



- CodeWave Sales campaign ...
- CodeWave Sales ad set ...
- CodeWave Sales ad ...

CodeWave Sales campaign > 1 Ad set > 1 Ad

In draft | On ...

[Edit](#) [Review](#)

### ✓ Campaign name

CodeWave Sales campaign

[Create Template](#)

### ✓ Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

#### Benefits of declaring special ad categories

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

[Categorise your ads](#)

#### Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

### ✓ Campaign details

#### Buying type

Auction

#### Campaign objective ⓘ

- ☐ Awareness
- ☐ Traffic
- ☐ Engagement
- ☐ Leads
- ☐ App promotion

☒ Sales

#### Use a catalogue ⚡

Off Off

Use a catalogue to reach the people most likely to engage with your products. You can also select your catalogue at the ad level to use as ad creative only. [Learn more](#)

[Show more options](#)

#### A/B test

Create A/B test Off

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

### ✓ Advantage campaign budget ⚡

On On

Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

#### Campaign budget ⓘ

Daily budget

Rs800.00

PKR

You'll spend an average of Rs800 per day. Your maximum daily spend is **Rs1000** and your maximum weekly spend is **Rs5600**. [Learn more](#)

#### Campaign bid strategy

Highest volume

[Show more options](#)

[Close](#) Verifying your edits...

[Next](#)



- CodeWave Sales campaign
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Ad set name

CodeWave Sales ad set

Create Template

Conversion

Conversion location

Choose where you want to drive sales. [Learn more](#)

Website

Drive sales and conversions on your website.

App

Drive sales and conversions in your app.

Website and app

Drive sales and conversions on your website or app.

Messaging apps

Drive sales and conversions through Messenger, Instagram and WhatsApp.

Calls

Drive sales and conversions through phone calls.

Pixel - Optional

Create Pixel

Facebook Page

Choose a Page for this ad.

Facebook Page

CodeWave Agency

Messaging apps

Choose at least one destination where you are available to chat. You can select multiple apps to reach more people.

Messenger

CodeWave Agency

Instagram

@codewave\_agency

WhatsApp

+92 335 3132747

Easily connect multiple WhatsApp numbers to your Page

We are gradually introducing the ability to connect multiple WhatsApp numbers to your Page. You can then select the number that you want to use for your ad.

+92 335 3132747

 or 

Connect another number

You can connect a maximum of 50 WhatsApp numbers per Facebook Page.

WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the [Facebook Advertising Policies](#). Your business and ads must also comply with the [WhatsApp Commerce Policy](#).

Your ads that click to WhatsApp show "Active on WhatsApp" when you're using the WhatsApp Business app. This lets people viewing your ads know they can expect a quick reply. You can turn this off in your WhatsApp privacy settings.

Performance goal

Maximise number of conversations

Cost per result goal

\$1.00

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

Show more options

Budget & schedule

Schedule

Start date

7/12/2023 01:00

Karachi Time

End

Set an end date

6/1/2024 01:00

Karachi Time

Show more options

Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Locations

Location:

Pakistan: Karachi (+40 km) Sindh

Show more options

Advantage+ audience

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Audience suggestion (optional)

Switch to original audience options

Placements

Learn more

Advantage+ placements (Recommended)

Use Advantage+ placements to maximise your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

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.

Show more options

Audience definition

Your audience is defined.

Specific

Broad

Estimated audience size: 10,600,000 - 12,400,000

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

Estimated daily results

Estimated daily results aren't available for this campaign because it has a budget that is optimised across ad sets.



CodeWave Sales campaign

CodeWave Sales ad set

CodeWave Sales ad

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Select Page

Instagram account

codewave\_agency

Ad setup

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 (recommended)

Enabling this may increase your ad's exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. Learn more

Ad creative

See recommendations

Select the media and text for your ad. You can also customise your media and text for each placement. Learn more

Carousel cards

3 of 10 cards added

Web Development Service

Enter description and URL

Web and App Development Service

Enter description and URL

Digital Marketing Service

Enter description and URL

Add cards

Edit placement

Select a placement to edit

Advantage+ creative

Tailor your ad for the person viewing it by letting us automatically optimise your creative. This can help improve performance.

Greeting

Hi, Muhammad! Please let us know how we can help you.

Questions and responses

Can I learn more about your business?

At CodeWave Agency, we're dedicated to revolutionizing businesses through technology. We specialize in a range of cutting-edge services including custom software development, custom web and mobile app development and web and mobile creation.

Can you tell me more about your ad?

Certainly! Our ad focuses on showcasing the range of services we offer at CodeWave Agency. We highlight our expertise in custom software development, Custom web and mobile app development and web and mobile app creation.

Is anyone available to chat?

Yes, I'm here and available to chat! How can I assist you today? Whether you have questions, need information, or want to discuss something specific, feel free to ask, and I'll do my best to help you.

See less

Edit Duplicate Preview in Messenger

Tracking

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

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

key1=value1&key2=value2

Build a URL parameter

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

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Review

WEBSITE CREATION SERVICE

Web Deve Servi

MESSE... Web Develop

Send Message

MESSE... Web an App

Like Comment Share

See Variations

Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved Back Publish