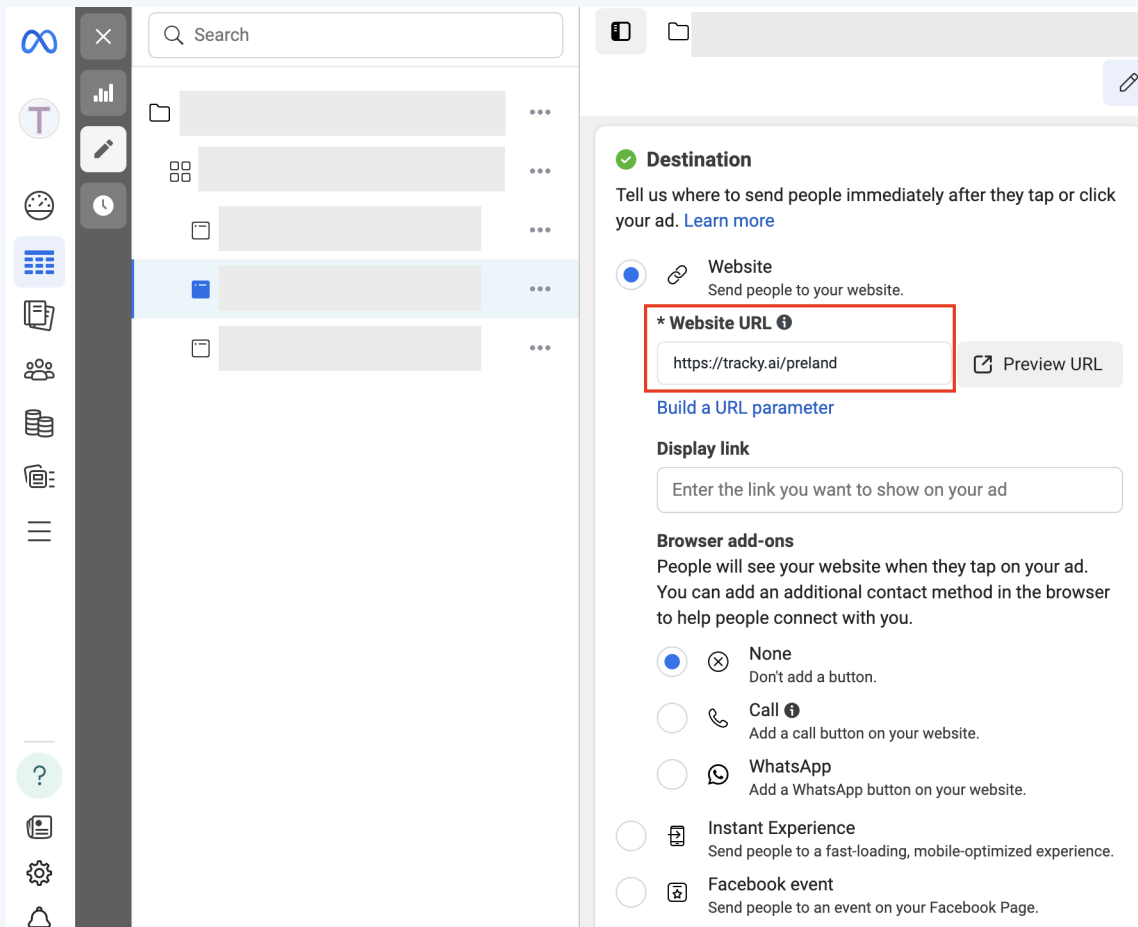


Creating a test Facebook Ads link

1. Create a Facebook Ads campaign (web campaign)

- use your app's Tracky landing page in Ad settings
https://tracky.ai/lp/{YOUR_APP}

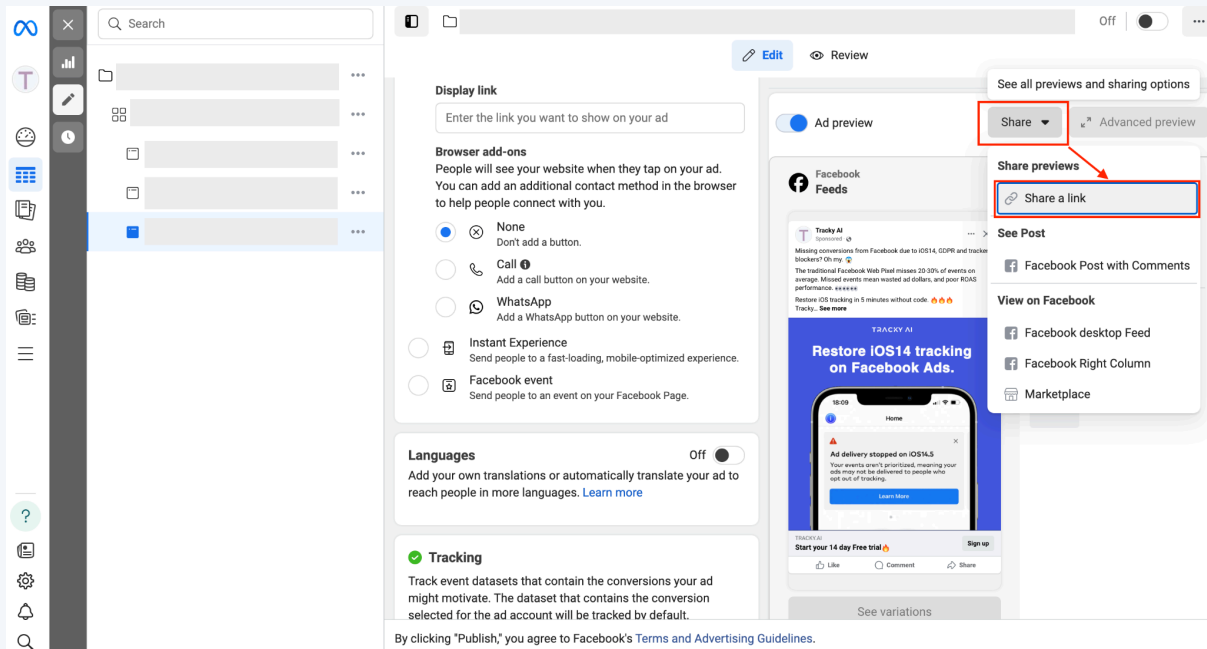


The screenshot shows the Facebook Ads setup interface. On the left is a sidebar with various icons. The main area is divided into two panels. The left panel shows a list of campaigns, with one selected. The right panel shows the 'Destination' settings for the selected campaign. The 'Destination' section is titled 'Destination' with a green checkmark. Below the title, 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 is described as 'Send people to your website.' Below this, there is a field for '* Website URL' with the value 'https://tracky.ai/preland'. To the right of this field is a 'Preview URL' button. Below the URL field is a link 'Build a URL parameter'. Further down, there is a 'Display link' section with a text input field containing 'Enter the link you want to show on your ad'. Below that is a 'Browser add-ons' section with the text '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 option has a description: '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.), and 'Facebook event' (Send people to an event on your Facebook Page.).

2. Publish your Facebook Ads campaign

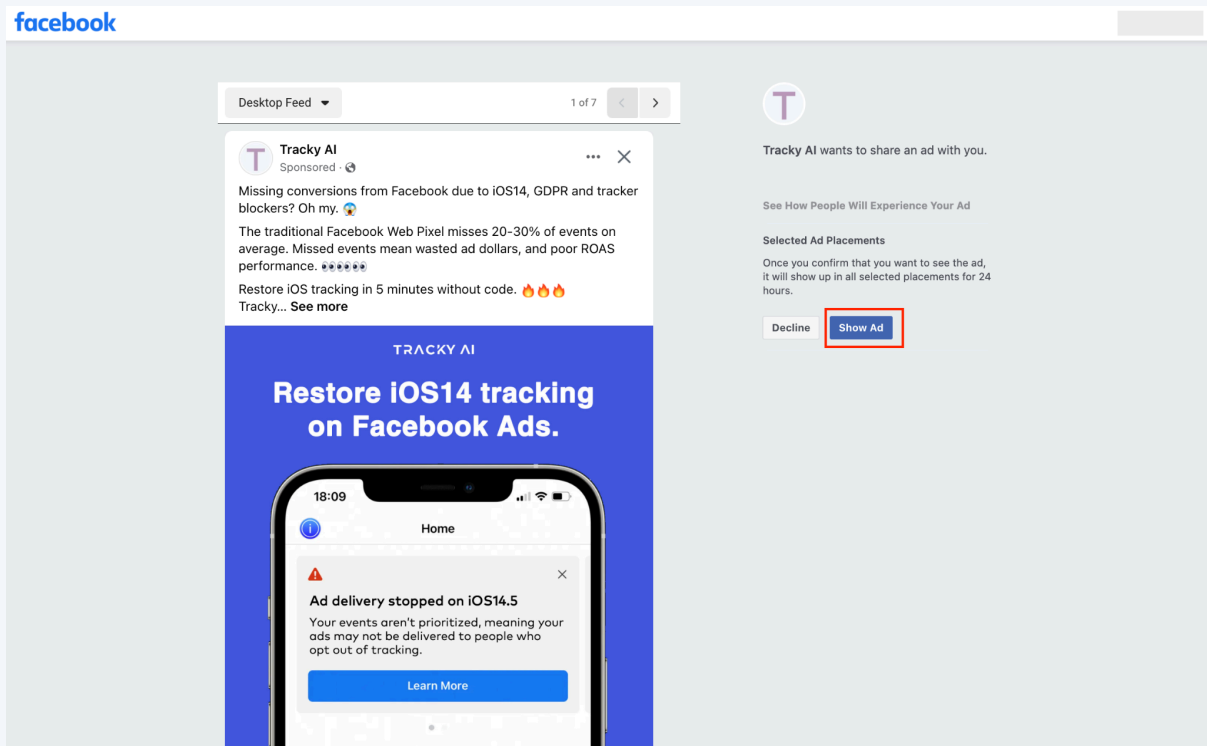
- make sure your Ads pass the review process

3. Create a test link to your Ad



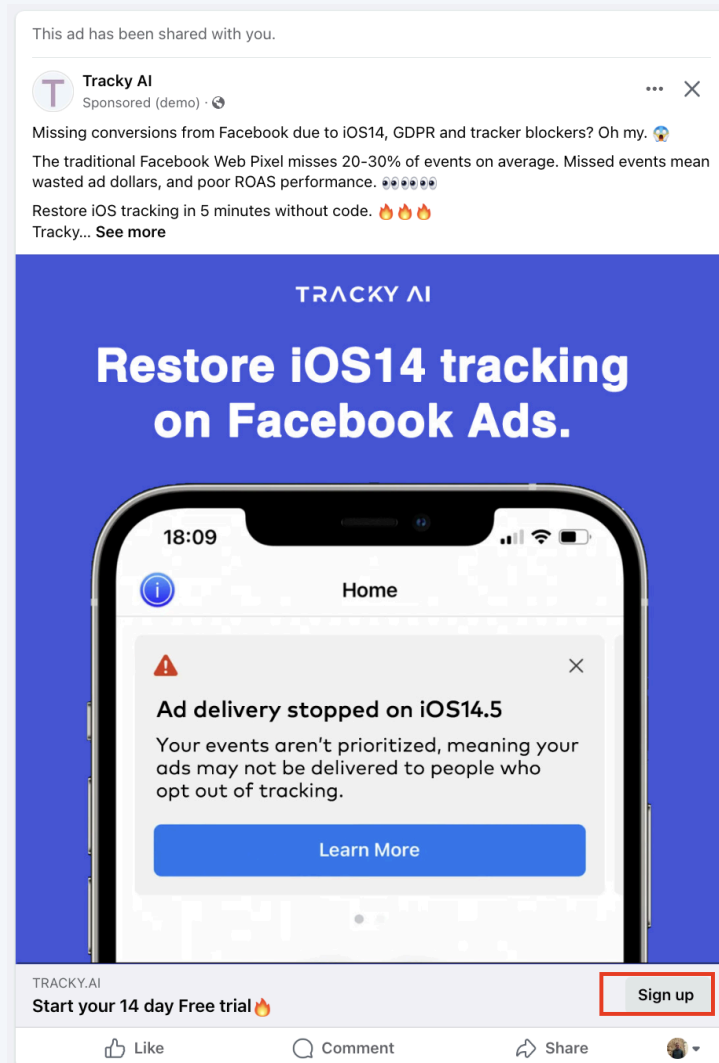
4. Open the Preview link in your browser

- 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