

# Creating a test Facebook Ads link

## 1. Create a Facebook Ads campaign (web campaign)

- use your app's Tracky landing page in Ad settings  
[https://tracky.ai/lp/<YOUR\\_APP>](https://tracky.ai/lp/<YOUR_APP>)

The screenshot shows the Facebook Ads setup interface. On the left is a sidebar with various icons. The main area is divided into two panels. The left panel shows a list of campaigns, with one selected. The right panel shows the 'Destination' settings for a Website campaign. The 'Website' option is selected under 'Destination'. The 'Website URL' field is highlighted with a red box and contains the text 'https://tracky.ai/preland'. Below this field is a 'Preview URL' button. Further down, there is a 'Display link' field with the placeholder text 'Enter the link you want to show on your ad'. At the bottom, there are 'Browser add-ons' including 'None' (selected), 'Call', 'WhatsApp', 'Instant Experience', and 'Facebook event'.

**Destination**  
Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

☒ Website  
Send people to your website.

**\* Website URL** ⓘ  
 [Preview URL](#)

[Build a URL parameter](#)

**Display link**

**Browser add-ons**  
People will see your website when they tap on your ad. You can add an additional contact method in the browser to help people connect with you.

☒ ☒ None  
Don't add a button.

☐ ☒ Call ⓘ  
Add a call button on your website.

☐ ☒ WhatsApp  
Add a WhatsApp button on your website.

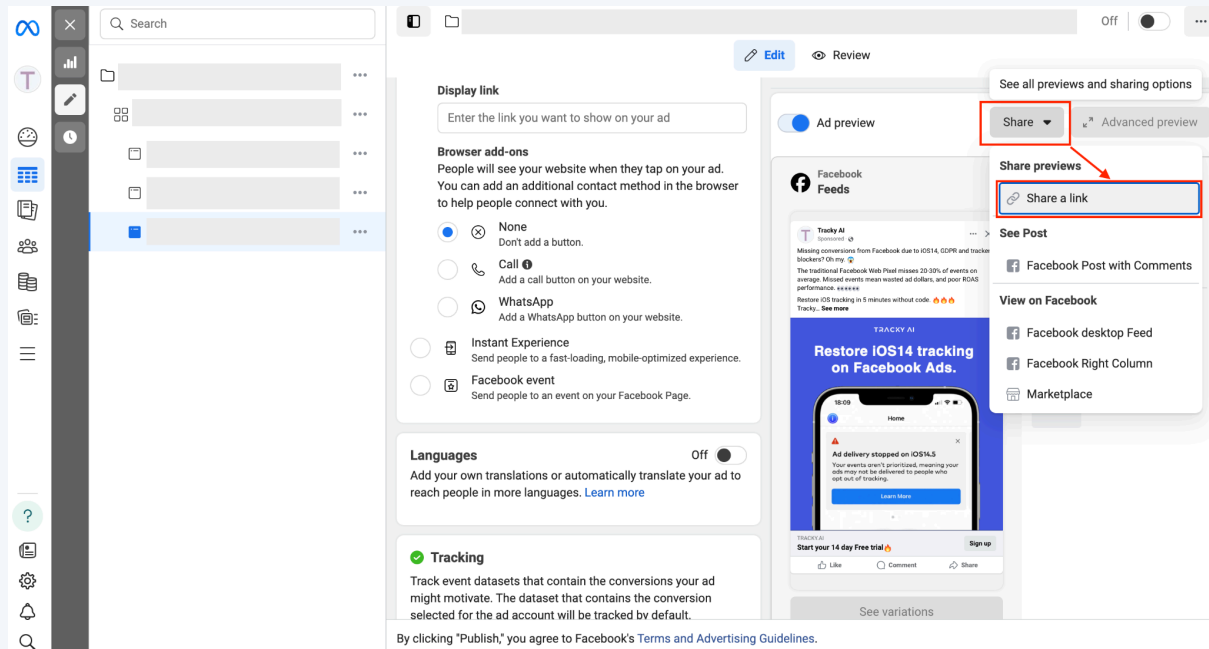
☐ ☒ Instant Experience  
Send people to a fast-loading, mobile-optimized experience.

☐ ☒ Facebook event  
Send people to an event on your Facebook Page.

## 2. Publish your Facebook Ads campaign

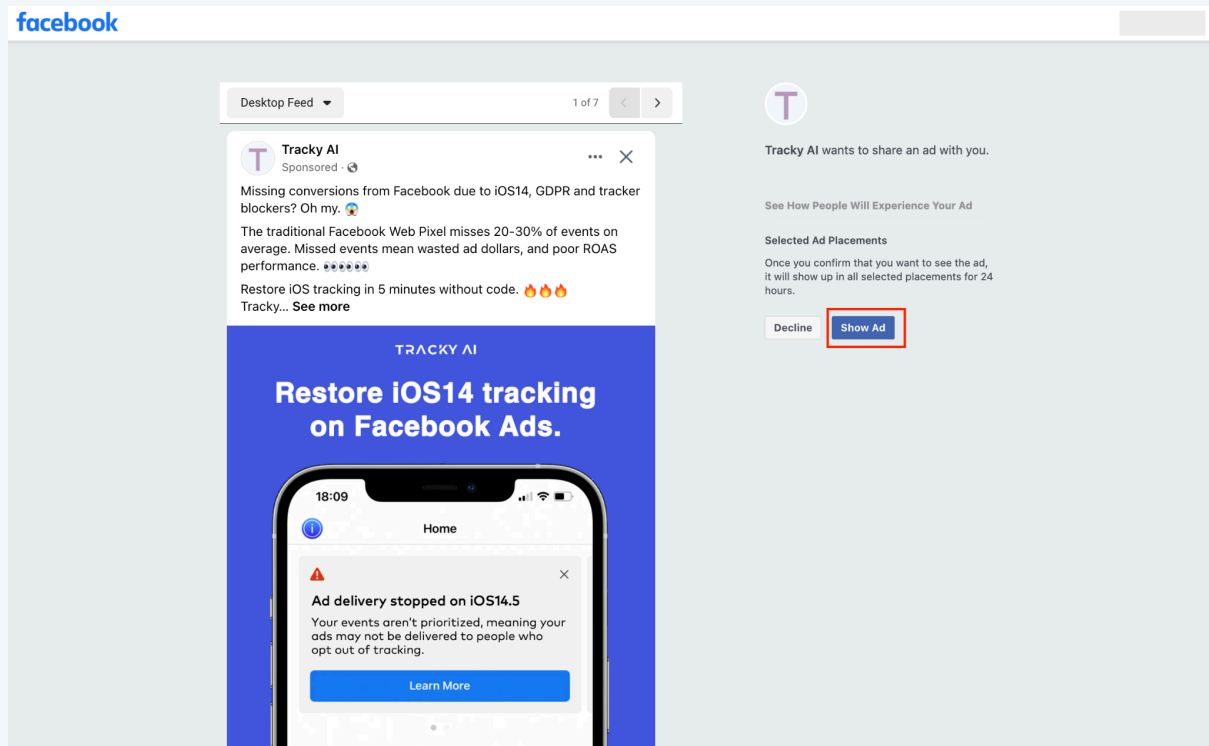
- make sure your Ads pass the review process

### 3. Create a test link to your Ad



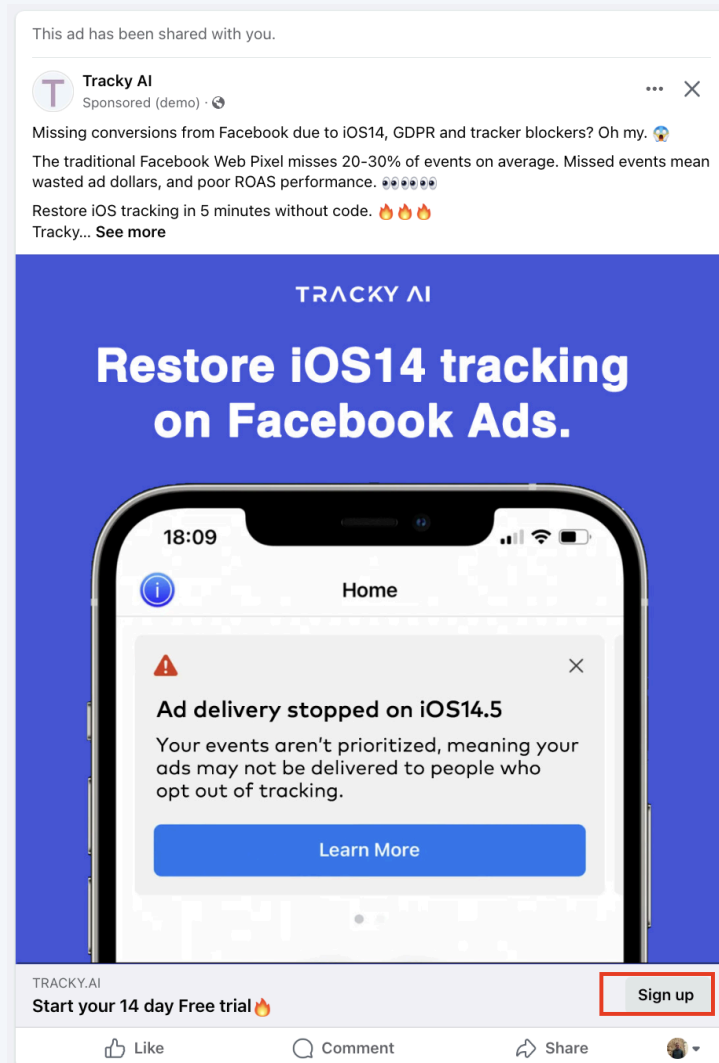
### 4. Open the Preview link in your browser

- You must be logged in to your personal Facebook account



## 5. Your Ad will appear in your Facebook Feed

- Copy the link from the test Ad



## 6. The copied link will have a valid “fbclid”

- You can use this link for testing purposes