

The
Marketing
Crowd


Local
Enterprise
Office



HOW TO ADVERTISE ON FACEBOOK AND INSTAGRAM

What We Will Cover

1. **Overview of where your ads can appear**
2. Why you should use the ads tool rather than the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to target your ads
 - Around your town, county, country or multiple countries
 - By Demographics and behaviours
 - By Interests – what people have shown an interest in on Facebook
6. How to turn a post into an ad – step by step
7. How to monitor your ads

When you run an Ad on Facebook, it also goes out on Instagram



When you use the Facebook Ads tool on Facebook.com, your ad will go out on Facebook AND on Instagram

In this course we will be looking at how to do this.

View Facebook and Instagram as 2 places where your ad appears

Example Facebook Ad In Newsfeed

 **CreateStudio**
Sponsored · 

Pro Video Making was Hard... We Fixed It!
 <https://createstudio.com/go/lifetime-deal/> 

 Create UNLIMITED Videos
 Lifetime Software Deal (ONE-TIME Payment ONLY)
 ... See more



CREATESTUDIO.COM 

 Lifetime Software Deal Just \$67! (Usually \$199/year)

  3.1K 488 Comments 441 Shares

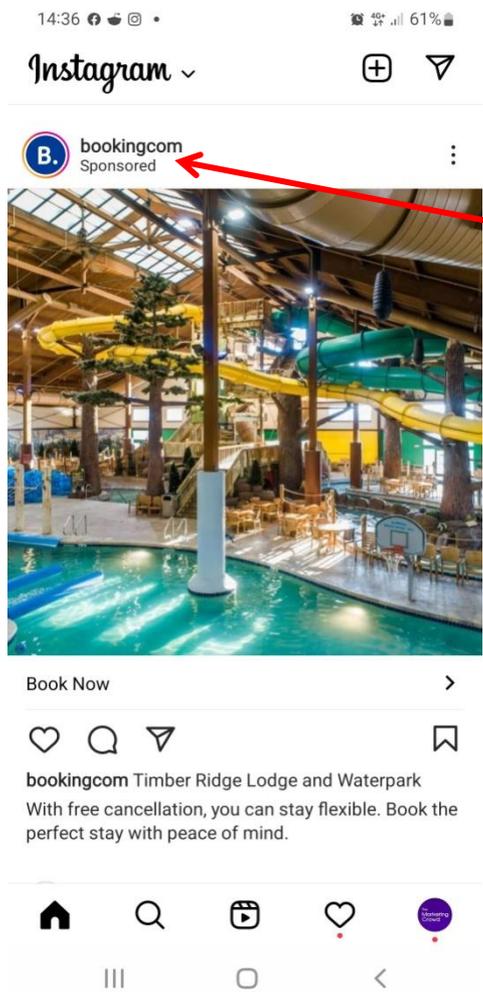
 Like  Comment  Share 

This post appeared in my Newsfeed but I have not liked their page. It appeared because they are running an Ad campaign – specifically, a promoted post campaign

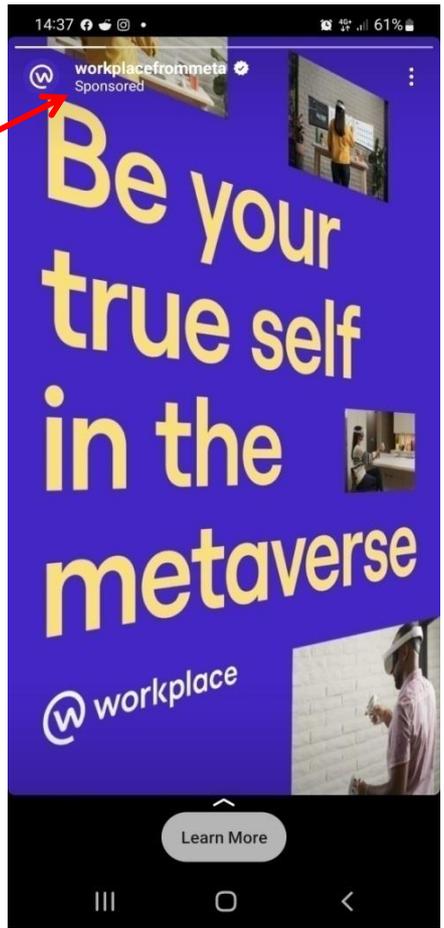
It looks like a post but I can tell it's an Ad because

- It says sponsored in light grey at the top

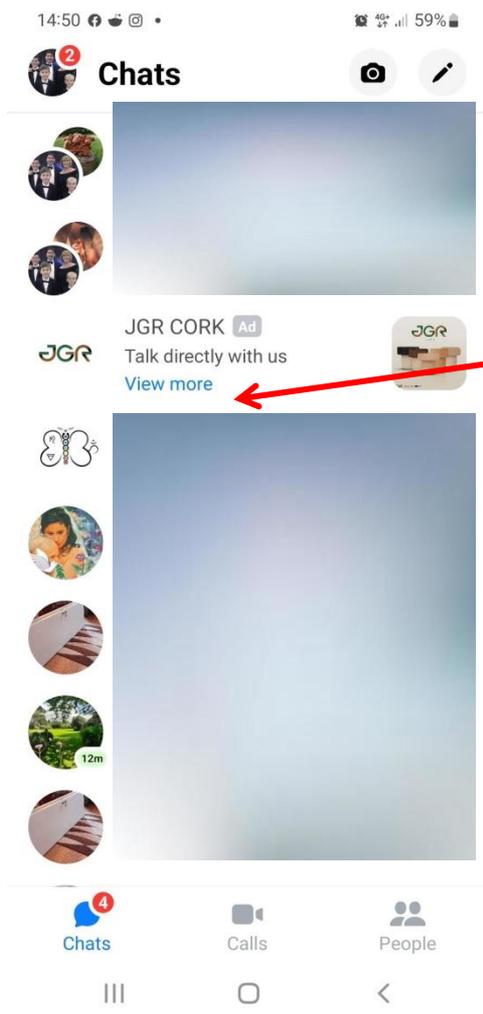
Example ads on Instagram



Ads also appear in the Instagram feed and in Instagram Stories

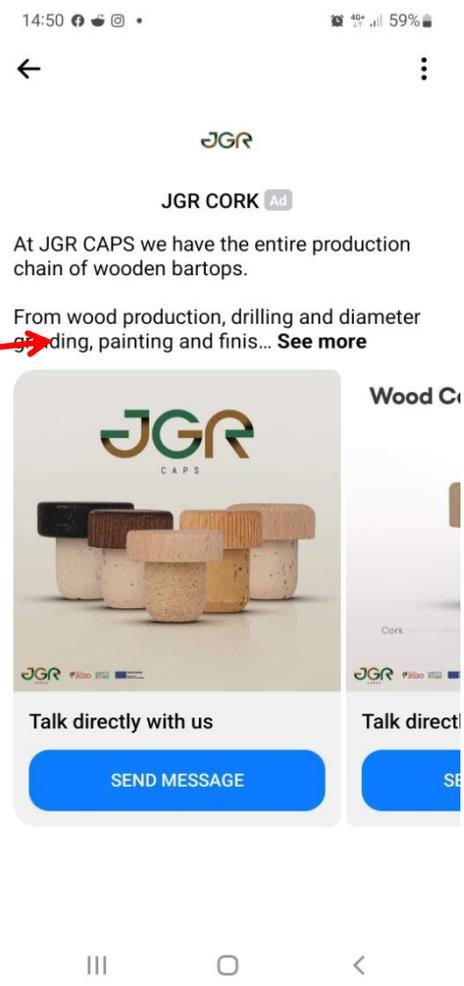


Ads also appear in Messenger



In your messenger inbox you will see an ad in-between chats

When you tap view details you see more information



Ads also appear in 3rd party websites and apps

The screenshot displays the Seattle Globalist website with several ad placements:

- 728x90 - SUPER LEADER:** A large green banner at the top right of the page.
- FULL PAGE:** Two large green vertical banners on the left and right sides of the page.
- WE, THE CHILDREN OF WAR IN SOUTH SUDAN, REJECT THIS WAR:** A large article header with a photo of a child in traditional body paint.
- OPENS UP THEIR HEADS TO THE STAMPEDES:** A small article header with a photo of a man.
- IMMIGRANT SHOP OWNERS DOWNTOWN SAY THEY'RE:** A small article header with a photo of a man.
- HIJAB DAY CELEBRANTS WRITE HOW MUSLIMS FEEL:** A small article header with a photo of a woman.
- LATEST:** A section containing four article thumbnails with titles like "From gangster to breaker to peacemaker, the remarkable life of Big Lazy" and "See the world in a day at FIUTS CulturalFest".
- PERSPPECTIVES:** A section containing two article thumbnails, including "India-born innovator Satya Nadella takes the helm at Microsoft" and "Global food empowerment is on our plates, activists say".
- 300x100 - BANNER:** A green rectangular ad placement in the right sidebar.
- 300x300 - SQUARE:** A larger green square ad placement in the right sidebar.

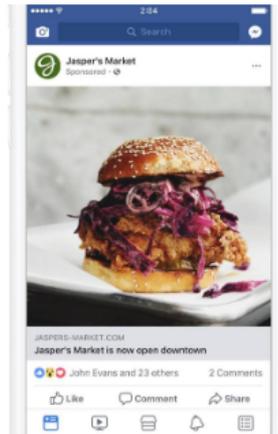
Facebook also has a network of websites and app that ads appear on

A full list of placements – where your ad can appear

Placements

💡 Instagram in-stream video is no longer available as an ad placement. You can run video ads on Instagram using the Instagram Reels placement instead.

▶ Feeds <input checked="" type="checkbox"/>	Get high visibility for your business with ads in feeds
▶ Stories and Reels <input type="checkbox"/>	Tell a rich, visual story with immersive, fullscreen vertical ads
▶ In-stream <input checked="" type="checkbox"/>	Quickly capture people's attention while they're watching videos
▶ Overlay and post-loop ads on Reels <input checked="" type="checkbox"/>	Reach people with sticker, banner or video ads as they watch reels
▶ Search <input checked="" type="checkbox"/>	Get visibility for your business as people search on Facebook
▶ Messages <input type="checkbox"/>	Send offers or updates to people who are already connected to your business
▶ In-article <input checked="" type="checkbox"/>	Engage with people reading content from publishers
▶ Apps and sites <input checked="" type="checkbox"/>	Expand your reach with ads in external apps and websites



Feeds

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

When running an ad you can decide which of these placements you want to keep or remove

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1. The Boost Post Button – on a Facebook Post



When you send out a post from your page on Facebook there will be a Boost post button that allows you to turn the post into an ad

However, not all the targeting options are available and some of the settings result in wastage

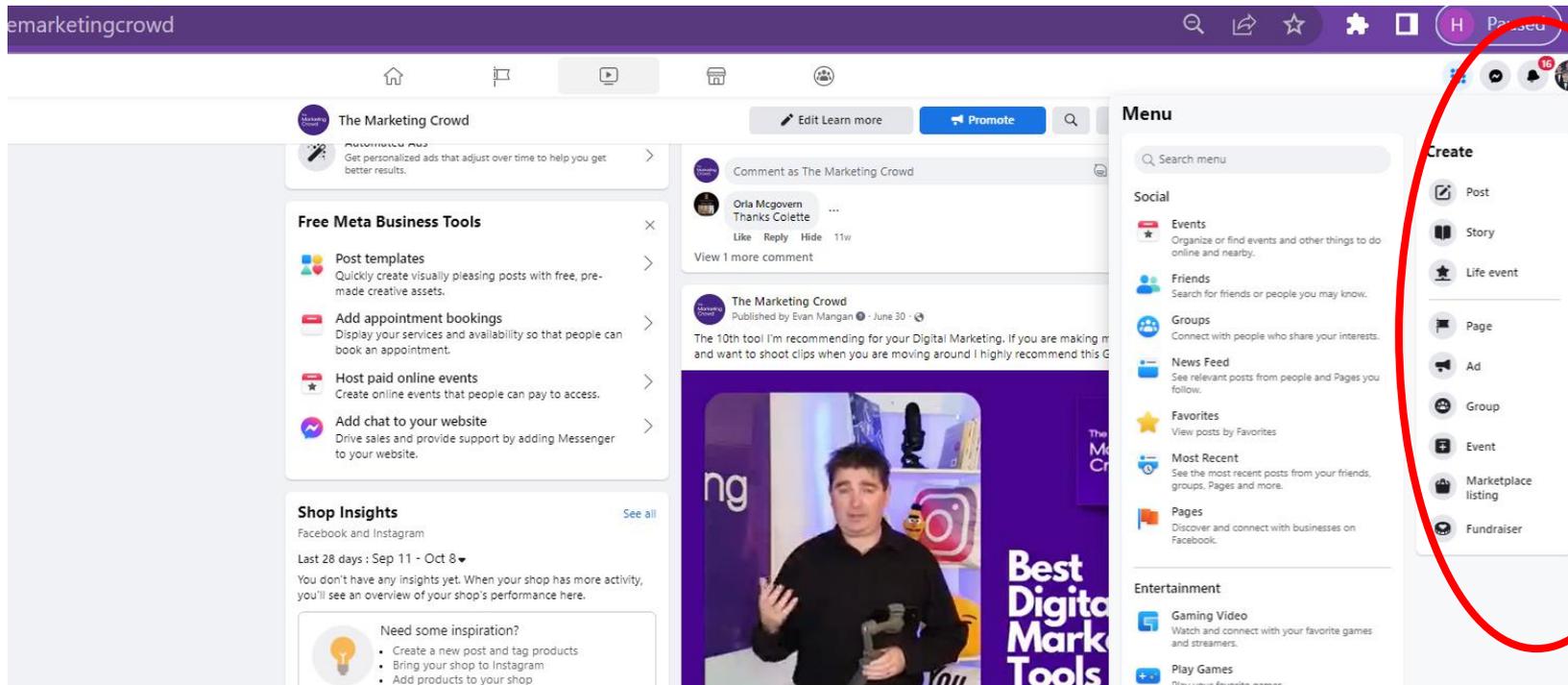
1. The Boost Post Button – on an Instagram Post



When you send out a post from your Instagram account (Business or Creator account) you will see a Boost post button

The targeting options here are VERY limited. You can only target by geography, age, gender and interest

2. The Ads Tool in Ads Manager



If you click on the 9 dots top right (menu) there is the option to create an Ad

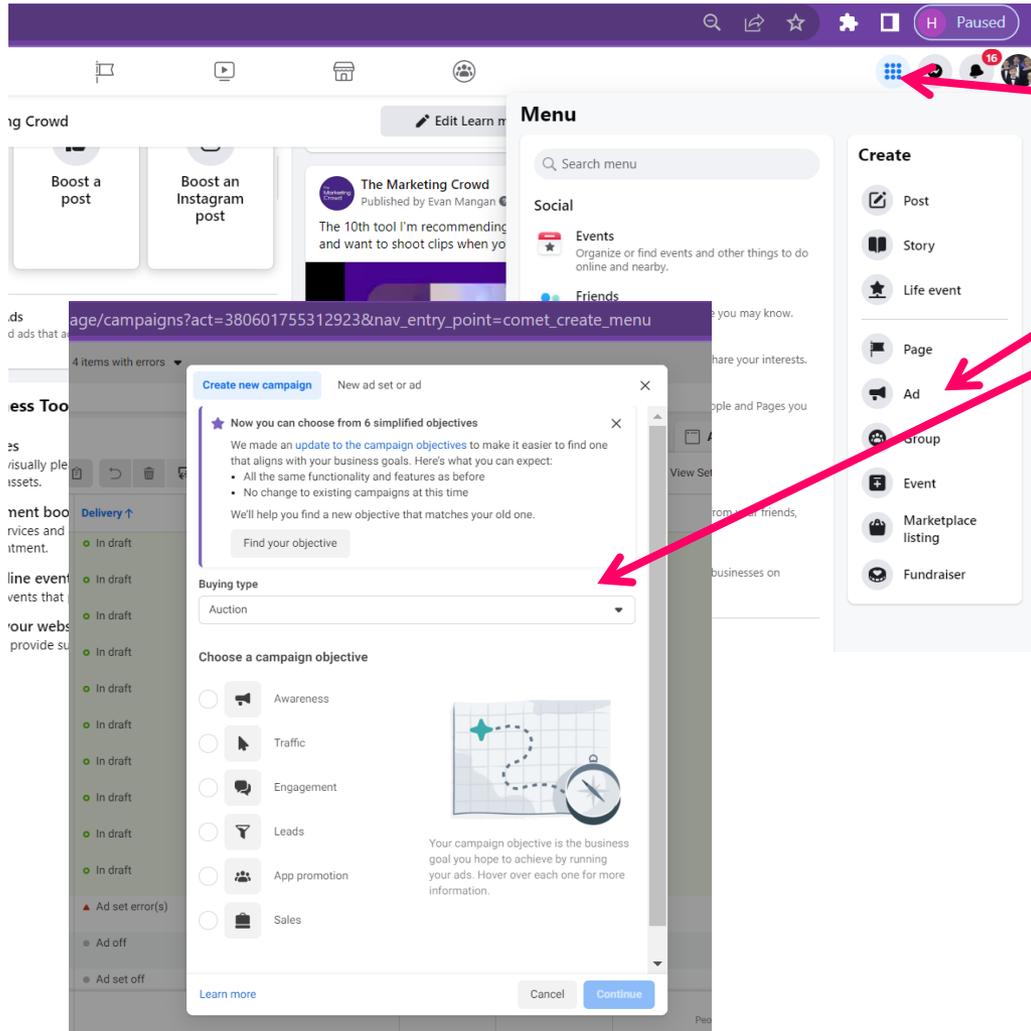
This is the tool that allows small and medium sized business run ads that appear on both Facebook and Instagram but also has

1. All the targeting options
2. Allows you to avoid wastage

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To access the ad creation tool within ads manager

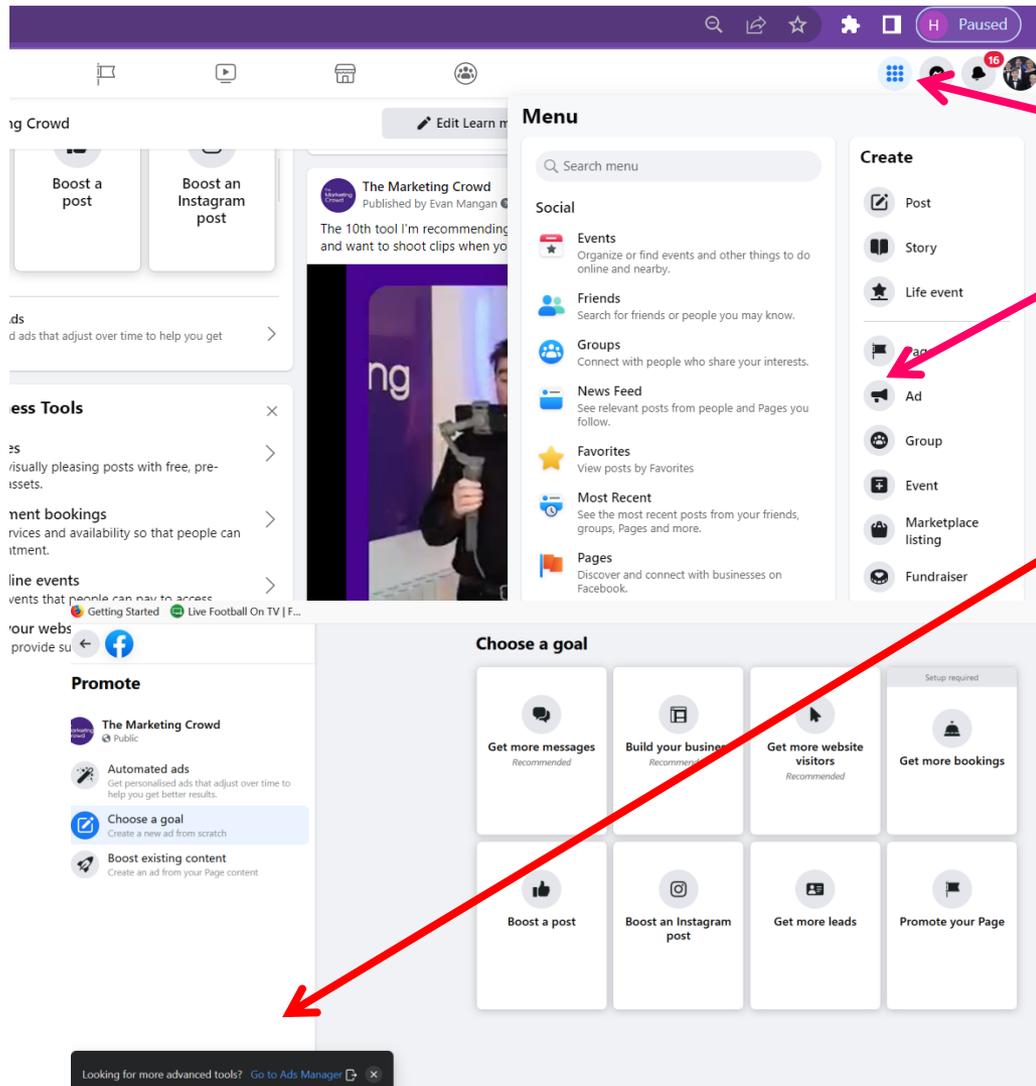


1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It then takes you to the Ads tool

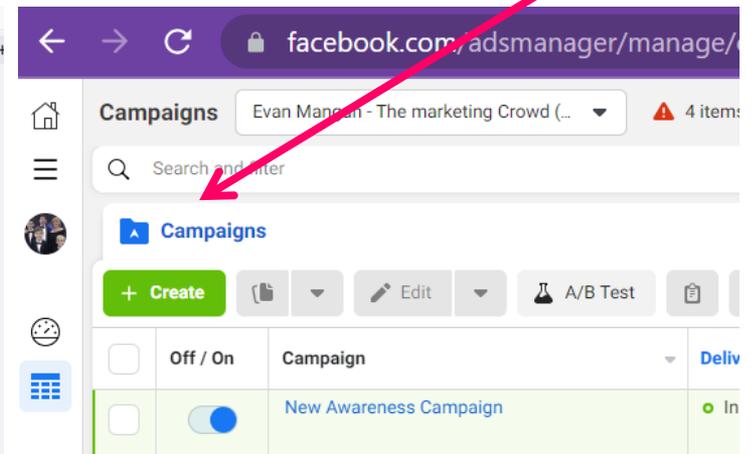
However, if you have never created an ad before this might not work for you. It might take you to their new “very basic” ads area.

If so, see next slide

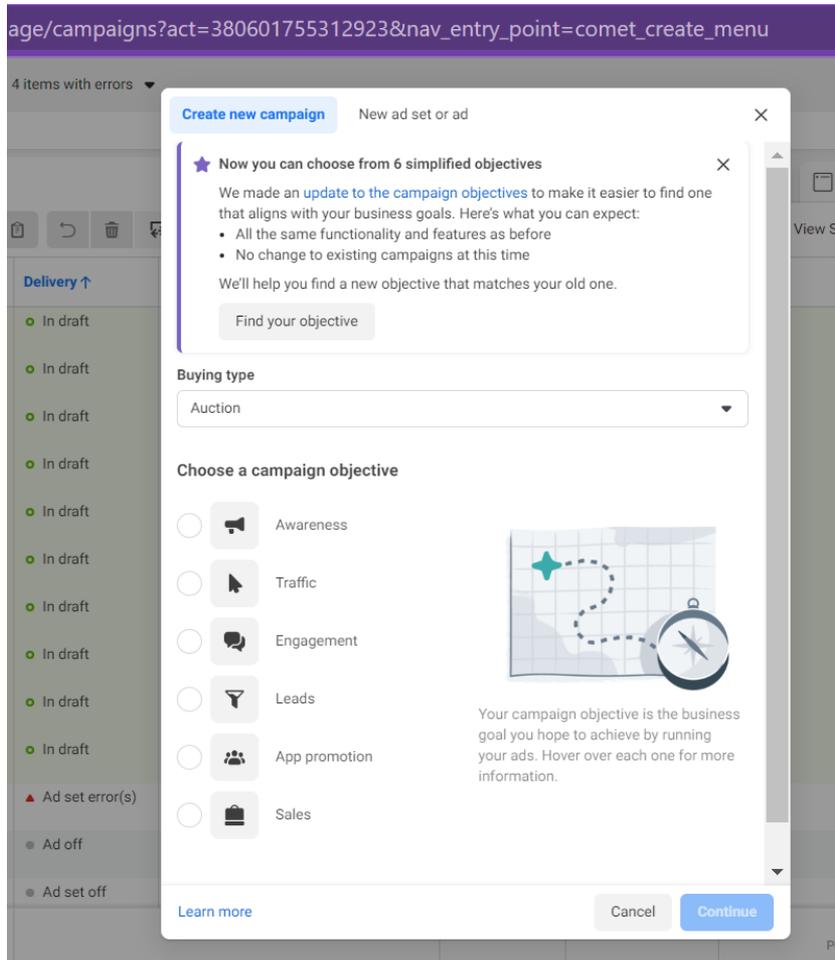
Alternative way to access the ads tool



1. On the top right click on the 9 dots icon
2. Then click on Create Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom left to go to the advanced tool "Ads manager"
4. Then in Ads manager click the green Create button.



They will ask you what is your main objective



You start an Ad campaign by deciding what your objective is

Select an objective to see the available conversion location and event options for each:

Awareness: Show your ads to people who are most likely to remember them.

Traffic: Send people to a destination, like your website, app or Facebook event.

Engagement: Get more messages, video views, post engagement, Page likes or event responses.

Leads: Collect leads for your business or brand.

App Promotion: Find new people to install your app and continue using it.

Sales: Find people likely to purchase your product or service.

You can control how much you spend on your ads

Budget & schedule

Budget ⓘ

Daily Budget ▼ €20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Oct 9, 2022 7:15 AM
Pacific Time

End · Optional

Set an end date

You can specify either a daily budget or a total lifetime budget you want to spend.

If you select to use a total lifetime budget, Facebook could spend most of it in the first few days. If you choose daily budget it will spend up to that amount each day

You can also set a start and end date

You can target people in lots of powerful ways

Custom audiences Create new ▾

🔍 Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

🟢 Ireland

🟢 Include ▾ 🔍 Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting ✦

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Show more options ▾](#)

Save this audience

You can target by:

- Country and area within a country.
- Whether some lives in the area or is visiting (Tourist)
- Age and gender.
- Precise interests
- Broad Category of interests
- Whether people are connected to your page
- Interested in
- Relationship status
- Languages
- Education
- Workplace

There are also advanced targeting techniques



You can target by:

- Whether someone visited your website recently
- Whether they engaged with your profiles, posts or ads on Facebook or Instagram
- Whether they are very similar to the people who already like your page, or have visited your website.

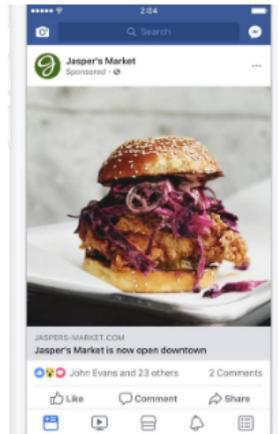
We will look at these in more detail later in the course

You can choose where your ads will appear

Placements

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<input checked="" type="checkbox"/>	Search	Get visibility for your business as people search on Facebook
<input type="checkbox"/>	Messages	Send offers or updates to people who are already connected to your business
<input checked="" type="checkbox"/>	In-article	Engage with people reading content from publishers
<input checked="" type="checkbox"/>	Apps and sites	Expand your reach with ads in external apps and websites



Feeds

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

You can choose to have your ad appear

- In the desktop newsfeed (PCs and laptops)
- In the mobile newsfeed (Facebook mobile app)
- On the right hand side of the newsfeed
- In Facebook partner mobile apps (A network of 3rd party apps)
- On Instagram

You can also switch any of these off i.e. You might want to have your ad appear in the Newsfeeds but not on the right hand side of the newsfeed or in partner mobile apps

You can choose a post to send out as an ad or design one from scratch

Identity

Facebook Page

Instagram account ⓘ

Branded content
Opt in to Branded Content tools. If this post features a third-party brand or product then you must tag your business partner's Page. [See branded content policy](#)

Ad setup 💡 See recommendati...

Create ad

Use existing post

Use Creative Hub mockup

Catalog ↗
Automatically use media from your catalog. We'll show each person the catalog items they're most likely to engage with.

You can choose which page or Instagram profile you want the ad to go out from

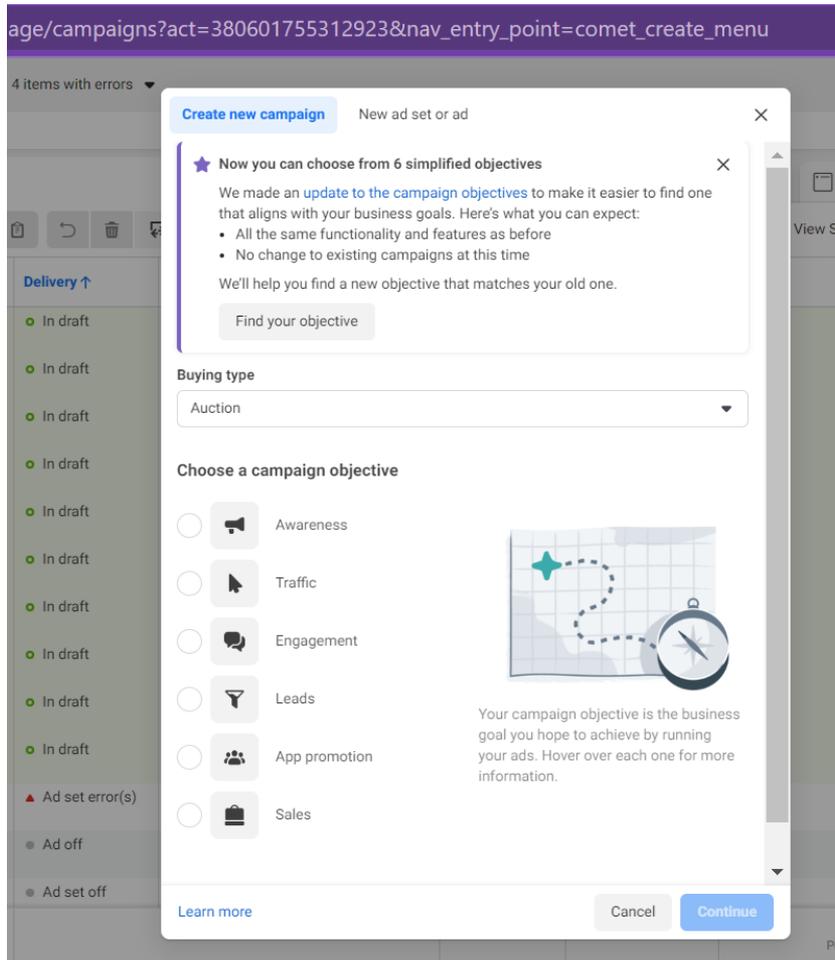
You can choose to use a previous FB post or Instagram post as the ad

Or you could choose to design it from scratch.

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Which campaign objective will you choose?



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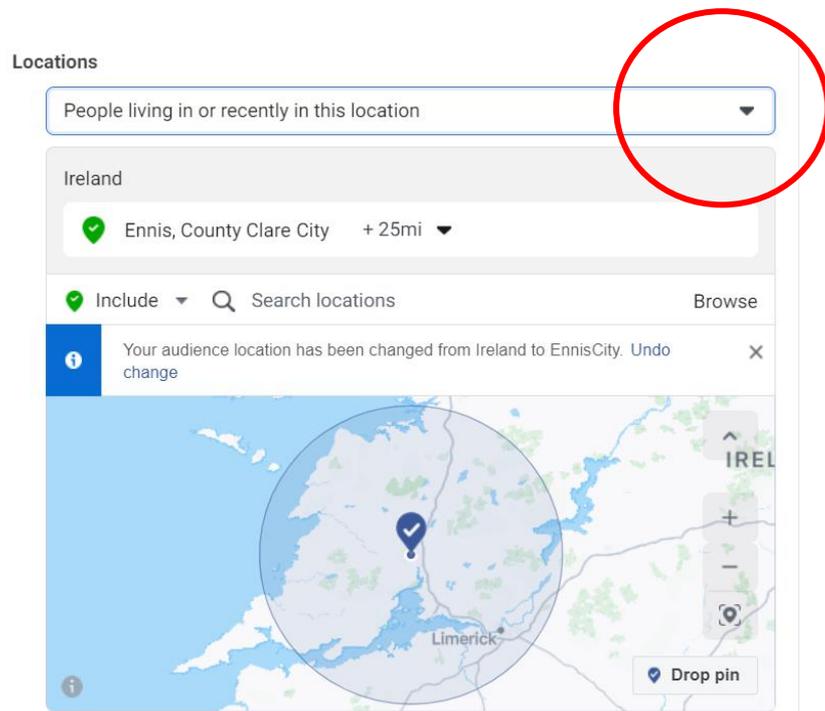
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How to target Geographically



You can ..

- Choose a region e.g. Worldwide or Europe
- Choose a country or Multiple countries
- Choose a county or a multiple county
- Choose a town within a country or multiple towns
- Choose a radius distance from a town
- Choose people who live in the location or who are visiting the location

This is mainly based on someone's phone GPS

Ensure you change the drop down from Living or Recently here to "Living Here" or "Visiting Here"

"Recently here" includes a lot of wastage.

How to target by Age and Gender

Age

18 ▼ 65+ ▼

Gender

All Men Women

You can ..

- Target people by age range – from 13 to 65+
- Target people by gender

This information is provided by everyone when joining Facebook.

How to target by Demographics

Detailed targeting

Include people who match ⓘ

🔍 Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Ta

Reach **people**
performance.

▼ Demographics ⓘ

- ▶ Education
- ▶ Financial
- ▶ Life events
- ▶ Parents
- ▶ Relationship
- ▶ Work

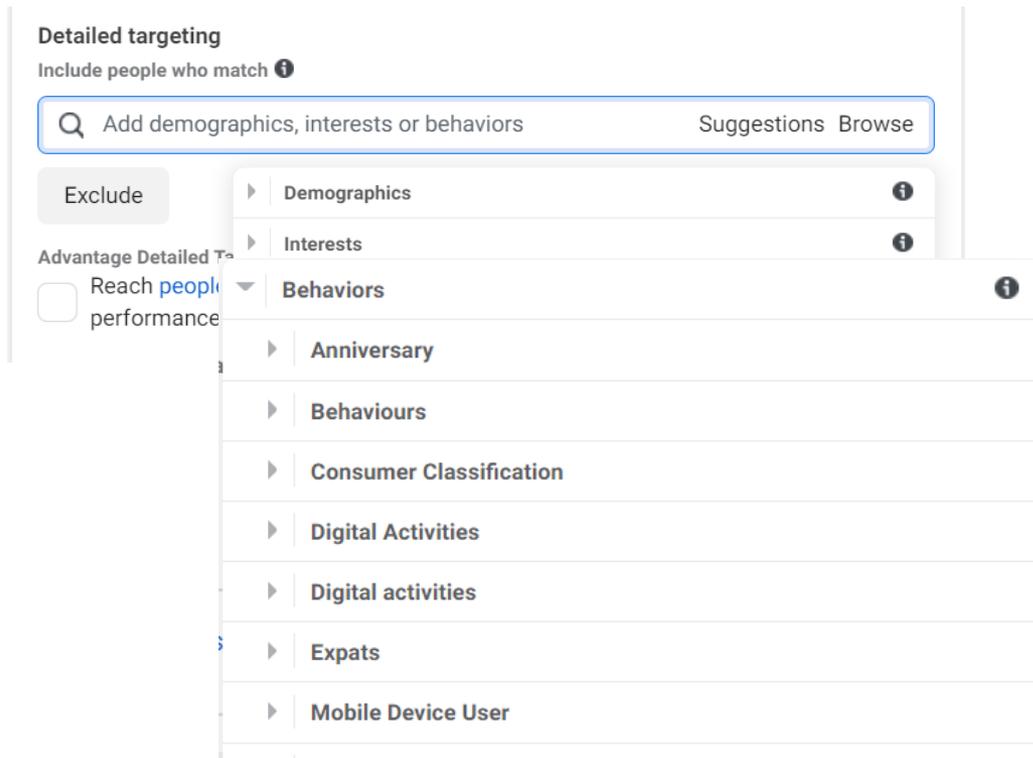
Key Point:

Demographics are based on what people put in the About section of their profile

- Target people by relationship status (single, engaged, married)
- Target people by education (schools / colleges)
- Target people by Job title
- Target people by life events (married 3 months, 6 months)
- Target people who are parents or have kids of a certain age

- You really want to have more than 1-2K people in your target audience in order for it to be cost effective and to see results.
- If your geographic targeting is narrow eg. living within 15 miles of Ennis, you are highly unlikely to have over 1,000 people in your audience.
- If you find a good targeting option, consider increasing your geographic targeting to get more people.

How to target by people's Behaviour

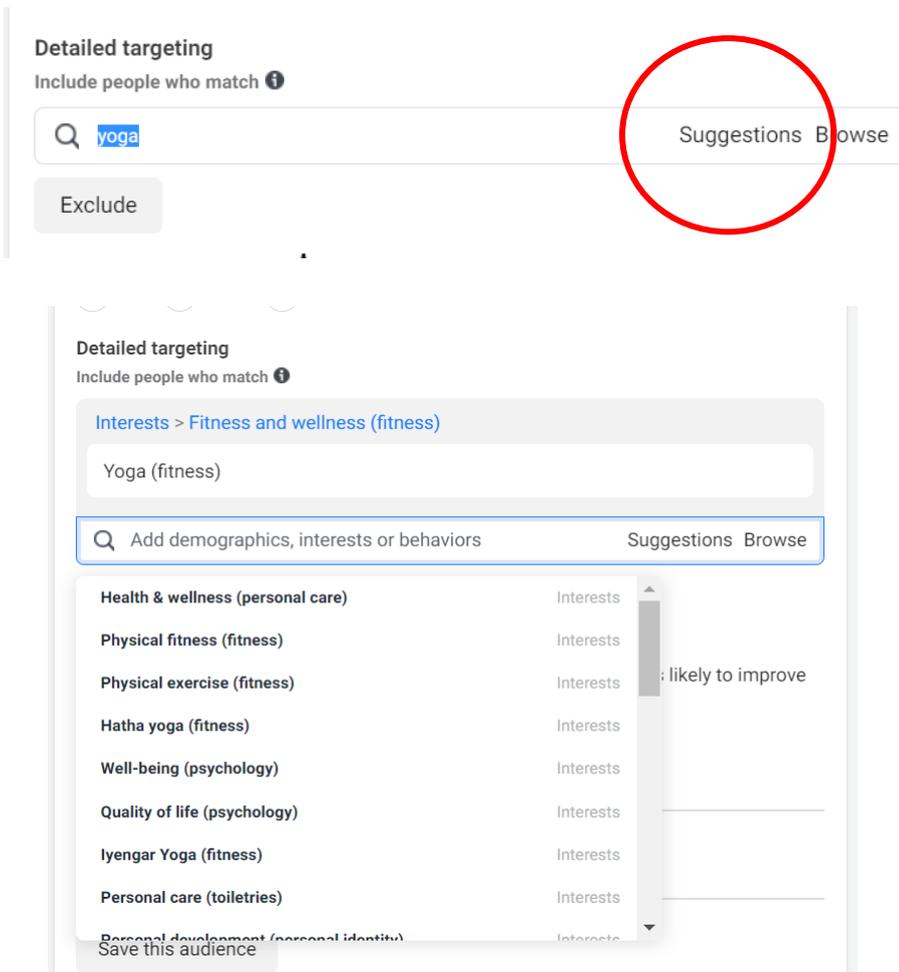


Behaviours are what Facebook has observed about us.

You can target someone based on ..

- Travel habit – frequent international travellers
- Whether they are an ex pat
- Whether they manage a Facebook page
- Whether they are an early adopter of technology

How to target by people's Interests



Interest targeting is one of the most powerful elements of Facebook Advertising because you can target people based on what they have shown an interest in on Facebook and outside of Facebook. Eg. The pages they have liked or the ads they have clicked on or sites they have visited.

Step 1: Search by topic

For example, if you are a yoga business, search for Yoga and choose Yoga - interests or something else from the dropdown.

Then click on Suggestions and it will show you what other topics the people who like Yoga have shown an interest in. This should give you more targeting ideas

How to target by people's Interests

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggestions Browse

Exclude

Narrow Audience

Detailed targeting

Include people who match ⓘ

Interests > Additional interests

Brown Thomas (retailer)

Q Add demographics, interests or behaviors

Suggesti

Harvey Nichols (retailer)	Interests	▲
Selfridges (retailer)	Interests	
Harrods (retailer)	Interests	: liked
House of Fraser (retailer)	Interests	
Marks & Spencer (retailer)	Interests	
ASOS.com (apparel)	Interests	—
Debenhams (retailer)	Interests	
Online shopping (retail)	Interests	—
Debenhams (retailer)	Interests	▼

Save this audience

Step 2: Search for people who have liked a big page

You can also target people who have shown an interest in (liked the page or clicked on ads) a big brand, famous people, magazines and events that your target audience would be interested in.

For example. I want to target people who have an interest in High end ladies fashion so I can search for Brown Thomas. It comes up as an option so select it. Now click suggestions and you are shown all the other big pages these people have also liked

Note – unfortunately not all pages will appear so you might not be able to target some of your competitors followers.

Also, think like a sniper rather than a machine gun



Try not to target EVERYONE in the same ad.

Ask yourself are there distinct audiences that I should tailor the image and text to in order for it to resonate with them?

Eg. As a sports physio, don't target people interested in running swimming and cycling with the one ads. Create 3 ads with an image relevant to each audience and text that speaks to them

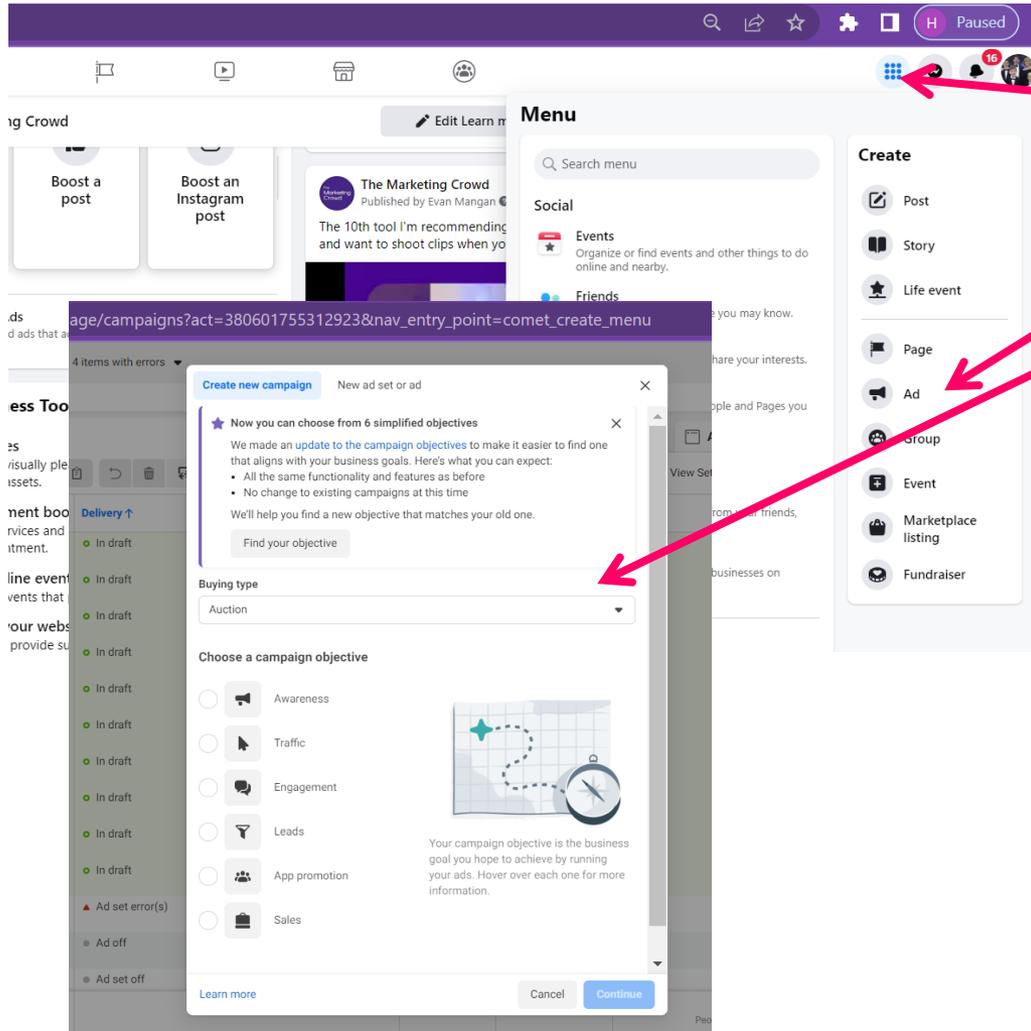
Eg. As a gym – don't target everyone over 18 within 5 miles who is interested in fitness

Target guys 18-30 with an image of a ripped guy plus benefits that will resonate with them, women 18-30 with an image of a toned young woman plus relevant text, guys over 40 with a relevant image and women over 40 with a relevant image

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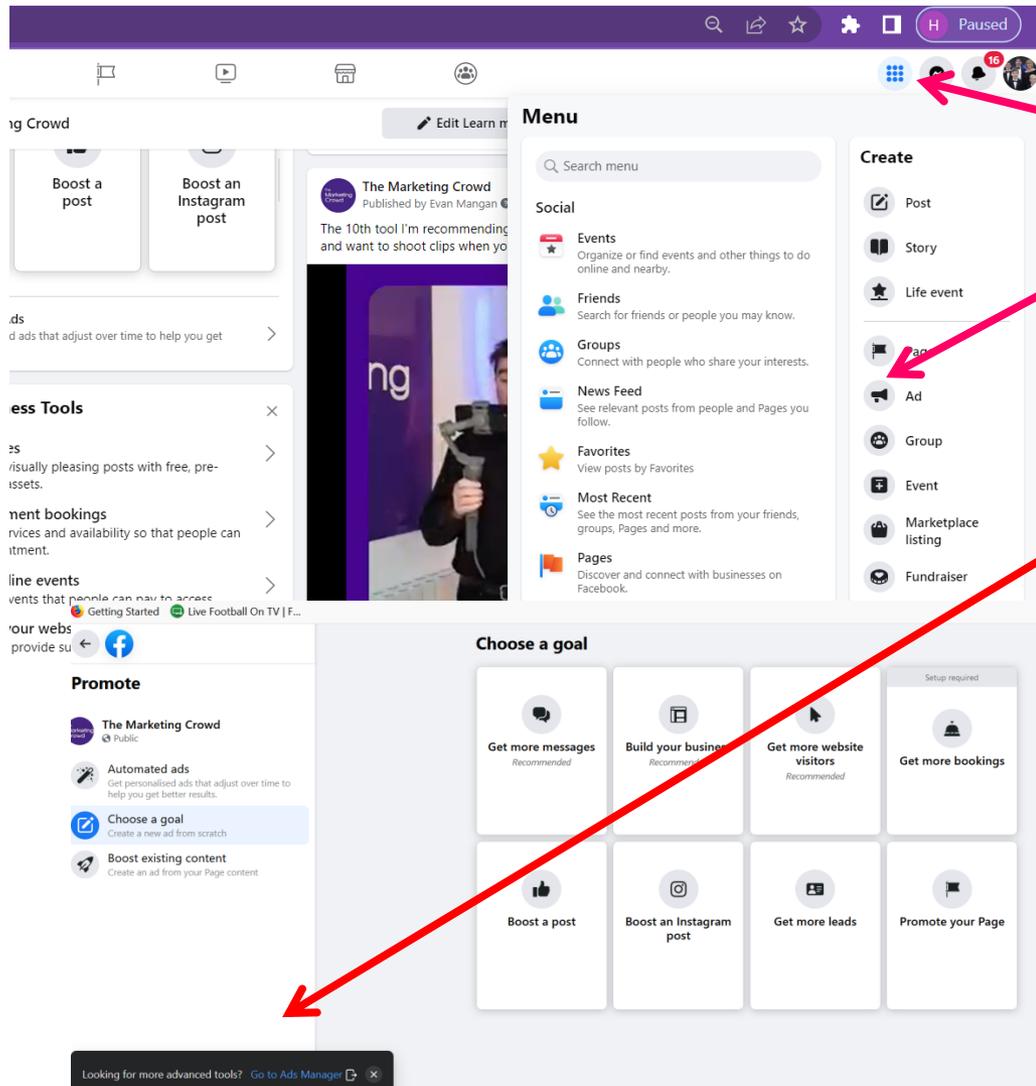


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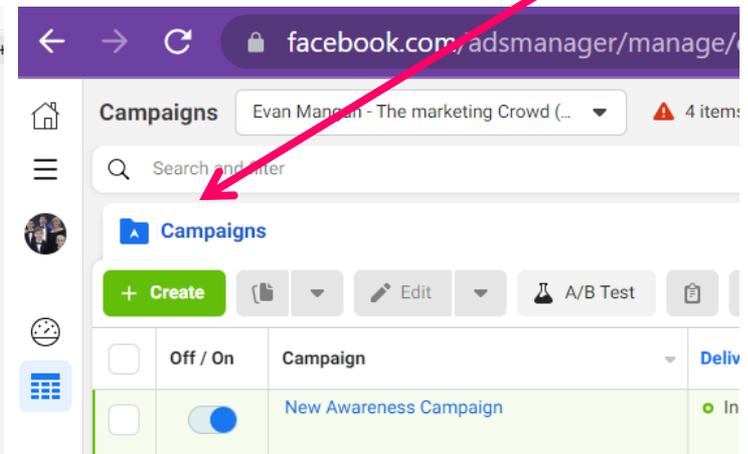
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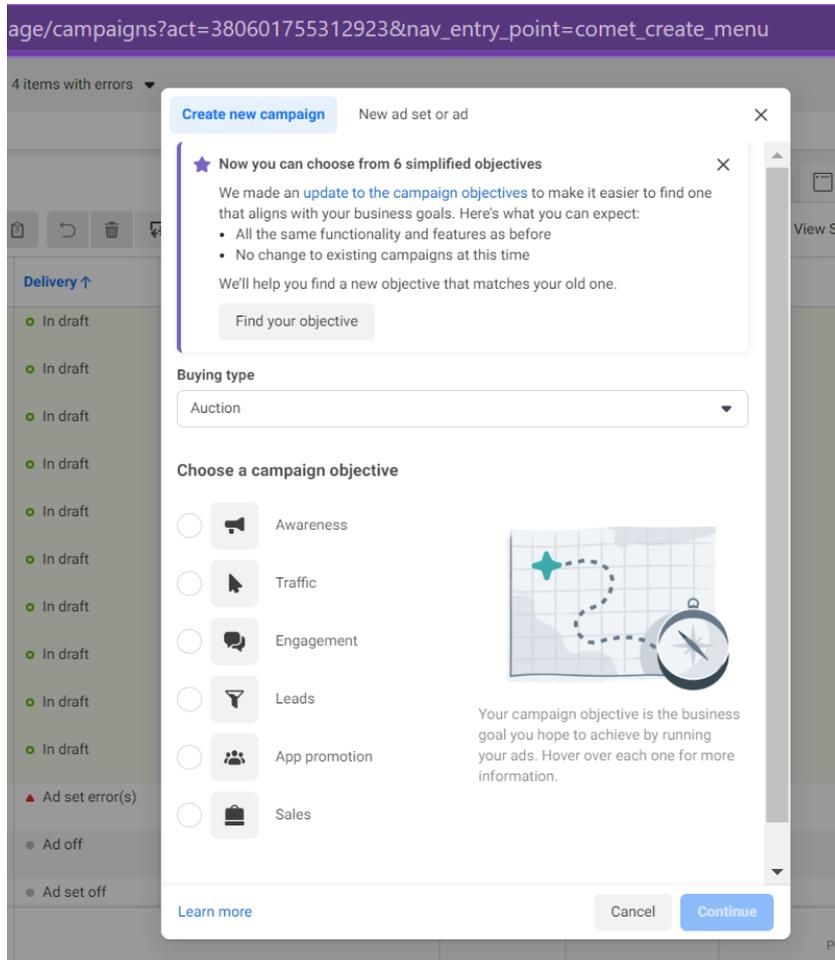
Alternative way to access the ads tool



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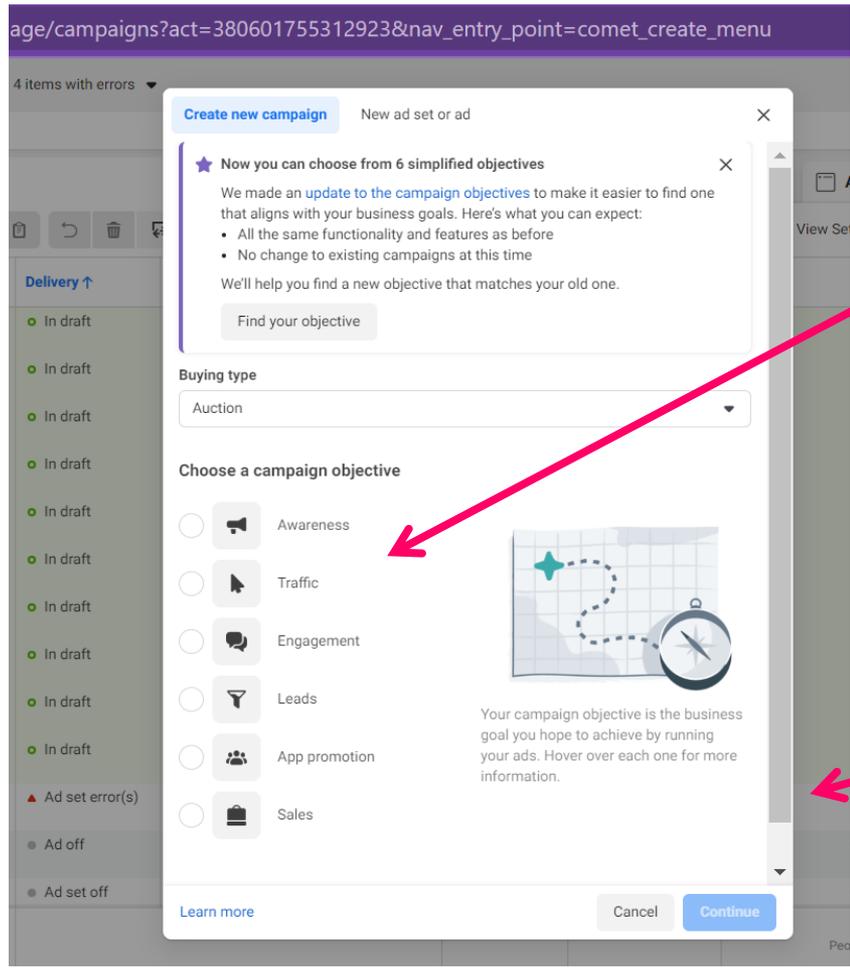
They will ask you what is your main objective



You start an Ad campaign by deciding what your objective is

- Do you want to drive traffic to your website?
- Do you want to drive traffic to you site PLUS measure how many sales or enquiries or downloads you achieved from the ad campaign?
- Do you want more people to see your FB page post?
- Do you want to get more likes for your page?

How to create an ad campaign



Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement

Click on “continue”

How to create an ad campaign

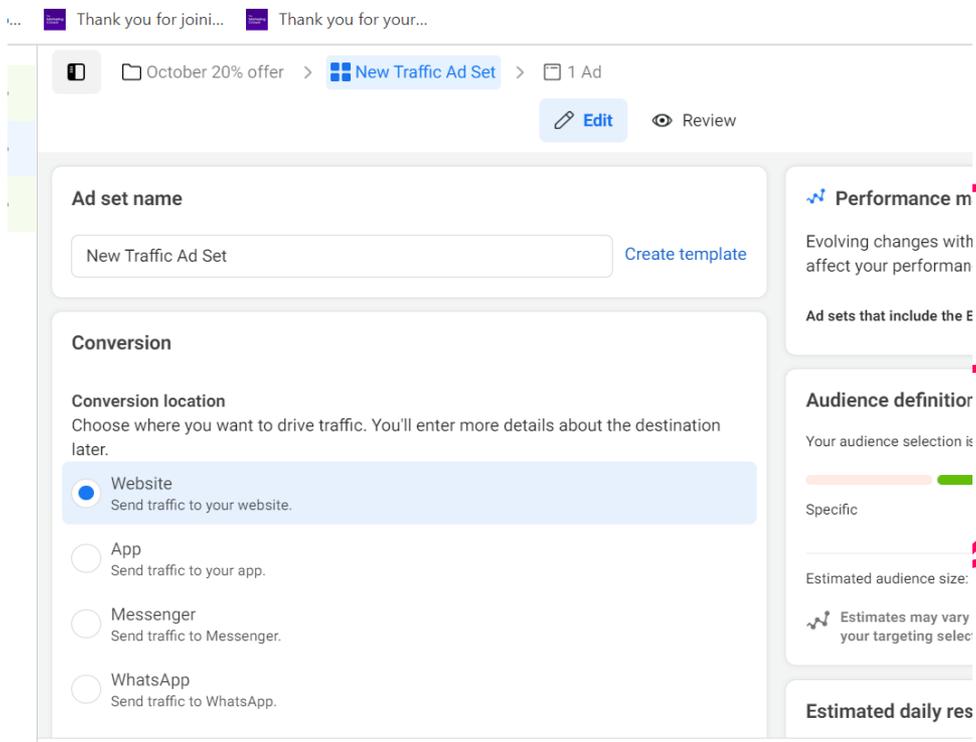
The screenshot shows a form for creating an ad campaign. It is divided into three main sections: 'Campaign name', 'Special Ad Categories', and 'Campaign details'. The 'Campaign name' section has a text input field containing 'October 20% offer' and a 'Create template' link. The 'Special Ad Categories' section includes a 'Categories' dropdown menu currently set to 'No categories declared'. The 'Campaign details' section shows 'Buying type' as 'Auction' and 'Campaign objective' as 'Traffic'. At the bottom left, there is a 'Close' button and a status message 'All edits saved'. At the bottom right, there is a blue 'Next' button. Three red arrows point from the text on the right to the 'Campaign name' input, the 'Categories' dropdown, and the 'Next' button.

Important – Give your campaign a name you will recognise. Type in a name

You can skip these options

Click on Next

How to create an ad campaign

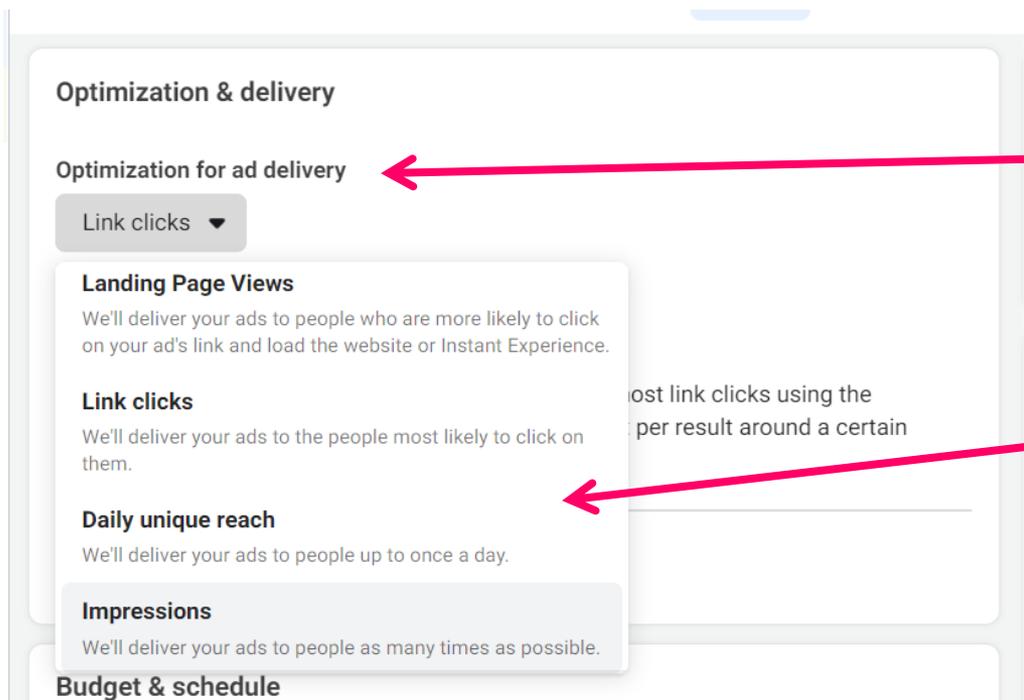


In the level 2 course we cover how to structure your campaign with multiple adsets. You can type in the name of who you are targeting here. If you are not targeting multiple adsets you can leave this

Where do you want to drive traffic to?

Your website?
Your App?
To Messenger so people can message you?
To WhatsApp?

How to create an ad campaign



There will be a built in optimisation in your campaign. This means Facebook will try to put your ads firstly in front of the people in Your target audiences that are likely to Perform an action

Landing page views – based on previous Actions, Facebook believes the person will Not only click but is likely to also wait Around for the Page to load

Link Clicks – people who are likely to click
Daily unique reach – your ad will appear in front of people only once a day

Impressions – it could appear in front of people many times

How to create an ad campaign

Budget & schedule

Budget ⓘ

Daily Budget ▼ €20.00 EUR

You'll spend up to €25.00 on some days, and less on others. You'll spend an average of €20.00 per day and no more than €140.00 per calendar week. [Learn more](#)

Schedule ⓘ

Start date

Oct 12, 2022 6:25 AM
Pacific Time

End · Optional

Set an end date

Step 1: Decide how much you will spend per day and for how long you will run the campaign for

How to create an ad campaign

The screenshot shows the 'New Traffic Ad' configuration interface. The top bar is green and contains the text 'New Traffic Ad' and a three-dot menu icon. The main content area is white and contains three sections:

- Audience controls** (checked): Set criteria for where ads for this campaign can be delivered. [Learn more](#)
 - * Locations
 - Location:
 - Ireland
 - [Show more options](#)
- Advantage+ audience** (checked, Recommended): Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritize audiences matching this profile before searching more widely. [Learn more](#)
 -
 - [Switch to original audience options](#)
- Beneficiary and payer** (checked): Beneficiary and payer information is required for ads with audiences in the European...

At the bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'.

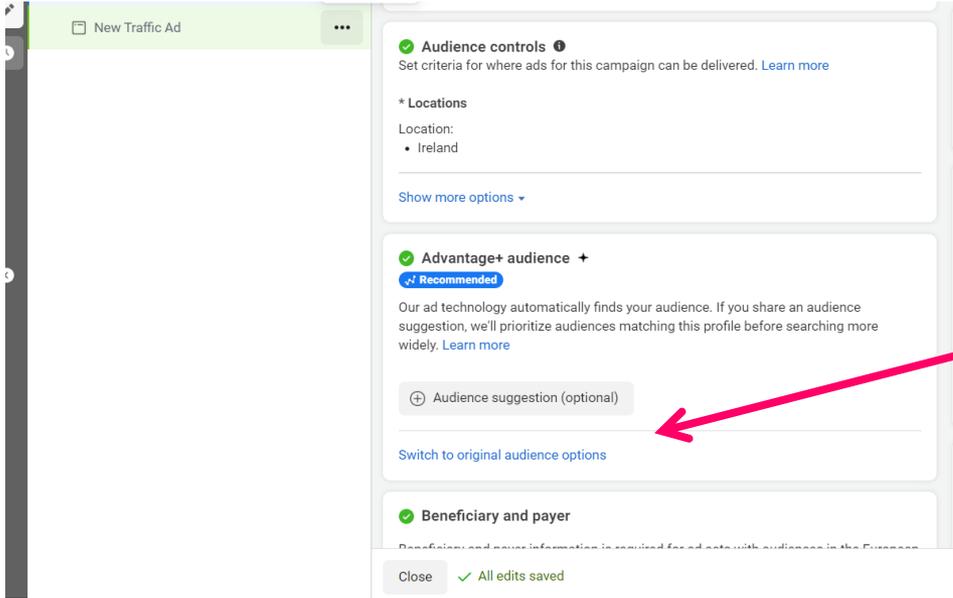
Step 2: Choose the people you want to target.

Option1 – Based on Advantage + targeting

Meta is rolling out the option to have their AI do a lot of the targeting for you. You give it an idea of what you want but you then give it the ability to find other people who it thinks will respond to your ad

1. Choose a location eg. Ireland or Kerry
2. Click show more option and you can exclude people in your custom audiences eg. Your web visitors or followers
3. Then click on audience suggestions. Here you can specify an age range and some demographics, interests / behaviours

How to create an ad campaign



Step 2: Choose the people you want to target.

Option 2 – If you don't want to use Advantage+ you can take full control of the targeting. Just click "switch to original audience options"

How to create an ad campaign

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

[Create new audience](#) Use saved audience ▾

Custom audiences Create new ▾

Q Search existing audiences

Exclude

Locations

People living in or recently in this location ▾

Ireland

✓ Ireland

✓ Include ▾ Q Search locations Browse

[Add locations in bulk](#)

Age

18 ▾ 65+ ▾

Gender

All genders

Detailed targeting

Include people who match ⓘ

Q Add demographics, interests or behaviors Suggestions Browse

Exclude

Advantage Detailed Targeting +

Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

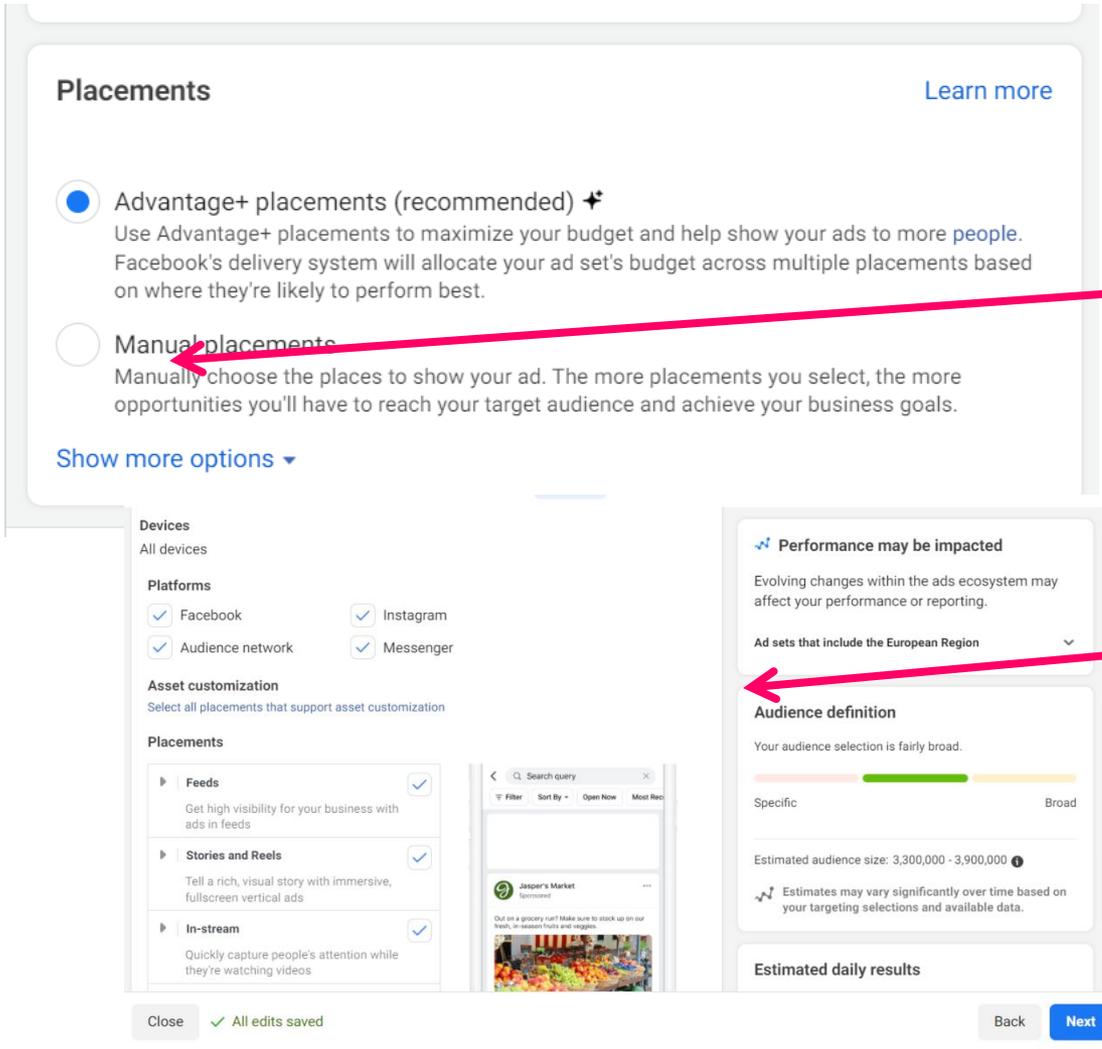
Target by...

Location

Age & gender

Interests / Behaviours / Demographics

How to create an ad campaign



Step 3: Decide where You want your ad to appear.

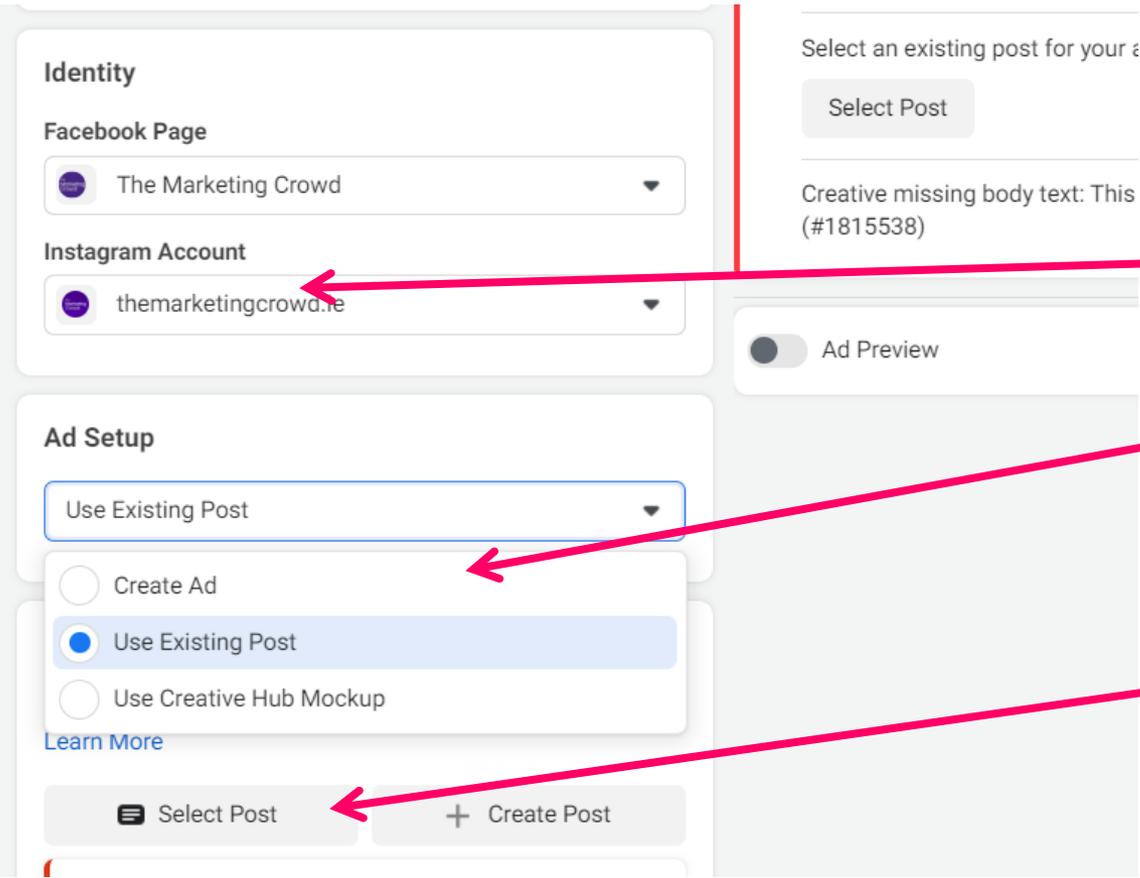
To view your options click on Manual Placements

You can now see that your ad will go out on Facebook, Instagram . Messenger and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future Campaigns However I untick audience Network

Click next

How to turn a post into an ad that goes out on Facebook & Instagram



Step 4: Choose from the dropdown a post that you want to turn into an ad

Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

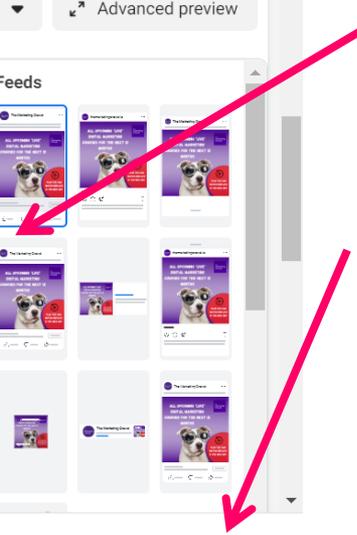
Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot displays the Facebook Ad Manager interface. On the left, the 'Ad setup' section includes a dropdown for 'Use existing post' and a checkbox for 'Multi-advertiser ads'. Below that, the 'Ad creative' section provides instructions on media and text customization. The main area features an 'Ad preview' toggle and a 'Share' dropdown. A large preview window shows a Facebook post for 'The Marketing Crowd' with a video thumbnail of a dog wearing sunglasses. To the right of the preview is a 'Feeds' grid showing how the ad appears in various placements. At the bottom, there is a 'Close' button, a status indicator 'All edits saved', and 'Back' and 'Publish' buttons.

You can preview how it looks in different Placements

When you are ready to place order click the green button



What We Will Cover

1. Overview of where your ads can appear
2. Why you should use the ads tool rather the Boost post button
3. How to get to the ads tool (And why you might find it tricky to find)
4. Which campaign objective should you choose?
5. How to target your ads
 - Around your town, county, country or multiple countries
 - By Demographics and behaviours
 - By Interests – what people have shown an interest in on Facebook
 - Who has engaged with you on Instagram and Facebook
7. How to monitor your ads

How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there is a 'Campaigns' header with a '1 Selected' filter. Below this is a toolbar with buttons for '+ Create', 'Duplicate', 'Edit', and various utility icons. A 'Rules' dropdown menu is also visible. The main content area is a table with the following data:

<input type="checkbox"/>	Campaign Name	Results	Reach	Cost per Result
<input type="checkbox"/>	Upcoming DMS live courses (cc)	43 Link Clicks	2,901	€0.78 Per Link Click

When you create an ad, within ads Manager you can see the results

You are told how many people you reached and what the cost per result was e.g. CPC

How your campaign results are reported

The screenshot shows the Facebook Ads Manager interface. At the top, there are tabs for 'Campaigns', 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. Below the tabs is a toolbar with various actions like 'Duplicate', 'Edit', 'A/B Test', 'Rules', and 'View Setup'. A 'Reports' dropdown menu is open, showing options: 'By Time', 'By Delivery', 'By Action', and 'By Dynamic Creative Element'. Two red arrows point from the text on the right to the 'By Delivery' option in the menu and the 'Reports' button.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Attribution Setting	Link Clicks
Kerry - Interested in DM	Off	Lowest cost Link Clicks	€15.00 Daily		28-day click o...	
Engaged with TMC and Instagram	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...	
Recent web visitors	Off	Lowest cost Link Clicks	€10.00 Daily		28-day click o...	13
> ⚠ Results from 3 ad sets						42

However, Try clicking Breakdown and then select "Delivery"

How your campaign results are reported

The image shows a browser window with a campaign settings menu open. The menu lists various reporting options, with 'None' selected. Two red arrows point from the text on the right to the 'None' and 'Placement' options in the menu.

Option	Selected
None	Yes
Age	No
Gender	No
Age and Gender	No
Business Locations	No
Country	No
Region	No
DMA Region	No
Impression Device	No
Media Type	No
Platform	No
Platform & Device	No
Placement	No

You can then choose to get a break down of the people who clicked on your add by

Their age, gender, location

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.

How your campaign results are reported

Ad Set Name	Attribution Setting	Results	Reach	Impressions	Cost per Result	An Sp
Recent web visitors	28-day click o...	13 Link Clicks	1,024	1,947	€0.85 Per Link Click	
Facebook Facebook Groups Feed Mobile App	28-day click o...	—	3	3	—	
Facebook Facebook Stories Mobile App	28-day click o...	—	47	49	—	
Facebook Feed: News Feed Desktop	28-day click o...	1	69	109	€0.84	
Facebook Feed: News Feed Mobile App	28-day click o...	10	905	1,621	€0.93	
Facebook Feed: News Feed Mobile Web	28-day click o...	1	35	60	€0.22	
Facebook Marketplace	28-day click o...	1	73	105	€0.41	
> ⚠ Results from 3 ad sets ⓘ Excludes deleted items	28-day click o...	42 Link Clicks	2,714 People	4,943 Total	€0.70 Per Link Click	

Importantly, you can get a breakdown by placement so you can see which placements are work best for you e.g. GB news feed, Instagram stories, Messenger etc.