



Getting started with the **Ads Manager**

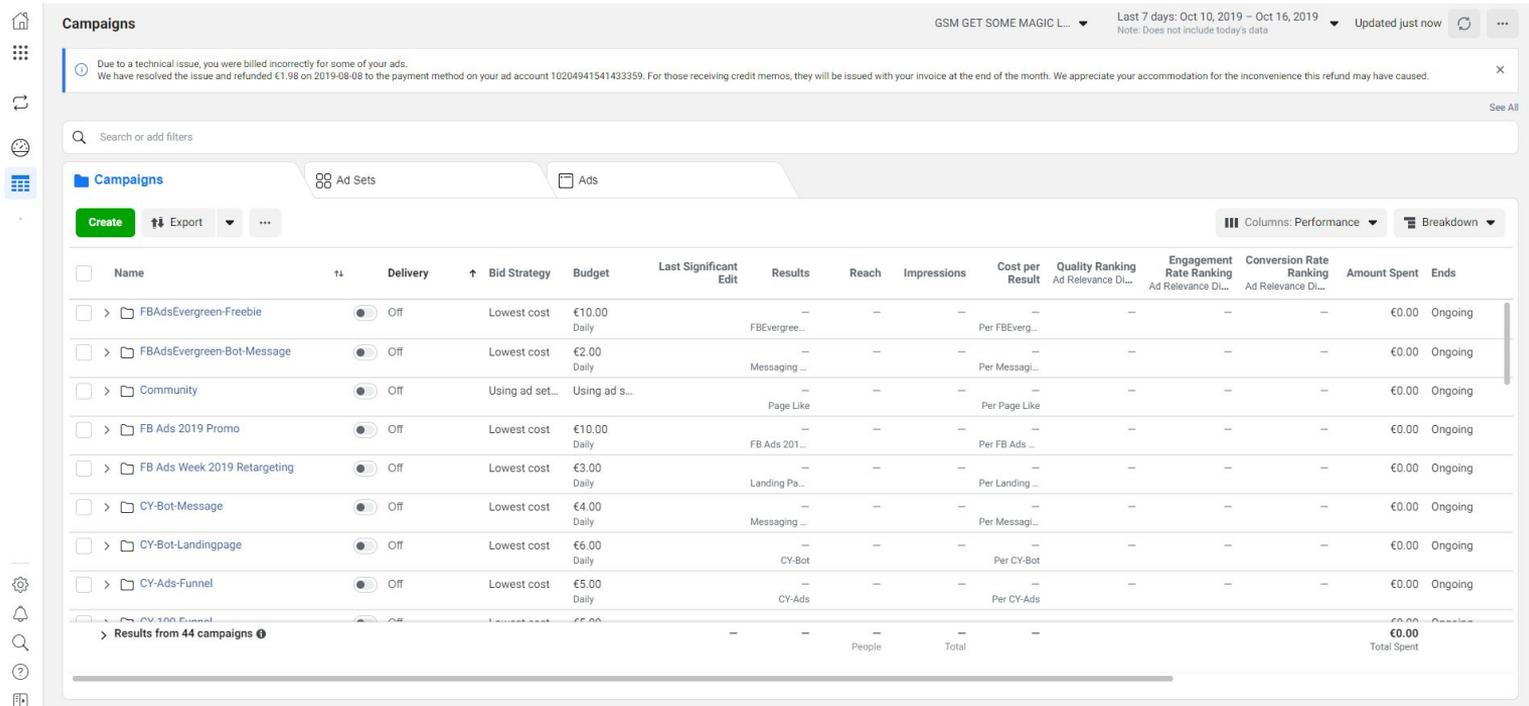


FIRST OF ALL:

What are your goals with Facebook Ads? What do you want to achieve?

Getting started with Ads Manager

Learn how to set-up and access the Ads Manager



The screenshot displays the Facebook Ads Manager interface. At the top, the account name 'GSM GET SOME MAGIC L...' is visible, along with the date range 'Last 7 days: Oct 10, 2019 - Oct 16, 2019' and a refresh button. A notification banner states: 'Due to a technical issue, you were billed incorrectly for some of your ads. We have resolved the issue and refunded €1.98 on 2019-08-08 to the payment method on your ad account 10204941541433359. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.' Below the notification is a search bar for filters. The main content area shows a list of campaigns under the 'Campaigns' tab. The table columns include Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate Ranking, Conversion Rate Ranking, Amount Spent, and Ends. The table lists several campaigns, including 'FBAdsEvergreen-Freebie', 'FBAdsEvergreen-Bot-Message', 'Community', 'FB Ads 2019 Promo', 'FB Ads Week 2019 Retargeting', 'CY-Bot-Message', 'CY-Bot-Landingpage', and 'CY-Ads-Funnel'. A summary row at the bottom indicates 'Results from 44 campaigns' with a total amount spent of €0.00.

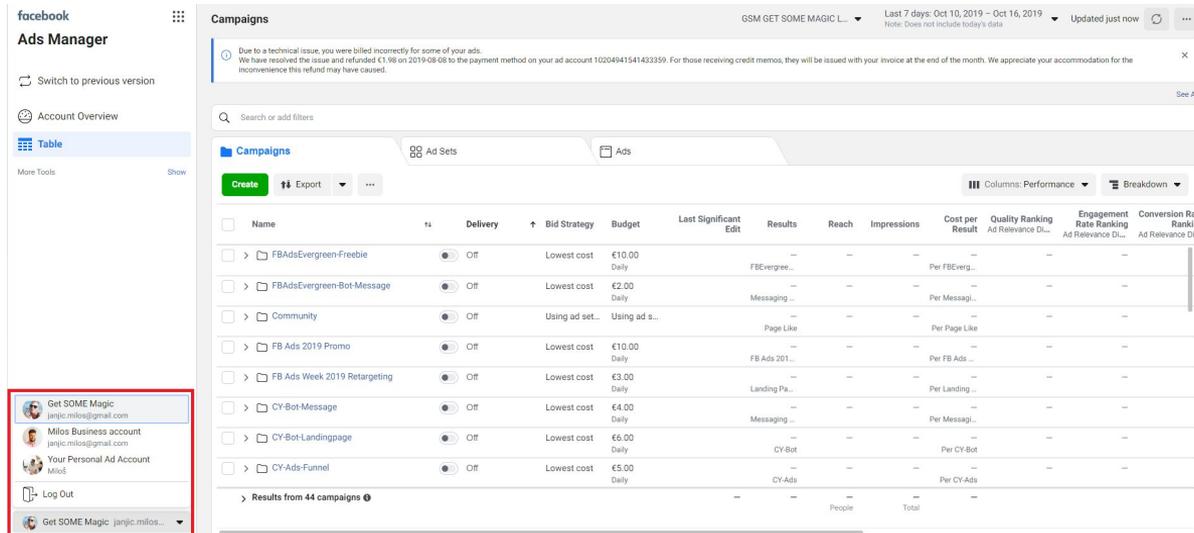
Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking	Amount Spent	Ends
FBAdsEvergreen-Freebie	Off	Lowest cost	€10.00 Daily	FBEvergree...				Per FBEverg...				€0.00	Ongoing
FBAdsEvergreen-Bot-Message	Off	Lowest cost	€2.00 Daily	Messaging ...				Per Messagi...				€0.00	Ongoing
Community	Off	Using ad set...	Using ad s...		Page Like			Per Page Like				€0.00	Ongoing
FB Ads 2019 Promo	Off	Lowest cost	€10.00 Daily	FB Ads 201...				Per FB Ads ...				€0.00	Ongoing
FB Ads Week 2019 Retargeting	Off	Lowest cost	€3.00 Daily	Landing Pa...				Per Landing ...				€0.00	Ongoing
CY-Bot-Message	Off	Lowest cost	€4.00 Daily	Messaging ...				Per Messagi...				€0.00	Ongoing
CY-Bot-Landingpage	Off	Lowest cost	€6.00 Daily	CY-Bot				Per CY-Bot				€0.00	Ongoing
CY-Ads-Funnel	Off	Lowest cost	€5.00 Daily	CY-Ads				Per CY-Ads				€0.00	Ongoing
Results from 44 campaigns												€0.00	Total Spent

Getting started with Ads Manager

Go to <https://www.facebook.com/adsmanager/>

This is the (only) place from where you will handle your Ads

Make sure you're in the right ad account.



The screenshot shows the Facebook Ads Manager interface. On the left, the 'Account Overview' section is visible, with a red box highlighting the account selection dropdown. The dropdown lists several accounts, with 'Get SOME Magic' (janjic.milos@gmail.com) selected. The main area displays a table of campaigns with columns for Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, Quality Ranking, Engagement Rate Ranking, and Conversion Rate Ranking. A notification banner at the top indicates a technical issue with billing for some ads.

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking	Conversion Rate Ranking
FBAdsEvergreenFreebie	Off	Lowest cost	€10.00 Daily	FBEvergre...	-	-	-	Per FBEver...	-	-	-
FBAdsEvergreen-Bot-Message	Off	Lowest cost	€2.00 Daily	Messagin...	-	-	-	Per Messag...	-	-	-
Community	Off	Using ad set...	Using ad s...	Page Like	-	-	-	Per Page Like	-	-	-
FB Ads 2019 Promo	Off	Lowest cost	€10.00 Daily	FB Ads 201...	-	-	-	Per FB Ads ...	-	-	-
FB Ads Week 2019 Retargeting	Off	Lowest cost	€3.00 Daily	Landing Pa...	-	-	-	Per Landing ...	-	-	-
CY-Bot-Message	Off	Lowest cost	€4.00 Daily	Messagin...	-	-	-	Per Messag...	-	-	-
CY-Bot-Landingpage	Off	Lowest cost	€6.00 Daily	CY-Bot	-	-	-	Per CY-Bot	-	-	-
CY-Ads-Funnel	Off	Lowest cost	€5.00 Daily	CY-Ads	-	-	-	Per CY-Ads	-	-	-
Results from 44 campaigns						-	-	-	-	-	-

Getting started with Ads Manager

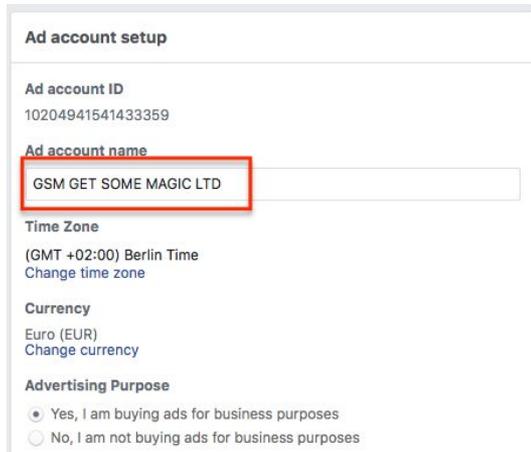
Now let's make sure everything is set up.
Use the menu to go to "Settings"

The screenshot displays the Facebook Ads Manager interface. On the left, the navigation menu is visible under the heading "facebook Ad Account Settings". The menu items include "Ad Accounts" (highlighted in blue), "Pages", "Payment Settings", and "Notifications". A red square highlights a grid icon in the top right corner of the menu area. A dropdown menu is open, showing a grid of icons and labels: "Ads Manager", "Creative Hub", "Events Manager", "Catalog Manager", "Business Settings", "Ad Account Settings" (highlighted with a red square), "Manage Business", "Billing", "Brand Safety", "Business Settings", "Events Manager", "Images and Videos", and "Store Locations". The main content area on the right shows a form for "Business Address" with fields for "Street Address 1", "Street Address 2", "City or Town", "State, Province, or Region", and "Postal Code".

Getting started with Ads Manager

Make sure your Ad account has a name that you will recognize. Usually it's your name which is fine.

Make sure to add your business address as you want this to appear on the invoices later.

A screenshot of the 'Ad account setup' form. The 'Ad account name' field is highlighted with a red box and contains the text 'GSM GET SOME MAGIC LTD'. Other fields include 'Ad account ID' (10204941541433359), 'Time Zone' ((GMT +02:00) Berlin Time), 'Currency' (Euro (EUR)), and 'Advertising Purpose' (Yes, I am buying ads for business purposes).

Ad account setup

Ad account ID
10204941541433359

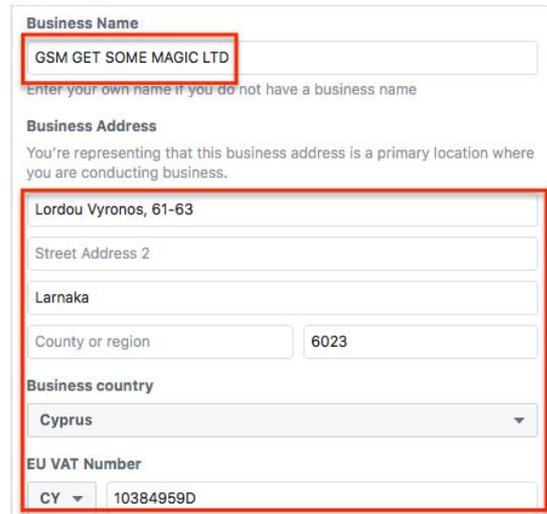
Ad account name
GSM GET SOME MAGIC LTD

Time Zone
(GMT +02:00) Berlin Time
[Change time zone](#)

Currency
Euro (EUR)
[Change currency](#)

Advertising Purpose

Yes, I am buying ads for business purposes
 No, I am not buying ads for business purposes

A screenshot of the 'Business Name' and 'Business Address' form. The 'Business Name' field is highlighted with a red box and contains 'GSM GET SOME MAGIC LTD'. The 'Business Address' section is also highlighted with a red box and includes 'Lordou Vironos, 61-63', 'Larnaka', 'Cyprus', and 'EU VAT Number' (CY 10384959D).

Business Name
GSM GET SOME MAGIC LTD
Enter your own name if you do not have a business name

Business Address
You're representing that this business address is a primary location where you are conducting business.

Lordou Vironos, 61-63
Street Address 2
Larnaka
County or region 6023
Business country
Cyprus
EU VAT Number
CY 10384959D

Getting started with Ads Manager

Then go to Payment Settings and make sure you have a payment method connected

facebook



Ad Account Settings

Ad Accounts

Pages

Payment Settings

Notifications

Payment Settings

Next Bill

October 15, 2019

You won't receive a bill while your balance is \$0.00.

\$0.00

Amount Due

Credit/Debit cards

Add Payment Method



PayPal (sarah@getsomemagic.com) - Primary

Added on 23/05/2018

Set Your Account Spending Limit

You can control your total ad costs by setting an account spending limit. Your ads will pause when you reach the limit you set and won't run again until you increase or remove that limit. [Learn More](#)

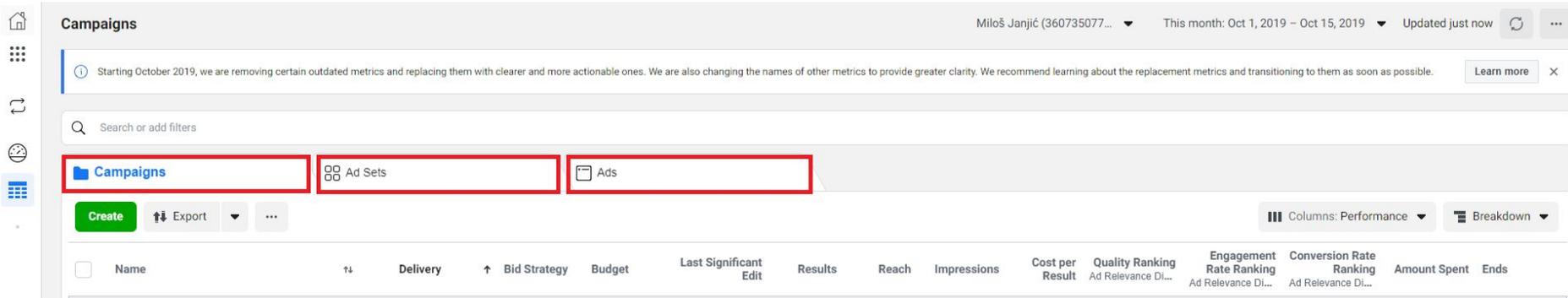
Amount Spent: **\$0.00**

Set Your Account Spending Limit

Need help? [Contact us.](#)

Getting started with Ads Manager

Go back to the Ads Manager.



The screenshot shows the Facebook Ads Manager interface. At the top, the page title is "Campaigns". On the right, it displays the user name "Miloš Janjić (360735077...)", the current time period "This month: Oct 1, 2019 – Oct 15, 2019", and the last update "Updated just now". A notification banner at the top states: "Starting October 2019, we are removing certain outdated metrics and replacing them with clearer and more actionable ones. We are also changing the names of other metrics to provide greater clarity. We recommend learning about the replacement metrics and transitioning to them as soon as possible." Below the notification is a search bar with the placeholder text "Search or add filters". A navigation bar contains three tabs: "Campaigns", "Ad Sets", and "Ads", all of which are highlighted with red boxes. Below the navigation bar is a "Create" button and an "Export" button. On the right side of the navigation bar, there are controls for "Columns: Performance" and "Breakdown". The main content area shows a table with various columns for campaign performance metrics.

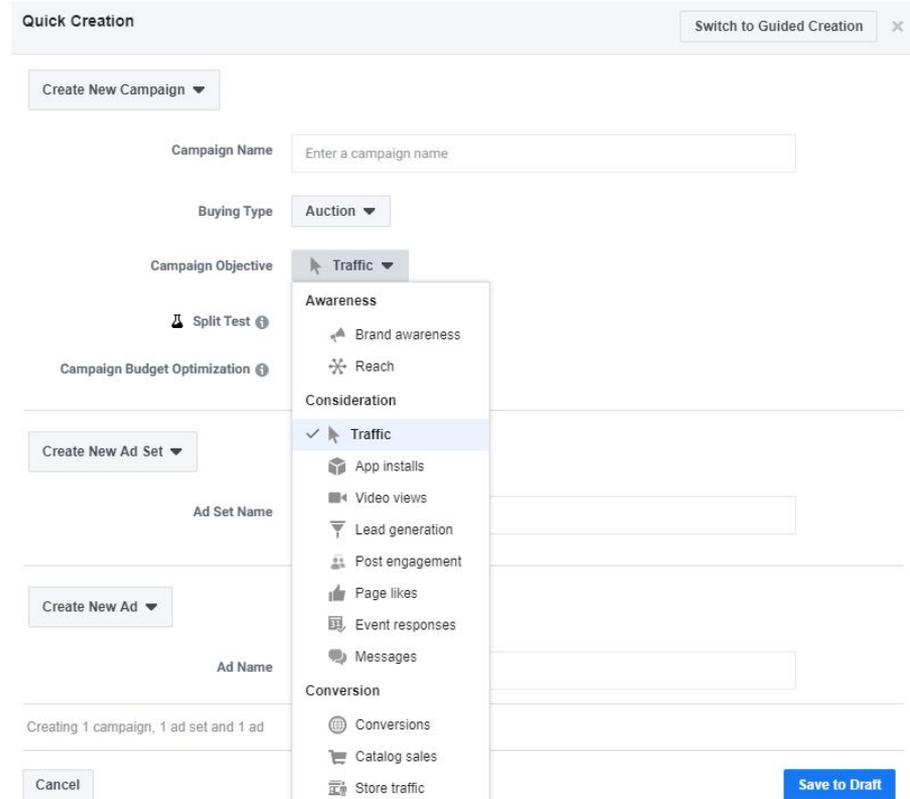
<input type="checkbox"/>	Name	↕	Delivery	↑	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance Di...	Engagement Rate Ranking Ad Relevance Di...	Conversion Rate Ranking Ad Relevance Di...	Amount Spent	Ends
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1. Campaigns
2. Ad sets
3. Ads

Getting started with Ads Manager

Campaigns

Here you choose the campaign goal



The screenshot shows the 'Quick Creation' interface in Facebook Ads Manager. At the top right, there is a 'Switch to Guided Creation' button with a close icon. Below this is a 'Create New Campaign' dropdown button. The main form consists of several fields: 'Campaign Name' with a text input field containing the placeholder 'Enter a campaign name'; 'Buying Type' with a dropdown menu set to 'Auction'; 'Campaign Objective' with a dropdown menu set to 'Traffic', which is open to show a list of objectives: 'Awareness' (Brand awareness, Reach), 'Consideration' (App installs, Video views, Lead generation, Post engagement, Page likes, Event responses, Messages), and 'Conversion' (Conversions, Catalog sales, Store traffic). The 'Traffic' option is selected with a checkmark. To the left of the objective dropdown are 'Split Test' and 'Campaign Budget Optimization' icons. Below the main form are three more dropdown buttons: 'Create New Ad Set', 'Ad Set Name', and 'Create New Ad', followed by an 'Ad Name' field. At the bottom left, there is a 'Cancel' button, and at the bottom right, a blue 'Save to Draft' button. A status bar at the bottom of the form indicates 'Creating 1 campaign, 1 ad set and 1 ad'.

Getting started with Ads Manager

Ad sets

Here you choose these three main things:

- target audience
- budget
- placement

Getting started with Ads Manager

Ads

Here you create the actual Ads with

- text
- image
- video
- etc.



Getting started with Ads Manager

Campaigns - Ad Sets - Ads

When clicking through make sure to always start at the beginning, click on the campaign name to reach the next step (Ad Sets) and click on one ad set to reach the last step (Ads).

This way you won't get overwhelmed with all the numbers.

Getting started with Ads Manager

Time frame

This is really important when you want to check how your Ads are doing. Typically you should look at the past 7 days.

The screenshot shows the Facebook Ads Manager interface. At the top, the account name 'Miloš Janjić (360735077...)' is visible. A dropdown menu is open, showing the selected time frame: 'Last 7 days: Oct 8, 2019 – Oct 14, 2019'. Below this, a calendar view for October and November 2019 is displayed. The dates Oct 8, 14, and 15 are highlighted in blue. To the right, a 'Date Presets' menu is open, with 'Last 7 days' selected and highlighted in blue. At the bottom, there are 'Cancel' and 'Update' buttons, along with the text 'Oct 8, 2019 – Oct 14, 2019' and 'Belgrade Time'.

Miloš Janjić (360735077...)

Last 7 days: Oct 8, 2019 – Oct 14, 2019
Note: Does not include today's data

Compare

October 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Date Presets

- Lifetime
- Today
- Yesterday
- Last 7 days
- Last 14 days
- Last 30 days
- This week
- Last week
- This month
- Last month

Oct 8, 2019 – Oct 14, 2019
Belgrade Time

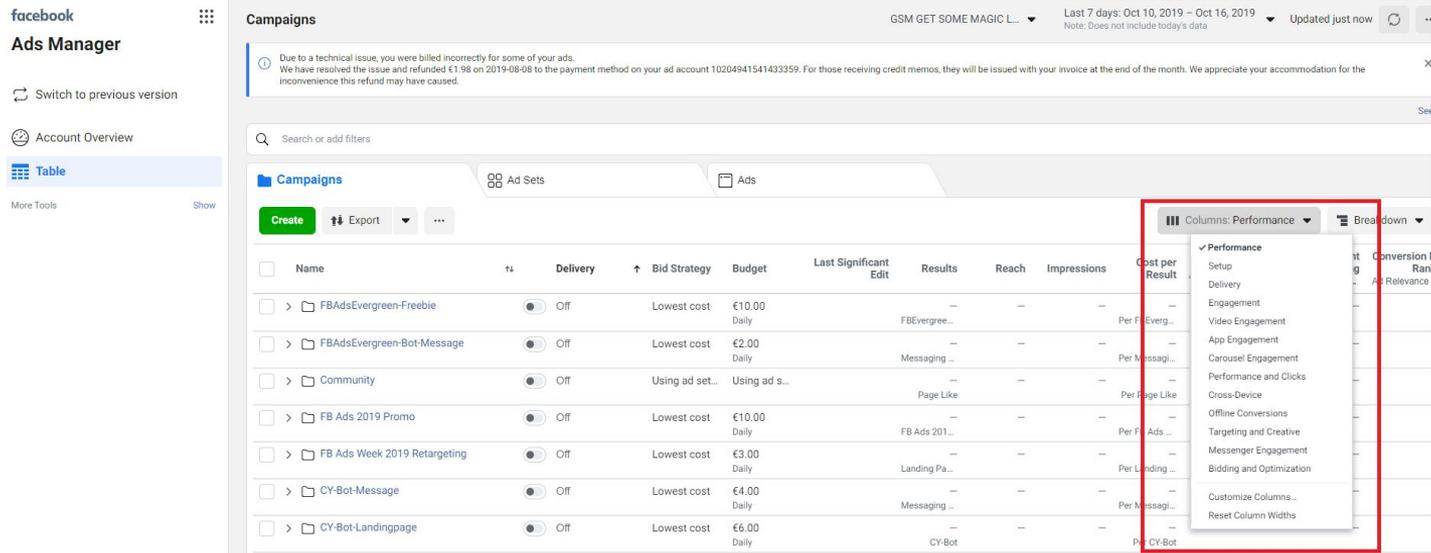
Cancel Update

Getting started with Ads Manager

Columns

The columns will become really important too.

Keep in mind that if you don't use this properly you won't see all the important numbers.



The screenshot shows the Facebook Ads Manager interface. On the left, there is a navigation menu with options like 'facebook', 'Ads Manager', 'Switch to previous version', 'Account Overview', and 'Table'. The main area displays a table of campaigns. A dropdown menu is open, showing the 'Columns: Performance' selection. The table columns include Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, Cost per Result, and Conversion Rate. The dropdown menu lists various performance metrics such as Setup, Delivery, Engagement, Video Engagement, App Engagement, Carousel Engagement, Performance and Clicks, Cross-Device, Offline Conversions, Targeting and Creative, Messenger Engagement, Bidding and Optimization, and options to 'Customize Columns...' and 'Reset Column Widths'.

Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Conversion Rate
FBAdsEvergreen-Freebie	Off	Lowest cost	€10.00 Daily	FBEvergree...	FBEvergree...	—	—	Per FB Everg...	—
FBAdsEvergreen-Bot-Message	Off	Lowest cost	€2.00 Daily	Message...	Message...	—	—	Per Messagi...	—
Community	Off	Using ad set...	Using ad s...	Page Like	Page Like	—	—	Per Page Like	—
FB Ads 2019 Promo	Off	Lowest cost	€10.00 Daily	FB Ads 201...	FB Ads 201...	—	—	Per FB Ads ...	—
FB Ads Week 2019 Retargeting	Off	Lowest cost	€3.00 Daily	Landing Pa...	Landing Pa...	—	—	Per Landing ...	—
CY-Bot-Message	Off	Lowest cost	€4.00 Daily	Message...	Message...	—	—	Per Messagi...	—
CY-Bot-Landingpage	Off	Lowest cost	€6.00 Daily	CY-Bot	CY-Bot	—	—	Per CY-Bot	—

Getting started with Ads Manager

The big blue button

The cool thing about the Ads Manager: Nothing will happen until you click the big blue button that says “Review and publish”. Before that, everything you do is just for you and won’t end up as actual ads.

A screenshot of the Facebook Ads Manager interface. The top navigation bar shows 'Campaigns' with a warning icon and '1 Ad With Errors'. The user's name 'Miloš Janjić (360735077...)' and the date range 'Last 7 days: Oct 8, 2019 – Oct 14, 2019' are visible. A prominent blue button labeled 'Review and Publish (3)' is highlighted with a red box. Below the navigation bar, there is a search bar and a breadcrumb trail: 'Campaigns' > '1 selected' > 'Ad Sets for 1 Campaign' > 'Ads for 1 Campaign'. At the bottom, there are buttons for 'Create', 'Duplicate', 'Edit', and 'Export', along with dropdown menus for 'Columns: Performance' and 'Breakdown: Week'.

Getting started with Ads Manager

The big blue button

The only exception: If you touch anything else that is blue or says **“Publish”**.

The screenshot shows the Facebook Ads Manager interface. On the left is a sidebar with navigation options: 'facebook Ads Manager', 'Switch to previous version', 'Account Overview', 'Table' (highlighted in blue), and 'More Tools'. The main area is titled 'Campaigns' and contains a table of active campaigns. A red box highlights the 'Delivery' column, which shows 'Off' for all campaigns. A green 'Create' button is visible at the top left of the table. A notification banner at the top of the main area states: 'Due to a technical issue, you were billed incorrectly for some of your ads. We have resolved the issue and refunded €1,98 on 2019-08-08 to the payment method on your ad account 1020494154143351. Inconvenience this refund may have caused.'

Name	Delivery	Bid Strategy	Budget
FBAdsEvergreen-Freebie	Off	Lowest cost	€10.00 Daily
FBAdsEvergreen-Bot-Message	Off	Lowest cost	€2.00 Daily
Community	Off	Using ad set...	Using ad s...
FB Ads 2019 Promo	Off	Lowest cost	€10.00 Daily
FB Ads Week 2019 Retargeting	Off	Lowest cost	€3.00 Daily
CY-Bot-Message	Off	Lowest cost	€4.00 Daily
CY-Bot-Landingpage	Off	Lowest cost	€6.00 Daily
CY-Ads-Funnel	Off	Lowest cost	€5.00 Daily

Getting started with Ads Manager

Columns

In the columns section you can determine which numbers you want to see. You can also dive deep into analytics about things like origin, gender, age, device and much more. (We will cover this in more detail in module 12.)

facebook
Ads Manager

Switch to previous version

Account Overview

Table

More Tools Show

Campaigns GSM GET SOME MAGIC L... Last 7 days: Oct 10, 2019 – Oct 16, 2019 Updated 6 minutes ago

Due to a technical issue, you were billed incorrectly for some of your ads. We have resolved the issue and refunded €1.98 on 2019-08-08 to the payment method on your ad account 10204941541433359. For those receiving credit memos, they will be issued with your invoice at the end of the month. We appreciate your accommodation for the inconvenience this refund may have caused.

Search or add filters

Campaigns Ad Sets Ads

Create Export

Columns: Performance Breakdown

<input type="checkbox"/>	Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking Ad Relevance DI...	Engagement Rate Ranking Ad Relevance DI...	Conversion Ra Ranki Ad Relevance DI
<input type="checkbox"/>	> FBAdsEvergreen-Freebie	Off	Lowest cost	€10.00 Daily		FBEvergree...	-	-	Per FBEverg...	-	-	-
<input type="checkbox"/>	> FBAdsEvergreen-Bot-Message	Off	Lowest cost	€2.00 Daily		Messaging ...	-	-	Per Messagi...	-	-	-



HOMework

**Scroll and click around in the Ads Manager.
If you already have campaigns in there click through
them and through the ad sets and ads.
Try different things with the columns.
Try different time frames.**

**I want you to overcome fear of the Ads Manager.
It's a powerful tool and so are you!**



HOMework

If you're already more advanced:

Dive into the columns section. Where do your sign-ups come from? How old are the people who click on your ads? Do people purchase your product when they're on their phone or on their computer?

Now it's your turn

You can do this! Have fun! 📡😊

