Review and publish

All ads

Recommen...

Create a view

Create new campaign

creating, or do this later.

Go to Account Overview

Choose a buying type ⓘ

Auction ▾

t 30 days: Sep 17, 2025 – Oct 16, 20

aigns

Ad sets

Duplicate

down ▾

Choose a campaign objective

On

Campaign ⇅

ts ⇅
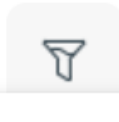
Cost per result ⇅

○ 📢 Awareness

⚪ 🖱 Traffic

⚪ 💬 Engagement

⚪ 🔽 Leads

Awareness

Show your ads to people who are most

About campaign objectives

Cancel   Continue

✓ Campaign name

New Awareness Campaign | Create template

✓ Campaign details

Buying type

Auction

Campaign objective ⓘ

Awareness

Show more options ▾

Advantage+ campaign budget ✦   Off ⬤

Distribute your budget across ad sets to get more results. You can control spending for

Close   ✓ All edits saved

A/B test

Off ⚫

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. **About A/B tests**

⊘ Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. **About Special Ad Categories**

Categories
Select the categories that best describe what this campaign will advertise.

Declare category if applicable ▼

⊘ **Campaign score** ⓘ
You're using our recommended setup.

100

Close   ✓ All edits saved   Next

Edit   Review

Ad set name

New Awareness Ad Set   Create template

Campaign score ⓘ

100   You're using our recommended setup.

Awareness

Performance goal

How you measure success for your ads. About performance goals

Maximize reach of ads ▼

To help us improve delivery, we may survey a small section of your audience.

Facebook Page ⓘ

Choose the Page you want to promote.

🔘 Tushar trailer ▼   +

Cost per result goal · Optional ⓘ

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow   Broad

Estimated audience size: 318,600,000 - 374,800,000 ⓘ

Your criteria is currently set to allow Advantage+ detailed targeting. ⓘ

Close   ✓ All edits saved   Back   Next

Edit   Review

maximum weekly spend is ₹1,400.00.

About daily budget

Schedule

Start date

| 📅 Oct 17, 2025 | 🕐 09:45 AM   IST |

End date

☑ Set an end date

| 14 days ▾ | 📅 Oct 31, 2025 | 🕐 09:45 AM   IST |

Hide options ▲

Budget scheduling ⓘ

Increase your budget during specific days or times.

⬤ 100   **Campaign score** ⓘ
You're using our recommended setup.

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬▬

Narrow   Broad

Estimated audience size: 318,600,000 - 374,800,000 ⓘ

Your criteria is currently set to allow Advantage+
detailed targeting ⓘ

Close   ✓ All edits saved   Back   Next

Hide options ▲

Budget scheduling ⓘ

Increase your budget during specific days or times.

☑ Schedule budget increases | View ▾ |

Time period for budget increase   ⌃

Starts on   **Ends**

| Oct 18, 2025 | 🕐 12 : 00 AM | – | Oct 19, 2025 | 🕐 12 : 00 AM |

| Increase daily budget by value amount (₹)   ▾ | ₹ 50.00   INR |

Meta will aim to spend an average of ₹250 a day (a ₹50 increase) from Oct 18 to Oct 19.

🗑 Remove this period

⬤ 100 **Campaign score** ⓘ
You're using our recommended setup.

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow   Broad

Estimated audience size: 318,600,000 - 374,800,000 ⓘ

Your criteria is currently set to allow Advantage+ detailed targeting. ⓘ

Close   ✓ All edits saved   Back   Next

Use a saved audience ▼

* Locations ⓘ

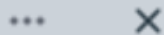Reach people living in or recently in this location.

India

✅ 　Jamnagar, Gujarat + 25mi ▼

✅ 　Morbi, Gujarat + 25mi ▼

✅ 　Rajkot, Gujarat + 25mi ▼　　　　　···　✕

| Include ▼ | 🔍 Search locations | Browse ▼ | ▼ |

Campaign score ⓘ

100

You're using our recommended setup.

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow　　　　　　　　　　　　　Broad

Estimated audience size: 5,400,000 - 6,300,000 ⓘ

Your criteria is currently set to allow Advantage+ detailed targeting ⓘ

Close　　✓ **All edits saved**　　　　　　　Back　　**Next**

Review requirements

Hide options ▲

Minimum age ⓘ

18

Exclude these custom audiences ⓘ

🔍 Search existing audiences

Languages ⓘ

Only enter a language if you need to limit your audience to people who use a language that isn't common to your selected locations.

Hindi	✕

English (All)	✕

Campaign score ⓘ

100 You're using our recommended setup.

Audience definition ⓘ

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow   Broad

Estimated audience size: 5,400,000 - 6,300,000 ⓘ

Your criteria is currently set to allow Advantage+ detailed targeting ⓘ

Close   ✓ All edits saved   Back   Next

Ad name ✓

Dame Essentials	Create template

Partnership ad   Off ⚫

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. About partnership ads

Identity ✓

Choose the Facebook Page and Instagram account that this ad will be associated with.

100 **Campaign score** ⓘ
You're using our recommended setup.

⚫ Ad preview   ⤢ Advanced preview   ↗ ▼

🖵   ☐   ▢   ▭   ✓

☆ **Now you can see more variations of your ad in previews**   ⌄

Tushar trailer
Sponsored · 🌐   ···   ✕

Your Ladies Tailor Specialist & Stylist 👗
Custom blouses, saree fittings, wedding

Instagram

tushar_trailer_33
Sponsored   ···

Close   Back   **Publish**

Choose the Facebook Page and Instagram account that this ad will be associated with.

* Facebook Page ⓘ

⬤ Tushar trailer ▾

Instagram account ⓘ

⬤ tushar_trailer_33 ▾

Threads profile ⓘ

⬚ Use Instagram account ▾   or   **Create profile**

✓ **Ad setup**

⬤ 100   **Campaign score** ⓘ
You're using our recommended setup.

◉ Ad preview   ⤢ Advanced preview   ⬀▾

▭ ☐ ☐ ▭   ✓

⭐ **Now you can see more variations of your ad in previews** ▾

⬤ **Tushar trailer**   ••• ✕
Sponsored · 🌐

Your Ladies Tailor Specialist & Stylist 👗
Custom blouses, saree fittings, wedding

Instagram

⬤ **tushar_trailer_33**   •••
Sponsored

---

clicking **Publish,** you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions.

Close   Back   **Publish**

Campaign score 🛈

100 You're using our recommended setup.

⚫ Ad preview   ⤢ Advanced preview   ↗ ▾

✓ **Ad setup**

Create ad   ▾

Format

Choose how you'd like to structure your ad.

🔘 **Single image or video**
One image or video, or a slideshow with multiple images

⚪ **Carousel**
2 or more scrollable images or videos

⚪ **Collection**
Group of items that opens into a fullscreen mobile experience

✓ **Multi-advertiser ads**

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

Website
Send people to your website.
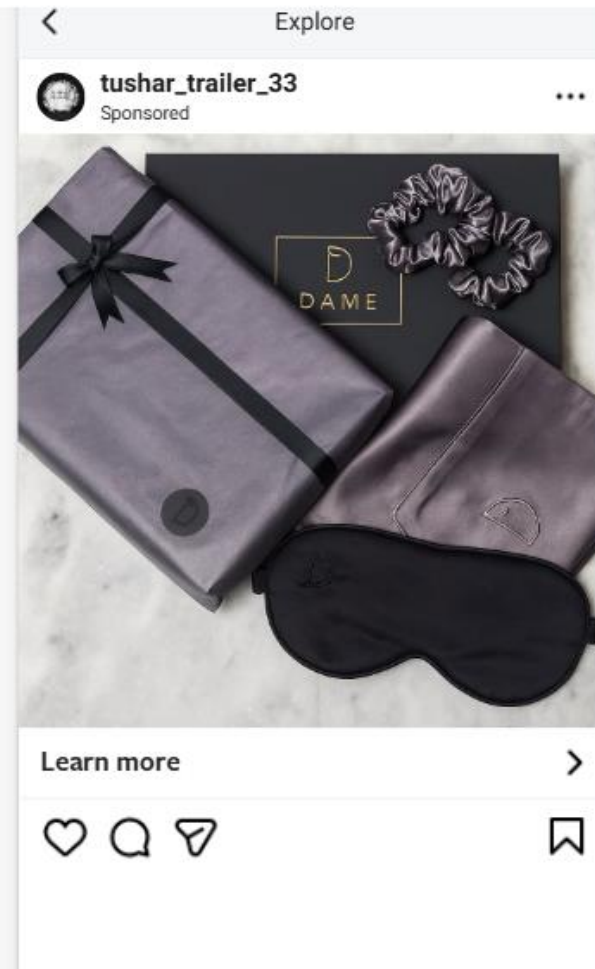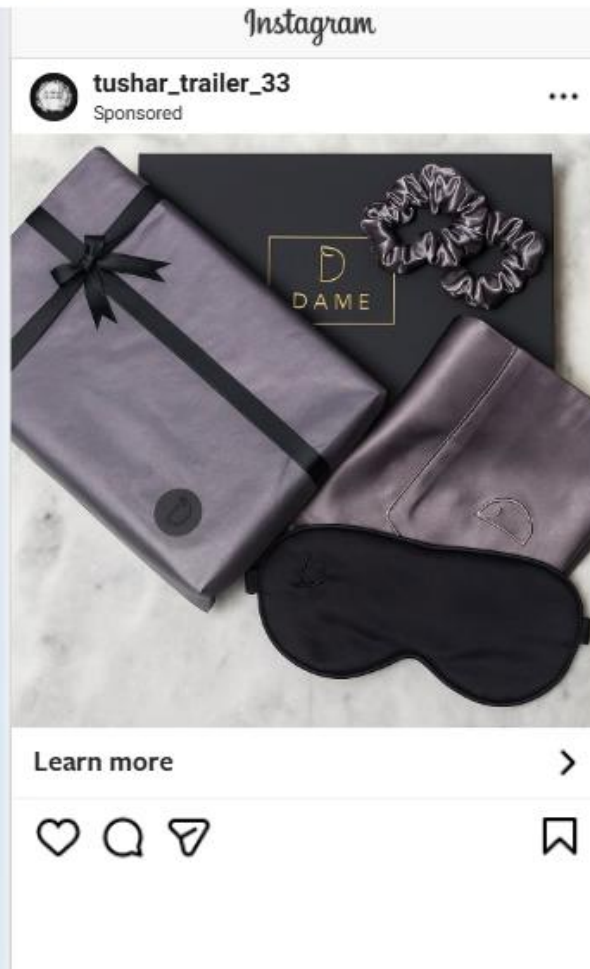
* Website URL ⓘ

https://www.dameessential   Preview URL

Required field is missing: The link field is required. Please complete the field to continue.

Build a URL parameter

Display link

https://www.dameessentials.com/

Mobile app ⓘ

Choose app ▼

Instagram

tushar_trailer_33
Sponsored

Learn more   >

Explore

tushar_trailer_33
Sponsored

Learn more   >

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our Terms and Conditions.

Close   ✓ All edits saved   Back   Publish

they tap or click your ad to a website, a fullscreen experience, or a call. If you don't, they'll be sent to your Facebook Page or Instagram account.

Headline ⓘ

✨ Sleep in Luxury with DAME Essentials ✨

⊕ Add headline option

Description ⓘ

Upgrade your beauty sleep with 100% pure silk pillowcases, eye masks & scrunchies. Wake up refreshed, frizz-free, and glowing every morning.

Call to action ⓘ

Learn more ▼

✨ Sleep in Luxury with D...

Learn more   ❯

♡   ◯   ◁   ⊓

Close   ✓ All edits saved   Back   Publish

Build a URL parameter

×

Fill out the fields in the form below to add parameters to your website URL. To automatically get information from your campaign, ad set or ad, click on each field and select a dynamic parameter such as id={{ad.id}}. Learn more

Campaign source

Facebook

To identify the source of traffic. For example: Facebook, Instagram, a search engine or other source.

Campaign medium

Facebook_Feed

To identify the advertising medium. For example: banner, email, Facebook_Feed or Instagram_Story.

Campaign name

launch_new_arrival

Cancel   Apply

By cli

Build a URL parameter

To identify a specific promotion or strategic campaign. For example: summer_sale.

Campaign content

banner_sidebar

To differentiate ads or links that point to the same URL. For example: white_logo, black_logo.

Custom parameters

Parameter name

English

Value

English

Add parameter

Cancel

Apply

All 10 placements ▼

App events ℹ

Set up

Offline events ℹ

ℹ You no longer need to select a domain for your web events. There's nothing you need to do for this change.

Learn more

URL parameters · Optional ℹ

utm_source=Facebook&utm_medium=Facebook_Feed&

Build a URL parameter

Instagram

🔘 **tushar_trailer_33**
Sponsored   •••

◀   Explore

🔘 **tushar_trailer_33**
Sponsored   •••

Close   ✓ All edits saved   Back   Publish

App events ⓘ

Set up

Offline events ⓘ

> ⓘ You no longer need to select a domain for your web events. There's nothing you need to do for this change.
>
> Learn more

URL parameters · Optional ⓘ

utm_source=Facebook&utm_medium=Facebook_Feed&

Build a URL parameter

Ⓕ Ads on Facebook Reels   •••

tushar_trailer_33 Sponsored   •••

dameessentials.com

Select location and currency

Payment methods vary by region, so they'll be customized to where you're located.

Country/region	Currency
India ⌄	Indian Rupee ⌄

You can only use Indian Rupee (INR) if your country is India.

Set time zone

Ads run according to your time zone.

Calcutta, Asia (GMT+05:30) ⌄

Search by city, country or time zone name

🔒

Your location and currency cannot be changed once set.

Business location and currency

India, Indian Rupee INR

Edit

Business and tax info

Optional - Add a tax ID or address

Edit

Add payment method

Debit or credit card

Net Banking

UPI

☐ I have an ad credit to claim.

🔒

Your payment methods are saved and stored securely.

Terms and applicable Privacy Policies apply

Card details

Name on card

Card number

MM/YY

CVV

Meta can manage my card details in accordance with Reserve Bank of India regulations on tokenization. **Learn more**

🔒

Your payment methods are saved and stored securely.

Terms and applicable Privacy Policies apply

Save