

# Promoting SM

## 1. Save audience.

**Audience** 1770935840486787 (177...

**Create Audience**

Custom Audience Audience ID Name Availability

Lookalike Audience

Saved Audience

**Filter**

Status

Type

Availability

Source

<input type="checkbox"/>	Bansi K	Ready	
<input type="checkbox"/>	TOPS Technologies	Ready	

**Create a saved audience**

**Audience name** 385

JOYO lunch box

**Custom audiences**

Search existing audiences

**Add exclusions**

**\* Locations**

Reach people living in or recently in this location.

**India**

Bihar

Ahmedabad, Gujarat + 40 km

Morbi, Gujarat + 40 km

Mumbai, Maharashtra + 40 km

Mani Nagar

**Potential reach is now estimated audience size**

Estimated audience size is an estimate of the range of people who match your targeting criteria. You can use this estimate to better understand how your targeting selections can limit or expand your audience size. This estimate may vary over time based on available data. You may see improved performance with a broader audience definition.

[Learn more](#)

**Estimated audience size:**

84,100,000 - 99,000,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates may vary significantly over time based on your targeting selections and available data.

**Audience details:**

- Location:
  - India: Ahmedabad (+40 km), Morbi (+40 km)
  - Gujarat; Mumbai (+40 km) Maharashtra
- Exclude Location:

[Switch to Advantage+ audience](#)

Create a saved audience

Age ⓘ

13

55

Gender ⓘ

☒ All

☐ Men

☐ Women

Languages ⓘ

Only enter a language if you need to limit your audience to people who use a language that isn't common to your selected locations.

Hindi

Gujarati

English (All)

Search languages

Detailed targeting ⓘ

Include people who match ⓘ

Q Add demographics, interests or behaviours

Browse

Advantage+ detailed targeting ⚡

[Switch to Advantage+ audience](#)

Cancel

Create saved audience

Create a saved audience

Search languages

Detailed targeting ⓘ

Include people who match ⓘ

Behaviours > Purchase behaviour

Engaged shoppers

Demographics > Education > Education level

At high school

Professional degree

Demographics > Life events

Away from family

Q Add demographics, interests or behaviours

Browse

Narrow audience

Advantage+ detailed targeting ⚡

☒ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

[Switch to Advantage+ audience](#)

Cancel

Create saved audience

Create a saved audience

Search languages

Detailed targeting

Include people who match

Away from family

Away from home town

Demographics > Parents > All parents

Parents with adult children (aged 18-26)

Interests > Additional interests

Job (careers)

Woman (personal identity)

Add demographics, interests or behaviours

Browse

Narrow audience

Advantage+ detailed targeting

☒ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Switch to Advantage+ audience

Cancel

Create saved audience

## 2.Create Campaigns.

Campaigns

1770935840486787 (177...

Create new campaign

New ad set or ad

Account info needed

We need to confirm a few details about your account before you can publish an ad. You can either go to account overview to confirm this info before you start creating, or do this later.

Go to Account overview

Choose a buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☒ Leads

Leads

Collect leads for your business or brand.

Good for:

About campaign objectives

Cancel

Continue

Discard Drafts

Review and publish (21)

Create a view

This month: 1 Aug 2025 - 4 Aug 2025

Reports

Export

Charts

Attribution setting

Results

Reach

joyo lunch box\_4 August

New Leads ad set

New Leads ad

joyo lunch box\_4 August > 1 Ad set > 1 Ad

In draft

EditReview

Campaign name

joyo lunch box\_4 August

Create template

Campaign details

Buying type

Auction

Campaign objective

☐ Awareness

☐ Traffic

☐ Engagement

☒ Leads

Campaign score 84

Your campaign has room to improve.

You could increase performance by using instant forms +16 points

Apply nowView in ad set

CloseAll edits savedNext

joyo lunch box\_4 August

New Leads ad set

New Leads ad

joyo lunch box\_4 August > 1 Ad set > 1 Ad

In draft

EditReview

Budget

Budget strategy

☐ Campaign budget

☒ Ad set budget

☒ Share some of your budget with other ad sets

Campaign bid strategy

Highest volume

A/B test

Off

Special Ad Categories

Campaign score 84

Your campaign has room to improve.

You could increase performance by using instant forms +16 points

Apply nowView in ad set

CloseAll edits savedNext

joyo lunch box\_4 Augst

joyo lunch box\_4 Augst

joyo lunch box\_4 Augst

New Leads ad

joyo lunch box\_4 Augst

joyo lunch box\_4 Augst

1 Ad

In draft

Edit (Ctrl+U)

Edit

Review

Ad set name

joyo lunch box\_4Augst

Create template

Conversion

Conversion location

Choose where you want to generate leads. [About conversion locations](#)

Website and instant forms

Generate leads through both your website and instant forms.

Website

Generate leads through your website.

Website and calls

Generate leads through both your website and calls.

Instant forms

Generate leads by asking people to fill in a form.

Messenger

Generate leads by starting chats in Messenger.

Instant forms and Messenger

Generate leads by asking people to fill in a form or by starting chats in Messenger.

Campaign score

100

You're using our recommended setup.

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Broad

Estimated audience size: 319,500,000 - 375,900,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close

All edits saved

Back

Next

joyo lunch box\_4 Augst

joyo lunch box\_4 Augst

1 Ad

In draft

Edit

Review

Generate leads by asking people to fill in a form.

App

Generate leads through your app.

Facebook Page

Choose the Page that you want to promote.

Rom Quartz

Performance goal

How you measure success for your ads. [About performance goals](#)

Maximise number of leads

Cost per result goal

X.XXX

Meta will aim to spend your entire budget and get the most leads using the highest-volume bid strategy.

Value rules

Create rules to tell us how much more certain audiences are worth to your business. Our system will optimise for outcomes based on these rules. [About value rules](#)

Create a rule set

Campaign score

100

You're using our recommended setup.

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Broad

Estimated audience size: 26,800,000 - 31,600,000

Your criteria is currently set to allow Advantage+ detailed targeting.

Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close

All edits saved

Back

Next



joyo lunch box\_4 Augst > joyo lunch box\_4Augst > 1 Ad

Edit

Review

### Dynamic creative

Off ☐

We'll automatically create combinations of your media and text that your audience is likely to respond to.

[About dynamic creative](#)



Campa  
You're u

### Budget & schedule

#### Budget ⓘ

Daily budget ▼ ₹800.00 INR

You are using ad set budget sharing and we'll aim to spend an average of ₹800. Your maximum daily spend is ₹1400 and your maximum weekly spend is ₹5600. Go to [campaign level](#) to make updates.

#### Schedule

##### Start date

5 August 2025 08:00 IST

##### End date

☒ Set an end date

Custom ▼ 19 August 2025 08:00 IST

Close

✓ All edits saved

### Audience definition

Your audience is broad

Broad audiences can include people likely to respond

Narrow

Estimated audience size

Your criteria is currently detailed targeting. ⓘ

Estimates do not include options and may vary on your targeting


 Edit

 Review

## Audience controls

Adjust audience controls to reflect legal or practical constraints only. [Learn more](#)

No advertising settings set

Use saved audience 

### Your audience has been updated to Advantage+ audience

Settings from the saved audience you selected have been applied as either audience controls or a suggestion.

You can edit the saved audience to use Advantage+ audience in all campaigns that it's included in.

[About Advantage+ audience](#)


## \* Locations

Included location:

- India: Ahmedabad (+40 km), Morbi (+40 km) Gujarat; Mumbai (+40 km) Maharashtra

Excluded location:

- India: Bihar; Mani Nagar Gujarat

 Starting on 28 July 2025, you'll need to declare if ads that include locations in India are related to securities and investments.

[Review requirements](#)

Close

 All edits saved

 100

## Audience

Your audience

Broad audience  
people like

Narrow

Estimate

Your criteria  
detailed

 Estimate  
options





joyo lunch box\_4 August

joyo lunch box\_4August

joyo lunch box\_4 August

In draft

Edit

Review

Ad name

joyo lunch box\_4 August

Create template

Partnership ad

Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

Identity

Choose the Facebook Page and Instagram account that this ad will be associated with.

\* Facebook Page

Rom Quartz

Instagram account

romquartz

97

Campaign score

You have recommendations to apply.

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

Leak-Proof Design – No more messy bags

Microwave Safe – Heat your food

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

All edits saved

Back

Publish

Edit

Review

Ad setup

Create ad

Format

Choose how you'd like to structure your ad.

Single image or video

One image or video, or a slideshow with multiple images

Carousel

Two or more scrollable images or videos

Multi-advertiser ads

Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

Destination

Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant form

97

Campaign score

You have recommendations to apply.

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

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Back

Publish

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Form name

The name that you choose will only be seen in Ads Manager.

customer information 05/08/2025, 20:12

Form type

Customise your form depending on the goal of your lead generation campaign. The options you select may affect the volume of submissions and cost per lead.

More volume

Use a form that's quick to fill in and submit on a mobile device.

Higher intent

Add a review step that gives people a chance to confirm their info.

Require leads to verify their phone number with a one-off passcode.

One-time passcode selection has moved

One-time passcode requirement can now be selected here. To enable the requirement on other form types, go to the Destination card.

Rich creative

Hold your audience's attention with this form that integrates your company's images and messaging, including an optional about us, product detail and reviews sections.

Sharing settings

Save Draft

What's new

Next

Settings

Intro

1 of 4

RQM

Rom Quartz

Headline text

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Sharing settings

Select who can submit and share this form. Open forms can help you reach more people.

Restricted

Only people who are delivered your ad directly can submit this form.

Open

Your ad can be shared and anyone can submit this form.

Flexible form delivery

Allow Meta to adjust or remove form elements based on what people are most likely to respond to. [Learn more](#)

Optimised

Meta will tailor the form to each person for maximum performance.

Manual

You select form elements that you want to be tailored to each person.

Background image can be removed.

Greeting can be skipped or shown in a different location.

Questions and contact information can be re-ordered.

Optional questions can be skipped or shown at the end of the form.

Save Draft

What's new

Next

Settings

RQM

Rom Quartz

Headline text

Continue →

Create form

Form type

Intro

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Background image • Optional

The image you choose will be shown at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

Greeting • Optional

Let people know any relevant details and why they should complete your form.

Headline

"Joyo Lunch Box: Freshness That Travels With You!"

Description

Paragraph

List

Leak-Proof Design – No more messy bags

Microwave Safe – Heat your food safely & easily

BPA-Free Material – Safe for you and your family

Stylish & Durable – Perfect for school, office, or travel

Special Offer – Only ₹499 (Limited Time Only!)

Remove greeting

Save Draft

What's new

Settings

Intro

1 of 4

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

Leak-Proof Design – No more messy bags

Microwave Safe – Heat your food safely & easily

BPA-Free Material – Safe for you and your family

Stylish & Durable – Perfect for school, office, or travel

Special Offer – Only ₹499 (Limited Time Only!)

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Create form

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Description

Let people know how the information that they give you will be used or shared. [See examples](#)

Say goodbye to messy meals with the Joyo Lunch Box—leak-proof, microwave-safe, an

Choose the type of information you need

Full name

Phone number

Email

City

Gender

Optional

Optional

Optional

Optional

Optional

Save Draft

What's new

Settings

Contact information

Say goodbye to messy meals with the Joyo Lunch Box—leak-proof, microwave-safe, and BPA-free. Its sleek, compact design makes it perfect for school, office, or travel. Get yours now for just ₹499 – limited time only! 📞 Call to order: 9879783523 Make every meal a JOYful one with Joyo!

Full name

Enter your answer.

Phone number

Enter your answer.

Email

Enter your answer.

Continue

Previous

Next

Create form

Form type

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Privacy Policy

Optional

Because you will be collecting customer information, we recommend that you include a link to your company's Privacy Policy. Your link will appear with Facebook's default privacy disclaimer.

Link

<https://www.termsfeed.com/live/d01fdeba-8f00-4f21-a1fb-92db5aa797f3>

Your privacy policy link can't go directly to a PDF file, JPEG file, image or download. [Learn more](#)

Link text - Optional

Visit joyo lunch box Privacy Policy. 37/70

Custom notices

Optional

You can add additional notices such as marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

+ Add custom disclaimer

Save Draft

What's new

Settings

Privacy review

3 of 4

Privacy policy

By clicking Submit, you agree to send your info to Rom Quartz who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads.

[View Facebook Data Policy.](#)  
[Visit joyo lunch box Privacy Policy.](#)

Previous

Next

Create form

Form type

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Headline

Thanks, you're all set. 23/60

Description

The Joyo Lunch Box is the perfect mix of style and convenience. It's leak-proof, microwave safe, and made from BPA-free materials to keep your food fresh and mess-free. Ideal for school, office, or travel, it's compact, durable, and now available at just ₹499.

📞 Order now: 9879783523

Additional action

Go to website

Share a URL for people to visit your website.

View file

Share gated content, such as a PDF, JPEG or PNG file.

Call business

Allow people to call your business instantly.

Redeem promo code

Reward people with a promo code that they can redeem on your website

Phone number

US +1

9327796630

Save Draft

What's new

Settings

Message for leads

4 of 4

ROM

Rom Quartz

Thanks, you're all set.

The Joyo Lunch Box is the perfect mix of style and convenience. It's leak-proof, microwave safe, and made from BPA-free materials to keep your food fresh and mess-free. Ideal for school, office, or travel, it's compact, durable, and now available at just ₹499.

📞 Order now: 9879783523

You successfully submitted your responses.

Previous

Create form

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Description

The Joyo Lunch Box is the perfect mix of style and convenience. It's leak-proof, microwave safe, and made from BPA-free materials to keep your food fresh and mess-free. Ideal for school, office, or travel, it's compact, durable, and now available at just ₹499.  
📞 Order now: 9879783523

Additional action

☐ Go to website  
Share a URL for people to visit your website.

☐ View file  
Share gated content, such as a PDF, JPEG or PNG file.

☒ Call business  
Allow people to call your business instantly.

☐ Redeem promo code  
Reward people with a promo code that they can redeem on your website

Phone number

US +1

9327796630

Call to action

Call now

8/60

Save Draft

What's new

Settings

Review 1 error

(#192) Param thank\_you\_page[business\_phone\_number] is not a valid phone number.

Message for leads

4 of 4

Rom Quartz

Thanks, you're all set.

The Joyo Lunch Box is the perfect mix of style and convenience. It's leak-proof, microwave safe, and made from BPA-free materials to keep your food fresh and mess-free. Ideal for school, office, or travel, it's compact, durable, and now available at just ₹499.  
📞 Order now: 9879783523

Previous

Create form

joyo lunch box\_4 August > joyo lunch box\_4August > joyo lunch box\_4 August

In draft

Edit

Review

Instant form

Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

✓ Your form has been added.

Once people have submitted your form, you can retrieve your leads.

Create form

Search your forms

Search

Active Archived

☒ information form 04/08/2025, 23:37  
Created on 2025-08-04

☐ tops technologies 13/06/2025, 16:25  
Created on 2025-06-13

☐ liv space form 04/06/2025, 16:26  
Created on 2025-06-04

Campaign score 97

You have recommendations to apply.

Ad preview

Ad Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

✓ Leak-Proof Design – No more messy bags

✓ Microwave Safe – Heat your food

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

✓ All edits saved

Back

Publish

joyo lunch box\_4 August

joyo lunch box\_4August

joyo lunch box\_4 August

In draft

Edit

Review

Ad creative

Select and optimise your ad text, media and enhancements.

\* Media

18 placements

Edit

Feeds, In-stream ads for reels

Stories and Reels, Search results, Apps and sites

Facebook Search results

1 placement

Flexible media

Enabled

Primary text

Tired of leaks, spills, and boring lunch boxes? Say hello to the Joyo Lunch Box – your perfect partner for school, work, or travel!

With its leak-proof design, microwave-safe material, and BPA-free safety, it's built for convenience, durability, and

Campaign score

97

You have recommendations to apply.

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

Leak-Proof Design – No more messy bags

Microwave Safe – Heat your food safely & easily

BPA-Free Material – Safe for you

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joyo lunch box\_4 August

joyo lunch box\_4August

joyo lunch box\_4 August

In draft

Edit

Review

Primary text

Tired of leaks, spills, and boring lunch boxes? Say hello to the Joyo Lunch Box – your perfect partner for school, work, or travel!

With its leak-proof design, microwave-safe material, and BPA-free safety, it's built for convenience, durability, and peace of mind.

✨ Sleek, compact, and easy to carry – meals on the go just got better!

🎁 Now at just ₹499 – Limited Time Offer!

📞 Order Now: 9879783523

Headline

Joyo Lunch Box – Freshness You Can Count On!

Description

The Joyo Lunch Box is the perfect mix of style and convenience. It's leak-proof, microwave safe, and made from BPA-free materials to keep your food fresh and

Campaign score

97

You have recommendations to apply.

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

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Microwave Safe – Heat your food safely & easily

BPA-Free Material – Safe for you

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Close

✓ All edits saved

Back

Publish

Call to action ⓘ

Apply now

Advantage+ creative enhancements (2/7) ⓘ

You could get 3% lower cost per result with 4 Advantage+ creative enhancements ⓘ

+3 points

Tailor your ad for the person viewing it by letting us automatically optimise your creative.

Apply now

Turned off: Add overlays, Visual touch-ups, Text improvements and 2 more

Edit

Turned on: Add music, Enhance CTA

Creative testing ⓘ

Compare up to five different versions of your creative in a test that provides delivery to new test ads.

97

Campaign score ⓘ

You have recommendations to apply.

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

✓ Leak-Proof Design – No more messy bags

✓ Microwave Safe – Heat your food safely & easily

✓ BPA-Free Material – Safe for you and your family

✓ Stylish & Durable – Perfect for school, office, or travel

✓ Special Offer – Only \$400 (limited time)

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

✓ All edits saved

Back

Publish

Creative testing ⓘ

Compare up to five different versions of your creative in a test that provides delivery to new test ads.

Set up test

✓ Tracking

Track event datasets that contain the conversions that your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

CRM events

Set up

Website events ⓘ

Set up

App events ⓘ

Set up

Offline events ⓘ

ⓘ You no longer need to select a domain for your web events. There's nothing that you need to do for this

Ad preview

Ad

Destination

Facebook Form

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

✓ Leak-Proof Design – No more messy bags

✓ Microwave Safe – Heat your food safely & easily

✓ BPA-Free Material – Safe for you and your family

✓ Stylish & Durable – Perfect for school, office, or travel

✓ Special Offer – Only \$400 (limited time)

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

✓ All edits saved

Back

Publish

joyo lunch box\_4 August

joyo lunch box\_4August

joyo lunch box\_4 August

In draft

...

Edit

Review

Tracking

Track event datasets that contain the conversions that your ad might motivate. The dataset that contains the conversion selected for the ad account will be tracked by default.

CRM events

Set up

Website events ⓘ

Set up

App events ⓘ

Set up

Offline events ⓘ

ⓘ You no longer need to select a domain for your web events. There's nothing that you need to do for this change.  
[Learn more](#)

URL parameters · Optional ⓘ

key1=value1&key2=value2

[Build a URL parameter](#)

ROM

Rom Quartz

"Joyo Lunch Box: Freshness That Travels With You!"

✔ Leak-Proof Design – No more messy bags

✔ Microwave Safe – Heat your food safely & easily

✔ BPA-Free Material – Safe for you and your family

✔ Stylish & Durable – Perfect for school, office, or travel

✔ Special Offer – Only ₹499 (Limited Time Only!)

Order Now: 9879783523

Continue →

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close

✔ All edits saved

Back

Publish