



Facebook Ads Manager

Getting Started Guide



Facebook Ads Manager

Ads Manager is a powerful tool to help you manage and optimize your advertising account on Facebook.

In addition to providing basic information about your campaigns and ads, we are pleased to announce a suite of new features that make it even easier to check the current performance of your ads and make rapid optimizations to ad creative, targeting, bids and budgets. These new features include search abilities, improved navigation, and inline ad detail editing.

The following pages will help you get adjusted quickly to the new interface and become more efficient about managing your Facebook advertising account.

Ads Manager

Search and browse navigation

Contextual help

The screenshot displays the Facebook Ads Manager interface for account #10000005 (USD). The main section is titled "All Campaigns" and includes a "Create an Ad" button. It features a "Notifications" section with a message: "You don't have any notifications". Below this is a "Daily Spend" table showing activity for 10/15, 10/14, 10/13, and 10/12. The central part of the interface is a table of 13 campaigns with columns for Campaign, Status, Budget/day, Clicks, Impressions, CTR (%), Avg. CPC, and Spent. At the bottom, there is a "Choose a graph" section set to "Clicks" and a line chart showing performance metrics over time from Oct 2 to Oct 9. The chart includes a legend for various campaigns and a time period slider.

Campaign	Status	Budget/day	Clicks	Impressions	CTR (%)	Avg. CPC	Spent
Art	Paused	\$300.00	45,440	100,885,764	0.045%	\$0.48	\$21,810.52
East Coast	Paused	\$500.00	57	2,840	2.007%	\$0.43	\$24.66
Elephant Eye	Paused	\$100.00	30	145,921	0.021%	\$0.49	\$14.67
Limited Time Offer	Paused	\$500.00	5,029	17,752,861	0.028%	\$0.59	\$2,984.40
Pasta	Paused	\$500.00	29,415	42,395,092	0.069%	\$0.44	\$12,900.25
Quite Contrary	Paused	\$175.00	20,070	49,073,674	0.041%	\$0.54	\$10,817.47
Seasonal Specials	Paused	\$100.00	171	852,482	0.020%	\$0.44	\$74.48
Spotlight	Paused	\$500.00	18,244	57,624,862	0.032%	\$0.38	\$6,983.12
Vegans	Paused	\$100.00	2,335	3,413,729	0.068%	\$0.45	\$1,055.76
West Coast	Paused	\$27.00	13,540	12,428,850	0.109%	\$0.33	\$4,430.14
Coupon I	Completed	\$25.00	104	65,799	0.158%	\$0.40	\$41.86
Coupon II	Completed	\$200.00	1,901	3,226,900	0.059%	\$1.31	\$2,482.42
Coupon III	Completed	\$25.00	43	49,522	0.087%	\$0.75	\$32.24
Totals			136,379	287,918,296	0.047%	\$0.47	\$63,651.99

Persistent Create an Ad button

Notifications of account activity including daily spend

Constantly updated campaign statistics

Chart of key metrics like impressions, clicks and CTR. Click and drag either end of the slider to change the time period.

Ads Manager Home Page

Real Time Metrics for Optimization.

Ads Manager is a powerful tool to help you optimize your Facebook Ad campaigns in real-time. With constantly updated statistics and inline editing features, you are able to quickly identify successful campaign and ad attributes, create new campaigns and ads, adjust existing campaigns and ads, and reallocate your budget - all in the simple to use web interface.

Ads Manager Navigation

The image displays three overlapping screenshots of the Facebook Ads Manager interface, illustrating the navigation flow:

- All Campaigns Page (Top):** Shows the main dashboard with a search bar, account information (#10000005 USD), and a table of campaign statistics. A 'Create an Ad' button is visible in the top right.
- Campaign Page (Middle):** Shows the details for a specific campaign named 'Limited Time Offer'. It includes the campaign name, status (Paused), daily budget (\$500.00), and a list of targeting options such as 'who live in the United States' and 'age 18 and older'.
- Ad Page (Bottom):** Shows the details for an individual ad named 'Facebook Ads'. It includes the ad name, status (Campaign paused), CPC bid (\$0.63), and a table of daily performance statistics for the week of Oct 11.

All Campaigns Page (Ads Manager Home)

The All Campaigns Page provides one digest of all your campaigns and includes high-level statistics for quick consumption. The list of campaigns is defaulted by status, like “Active” or Paused”, and then listed alphabetically. You can choose to sort by any of the columns such as campaign name, status, budget/day, clicks, or impressions to more easily identify necessary campaign optimizations.

Campaign Page

The Campaign Page contains more detailed information about the ads in an individual campaign. To navigate here, click on the name of the campaign either in the left navigation or the stats chart. You’ll be directed to the campaign’s detailed page that includes a list of all the ads in that campaign and a sum of their total performance.

Ads Page

The Ads Page includes daily performance, spend, a preview of the ad and the ability to edit the ad name, status, bid and targeting. You can also edit the ad title, image and body. The ad page can be reached by clicking on the name of an ad from a campaign page or search for it in the search box from any page.

Ads Manager Navigation

Search box

List of campaigns

More ads management

Contextual help

All Campaigns Page (Ads Manager Home)

Campaign	Status	Budget/day	Clicks	Impressions	CTR (%)	Avg. CPC	Spent
Art	Paused	\$300.00	45,440	100,885,764	0.045%	\$0.48	\$21,810.52
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Browse and search

You'll find a scrollable list of all your campaigns on the left side of every page. This persistent navigation follows you as you navigate deeper into Ads Manager allowing you to easily navigate back to all or any specific campaign and the ads within them. In addition, you can use the search box to find campaigns or ads by their names.

Additional navigation

More detailed reports including aggregated demographic insights and exportable CSV and excel files can be found by clicking on the Reports link under the list of campaigns on the left side of every page. In addition, your Billings and Settings preferences can be found here. You may also navigate to your Pages insights and Pages Manager from your Ads Manager.

Help

Every page in Ads Manager has its own help box and includes a glossary for the terms found on that page and two of the top questions. Each of these links opens a dialog box allowing you to easily get help in one click. If you need more information, click on the "see all" link for more details including reference guides and frequently asked questions.

Campaign Editing

The screenshot displays the Facebook Ads Manager interface for editing campaigns. It features a main table with columns: Campaign, Status, Budget/day, Clicks, Impressions, CTR (%), Avg. CPC, and Spent. A secondary table, titled 'Select rows to edit', shows a detailed view of selected campaigns with a dropdown menu for status (Paused, Active, Deleted) and 'Save' and 'Cancel' buttons.

Campaign	Status	Budget/day	Clicks	Impressions	CTR (%)	Avg. CPC	Spent
<input type="checkbox"/> Art	Paused	\$300.00	45,440	100,885,764	0.045%	\$0.48	\$21,810.52
<input type="checkbox"/> East Coast	Paused	\$500.00	57	2,840	2.007%	\$0.43	\$24.66
<input checked="" type="checkbox"/> Elephant Eye	Paused	\$100.0	30	145,921	0.021%	\$0.49	\$14.67
<input checked="" type="checkbox"/> Limited Time Offer	Paused	\$500.0	5,029	17,752,861	0.028%	\$0.59	\$2,984.40
<input checked="" type="checkbox"/> Pasta	Paused	\$500.0	29,415	42,395,092	0.069%	\$0.44	\$12,900.25
<input checked="" type="checkbox"/> Quite Contrary	Paused	\$175.0	20,070	49,073,674	0.041%	\$0.54	\$10,817.47
<input checked="" type="checkbox"/> Seasonal Specials	Paused	\$100.0	171	852,482	0.020%	\$0.44	\$74.48
<input checked="" type="checkbox"/> Spotlight	Paused	\$500.0					
<input checked="" type="checkbox"/> Vegans	Paused	\$100.0					
<input type="checkbox"/> West Coast	Paused	\$27.00					
<input type="checkbox"/> Coupon I	Completed	\$25.00					
<input type="checkbox"/> Coupon II	Completed	\$200.00					
<input type="checkbox"/> Coupon III	Completed	\$25.00					
Totals			1:				

Campaign	Status	Budget/day	Clicks	Imp
<input type="checkbox"/> Art	Paused	\$300.00	45,440	10
<input type="checkbox"/> East Coast	Paused	\$500.00	57	
<input type="checkbox"/> Elephant Eye	Paused	\$100.00	30	
<input type="checkbox"/> Limited Time Offer	Paused	\$500.00	5,029	1
<input type="checkbox"/> Pasta	Paused	\$500.00	29,415	4

Home page (tight view on real-time stats)

Campaign Editing Capabilities

You can edit various aspects of your campaign on Facebook including the name of your campaign, the status of your campaign, and your budget. To make changes to a campaign, click on the option you'd like to edit (name, status, or budget). When you've made your desired changes, click "Save".

Alternatively, you can click the checkbox to the left of any campaign you'd like to edit allowing you to edit more than one campaign at a time. Above the list of campaigns, you'll see a button with the option to edit the number of rows you've chosen. Click this and you'll be able to change the name, status or budget of any checked campaign. When you're finished, click "Save".

Campaign Name: The name of your campaign should easily identify the ads that are in that campaign and your objective.

Campaign Status: The status of your campaign supersedes the status of ads in your campaign. When you pause a campaign, all the ads in that campaign are paused. You must change the status of your campaign to "active" if you'd like one or more ads in that campaign active. Your campaign's daily budget dictates the maximum amount you'll spend for the set of ads in that campaign.

Daily Budget: Your budget is a daily maximum spend per campaign. This is the sum of the activity of each of the ads in your campaign. So if for instance you have 5 ads in a campaign at \$50/day, each ad will be delivered until \$10 maximum/day and will restart the next day.

Editing Ads

Account: #10000005 (USD) ▾

Search your ads

Campaigns

- Art
- Coupon I
- Coupon II
- Coupon III
- East Coast
- Elephant Eye
- Limited Time Offer
- Pasta
- Quite Contrary
- Seasonal Snarels
- View all ads

Reports

Billing

Settings

Pages 12

Help See all

- Ad performance glossary
- What happens when I choose to "Edit Ad"?
- What can I do if my ad was disapproved?
- What are some tips for designing my ad?
- Why do I see fluctuations in my ad performance?

All Campaigns > Campaign: Limited Time Offer >
Ad: Facebook Ads Create an Ad

Campaign Name: Limited Time Offer
Ad Name: Facebook Ads [edit](#)
Status: Campaign paused [edit](#)
CPC Bid: [Save](#) [Cancel](#)
Suggested bid: \$0.55 - 0.78 USD

Targeting: [edit](#)

- who live in the United States
- age 18 and older
- who like ad sales, advertising, marketing, marketing assistant, marketing associate, marketing consultant, marketing coordinator, marketing director, marketing executive, marketing manager, marketing specialist, sales, sales advisor, sales assistant, sales associate, sales consultant, sales coordinator, sales executive, sales manager, sales marketing, sales marketing manager, sales representative or salesperson
- who are not already connected to Facebook Ads

Daily stats for the week of: Oct 11 ▾

Date	Imp.	Clicks	CTR (%)	Actions	AR (%)	Avg. CPC (\$)	Avg. CPM (\$)	Spent (\$)
10/16/2009	0	0	0.00	0	0.00	0.00	0.00	0.00
10/15/2009	0	0	0.00	0	0.00	0.00	0.00	0.00
10/14/2009	0	0	0.00	0	0.00	0.00	0.00	0.00
10/13/2009	0	0	0.00	0	0.00	0.00	0.00	0.00
10/12/2009	7,115	0	0.00	0	0.00	0.00	0.00	0.00
10/11/2009	17,644	2	0.01	1	0.01	0.60	0.07	1.19
Lifetime	17,752,861	5,029	0.03	610	0.00	0.59	0.17	2,984.40

Preview

Facebook Ads

We help you find your customers before they search.

Eric G. is a fan.

Become a Fan

[Edit Ad Creative](#)

[Create a Similar Ad](#)

[Edit Ad Creative](#)

[Create a Similar Ad](#)

Ad Page (editing ad CPC bid)

Ad Editing Capabilities

You can edit various elements of your ad in Ads Manager including the name, status, bid, targeting and creative inline making it much quicker to fine tune your ads.

Editing Name, Status or Bid: Editing ad names, status and bid is achieved by clicking on the appropriate blue "Edit" link in the gray box above your daily stats. Once you've made your desired changes, click "Save".

Edit Ad Creative: You'll be directed to the ad creation page where your creative, targeting, scheduling and payments fields are pre-populated with your existing ad settings. Edits you make here will replace your existing ad.

Create a Similar Ad: You may choose to clone your ad altering it slightly with targeting, creative or scheduling edits by clicking on the "Create a Similar Ad" button. You'll be directed to the ad creation page where your creative, targeting, scheduling and payments fields are pre-populated with your existing ad settings. You may adjust any field. Once you submit your changes, a new ad will appear in the same campaign and will have a status that is pending review.



More Resources

Feedback: Send us feedback about the new Ads Manager by clicking on the “Send us feedback” link in the upper right corner in Ads Manager. Your feedback will be used to continue to improve the Ads Manager over time.

FAQ: There is also a robust frequently asked questions help center created for the new Ads Manager. You can find this link in the upper right corner in Ads Manager.

Facebook Ads Page: Become a fan of the Facebook Ads Page (<http://www.facebook.com/facebookads>) to stay updated about any product announcements, news, to engage in a dialog with fellow advertisers, and find a plethora of reference guides to help you find more success

Help Center ▶ **The New Facebook Ads Manager**

Help Center | Getting Started | Safety

Search Help Search

Questions and Answers from Facebook [Expand All](#)

- ▶ **What is the difference between the new Ads Manager and the previous version?**
This version of Facebook Ads Manager will make it easier for people to...
- ▶ **How were advertisers chosen to participate in the test beta?**
A small group of advertisers from our active advertiser base was rand...
- ▶ **How can I provide feedback on the new Ads Manager?**
You can send us feedback on the new Ads Manager by clicking on the "Se...
- ▶ **How will my feedback be used?**
Your feedback will be used to continue to improve the Ads Manager over...

Navigating the new Ads Manager

- ▶ **How do I find a campaign?**
When you visit the Ads Manager you'll automatically default to the "Al...
- ▶ **How can I change a campaign's status or budget?**
To make changes to a campaign, click on the option you'd like to edit ...
- ▶ **Can I make changes to multiple campaigns or ads at once?**
To edit multiple campaigns or ads, simply check the boxes to the left ...

[FAQ](#)