







✓ Campaign details

Buying type

Auction

Campaign objective ⓘ

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

[Show more options ▾](#)

✓ 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 ▾

Rs1,400.00

PKR

You'll spend an average of Rs1400 per day. Your maximum daily spend is **Rs2450** and your maximum weekly spend is **Rs9800**. [Learn more](#).

Campaign bid strategy ⓘ

Highest volume

[Hide options ▲](#)

Budget scheduling ⓘ

The screenshot displays the Facebook Ads Manager interface. On the left is a navigation sidebar with icons for home, campaign, ad, and analytics. The main area is titled 'Edit' and 'Review'. It shows the setup for a new awareness ad campaign for 'Foot Care Shoes'.

Ad name: New Awareness Ad [Create template](#)

Partnership ad: Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#) Off

Identity:

- * Facebook Page:** Foot Care Shoes. Any messages started from your ad will go to Foot Care Shoes.
- Instagram account:** footcare266

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**
2 or more scrollable images or videos
- ☐ **Collection**
Group of items that opens into a fullscreen mobile experience
- ☒ **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](#)

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

Campaign Opportunities: Keep checking back for new opportunities to maintain your campaign.

Ad preview: Now you can see more variations of your ad in previews.

The preview shows the ad as it would appear on Facebook Feeds, Instagram Feeds, Instagram Stories, and Facebook Stories. The ad content includes the 'Foot Care Shoes' logo, the text 'Sponsored', 'instagram.com Chat With Us', and a 'Send message' button. The preview also shows engagement options like 'Like', 'Comment', and 'Share'.

2: Engagement Campaign

1. Campaign Name:

“Walk with Confidence: FOOTcare Shoes Engagement”

2. Objective:

Increase social media engagement by encouraging users to interact with FOOTcare Shoes content.

3. Target Audience:

Location: Lahore

Age: 25-50

Gender: All genders

Interests: Fashion, Active Lifestyle, Health & Wellness, Fitness

Behaviors: Frequent social media users, people who engage with fashion and fitness content

The screenshot displays the Facebook Ads Manager interface. At the top, the user is logged in as 'Tanveer Butt (316993118120019)'. The main navigation bar includes 'Campaigns', 'Ad sets for 1 Campaign', and 'Ads for 1 Campaign'. A table lists two campaigns: 'Step into awareness' (In draft) and 'New Awareness Campaign' (In draft). A modal window titled 'Create new campaign' is open, showing a warning about account information. Below the warning, the 'Buying type' is set to 'Auction'. Under 'Choose a campaign objective', 'Engagement' is selected. To the right, a detailed description of the 'Engagement' objective is provided, including a list of goals: Video views, Post engagement, Conversions, and Calls. The modal also includes a 'Continue' button.

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](#)

Buying type

Auction

Choose a campaign objective

☐ Awareness

☐ Traffic

☒ Engagement

☐ Leads

☐ App promotion

☐ Sales

Engagement

Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses.

Good for:

Messenger, Instagram and WhatsApp

Video views

Post engagement

Conversions

Calls

[About campaign objectives](#)

[Cancel](#) [Continue](#)

[illegible]

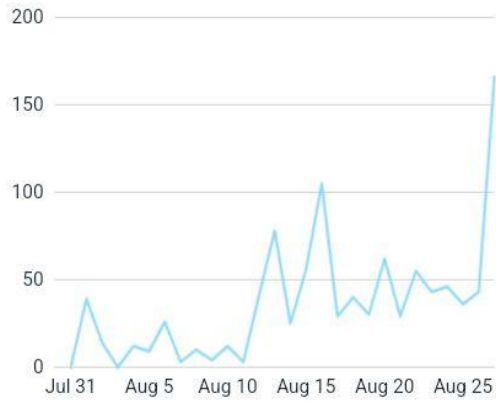


Visits

Download Export

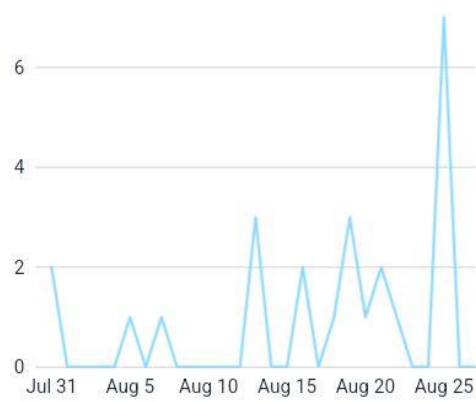
Facebook visits ⓘ

1K ↑ 559.7%



Instagram profile visits ⓘ

24 ↑ 84.6%

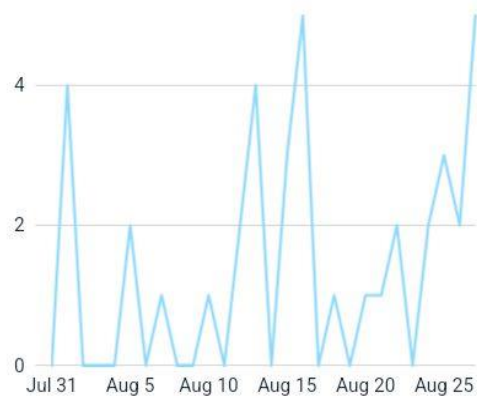


Follows

Download Export

Facebook follows ⓘ

38 ↑ 58.3%



Instagram follows ⓘ

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Demographic Data Isn't Available

You can learn more about your audience once your Instagram account has at least 100 followers.

