

Creating Advantage+ Catalog Ads for Facebook and Instagram in Advertise

Meta's Advantage+ features use machine learning to help you build effective ads for Facebook, Instagram, and other Meta Platforms. With Advantage+ catalog, you can automatically promote relevant products and services from your Facebook catalogs to your customers. Meta will target your customers with relevant products based on their interests and their engagement with your brand, allowing you to promote the right products to the right customers without needing to create multiple ad sets for different products. [Learn more about Advantage+ catalog ads](#) from Meta's help center.

In Advertise, you can quickly create Advantage+ catalog ads from Sales, Traffic, Engagement, and Leads campaigns.

Creating an Advantage+ catalog campaign

Before creating your Advantage+ catalog campaign in Advertise, please make sure you have created [at least one product catalog](#) in your Facebook Business Manager.

Once you have a product catalog created, please follow the below steps to create your Advantage+ catalog campaign in Advertise:

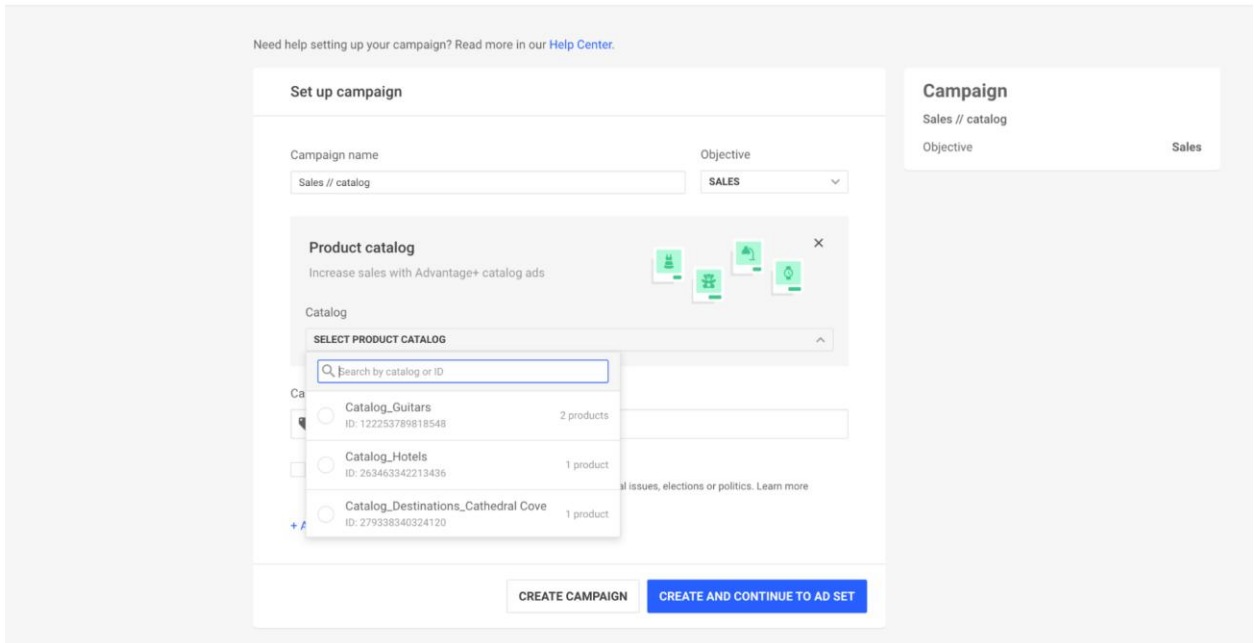
Note:

When you create Advantage+ catalog ads with the **Sales** campaign objective, you will select your product catalog when you are [creating your campaign](#) and select your product set when you are [creating your ad set](#). If you select either the **Traffic**, **Engagement**, or **Leads** campaign objectives, you will select both your product catalog and product set when you are [creating your ads](#).

1. From Advertise, [create a new campaign](#) and select either the **Sales**, **Traffic**, **Engagement**, or **Leads** objective.

2. If you selected the **Sales** objective, you will see the **Select Product Catalog** box on the campaign setup page and select a product catalog from the drop-down menu.

<  Create new campaign



Need help setting up your campaign? Read more in our [Help Center](#).

Set up campaign

Campaign name: Sales // catalog Objective: SALES

Product catalog
Increase sales with Advantage+ catalog ads

Catalog: **SELECT PRODUCT CATALOG**

Search by catalog or ID

- ☐ Catalog_Guitars ID: 122253789818548 2 products
- ☐ Catalog_Hotels ID: 263463342213436 1 product
- ☐ Catalog_Destinations_Cathedral Cove ID: 279338340324120 1 product

Campaign
Sales // catalog
Objective: Sales


CREATE CAMPAIGN CREATE AND CONTINUE TO AD SET

3. Add in the rest of the information for your campaign (e.g. name, labels, budget), and then click **Create and Continue to Ad Set**.


Creating an Advantage+ catalog ad set

1. In the Ad set setup step, name your ad set, and apply any desired labels. If you selected the **Sales** objective, select one of the existing product sets from your

catalog. Then, click **Continue**.

<  Create ad set in an existing campaign


Need help setting up your ad set? Read more in our [Help Center](#).

 **Using existing campaign**
Sales

2 Ad set setup

Ad set name

Ad set labels (optional)

 Add labels for this ad set

☐ Auto promote posts with any of these labels
Adding any of the campaign or ad set labels to a post will promote it automatically. [Learn more](#)

Product set

SELECT PRODUCT SET

☐ All Hotels
ID: 390880572527832

1 products

CONTINUE

Campaign
Sales // Hotels // Andrea exp4
Objective
Sales

Ad set
Sales // Hotels
Traffic to
Website
Event
Purchase

2. In the **Targeting** step, you can select to use a saved audience or target manually.

If you chose the Sales campaign objective and selected a product catalog, you will have the **Retarget** option under Target Manually. With this option, you can retarget customers that have already interacted with your products in some way. For example, you can:

- Promote products that were viewed or added to cart, but not bought within a set number of days
- Promote products that were viewed or added to cart, but not bought
- Upsell products to people who viewed or added another product to cart
- Cross-sell products to people who bought another product

- Set custom rules

4 Targeting

USE SAVED AUDIENCE

TARGET MANUALLY

Target manually

☐ **Target new prospects**
Reach prospective customers, regardless whether they have interacted with you products

☒ **Retarget**
Retarget people who have already interacted with your products

All Hotels

☒ Promote products that were viewed or added to cart, but not bought
in the last days

☐ Promote products that were added to cart, but not bought

☐ Upsell products to people who viewed or added another product to cart

☐ Cross-sell products to people who bought another product

☐ Custom rules

NARROWEXPAND

targeting with people who match these custom audiences:

CHOOSE CUSTOM AUDIENCES ▾

3. In the **Placement** step, you can automatically target the suggested placements, or you can pick yourself, as with other campaign types.


Creating an Advantage+ catalog ad

1. In the **Ad setup** step, enter in a name for your ad, apply any desired labels, and select the Facebook and Instagram channels you would like to promote your ad on (please note that the channels must be [connected to Social Media Management](#) for them to appear in the dropdown). Select either **Advantage+ catalog single**

image or a **Advantage+ catalog carousel**, then click **Continue**.

<  **Create ad in an existing ad set**


Need help setting up your ad? Read more in our [Help Center](#).


 **Campaign and ad set**
Sales // Catalogs // Andrea exp3 (Sales), Sales // Catalogs // Andrea exp3 // saved audience (We...

2 **Ad setup**


Ad name


Ad labels optional

 Facebook channel

 Instagram channel

How would you like to create your ad?

☒ **Advantage+ catalog single image** 
Create automatically personalized ads using a set of items from a product catalog.

☐ **Advantage+ catalog carousel** 
Create automatically personalized ads using a set of items from a product catalog.

CONTINUE

- In the **Creative** setup step, you can add “placeholders” when writing your ad copy to make the text or product deep links dynamic, based on the product that Facebook will pick when showing the ad to your audience (e.g. product name, price, brand,

etc.

The screenshot displays the Google Ads Creative Editor interface, divided into two main sections: 'Creative' and 'Preview'.

Creative Section:

- 3 Creative** (Header)
- Catalog**
Catalog_Guitars
- Product set**
All Products (2 products)
- Ad text**
Check out **name**. Now priced at **current price** instead of **price**.
description
- Bottom right icons: 2, smiley face, plus, and hand.

Preview Section:

- Preview** (Header)
- PREVIEW ALL PLACEMENTS** (Link)
- Funny cats** (Sponsored)
- Check out Limited-Edition Electric Guitar . Now priced at \$630.00 instead of \$650.00**
- Perfect for the raucous sound of indie music, the limited-edition Bullet Mustang HH is just plain fun to play. Powered by a pair of giant-sounding humbucking pickups, it sports a comfortable "C"-shaped neck with a modern 12 in.-radius fingerboard and a modern six-saddle hardtail bridge. A tonal powerhouse that punches well above its weight, the limited-edition Bullet Mustang HH is the ideal instrument to power your next hit.**
- Case sold separately.**

3. On the final screen, customize your ad budget and schedule, then click **Create ad** to complete the setup of your Advantage+ catalog ad.