Docs   Marketing API   Get Started   Basic Ad Creation   Create an Ad Set

On This Page

Create an Ad Set

After creating your ad campaign, the next step is to create an ad set to be a part of it. The ad set contains the bidding, targeting, and budget information for your campaign.

To create an ad set within your campaign, send a `POST` request to the `/act_<AD_ACCOUNT_ID>/adsets` endpoint. Important parameters include the `name` of the ad set, the associated `campaign_id`, `targeting` specifications, and `daily_budget` details.

Example API Request:

```
curl -X POST \
  https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/adsets \
  -F 'name=My Ad Set' \
  -F 'campaign_id=<CAMPAIGN_ID>' \
  -F 'daily_budget=1000' \
  -F 'targeting={"geo_locations":{"countries":["US"]}}' \
  -F 'access_token=<ACCESS_TOKEN>'
```

Required Parameters

Name	Description
campaign_id	The ID of the campaign to which the ad set belongs.
daily_budget	The daily budget specified in cents.
targeting	The target audience based on geographic locations.

Learn More

- [Ad Account Ad Sets Reference](#)
- [Ad Set Reference](#)

←	Previous	Next	→
	[Create an Ad Campaign](#)	[Create an Ad Creative](#)	

Marketing API

Overview

Get Started

    Authorization

    Authentication

      Use Cases

    Basic Ad Creation

      Create an Ad Campaign

      Create an Ad Set

      Create an Ad Creative

      Create an Ad

    Manage Campaigns

    Ad Optimization Basics

Ad Creative

Bidding

Ad Rules Engine

Audiences

Insights API

Brand Safety and Suitability

Best Practices

Troubleshooting

API Reference

Changelog