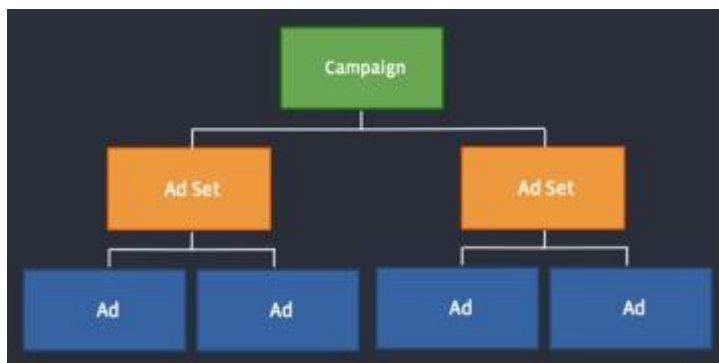


# Facebook and Instagram ads

## Ad Campaign Structure

Facebook organizes ads in a structure with three levels: campaign, ad set and ad. In the API, developers have access to a fourth level called creative.



## Campaign

These objects contain your advertising objective and one or more ad sets. This helps you optimize and measure results for each advertising objective.

## Ad Sets

Ad sets have one or more ads. You define budget and schedule for each ad set. Create an ad set for each target audience with your bid; ads in the set target the same audience with the same bid. This helps control the amount you spend on each audience, determine when the audience will see your ads, and provides metrics for each audience.

## Ads

Contains ad creative. Create multiple ads in each ad set to optimize ad delivery based different images, links, video, text, or placements.

## Ad creatives

Contain just the visual elements of the ad and you can't change them once they're created. Each ad account has a creative library to store creatives for reuse in ads.

## **Audience and targeting**

Audience and targeting is basically concerned with who you want to target and answers the question: *Who will see your ads?* Audience refer to the pools of people you target when you advertise on Facebook.

### **Who do you want to connect with during your next campaign?**

#### **1. New customers with specific interests or from a specific location.**

This is the default selection for your ad set in Ads Manager. Attract new customers by refining your new audience with categories such as location, demographics, interests and behaviours. You can save this audience and when you save it for future use, it is referred to as **saved audience**.

Saved audiences: Audiences that are built on including or excluding people on Facebook based on shared demographics, interests or behavior. Saved audiences target users based on their age, location, interests, gender, interests, etc. Instead of just advertising to everyone, you can place your ads in front of the people most likely to convert. You create saved audience based on your **consumer persona**.

For example, an Indian Beauty Product Company wants to target new users or raise awareness among new prospects:

Here, you could create a saved audience to target:

- Women aged 18-35 living in metro cities like Mumbai, Delhi, Bangalore, and Chennai.

- Users interested in beauty and skincare brands, makeup tutorials, and fashion influencers.
- Women who have previously engaged with beauty-related content, followed pages related to makeup and wellness, or are part of online communities focused on skincare and cosmetics.
- Users who frequently shop online or have a history of purchasing beauty products.
- Women who express interest in natural or organic beauty products.
- Behavioral traits like those interested in bridal makeup services.

## **2. People who have already shown an interest in your business (Custom audience)**

Custom Audiences allow you to connect with and retarget people who have already shown interest in your business, whether they're offline customers or people who have used your app or visited your website. You can use these audiences to re-target previous website visitors and people who have engaged with your content or app.

Mainly, custom audiences allow you to target users that:

- Visited your website
- Use your app
- On your customer list
- Engage with your profiles and content

You can create custom audiences from people who have already interacted with:

- Your website
- Customer lists
- Instant experiences (a type of meta-ad)
- Lead forms
- Facebook Page engagement
- Instagram account engagement
- Video engagement

For example, you could select Videos and re-target ads at people who have watched 50% of one of your most popular videos. Since these people have already shown an interest in your

brand, it means that they will be more likely to want to try out a free promotion or learn about your new products.

If you want to make custom audiences based on your own website data, you'll need to install a **Meta pixel**. The Meta pixel is a piece of code on your website that can help you better understand the effectiveness of your advertising and the actions that people take on your site, such as visiting a page or adding an item to their basket. You can retarget these website visitors by using meta pixels. Similar to meta pixels, meta now allows to install **conversions API** in our website, and when you use the Conversions API alongside the pixel, it creates a more reliable connection that helps in better tracking.

### **3. People who are similar your current customers in terms of persona, including demographics, interests and behaviors (Lookalike Audience)**

Lookalike audiences seek to find people similar to your existing users. Helps to increase your reach by showing ads to more people who are similar to your existing users.

It works like this:

- Step 1: You create a custom audience based on the people who have interacted with you.
- Step 2: After that, you create a lookalike audience that tells Facebook to find people similar to the people in your custom audience.
- Step 3: You tell Facebook how similar you want these people to be to your custom audience.
- Step 4: Target your completely new lookalike audience with ads to start bringing these people to the top of your sales funnel.

Lookalike audiences work so well because they let you reach people who are similar to your existing customer database. The idea is, if something works for your existing customers, it should work well for anyone similar.

## **How to create saved audience**

**Step 1: ads manager → audiences**

Meta

## Ads Manager



Dmark consultants

56377390453864)



Account overview



Campaigns



Ads reporting



**Audiences**



Billing & payments



Advertising settings



All tools

ID



**Name**



simpletech website visitors



baby shower photography

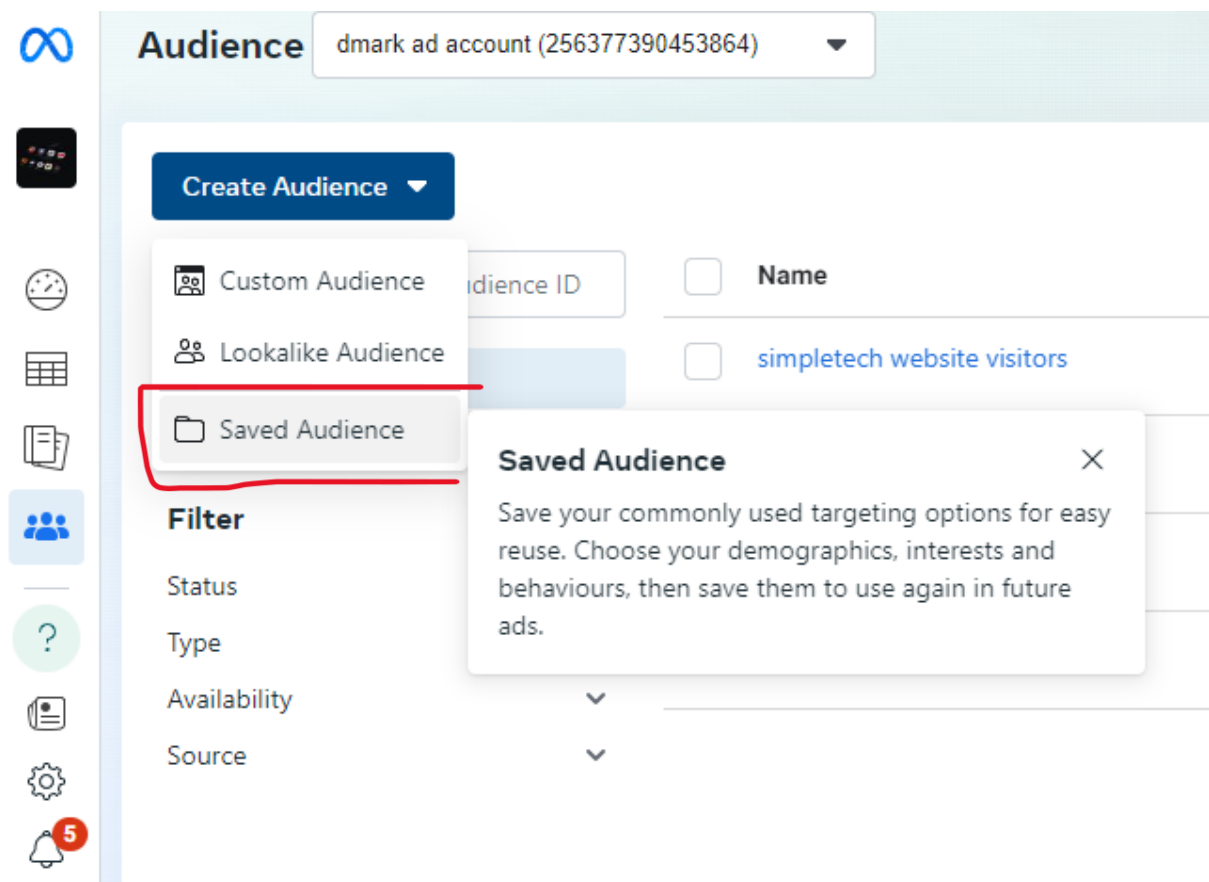


social media mkting audience

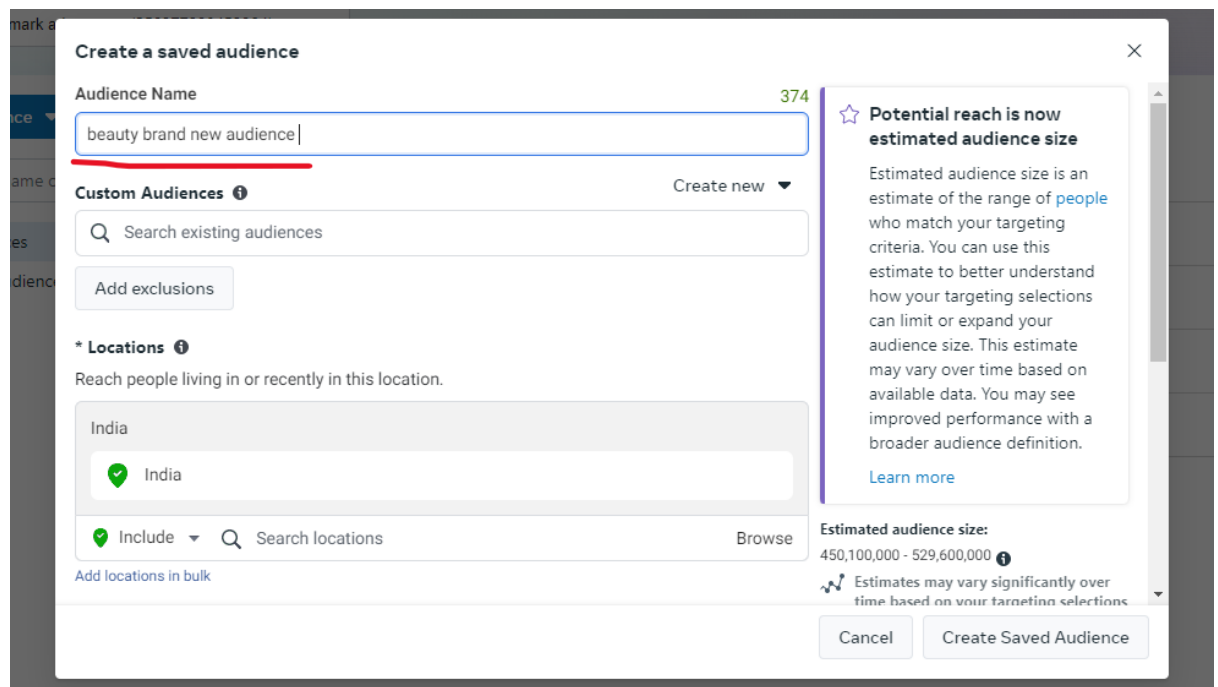


dig marketing

## 2. Create audience → saved audience



## 3. give a name for the audience



4. Add demographic details of your consumer persona such as location, age, gender and languages

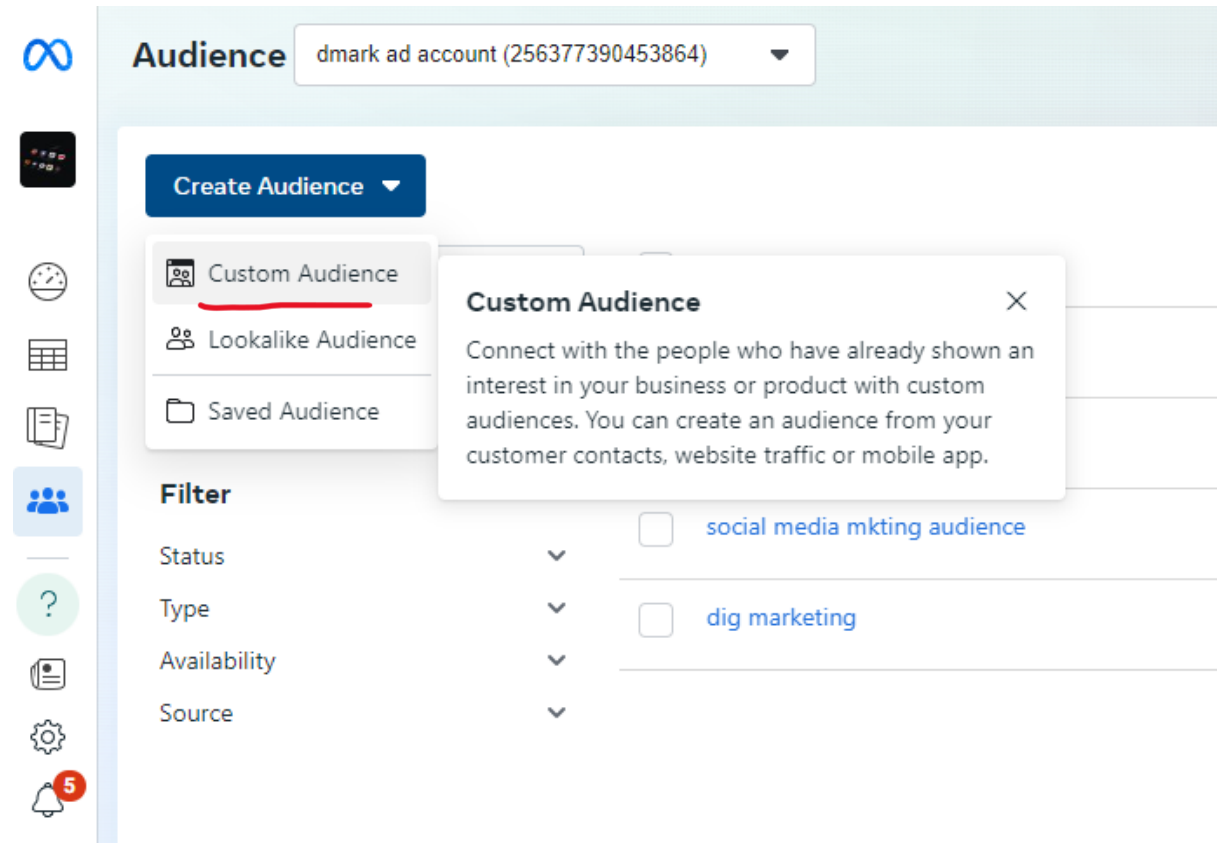
The screenshot shows the 'Create a saved audience' dialog box. On the left, there are input fields for 'Location' (set to India), 'Age' (18-55), 'Gender' (Women), and 'Languages' (Hindi, English (All)). On the right, there is a summary section titled 'Audience details' which lists the selected criteria: Location: India, Age: 18-55, Gender: Female, and Language: English (All) or Hindi. Below this, it shows the 'Estimated audience size' as 109,600,000 - 128,900,000. At the bottom right, there are 'Cancel' and 'Create Saved Audience' buttons.

5. Inside detailed targeting, give the areas of interests of your consumer persona.

The screenshot shows the 'Create a saved audience' dialog box with the 'Detailed targeting' section expanded. It shows 'Interests > Additional interests' with two selected interests: 'Fashion accessories (accessories)' and 'Health And Beauty'. Below these, there is a search bar for 'Add demographics, interests or behaviours' and buttons for 'Add exclusions' and 'Narrow audience'. At the bottom right, there are 'Cancel' and 'Create Saved Audience' buttons.

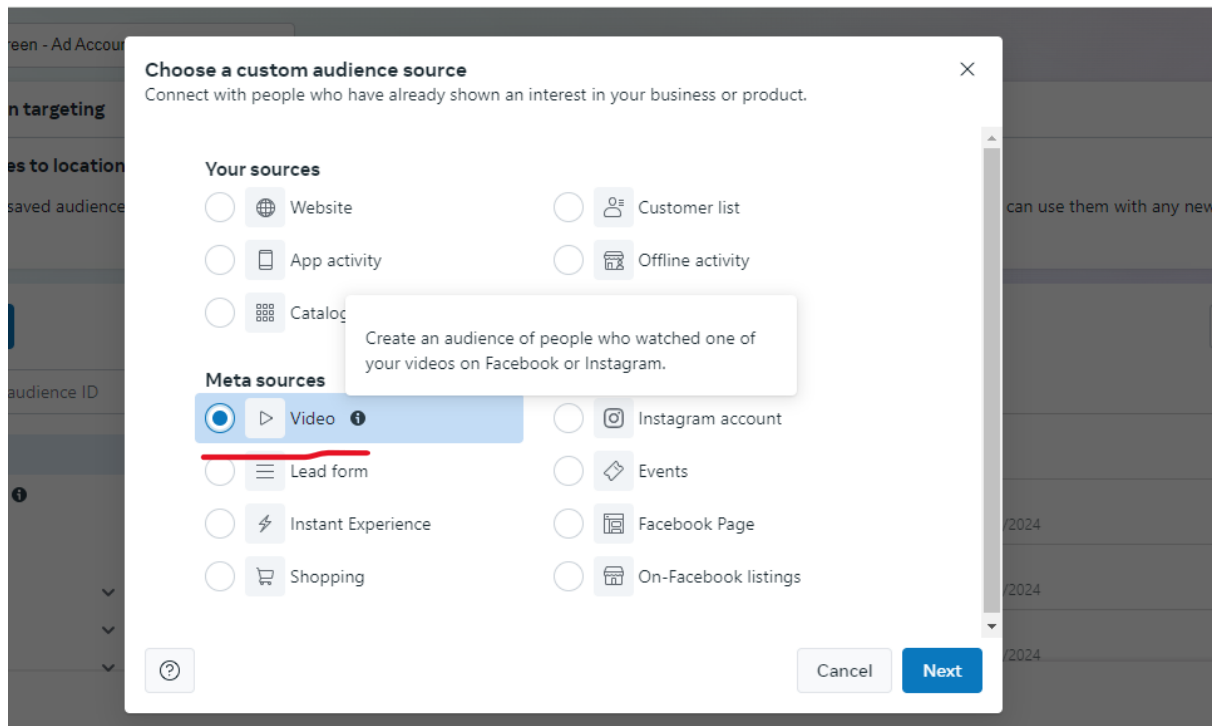
## How to create a custom audience

Step 1

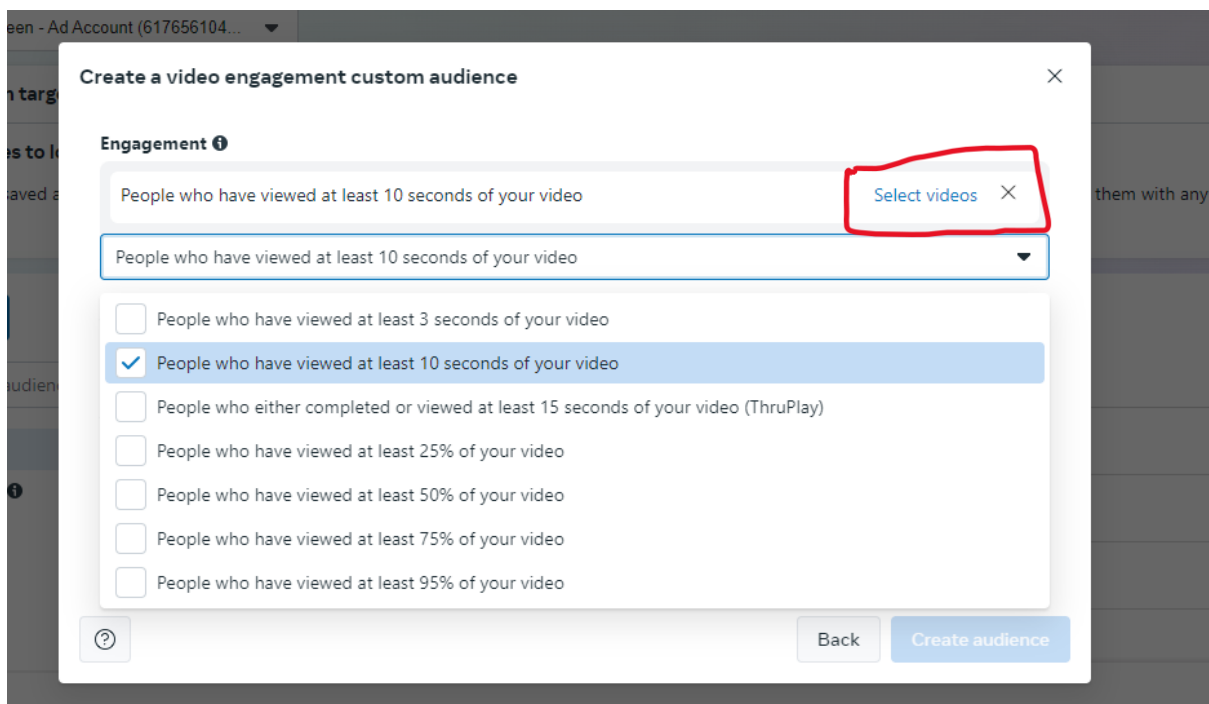


2. select the list of audience you want. Here, I am selecting the list of users who have watched one of my videos in Instagram

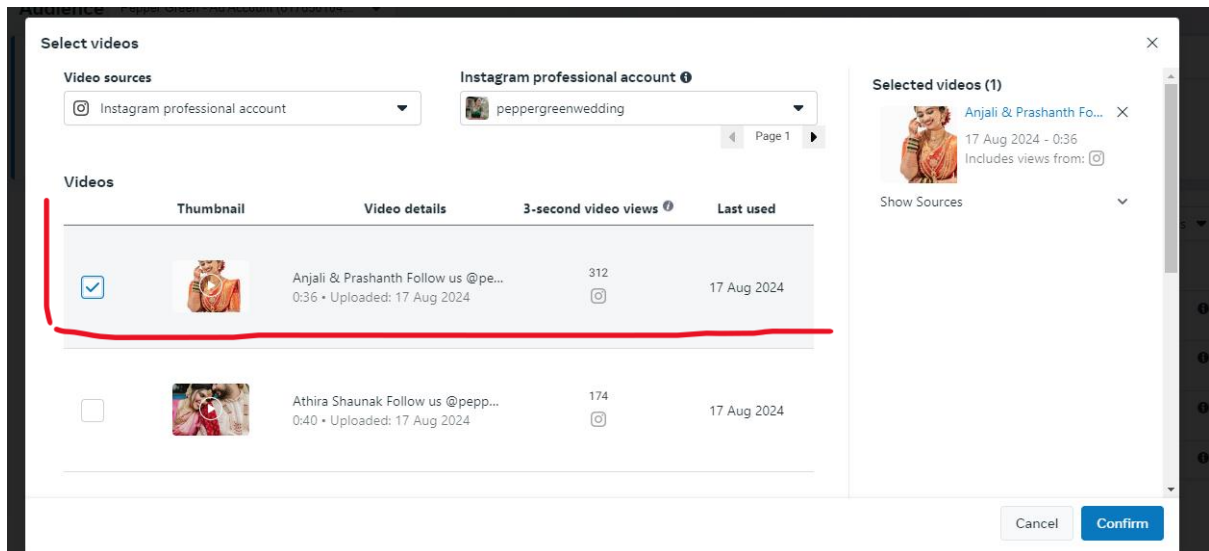




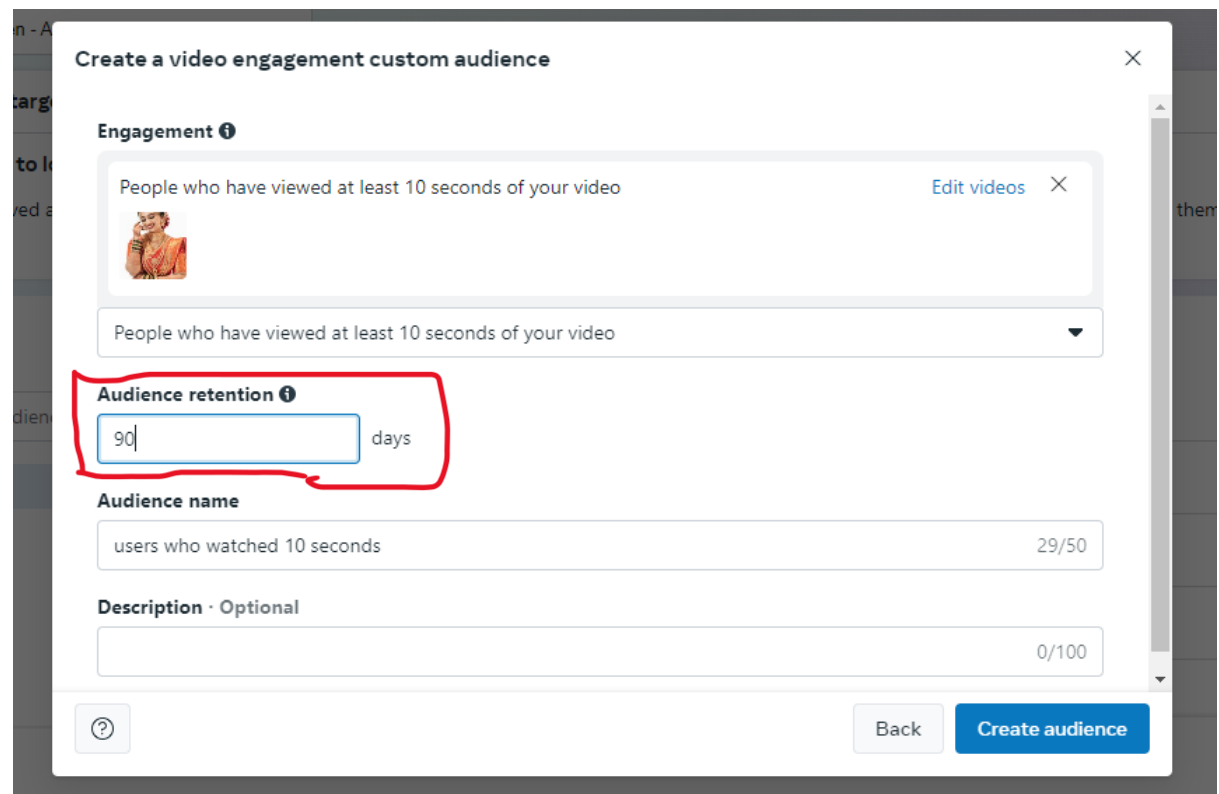
3. I want to target users who have watched at least 10 seconds of my video



4. select videos for which you want to create the custom audience



6. Give a name for the audience and also select the number of days retention period. If I select 90 as the retention period, meta will create a list of users who watched atleast 10 seconds of this video for the **last 90 days**.



7. Now your audience is created

Columns ▼

<input type="checkbox"/>	Name	Availability	
<input type="checkbox"/>	users who watched 10 seconds	<div>● Populating</div> <div>Available for use</div>	<span>ⓘ</span>
<input type="checkbox"/>	Kerala Reach	<div>● Ready</div> <div>Last edited on 21/07/2024</div>	<span>ⓘ</span>
<input type="checkbox"/>	Insta Engage	<div>● Ready</div> <div>Last edited on 04/07/2024</div>	<span>ⓘ</span>
<input type="checkbox"/>	Insta Visit	<div>● Ready</div> <div>Last edited on 04/07/2024</div>	<span>ⓘ</span>

## Creating a lookalike audience

**example: I want to create an audience similar to users who have watched my video for at least 10 seconds. (the custom audience I created)**

1. Inside create audience, select lookalike audience

Pepper Green - Ad Account (617656104... ▼)

① Changes to location targeting

Understand changes to location targeting

One or more of your saved audiences contains a location targeting option that has been removed. You need to edit these saved audiences before you can use them

[Learn more](#)

Create Audience ▼

Custom Audience

Lookalike Audience

Saved Audience

Filter

Status

Type

Availability

audience ID

Name

● Populating

Available for use

● Ready

Last edited on 04/07/2024

● Ready

Last edited on 04/07/2024

● Ready

Last edited on 04/07/2024

Lookalike Audience

×

Reach new [Accounts Centre](#) accounts who are similar to audiences that you already care about. You can create a Lookalike Audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

2. select the custom audience for which you want to create the lookalike audience. If I select value based sources, I can create a lookalike audience based on my pixels. You can use a mobile app, Meta pixel, catalogue or list with lifetime value as the source for

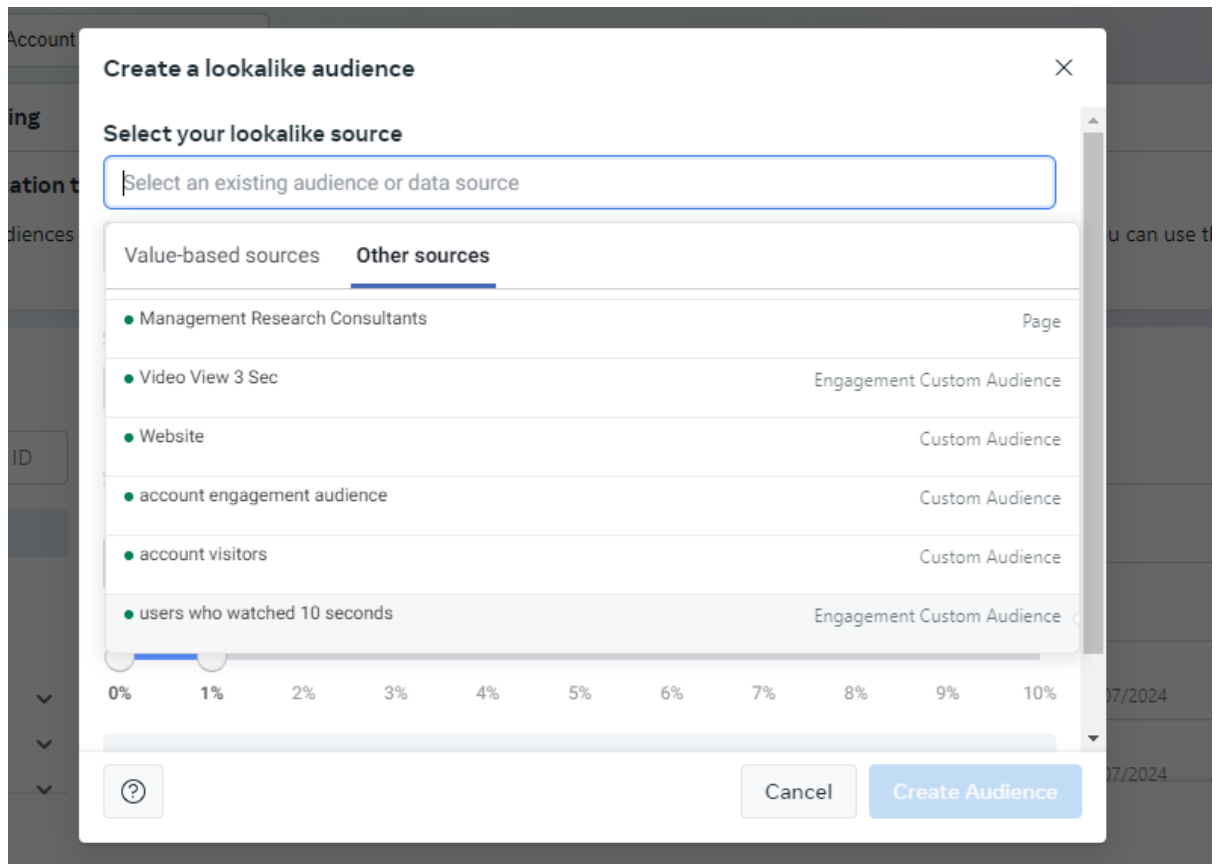
your

value-based

lookalike.

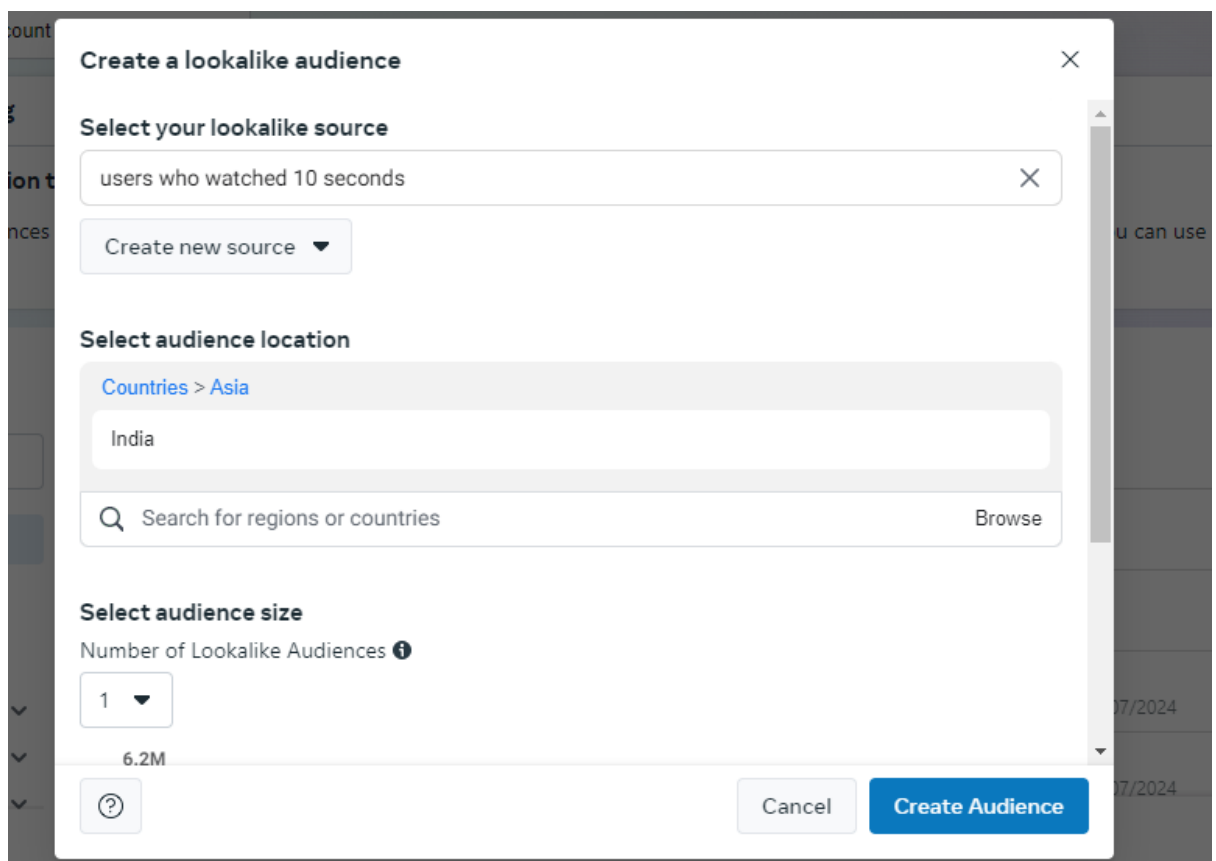
The screenshot shows a 'Create a lookalike audience' dialog box. At the top, it says 'Select your lookalike source' with a search bar containing 'Select an existing audience or data source'. Below this are two tabs: 'Value-based sources' (selected) and 'Other sources'. Under 'Value-based sources', there are two items: 'pepper green dataset' (ID: 451753054480733) and 'pepper green pixel' (ID: 906831531202899), both labeled as 'Combined event sources'. At the bottom, there is a progress bar from 0% to 10%, with the current selection at 1%. There are also buttons for '?', 'Cancel', and 'Create Audience'.

2. Here iam selecting other sources→ users who watched more than 10 seconds of my video.



3.

Select location where you want meta to find similar audience. Here iam selecting india



4.

5. Select the level of similarity you need. If you choose 1%, meta creates the audience very similar to the custom audience you gave. Click on create audience.

The screenshot shows the 'Create a lookalike audience' dialog box. At the top, 'India' is selected in a dropdown menu. Below it is a search bar with the placeholder 'Search for regions or countries' and a 'Browse' button. The 'Select audience size' section features a slider for 'Number of Lookalike Audiences' set to 1, with a corresponding range from 0% to 10% and a value of 6.2M. A light blue box contains a tip: 'A 1% lookalike consists of the people who are most similar to your Lookalike Audience source. Increasing the percentage creates a bigger, broader audience.' At the bottom, it shows 'New Lookalike Audiences' as '1% of IN – users who watched 10 seconds' and 'Estimated reach' as '6,180,000 people'. There are 'Cancel' and 'Create Audience' buttons at the bottom right.

## Creating a lead generation Instagram ad using instant lead form

### 1. Campaigns → create

The screenshot shows the 'Campaigns' page in Meta Ads Manager. At the top, there's a search bar and a filter for 'This month: 1 Aug 2024 - 17 Aug 2024'. Below the search bar, there's a '+ Create' button circled in red. The main table lists several campaigns, including 'New Leads campaign', 'New Awareness campaign', and 'objective test'. The 'objective test' campaign is selected, and its details are shown in the right-hand pane. The table has columns for 'Off/On', 'Campaign', 'Delivery', 'Actions', 'Bid strategy', 'Budget', 'Attribution setting', and 'Rest'.

Off/On	Campaign	Delivery	Actions	Bid strategy	Budget	Attribution setting	Rest
<input type="checkbox"/>	New Leads campaign	In draft	—	Highest volume	₹800.00 Daily	—	
<input type="checkbox"/>	New Awareness campaign	In draft	—	Using ad set bid ...	Using ad set bud...	—	
<input checked="" type="checkbox"/>	New Awareness campaign	In draft	—	Bid cap	₹200.00 Daily	—	
<input type="checkbox"/>	objective test	In draft	—	Using ad set bid ...	Using ad set bud...	—	
<input type="checkbox"/>	prct helt	In draft	—	Using ad set bid ...	Using ad set bud...	—	
<input type="checkbox"/>	fitness and wellness campaign	In draft	Draft error	Using ad set bid ...	Using ad set bud...	—	

### 2. Select objective as leads







Create new campaign

New ad set or ad



Auction

### Choose a campaign objective

- ☐  Awareness
- ☐  Traffic
- ☐  Engagement
- ☒  Leads
- ☐  App promotion
- ☐  Sales



### Leads

Collect leads for your business or brand.

### Good for:

Instant Forms

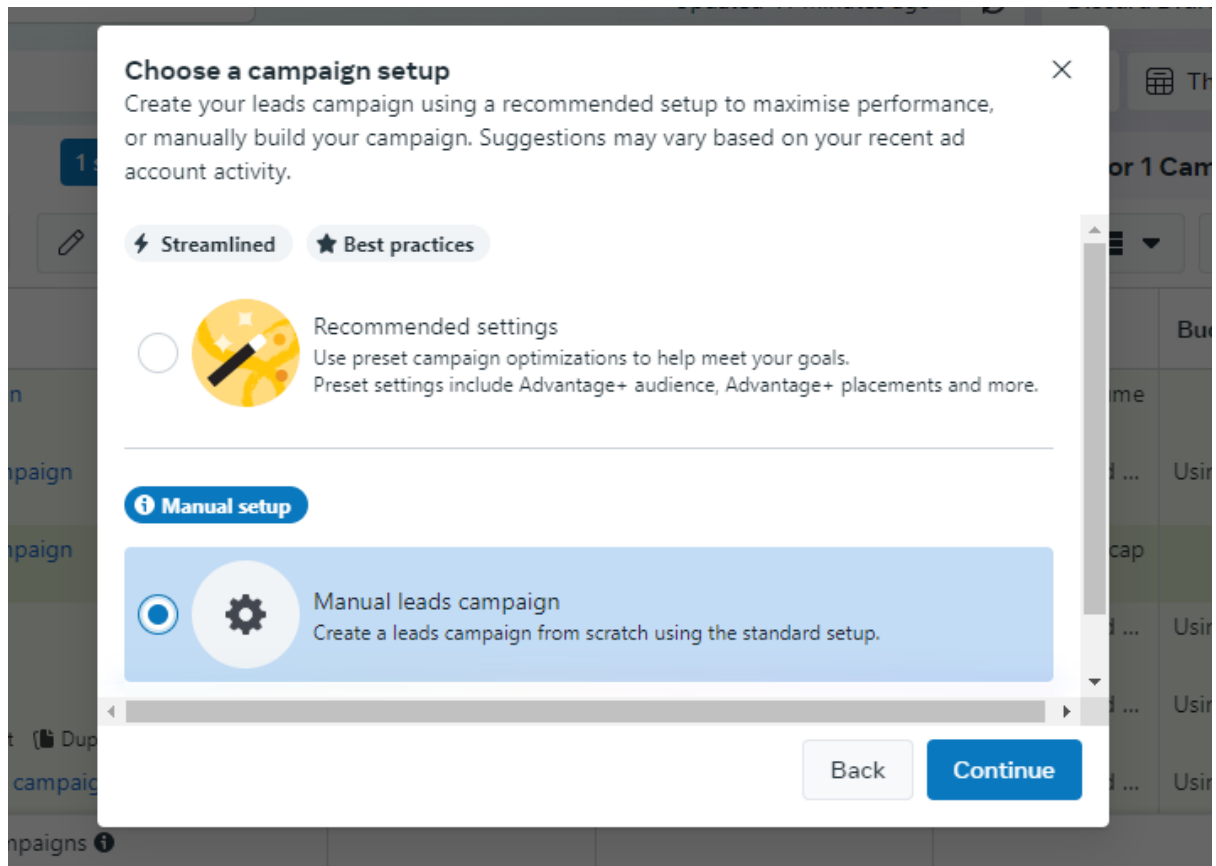
Messenger, Instagram and WhatsApp

[About campaign objectives](#)

Cancel

Continue

### 3. Choose manual leads campaign



### 4. Give a name for your campaign



health and wellness lead gen campaign > 1 Ad set > 1 Ad

Edit Review

✓ Campaign name

health and wellness lead gen campaign Template

✓ Special ad categories

Declare if your ads are related to credit, employment, housing, social issues, elections or politics. Requirements differ by country. [Learn more about special ad categories](#)

**Benefits of declaring special ad categories**

Accurately declaring your ad categories helps you run ads which are compliant with our advertising standards and helps prevent potential ad rejections.

Categorise your ads

**Categories**

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

Declare category if applicable

Campaign opportunity

Top recommendation

You could get a 3% lower cost Advantage+ creative enhance

Apply View

Close Verifying your edits...

As our ad does not fall under any special ad category such as Financial products and services, we will skip this section. Also meta needs advertisers to declare if your ads are related to credit, employment, housing, social issues, elections or politics.

## 5. Choose buying type as auction.

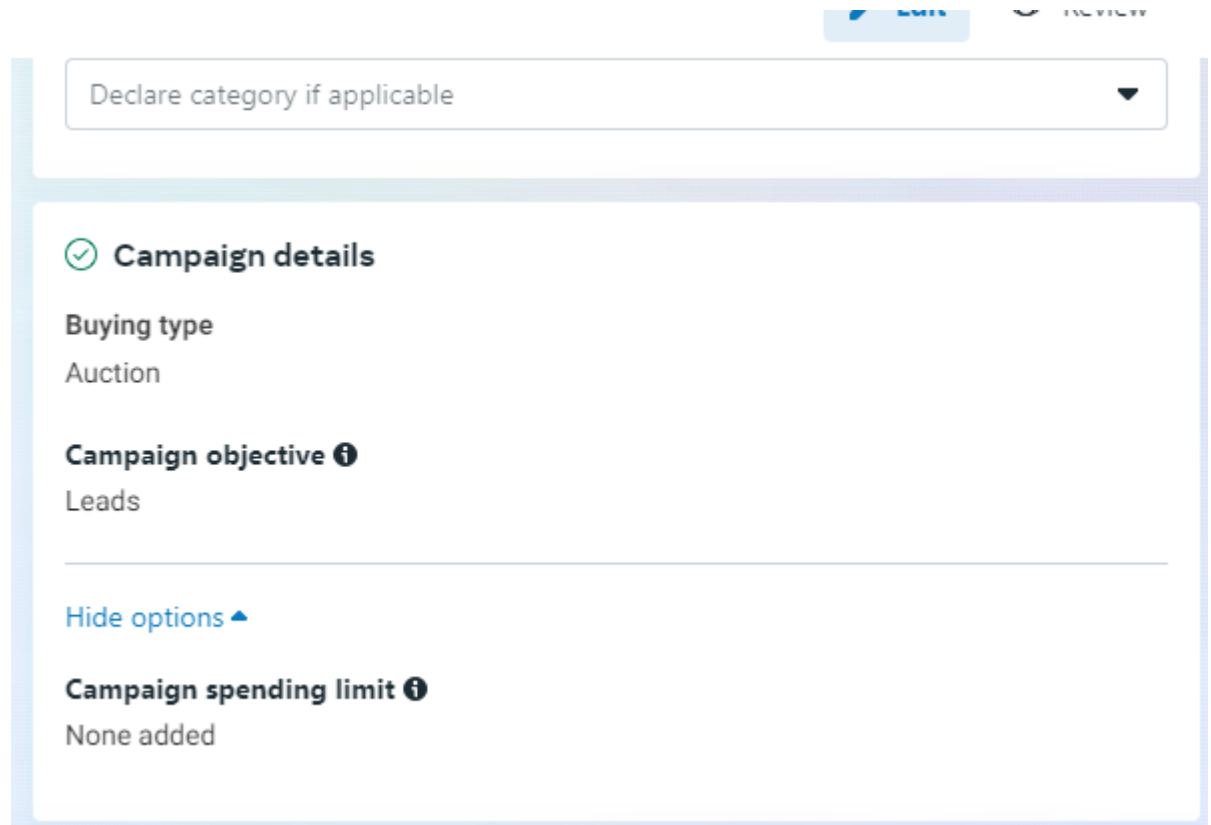
The default ad buying type in Meta is Auction. Every single time, since ad space is limited, the system runs an auction for those advertisers that want to reach the user group they are targeting. **While deciding who wins the auction, it takes into consideration their budget, the bid type they've selected, ad quality and estimated action rates, which basically means the probability that a person will engage with your ad.**

### Reservation

If you are promoting a new brand, you may try reservation to build your brand recognition. minimum reservation is at 200 thousand people; reservation is available only for two advertising goals: Brand Recognition and Engagement. One benefit of Reservation is the ability to lock in fixed costs at a specific CPM. This is unlike Auction,

where costs are variable and unpredictable. However, the campaign may reach low quality audience.

You may also set a campaign spending limit for your overall campaign.




The screenshot shows the Facebook Ads campaign setup interface. At the top, there is a dropdown menu labeled "Declare category if applicable". Below this, the "Campaign details" section is highlighted with a green checkmark icon. It includes the following options:


- Buying type:** Auction
- Campaign objective:** Leads (with an information icon)
- Campaign spending limit:** None added (with an information icon)

There is a "Hide options" link with an upward arrow icon.

6. If you switch on Advantage campaign budget, meta will automatically allocate the total campaign budget across different ad sets inside your campaign. Here, we are not turning it on. **You may also do an A/B test of two different variables for your campaign. For example, experiment between audience target 1 and audience target 2, or one type of placement vs. the other, or even one type of headline vs. other type.**


Click on next to continue to ad set level.

**Advantage campaign budget** 

Off 


Advantage campaign budget will distribute your budget across currently delivering ad sets to get more results depending on your performance goal choices and bid strategy. You can control spending on each ad set. [Learn more](#)

**A/B test**


Create A/B test 

To help improve ad performance, test versions with different images, text, audiences or placements. For accuracy, each one will be shown to separate groups of your audience.

7. Give the ad set a name and conversion location as instant forms. While using instant forms, the lead form will appear inside Instagram itself when users click on the ad. If I give the conversion location as website, I can use my pixel to track the website visitors.

 **Ad set name**

Create Template

 **Conversion**

**Conversion location**


Choose where you want to generate leads.  
[About conversion locations](#)

☐ Multiple


☐ Website

☒ Instant Forms

☐ Messenger



Close


 All edits saved

8. Give the performance goal as “maximise conversions” as my objective here is to get maximum number of leads. I am asking meta to find people who are highly likely to fill out the lead form.


You can also set a cost per result goal which is the **average cost per lead** in this context. However, in order to accurately set this, we need historical data.


Dmark Consultants


You've accepted Meta's Lead Ads Terms for this Page.



[View Terms](#)





**Performance goal** 


Maximise number of leads

**Cost per result goal · Optional**

₹X.XX

INR

Meta will aim to spend your entire budget and get the most leads using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

[Show more options](#) 

[Edit](#)
[Review](#)

Dmark Consultants

You've accepted Meta's terms and conditions.

[View Terms](#)

**Performance goal** ⓘ
 

Maximise number of leads

**Cost per result goal · Optional** ⓘ
 

₹X.XX
 INR

Set a goal if you're aiming for a certain cost per result. To set your goal, use cost per result data from previous campaigns with the same optimisation event and attribution settings. If you don't set a cost per result goal, Meta will focus on spending your entire budget and getting the most results.

Cost per result goal is only available with some performance goal selections.

[Learn more about cost per result goal.](#)

- If you switch on dynamic creative, meta will automatically create combinations of creatives such as images and headlines. Also you can Set a daily budget and the schedule of your start date and end time as well as the timings during which your ad should run.

**Dynamic creative**
Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

✓
**Budget & schedule**

**Budget** ⓘ
 

Daily budget
 

₹800.00
 INR


You'll spend an average of ₹800 per day. Your maximum daily spend is ₹1400 and your maximum weekly spend is ₹5600. [Learn more.](#)

## Targeting options


You can rely on Meta's AI to find your audience, or add specific information about the people you want to reach as an Audience suggestion. Meta prioritises audiences matching your suggestions, before searching more broadly.

You can still limit where ads should be delivered, e.g. excluding ages or locations, by setting Audience controls.

Advantage+ audience creates the broadest possible audience to search within, giving Meta's AI lots of flexibility.

 **Audience controls** ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)



You can set audience controls for this ad account to apply to all campaigns.  
[See audience controls in Advertising settings](#)

**\* Locations** ⓘ

Location:


- India

[Hide options](#) ▲

**Minimum age** ⓘ

18

**Exclude these custom audiences** ⓘ



Search existing audiences

**Languages** ⓘ

All languages

**In advantage + audience, we have the option to provide the interests and behaviours of our target audience.**

The screenshot displays the Facebook Audience Targeting interface. At the top, there's a section for 'Advantage+ audience' with a green checkmark icon and a plus sign. Below it, a text description states: 'Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)'. Below this is a section for 'Custom Audiences' with an information icon and a 'Create new' button with a dropdown arrow. A search bar labeled 'Search existing audiences' is provided. Underneath, there are sections for 'Age' (18 - 65+) and 'Gender' (All genders). The 'Detailed targeting' section includes a toggle for 'Include people who match'. Below this, there are two expandable interest categories: 'Interests > Additional interests' containing 'Health and wellness (personal care)', and 'Interests > Fitness and wellness (fitness)' containing 'Physical fitness (fitness)'. At the bottom, there's a search bar labeled 'Add demographics, interests or behaviours' and two buttons: 'Suggestions' and 'Browse'.

**Note: Here, you may also retarget your existing audience by making use of custom audience. Usually, lead form campaigns are not used for very fresh audience. Lead gen ads are more beneficial while you are retargeting a specific set of audience such as Instagram page visitors. However, for the sake of the example, we are using detailed targeting instead of custom audience.**

**10. Inside placements, click on edit to choose manual placements. So that we can decide where to place our ads, such as in facebook and Instagram or only Instagram and so on.**

**Placements**

Choose where your ad appears across Meta technologies. [Learn more](#)

☐ **Advantage+ placements (Recommended)**

Use Advantage+ placements to maximise your budget and help show your ads to more [people](#). Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

**You could get better results with Advantage+ placements**

Including more placements often helps you find a wider audience. The more places your ad is displayed, the more chances your target audience has to see it. [About Advantage+ placements](#)

Apply

☒ **Manual placements**

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

☐ Run a 4-day A/B test to compare manual against Advantage+ placements

11. Here, I decided only to advertise on Instagram. Thereby unchecking the other options.



Platforms

☐ Facebook

☒ Instagram

☒ Audience Network

☐ Messenger

Asset customisation ⓘ

6/16 placements that support asset customisation

Select all

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

☐

Facebook profile feed

☐

Instagram feed

☒

Facebook Marketplace

☐

Facebook video feeds

☐

Facebook right column

☐

Instagram Explore

☒

Instagram Explore home


☒

Messenger inbox

☐

Facebook Business Explore

☐



Feeds

We recommend square (1:1) images and vertical (4:5) videos.

Click on next and we will be taken to the **ad level**.

12. Give a name for your ad

**Ad name**  
video ad Create Template

**Partnership ad** Off  
Run ads with creators, brands and other businesses. These ads will feature both identities in the header. [Learn more](#)

**Identity**  
\* Facebook Page  
Dmark Consultants  
Any form submitted from your ad will go to Dmark Consultants.  
Instagram account  
digimarkmc

**Ad setup**  
Create Ad

**Campaign opportunities**  
Potential to lower your cost per result.

**Ad preview** Advanced Preview

You can now see more variations of your ad in previews

Instagram Feed  
Instagram Stories

By clicking "Publish", you agree to Facebook's Terms and Advertising Guidelines.

13. In ad setup, choose create ad as we keep the format as single image or video as we are doing a video ad.

**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  
Two or more scrollable images or videos

☒ Multi-advertiser ads  
Your ads can appear alongside other ads in the same ad unit to help people discover products and services from businesses that are personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

**Ad creative**  
Select the media and text for your ad. You can also customise your media and text for each placement. [Learn more](#)

personalised to them. Your ad creative may be resized or cropped to fit the ad unit. [Learn about multi-advertiser ads](#)

### Ad creative

Select the media and text for your ad. You can also customise your media and text for each placement. [Learn more](#)

**\* Media**

Add media

Add image


Add Video



is about

**Headline**

Write a short headline

**Link description**

 This field is not applicable for some of the selected ads. Change your selection to edit this field.



**Call to action**


Sign up


### Campaign opportunities


Potential to lower your cost per result

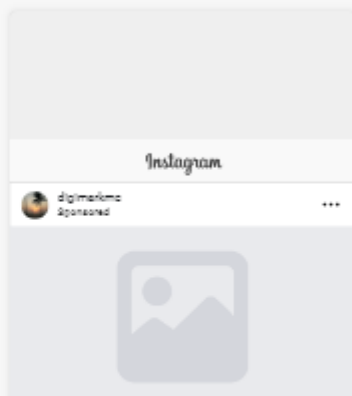
☒ Ad preview


 You can now see more variations

 Instagram Feed



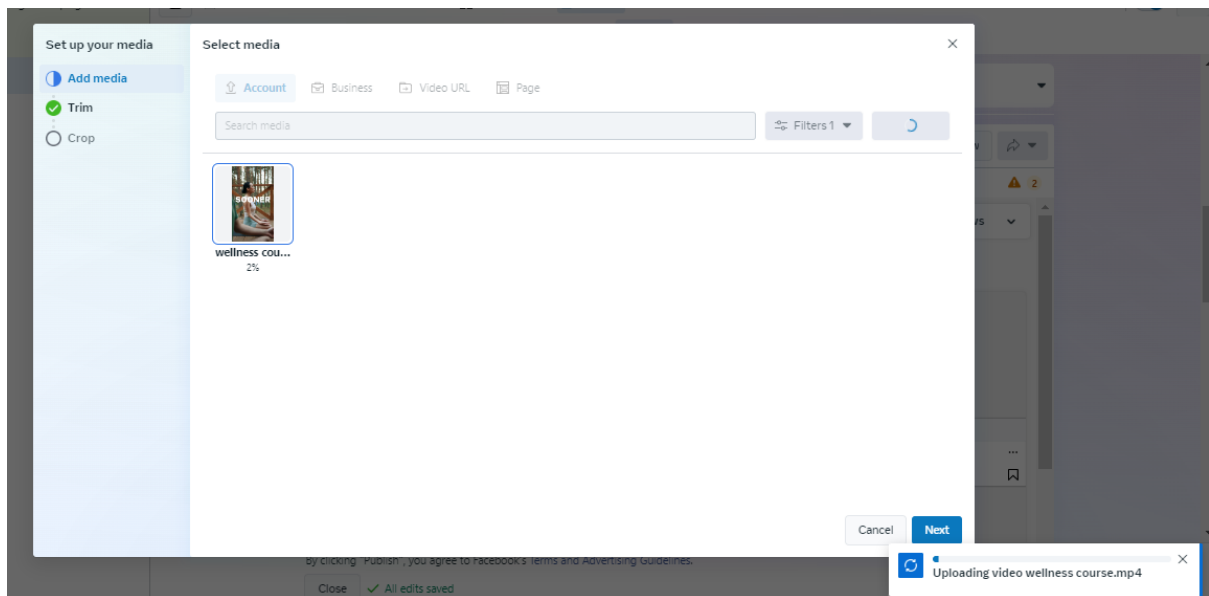
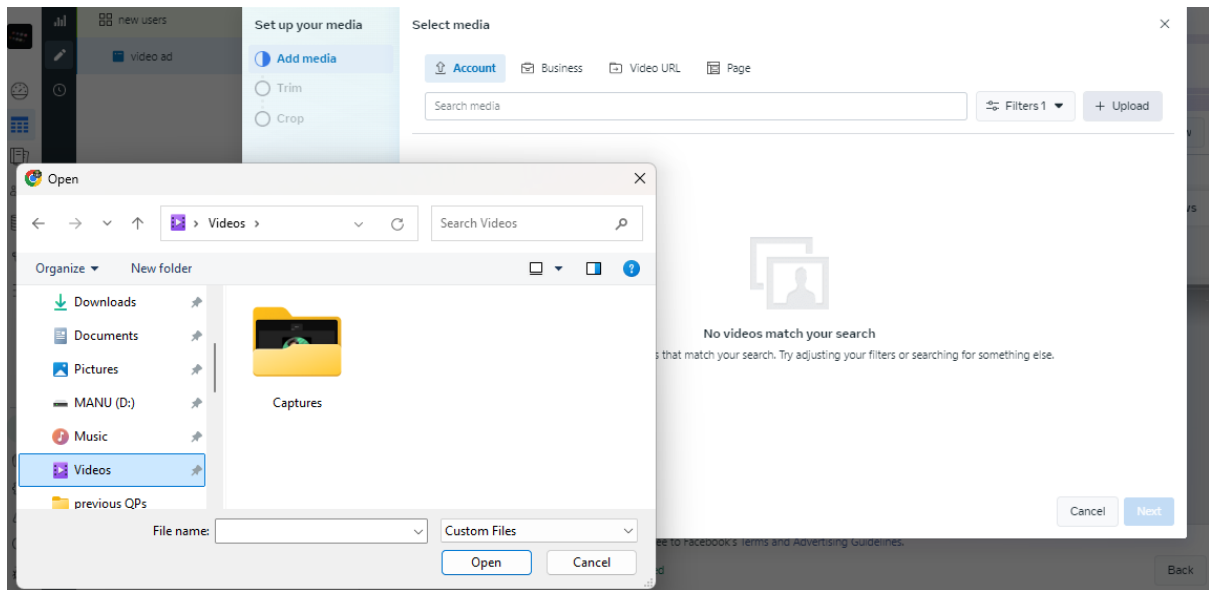


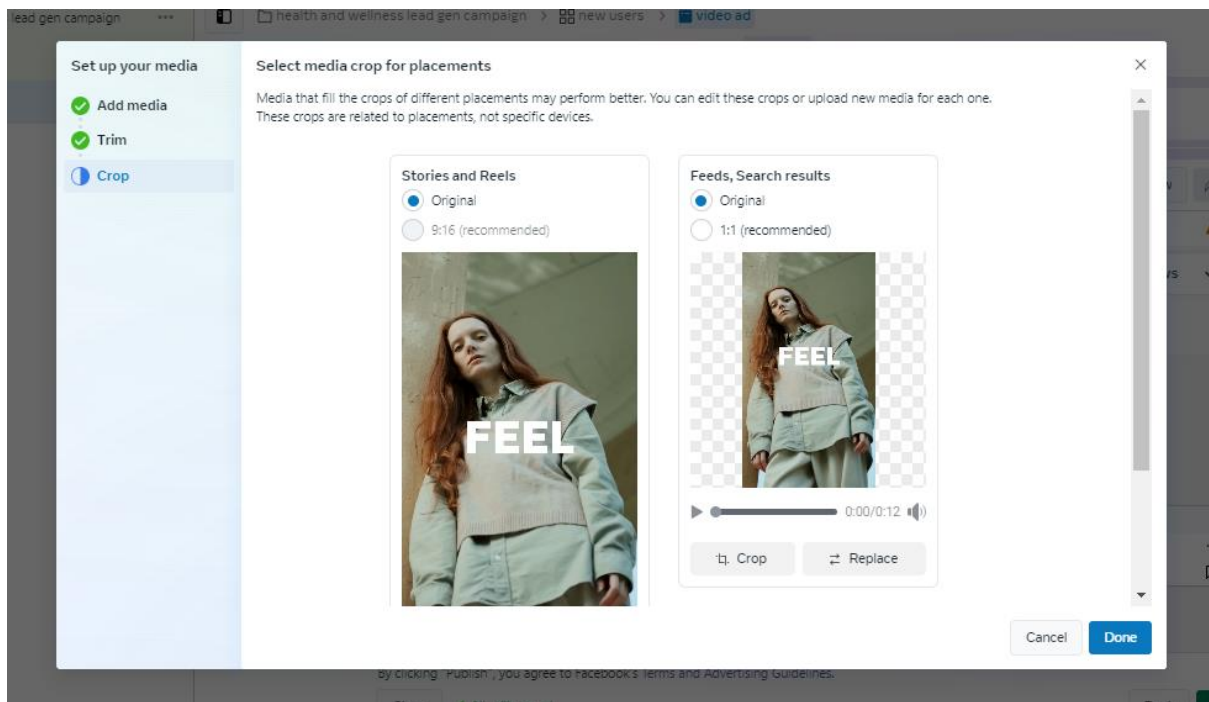
Instagram

 digimerkms Sponsored

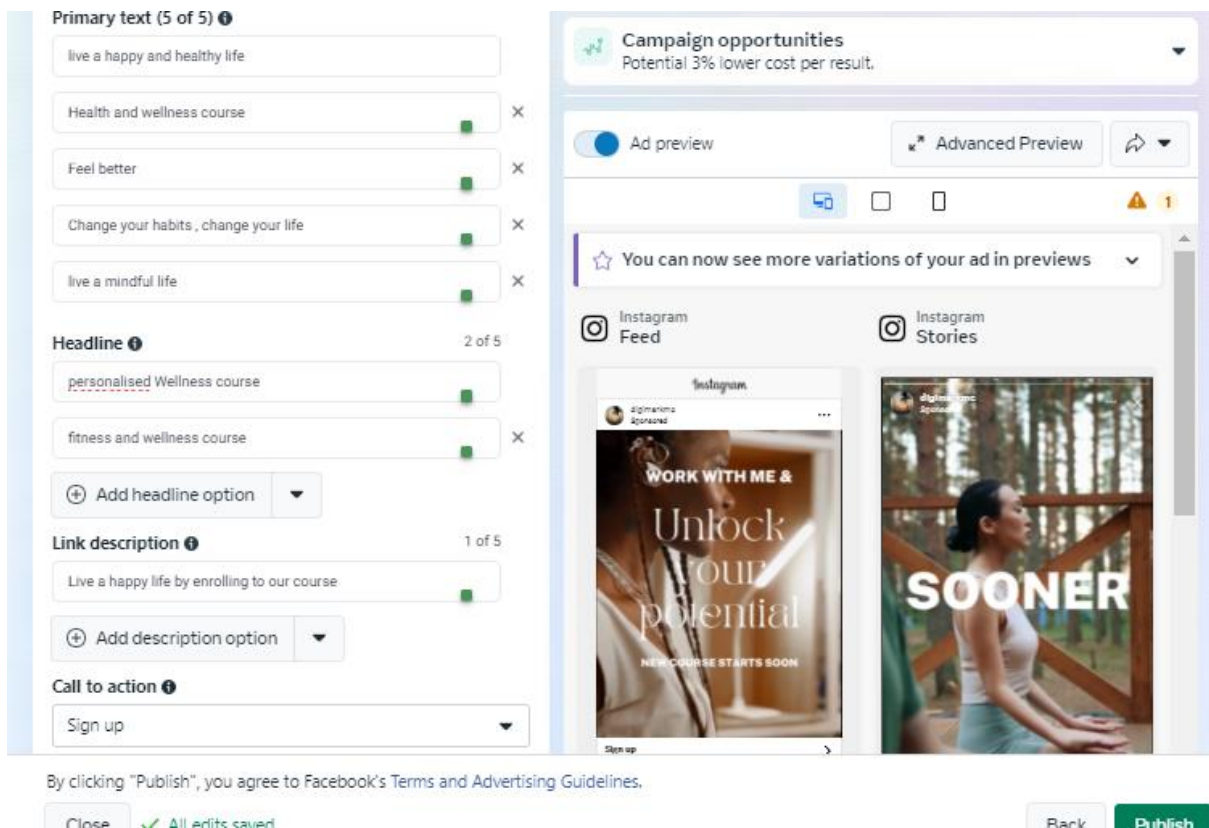
Sign up

Click on upload and choose your media.

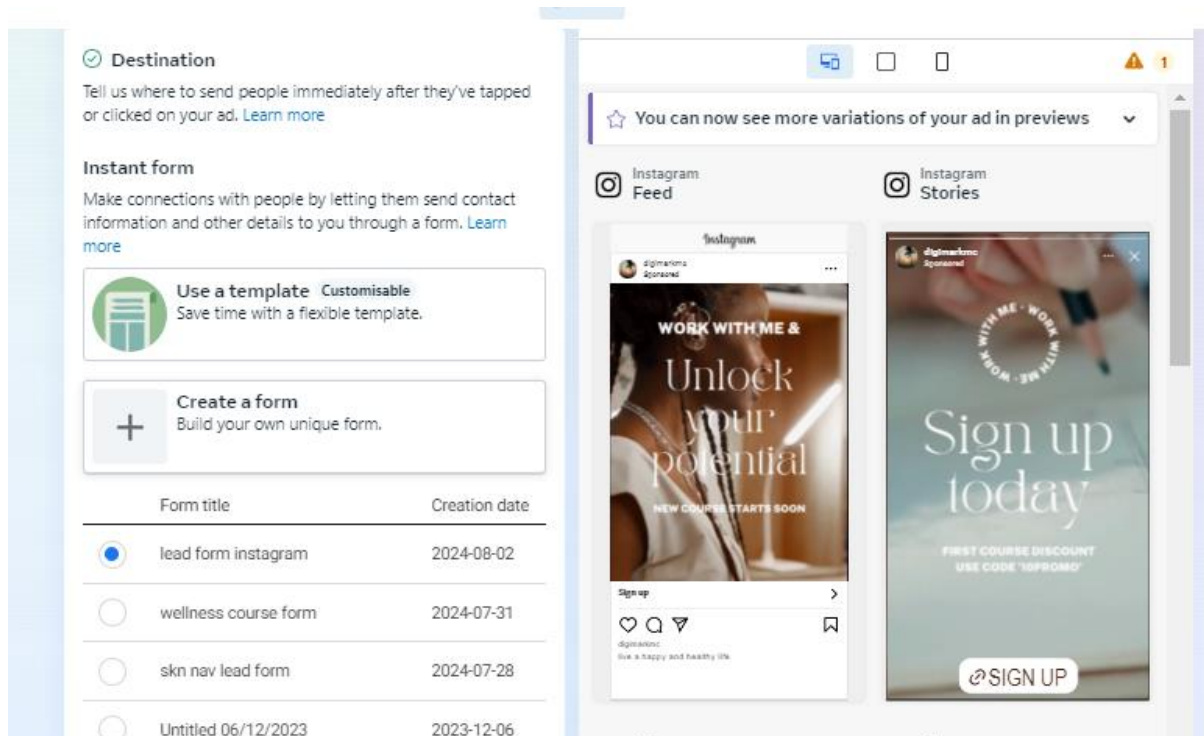




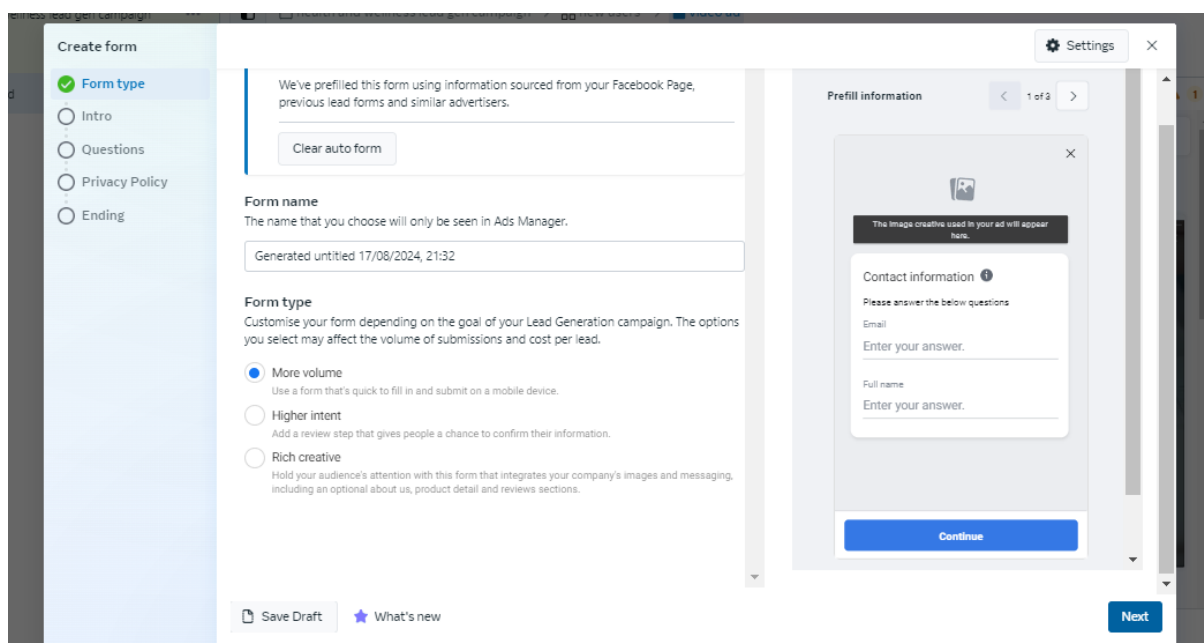
Add headlines, descriptions and primary text and CTA



Click on create a form



Choose more volume and enter details that follows such as introduction, questions and ending. Also add the URL to your website privacy policy.



URL paramters help to track where your visitors are coming from. As we are not using website for this example, we don't need that.

Click on Publish. Now your ads are ready to be published within a few hours.

<https://fb.me/2cIq7Yqi9Oyn2zu>

## **Improving your ads**

1. Objective
2. Budget

### **1) Objective:**

- Awareness campaign is the cheapest. It is used:
  - To find potential customers.
  - To make them aware about the brand.
  - To bring more audience into the TOFU (Top of Funnel).
- Best thing to do is use video awareness because we can retarget using a custom audience based on video views.
- Use traffic or engagement to get data and retarget.
- Awareness campaigns will generate useful data only when we use video views as the performance goal.
  - Best is to use video + traffic/engagement.
- TOFU (Top of Funnel) Ads objective = awareness/traffic/engagement + video views.

### **Consideration Stage:**

- How my product/service can overcome their problem?
- Help them evaluate/compare.
- Highlight USP.
- Goal Objectives = Leads, Engagement, Traffic.
- If selecting traffic objective, make sure your performance goal is maximized landing page views.

### **Conversion Stage:**

- Objectives: Leads, Sales.

### **2) Budget**

- How you're charged?
- The pricing of Meta ads is based on an auction system where ads compete for impressions based on bid and performance.

### **Ad auctions:**

- Used to determine the best ad to show at a given point in time.
- Winning ad maximizes value for both businesses and audience.

## When does an auction take place? Who competes in an auction?

- When there are 2 or more competitors bidding for the same target audience, a competitive auction takes place.

### Example:

- Advertiser "X" targets women interested in fashion, living in India.
- Advertiser "Y" targets all women in India within the age group 20-35.
- If user "A" falls in both these categories, then an auction will take place.

Whenever there is an opportunity to show an ad, there will always be multiple ads waiting to be shown to the same person. Hence, every time there is an opportunity to show an ad, an auction takes place.

## How the winner of the auction is determined?

- On the basis of ads with the highest value.
- Highest value is the combination of 3 factors:
  1. **Bid:** What the advertiser is willing to pay.
  2. **Estimated action rate:** How likely someone is to take an action based on:
    1. Video ad,
    2. Retarget ad,
    3. Landing page,
    4. Bounce rate,
    5. Dwell time.
  3. **Ad quality:** Quality based on views or hiding the ad, interactions, creatives, etc.

Ad relevance = Estimated action rate and ad quality.

Ad relevance & bid determine who wins the auction.

## Bid Types

- Highest volume: Best for reach.
- Highest value: Best for increasing highest value purchases.
- Cost per result goal: Best to use if we have historical data of cost per conversion.
- ROAS (Return on Ad Spend).
- Bid Cap: Set a maximum bid for cost per impression or cost per goal.

Cost per result goal, bid cap and ROAS: better to do this if we have historical data, Or have a clear idea about how much to bid.

- Bid cap is only available if we use advantage + budget.
- Bid cap reflects how much you are willing to pay for an action such as impressions, clicks, conversion, etc.



- A low bid can prevent or limit delivery or spending of full budget.
- **Cost per result goal:** Average cost you are willing to pay for results.
- **Bid cap:** Maximum you are willing to pay.