

Sales Objective Playbook



How you'll benefit from this playbook

This playbook features Meta's validated best practices to help improve the performance of your future sales objective campaigns.

Here's what you'll find in this playbook:

- Advanced best practices for increasing ad performance
- Ad policy tips for small businesses
- Additional tools and how to find support

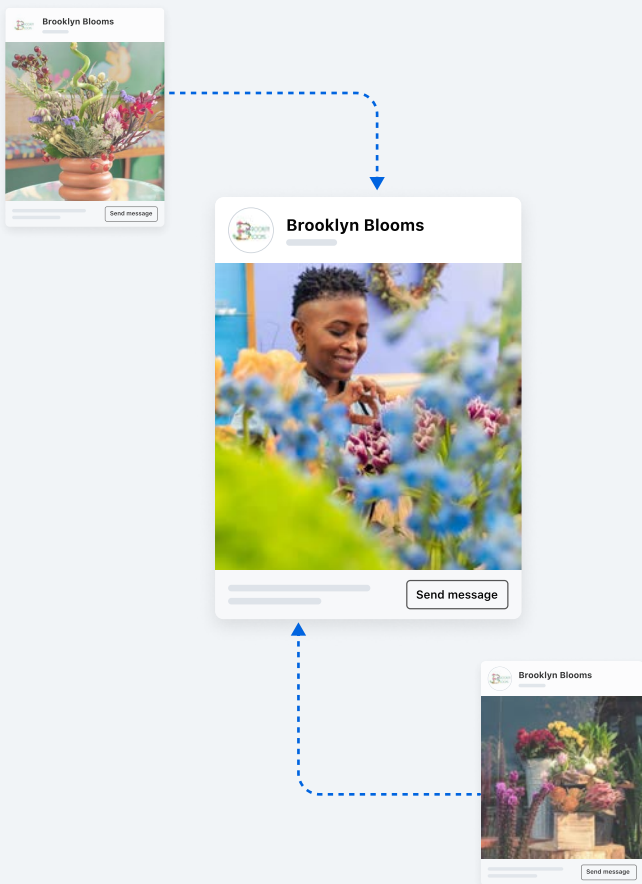


Advanced best practices for increasing ad performance

Keep these tips in mind to help increase ad performance, lower cost per action (CPA) and find people most likely to be interested in your business.



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Consolidate similar ad sets

Combining similar ad sets and campaigns will help you spend your budget efficiently and can reduce CPA.

CAMPAIGN CHECKLIST

- ☐ Combine ad sets that have similar creative to help get the results you need faster.
- ☐ Avoid overlapping audiences.

Small businesses who used simplified account structure in their campaigns achieved an 18% lower CPA, on average, compared to campaigns that did not.¹

[!\[\]\(cf531ed27e91483460120fcc057b3901_img.jpg\) Learn more about consolidating ad sets.](#)

Combine broad targeting with Custom Audiences

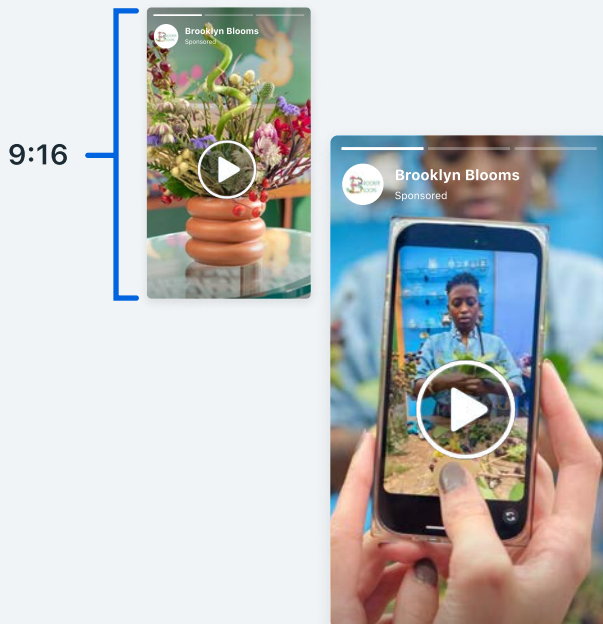
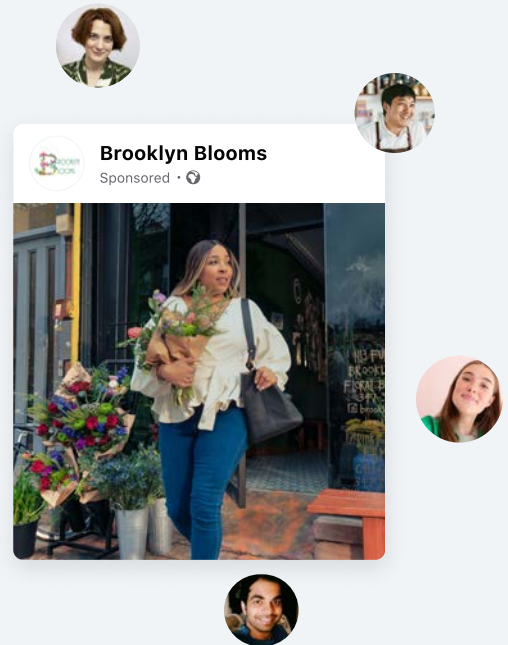
Use the latest targeting recommendations from Meta, proven to increase results.

CAMPAIGN CHECKLIST

- ☐ Use broad targeting of at least 2 million people and turn on [Advantage detailed targeting](#) if your business has a narrowly-defined audience.
- ☐ When using both lookalike and [Custom Audiences](#), include a broader audience in your ad sets and turn on [Advantage campaign budget](#) to maximize conversions.

Small businesses who used broad targeting in their campaigns, which is location, age or gender targeting, achieved a 12% lower CPA, on average, compared to campaigns that did not use broad targeting.²

→ [Learn more about broad targeting strategies.](#)



Use mobile-friendly video

Many of your customers browse Facebook and Instagram on their mobile phones. By using mobile-friendly videos in your ads, you can reach a wider audience and drive engagement for your business.

CAMPAIGN CHECKLIST

- ☐ Make sure your video is vertical, not horizontal, and film in a vertical aspect ratio, like 9:16, for Reels and Stories.
- ☐ Experiment with audio by using [original sound or royalty-free music](#).
- ☐ Capture attention with your brand or key message in the first 3 seconds.
- ☐ Add a video to your image-only campaigns. Mixing static and video assets together in the same ad set can ensure your campaigns will be seen in the right placements.

Small businesses who used mobile-friendly creative achieved a 12% lower cost per web conversion, on average, compared to campaigns that did not use mobile-friendly creative.³

→ [Get more creative guidance from small businesses like yours.](#)

Use the A/B testing tool in Meta Ads Manager

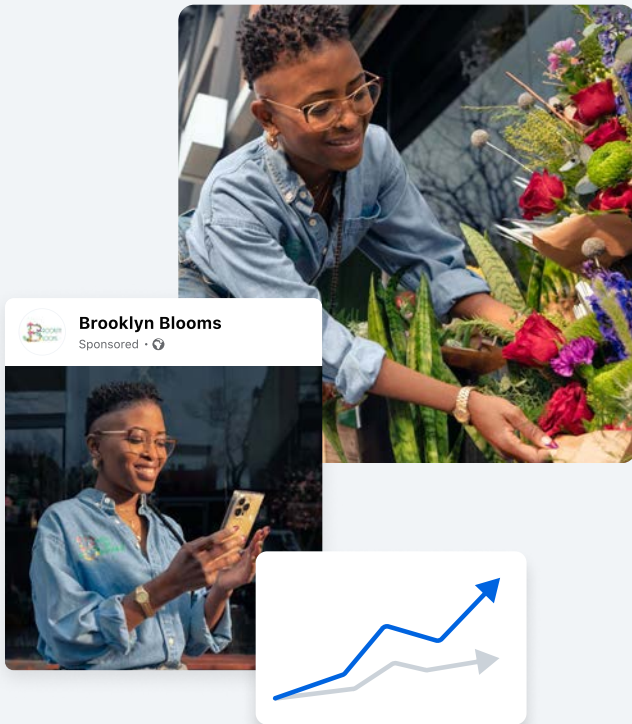
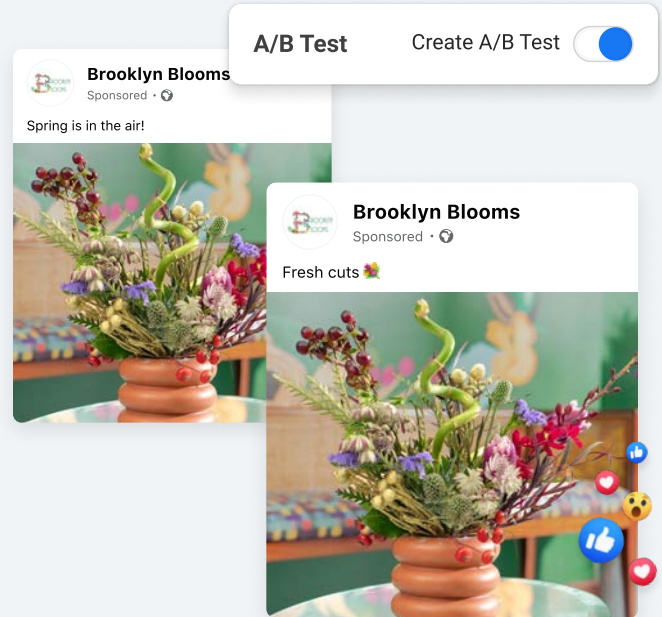
An A/B test compares two versions of your ad to determine which performs best, so you can identify winning strategies and improve future campaigns.

CAMPAIGN CHECKLIST

- ☐ Experiment with variables such as the creative, call-to-action or audience to understand what works.
- ☐ Only test one variable at a time, so your test results are conclusive and clear.
- ☐ Run tests for at least 2 weeks.

Small businesses who ran an A/B test saw a 30% decrease in cost per result with winning A/B tests compared to losing ads.⁴

[→ Learn more about Meta's A/B testing tool.](#)



Use the Conversions API

The Conversions API is an ad targeting optimization tool that is less dependent on browser technologies than the Meta pixel. It can help both improve your performance today and safeguard your performance as browser technologies become less effective in the future.

CAMPAIGN CHECKLIST

- ☐ Use the Conversions API alongside the pixel, which will help the delivery system decrease your CPA and deliver more personalized ads.

[→ Learn how to set up the Conversions API.](#)

¹Source: Internal meta data. Based on the CPA performance for 200,000 web conversion campaigns run by small businesses between 2021-08-01 and 2022-03-25.

²Source: Internal meta data. Based on the CPA performance for 200,000 web conversion campaigns run by small businesses between 2021-08-01 and 2022-03-25.

³Source: Internal meta data. Based on the CPA performance for 200,000 web conversion campaigns run by small businesses between 2021-08-01 and 2022-03-25.

⁴Source: Facebook internal data. Based on the median performance difference of 747,000 A/B tests ran in 2019.

Ad policy tips for small businesses

To help you avoid an ad rejection or account restriction, we've pulled together ad policy best practices, which highlight common violations that your business should be aware of.



Only use image, video and audio assets that you have the rights to

[Learn more about our Third Party Infringement policy.](#)

Don't assert or imply personal attributes

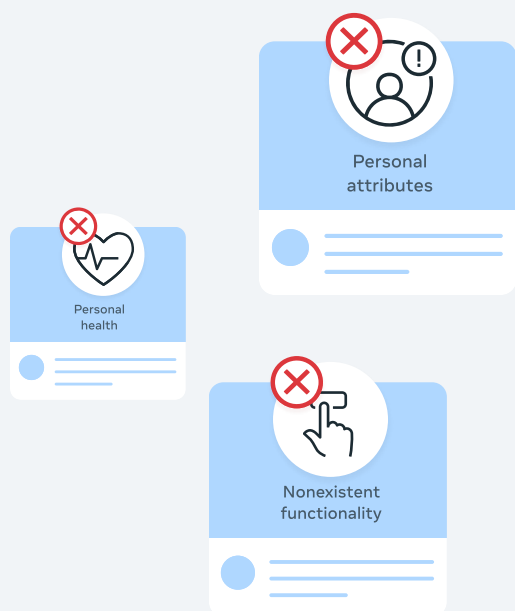
This includes direct or indirect assertions or implications about a person's race, ethnicity, religion, beliefs, age, etc. in any part of the ad. This applies to your copy, image, video, captions, stickers or emojis. For example, do not use "you/your" to reference a personal attribute.

[Learn more about our Personal Attributes policy.](#)

Accurately describe the service provided by your business

Set realistic expectations about what clients can expect about the process and outcomes. Don't include misleading claims or statements in any part of the ad. Ads must not contain promises or suggestions of unrealistic outcomes for health, weight loss or economic opportunity. For example, do not use claims of cures for incurable diseases.

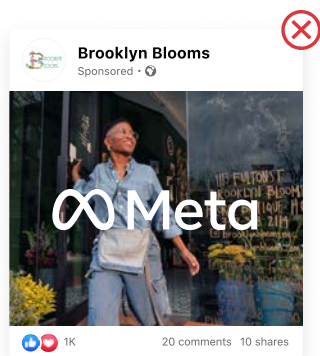
[Learn more about our Unrealistic Outcomes policy.](#)



Ads must not contain profanity, or incorrect grammar and punctuation

Symbols, numbers and letters must also be used properly.
[Learn more about our Grammar & Profanity policy.](#)

Click here for more information!



Ads should not represent any of Meta's brands in a way that makes it the most distinctive or prominent feature of the creative

Meta's brand assets should not be modified in any way, such as by changing the design or color, or for the purpose of special effects or animation.

[Learn more about our Brand Usage in Ads policy.](#)

Make sure your landing page functions properly with no 404 error

Landing pages are evaluated using similar standards as ads, and your images, videos and text must comply with [Meta's Advertising Standards](#).

Navigating an ad rejection

There are two options for navigating a rejected ad:



Edit and resubmit

You can edit the ad content to comply with our policies by going to your preferred ad creation interface, such as Ads Manager, and uploading a new image or changing the text in the ad.

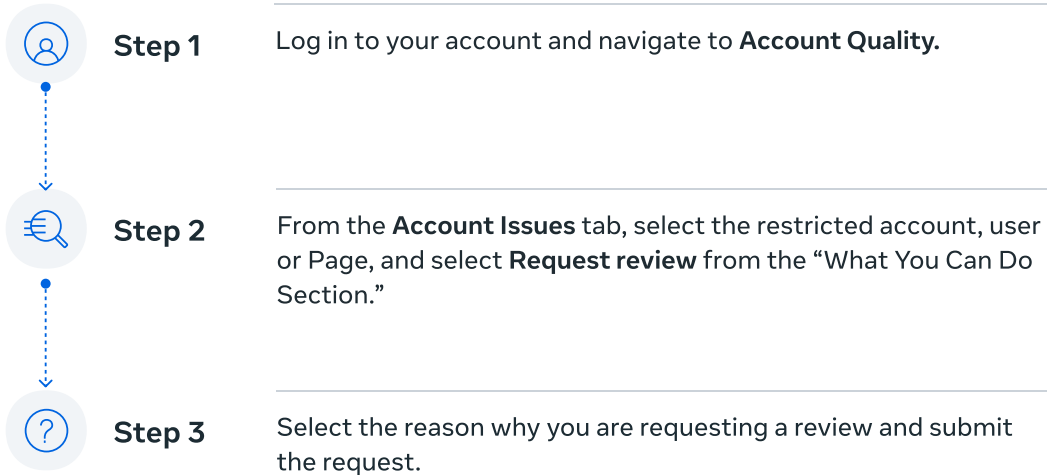


Request another review

Log in to your ad account and navigate to **Account Quality**. Then, select the ad(s) you believe were incorrectly rejected and select **Request Review**.

Navigating an advertising restriction

If you believe your Business Account or any associated ad account, user account or Page was incorrectly restricted, you may be able to request a review of the decision in Account Quality.



Additional tools and how to find support

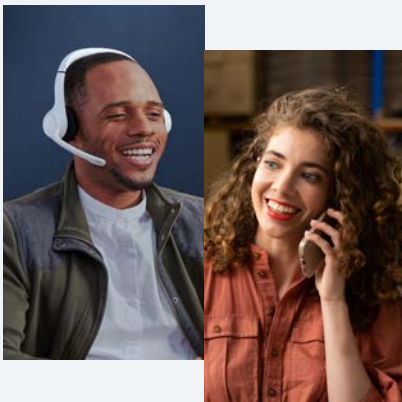
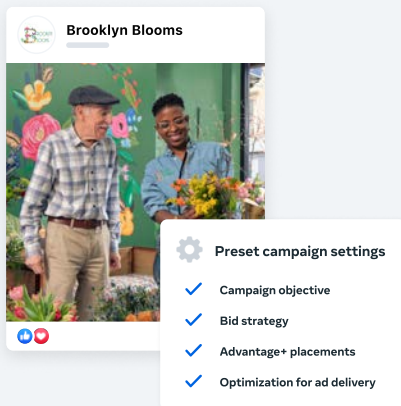


★ NEW

Save time with Tailored campaigns

Efficiently create ads with Tailored campaigns—our new campaign setup in Ads Manager, preloaded with optimal settings and backed by Meta’s most advanced ad technology. Simply choose the sales objective. Then, we’ll preload your campaign with the right settings to help achieve your goals.

➔ [Learn more about Meta’s new Tailored campaigns.](#)



Meta Marketing Pros are here to help

You may be eligible to speak with a Meta Marketing Pro. Meta Pro Team offers personalized ad strategy guidance to help businesses like yours reach their full potential, at no cost.

➔ [Learn more and see if you qualify to speak with a Meta Marketing Pro today.](#)



Congratulations! You're ready to hit publish.

Still have questions? Visit meta.com/business for education and resources to help you meet your advertising goals.