

Understanding Facebook's Ad Campaign Objectives

CAMPAIGN OBJECTIVE	DESCRIPTION	BEST FOR	USE IF YOU ARE TRYING TO:	DO NOT USE IF YOU ARE TRYING TO:
Reach	<p>Reach campaigns are helpful for reaching as many people as possible for your campaign who fit your target audience – regardless of their likelihood of purchasing or engaging with your ad or material.</p> <p>Reach campaigns are best optimised on a CPM basis (that means you are charged per thousand people reached).</p>	<p>Telling people in your target about your product or service.</p> <p>Communicating your level of expertise (promoted blog post).</p>	<p>Get brand exposure.</p> <p>Get Awareness (eg you have opened a new shop).</p>	<p>Get purchases</p> <p>Get a high level of engagement.</p> <p>Target people who already know about you.</p>
Engagement/Traffic	<p>Engagement ads are delivered to people within your target audience whose Facebook use patterns show them to be a person who tends to click on links or LIKE posts, watch videos etc.</p> <p>Engagement/Traffic ads are generally paid per CLICK</p>	<p>Clicks to website landing page</p> <p>Getting likes or shares on posts</p> <p>Generating leads to target people through email or other mediums</p> <p>Getting people to download PDFs, APPs or any other action you want them to take on your site.</p>	<p>Develop or deepen a relationship with people who already know about you.</p> <p>Launch a new product to existing customers</p>	<p>Connect with people who don't yet know anything about you. Remember, the more people know you, the more likely they will be to engage with your material.</p>
Conversion	<p>Conversion Ads are delivered to people in your target audience with a history on Facebook of completing purchases from ads.</p>	<p>Targeting people who have already visited your website but have not yet made a purchase.</p> <p>Conversion goals are commonly using remarketing techniques (see blog about Facebook Pixel)</p>	<p>Get or complete purchases from known prospects or people who you are known to.</p>	<p>Become known.</p> <p>Establish a brand presence.</p> <p>Launch a new product.</p>