



- CodeWave Awareness cam... ...
- CodeWave Awareness a... ...
- CodeWave Awareness... ...

Edit

Review

✓ Campaign name

CodeWave Awareness 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 ★ See what's new

Buying type

Auction

Campaign objective ⓘ

☒ Awareness

☐ Traffic

☐ Engagement

☐ Leads

☐ App promotion

☐ Sales

Show more options ▾

A/B test Create A/B test ☐

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 ☒

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

Rs300.00

PKR

You'll spend an average of Rs300 per day. Your maximum daily spend is **Rs375** and your maximum weekly spend is **Rs2100**. [Learn more](#)

Campaign bid strategy

Highest volume

Show more options ▾



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

### Ad set name

CodeWave Awareness ad set [Create Template](#)

### Awareness

#### Performance goal

Maximise ad recall lift

To help us improve delivery, we may survey a small section of your audience.

#### Facebook Page

CodeWave Agency +

#### Cost per result goal

\$X.XX

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

[Show more options](#)

### Dynamic creative

Off ⬤

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

### Budget & schedule

#### Schedule

##### Start date

4/12/2023 ⌚ 01:00  
Karachi Time

##### End

☒ Set an end date

3/1/2024 ⌚ 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: Latitude 25.05 Longitude 67.32 Darsano Chano (+14 km), Karachi (+28 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: 10,500,000 - 12,300,000

Your criteria is currently set to allow Advantage detailed targeting. Estimates may vary significantly over time based on your targeting selections and available data.

### Estimated daily results

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

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CodeWave Awareness s...

CodeWave Awareness...

CodeWave Awareness campaign

CodeWave Awareness ad set

CodeWave Awareness ad

Edit

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Ad name

CodeWave Awareness ad

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Identity

Facebook Page

CodeWave Agency

Select a Page at the ad set level

For this ad, you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

Select Page

Instagram account

codewave\_agency

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

Collection

A group of items that opens into a full-screen mobile experience

Instant Experience option has moved

You can now add an Instant Experience for your ad in the new Destination section below.

Multi-advertiser ads (recommended)

Enabling this may increase your ads exposure to people in a shopping mindset by allowing this ad to appear alongside ads from multiple businesses. [Learn more](#)

Ad creative

Select the media and text for your ad. You can also customise your media and text for each placement. [Learn more](#)

Media

17 placements

Feeds, in-stream ads for videos and reels, Search results

Stories and Reels

Facebook Search results

Add music

On supported placements, we'll serve your ad with music if no tool is used. For all other placements, no music will be added. [Select music](#)

Primary text

We craft stunning websites and cutting-edge apps tailored to your needs

Add a destination

If you add a destination, you can send people immediately after they tap or click your ad to a website or a full-screen experience. If you don't, they'll be sent to your Facebook Page or Instagram account.

Headline

Chat in Messenger

Description

Include additional details

Call to action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Instant Experience

Send people to a fast-loading, mobile-optimized experience.

Website

Send people to your website.

Messaging apps

Send people to Messenger, Instagram and WhatsApp.

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 ... 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.

Message template

Encourage people to start a conversation with your business in Messenger after they've clicked on your ad. We'll show your ads to the right people to help you achieve your optimisation goal. [Learn more](#)

Create new Use existing

Use, edit or duplicate an existing template that you've already created. [Learn more](#)

Select template

Start conversations 03/12/2023

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

See more

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

Add pixel code to your website and Instant Experience to report conversions. [See activity](#)

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

Ad preview

Destination preview

Preview on

17 placements

Advanced Preview

Share

Facebook Feeds

CodeWave Agency

We craft stunning websites and cutting-edge apps tailored to your needs

MESSANGER Chat in Messenger Send Message

Like Comment Share

See Variations

Feeds

CodeWave Agency

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