

# Traffic Playbook





# How to use this playbook

Use this step-by-step guide when you go to create a new traffic campaign in Ads Manager.

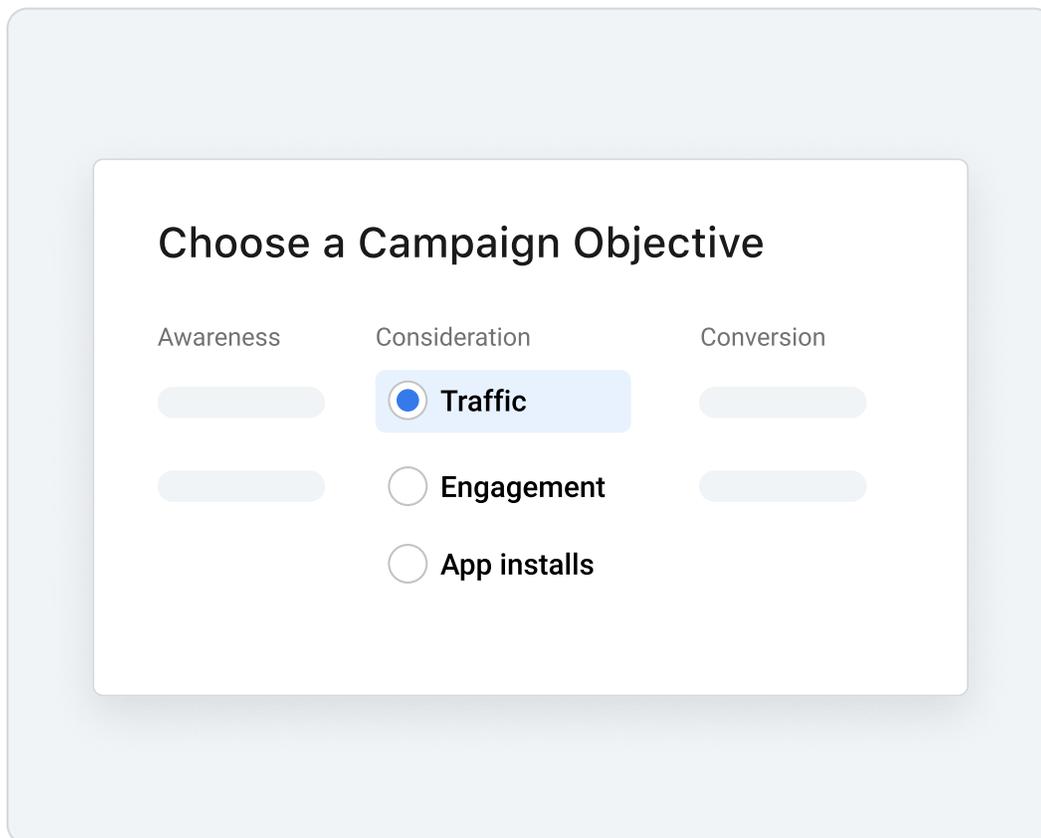
Meta best practices are indicated in the playbook with the icon below.

 **Must-have recommendation**  
Meta highly recommends you follow this best practice to set up the strongest possible traffic campaign.

# Getting started

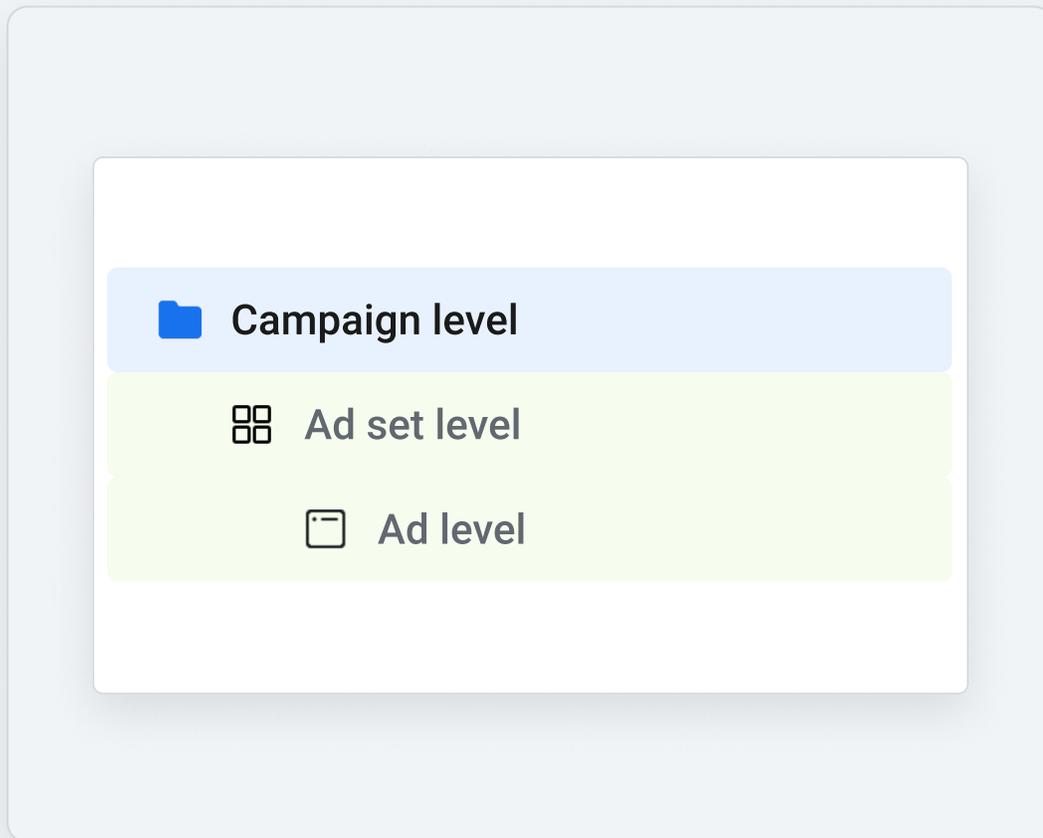
## Step 1: Create a new campaign

- Go to Ads Manager and select +Create.
- For your campaign objective, select **Traffic**. Click continue.



The screenshot shows a dialog box titled "Choose a Campaign Objective". It is divided into three columns: "Awareness", "Consideration", and "Conversion". Under "Awareness", there are two empty rounded rectangular buttons. Under "Consideration", there are three radio button options: "Traffic" (which is selected and highlighted with a blue background), "Engagement", and "App installs". Under "Conversion", there are two empty rounded rectangular buttons.

# Campaign level recommendations



## Step 2: Campaign name, special ad categories, and campaign details

- Give your campaign a name and select a special ad category if you have one.
- Keep the **Buying type** set to **Auction**.
- Keep the campaign objective set to **Traffic**.

The screenshot shows a form with three sections:

- Campaign name:** A text input field containing "New Traffic Campaign".
- Special Ad Categories:** A dropdown menu showing "No categories declared".
- Campaign details:** A section with two rows: "Buying type" set to "Auction" and "Campaign objective" set to "Traffic".

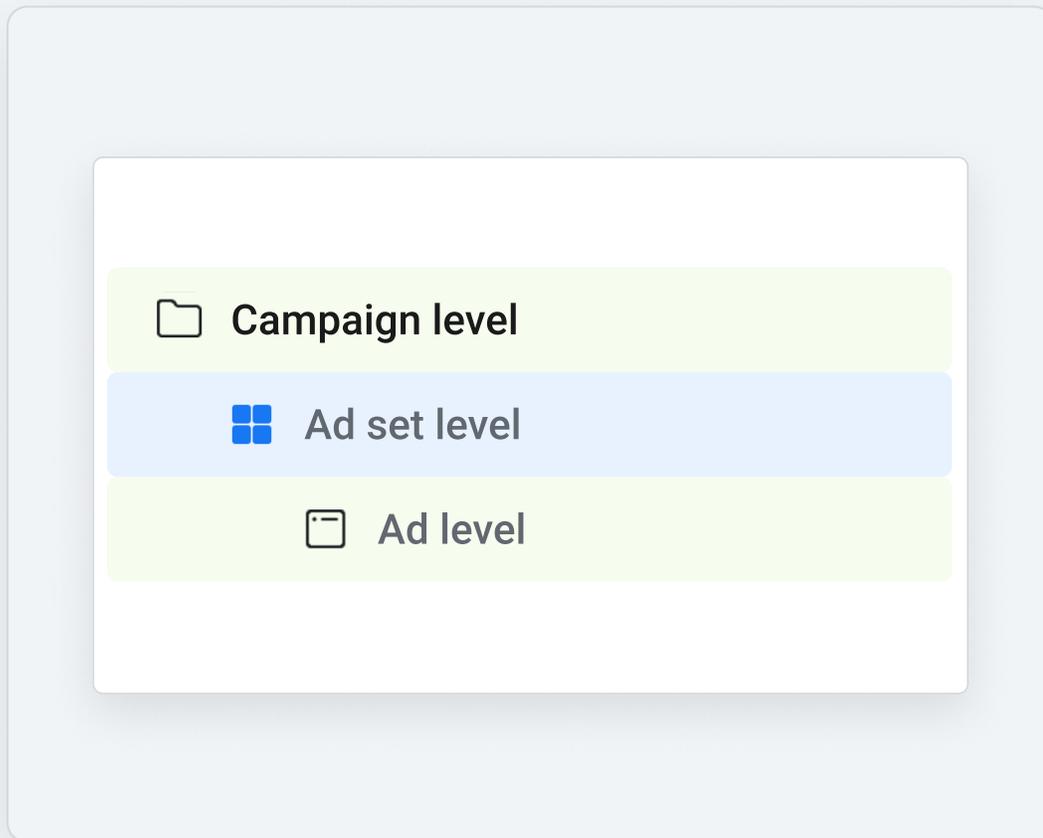
## Step 3: Advantage campaign budget

- Turn on **Advantage campaign budget**.
- Advantage campaign budget works best when accounts are set up optimally, so if you choose this option, make sure you avoid ad set overlap.
- When setting your budget, make sure you allocate enough for your ad to perform its best in the ad auction. During your ad's lifetime, it will be served up against other ads trying to reach the same audience. You can help your ad be more competitive in our ad auction by giving it sufficient budget and time to run. Doing so can help our ad delivery system show your ad to different kinds of people in your audience and learn who is more likely to take the action you want.
- Choose **highest volume** for your campaign bid strategy. The highest volume bid strategy maximizes the results you can get from your budget, so Meta recommends this option when you set up a traffic campaign. Learn more about choosing a bid strategy.

The screenshot shows the "Advantage Campaign Budget" settings:

- Advantage Campaign Budget:** A toggle switch that is turned "On".
- Campaign Budget:** A dropdown menu set to "Daily Budget" and a slider control.
- Campaign bid strategy:** A dropdown menu set to "Highest Volume".

# Ad set level recommendations



## Step 4: Choose where you want to send traffic

- Select **Website** when you want the campaign to drive people to a section of your website, like your homepage, a product page, or anywhere people can learn about your business.
  - Select Messenger or WhatsApp if you want more people to start conversations with your business.
  - Select Calls if you want people to call you directly on the phone.
  - Select App if you want to send people to your app.

The screenshot shows a 'Traffic' selection panel with five radio button options: Website (selected), App, Messenger, WhatsApp, and Calls.

## Step 5: Optimization and delivery

-  If you don't have the Meta Pixel set up, set your **optimization for ad delivery** to **link clicks**.
  - If you do have the Pixel, you can optimize for landing page views. However, if your Pixel doesn't fire often, use link clicks instead.

The screenshot shows the 'Optimization for ad delivery' section. A dropdown menu is set to 'Link clicks'. Below it, a list of optimization options is shown: Landing Page Views, Link clicks (highlighted), Impressions, and Daily unique reach.

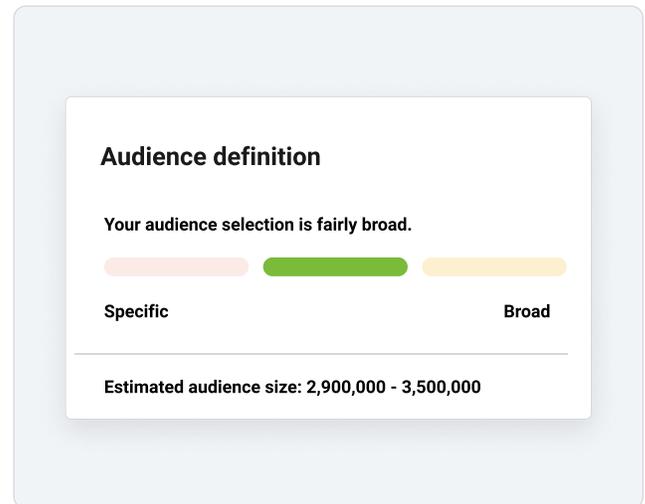
## Step 6: Budget and schedule

- Choose a start and end date for your ad. Meta recommends running campaigns for a minimum of 7 days, but running your campaign for longer than the minimum can result in greater cost efficiency.

The screenshot shows the 'Budget & schedule' section. It includes a 'Budget' dropdown set to 'Daily Budget', a 'Start date' field set to 'Feb 24, 2022', and a time selection field set to '1:54 PM' with 'Pacific Time' indicated below it. An 'End' field is labeled as 'Optional'.

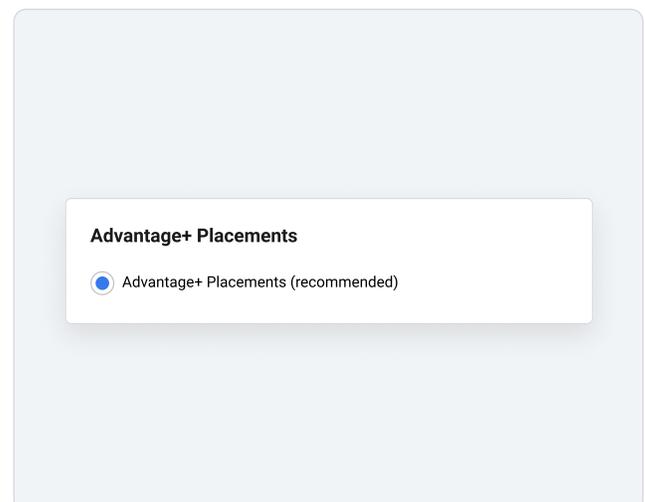
## Step 7: Audience

- Try to keep your audience size broad so the delivery system can find the best people to show your ad to. Check **Audience definition** to see your estimated audience size.
  - Over 2 million is a broad enough audience size to aim for, but depending on the nature of your business, you may want a smaller audience size. For example, if you are a local business in a small community who does not ship outside of your location, you may want a smaller audience.
- Consider a **Custom Audience** to reach people who have already expressed interest in your business. [Learn more about Custom Audiences](#). You can also create a lookalike audience based on your Custom Audience to find more people similar to your best customers.
- Ensure **Advantage detailed targeting** is on.

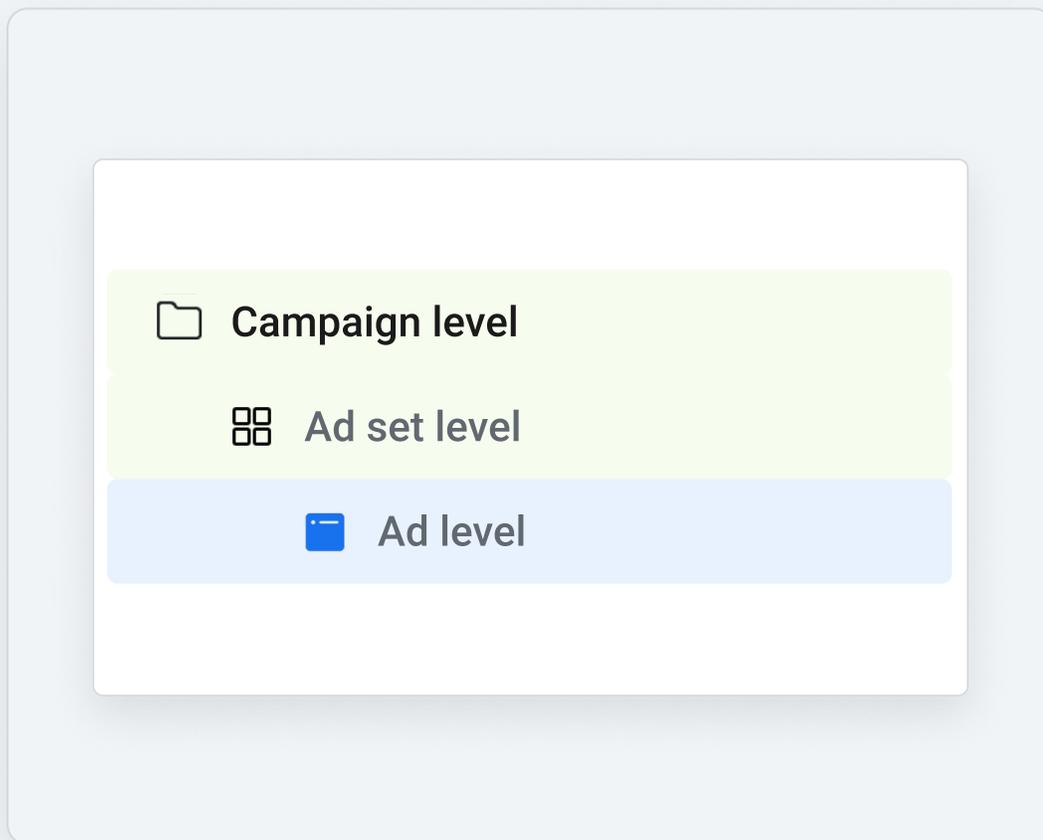


## Step 8: Placements

-  Select **Advantage+ placements**. Advantage+ placements maximize your budget and help show your ads to more people. The delivery system will allocate your ad set's budget across placements based on where they're likely to perform best.
- If you don't select Advantage+ placements, Meta recommends you use at least 6 placements.

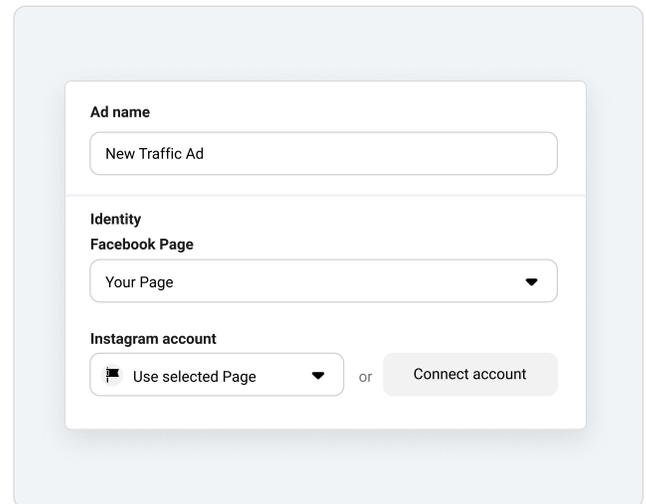


# Ad level recommendations



## Step 9: Ad name and identity

- Name your ad.
- Choose your Facebook Page and Instagram account if you have one.



**Ad name**

New Traffic Ad

**Identity**

**Facebook Page**

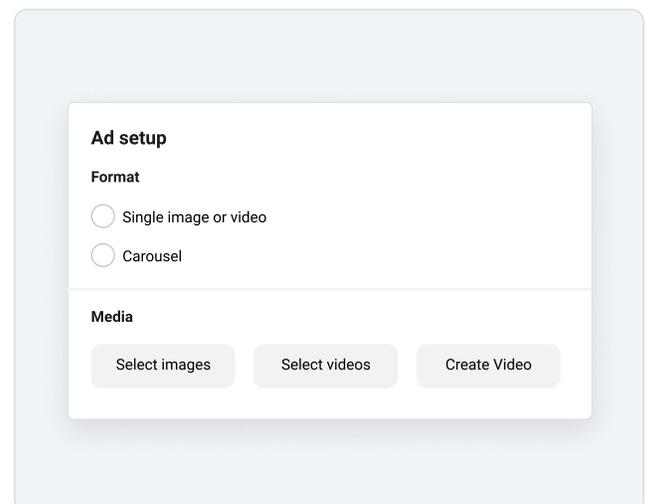
Your Page

**Instagram account**

Use selected Page or Connect account

## Step 10: Ad set up and creative

- Choose your desired ad format.
- Select your desired media.
  - Videos are recommended because they are more eye-catching and make your ad more engaging. If you don't have a video, try creating one using your existing images by selecting **Create Video** under **Media**.
- Turn 'Preview on' to see what your ad looks like so far. You can see what it will look like in different placements like Feeds, Stories and Reels.



**Ad setup**

**Format**

Single image or video

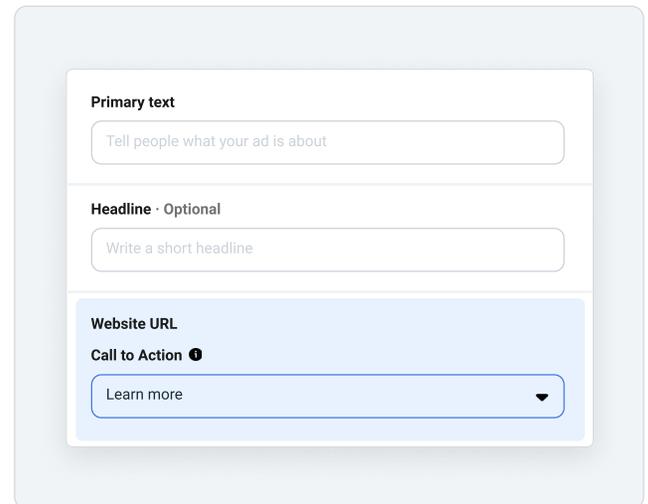
Carousel

**Media**

Select images Select videos Create Video

## Step 11: Ad text, destination, and call to action

- **Primary text and headline:** Keep your text short so it doesn't get cut off. Make sure to highlight the value of whatever you're offering to the audience. Adding description text is optional, but if you do, keep it short and to the point.
- **Website URL:** Choose the exact location on your website that you want people to visit when they click your ad. Check to make sure the URL is correct and working, and that it's easy for your visitors to take action once they get to your page.
- If your destination is Messenger, set up your **Messaging Template**. Choose **Start Conversations** to customize what message people will see when they click on your ad, or **Generate Leads** to collect information from people so you can follow up with them later.
- If your destination is a phone call, input your phone number.
- **Call to Action:** Choose a call to action that matches the action you want your audience to take.



The image shows a screenshot of an ad creation interface. It features three main sections: 1. **Primary text**: A text input field with the placeholder text "Tell people what your ad is about". 2. **Headline · Optional**: A text input field with the placeholder text "Write a short headline". 3. **Website URL**: A dropdown menu with the selected option "Learn more" and a small downward arrow icon. The "Call to Action" label is positioned above the dropdown menu.

# Congratulations! You're ready to hit publish.

**Short on time? Make sure you complete these steps before launching your campaign:**

- ✓ Turn on **Advantage** campaign budget
- ✓ Turn **Advantage+** placements on
- ✓ Set **optimization for ad delivery** to link clicks
- ✓ Set campaign bid strategy to **highest volume**
- ✓ Turn **Advantage+** creative on

**Still have questions?**

Visit [www.meta.com/business](https://www.meta.com/business) for education and resources to help you meet your advertising goals.