

Create an Ad Campaign

The first step in launching an ad campaign is to create the campaign itself using the API.

To create an ad campaign, send a **POST** request to the `/act_<AD_ACCOUNT_ID>/campaigns` endpoint with key parameters including the campaign's **name**, **objective**, and **status**.

Example API Request:

```
curl -X POST \
  https://graph.facebook.com/v23.0/act_<AD_ACCOUNT_ID>/campaigns \
  -F 'name=My Campaign' \
  -F 'objective=LINK_CLICKS' \
  -F 'status=PAUSED' \
  -F 'access_token=<ACCESS_TOKEN>'
```

Required Parameters

Name	Description
name	The name of the campaign.
objective	The goal of the campaign, for example, LINK_CLICKS .
status	The initial status of the campaign, usually set to PAUSED when first created.

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