

How To Create Ads Within Jwero



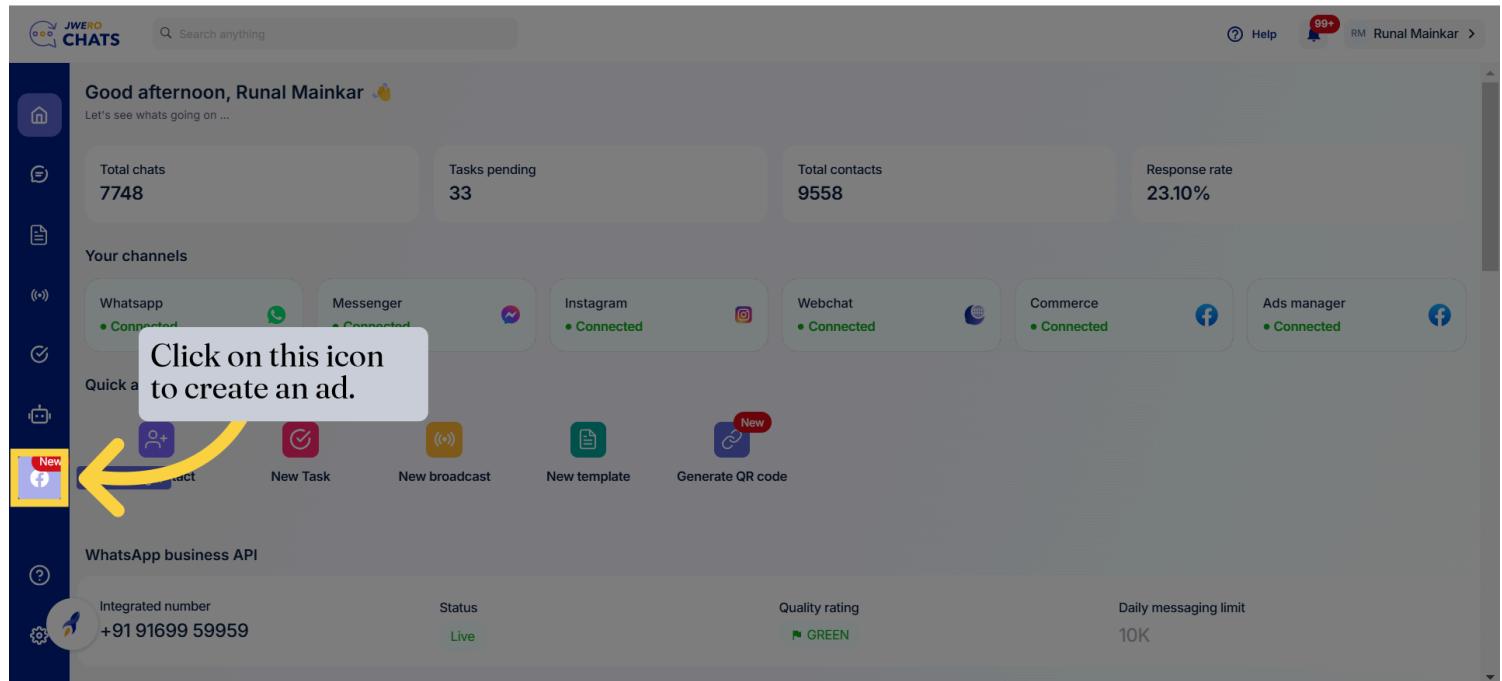
In this guide, we will walk you through the steps to Ads using the Jwero applications.

1. Ads

Ads help businesses reach a targeted audience by promoting their products or services through visually engaging content



2. Click on this icon to create an ad.



The screenshot shows the JWERO CHATS dashboard with a dark theme. At the top, there's a search bar and a user profile for "Runal Mainkar". Below the header, there are several performance metrics: Total chats (7748), Tasks pending (33), Total contacts (9558), and Response rate (23.10%). The "Your channels" section lists WhatsApp, Messenger, Instagram, Webchat, Commerce, and Ads manager, all marked as connected. A callout bubble with the text "Click on this icon to create an ad." points to the "Create Ad" icon, which is highlighted with a yellow arrow. Other icons include New contact, New Task, New broadcast, New template, and Generate QR code. At the bottom, there's information about the WhatsApp business API, including an integrated number (+91 91699 59959), status (Live), quality rating (Green), and daily messaging limit (10K).

3. Click "Create Ad"

The screenshot shows the Jwero Chats Ads manager dashboard. At the top right, there is a blue button labeled '+ Create Ad'. A large yellow curved arrow points from the left side of the screen towards this button. The dashboard displays various metrics: Impressions (267.8k), Total reach (229.9k), and Total Conversions (48). Below these, a table lists three ads: 'Ad for instagram automation', 'Jwero chats promo ad', and 'New Collection promotion ad'. Each ad entry includes details like Channel (Instagram, WhatsApp, WhatsApp), Created by (JC), Created on (23/10/2024, 02/10/2024, 25/09/2024), and performance metrics such as Impressions, Reach, and Conversions. A 'Showing 14 ads' message is visible above the table, and a 'Refresh' button is at the top right.

4. Enter the title which serves the purpose of an Ad.

The screenshot shows the 'Create Ads' modal window. In the title field, the text 'Gold Necklace' is entered and highlighted with a yellow box. A yellow arrow points from the left side of the screen towards this input field. The modal also contains sections for 'Select destination channel' (listing WhatsApp, Instagram, and Messenger) and a 'Select audience' button at the bottom right. The background shows the Ads manager interface with a list of existing ads.

5. Select the channel as per your requirement.

Select the channel as per your requirement.

Note : If you select WhatsApp, the chat will be redirected to WhatsApp.

If both Instagram and WhatsApp are selected, Meta Ads will determine whether the chat is redirected to WhatsApp or Instagram.

The same applies to Messenger.

WhatsApp Create an ad that redirects leads to your WhatsApp

Instagram Create an ad that redirects leads to your Instagram account

Messenger Create an ad that redirects to your FB messenger

Select audience >

6. Click "Select audience" to select the target audience.

Steps 1 / 6

Create Ads

Gold Necklace

Select destination channel

Select channels where you will be available to chat, meta will determine the default app that shows in your ad based on where a conversation is more likely to happen

WhatsApp Create an ad that redirects leads to your WhatsApp

Instagram Create an ad that redirects leads to your Instagram account

Messenger Create an ad that redirects to your FB messenger

Select audience >

7. We have two types of audiences

- 1 Jwero Contacts – This includes only the contacts that are saved within Jwero Chats.

2 Audience – This refers to a broader audience, including individuals outside of Jwero Chats.

We have two types of audiences:
① Jwero Contacts – This includes only the contacts that are saved within Jwero Chats.
② Audience – This refers to a broader audience, including individuals outside of Jwero Chats.

Note : You can select the audience from only one of the two options.

8. Choose the filters that best suits your requirements.

Choose the filters that best suits your requirements.

9. Filter the relevant contacts to define and determine the target audience.

Filter the relevant contacts to define and determine the target audience.

Contact type
Customer Lead

Marked as
Follow up Unread Spam

Tags
Internal Jweroone IIJS interested in eCommerce
Chats Plus & Catalog Plus Customer Jwero One Customer
Jwero Chats Enquiry

10. Custom field

You can also create a custom field as per your requirement. To learn more about creating a custom field, search for "How to Create a Custom Field."

Account Name

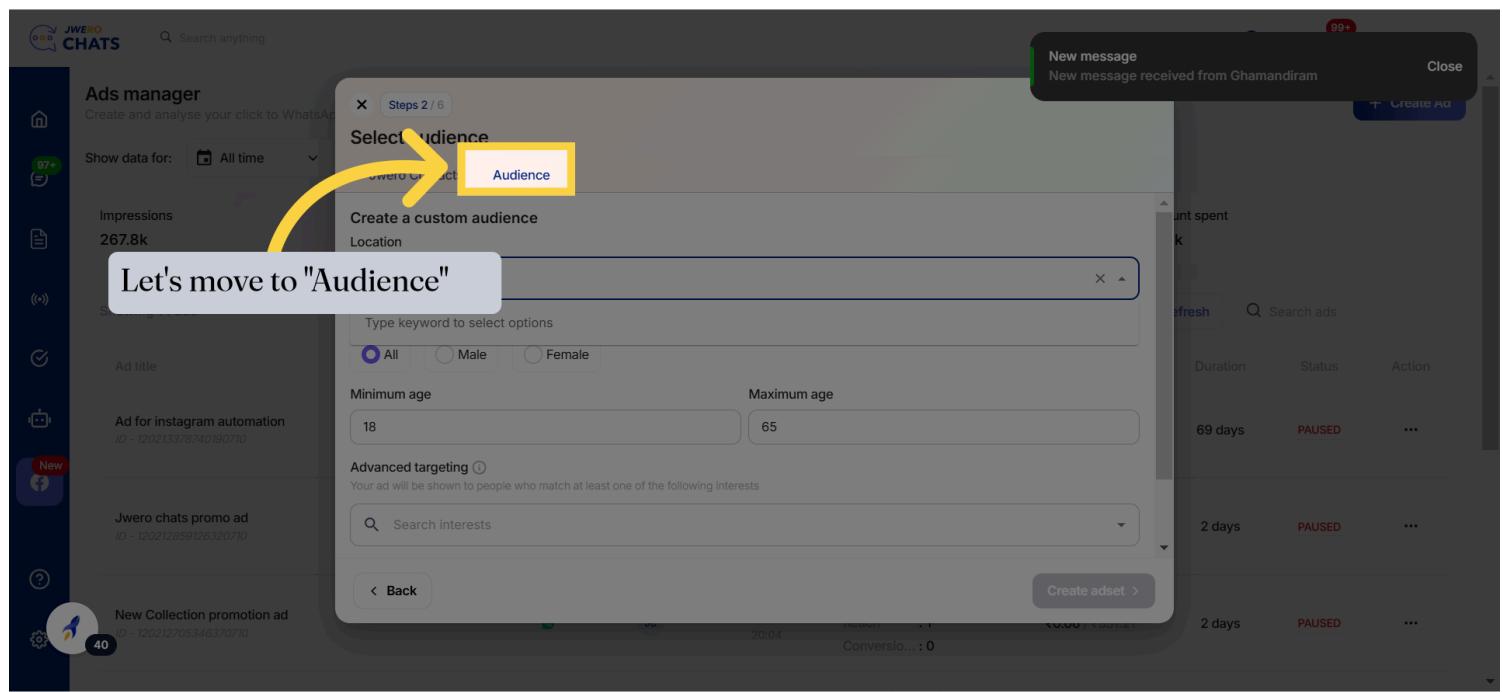
Follo-up Date

Select date range

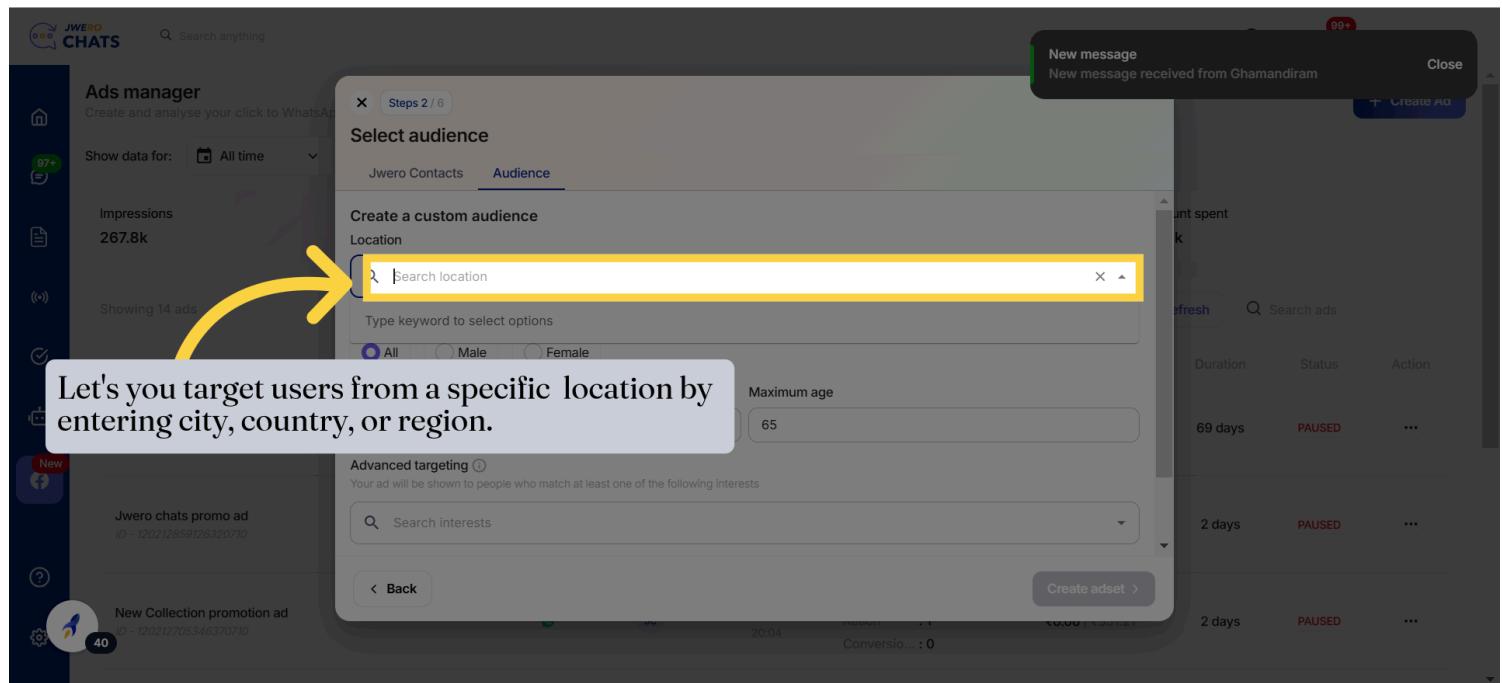
GST / Tax No.

Contact Profile

11. Let's move to "Audience"



12. Let's you target users from a specific location by entering city, country, or region.



13. Enter the location you want to target for your audience.

The screenshot shows the Jwero Ads manager interface. A yellow arrow points from the text "Enter the location you want to target for your audience." to the search bar in the "Select audience" section. The search bar contains the text "mumbai". Below the search bar, two location options are listed: "Mumbai, Maharashtra" and "Navi Mumbai, Maharashtra".

14. Allows you to select the audience based on the gender.

The screenshot shows the Jwero Ads manager interface. A yellow arrow points from the text "Allows you to select the audience based on the gender." to the "Gender" section in the "Select audience" section. The "All" option is selected. Below the gender section are fields for "Minimum age" (set to 18) and "Maximum age" (set to 65). There is also an "Advanced targeting" section with search bars for interests and behaviors.

15. Defines the minimum age of the audience for ad targeting.

Defines the minimum age of the audience for ad targeting.

Defines the maximum age of the audience for ad targeting.

16. Defines the maximum age of the audience for ad targeting.

Defines the maximum age of the audience for ad targeting.

17. Allows you to refine your audience based on their interests. Choose the interests that align best with your ad's topic and target audience.

Allows you to refine your audience based on their interests.

Choose the interests that align best with your ad's topic and target audience.

Note: The dropdown options are managed by Meta Ads.

A yellow arrow points from the text "Note: The dropdown options are managed by Meta Ads." to the search bar in the interest selection dropdown.

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

Search interests

Necklace

Interest	Estimated Audience Size
Necklace (jewellery)	88.8M - 104.4M
My Name Necklace	5.5M - 6.5M
The Necklace	29.5k - 34.7k
gold necklaces	21.2k - 24.9k

18. Keyword for the interest has been selected.

Keyword for the interest has been selected.

A yellow arrow points from the text "Keyword for the interest has been selected." to the selected interest in the dropdown.

Ads manager

Create and analyse your click to WhatsApp ads

Show data for: All time

Impressions 267.8k

Select audience

Jwero Contacts Audience

All Male Female

Minimum age 18 Maximum age 65

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

Search interests

Interest selected

gold necklaces Shopping and fashion

Search behaviors

Type keyword to select options

Back Create adset >

19. This is the estimated audience size based on the selected interests, as provided by Meta Ads.

This is the estimated audience size based on the selected interests, as provided by Meta Ads.

21.2k - 24.9k

20. Behavior Targeting in Meta Ads allows to target users based on their online and offline activity, including purchase behavior, device usage, travel habits, and engagement patterns.

Behavior Targeting in Meta Ads allows to target users based on their online and offline activity, including purchase behavior, device usage, travel habits, and engagement patterns.

21. Select the behavior based on your requirement.

Select the behavior based on your requirement.

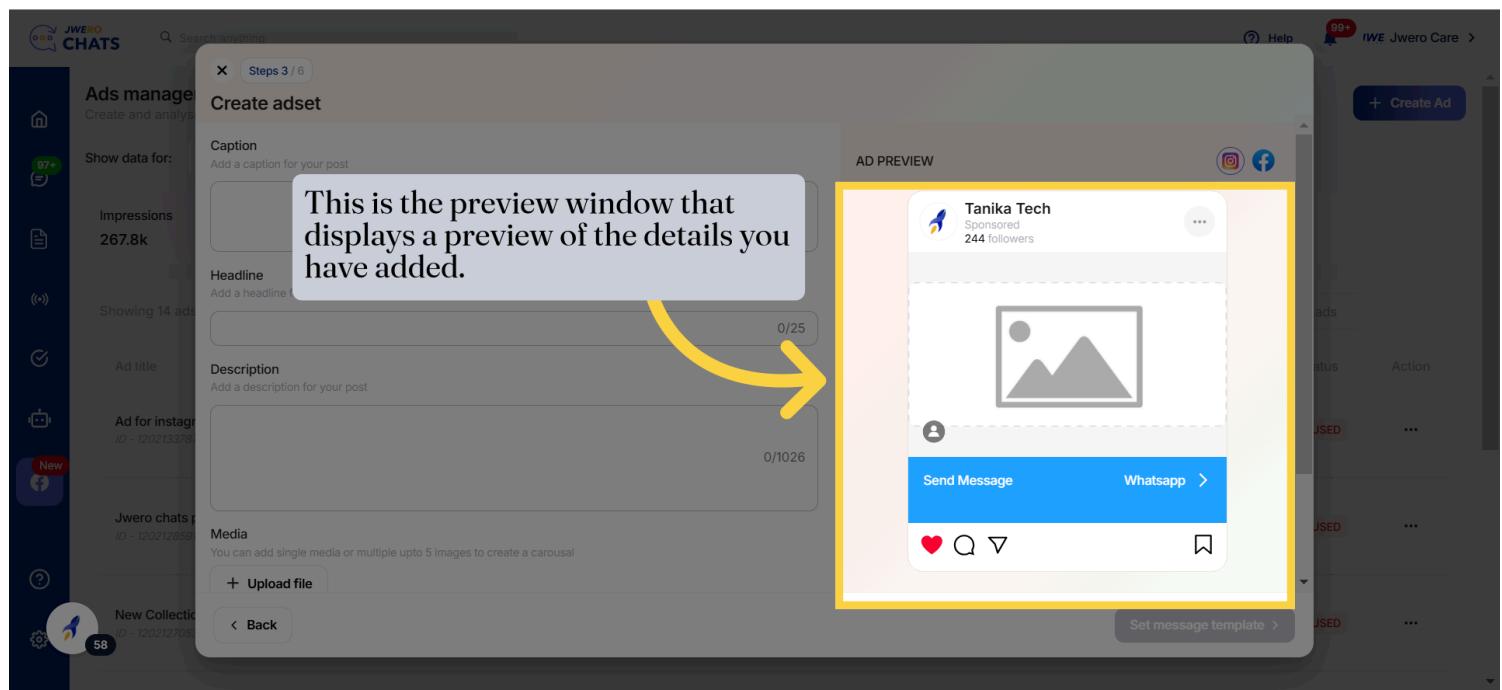
Note: The dropdown options are managed by Meta Ads.

The screenshot shows the Jwero Ads manager interface. On the left, there's a sidebar with various icons and a list of ads: 'Ad for instagram automation', 'Jwero chats promo ad', and 'New Collection promotion ad'. The main area is titled 'Select the behavior based on your requirement.' and 'Note: The dropdown options are managed by Meta Ads.' It shows a dropdown menu with targeting options like 'Facebook access (mobile): smartphones and tablets', 'Facebook access (mobile): Motorola Android mobile devices', etc. A yellow arrow points from the search bar in this dropdown to the 'Create adset >' button at the bottom right of the modal. The background shows a list of ads with columns for 'Duration', 'Status', and 'Action'.

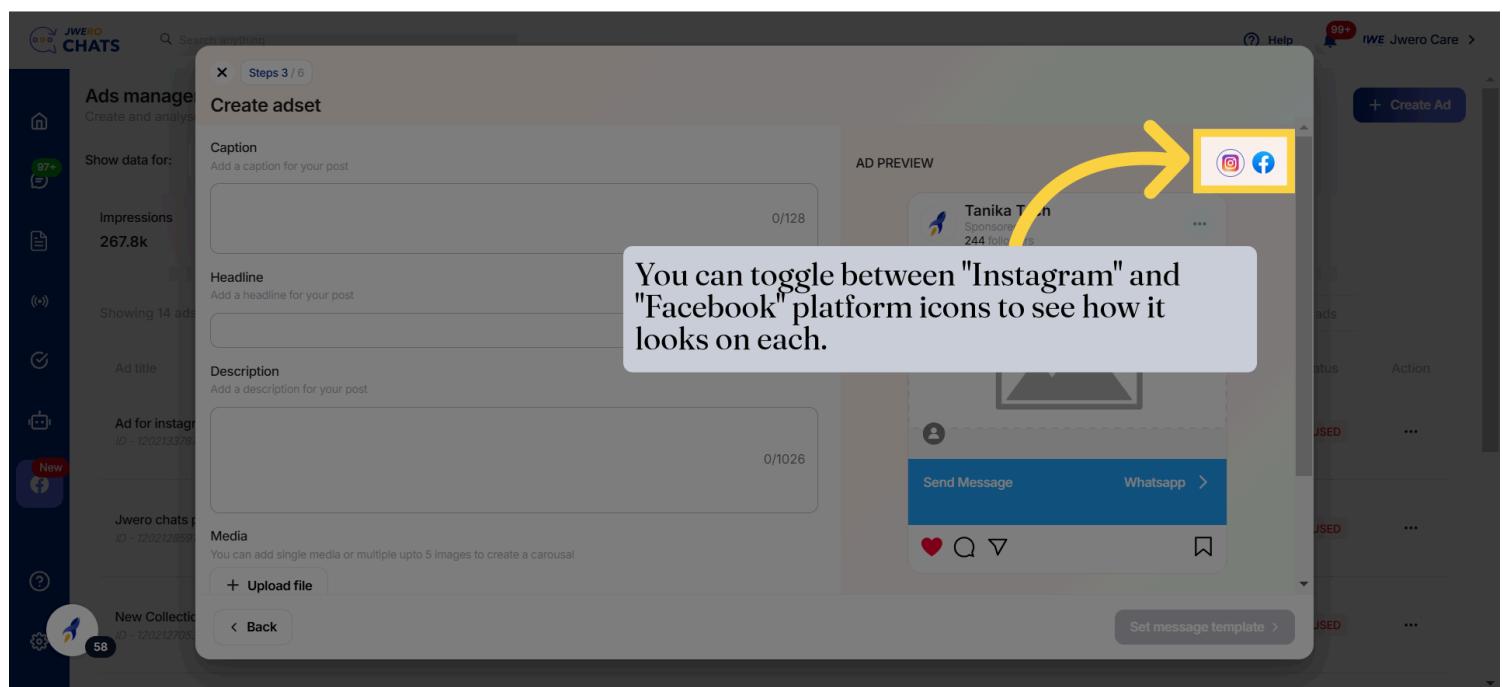
22. Once all the required details are entered, click on "Create adset" to proceed.

The screenshot shows the Jwero Ads manager interface. On the left, there's a sidebar with various icons and a list of ads: 'Ad for instagram automation', 'Jwero chats promo ad', and 'New Collection promotion ad'. The main area is titled 'Select audience' and shows targeting options like 'All', 'Male', 'Female', 'Minimum age' (18), 'Maximum age' (65), and 'Advanced targeting' (1 interest selected: 'gold necklaces'). A yellow arrow points from the 'Create adset >' button at the bottom right of the modal to the 'Create adset >' button at the bottom right of the main interface. The background shows a list of ads with columns for 'Duration', 'Status', and 'Action'.

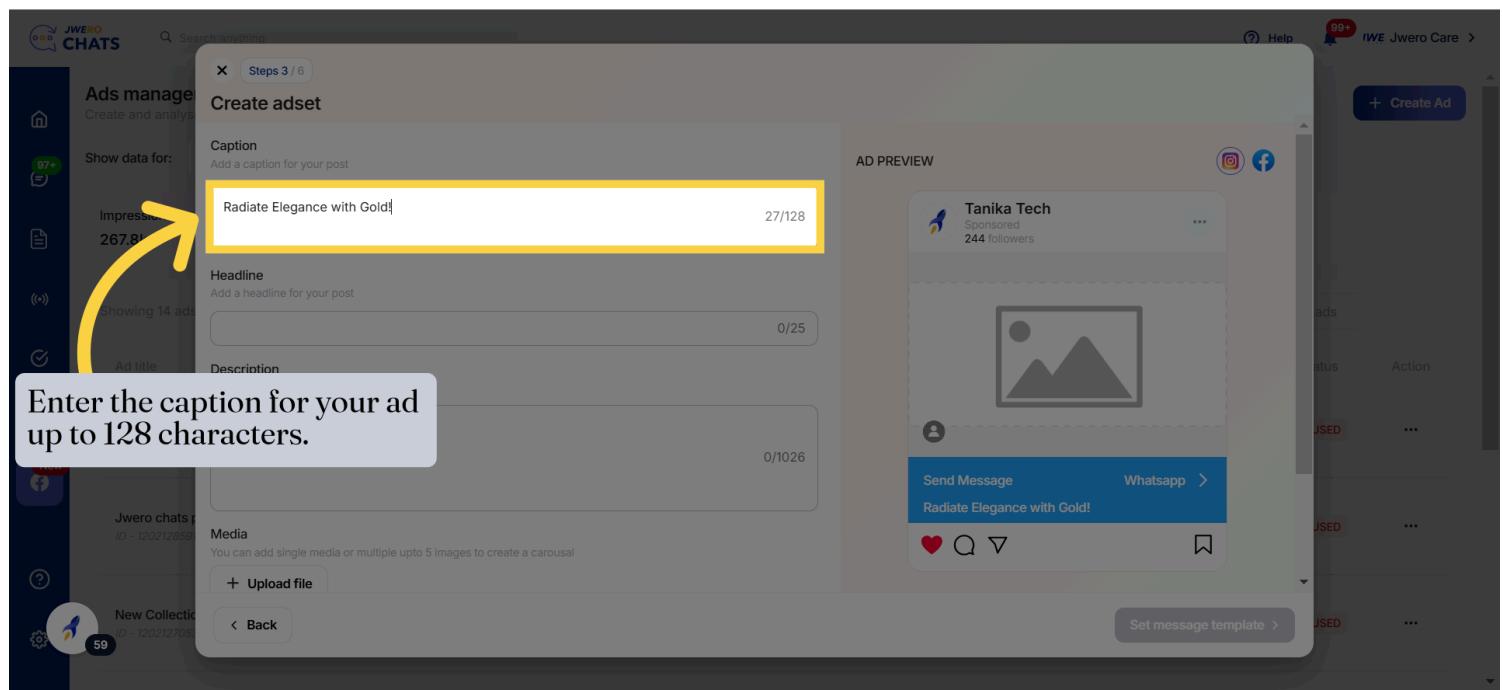
23. This is the preview window that displays a preview of the details you have added.



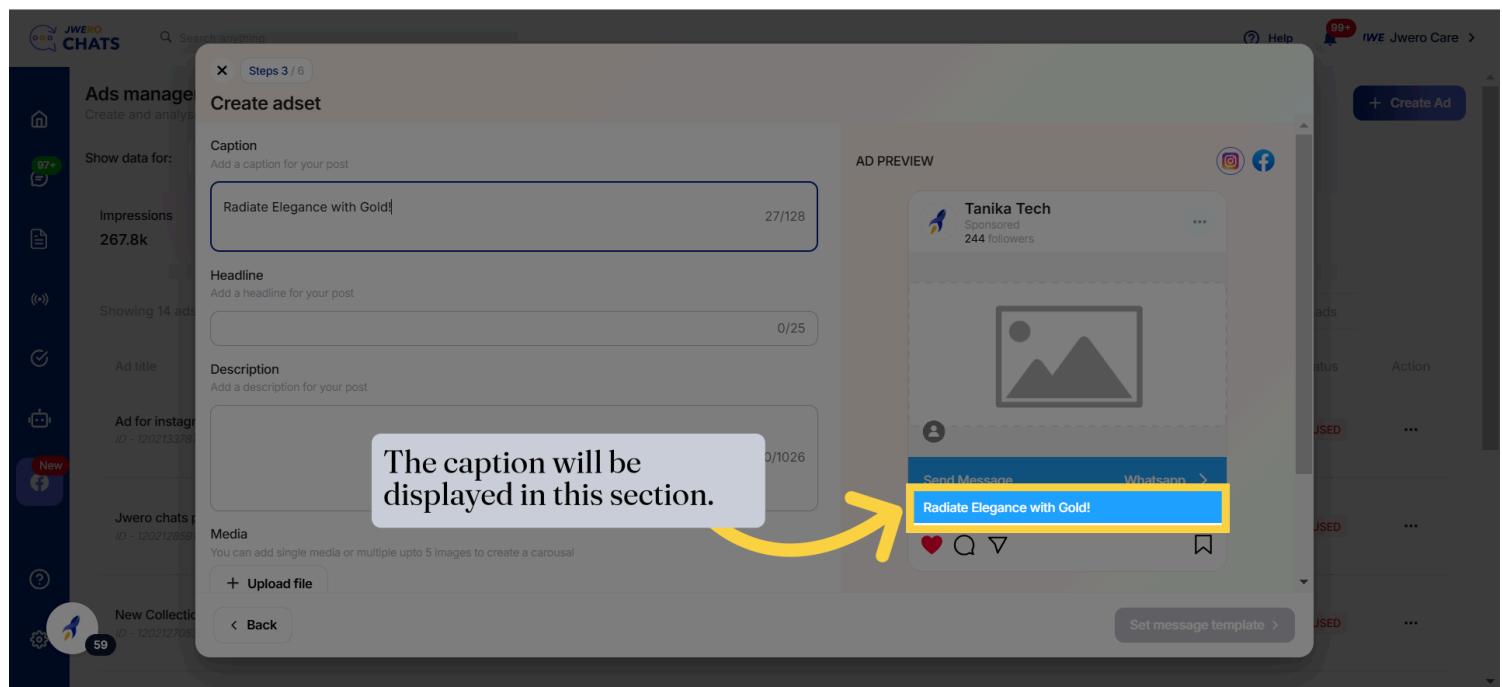
24. You can toggle between "Instagram" and "Facebook" platform icons to see how it looks on each.



25. Enter the caption for your ad up to 128 characters.



26. The caption will be displayed in this section.



27. Enter a short, catchy headline to grab attention instantly.

Enter a short, catchy headline to grab attention instantly.

Headline
Add a headline for your post
Shop Now & Shine Brighter 25/25

28. The headline will be displayed in this section.

Note : The headline will only appear in "Facebook" ads and will not be displayed in "Instagram" ads.

The headline will be displayed in this section.

Headline
Add a headline for your post
Shop Now & Shine Brighter 0/1026

29. Enter the description which includes additional text that provides more details about your ad up to 1026 characters.

Enter the description which includes additional text that provides more details about your ad up to 1026 characters.

30. The description will be displayed in this section.

The decription will be displayed in this section.

31. Allows you to upload an image or video for your ad. You can add single media or up to 5 media image/video to create a carousel.

Allows you to upload an image or video for your ad.
You can add single media or up to 5 media image/video to create a carousel.

Note : JPG, PNG , MP4 or GIF allowed up to 20MB

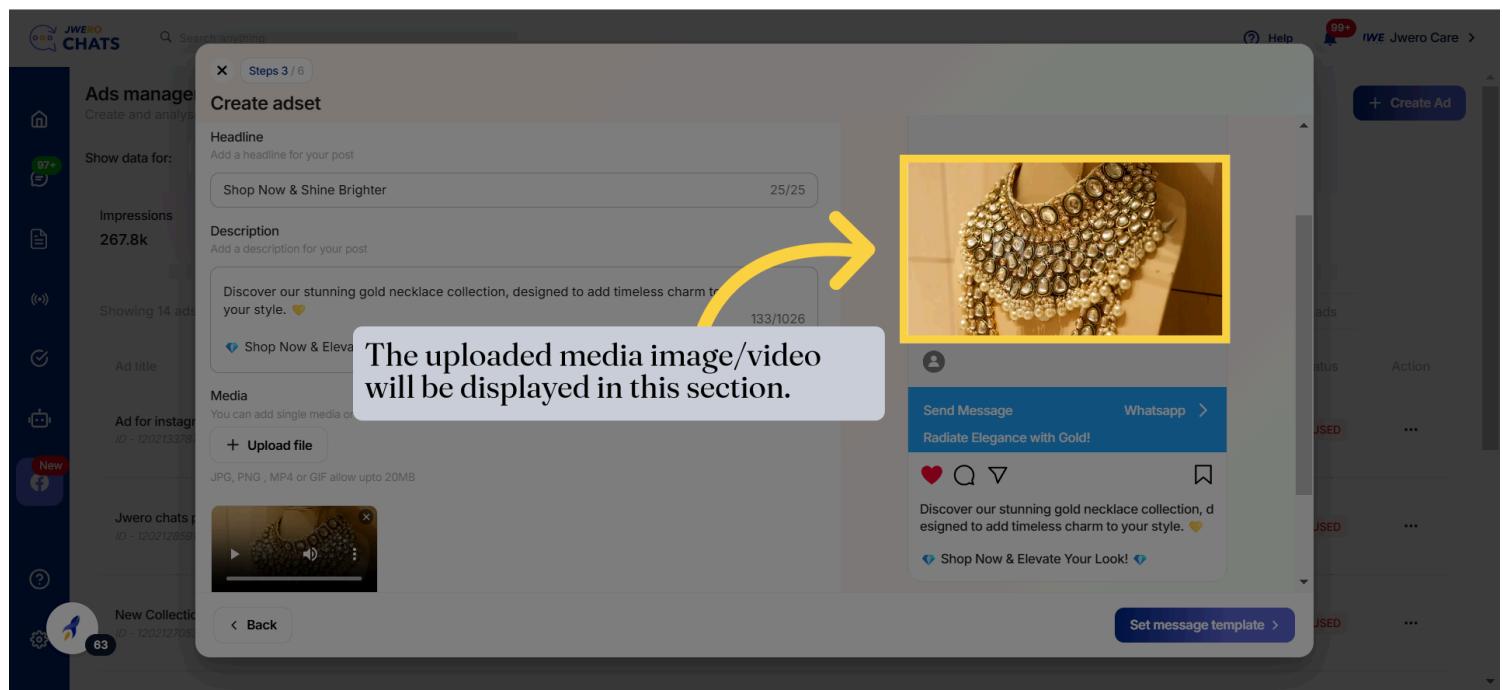
Upload file

32. Video has been uploaded.

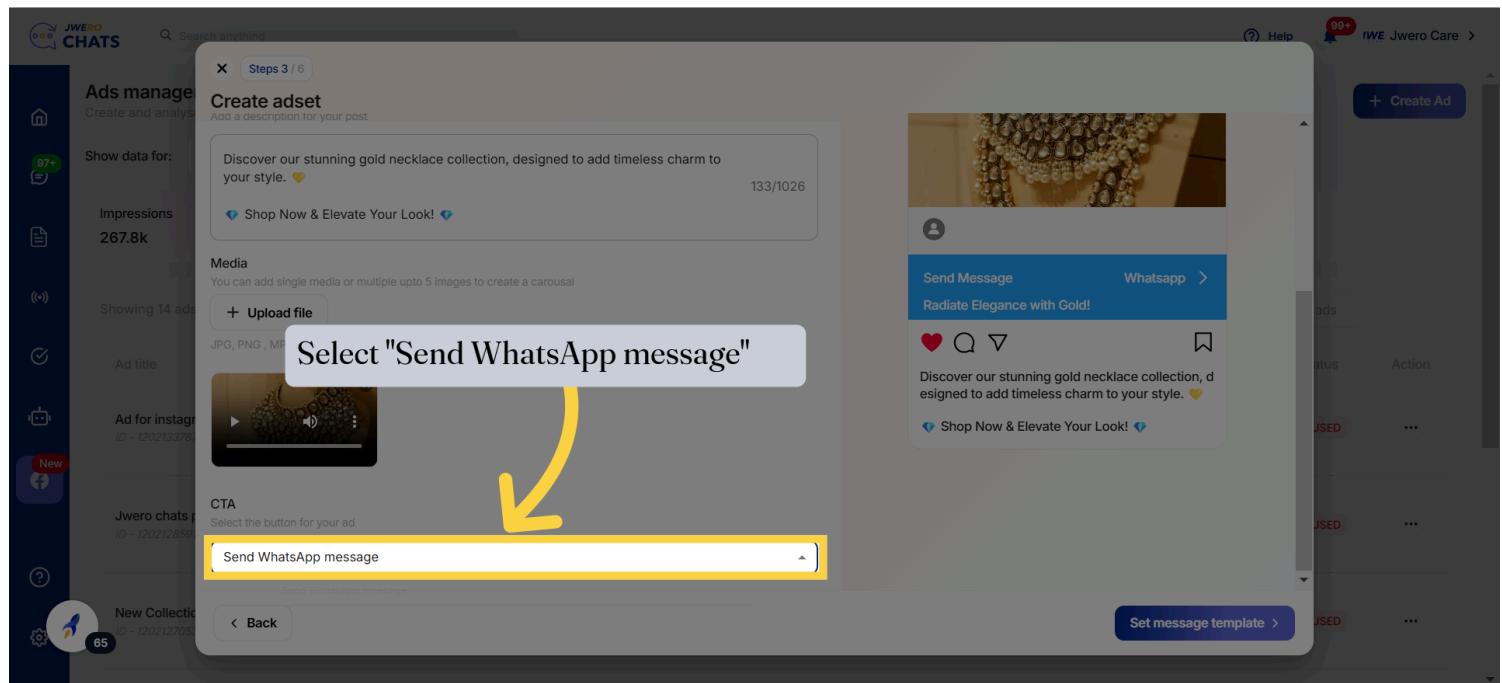
Video has been uploaded.

+ Upload file

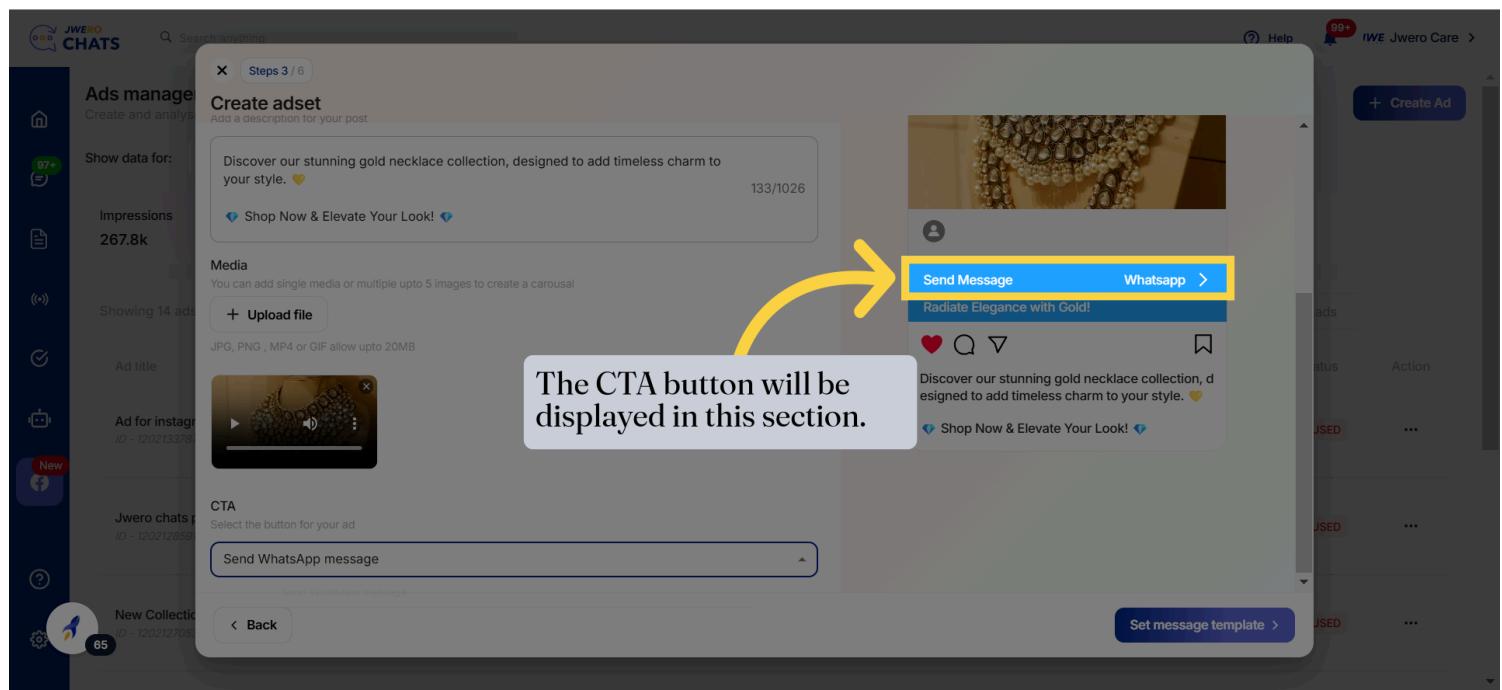
33. The uploaded media image/video will be displayed in this section.



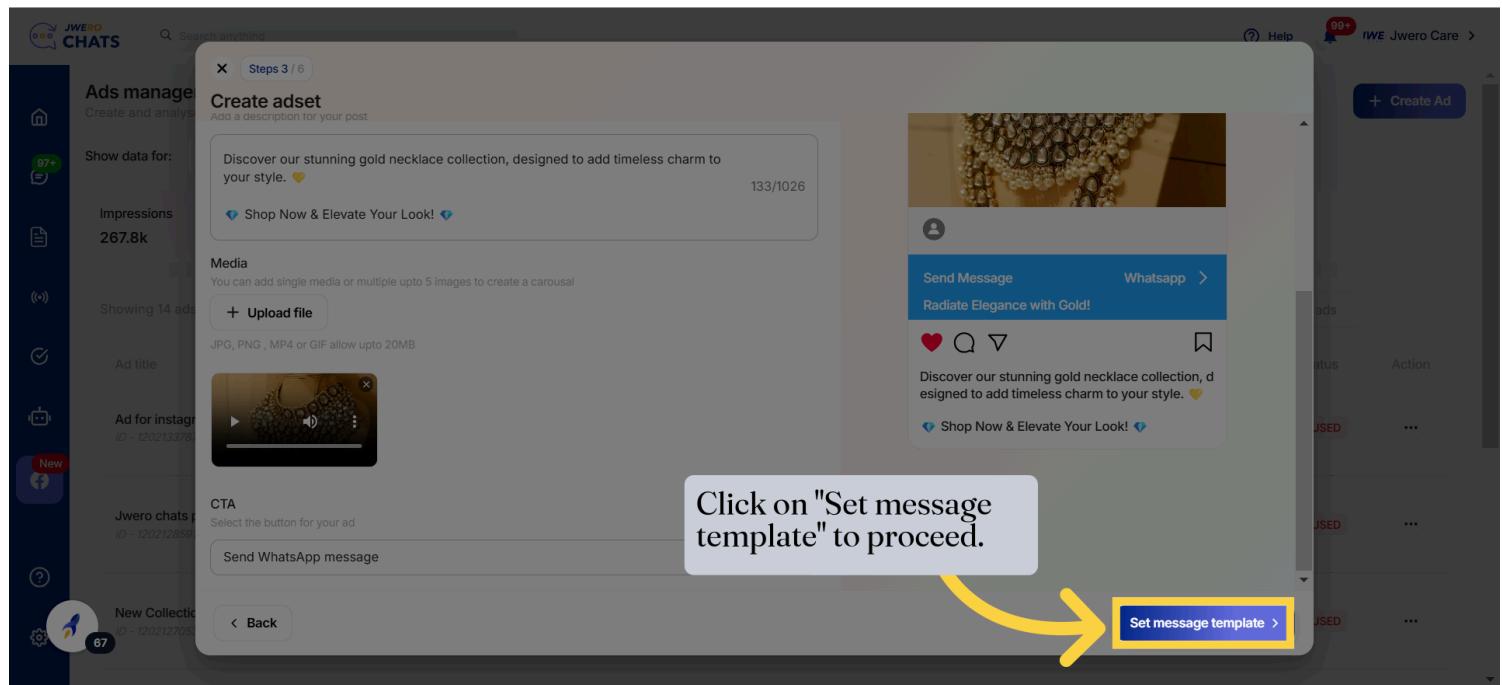
34. Select "Send WhatsApp message"



35. The CTA button will be displayed in this section.



36. Click on "Set message template" to proceed.



37. There are two ways for messaging.

Set template

Create a message template that will be available to the leads who click on the ad to initiate a conversation with you

Select type

Custom Message Ice breakers

Set custom message

Add a custom message which will be prefilled in the customers input box to make initiating a conversation more easy

There are two ways for messaging.

Custom Message: Allows you to set a prefilled message in the customer's input box when they click on the ad.

Ice Breakers : Allows to add chatbot keywords to initiate the flow conversation

AD PREVIEW

05:39 ⓘ Tiarabytj

Budget & Duration >

38. Custom Message

Set template

conversation with you

Select type

Custom Message Ice breakers

Set custom message

Thank you for showing interest in our jewellery collection. We have exclusive jewellery designs waiting for you! Browse our collection or chat with our team for personalized recommendations. 190/1026

Did you know

You can create chatbots to automate your engagement with the leads that click on your ad

Select bot flow

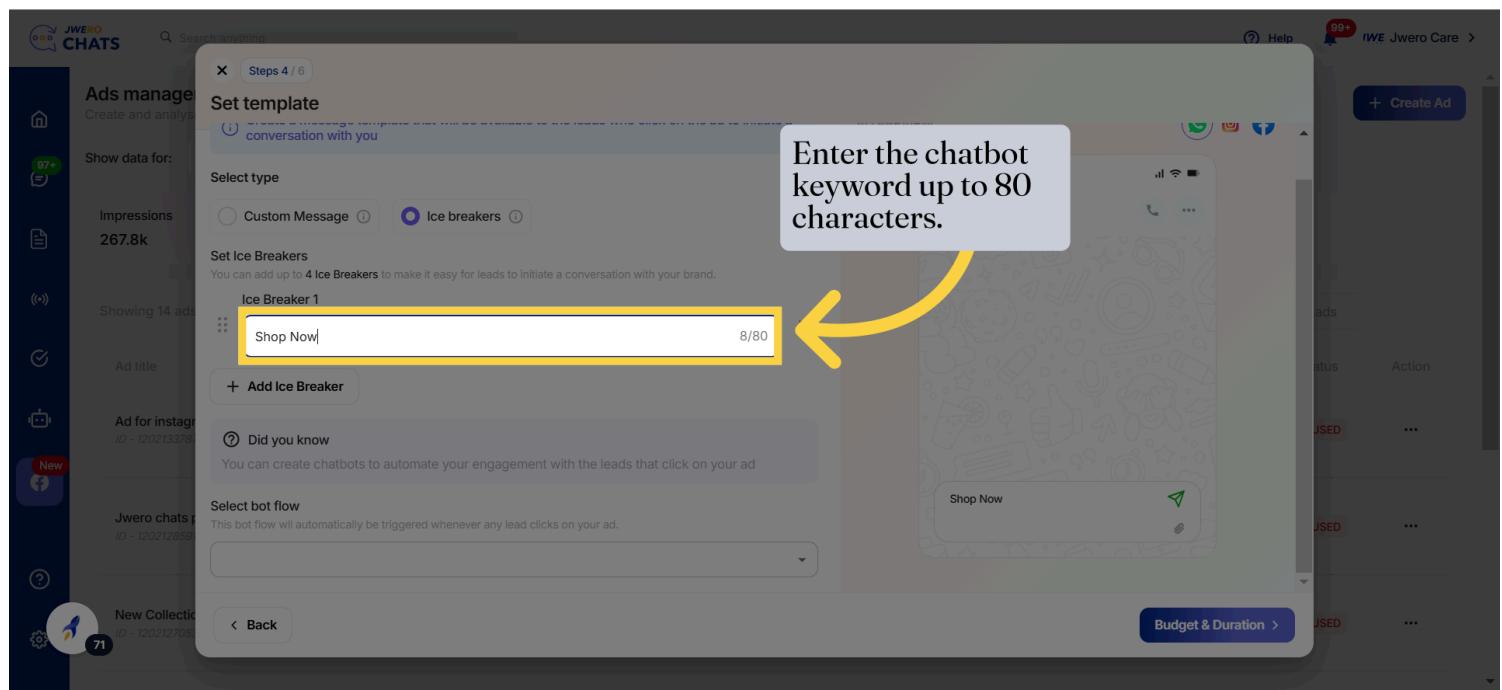
This bot flow will automatically be triggered whenever any lead clicks on your ad.

Enter a custom message related to your ad topic which can be up to 1026 characters. This text will be prefilled in the customer's chat input field when they click on the ad.

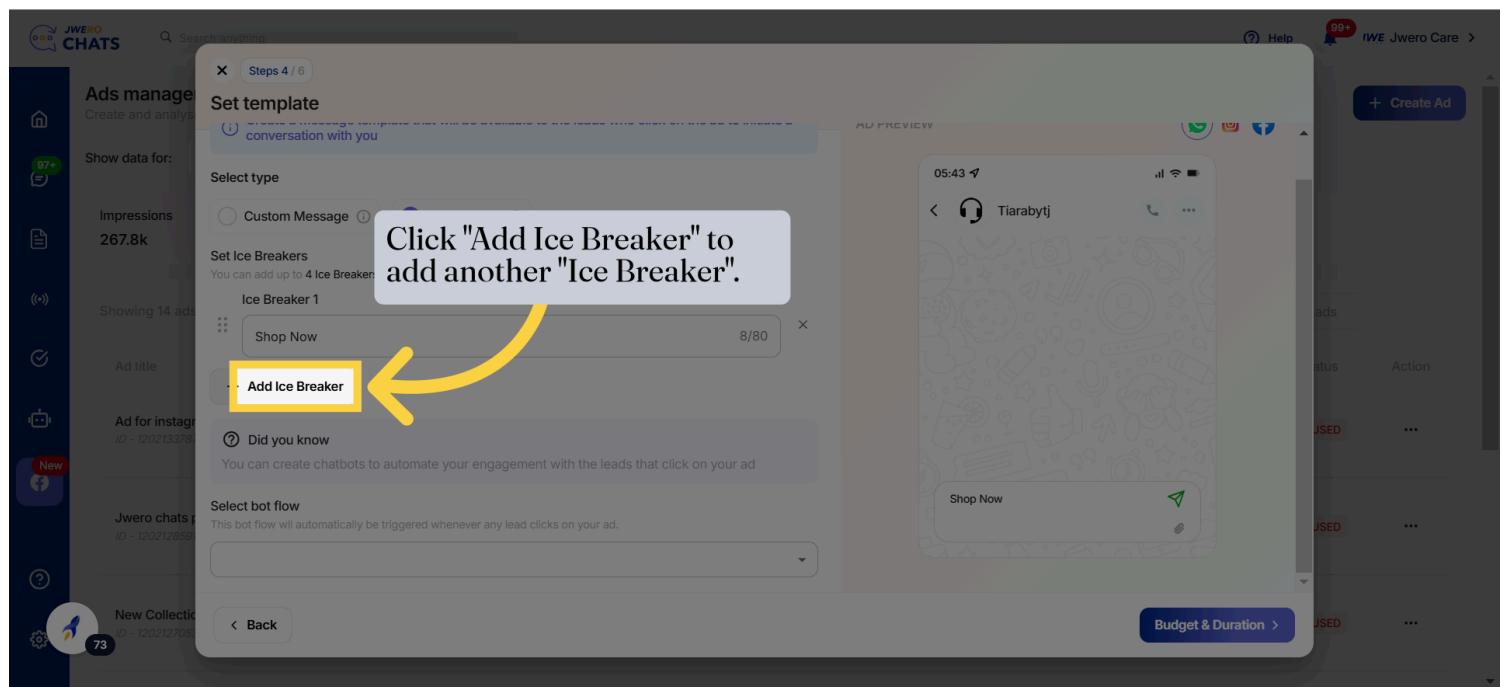
05:42 ⓘ Tiarabytj

Budget & Duration >

39. Enter the chatbot keyword up to 80 characters.



40. Click "Add Ice Breaker" to add another "Ice Breaker".



41. Similarly, I have added three more Ice Breakers.

Similarly, I have added three more Ice Breakers.

Note : You can add only up to four ice breakers.

Custom Message

Ice breakers

Show data for:
Impressions 267.8k
Showing 14 ads
Ad title
Ad for Instagram ID - 1202133788
Jwero chats ID - 120212889
New Collection ID - 1202127051

Did you know
You can create chatbots to automate your engagement with the leads that click on your ad.

Back

Budget & Duration

Tiarabytj

ads

Action

USED

...
...
...
...

42. This is how "Ice Breakers" will be displayed in the chat. Clicking on them will trigger the respective chatbot flow.

Ads manager Create and analyse

Search anything

Steps 4 / 6

Set template

Custom Message

Ice breakers

Show data for:
Impressions 267.8k
Showing 14 ads
Ad title
Ad for Instagram ID - 1202133788
Jwero chats ID - 120212889
New Collection ID - 1202127051

Did you know
You can create chatbots to automate your engagement with the leads that click on your ad.

Back

Budget & Duration

Tiarabytj

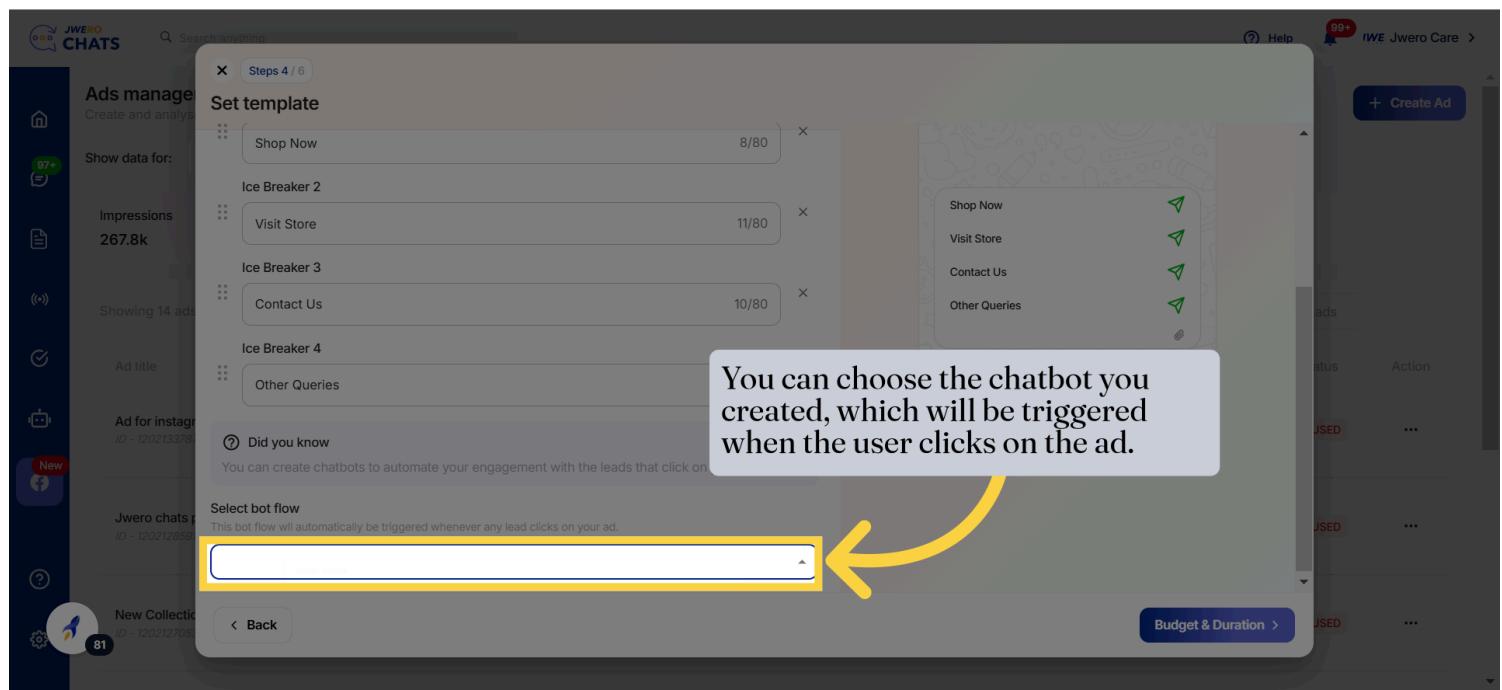
ads

Action

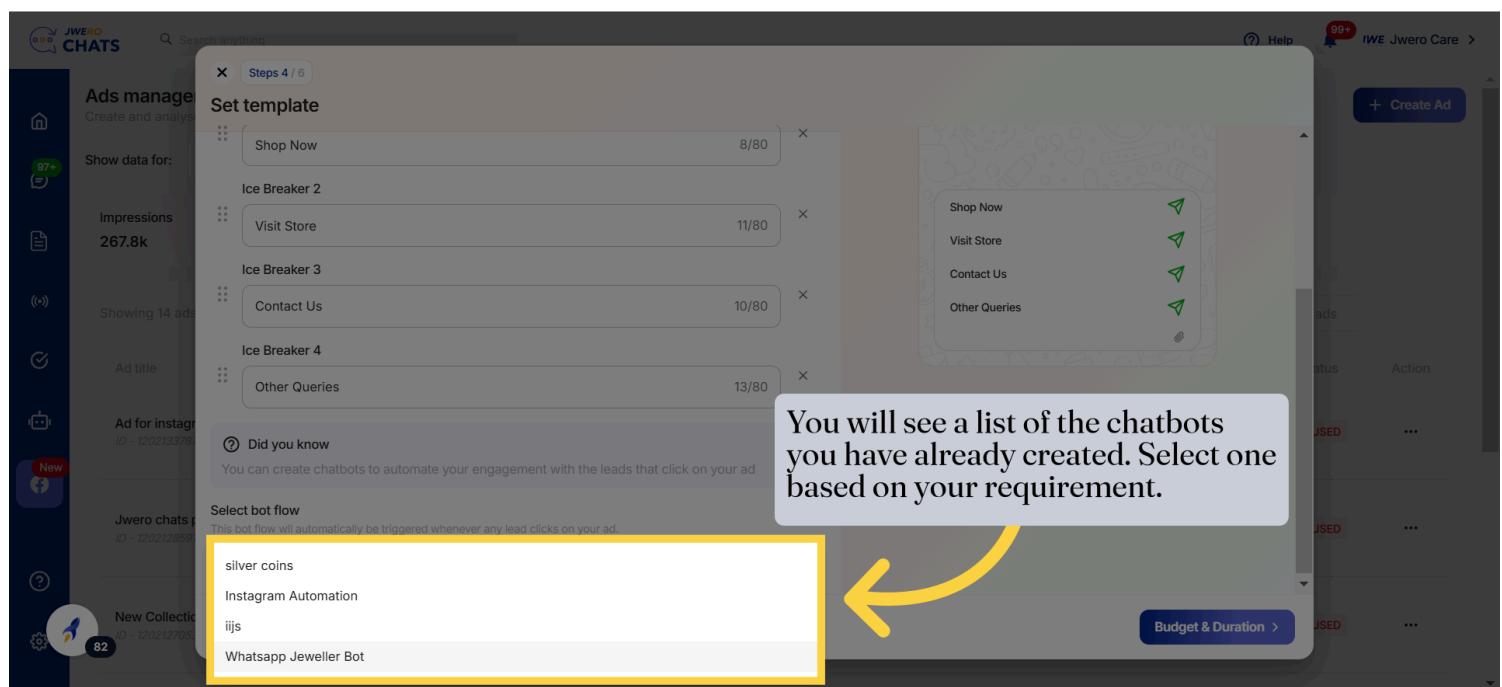
USED

...
...
...
...

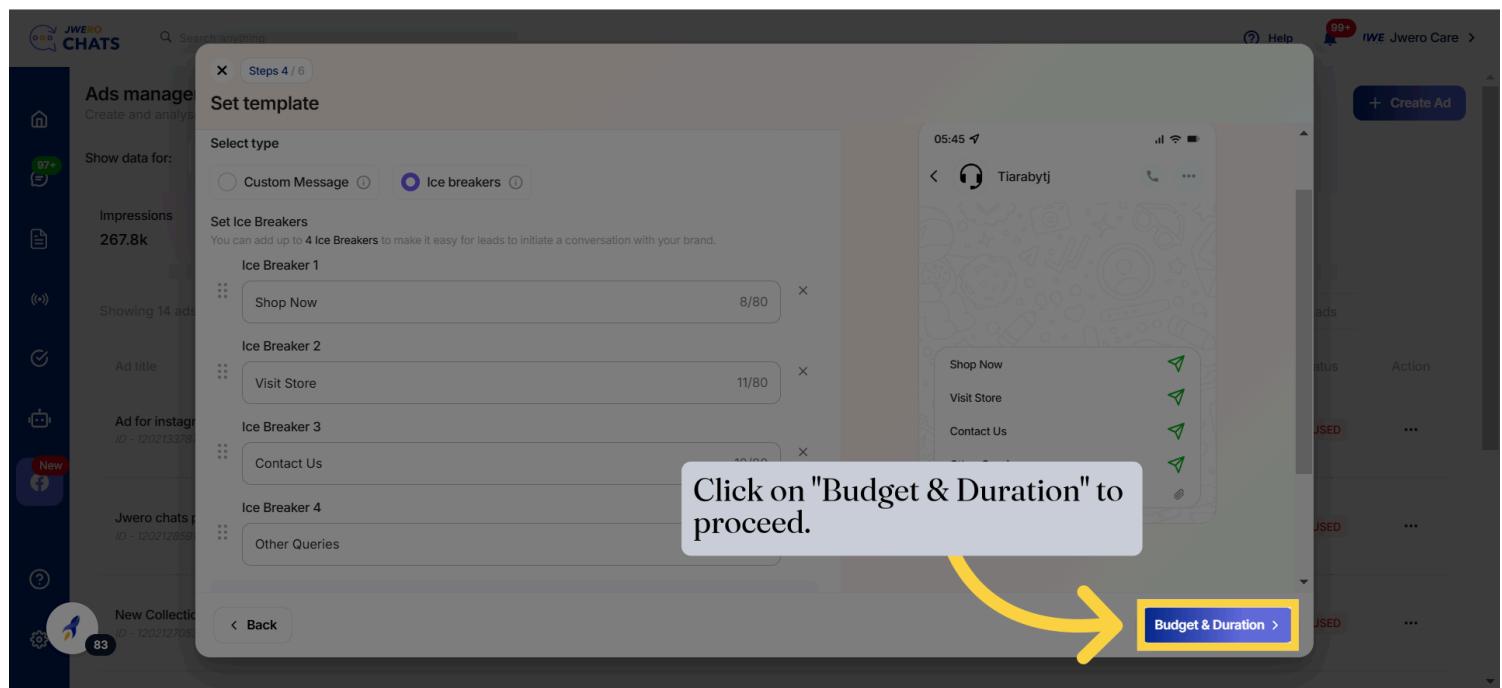
43. You can choose the chatbot you created, which will be triggered when the user clicks on the ad.



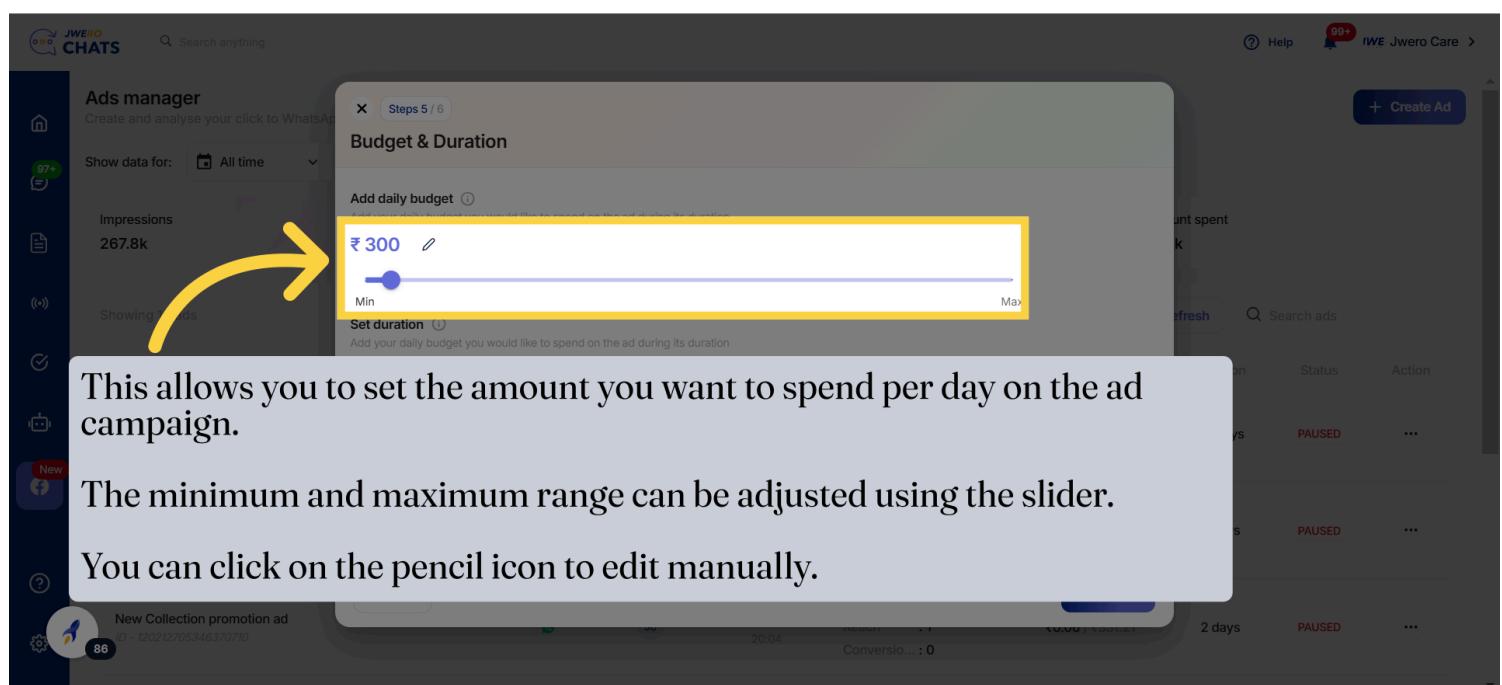
44. You will see a list of the chatbots you have already created. Select one based on your requirement.



45. Click on "Budget & Duration" to proceed.



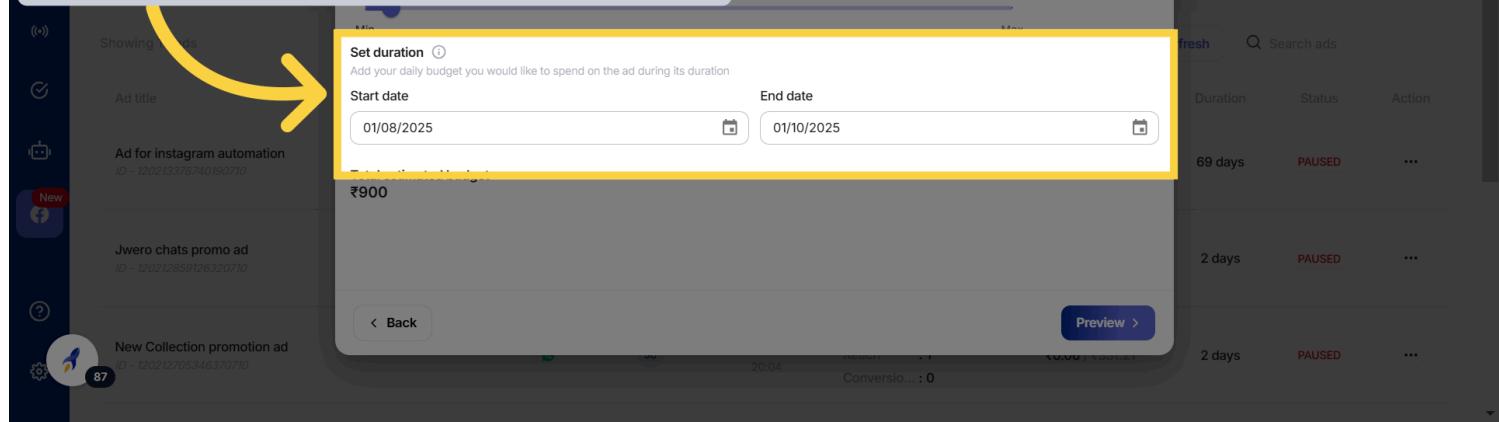
46. Add daily budget



47. Set duration

"Set duration" refers to the time period during when your ad will be active.

You can specify a start date (when the ad campaign begins) and an end date (when the ad campaign stops running).



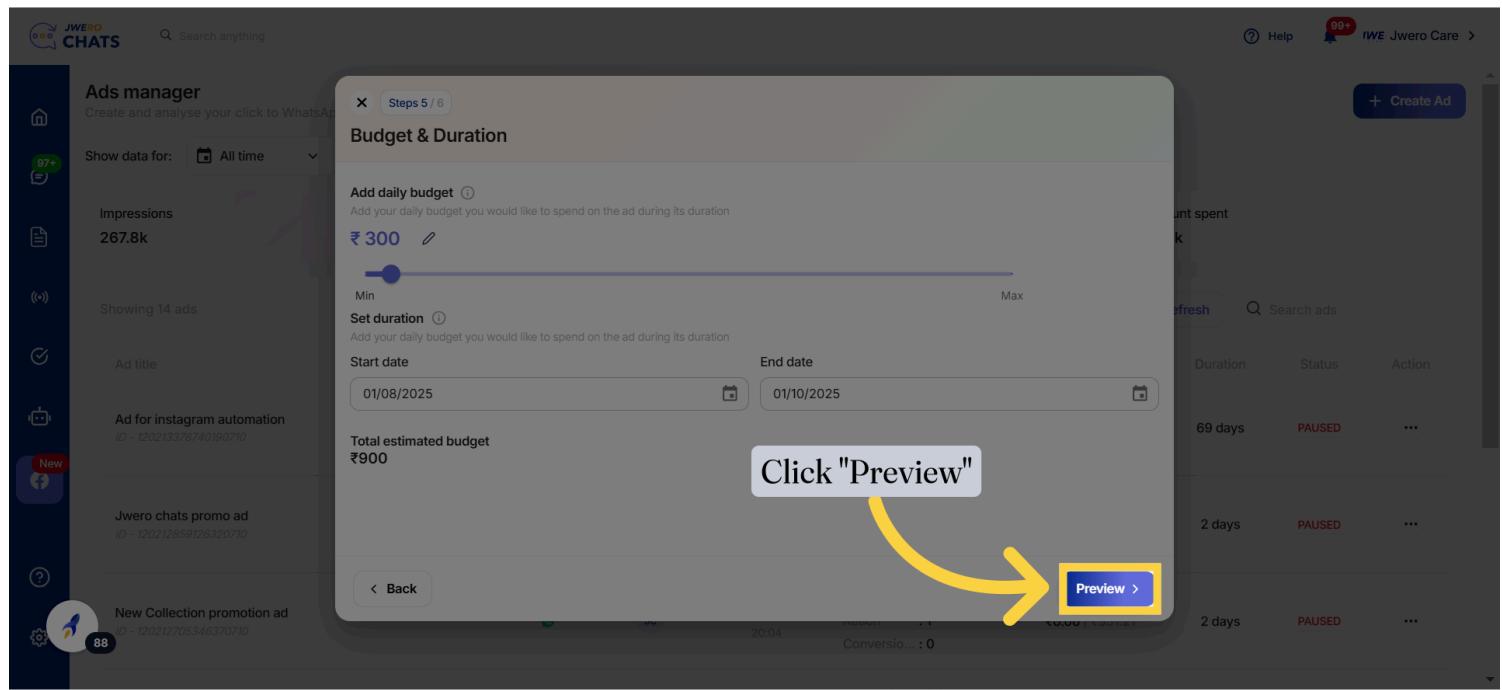
48. Total Estimated Budget

The screenshot shows the 'Ads manager' interface with a modal open for 'Budget & Duration'. Inside the modal, the 'Add daily budget' field is set to ₹300. The 'Start date' is 01/08/2025 and the 'End date' is 01/10/2025. A yellow box highlights the 'Total estimated budget' field, which displays ₹900. The background shows a list of ads with their details and status.

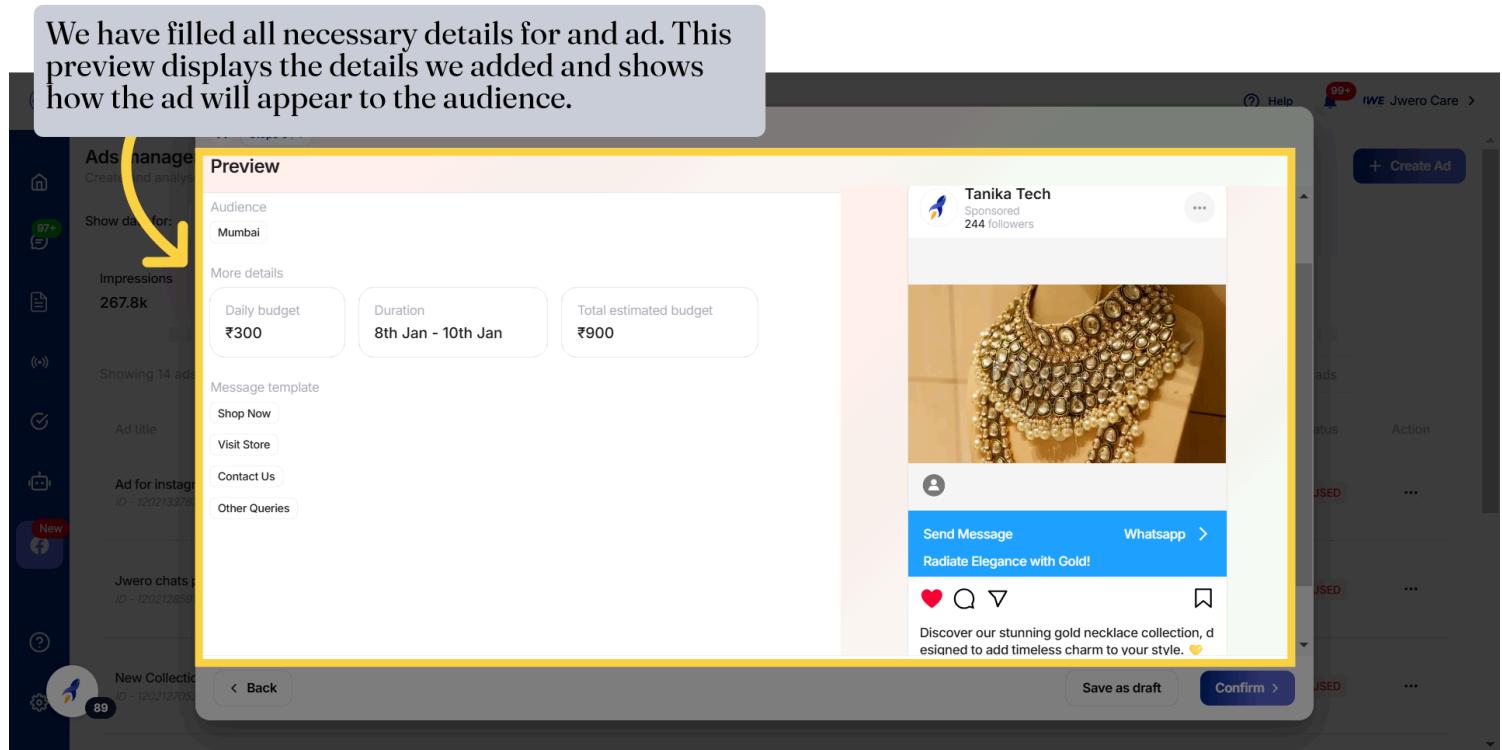
Total Estimated Budget = Daily Budget × Ad Duration (Number of Days)

Example: If the daily budget is ₹300 and the ad runs for 3 days (End Date - Start Date), the total estimated budget will be ₹900 (300×3).

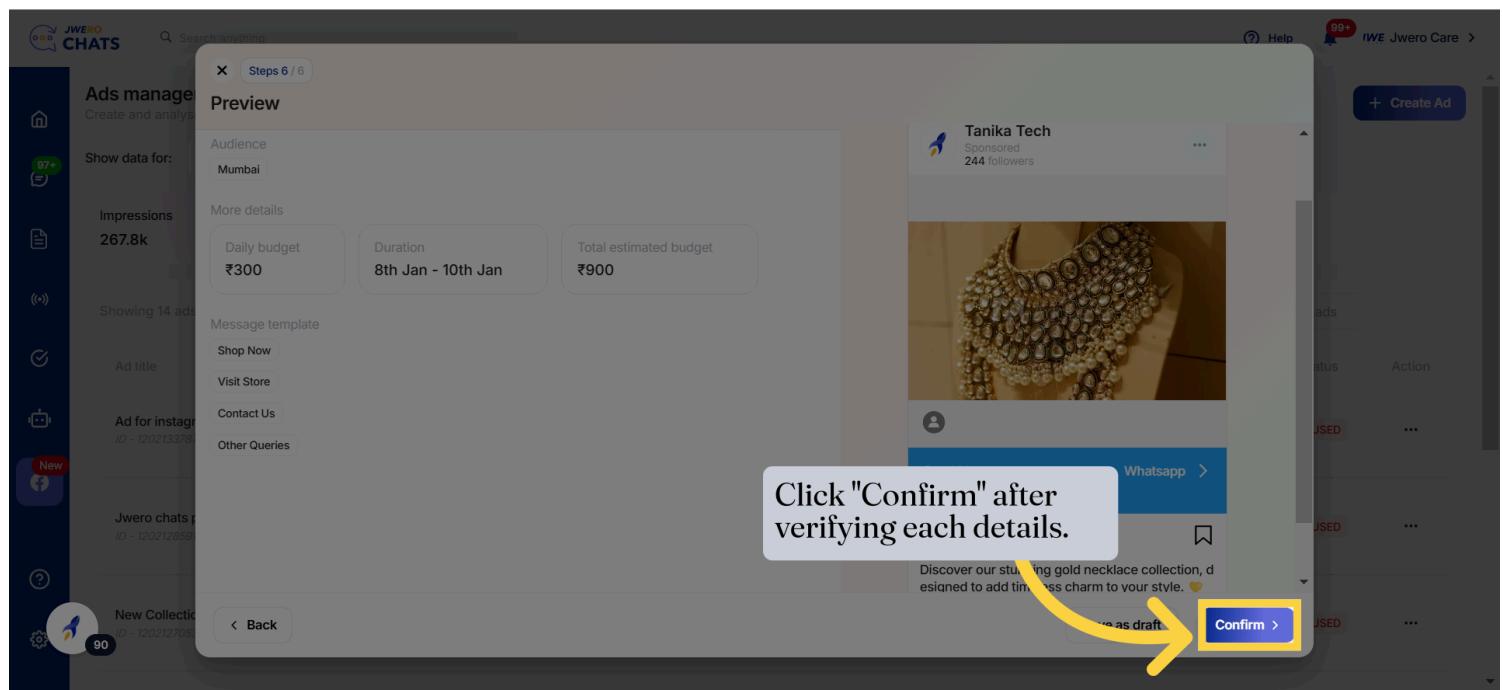
49. Click "Preview"



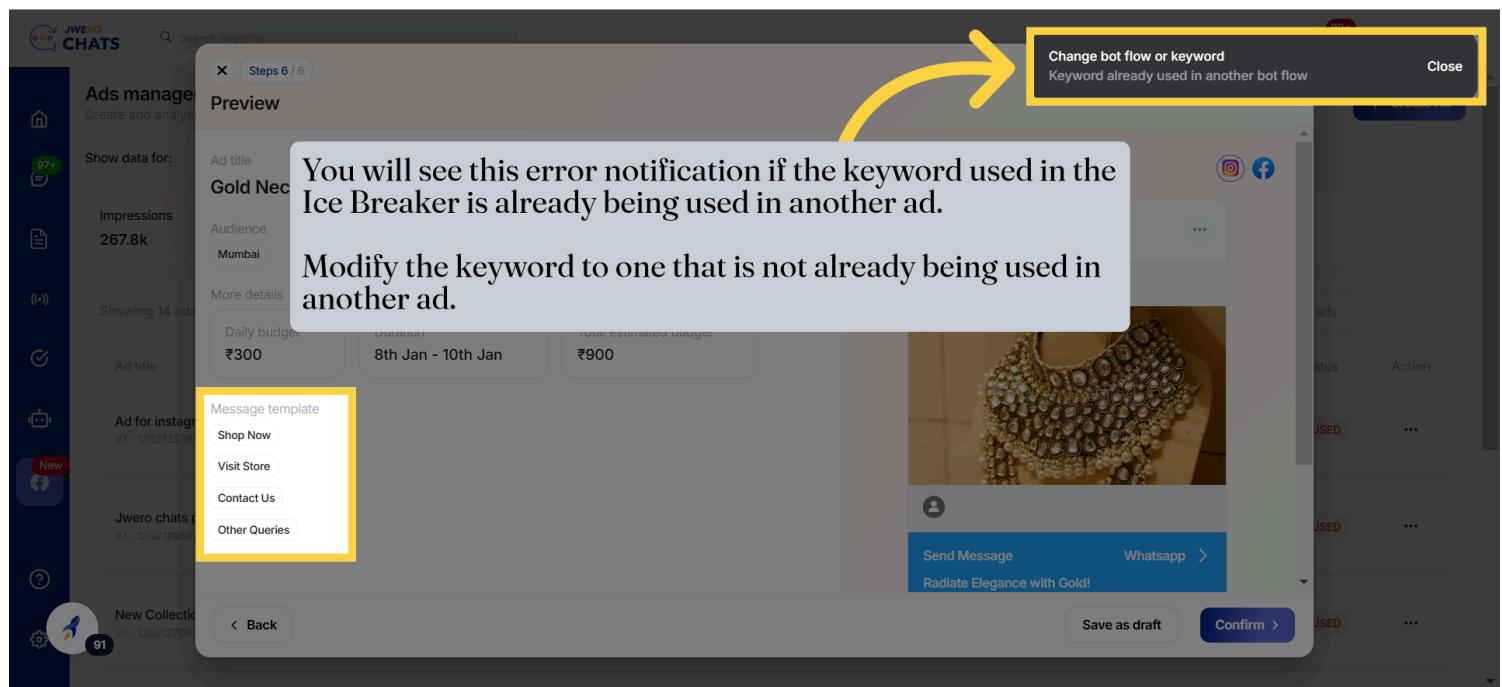
50. Preview



51. Click "Confirm" after verifying each details.



52. Error notification



53. Click on "Back" to navigate to the "Set Template" page and edit the Ice Breaker keywords.

The screenshot shows the Jwero Chats interface. A modal window titled "Change bot flow or keyword" is displayed, stating "Keyword already used in another bot flow". In the background, the "Ads manager" section is visible, showing an ad for a "Gold Necklace" with 267.8k impressions. An annotation with a yellow arrow points to the "Back" button at the bottom left of the screen.

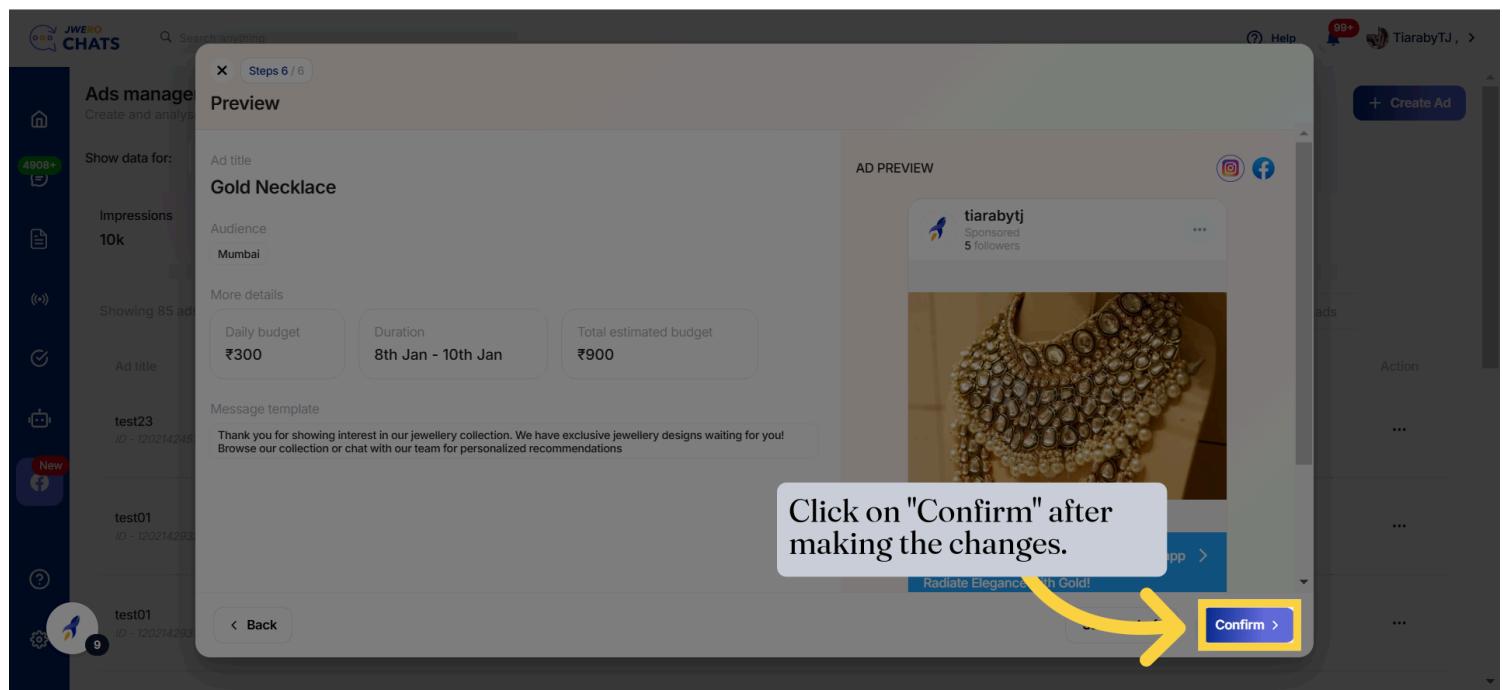
Click on "Back" to navigate to the "Set Template" page and edit the Ice Breaker keywords.

54. I have updated the Ice Breaker keywords to a custom message to resolve the error. Alternatively, you can modify the keywords as per your requirement.

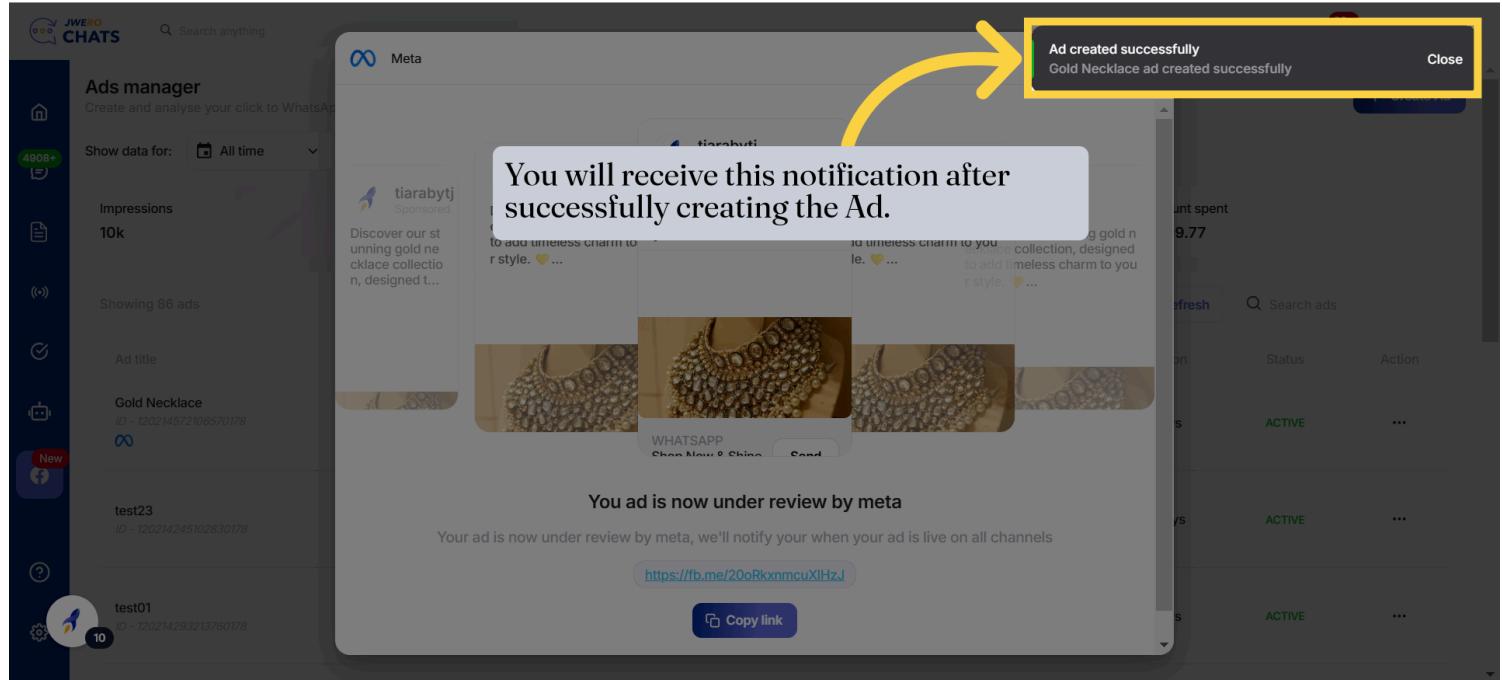
The screenshot shows the "Set template" page. A yellow box highlights the "Set custom message" field, which contains a personalized message: "Thank you for showing interest in our jewellery collection. We have exclusive jewellery designs waiting for you! Browse our collection or chat with our team for personalized recommendations." An annotation with a yellow arrow points to this message field.

I have updated the Ice Breaker keywords to a custom message to resolve the error. Alternatively, you can modify the keywords as per your requirement.

55. Click on "Confirm" after making the changes.



56. You will receive this notification after successfully creating the Ad.



57. A window will appear stating, "Your ad is now under review by Meta." You will receive a notification once the ad goes live.

A window will appear stating, "Your ad is now under review by Meta." You will receive a notification once the ad goes live.

You ad is now under review by meta
Your ad is now under review by meta, we'll notify you when your ad is live on all channels
<https://fb.me/20oRkxnmcuXlHzj>
Copy link

58. This displays the Ad details.

This displays the Ad details.

Ad title	Channel	Created by	Created on	Analytics	Amount	Duration	Status	Action
Gold Necklace ID - 120214572106570178	WhatsApp	-	08/01/2025 18:15	Impressions : 0 Reach : 0 Conversio... : 0	₹0 / ₹528.35	0 days	ACTIVE	<button>...</button>
test23 ID - 120214245102830178	WhatsApp	T.	24/12/2024 11:32	Impressions : 0 Reach : 0 Conversio... : 0	₹0 / ₹3.8k	38 days	ACTIVE	<button>...</button>
test01 ID - 120214293213760178	WhatsApp	T.	26/12/2024 17:47	Impressions : 0 Reach : 0 Conversio... : 0	₹0 / ₹153.24	2 days	ACTIVE	<button>...</button>

59. Click here to preview the Ad.

Ads / Details

← Gold Necklace

Analytics Contacts

Show data for: All time

Impressions 0 Total reach 0 Clicks 0 Conversations 0

Total amount spent ₹ 0

Reach over time Ad performance

Duration 2 days Budget 300/day Status: ACTIVE Refresh Edit

Ad preview

Click here to preview the Ad.

Ad

5 followers

Send Message Whatsapp >

Radiate Elegance with Gold!

60. Click "Preview link"

Ads / Details

← Gold Necklace

Analytics Contacts

Show data for: All time

Impressions 0 Total reach 0 Clicks 0 Conversations 0

Total amount spent ₹ 0

Reach over time Ad performance

Duration 2 days Budget 300/day Status: ACTIVE Refresh Edit

Ad preview

Click "Preview link"

Ad

5 followers

Send Message Whatsapp >

Radiate Elegance with Gold!

61. This is how the Ad will appear in Facebook.

Mobile Feed ▾

1 of 43



Tiara By Tj
Sponsored ·

Radiate Elegance with Gold!

MESSENGER
Shop Now &
Shine Brighter

Send message

Like Comment Share



Tiara By Tj wants to share an ad with you.

See how people will experience your ad

Selected ad placements

Once you've confirmed that you want to see the ad, it will appear in all selected placements for 24 hours.

 Decline Show Ad

This is how the Ad will appear in Facebook.

62. You will receive a confirmation message. If you select "Decline," the ad will not be published on Facebook. If you select "Show Ad," it will go live after Meta's review process.

Mobile Feed ▾

1 of 43



Tiara By Tj
Sponsored ·

Radiate Elegance with Gold!

You will receive a confirmation message.

If you select "Decline," the ad will not be published on Facebook.

If you select "Show Ad," it will go live after Meta's review process.



Tiara By Tj wants to share an ad with you.

See how people will experience your ad

Selected ad placements

Once you've confirmed that you want to see the ad, it will appear in all selected placements for 24 hours.

 Decline Show Ad