Estimated Daily Results

This API is on a phased roll out so you may not have access straight away.

Get the estimated bid, estimated daily and monthly active people and estimated outcomes curve for a specific optimization goal, targeting spec, attribution spec and promoted object where applicable. In the outcomes curve each point represents an estimated reach and estimated number of results (impressions, actions) for a specific spend.

Estimated Daily Results

$58.96 Budget   5 Conversions ▾

Based on 1 day click conversion window

This graph is an estimate intended to give you a better idea of how your budget affects the potential results for your ads. Numbers shown are based on the average performance of ads

Endpoints for estimated daily results:

- `/{AD_ACCOUNT}/delivery_estimate` - note this delivery_estimate endpoint works on ad account level despite targeting_spec is defined for ad sets
- `/{AD_SET}/delivery_estimate` - all parameters are optional on the ad set level and default to current ad set's settings.

The bid estimate may vary for the same targeting when you call it from different ad accounts: it takes into consideration historical ad account information and forms a custom estimate.

Delivery estimates appears as the Daily Reach and Results Curve in Ads Manager. **We do not use them for any other estimates** in Ads Manager.

Marketing API