



# **Creating Ads**

Step by step instructions



# Ad Creation Flow

- Set Campaign Objective
- Define Audience
- Set Budget and Schedule
- Load Creative
- Ad Preview and Placement

# Single Image

# Campaign Objective

Campaign

- Objective

Ad Set

- Traffic
- Offer
- Audience
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Links

Close

| Awareness       | Consideration                               | Conversion    |
|-----------------|---|---------------|
| Brand awareness | <input checked="" type="checkbox"/> Traffic | Conversions   |
| Reach           | Engagement                                  | Catalog sales |
|                 | App installs                                | Store visits  |
|                 | Video views                                 |               |
|                 | Lead generation                             |               |
|                 | Messages                                    |               |

### Traffic

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. [Learn more.](#)

Campaign Name

Create Split Test  A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization  Optimize budget across ad sets

Save

# Set Location

Locations 

Everyone in this location ▼

United States

 United States

 Include ▼ | Type to add more locations

Browse

[Add Locations in Bulk](#)

Campaign

Objective

Ad Set

Traffic

Offer

**Audience**

Placements

Budget & Schedule

Ad

Identity

Format

Links

Close

Offer

Drive more conversions by creating an offer people can save and get reminders about. [Learn more.](#)

OFF

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience

Custom Audiences

Add Custom Audiences or Lookalike Audiences

Exclude Create New

Locations

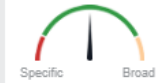
Everyone in this location

Include 1249 columbin Browse

|  |   |         |
|--|---|---------|
|  | 1249 Columbine Way, Erie, Colorado, United St...  | Address |
|  | 1249 Columbine St, Denver, Colorado, United S...  | Address |
|  | 1249 Columbine St, Alamo Heights, Texas, Unit...  | Address |
|  | 1249 Columbine Dr                                 | Address |
|  | 1249 Columbine Dr, Garland, Texas, United States  | Address |
|  | 1249 Columbine Ct, Arlington, Texas, United St... | Address |
|  | 1249 Columbine Dr, Castle Rock, Colorado, Uni...  | Address |
|  | 1249 Columbine St, Wenatchee, Washington, U...    | Address |
|  | 1249 Columbine Ct, Anchorage, Alaska, United ...  | Address |
|  | 1249 Columbine Dr, Brighton, Colorado, United ... | Address |

Age

18 - 65



Audience definition is unavailable.

Potential Reach: Unavailable

Estimated Daily Results

Results are unavailable.

# Set Age

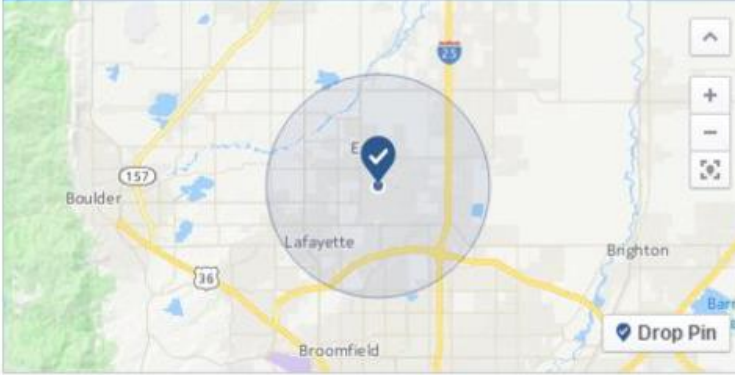
Locations ⓘ Everyone in this location ▾

United States

📍 1249 Columbine Way, Erie, Colorado, United States + 5mi ▾

📍 Include ▾ | Add locations

📘 Your audience location has been changed from United States to 1249 Columbine Way, Erie, Colorado, United States. [Undo Change](#) ✕



Add Bulk Locations...

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

# Set Demographics

The screenshot displays the Facebook Ads targeting configuration interface. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Traffic, Offer, Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Links). The main area is divided into several sections:

- Map:** A map of Boulder, Colorado, with a blue circle indicating the target geographic area. A "Drop Pin" button is visible at the bottom right of the map.
- Age:** A range selector set to "18" - "65+".
- Gender:** Radio buttons for "All", "Men", and "Women", with "All" selected.
- Languages:** A text input field labeled "Enter a language...".
- Detailed Targeting:** A section titled "Detailed Targeting" with the instruction "INCLUDE people who match at least ONE of the following". Below this is a search bar containing "Add demographics, interests or behaviors" and buttons for "Suggestions" and "Browse". The "Browse" button is circled in red.
- Exclude People:** A section with a checkbox labeled "Expand interests when it may increase link clicks at a lower cost per link click.", which is currently unchecked.
- Connections:** A section with a button labeled "Add a connection type".

On the right side of the interface, there are performance metrics and a gauge:

- Gauge:** A gauge showing the audience selection is "fairly broad", with a needle pointing towards the "Broad" end of the scale (Specific to Broad).
- Potential Reach:** 380,000 people.
- Estimated Daily Results:**
  - Reach:** 2,400 - 8,000
  - Link Clicks:** 37 - 130
- Disclaimer:** "The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results."
- Feedback:** A link that says "Were these estimates helpful?".

A "Close" button is located at the bottom left of the interface.

# Select Target

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

United States

Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

**Create Multiple Ad Sets in One Step**

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

**Audience Size**

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

**Estimated Daily Results**

Reach  
1,000 - 5,100 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Pre-qualification (lending)

Interests > Additional Interests > realtor.com

realtor.com

Interests > Additional Interests > Realtor.com

Realtor.com

Interests > Additional Interests > realtor.com

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Campaign

Objective ✓

Ad Set

- Page ✓
- Catalog
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Text
- Lead Form

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Buying a House

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

- Moving Interests
- Realtor.com Interests
- realtor.com Interests
- Zillow Interests
- New House Interests
- Relocation (personal) Interests
- First-time buyer Interests
- Trulia Interests
- House Hunting Interests

Connections ⓘ

# Possible Other Interests Depending On Your Target Customer

Add demographics, interests or behaviors | Suggestions | Browse

- Education
  - Education Level
  - Fields of Study
  - Schools
  - Undergrad Years
- Financial
- Life Events
- Parents

Add demographics, interests or behaviors | Suggestions | Browse

- Parents
- Politics (US)
- Relationship
- Work
  - Employers
  - Industries
  - Job Titles
- Interests
- Behaviors

Add demographics, interests or behaviors | Suggestions | Browse

- Relationship Status
  - Civil Union
  - Complicated
  - Divorced
  - Domestic Partnership
  - Engaged
  - In a relationship
  - Married
  - Open Relationship

## Placements

Show your ads to the right people in the right places.

**Automatic Placements (Recommended)**

Use automatic placements to maximize 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. [Learn more.](#)

**Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

## Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Daily Budget ▼

\$20.00

\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ

- Run my ad set continuously starting today
- Set a start and end date

You'll spend no more than \$140.00 per week.

[Show Advanced Options ▼](#)

## Identity

### Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.

 JSP Realtors ▼



### Instagram Account ⓘ

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in [Business Manager](#).

 Use the selected Facebook Page ▼

## Format

Choose how you'd like your ad to look.



### Carousel

Create an ad with 2 or more scrollable images or videos



### Single Image

Create up to 6 ads with one image each at no extra charge



### Single Video

Create an ad with one video or turn images into a video



### Slideshow

Create a looping video ad with up to 10 images



### Collection

Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)



### Add an Instant Experience

Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)



### New! Turn Images Into Videos



Now you can create a Single Video ad when you don't have a video. Choose a template in the Video Creation Kit to get started.

[Use Templates](#)

### Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)



Please specify an image to run with this ad.



Browse Library

Free Stock Images



Upload images

### Recommended Image Specs

- Recommended image size: **1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)



### New! Turn Images Into Videos



Now you can create a Single Video ad when you don't have a video. Choose a template in the Video Creation Kit to get started.

[Use Templates](#)

## Images

You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

[Browse Library](#)

[Free Stock Images](#)



Add more images



Customize for Instagram. [Learn more.](#)

Use a different image

## Recommended Image Specs

- Recommended image size:  
**1,200 x 628 pixels**
- Image ratio: **1.91:1**
- To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

Text

Located at the end of a cul-de-sac this well-appointed 3,277 square foot home located in Rancho Bella Vista community will exceed your expectations!

Website URL ⓘ

Preview URL

http://jsprealtors.com



Build a URL Parameter

Headline ⓘ

Just Listed: \$469,900

Call To Action ⓘ

Learn More ▼

Overlay (Optional)

Add text to your images to highlight different purchasing options.

Add Overlay ▼

Multiple Languages (optional) ⓘ

+ Create in Different Language

Hide Advanced Options +

Display Link (optional) ⓘ

Enter the link as you want people to see it in your ad

News Feed Link Description ⓘ

Built in 2013 by Lennar, this home offers a TANKLESS WATER HEATER, SOLAR (paid in full), ENERGY STAR WINDOWS, and KEYLESS ENTRY, 5 BR, 3 BA. See our virtual tour

View Tabs (optional) ⓘ

Mobile News Feed ▼

1 of 15



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Located at the end of a cul-de-sac this well-appointed 3,277 square foot home located in Rancho Bella Vista community will exceed your expectations!



jsprealtors.com

**Just Listed: \$469,900**

Built in 2013 by Lennar, this hom...

LEARN MORE



Like



Comment



Share

Refresh preview · Report a problem with this preview

URL Parameters (optional) ⓘ

Ex: key1=value1&key2=value2

[Build a URL Parameter](#)

Conversion Tracking

Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

Facebook Pixel ⓘ

● 39 Celsius's Pixel  
ID:1534455393448741

App Events ⓘ

Set Up

Offline Events ⓘ

Set Up

Back

Review

Confirm

AD: Select media, text and links to create your multiple ads

Go back to New Feed Ads

Integrations

### Select a Payment Method

Help

Add a new payment method to your Facebook Ads account · [Terms Apply](#)

Show payment methods for: United States

Credit or Debit Card



Card Number

Expiration

 MM  YY

Security Code Billing Zip Code

PayPal



Online Banking (Add your bank account instantly)

Your payment info is stored securely. [Learn More](#)

I have a coupon to redeem (?)

Cancel

Continue

AD: Select the page that best looks for mobile view of multiple ads

The screenshot displays a mobile application interface with a real estate listing in the background. The listing includes a photo of a house, the address "10000 10th St NE, Seattle, WA 98112", and a price of "\$1,200,000". A central dialog box with a loading spinner and the text "Processing Your Order. This may take a few seconds..." is overlaid on the listing. The app's bottom navigation bar features icons for Home, Search, Favorites, and Profile. A "Report a Problem" button is located in the bottom right corner.

# Pending Approval

Search Filters + Add filters to narrow the data you are seeing.

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads

+ Create Duplicate Edit Rules Check Setup

| <input type="checkbox"/>            | Campaign Name                           | Delivery  | Results                   | Reach |
|-------------------------------------|---|-----------|---------------------------|-------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Website Clicks | In Review | Link Click                | —     |
| <input type="checkbox"/>            | <input type="checkbox"/> In Review      | Active    | 29 Reach                  | 25    |
| <input type="checkbox"/>            | <input type="checkbox"/> Realtor Ads    | Active    | View Realtors Course S... | 30    |

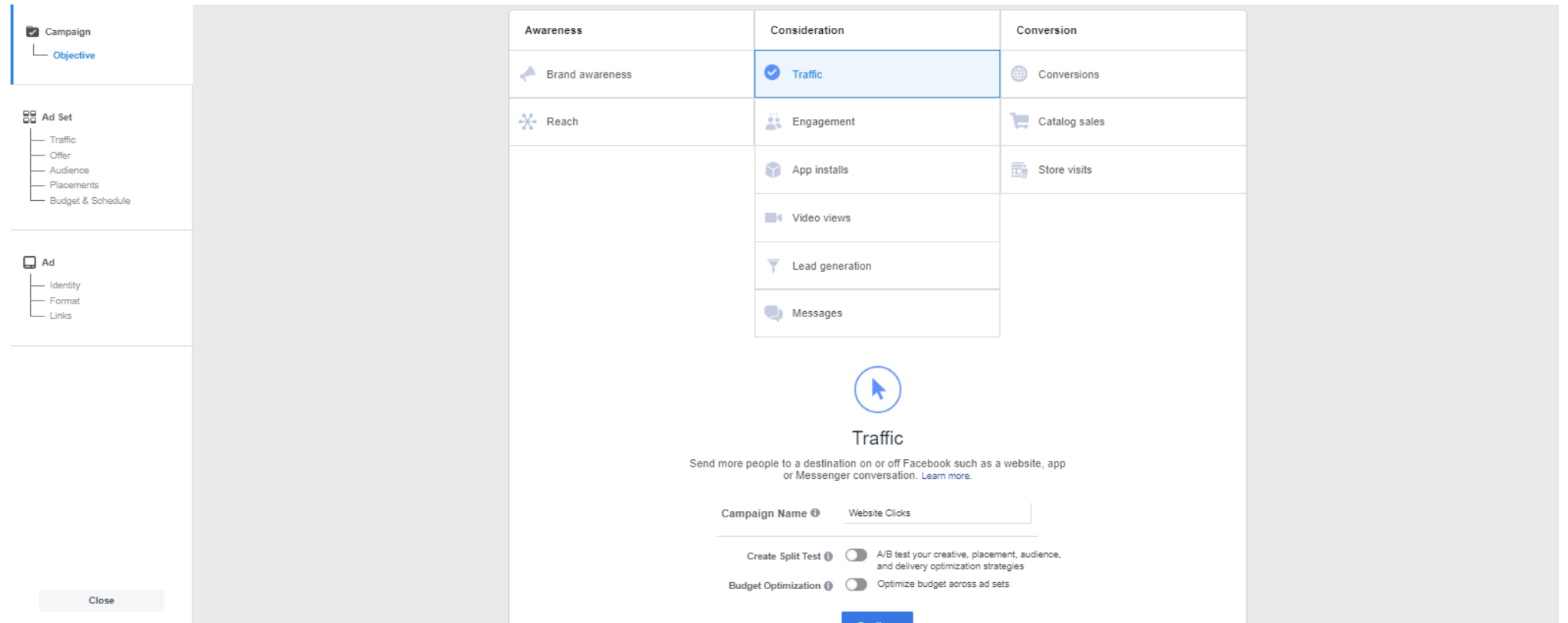
Click here to Pause or Make Active



# Carousel



# Campaign Objective



The screenshot shows the Facebook Campaign Objective selection interface. On the left, there is a navigation menu with three sections: Campaign (with 'Objective' selected), Ad Set (with sub-items: Traffic, Offer, Audience, Placements, Budget & Schedule), and Ad (with sub-items: Identity, Format, Links). A 'Close' button is located at the bottom left of the menu.

The main content area displays a table of campaign objectives, categorized into Awareness, Consideration, and Conversion. The 'Traffic' objective is selected and highlighted in blue.

| Awareness       | Consideration                               | Conversion    |
|-----------------|---|---------------|
| Brand awareness | <input checked="" type="checkbox"/> Traffic | Conversions   |
| Reach           | Engagement                                  | Catalog sales |
|                 | App installs                                | Store visits  |
|                 | Video views                                 |               |
|                 | Lead generation                             |               |
|                 | Messages                                    |               |

Below the table, the selected 'Traffic' objective is detailed:

**Traffic**

Send more people to a destination on or off Facebook such as a website, app or Messenger conversation. [Learn more.](#)

Campaign Name

Create Split Test  A/B test your creative, placement, audience, and delivery optimization strategies

Budget Optimization  Optimize budget across ad sets

# Set Location

The screenshot displays the Facebook Ads targeting configuration interface. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Audience), and Ad (Identity, Format, Links). The main area is titled "Create New" and "Use a Saved Audience". Under "Custom Audiences", there is a search bar and an "Exclude" option. The "Locations" section is set to "Everyone in this location" and shows a dropdown menu with "United States" selected. Below the dropdown is a map of the United States with a "Drop Pin" button. A red arrow points from the "United States" dropdown to the "Drop Pin" button. A tooltip over the map reads: "You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts. You can also add worldwide or global regions. Learn more". Below the map are filters for Age (18 - 65+), Gender (All, Men, Women), and Languages (Enter a language...). On the right, a gauge indicates "Your audience selection is fairly broad." with a needle pointing towards the "Broad" end. Below the gauge, it shows "Potential Reach: 230,000,000 people". Under "Estimated Daily Results", it shows "Reach: 6,500 - 38,000" and "Link Clicks: 150 - 930". A disclaimer states: "The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?"

# Set Location

The screenshot displays the Facebook Ads Manager interface for creating a new ad campaign. The left sidebar shows the navigation menu with 'Audience' selected. The main content area is titled 'Create New' and 'Use a Saved Audience'. Under 'Locations', the 'Everyone in this location' dropdown is open, showing 'United States' selected. A search bar contains '1249 Columbine', and a dropdown menu lists several addresses, with the first one, '1249 Columbine Way, Erie, Colorado, United States', highlighted. A red arrow points to this highlighted address. Below the location list, there are filters for Age (18-65), Gender (All, Men, Women), and Languages. On the right, a gauge indicates 'Your audience selection is fairly broad' and shows 'Potential Reach: 230,000,000 people'. Below this, 'Estimated Daily Results' are shown for Reach (6,500 - 38,000) and Link Clicks (150 - 930). A disclaimer note states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?' A 'Close' button is visible at the bottom left of the interface.

# Set Location

Campaign

Objective ✓

Ad Set

- Traffic
- Offer
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Links

Close

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude Create New ▼

Locations ⓘ Everyone in this location ▼

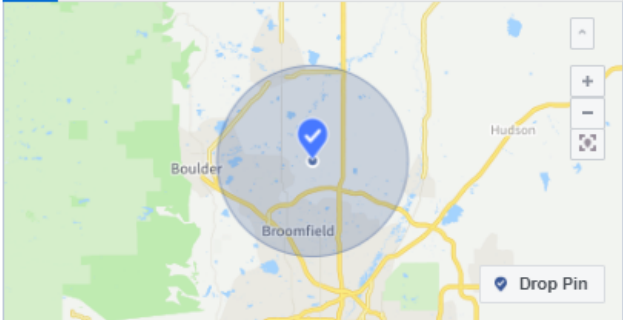
United States

1249 Columbine Way, Erie, Colorado, United States

+ 10mi ▼

1 50 6 mi locations Browse

Your audience location has been changed from United States to 1249 Columbine Way, Erie, Colorado, United States. Undo Change




Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women



Your audience selection is fairly broad.

Potential Reach: 380,000 people ⓘ

Estimated Daily Results

Reach

2,400 - 8,000 ⓘ

Link Clicks

37 - 130 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

# Set Age

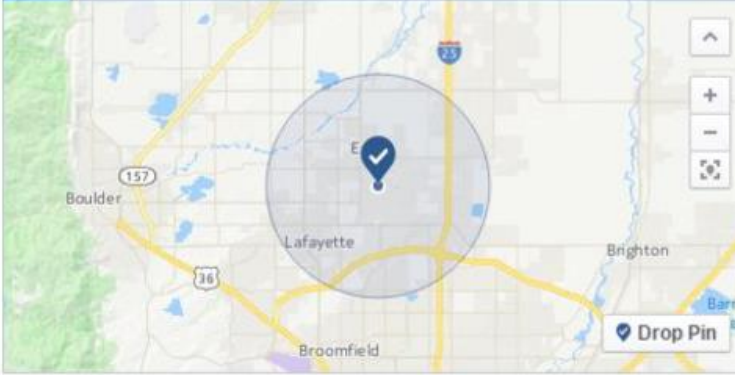
Locations ⓘ Everyone in this location ▾

United States

📍 1249 Columbine Way, Erie, Colorado, United States + 5mi ▾

📍 Include ▾ | Add locations

📘 Your audience location has been changed from United States to 1249 Columbine Way, Erie, Colorado, United States. [Undo Change](#) ✕



Add Bulk Locations...

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

# Set Demographics

The screenshot displays the Facebook Ads targeting configuration interface. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Audience selected), and Ad (Identity, Format, Links). The main area is divided into several sections:

- Map:** A map of Boulder, CO, with a blue circle indicating the target location. A search bar at the top of the map says "Type to add more locations" and includes a "Browse" button.
- Demographics:** Includes "Add Locations in Bulk", "Age" (18 - 65+), "Gender" (All, Men, Women), and "Languages" (Enter a language...).
- Detailed Targeting:** A section titled "Detailed Targeting" with the instruction "INCLUDE people who match at least ONE of the following". It features a search bar "Add demographics, interests or behaviors" and buttons for "Suggestions" and "Browse". The "Browse" button is circled in red.
- Exclude People:** A section with a checkbox "Expand interests when it may increase link clicks at a lower cost per link click." (unchecked).
- Connections:** A section with a button "Add a connection type".

On the right side, a summary panel provides performance metrics:

- A gauge chart showing "Your audience selection is fairly broad." with a needle pointing towards the "Broad" end of the scale (Specific to Broad).
- "Potential Reach: 380,000 people".
- Estimated Daily Results:**
  - Reach: 2,400 - 8,000
  - Link Clicks: 37 - 130
- A disclaimer: "The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results."
- A link: "Were these estimates helpful?"

A "Close" button is located at the bottom left of the interface.

# Select Target

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States  
United States  
Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

**Detailed Targeting ⓘ** INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

**Create Multiple Ad Sets in One Step**  
Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

**Audience Size**  
Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

**Estimated Daily Results**  
Reach  
1,000 - 5,100 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

**Detailed Targeting ⓘ** INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

- Buying a House
- First-time buyer
- House Hunting
- Pre-qualification (lending)

Interests > Additional Interests > realtor.com

- realtor.com

Interests > Additional Interests > Realtor.com

- Realtor.com

Interests > Additional Interests > Traffic

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Campaign

Objective ✓

Ad Set

Page ✓

Catalog

**Audience**

Placements

Budget & Schedule

Ad

Identity

Format

Text

Lead Form

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Buying a House

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

Moving Interests

Realtor.com Interests

realtor.com Interests

Zillow Interests

New House Interests

Relocation (personal) Interests

First-time buyer Interests

Trulia Interests

House Hunting Interests

Connections ⓘ

# Possible Other Interests Depending On Your Target Customer

Add demographics, interests or behaviors | Suggestions | Browse

- Education
  - Education Level
  - Fields of Study
  - Schools
  - Undergrad Years
- Financial
- Life Events
- Parents

Add demographics, interests or behaviors | Suggestions | Browse

- Parents
- Politics (US)
- Relationship
- Work
  - Employers
  - Industries
  - Job Titles
- Interests
- Behaviors

Add demographics, interests or behaviors | Suggestions | Browse

- Relationship Status
  - Civil Union
  - Complicated
  - Divorced
  - Domestic Partnership
  - Engaged
  - In a relationship
  - Married
  - Open Relationship

# Select Placement

## Placements

Show your ads to the right people in the right places.

**Automatic Placements (Recommended)**

Use automatic placements to maximize 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. [Learn more.](#)

**Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

# Select Budget

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ **Daily Budget** ▼   
\$20.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **\$140.00** per week.

[Show Advanced Options](#) ▼

# Carousel Banner

**Campaign**

- Objective ✓

**Ad Set**

- Traffic ✓
- Offer ✓
- Audience ✓
- Placements ✓
- Budget & Schedule ✓

**Ad**

- Identity**
- Format
- Links

**Identity**

Facebook Page  
Your business is represented in ads by its Facebook Page or an Instagram account.

**JSP Realtors** +

Instagram Account ⓘ  
Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in [Business Manager](#).

Use the selected Facebook Page ▼

**Format**  
Choose how you'd like your ad to look.

**Carousel**  
Create an ad with 2 or more scrollable images or videos

**Single Image**  
Create up to 6 ads with one image each at no extra charge

**Single Video**  
Create an ad with one video or turn images into a video

**Slideshow**  
Create a looping video ad with up to 10 images

**Collection**  
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)


**Add an Instant Experience**  
Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)






Close

# Full View of Carousel Ad

**JSP Realtors**  
Sponsored · 🌐

Have you seen the latest market activity in Red Hawk? If you're thinking of buying or selling, we can help you!



|   |  |  |  |   |
|---|--|--|--|---|
|  <p><b>3441 Champoux</b> \$528,000</p> <a href="#">Learn More</a> |  <p><b>4021 Horizon View</b> \$569,000</p> <a href="#">Learn More</a> |  <p><b>Sold for over asking</b> \$619,000</p> <a href="#">Learn More</a> |  <p><b>Sold in 14 days!</b> \$605,000</p> <a href="#">Learn More</a> |  <p><b>22991 Horizon Run</b> \$435,000</p> <a href="#">Learn More</a> |
|---|--|--|--|---|

# Building the Carousel

The screenshot displays the Facebook Ads creation interface, divided into three main sections: the left sidebar, the central configuration panel, and the right preview panel.

**Left Sidebar:** Contains navigation menus for Campaign, Ad Set, and Ad. The Ad menu is expanded, showing options for Identity, Format, and Links.

**Central Configuration Panel:** Features a 'Text' input field with a red arrow and the number '1' pointing to it. Below the text field are several checkboxes: 'Automatically show the best performing cards first' (checked), 'Add a card at the end with your Page profile picture' (checked), and 'Add a map card showing your nearest business locations' (unchecked). A card selector shows '1' selected, '2' and '3' as options, and a '+' button to add more. Below this is a 'Select Image' section with radio buttons for 'Image' (selected) and 'Video / Slideshow'. Underneath, 'IMAGE SPECIFICATIONS' are listed: 'Recommended image size: 1080 x 1080 pixels', 'Recommended image ratio: 1:1', and 'To maximize ad delivery, use an image that contains little or no overlaid text. Learn more.' At the bottom, there is a 'Headline' field.

**Right Preview Panel:** Shows a 'Mobile News Feed' view of a sponsored post. The post is from 'JSP Realtors' and says 'JSP Realtors shared a link.' It features a large image placeholder and a 'Learn More' button. Below the image are 'Like', 'Comment', and 'Share' interaction buttons. At the bottom of the preview, there are links for 'Refresh preview' and 'Report a problem with this preview'.

# Building the Carousel

**Campaign**

- Objective ✓

**Ad Set**

- Traffic ✓
- Offer ✓
- Audience ✓
- Placements ✓
- Budget & Schedule ✓

**Ad**

- Identity ✓
- Format
- Links**

**Text**

1 Have you seen the latest market activity in Red Hawk? If you're thinking of buying and selling a house, we can help you!

2 **Select Image**

Automatically show the best performing cards first ✓

Add a card at the end with your Page profile picture ✓

Add a map card showing your nearest business locations

1 2 3 +

**Image Specifications**

- Recommended image size: 1080 x 1080 pixels
- Recommended image ratio: 1:1
- To maximize ad delivery, use an image that contains little or no overlaid text. [Learn more.](#)

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline

**Mobile News Feed** 1 of 15

**JSP Realtors** Sponsored · 🌐

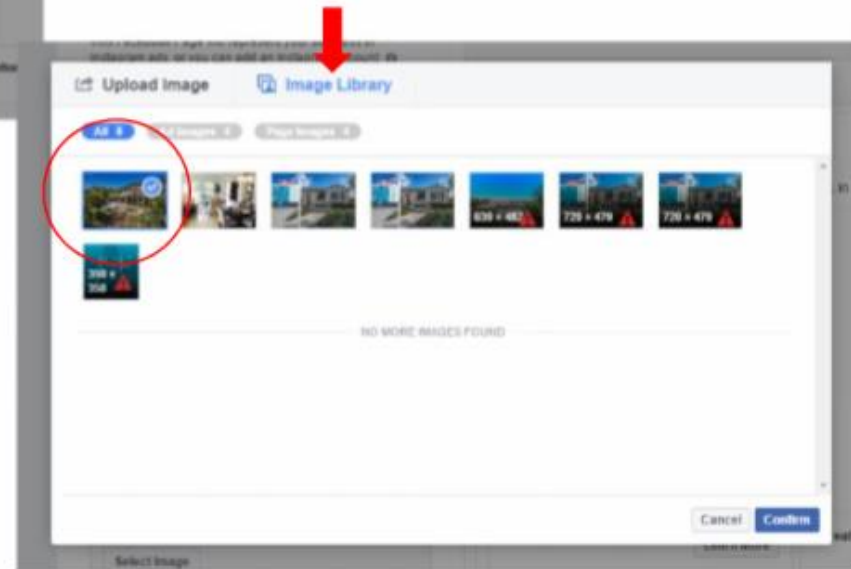
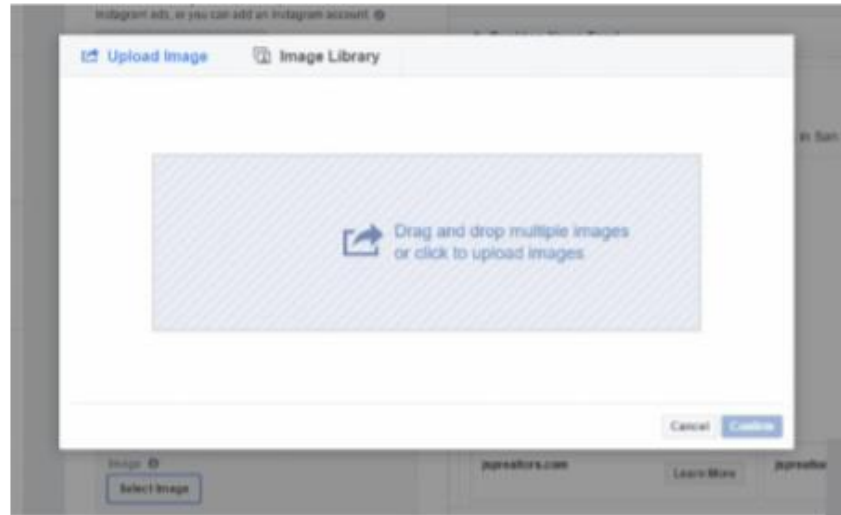
Have you seen the latest market activity in Red Hawk? If you're thinking of buying and selling a house, we can help you!

Learn More

Like Comment Share

[Refresh preview](#) · [Report a problem with this preview](#)

# Uploading your images



# Building the Carousel

**Campaign**

- Objective ✓

**Ad Set**

- Traffic ✓
- Offer ✓
- Audience ✓
- Placements ✓
- Budget & Schedule ✓

**Ad**


- Identity ✓
- Format
- Links

Add a map card showing your nearest business locations ⓘ

1 2 3 +

Image  Video / Slideshow Remove

Change Image Crop Image

 - 1200 x 799 X

For questions and more information, see the [Facebook Ad Guidelines](#).

Headline ⓘ

3441 Champoux \$528,000

Description (optional) ⓘ

Enter a brief description of what you're promoting

Destination URL ⓘ

4



Build a URL Parameter

See More URL ⓘ Preview URL

Mobile News Feed 1 of 15 < >

**JSP Realtors** Sponsored · @

Have you seen the latest market activity in Red Hawk? If you're thinking of buying and selling a house, we can help you!

3441 Champoux \$528,000 Learn More

115 Wate \$499,500

Like Comment Share

Refresh preview · Report a problem with this preview

# Building the Carousel

The image displays the Facebook Ads Manager interface for creating a carousel advertisement. On the left, the navigation menu includes Campaign, Ad Set, and Ad sections. The central panel shows the carousel configuration options, including a card count indicator (1, 2, 3, +) with a red arrow pointing to the number '2'. Below this, there are options for 'Image' or 'Video / Slideshow', and a red circle highlights the 'Image' configuration area. This area includes a 'Change Image' button, a 'Crop Image' button, and a preview of the selected image labeled 'front.PNG - 1504 x 935'. Below the image preview are fields for 'Headline' (containing '115 Waterleaf \$499,500'), 'Description (optional)', and 'Destination URL' (containing 'jpreator.com/property address').

On the right, a 'Mobile News Feed' preview shows the ad as it would appear on a mobile device. The ad is for 'JSP Realtors' and features a carousel of two property images. A red arrow points to the second image in the carousel. The first image shows a house with a price of '\$528,000' and a 'Learn More' button. The second image shows a house with a price of '\$499,500'. Below the images are 'Like', 'Comment', and 'Share' buttons, and a footer with 'Refresh preview' and 'Report a problem with this preview'.

# Building the Carousel

The image displays the Facebook Ads Manager interface for creating a carousel ad. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Traffic, Offer, Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Links). The main area is divided into two sections. The top section contains options to 'Add a card at the end with your Page profile picture' and 'Add a map card showing your nearest business locations'. Below these is a carousel indicator with five numbered tabs (1-5) and a plus sign, where the second tab is highlighted with a red circle. The bottom section is for configuring the first card, which is an image. It includes a 'Change Image' button, a 'Crop Image' button, and a preview of the image labeled 'front.PNG - 5504 x 935'. Below the image, there are fields for 'Headline' (115 Waterleaf \$499,500), 'Description (optional)', and 'Destination URL' (jprealtor.com/property address). A 'Close' button is at the bottom left. On the right, a 'Mobile News Feed' preview shows the ad as it would appear on a mobile device. The ad is from 'JSP Realtors' and features a carousel of two property images: '3441 Champoux \$528,000' and '115 Waterleaf \$499,500'. The preview includes a 'Learn More' button, 'Like', 'Comment', and 'Share' options, and a 'Refresh preview' link.

# Building the Carousel

The screenshot displays an ad creation interface. On the left, a settings panel includes a text input field for the link, a 'Call To Action' dropdown menu with 'Learn More' selected (indicated by a red arrow), an 'Overlay (Optional)' section with an 'Add Overlay' dropdown, and a 'Show Advanced Options' link. At the bottom of the panel are 'Back', 'Review', and 'Confirm' buttons. The 'Confirm' button is highlighted with a red circle. On the right, a preview of a carousel ad is shown. The first card features the text '3441 Champoux \$528,000' and a 'Learn More' button. The second card features '115 Wate \$499,500'. Below the cards are 'Like', 'Comment', and 'Share' icons, and a footer with 'Refresh preview' and 'Report a problem with this preview' links.

Enter the link as you want people to see it in your ad

Call To Action ⓘ

Learn More ▼

Overlay (Optional)  
Add text to your images to highlight different purchasing options.

Add Overlay ▼

Show Advanced Options ▼

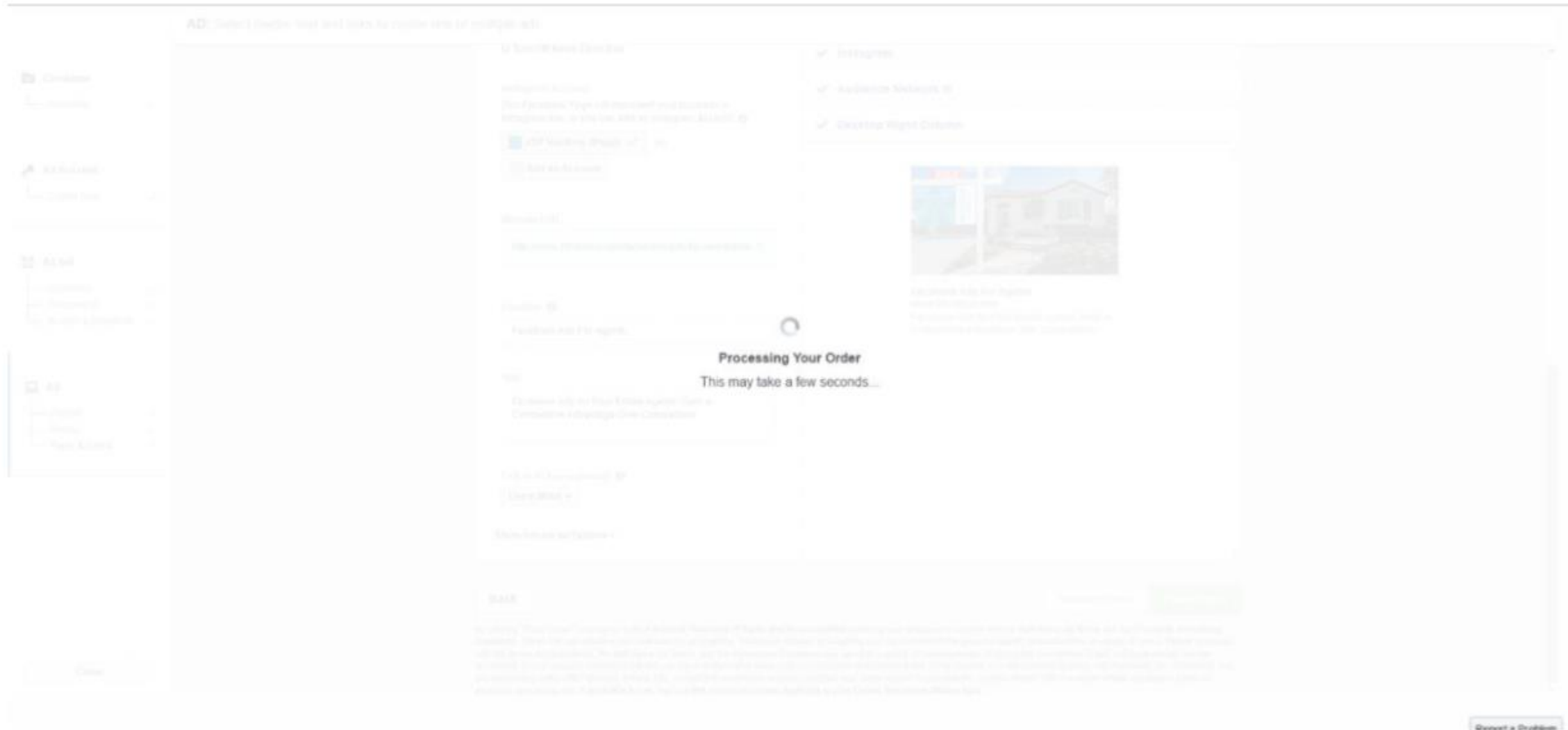
Back Review **Confirm**

3441 Champoux \$528,000 Learn More 115 Wate \$499,500

Like Comment Share

Refresh preview • Report a problem with this preview

# Processing the Order



# Pending Approval

Search Filters + Add filters to narrow the data you are seeing.

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads

+ Create Duplicate Edit Rules Check Setup

|                                     | Campaign Name  | Delivery  | Results                   | Reach |
|-------------------------------------|----------------|-----------|---------------------------|-------|
| <input checked="" type="checkbox"/> | Website Clicks | In Review | Link Click                | —     |
| <input type="checkbox"/>            | In             | Active    | 29 Reach                  | 25    |
| <input type="checkbox"/>            | Realtor Ads    | Active    | View Realtors Course S... | 30    |

Click here to Pause or Make Active

**Video Ad**

# Campaign Objective

The screenshot displays the Facebook Campaign Objective selection interface. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Media, Text). The main area features a table of objectives categorized into Awareness, Consideration, and Conversion. The 'Video views' objective is selected and highlighted with a blue border and a checkmark, with a red arrow pointing to it. Below the table, the 'Video views' objective is detailed with a video icon, the title 'Video views', and a description: 'Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.' At the bottom, there is a 'Campaign Name' field with the text 'Video views' and a 'Close' button.

| Awareness       | Consideration                                   | Conversion    |
|-----------------|---|---------------|
| Brand awareness | Traffic   | Conversions   |
| Reach           | Engagement                                      | Catalog sales |
|                 | App installs                                    | Store visits  |
|                 | <input checked="" type="checkbox"/> Video views |               |
|                 | Lead generation                                 |               |
|                 | Messages  |               |

Video views

Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand.

Campaign Name Video views

Close

# Set Location

The screenshot displays the Facebook Ads targeting configuration interface. On the left, a navigation sidebar shows the hierarchy: Campaign (checked), Objective, Ad Set (selected), and Ad. Under Ad Set, the options are Traffic, Offer, Audience (highlighted), Placements, and Budget & Schedule. Under Ad, the options are Identity, Format, and Links. A 'Close' button is at the bottom left.

The main interface is titled 'Create New' and 'Use a Saved Audience'. It features a 'Custom Audiences' section with a search bar and 'Exclude' and 'Create New' options. Below this is the 'Locations' section, currently set to 'Everyone in this location'. A dropdown menu shows 'United States' selected. A text input field contains 'Type to add more locations', with a red arrow pointing to it from a tooltip. The tooltip text reads: 'You can type in specific countries, state/regions, cities, postal codes, addresses, DMAs or congressional districts. You can also add worldwide or global regions. Learn more'. A 'Browse' button is next to the input field. Below the input is a map of the United States with a 'Drop Pin' button.

At the bottom of the targeting section, there are filters for 'Age' (18 - 65+), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). A 'Detailed Targeting' section is partially visible at the bottom.

On the right side, a gauge indicates 'Your audience selection is fairly broad.' with a needle pointing towards the 'Broad' end. Below the gauge, it shows 'Potential Reach: 230,000,000 people'. Under 'Estimated Daily Results', there are two metrics: 'Reach' (6,500 - 38,000) and 'Link Clicks' (150 - 930). A disclaimer states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.' A link 'Were these estimates helpful?' is at the bottom right.

# Set Location

The screenshot displays the Facebook Ads Manager 'Create New' interface. On the left, a sidebar shows the campaign structure: Campaign (Objective), Ad Set (Traffic, Offer, Audience, Placements, Budget & Schedule), and Ad (Identity, Format, Links). The main area is titled 'Create New' and 'Use a Saved Audience'. Under 'Custom Audiences', there is a search bar and 'Exclude' and 'Create New' options. The 'Locations' section is set to 'Everyone in this location' and shows a dropdown for 'United States'. A map of the United States is visible, with a list of addresses starting with '1249 Columbine' displayed below it. The list includes addresses in Erie, Colorado; Denver, Colorado; Alamo Heights, Texas; Garland, Texas; Arlington, Texas; Castle Rock, Colorado; Wenatchee, Washington; Anchorage, Alaska; and Brighton, Colorado. Below the location list, there are filters for 'Age' (18-65), 'Gender' (All, Men, Women), and 'Languages' (Enter a language...). On the right side, a gauge indicates 'Your audience selection is fairly broad.' Below this, the 'Potential Reach' is 230,000,000 people. The 'Estimated Daily Results' section shows 'Reach' (6,500 - 38,000) and 'Link Clicks' (150 - 930). A disclaimer states: 'The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results. Were these estimates helpful?'

# Set Location

Campaign

Objective

Ad Set

- Traffic
- Offer
- Audience**
- Placements
- Budget & Schedule

Ad

- Identity
- Format
- Links

Close

Create New Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude Create New ▼

Locations ⓘ Everyone in this location ▼

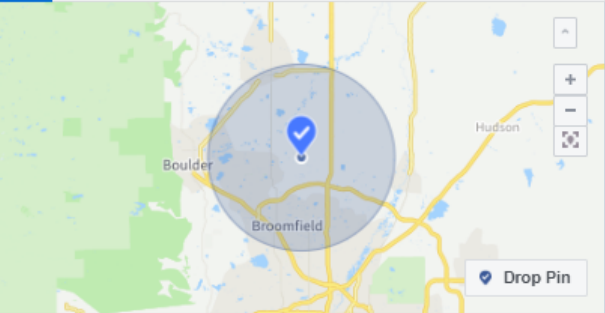
United States

1249 Columbine Way, Erie, Colorado, United States

+ 10mi ▼

1 50 6 mi locations Browse

Your audience location has been changed from United States to 1249 Columbine Way, Erie, Colorado, United States. Undo Change




Drop Pin

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women



Your audience selection is fairly broad.

Potential Reach: 380,000 people ⓘ

Estimated Daily Results

Reach  
2,400 - 8,000 ⓘ

Link Clicks  
37 - 130 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

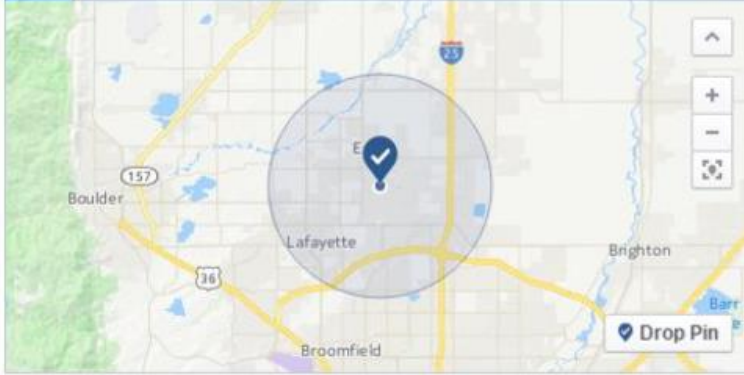
# Set Age

Locations ⓘ Everyone in this location ▾

United States  
📍 1249 Columbine Way, Erie, Colorado, United States + 5mi ▾

📍 Include ▾ | Add locations

📘 Your audience location has been changed from United States to 1249 Columbine Way, Erie, Colorado, United States. [Undo Change](#) ✕



Add Bulk Locations...

Age ⓘ 18 ▾ - 65+ ▾

Gender ⓘ **All** Men Women

# Set Demographics

The screenshot displays the Facebook Ads targeting configuration interface. On the left, a navigation menu includes 'Campaign', 'Ad Set', and 'Ad' sections. The 'Ad Set' section is active, showing 'Audience' as the current step. The main area features a map with a location pin over Broomfield, Colorado, and a search bar for adding more locations. Below the map, demographic filters are set: Age (18-65+), Gender (All), and Languages (empty). The 'Detailed Targeting' section is highlighted with a red circle and shows the setting 'INCLUDE people who match at least ONE of the following'. Below this, there is a text input field for 'Add demographics, interests or behaviors' and buttons for 'Suggestions' and 'Browse'. An 'Exclude People' section is also visible with an unchecked checkbox for 'Expand interests when it may increase link clicks at a lower cost per link click'. At the bottom, there is a 'Connections' section with an 'Add a connection type' button. On the right side, a performance summary shows a gauge indicating 'Your audience selection is fairly broad', a 'Potential Reach' of 380,000 people, and 'Estimated Daily Results' for Reach (2,400 - 8,000) and Link Clicks (37 - 130). A disclaimer note explains that estimates are based on past campaign data and budget.

**Campaign**  
Objective ✓

**Ad Set**  
Traffic  
Offer  
**Audience**  
Placements  
Budget & Schedule

**Ad**  
Identity  
Format  
Links

Include | Type to add more locations | Browse

Drop Pin

Add Locations in Bulk

Age 18 - 65+

Gender All Men Women

Languages Enter a language...

**Detailed Targeting** INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase link clicks at a lower cost per link click

Connections Add a connection type

Specific Broad

Your audience selection is fairly broad.

Potential Reach: 380,000 people

**Estimated Daily Results**

Reach  
2,400 - 8,000

Link Clicks  
37 - 130

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Close

# Select Target

**Audience**  
Define who you want to see your ads. [Learn more.](#)

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ Everyone in this location ▼

United States

United States

Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People

Expand interests when it may increase leads at a lower cost per lead. ⓘ

**Create Multiple Ad Sets in One Step**

Add variables for locations, detailed targeting, age ranges and Custom Audiences to quickly create multiple ad sets at one time.

Create Multiple Ad Sets

**Audience Size**

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people ⓘ

**Estimated Daily Results**

Reach  
1,000 - 5,100 ⓘ

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

**Detailed Targeting** ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Buying a House

First-time buyer

House Hunting

Pre-qualification (lending)

Interests > Additional Interests > realtor.com

realtor.com

Interests > Additional Interests > Realtor.com

Realtor.com

Interests > Additional Interests > realtor.com

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or Narrow Audience

Campaign

Objective ✓

Ad Set

Page ✓

Catalog

**Audience**

Placements

Budget & Schedule

Ad

Identity

Format

Text

Lead Form

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ All Men Women

Languages ⓘ

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

Buying a House

Add demographics, interests or behaviors

[Suggestions](#) | [Browse](#)

Moving Interests

Realtor.com Interests

realtor.com Interests

Zillow Interests

New House Interests

Relocation (personal) Interests

First-time buyer Interests

Trulia Interests

House Hunting Interests

Connections ⓘ

# Possible Other Interests Depending On Your Target Customer

Add demographics, interests or behaviors | Suggestions | Browse

- Education
  - Education Level
  - Fields of Study
  - Schools
  - Undergrad Years
- Financial
- Life Events
- Parents

Add demographics, interests or behaviors | Suggestions | Browse

- Politics (US)
- Relationship
- Work
  - Employers
  - Industries
  - Job Titles
- Interests
- Behaviors

Add demographics, interests or behaviors | Suggestions | Browse

- Relationship Status
  - Civil Union
  - Complicated
  - Divorced
  - Domestic Partnership
  - Engaged
  - In a relationship
  - Married
  - Open Relationship

# Select Placement

## Placements

Show your ads to the right people in the right places.

**Automatic Placements (Recommended)**

Use automatic placements to maximize 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. [Learn more.](#)

**Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

# Select Budget

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

**Budget** ⓘ **Daily Budget** ▼   
\$20.00 USD

Actual amount spent daily may vary. ⓘ

**Schedule** ⓘ  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than **\$140.00** per week.

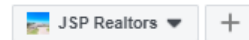
[Show Advanced Options](#) ▼

# Video Ad

## Identity

### Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.




### Instagram Account

Select an Instagram account to represent your business in your Instagram ad. Manage your available Instagram accounts in [Business Manager](#).




## Format

Choose how you'd like your ad to look.



**Single Video**

Create an ad with one video or turn images into a video



**Slideshow**

Create a looping video ad with up to 10 images



### Add an Instant Experience

Include a mobile landing page that opens instantly when someone interacts with your ad. Use an Instant Experience to get new customers, introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)


# Uploading Your Video


Ad Name Video views Advanced Options Switch to Quick Creation

introduce your product or brand, drive product sales, or encourage people to visit your website or app and track activity with a Facebook pixel. [Learn more.](#)

### Video

Choose or create the video you'd like to use in your ads.

 Upload a video, use one from your library or use templates to turn images into a video.



[Upload Video](#) [Browse Library](#) [Use Templates](#) NEW

### Video Recommendations

- Recommended Length: **Up to 15 seconds**
- Recommended Aspect Ratio: **Vertical (4:5)**  
[View aspect ratio specifications](#)
- Sound: **Enabled with captions included**

### Video Specifications

- Recommended format: **.mp4, .mov or .gif**  
[View full list of supported formats](#)
- Required Lengths By Placement:
  - Facebook: **240 minutes max**
  - In-Stream: **5 - 15 seconds**
  - Audience Network: **5 - 120 seconds**
  - Instagram Stories: **Up to 15 seconds**
  - Instagram Feed: **Up to 60 seconds**
- Resolution: **600px minimum width**
- File size: **Up to 4 GB max**

### Paste a Video File Link

You can upload a video faster by pasting the link of a hosted video file.  
[Paste Link](#)

For questions and more information, see the [Facebook Ad Guidelines](#).


### Text

Enter the text for your ad. [Learn more.](#)

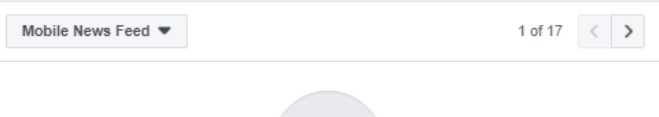
Text

Full Psyche combines indoor cycling

### Ad Preview

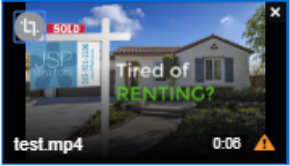
1 of 1 Ad < > 

Mobile News Feed ▼ 1 of 17 < >



# Uploading Your Video

**Video**  
Choose or create the video you'd like to use in your ads.



test.mp4 0:06

[Customize for Instagram. Learn more.](#)


**Customize Your Video**  
Choose your video thumbnail, add a text overlay to give people more info as they watch, and add captions so people can watch without sound.

**Customize Your Video**

**Thumbnails**


**CC**  
Captions

Choose a preview image from the thumbnails below.



THE IMAGE YOU CHOOSE WILL SHOW BEFORE THE VIDEO STARTS AND WHEN IT IS FINISHED. IMAGES HAVE A BIG IMPACT ON HOW PEOPLE WILL RESPOND TO YOUR ADS.

**CUSTOM THUMBNAIL** **VIDEO THUMBNAILS**



# Writing Ad Copy

The image shows the Facebook Ad creation interface, divided into two main sections: 'Text' and 'Ad Preview'.

**Text Section:**

- Text:** A text input field with the placeholder text "Enter text that clearly tells people about what you're promoting". A red arrow points to this field.
- Add a website URL:** A checkbox labeled "Add a website URL" with an information icon. A red arrow points to this checkbox.
- Show Advanced Options:** A link to expand the text options.

**Ad Preview Section:**

- Mobile News Feed:** A dropdown menu showing the current view.
- Ad Content:** A preview of the ad in a mobile news feed. It features the profile of "JSP Realtors" (Sponsored), a video thumbnail with a play button, and the text "Tired of RENTING?". The video thumbnail also shows a "SOLD" sign and a "JSP Realtors" sign with the phone number "101-951-2200".
- Engagement:** Below the video are icons for "Like", "Comment", and "Share".
- Footer:** Links for "Refresh preview" and "Report a problem with this preview".

# Writing Ad Copy

**Text**  
Enter the text for your ad. [Learn more.](#)

Text

Just listed! 4/3 executive home, fully-remodeled with great views. Take a virtual tour of this home and call us to schedule a private showing.

Add a website URL [i](#)

Website URL [i](#) Preview URL

1 Enter the URL you want to promote

Build a URL Parameter

Display Link (optional) [i](#)

Enter the link as you want people to see it in your ad

Headline [i](#)

2

News Feed Link Description [i](#)



Call To Action [i](#)

3 [Learn More](#) ▼


[Show Advanced Options](#) ▼

**Ad Preview** 1 of 1 Ad < >

Mobile News Feed ▼ 1 of 17 < >

 **JSP Realtors** Sponsored · 

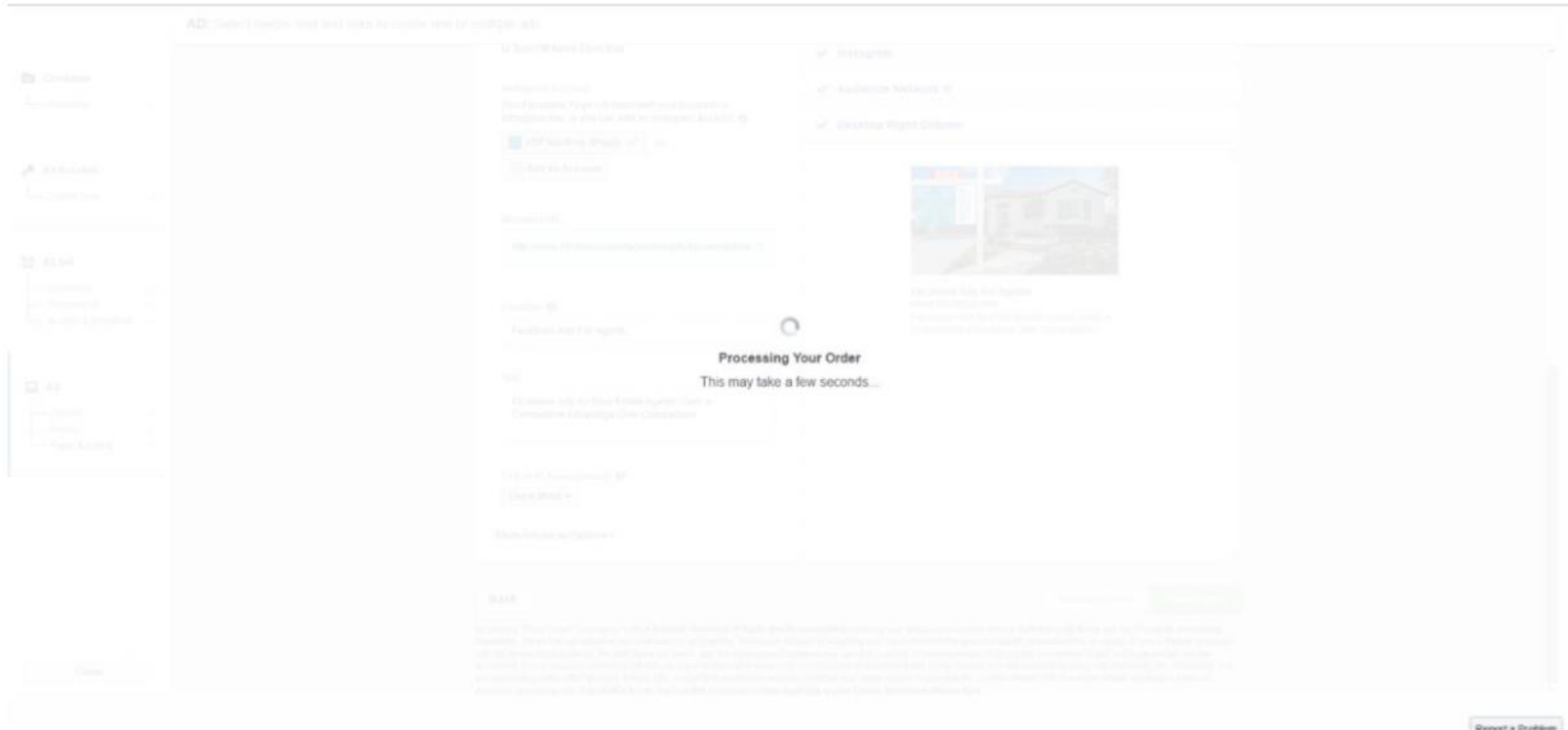
Just listed! 4/3 executive home, fully-remodeled with great views. Take a virtual tour of this home and call us to schedule a private showing.



[Like](#) [Comment](#) [Share](#)

[Refresh preview](#) · [Report a problem with this preview](#)

# Processing the Order



# Pending Approval

Search Filters + Add filters to narrow the data you are seeing.

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads

+ Create Duplicate Edit Rules Check Setup

|                                     | Campaign Name  | Delivery  | Results    | Reach |
|-------------------------------------|----------------|-----------|------------|-------|
| <input checked="" type="checkbox"/> | Website Clicks | In Review | Link Click | —     |
| <input type="checkbox"/>            | Int...         | Active    | 29 Reach   | 25    |
| <input type="checkbox"/>            | Realtor Ads    | Active    | —          | 30    |

Click here to Pause or Make Active