##### Campaign Objectives

An **objective** is your business goal, **or what you want people to do when they see your ad**.

For example, you may want to increase traffic to your website or identify the audience that will be most likely to purchase your product or service.

# **Awareness**

Generate interest in your business, product or service.

## The Brand Awareness

objective is for advertisers who want to show ads to people who are more likely to recall them.

## The Reach objective

maximizes the number of people who see your ads and how often they see them. Choose this objective if you want to show your ad to as many people in your audience as possible.

# **Consideration**

Encourage people to learn about what your business offers.

## The Traffic objective

is designed to drive people to your website or app. With Traffic as your objective, you can create ads that -   
Send people to a destination such as a website, app, phone call or Messenger conversation (website clicks)

Increase the number of people going to your mobile or desktop app (App Engagement)

## The Engagement objective

is designed to get more people to see and engage with your Facebook post or Page. With Engagement as your objective, you can create ads that:

Boost your posts (Post Engagement)

Promote your Page (Page Likes)

Get people to claim an offer on your Page (Offer Claims)

Raise attendance at an event on your Page (Event Responses)

## App Installs

Get more people to install your app, optimize for app events or attract your highest-value customers with value optimization.

## Video Views

The Video Views objective optimises to get the most plays of your video ad.

## Lead Generation

allows consumers to fill in a form, called an "Instant Form", with their **contact information**. You can also track lead conversion events on your own website using the Facebook pixel.

## Messages

Facebook deliver these ads to people more likely to have a conversation with your business in Messenger, Instagram and/or WhatsApp.

# **Conversion**

Encourage people who are interested in your business to purchase or use your business or service.

## Conversions

The Conversions objective is designed to drive valuable actions on your website, in your app or in Messenger. Actions can include landing page views, purchases, phone calls, messages and more. It requires the Facebook pixel or Conversions API for websites, or App Events for apps.

## Catalogues Sales AD

A catalogue is a container that holds information about the items that you want to advertise or sell across Facebook and Instagram. You can create catalogues for different types of inventory, such as products (e-commerce), hotels, flights, destinations, home listings or vehicles.

## Store Traffic AD

The Store Traffic advertising objective allows you to create Facebook ad campaigns to increase foot traffic and boost sales at your physical stores. You can select the Store Traffic objective for your campaign if you have a business with multiple stores and you've added your store locations to Facebook. A store means any physical place of business, such as a shop, restaurant, dealership, gym or salon.