

Choosing Facebook Campaign Objectives in Advertise

An ad campaign's **campaign objective** determines which kind of ads you can create for it. For example, one objective may help you drive traffic to your website, while another may maximize video views on a recent post.

When [creating a new ad campaign for Facebook or Instagram](#), you'll be asked to select one of five campaign objectives. In this article, learn more about these objectives and their use cases.

Tip:

All Facebook campaign objectives support single image ads, single video ads, and carousel ads.

Campaign Objective	Definition	Leads people to...	Optimizes for
Sales	Find people likely to purchase your goods or services.	Website Messenger WhatsApp	Website <ul style="list-style-type: none">• Conversion• Landing page views• Link clicks• Reach• Impressions Messenger <ul style="list-style-type: none">• Conversion• Conversation rate• Link clicks• Reach• Impressions WhatsApp <ul style="list-style-type: none">• Conversion

Campaign Objective	Definition	Leads people to...	Optimizes for
			<ul style="list-style-type: none"> • Link c • Reac • Impre
Traffic	Increase traffic to an online destination of your choice, such as your Facebook Page, Instagram shop, website, or app.	Website Messenger WhatsApp	Website <ul style="list-style-type: none"> • Landi • Link c • Reac • Impre Messenger <ul style="list-style-type: none"> • Link c • Reac • Impre WhatsApp <ul style="list-style-type: none"> • Link c • Reac • Impre
Engagement	Find the people most likely to engage with your business online, message you, or take other desired actions on your ad or Page.	Facebook channel Messenger WhatsApp Your ad Website	Facebook ch <ul style="list-style-type: none"> • Page Messenger <ul style="list-style-type: none"> • Conv • Link c

Campaign Objective	Definition	Leads people to...	Optimizes for
			<p>WhatsApp</p> <ul style="list-style-type: none">• Conv• Link c <p>Your ad</p> <ul style="list-style-type: none">• Thrup• Two-s video• Engag• Reac• Impre <p>Website</p> <ul style="list-style-type: none">• Conv• Land• Link c• Reac• Impre
Leads	Collect leads for your business via messages, phone calls or signups.	Website Instant forms	<p>Website</p> <ul style="list-style-type: none">• Conv• Land• Link c• Reac• Impre <p>Instant form</p>

Campaign Objective	Definition	Leads people to...	Optimizes for
			<ul style="list-style-type: none"> • Lead • Conv
Awareness	Bring awareness to your business. This objective will help you reach the largest number of people who are most likely to remember your ad.	Facebook channel	<ul style="list-style-type: none"> • Ad re • Reac • Impre • Thrup • Two-s video
App promotion	Get people on mobile devices to install or take a specific action within your app.	Coming soon	Coming soon