Creating and Managing Ad Sets for Facebook and Instagram in Advertise

Meta's ad sets are smaller groups of ads within a larger ad campaign. All ads in an ad set will use the same budget and schedule, will target the same audiences, and can be delivered to the same placements across Facebook, Instagram, and other Meta Platforms.

Understanding and mastering how to build strategic ad sets can help you get your content in front of very specific and often motivated segments of your audience. Follow the steps below to create your own ad sets in Advertise for your Facebook and Instagram ads.

Creating ad sets

You can create ad sets by clicking the action (**...**) button while viewing your campaigns, or by clicking the **Create New Ad Set** button from the top right of the **Ad Sets** section in Advertise. While creating a new ad set, you can choose to add it to an existing campaign, or to create a new campaign.

Below, we've listed all the available options for customizing the ad set to your advertising goals.

Note:

Please bear in mind that not all options are available for all types of campaign objectives.
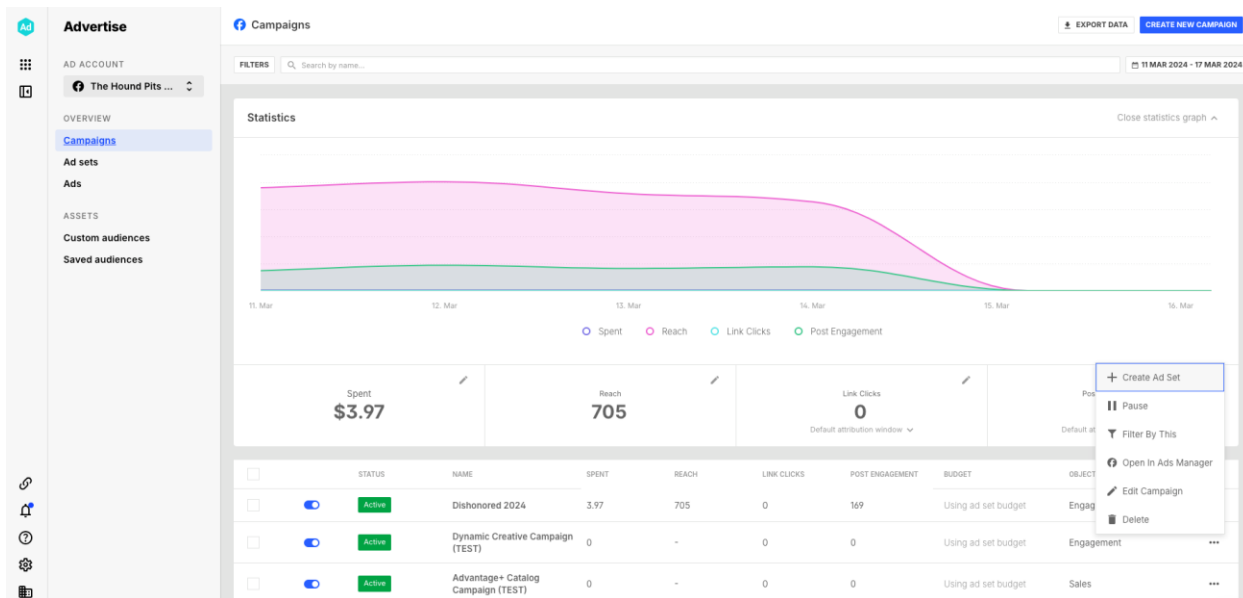
Create ad set

Ad set name

Name your ad set. To make it easy for yourself and your colleagues, we suggest naming it in accordance with your target audience and/or your time period.

Ad set labels

Assign labels specific to your ad set. Labels already assigned to your campaign will automatically appear here.

Auto promote

Set up Smart Labels, which will automatically enable advanced promotions for organic posts without requiring you or your team to be ads specialists.

WhatsApp

If you chose WhatsApp for the Traffic option (available for the Conversions and Traffic campaign Objectives), you can choose a Facebook Page that is connected to a WhatsApp number. Ads created from the ad set let users open a conversation with your customers through WhatsApp.

Connect and verify the phone number connected to this channel

You are adding a new phone number.
We will send you a 5-digit code for verification.

Phone number

E.g. +44 123 456 7891   SEND VERIFICATION CODE

Schedule and budget

Ad set budget

Set the budget for your ad set, either on daily bases or as a lifetime budget. If you have set the budget on the campaign level, you are able to define specific spending limits for the ad set, so that you are always on track with your spending.

Schedule ad set

Define the start and end date of your ad set. You can also use the default ad duration feature, which automatically sets a specific duration to all ads created in Social Media Management. By setting a default ad duration, you will not need to set the duration of each ad individually.

Please note that, for now, it's not possible to schedule nonconsecutive days within your selected date range – for example, building an ad set that only runs ads on Mondays, Wednesdays, and Fridays (also known as "dayparting").

UTM tracking

Define the UTM tracking parameters you want to be applied to your ads. We will add them automatically to all ads in this ad set for you.

3 Budget and schedule

Ad set budget

1 USD daily (using campaign budget) ⓘ

+ Add ad set spend limits

Optimize ads for	Charge for	Cost control
CONVERSIONS ⌄	IMPRESSIONS ⌄	LOWEST COST WITHOUT CAP ⌄

Conversion window ⓘ

7 DAY CLICK OR 1 DAY VIEW ⌄

Conversions will be tracked using **Falcon Social's Pixel**

+ Add UTM tracking parameters

Schedule ad set
Choose how long you want your ad set to last.

Start time

📅 **18 FEB 2025**   ⏰ 09:55 AM   ☐ Ongoing duration

End time

📅 **19 FEB 2025**   ⏰ 09:55 AM   Your ad set will run for 1 full day.

Default ad duration (Brandwatch ads only)
Define for how long ads in this ad set should run by default. You can change this for each ad.

☑ Ongoing until the ad set expires

CONTINUE

Pricing

Depending on your chosen campaign objective, there are various options available in the Pricing section.

Optimization Goal

This tells Facebook what you want to achieve with your promotion. Their algorithms will optimize the delivery to get you the best result for the lowest cost. For example, if you optimize for Link Clicks, Facebook will target those users that are most likely to click the link in your ad.

Frequency

The frequency cap allows you to set a maximum number of times a user can be shown your ad within a set period of time. This is available for campaigns with an Awareness objective.

Bid Strategy

There's three options to choose from:

Lowest cost

Aims to get you the lowest cost per Optimization Goal event, while spending within your set daily or lifetime budget.

Lowest cost with cap

In addition to the above, you can add a maximum amount to spend per Optimization Goal event.

Cost cap

Maximizes efficiency by getting you the most results while staying below your set maximum cost per Optimization Goal event.

Learn more about [bid strategies](#) in Facebook.

When You Get Charged

This determines when you pay for your ad. For many Optimization Goals, you'll pay each time your ad is served to a user (i.e. per Impression). Some optimization goals allow you choose other events, such as Link Clicks or 10-second Video Views.

Conversion Window

If you choose Conversions as the Optimization Goal, you can set the Conversion Window. This will tell Facebook if you expect users to complete the conversion cycle within a day, or if they rather tend to complete it within a week.

Conversion window ⓘ

7 DAY CLICK OR 1 DAY VIEW ⌄

AFTER CLICKING AN AD

○ 1 day click

○ 7 day click

AFTER CLICKING OR VIEWING AN AD

○ 1 day click or 1 day view

● 7 day click or 1 day view

Targeting

Age and Gender

Set targeting parameters for a specific age range.

Geography

Set targeting parameters for specific geo-locations, such as countries, regions, and cities. For cities, you can choose a radius of 17-70 km or 10-80 mi.

Designated Market Area (DMA) can be also used for targeting by typing the name of the market into the text box. All available DMAs can be found in [Facebook's documentation](#).

Note:

If you choose a country or territory in the European Union, you are required to designate the beneficiary, or person or organization benefiting from the ad, due to the [EU's beneficiary/payer regulatory requirements](#). If you have [set your default beneficiary and payer in the Meta Business Manager](#), Advertise will pre-fill this value when creating your ad

set. Otherwise, you can enter the value manually when creating your ad set.

Geography
People living in or recently in this location

🔍 Add locations

Denmark   INCLUDED ⌄   ✕

Custom audiences

CHOOSE CUSTOM AUDIENCES ⌄

+ Add more details to your audience

☐ Save this targeting for future use

⚠️ Because this targeting includes the EU, you must state the beneficiary of the ads.
Learn more

Beneficiary

Falcon.io ApS

☑ The beneficiary is paying for the ads

Custom Audience

If you have created custom audiences, you can include or exclude them from your targeting.

Languages

Define the languages that your audience uses on Facebook.

Detailed targeting

Further specify your target audience by their demographics, interests, and behavior.

Exclude from targeting

Exclude users with specific demographics, interests, and behavior.

4 Targeting

USE SAVED AUDIENCE	TARGET MANUALLY

Target manually

Age   Gender

| 18 | to | 65 | BOTH MALE FEMALE

To complete the targeting, fill in at least one of **Geography** or **Custom audiences**

Geography
People living in or recently in this location

🔍 Add locations

Denmark   INCLUDED ⌄   ✕

Custom audiences

CHOOSE CUSTOM AUDIENCES ⌄

+ Add more details to your audience

☐ Save this targeting for future use

⚠ Because this targeting includes the EU, you must state the beneficiary of the ads.
   Learn more

Beneficiary

Brandwatch

☑ The beneficiary is paying for the ads

CONTINUE

Tip:

Create a separate ad set for each audience (e.g. Males 18–24, Custom Audiences, Lookalike Audiences, etc.). Setting a different audience for each ad set minimizes your ad sets from competing against each other.

Placements

Define the places where your ads to be visible. You can choose between **Automatic placements** and **Manual placements**. With Automatic placements, Facebook automatically chooses the best performing placements depending on your budget. With Manual placements you are the one in charge of where your ads to appear.

Devices

Choose if your ad should be displayed on desktop, mobile, or both.

Platforms

Choose if your ad should be displayed on Facebook, Instagram, the Audience Network, or Facebook Messenger.

Placements

Choose on which channels you would like to run your ads:

Feeds

Your ad appears to people scrolling through their desktop or mobile news feeds or message inboxes.

Facebook News Feed

Your ads appear in the News Feed when people access either the Facebook mobile app, the mobile website, or the desktop website.

Instagram Feed

Your ads appear in the Instagram feed when people use the mobile app. Instagram Feed ads do not appear to people browsing the Instagram website.

Facebook Marketplace

Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.

Facebook Video Feeds

Your video ads appear between organic videos in video-only environments on Facebook Watch and Facebook News Feed.

Facebook Right Column

Your ads appear in the right columns on Facebook. Right column ads only appear to people browsing the Facebook desktop website.

Instagram Explore

Your ads appear in the browsing experience when someone taps on a photo or video.

Messenger Inbox

Your ads appear in the Chats tab of Messenger.

Instagram Shop

These ads will appear as tiles on the Instagram Shop tab home page.

Stories and Reels

Your fullscreen vertical ad appears in people's stories.

Facebook Stories

Your ads appear in stories on Facebook.

Instagram Stories

Your ads appear in stories on Instagram.

Instagram Reels

Your ads appear in the reels tab on Instagram.

Messenger Stories

Your ads appear in stories on Messenger.

Facebook Reels

Your ads appear in between reels on Facebook.

Facebook Overlay Ads in Reels

Your ads appear transparently over reels content on Facebook.

In-Stream

Your ads appear before, during, or after video content.

Facebook In-Stream Videos

Your ads appear in Video on Demand and in a select group of approved partner live streams on Facebook.

Facebook Search Results

Your ads appear next to relevant Facebook and Marketplace search results.

Facebook Instant Articles

Your ads appear in Instant Articles within the Facebook mobile app.

Apps

Your ads appear in external apps.

Audience Network Native, Banner, and Interstitial

Your ads appear in apps that integrate with Audience Network.

Audience Network Rewarded Videos

Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items).

Audience Network In-Stream Videos

Your ads will appear before and during videos on the Audience Network.

Mobile devices

Choose if your ad should be displayed on specific mobile device operating systems.

OS versions

You can specify the specific range of operating system versions that you want to target.

Connections

Choose if your ad should appear for all mobile users, or only for those connected to Wi-Fi.

5 **Placements**

Where should your ads appear?

○ **Advantage+ placements (Recommended)**

Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

Any of platforms: Facebook, Instagram, Messenger, Audience network

Any of placements: Feeds (6), Stories and Reels (5), In-Stream (2), Search (2), Apps and Sites (3)

⦿ **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.

Devices

[MOBILE AND DESKTOP (RECOMMENDED) ⌄]

Platforms

☑	Facebook	
➖	Instagram	
☑	Audience Network	
☑	Messenger	

Placements

☑	Feeds	6 placements ⌄
➖	Stories and Reels	5 placements ⌄
☑	In-Stream	2 placements ⌄
☑	Search	2 placements ⌄
☑	Apps and Sites	3 placements ⌄

Mobile devices

[ALL MOBILE DEVICES ⌄]

Connections

ALL MOBILE USERS   WI-FI CONNECTIONS ONLY

[CREATE AD SET]   [CREATE AND CONTINUE TO AD]

Managing ad sets

The table below the Statistics graph lists all of your ad sets. Use the **Actions** button to the right of an ad set you are working with in order to:

Create ad

Easily create ads in the chosen ad set.

Duplicate

You can quickly create new ad set by duplicating an existing one and simply modifying its settings.

Play / Pause

Set the ad set live by selecting Play or stop it by selecting Pause.

Filter by this

Quickly jump into the ads in this ad set.

Open in Ads Manager

View the ad set natively on Facebook's Ad Manager.

Edit Ad Set

Change the options that define the Ad Set parameters. This is where you can edit and add labels for the ad set.

Delete

Remove the ad set and all assets under it.

Warning:

If you plan to keep an ad campaign active for the long term, you should recreate the ad campaign every two years minimum to avoid technical issues in our platform. We recommend recreating ad campaigns every year for a seamless experience.

Viewing ad set statistics

The Statistics section will give you an overview of the performance of your ad sets. You can apply various filters, search for labels, and change the date range in order to customize your view.

Statistics   Close statistics graph ^

○ Spent   ○ Reach   ○ Link Clicks   ○ Post Engagement

3.276,68 USD	218.321	3.882	4.068
Spent	Reach	Link clicks	Post engagement
		Default attribution window ⌄	Default attribution window ⌄