

How To Choose a Facebook Objective



Why Set Ad Objectives?



[Advertising on Facebook](#) can bring awareness of your business to a multitude of people who are ready to be wooed. With the extensive targeting options available on the social network, finding the right audience for your business is within your reach.

But now that you have found them and have their attention, what do you want them to do?

This is where setting the right Facebook ad objectives can make all the difference.

Facebook Advertising Objectives help with both creating your advertising campaign and optimizing it once it launches. Once you click to create a new campaign in the Ads Manager, the very first thing you are asked is to choose your marketing objective. After you do, the rest of the campaign, ad set, and ad creation is tailored to the objective. This includes:

1. What placements are available for your ad
2. How you are charged for your ads
3. Additional requirements like what app you are promoting or what pixel to use to track conversions.

💡 Quick Tip: Because of the tailored nature of the completed campaign, you cannot change a campaign objective once you have launched. If you have a new objective, it will be time for a new campaign.

What Are My Options?



Facebook breaks down marketing objectives into three categories: Awareness, Consideration, and Conversion. Each represents a section of the sales funnel that leads from helping others discover your brand to ultimately making a conversion.

Category	Objective	Details
Brand Awareness	Brand Awareness	Increase awareness by showing to the people most likely to be interested
Brand Awareness	Reach	Shows your ad to the maximum number of people
Consideration	Traffic	Send Facebook users to a Facebook Page, website, or app
Consideration	Engagement	Increase the number of post engagements, Page likes, event responses, or offer claims
Consideration	App Installs	Get more people to install your app
Consideration	Video Views	Get more people to view your videos
Consideration	Lead Generation	Drive sales leads and email addresses
Consideration	Messages	Get more people to send messages to your Business Messenger
Conversion	Conversions	Drive valuable actions on your website, app or Messenger
Conversion	Catalog Sales	Show products from your catalog based on your target audience
Conversion	Store Visits	Get people nearby to visit your brick-and-mortar location



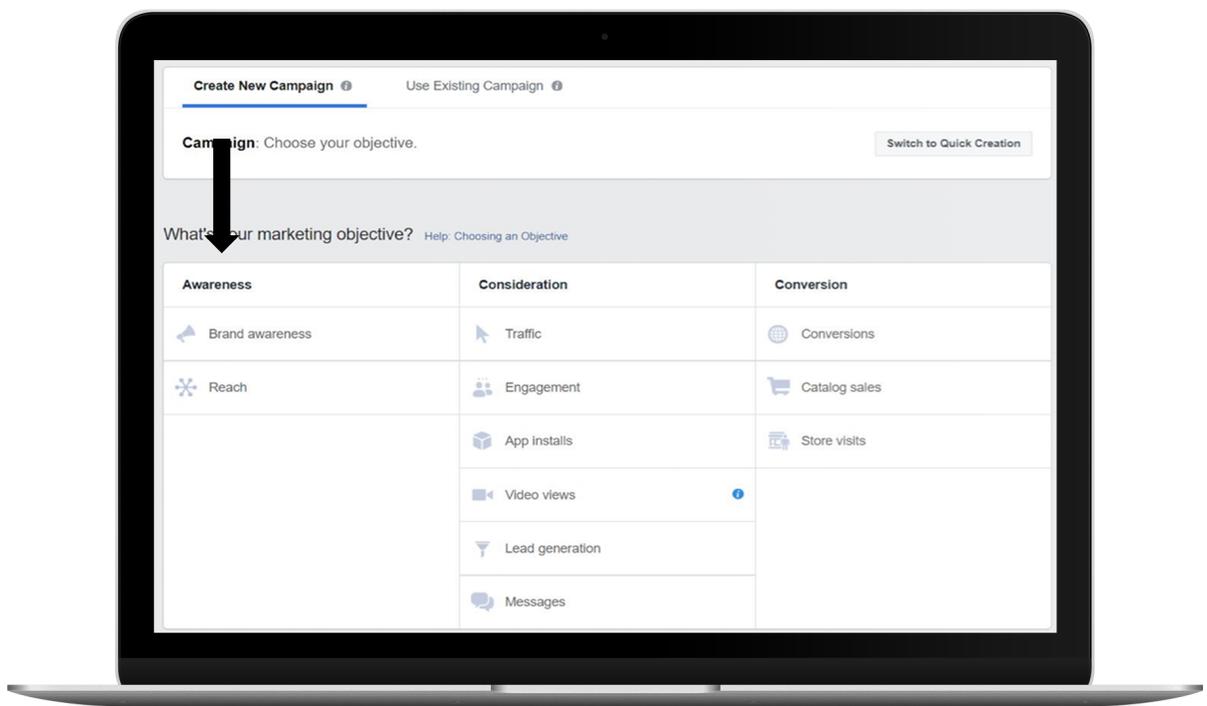
Awareness

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Get Seen



Awareness objectives are all about getting your ad in front of as many eyes as possible. Did you just launch your company and want others to know? Do you have a new product coming out in a few weeks that you want to build hype for? An awareness objective will be right for you.



Brand Awareness will show your ad to those most likely to be interested based off of Facebook's algorithm and the people in the audience you build. While this works great in most situations, if you are worried that people are seeing the ad too often to the point of ad fatigue, you may consider the **Reach** objective.

Quick Tip: Reach will show to as many people in your audience as possible, but you can cap how often your ad shows to a Facebook user by setting the number of impressions every number of days.

Get Seen



If you really want to blast your ad across Facebook, within the Reach objective you can optimize for Impressions, which will deliver your ad as many times as possible.

A screenshot of a Facebook sponsored post. At the top, it says "Suggested Post". The post is from "Airtable" and is marked as "Sponsored". There is a "Like Page" button and a three-dot menu icon. The text of the post reads: "Online events can be managed from multiple locations. 🧑🏻‍💻 🎮 Schedule and track matches, moderators, and staffing with Airtable." Below the text is a large image showing a hand typing on a keyboard with the Airtable logo overlaid. Underneath the image, it says "AIRTABLE.GG" and "Customizable esports tournament planning with Airtable" with a "Learn More" button. At the bottom, there are icons for "Like", "Comment", and "Share", and a small "2" next to the Like icon.

💡 Quick Tip: We recommend only using the Impression optimization for a short period of time, like the weekend before a product is available for purchase to spread the news as much as you can right before. Otherwise, ad fatigue will definitely set in and people will ignore your ad.



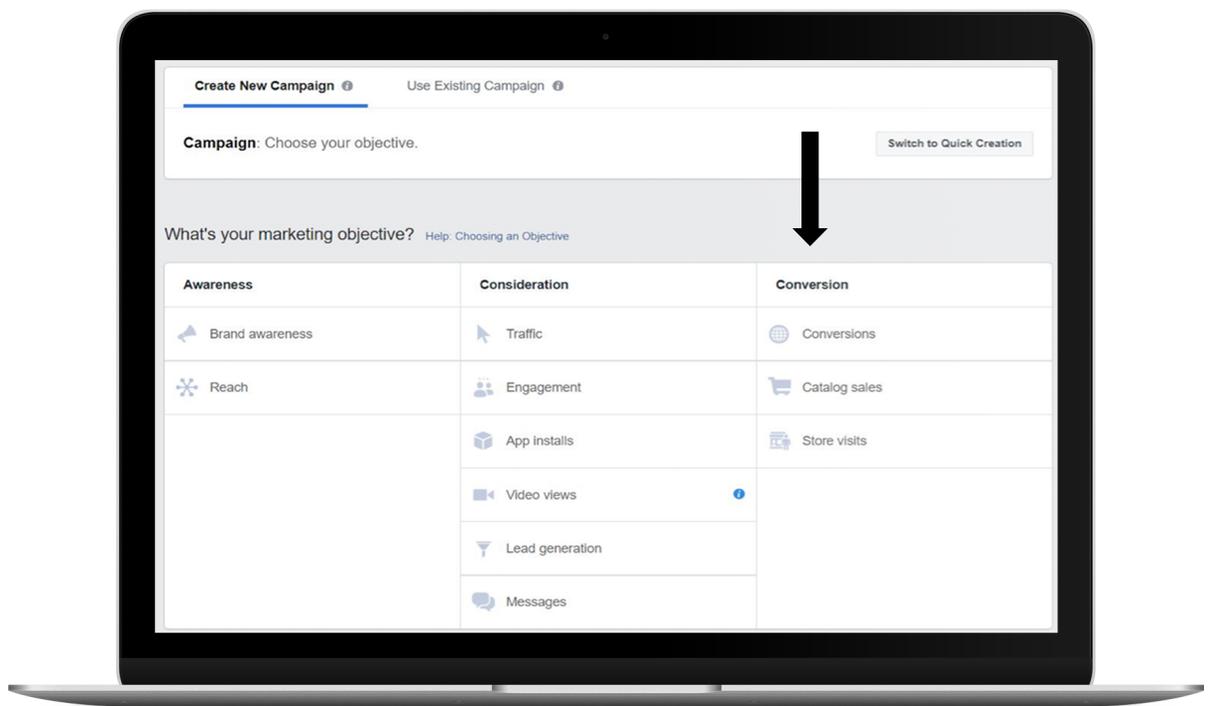
Consideration

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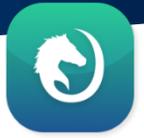
Get Involved



With Consideration objectives, you want people to get involved with your business. They know your Brand; now it is time to get them interested in your product or service.



To help you spend your money efficiently and effectively based on your goal, Facebook provides many ways to optimize to whom they deliver your ad within each Consideration Objective, which you can find at the Ad Set level.



The Traffic Objective

The Traffic objective is all about taking people from your ad to somewhere else via a link. You can send them to your Facebook page, your website, or even your app's store page.

➔ The simplest optimization is Link Clicks, which optimizes to the people most likely to click your link. You can also optimize for Impressions (People see the ad as many times as possible) or Daily Unique Reach (People see the ad once a day).

➔ Recently, Facebook added another Traffic optimization: Landing Page Views. Like Link Clicks, Facebook targets people most likely to click your link, but also people who will wait for the landing page to load. This gives a more accurate measurement of who sees the content you want people to see. This requires the Facebook pixel to be installed on your landing page to track views, which means it is only useful for a traffic ad that sends viewers to your website.

The Engagement Objective

The Engagement objective focuses on the Facebook side of your business. It is broken out into three goals: Post Engagement, Page Likes, and Event Responses.

➔ Post Engagement will target the people most likely to like, share, react, or comment on a post.

➔ Page Likes will target those most likely to Like your Brand's Facebook Page.

➔ Event Responses will target those most likely to respond to an Event Invitation (but don't get too excited; it does not target those most likely to actually attend). Each is also one of the available optimizations at the ad set level.

💡 Quick Tip: Like the Traffic objective, you can also optimize for Impressions (People see the ad as many times as possible) or Daily Unique Reach (People see the ad once a day).



The App Installs and Video Views Objective

The App Installs objective is pretty straight forward: get people to install your app. However, there are some nuanced optimizations within the objective.

- ➔ First, there is App Installs for the people most likely to install your app.
- ➔ If you want to broaden your audience however to get people to just look at information about your app, you can use Link Clicks to drive to either your app's page on your website or the app store page.
- ➔ You can also encourage in-app actions like providing an email address or make a micropayment with the App Events optimization.
- ➔ Lastly, you can show a video ad for your app with 10-Second Video Views.

Suggested Post

 **Global.Poker**
Sponsored · 

Real Poker. Real Winnings. Quick and Secure Cash Outs!



GLOBALPOKER.COM
Global Poker | Making Online Poker Great Again!
Join Global Poker Today! The only social sweepstakes poker room in the US! Play with Gold just for fun or with \$sweeps with fast and secure cash out!

[Play Game](#)

 43 2 Comments 5 Shares 3.5M Views



The App Installs and Video Views Objective (Continued)

The Video Views objective optimizes for a video you have uploaded to Facebook.

Facebook provides two optimizations: 10-Second Video Views and 2-Second Continuous Video Views.

You may be thinking, “Why would I optimize my video for 2-second views when I can optimize for 10-second views?”

➡ The 10-Second Video Views optimization will target people most likely to watch at least 10 seconds (or 97% of a video shorter than 10 seconds) of a video. However, “watching” a video may mean that a person turns on the video but then scrolls away or looks at another browser tab while it is playing. That may not be the most effective use of your video if no one is actively watching it.

➡ That is why Facebook introduced the 2-Second Continuous Video Views optimization. The optimization requires that at least 50% of the video’s pixels are on screen for at least 2 continuous seconds. This gives you a little more peace of mind to pay for views from people you know watched some portion of the ad.

The Lead Generation and Messages Objective

The last two objectives are Lead Generation and Messages.

➡ Lead generation ads provide the Facebook user with a Lead Form that is already populated by the information the user has provided to Facebook. This makes filling out the form, especially on a mobile device, even easier.

➡ With Messages, Facebook optimizes for the people most likely to have a conversation with your business.

With all of these options, you can optimize your Consideration campaigns to almost any need.



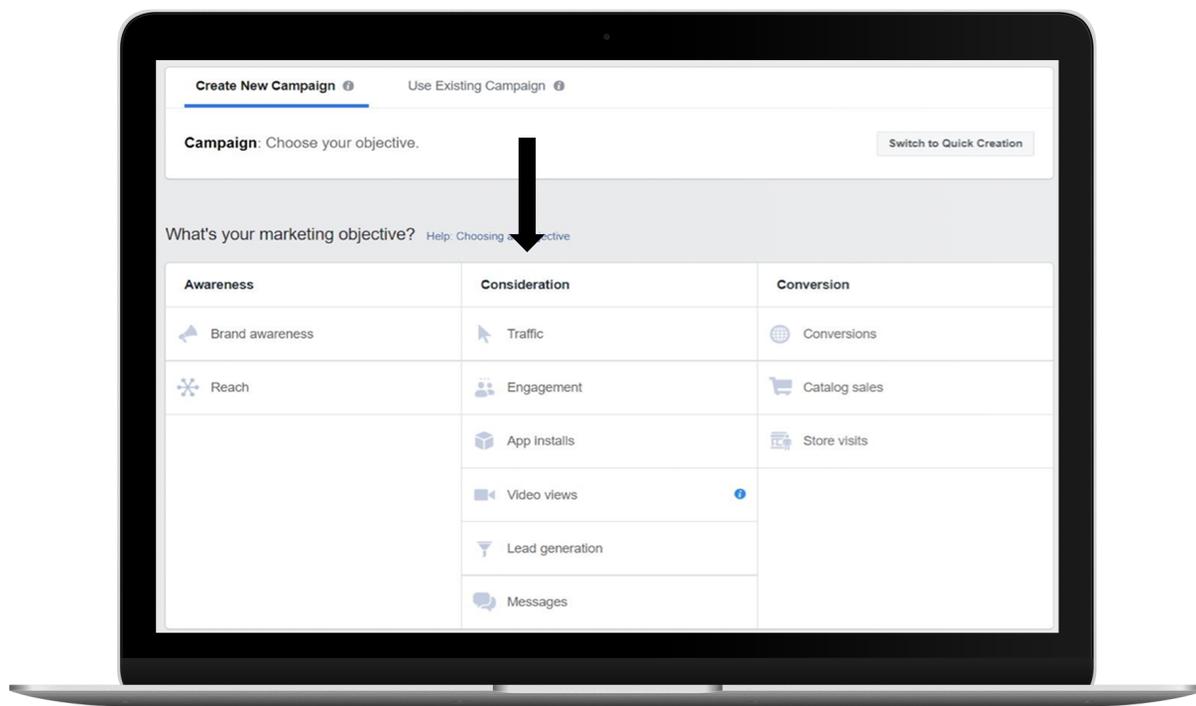
Conversion

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Get Paid



You now have Facebook users that are aware of your brand and are interested in your company. Now, it's time to turn a profit.



With Conversion Objectives, you can use Facebook to drive sales and other valuable actions, or even store visits. However, each of the three conversion objectives requires a little extra work on your part to set up so both you and Facebook can track your conversions for your reporting (and so Facebook can properly optimize).



The Conversion Objective

Facebook requires you to apply a pixel onto the website, app, or messenger where you will be tracking conversions. This pixel is a piece of code that sends information back to Facebook, like:

- ➔ How many conversions came from Facebook,
- ➔ How much you spent to get those conversions,
- ➔ How much revenue you received from those conversions,
- ➔ and a multitude of other metrics that help with optimizing your campaign.

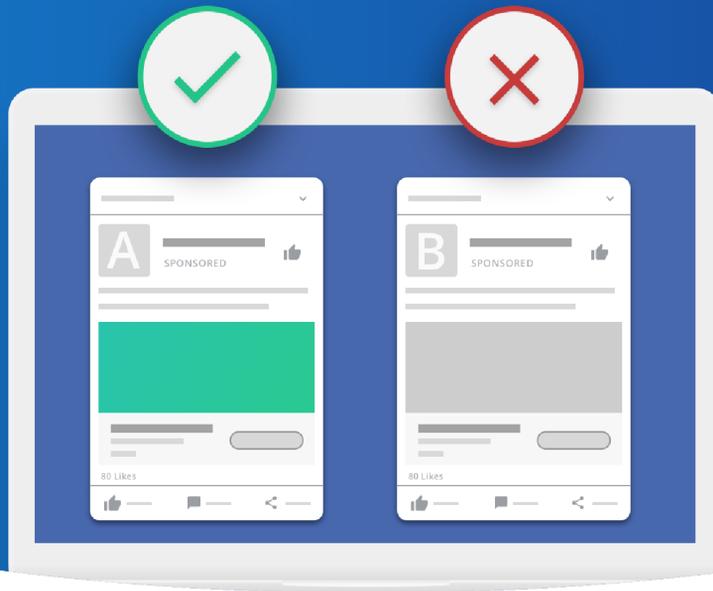
The Catalog Sales Objective

Facebook requires you to create and upload a catalog feed with the products you would like to sell, from which Facebook will create dynamic ads showing your product and allow Facebook users to purchase your products. This catalog feed takes some time to set up, but if you already have a shopping feed from a source like Google, Shopify or WooCommerce, you can connect that feed to Facebook, too. Unlike Google Shopping, however, you can put more than just products in a catalog feed. You can add feeds to manage hotel listings, flights, real estate, and more.

The Store Visits Objective

Facebook requires you to tie your Facebook account to one or multiple physical locations. From there, Facebook offers dynamic ads that show to the people local to your store, as well as offer buttons on the ad for directions or to call your store. Facebook can also track people who visit your location if they have Facebook locations activated on their mobile device. Lastly, Facebook can even apply offline conversions to Facebook to give credit where credit is due. This requires uploading conversion data from an offline conversion API or partner integration.

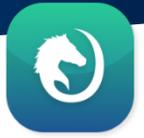
Through it all, Facebook can handle nearly all of your conversion actions. It's up to you to decide which one you want to focus on first.



Making Your Choice

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Creating the Ad



Finally, we have made it to selecting the objective you want to use!

Since Facebook offers so many objectives, which one you choose depends on what you want to accomplish.

Where do you see your brand in the sales funnel?

Within each, you can find the best marketing objective for your brand and work your way down the funnel. You can also start or stop at any point that you are comfortable with, or even run multiple campaigns with different objectives.

When advertising on Facebook, the only limit is your imagination!

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