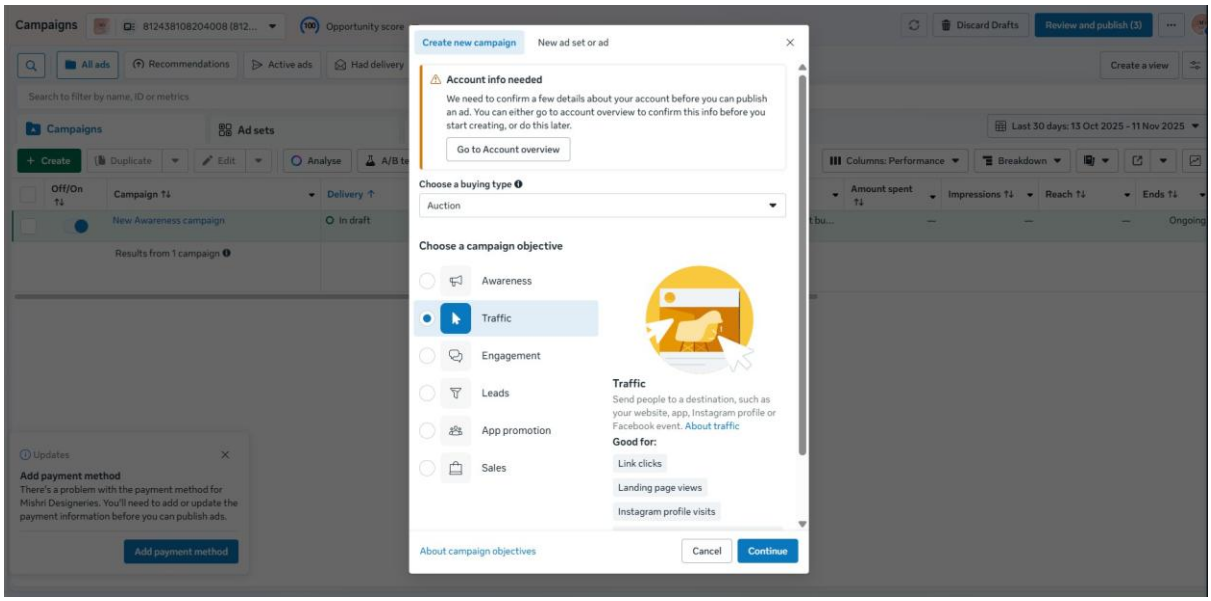
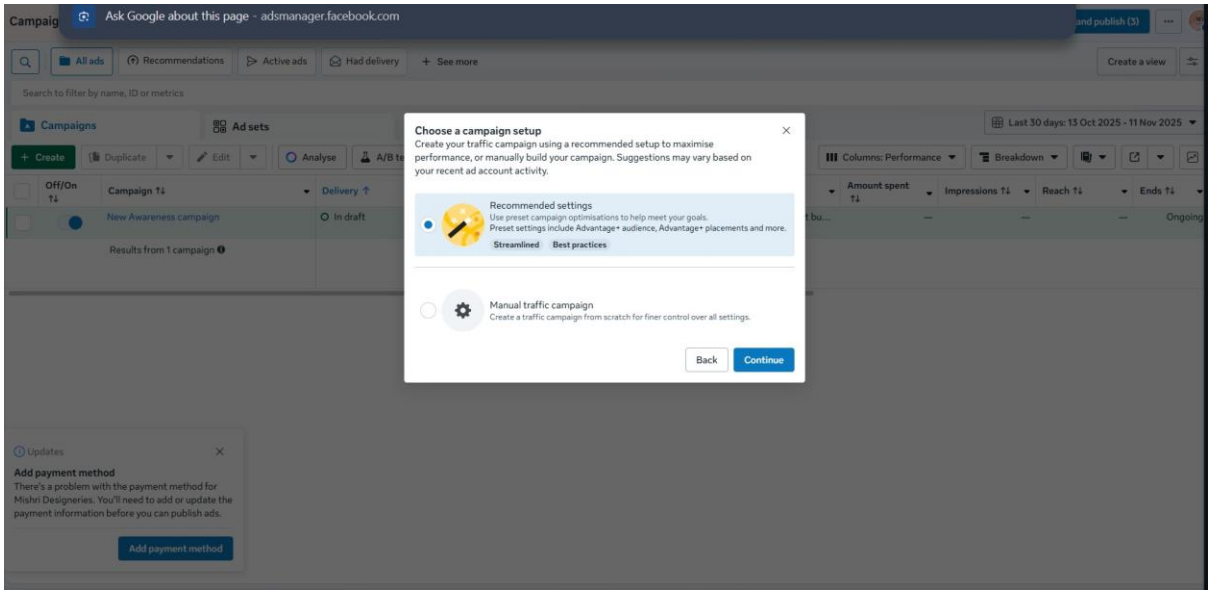
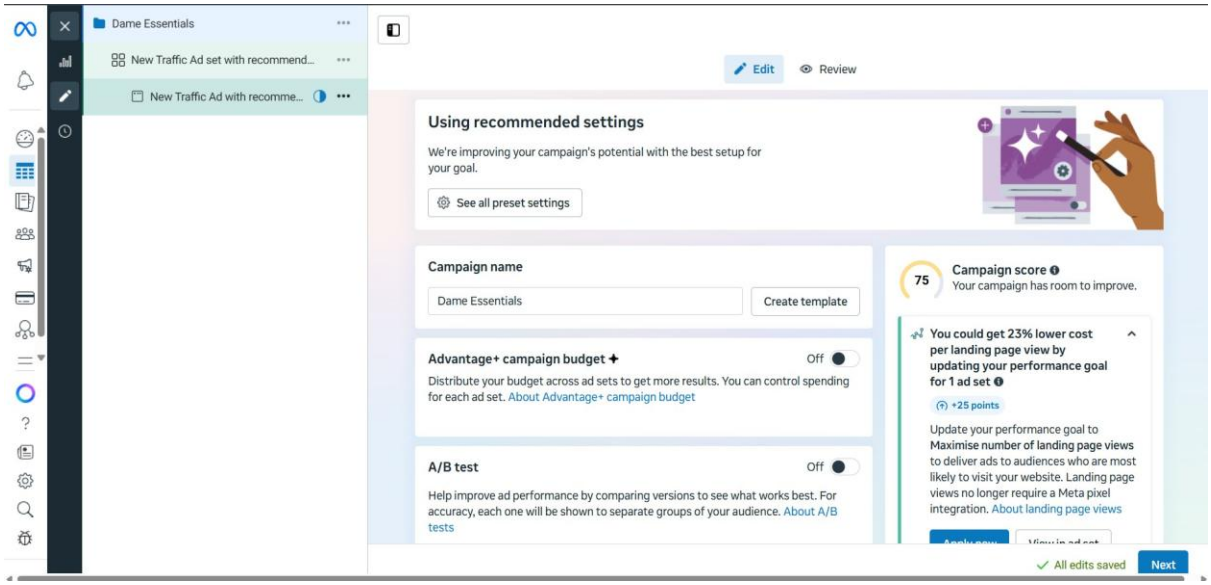
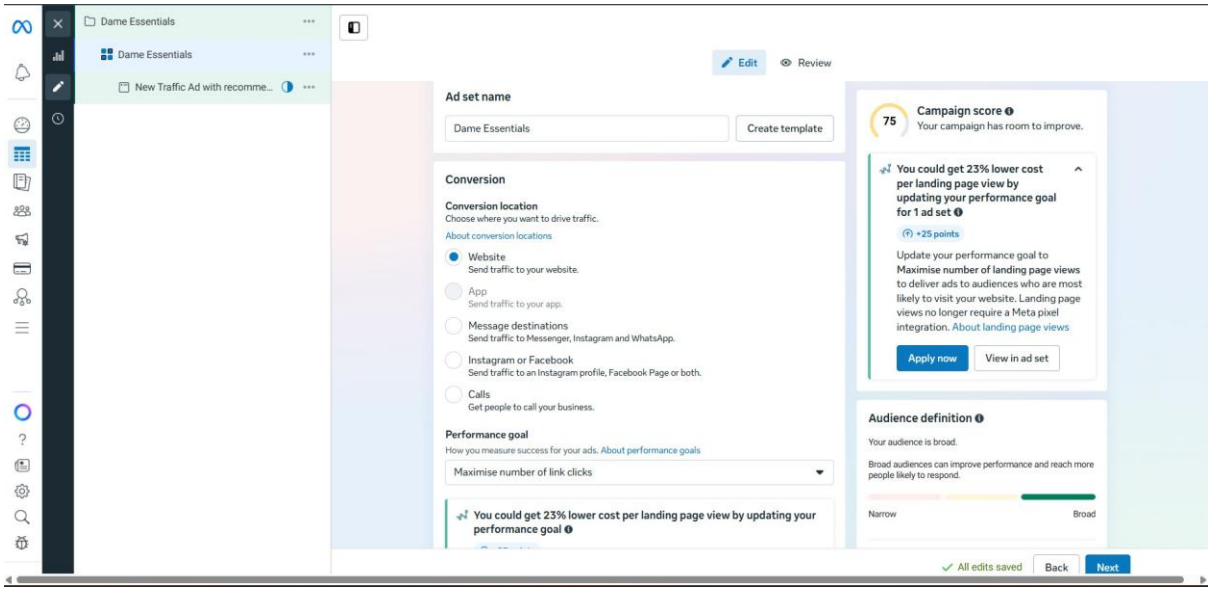
Facebook Ads Manager

Task -1 (B)






Dame Essentials
New Traffic Ad set with recommend...
New Traffic Ad with recomme...
Edit
Review
Using recommended settings
We're improving your campaign's potential with the best setup for your goal.
See all preset settings
Campaign name
Dame Essentials
Create template
Advantage+ campaign budget
Off
Distribute your budget across ad sets to get more results. You can control spending for each ad set. About Advantage+ campaign budget
A/B test
Off
Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. About A/B tests
Campaign score
75
Your campaign has room to improve.
You could get 23% lower cost per landing page view by updating your performance goal for 1 ad set
+25 points
Update your performance goal to Maximise number of landing page views to deliver ads to audiences who are most likely to visit your website. Landing page views no longer require a Meta pixel integration. About landing page views
All edits saved
Next


Dame Essentials
Dame Essentials
New Traffic Ad with recomme...
Edit
Review
Ad set name
Dame Essentials
Create template
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
Maximise number of link clicks
You could get 23% lower cost per landing page view by updating your performance goal
Campaign score
75
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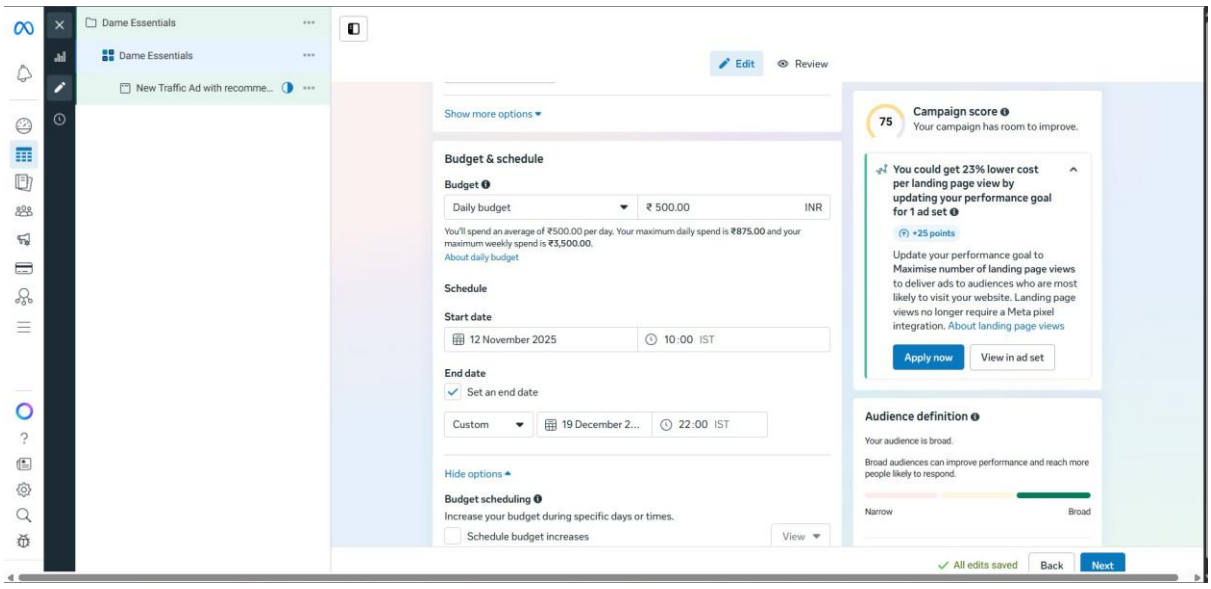
+25 points
Update your performance goal to Maximise number of landing page views to deliver ads to audiences who are most likely to visit your website. Landing page views no longer require a Meta pixel integration. About landing page views
Apply now
View in ad set
Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.
Narrow
Broad
All edits saved
Back
Next


Dame Essentials
Dame Essentials
New Traffic Ad with recomme...
Edit
Review
Show more options
Budget & schedule
Budget
Daily budget
₹ 500.00
INR
You'll spend an average of ₹500.00 per day. Your maximum daily spend is ₹875.00 and your maximum weekly spend is ₹3,500.00.
About daily budget
Schedule
Start date
12 November 2025
10:00 IST
End date
Set an end date
Custom
19 December 2...
22:00 IST
Hide options
Budget scheduling
Increase your budget during specific days or times.
Schedule budget increases
View
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Narrow
Broad
All edits saved
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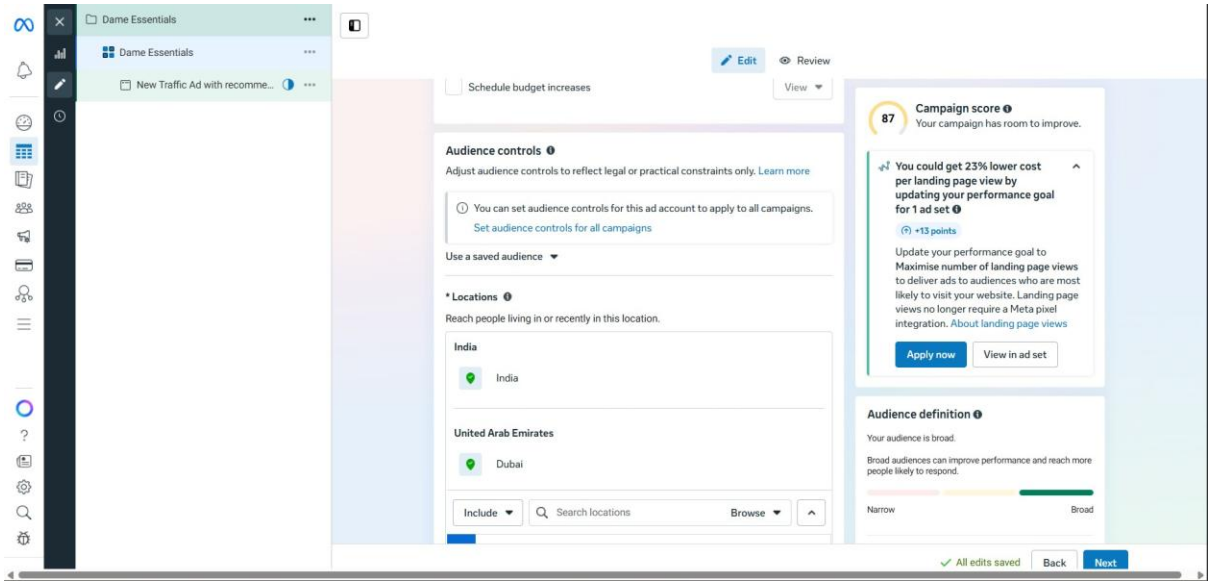
Dame Essentials
Dame Essentials
New Traffic Ad with recomme...
Edit
Review
Schedule budget increases
View
Audience controls
Adjust audience controls to reflect legal or practical constraints only. Learn more
You can set audience controls for this ad account to apply to all campaigns.
Set audience controls for all campaigns
Use a saved audience
* Locations
Reach people living in or recently in this location.
India
India
United Arab Emirates
Dubai
Include
Search locations
Browse
87
Campaign score
Your campaign has room to improve.
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Broad
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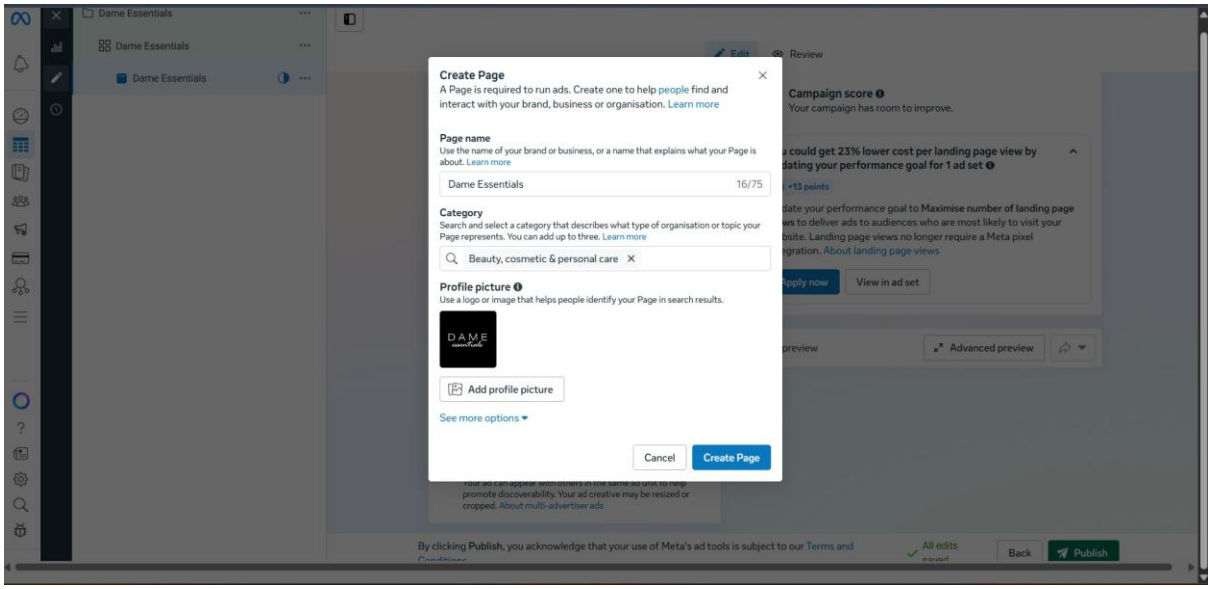
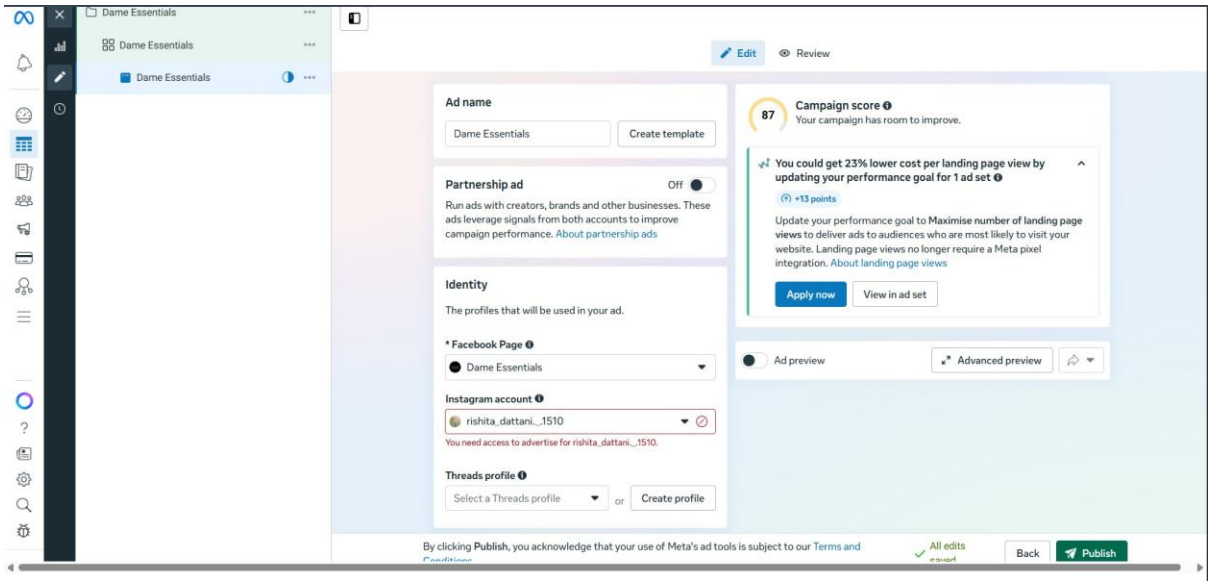

Create Page
A Page is required to run ads. Create one to help people find and interact with your brand, business or organisation. Learn more
Page name
Use the name of your brand or business, or a name that explains what your Page is about. Learn more
Dame Essentials
16/75
Category
Search and select a category that describes what type of organisation or topic your Page represents. You can add up to three. Learn more
Beauty, cosmetic & personal care
Profile picture
Use a logo or image that helps people identify your Page in search results.
Add profile picture
See more options
Cancel
Create Page
Campaign score
Your campaign has room to improve.
Apply now
View in ad set
Advanced preview
By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and
Back
Publish


Dame Essentials
Dame Essentials
Dame Essentials
Edit
Review
Ad name
Dame Essentials
Create template
Partnership ad
Off
Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. About partnership ads
Identity
The profiles that will be used in your ad.
* Facebook Page
Dame Essentials
Instagram account
rishita_dattani._.1510
You need access to advertise for rishita_dattani._.1510.
Threads profile
Select a Threads profile
or
Create profile
87
Campaign score
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Ad preview
Advanced preview
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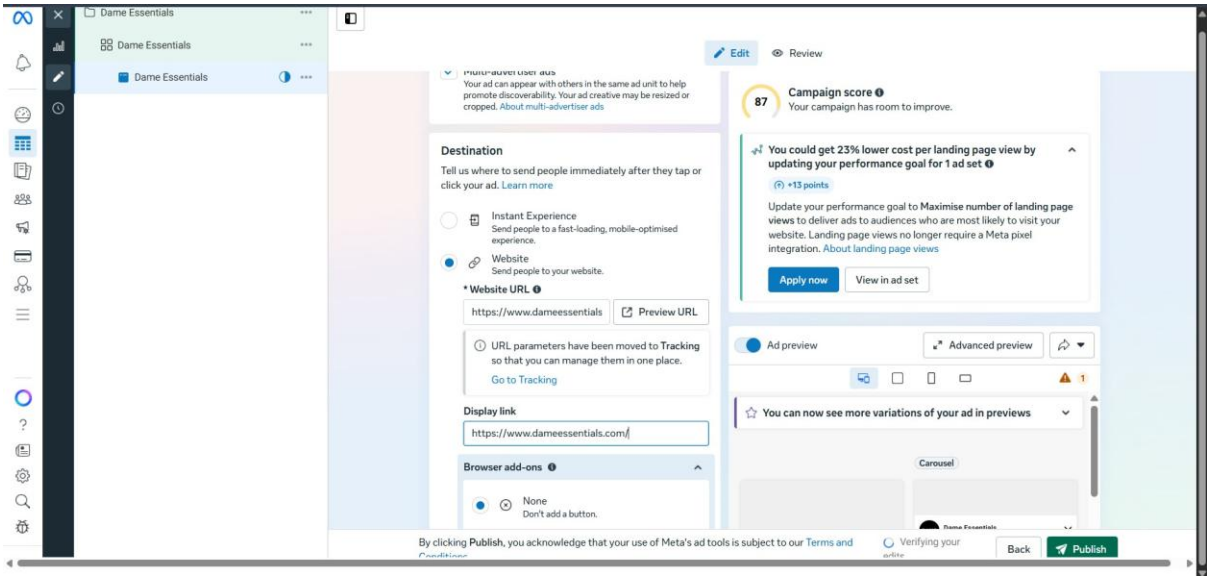
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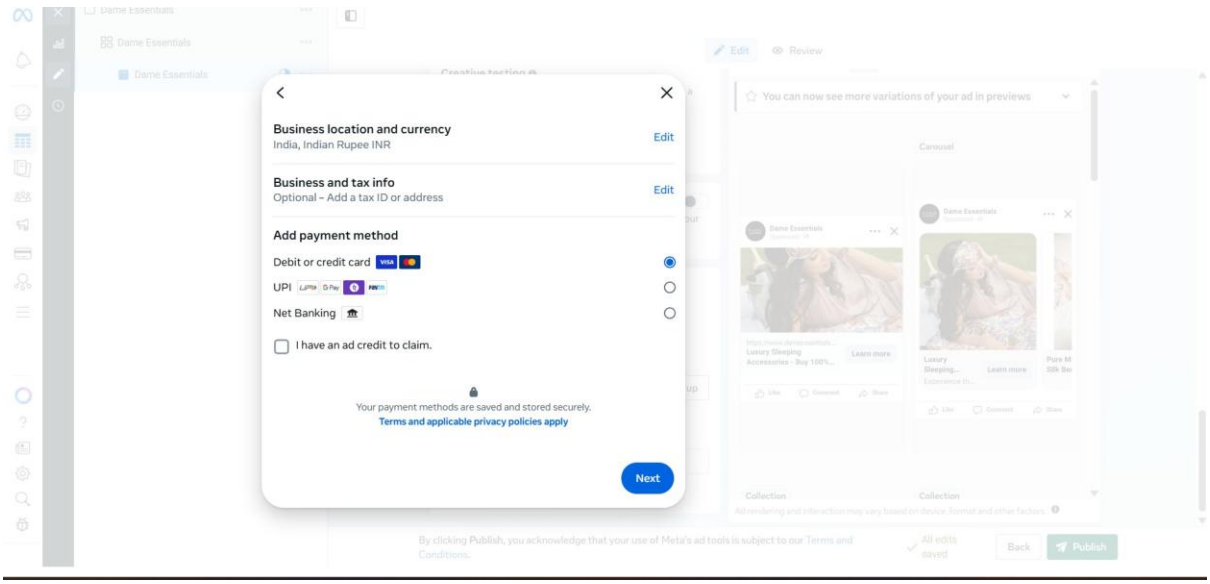
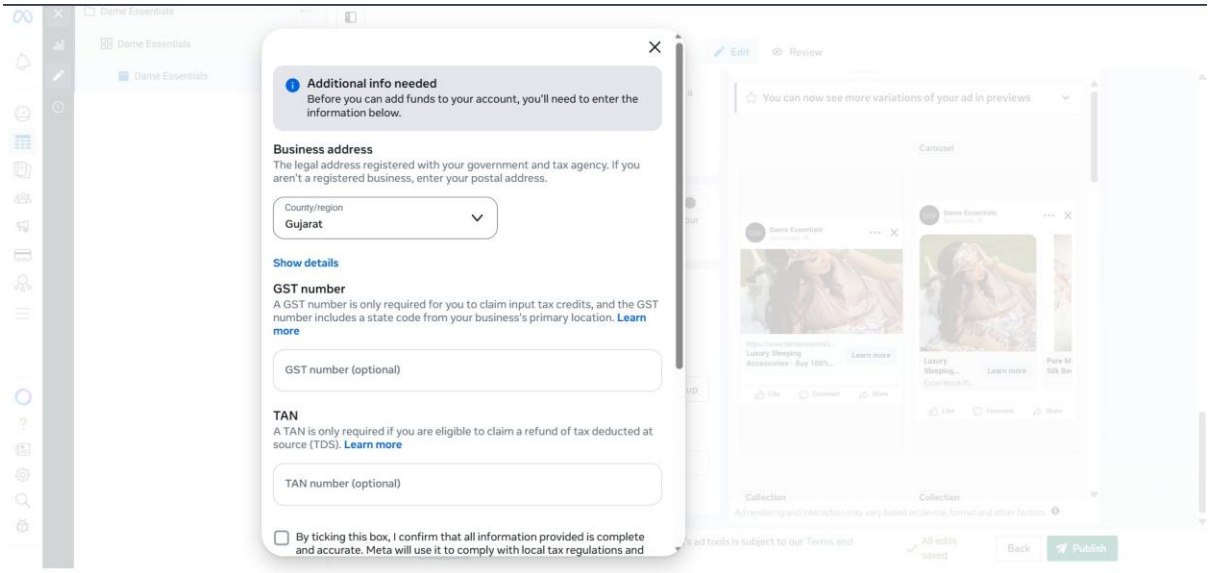
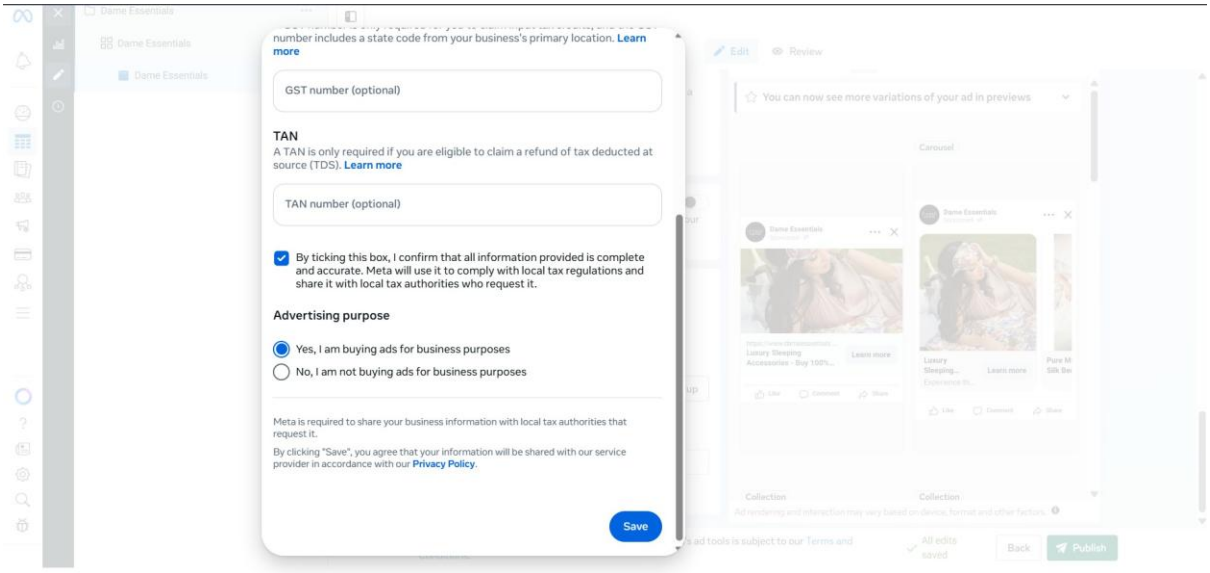
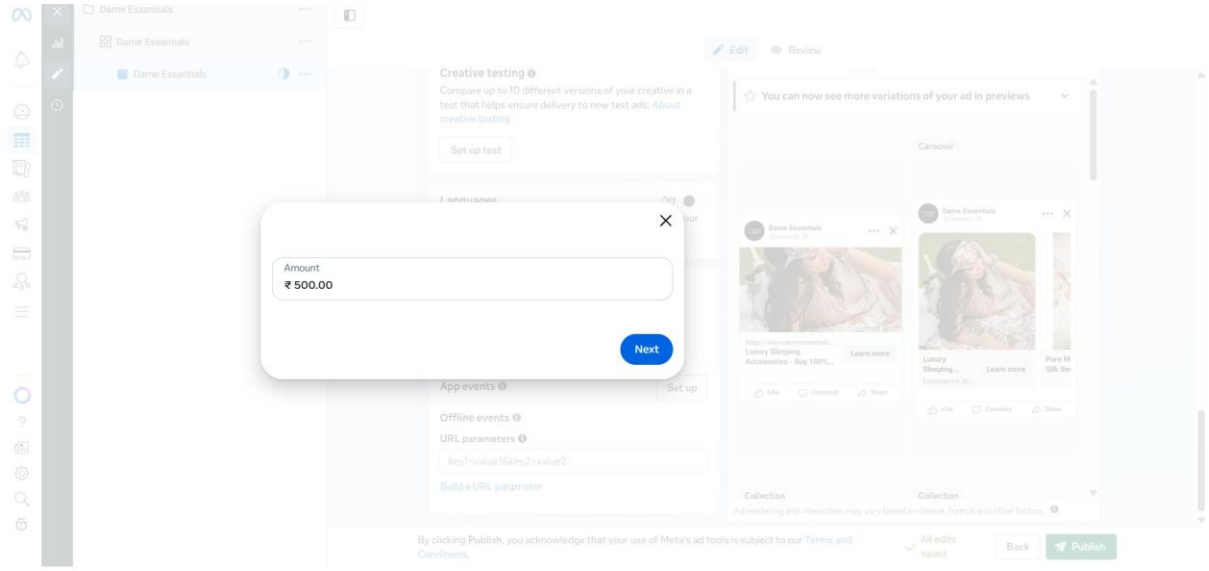
Apply now
View in ad set
Destination
Tell us where to send people immediately after they tap or click your ad. Learn more
Instant Experience
Send people to a fast-loading, mobile-optimised experience.
Website
Send people to your website.
* Website URL
https://www.dameessentials
Preview URL
URL parameters have been moved to Tracking so that you can manage them in one place.
Go to Tracking
Display link
https://www.dameessentials.com/
Browser add-ons
None
Don't add a button.
Ad preview
Advanced preview
You can now see more variations of your ad in previews
Carousel
By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our Terms and
Verifying your edits
Back
Publish


Business location and currency
India, Indian Rupee INR
Edit
Business and tax info
Optional – Add a tax ID or address
Edit
Add payment method
Debit or credit card
UPI
Net Banking
I have an ad credit to claim.
Your payment methods are saved and stored securely.
Terms and applicable privacy policies apply
Next


Additional info needed
Before you can add funds to your account, you'll need to enter the information below.
Business address
The legal address registered with your government and tax agency. If you aren't a registered business, enter your postal address.
County/region
Gujarat
Show details
GST number
A GST number is only required for you to claim input tax credits, and the GST number includes a state code from your business's primary location. Learn more
GST number (optional)
TAN
A TAN is only required if you are eligible to claim a refund of tax deducted at source (TDS). Learn more
TAN number (optional)
By ticking this box, I confirm that all information provided is complete and accurate. Meta will use it to comply with local tax regulations and


number includes a state code from your business's primary location. Learn more
GST number (optional)
TAN
A TAN is only required if you are eligible to claim a refund of tax deducted at source (TDS). Learn more
TAN number (optional)
By ticking this box, I confirm that all information provided is complete and accurate. Meta will use it to comply with local tax regulations and share it with local tax authorities who request it.
Advertising purpose
Yes, I am buying ads for business purposes
No, I am not buying ads for business purposes
Meta is required to share your business information with local tax authorities that request it.
By clicking "Save", you agree that your information will be shared with our service provider in accordance with our Privacy Policy.
Save


Amount
₹ 500.00
Next