

Task-1(B)

Facebook Ads Manager

All ads

Recommendations

Active ads

Had delivery

+ See more

Create a view

Campaigns

Ad sets

Ads

This month: Oct 1, 2025 – Oct 16, 2025

+ Create

Duplicate

Edit

A/B test

More

Columns: Performance

Breakdown

Reports

Export

Charts

<input type="checkbox"/>	Off / On	Campaign	Delivery	Recommendations	Bid strategy	Budget	Attribution setting	Results	Reach
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Traffic Campaign with recommended se...	<input type="radio"/> In draft		Using ad set bid...	Using ad set bu...	—		—
<input type="checkbox"/>	<input checked="" type="checkbox"/>	New Awareness Campaign	<input type="radio"/> In draft		Using ad set bid...	Using ad set bu...	—		—

Results from 2 campaigns

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



Awareness

Show your ads to people who are most likely to remember them.

[About campaign objectives](#)

Cancel

Continue

 **Edit**

 **Review**

✓ **Campaign name**


New Awareness Campaign

Create template

✓ **Campaign details**

Buying type

Auction

 [Edit](#)

Campaign objective ⓘ

Awareness

[Show more options](#) ▼

Advantage+ campaign budget ✦

Off ☐

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

A/B test

Off ☐

Help improve ad performance by comparing versions to see what works best. For



New Awareness Campaign

> 1 Ad set > 1 Ad

In draft



Edit

Review

Advantage+ campaign budget

Off

Distribute your budget across ad sets to get more results. You can control spending for each ad set. [About Advantage+ campaign budget](#)

A/B test

Off

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. [About A/B tests](#)

Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. [About Special Ad Categories](#)

Categories

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

Declare category if applicable

100

Campaign score

You're using our recommended setup.

Close

Next

New Awareness Campaign

...

New Awareness Ad Set

...

New Awareness Ad

...

New Awareness Campaign > New Awareness Ad Set > 1 Ad

In draft

...

Edit

Review

✓ Ad set name

New Awareness Ad Set

Create template

✓ Awareness

Performance goal

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

Maximize reach of ads

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

Facebook Page ⓘ

Choose the Page you want to promote.

My Fashion

+

Cost per result goal · Optional

₹X.XX

INR

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

100

Campaign score ⓘ

You're using our recommended setup.

Audience definition ⓘ

Your audience is broad.

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

NarrowBroad

Estimated audience size: 321,500,000 - 378,200,000 ⓘ

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.

Estimated daily results

Close

Back

Next

Frequency control ⓘ

★ Introducing target frequency ✕

Target frequency helps you set how often people see your ads each week and can help you reach your intended audience at the frequency you've set. Target frequency is only available for campaigns that are 7 days or longer, using lifetime budget and without a bid control.

[About target frequency in auction](#)



Target

The average number of times you want people to see your ads



Cap

The maximum number of times you want people to see your ads

2



times every

7



days

As a maximum, we'll aim to stay under 2 impressions every 7 days.



Target frequency is only available for campaigns that are 7 days or longer, using lifetime budget and not Advantage+ campaign budget and without a bid control.

Value rules ⓘ

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

✔ Budget & schedule

Budget ⓘ

Daily budget ▼

₹ 200.00

INR

You'll spend an average of ₹200.00 per day. Your maximum daily spend is ₹350.00 and your maximum weekly spend is ₹1,400.00.

[About daily budget](#)

Schedule

Start date

📅 Oct 16, 2025

🕒 01:29 PM IST

End date

☒ Set an end date

14 days ▼

📅 Oct 30, 2025

🕒 01:29 PM IST

[Hide options ▲](#)

Budget scheduling ⓘ

Increase your budget during specific days or times

Budget scheduling ⓘ

Increase your budget during specific days or times.

☒ Schedule budget increases

View ▼

Time period for budget increase ^

Starts on

Oct 17, 2025



12:00 AM

–

Ends

Oct 18, 2025



12:00 AM

Increase daily budget by value amount (₹) ▼

₹ 50.00

INR

Meta will aim to spend an average of ₹250 a day (a ₹50 increase) from Oct 17 to Oct 18.



Remove this period



Add another time period

1/50 time periods

✓ Audience controls ⓘ

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

*** Locations** ⓘ

Reach people living in or recently in this location.

India



Jamnagar, Gujarat + 25mi ▼



Morbi, Gujarat + 25mi ▼



Rajkot, Gujarat + 25mi ▼

Include ▼



Search locations

Browse ▼



Try adding India (All Cities) to target all cities in that location. We'll then find the best performing cities for you automatically. [Add India \(All Cities\)](#)



Reach more people likely to respond to your ads ⓘ

We'll also show ads to people interested in your selected cities and regions, in those countries.

[Add locations in bulk](#)



To run ads in India, you need to declare if your ads are related to securities and

investments.

Review requirements

Hide options ▲

Minimum age ⓘ

18

Exclude these custom audiences ⓘ

🔍 Search existing audiences

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



English (All)



🔍 Search languages

Threads profile ?

 Use Instagram account ▼

or

Create profile

Ad setup

Create ad ▼



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 personalized 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 Experience

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



Website

Send people to your website.

* Website URL ?

☒ Ad preview

 Advanced preview



1



glamloom.blogspot.com

Runway to Reality:
Adapting High Fashion fo...

Learn more



Like



Comment



Share

Instagram



nandani_patel1307






Sponsored



Learn more



Browser add-ons ⓘ

- ☐  None
Don't add a button.
- ☐  Call ⓘ
Add a call button on your website.
- ☒  Instagram Direct
Add an Instagram Direct button on your website.
- ☐  WhatsApp
Add a WhatsApp button on your website.
- ☐  Instant form (suggested) ⓘ
Collect people's contact information.

 **My Fashion**
Sponsored · 



[https://www.dameessentials....](https://www.dameessentials...)
Luxury Sleeping Accessories - Buy 100%... [Learn more](#)

 Like  Comment  Share

Instagram

 **nandani_patel1307**
Sponsored

[Learn more](#)

Extensions

Site links (15) ⓘ On

⚡ Potentially help increase conversions by giving people more ways to learn and buy. ⓘ



Silk Sleepwear ✕

Bedding Set ✕

Without Border ✕

All Pillowcases ✕

Silk Hairbands ✕

Medium Scrunchies ✕

Wrinkles & Fine Lines ✕

With Border ✕

Skinny ✕

Acne & Allergies ✕

Travel ✕

Silk Scrunchies ✕

Large Scrunchies ✕

Hairbands & Turbans ✕

Interrupted Sleep ✕

Set up your creative

☒ Creative setup

☐ Media

☐ Crop

☐ Text

☐ Enhancements

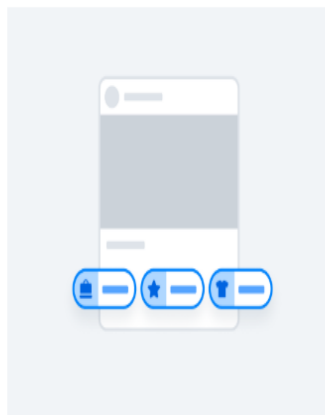
Creative setup

Review and manage the information we found in your ad sources and we'll use it in your chosen enhancements.

Extensions

Site links (15) On

 Potentially help increase conversions by giving people more ways to learn and buy. 



Silk Sleepwear X

Bedding Set X

Without Border X

All Pillowcases X

Silk Hairbands X

Medium Scrunchies X

Wrinkles & Fine Lines X

With Border X

Skinny X

Acne & Allergies X

Travel X

Silk Scrunchies X

Large Scrunchies X

Hairbands & Turbans X

Interrupted Sleep X

Thumbnail



Grey and White Minimal...

[Remove](#)

Display label

Dame Essentials

URL

<https://www.dameessentials.com/>

[+ Add](#)

Cancel

Next

Build a URL parameter



Campaign source

Facebook

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign medium

Facebook_Feed

To identify the advertising medium. For example: banner, email, Facebook_Feed or Instagram_Story.

Campaign name

launch_new_arrival

To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign content

banner_sidebar

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Custom parameters

Cancel

Apply

Build a URL parameter



To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign content

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Custom parameters

Parameter name

Value

Parameter preview

```
utm_source=Facebook&utm_medium=Facebook_Feed&utm_campaign=launch_new_arrival&utm_content=banner_sidebar&English=English
```




 Edit

 Review

Tracking


Track event datasets 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

App events

Set up

Offline events

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

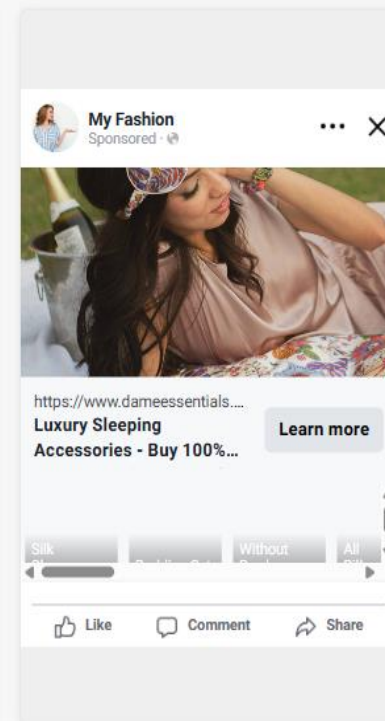
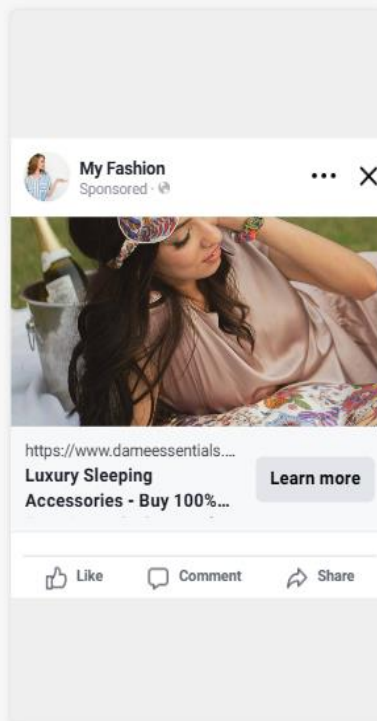
[Learn more](#)

URL parameters · Optional

utm_source=Facebook&utm_medium=Facebook_Feed&

[Build a URL parameter](#)

 Add site links



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

[Edit](#)[Review](#)[Learn more](#)

Tracking

Track event datasets 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 ⓘ

App events ⓘ

[Set up](#)

Offline events ⓘ

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

[Learn more](#)

URL parameters · Optional ⓘ

utm_source=Facebook&utm_medium=Facebook_Feed&

[Build a URL parameter](#)[Instagram Reels](#)

...

Reels

**My Fashion**

Sponsored

...



Luxury Sleeping Acces...



nandani_patel1307

[Follow](#)[Learn more](#)

Sponsored



...

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



Select location and currency

Payment methods vary by region, so they'll be customized to where you're located.

Country/region

India



Currency

Indian Rupee



You can only use Indian Rupee (INR) if your country is India.

Set time zone

Ads run according to your time zone.

Kolkata, Asia (GMT+05:30)



Search by city, country or time zone name



Your location and currency cannot be changed once set.

Next

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



Business location and currency

India, Indian Rupee INR

[Edit](#)

Business and tax info

Optional - Add a tax ID or address

[Edit](#)

Add payment method

Debit or credit card



UPI



Net Banking



☐ I have an ad credit to claim.



Your payment methods are saved and stored securely.

[Terms and applicable Privacy Policies apply](#)

[Next](#)



Card details



Name on card

Card number

MM/YY

CVV



Meta can manage my card details in accordance with Reserve Bank of India regulations on tokenization. [Learn more](#)



Your payment methods are saved and stored securely.

[Terms and applicable Privacy Policies apply](#)

Save

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