

Creating a test Facebook Ads link

1. Create a Facebook Ads campaign (web campaign)

- use Tracky landing page in Ad settings
<https://tracky.ai/preland>

The screenshot shows the Facebook Ads Manager 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 ad sets, with one highlighted in blue. The right panel shows the 'Destination' settings for the selected ad set. The 'Destination' section has a green checkmark and the title 'Destination'. Below it, it says 'Tell us where to send people immediately after they tap or click your ad. [Learn more](#)'. There are two radio buttons: 'Website' (selected) and 'App'. The 'Website' option has a sub-label 'Send people to your website.' Below this, there is a red-bordered box containing the text '* Website URL ⓘ' and the URL 'https://tracky.ai/preland'. To the right of the URL is a 'Preview URL' button. Below the URL box is a link 'Build a URL parameter'. Further down is the 'Display link' section with a text input field containing 'Enter the link you want to show on your ad'. Below that is the 'Browser add-ons' section, which says '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.' There are five radio buttons: 'None' (selected), 'Call ⓘ', 'WhatsApp', 'Instant Experience', and 'Facebook event'. Each has a sub-label describing the add-on.

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 ⓘ
<https://tracky.ai/preland> [Preview URL](#)

[Build a URL parameter](#)

Display link
Enter the link you want to show on your ad

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.

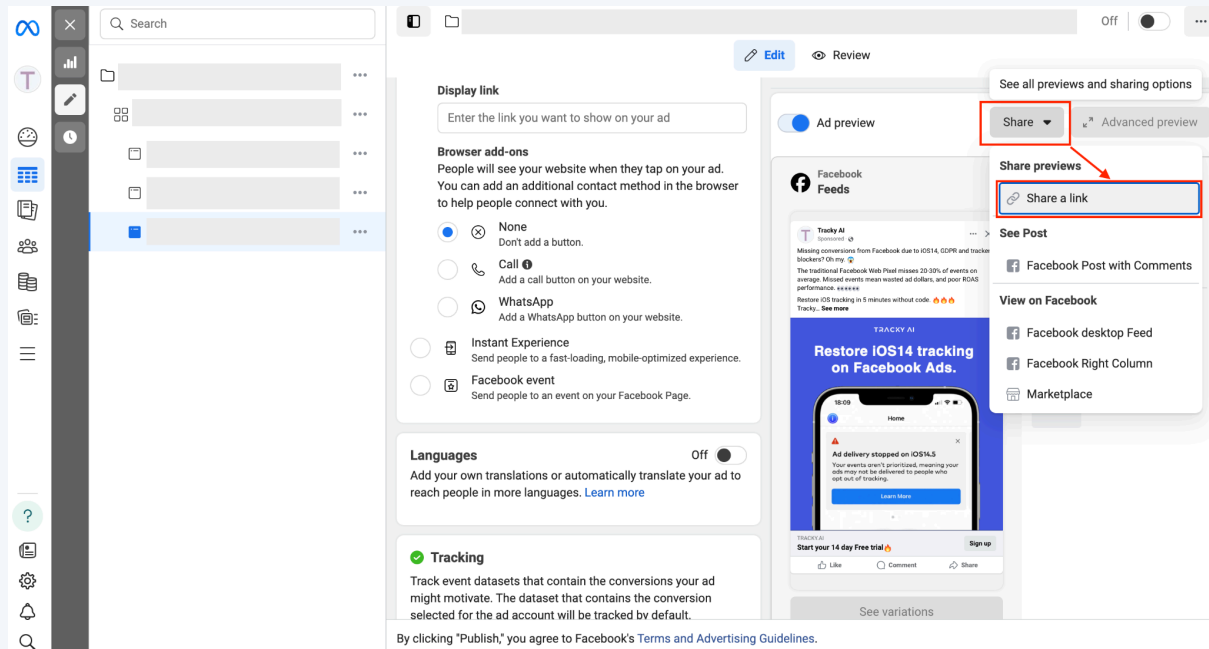
☐ Instant Experience
Send people to a fast-loading, mobile-optimized experience.

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

2. Publish your Facebook Ads campaign

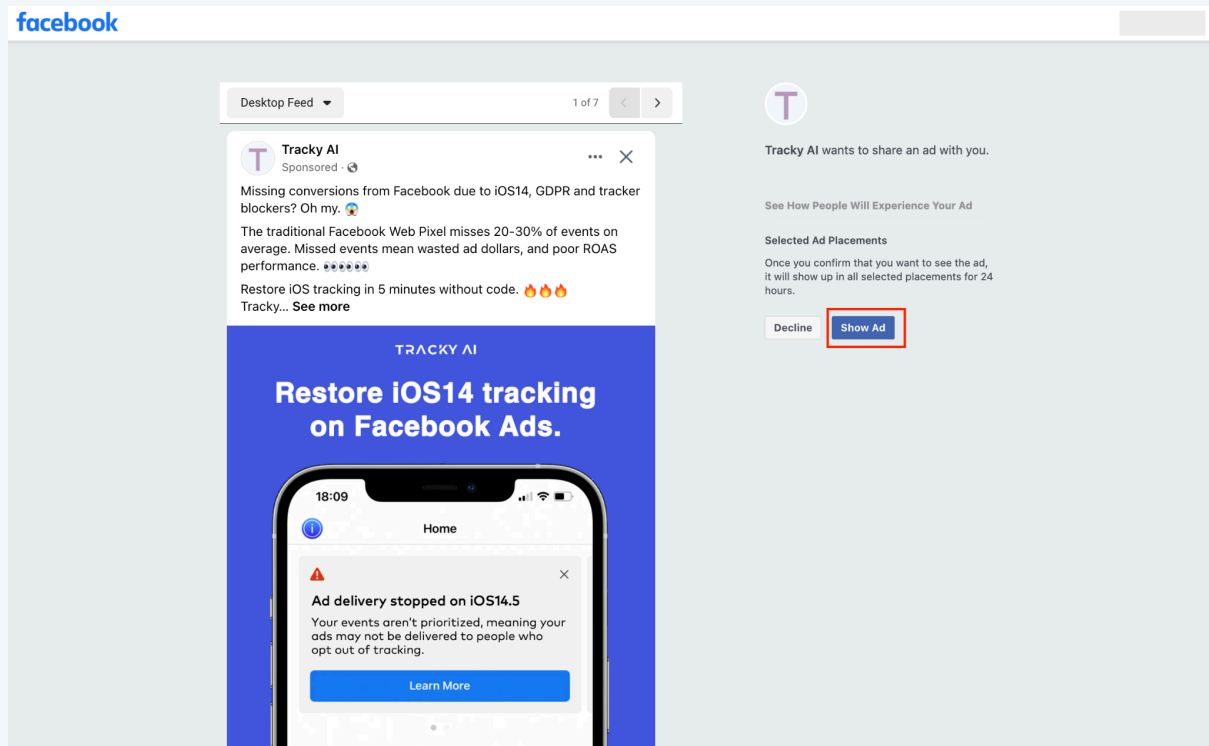
- make sure your Ads pass the review process

3. Create a test link to your Ad



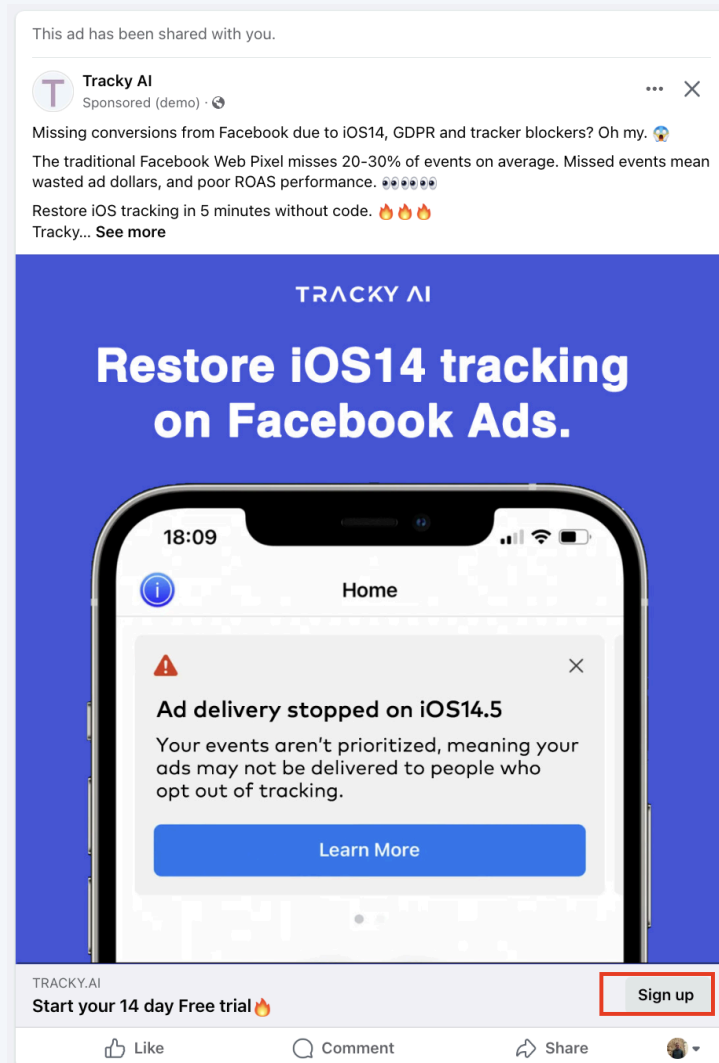
4. Open the Preview link in your browser

- 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