

PLANNING



SPECIFIC



Your goal must focus on one clearly defined metric.

MEASUREABLE



You must have a way to measure the content you publish against that metric.

ACHIEVABLE



You must be able to realistically achieve your goal within a set timeframe with the resources you have.

RELEVANT



Your goal must align with your desired goals and objectives.

TIMELY



Your goal must have an end date upon which you will achieve that metric.

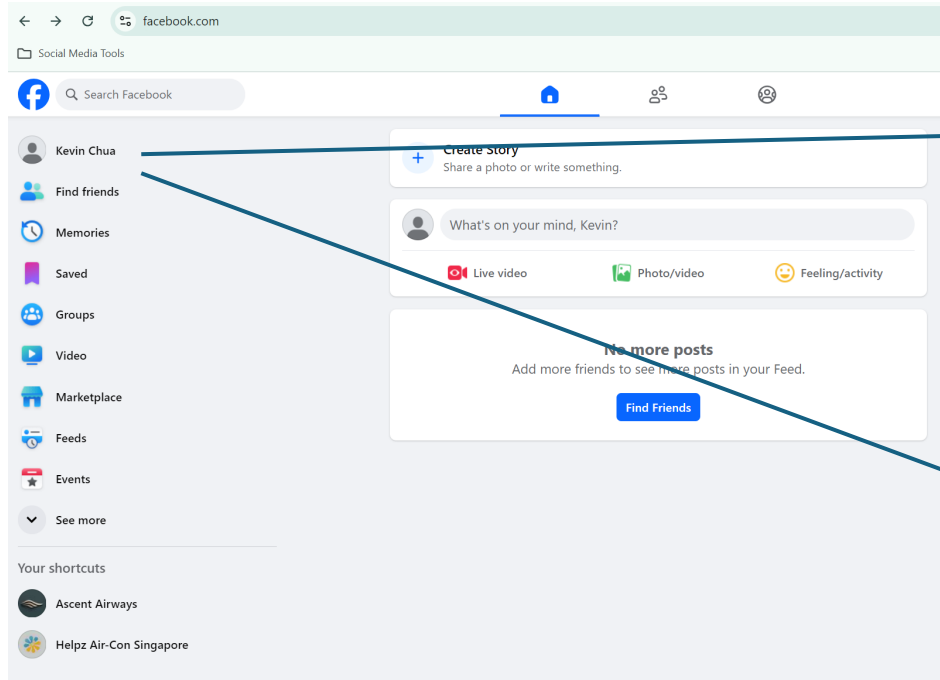
Business	Specific Goal	Measurable	Achievable	Relevant	Time-Bound
Ascent Airways	Increase website traffic to Vietnam destination pages by 15%.	Track website traffic through UTM-tagged Facebook Ads in Google Analytics.	Based on previous campaign data and average CTR for similar ads, a 15% increase is realistic.	Aligns with the overall goal of increasing flight bookings to Vietnam.	By the end of Q3 2024.
Helpz Air-Con Servicing	Generate 30 qualified leads (contact form submissions) through Facebook Lead Ads.	Track lead generation in Facebook Ads Manager and HubSpot CRM.	Previous lead generation campaigns have achieved similar results with comparable budgets.	Directly contributes to the business goal of acquiring new customers.	Within the next 4 weeks.
Pizza for People	Increase online orders through Facebook ads by 10%.	Track online orders with a unique promo code in the Facebook ad and website analytics.	Based on historical data and current order volume, a 10% increase is feasible.	Directly supports revenue goals and online sales strategy.	By the end of the month.
The Body Shop	Boost engagement (likes, comments, shares) on Facebook posts by 20%.	Track engagement metrics in Facebook Page Insights.	Previous social media campaigns have shown similar engagement levels.	Aligns with brand awareness and community building goals.	Within the next 2 weeks.
FairPrice	Drive 500 clicks to the online grocery store from Facebook ads.	Track link clicks in Facebook Ads Manager and Google Analytics.	Similar campaigns have generated comparable clicks in the past.	Supports the goal of increasing online grocery sales.	By the end of the week.

An aerial photograph of a city, likely Los Angeles, taken during the "golden hour" of sunset. The sky is a gradient of warm colors, from a pale yellow at the horizon to a soft pink and purple at the top. The city below is densely packed with buildings, mostly residential in the foreground and midground, with a more prominent commercial skyline visible in the distance. The word "EXECUTION" is superimposed in large, white, bold, sans-serif capital letters across the center of the image, partially obscuring the cityscape.

EXECUTION

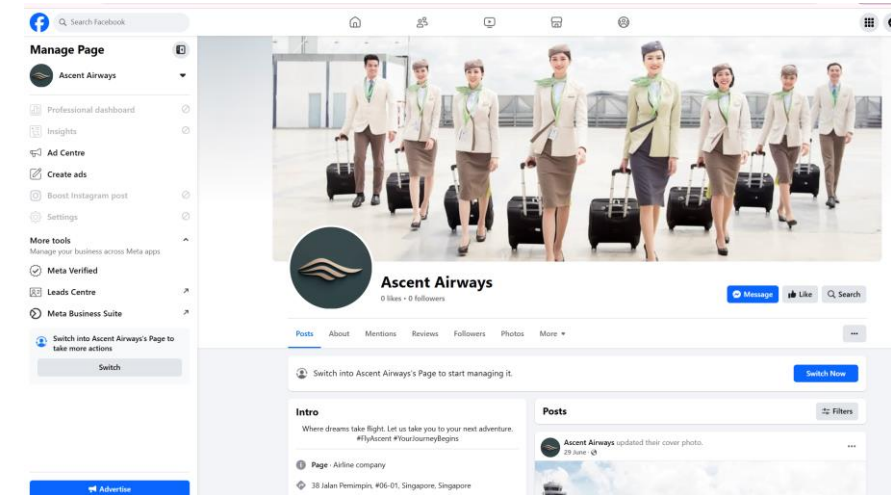
Personal Account

Probably what you are using now
to browse your daily newsfeed



Business Pages

What you'll need to start
advertising.



Facebook Page Creation

Required to do Advertising



Search Facebook



Kevin Chua



Find friends



Memories



Saved



Groups



Video



Marketplace



Feeds



Events



See more

Your shortcuts



Ascent Airways



Helpz Air-Con Singapore



Create Story

Share a photo or write something.



What's on your mind, Kevin?



Live video



Photo/video



Feeling/activity

No more posts

Add more friends to see more posts in your Feed.

Find Friends



Search Facebook



Feeds



Events



Ads Manager



Climate Science Centre



Fundraisers



Gaming video



Messenger



Messenger Kids



Orders and payments



Pages



Play Store



Recent ad activity



See less

Your shortcuts



Ascent Airways



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Find Friends



Search Facebook



Pages



+ Create New Page



Meta Business Suite



Discover



Liked Pages



Invitations

Pages you manage



Ascent Airways



4 notifications •



Messages

Create Post

Promote



Helpz Air-Con Singapore



6 notifications •



Messages

Create Post

Promote



Getting to Ads Manager

Method 1: From your Business FB Page


Required to do Advertising

2


Click on the blue Facebook icon if you cannot see “Ads Manager”


1


Make sure you’re on your business page





Search Facebook




























Ascent Airways


Ads Manager


Ad Centre


Professional dashboard


Suggested


Feeds


Groups

Video


Memories


Saved

Pages

See more

Your shortcuts

Ascent Airways

Helpz Air-Con Singapore

What's on your mind, Ascent Airways?

Live video

Photo/video

Reel

Create story

Share a photo or write something.

Follow more profiles and others

You'll see more useful content here by others that are relevant to Ascent Airways.

[See Suggestions](#)

Sponsored



Shortlist IDs Who Specialise in Your Style in 2 Mins
campaigns.redbrickhomes.sg



PRISM+ QLED Google TVs: Immersive Brilliance
prismplus.sg

Don't confuse yourself by clicking on Ads Center









Getting to Ads Manager

Method 2: From your Personal FB Page

Required to do Advertising



Kevin Chua



Find friends



Memories



Saved



Groups



Video



Marketplace



Feeds



Events



See more

Your shortcuts



Ascent Airways



Helpz Air-Con Singapore



What's on your mind, Kevin?



Live video



Photo/video



Feeling/activity



Create story

Share a photo or write something.



Kevin Chua updated his cover photo.

9m · 🌐



Like



Comment



Send



Share

 Kevin Chua

 Find friends

 Memories

 Saved


 Groups

 Video

 Marketplace

 Feeds

 Events

 Ads Manager

 Climate Science Center

 Fundraisers

 Gaming video

 Messenger

 Messenger Kids

 Orders and payments

 Pages

 Play games

 Recent ad activity

 See less

Your shortcuts

 Ascent Airways

 Helpz Air-Con Singapore



What's on your mind, Kevin?

 Live video

 Photo/video

 Feeling/activity



Create story

Share a photo or write something.



Kevin Chua updated his cover photo.

7m · 




 Like

 Comment

 Send

 Share

 Reels and short videos

Create



Getting to:

Campaign Objectives

Scenario Your business is launching a new product, and you want to generate awareness before the product is available for sale.

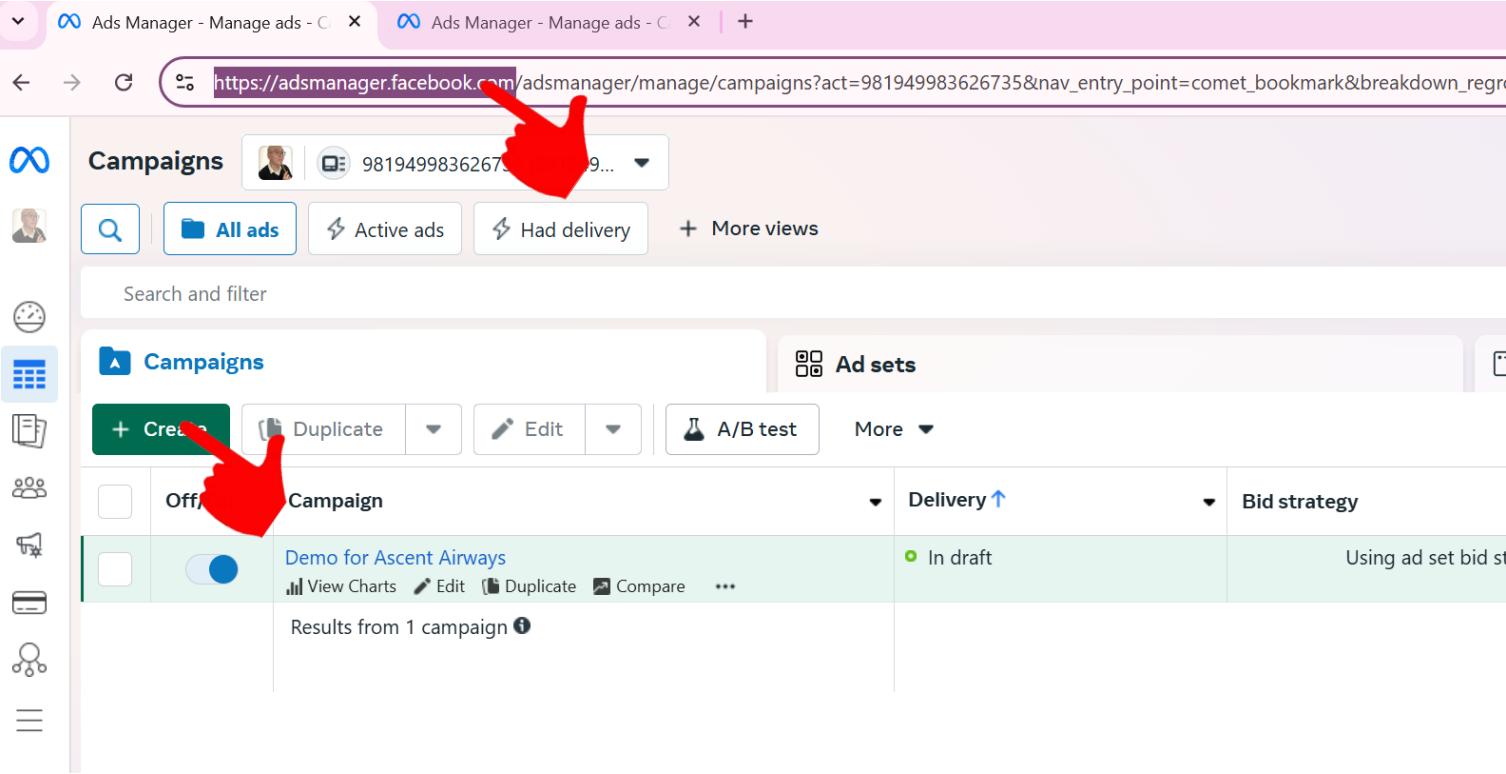
Question Which campaign objective would you choose in Facebook Ads to achieve this, and why?

Tech Support

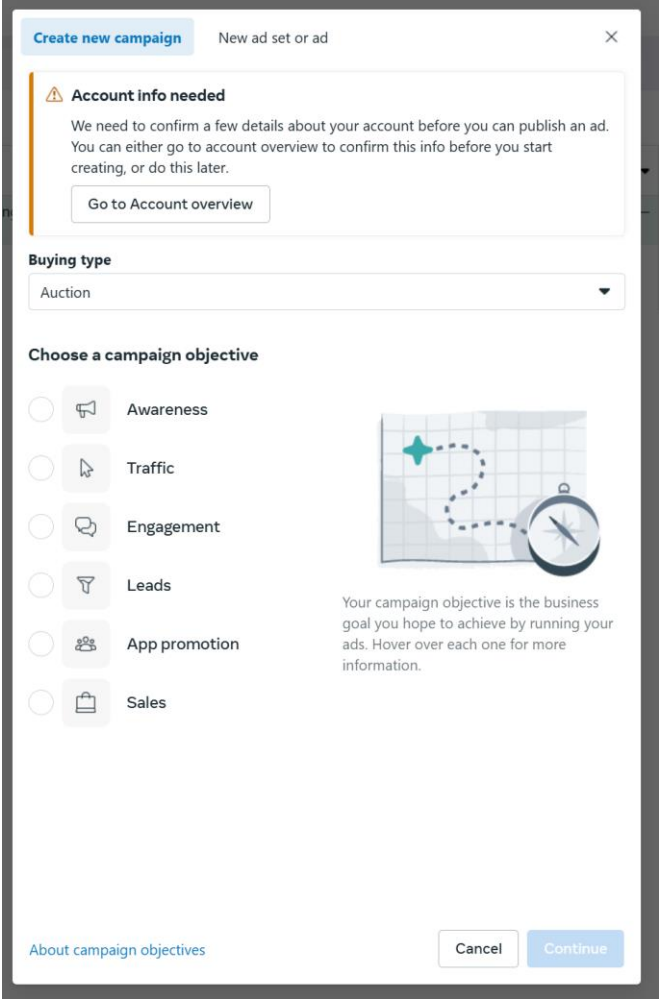
Unspoken Beginner's Worry

What? How do I even get to Campaign objective in the first place? Where do I click? Where do I go?

1



2



Getting to:

Budget Setting

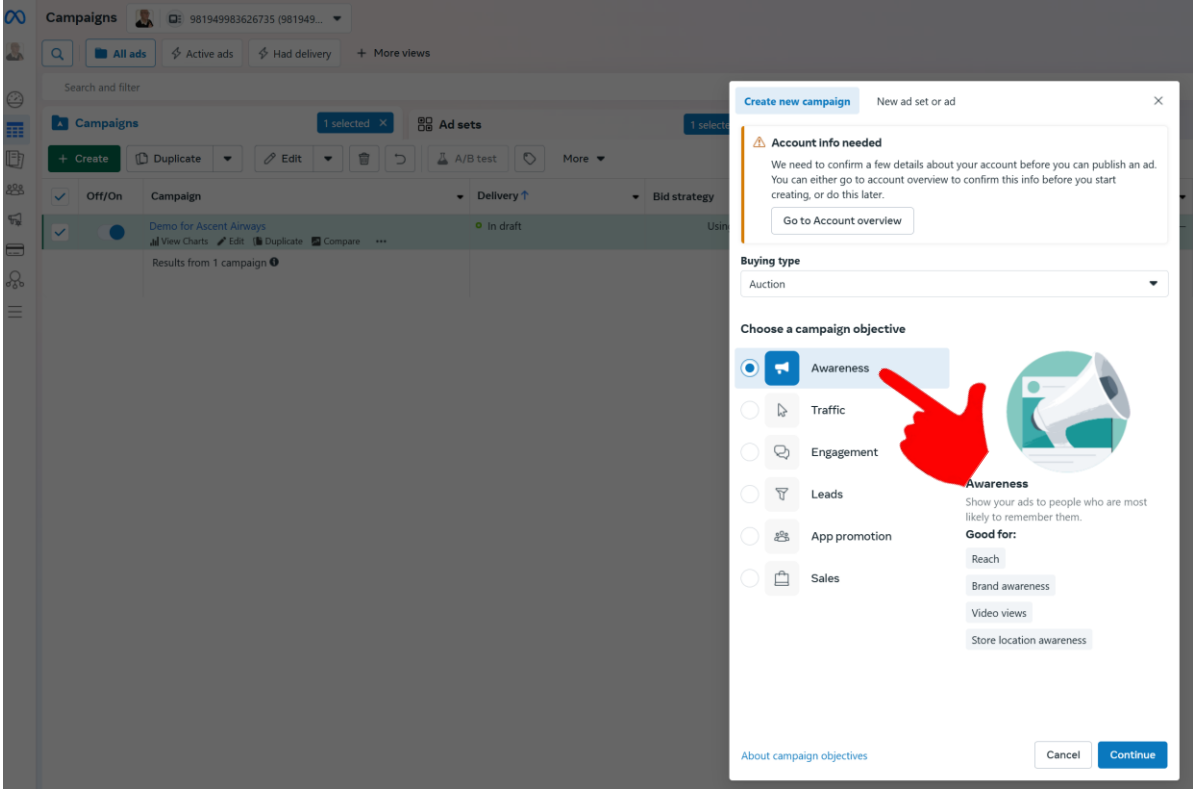
Scenario You have a limited budget for your Facebook Ads campaign and want to ensure it lasts for two weeks without exceeding your budget.

Question How would you set up the budget for your campaign to control spending and ensure it runs for the full two weeks?

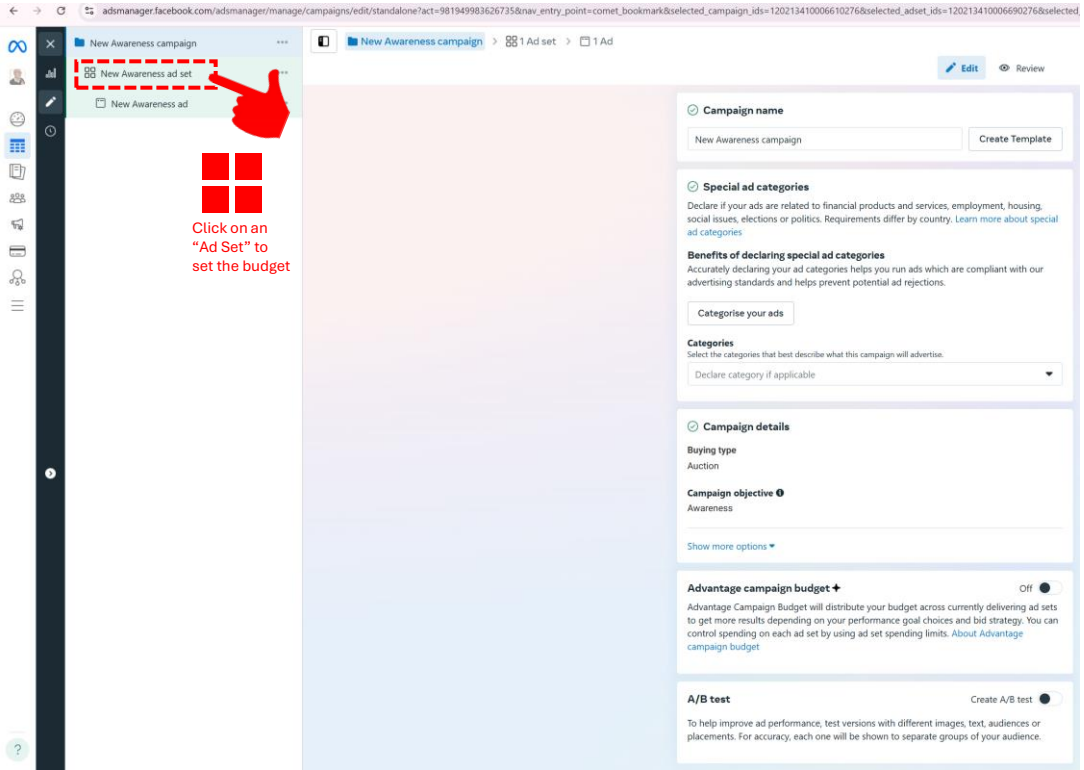
Tech Support

Unspoken Beginner's Worry
What? How do I even get to Budget Setting? Where do I click? Where do I go?

1



2



Scenario You have a limited budget for your Facebook Ads campaign and want to ensure it lasts for two weeks without exceeding your budget.

Question How would you set up the budget for your campaign to control spending and ensure it runs for the full two weeks?

Tech Support

Unspoken Beginner’s Worry
What? How do I even get to Budget Setting? Where do I click? Where do I go?

3

New Awareness campaign

New Awareness ad set

New Awareness ad

2

New Awareness campaign > New Awareness ad set > 1 Ad

Edit

Review

Ad set name

New Awareness ad set

Create Template

Awareness

Performance goal ⓘ

Maximise reach of ads

To help us improve delivery, we may survey a small section of your audience.

Facebook Page ⓘ

Ascent Airways

Cost per result goal · Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most 1,000 impressions using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Show more options ▾

Dynamic creative

Off

Provide creative elements, such as images and headlines, and we'll automatically generate combinations optimised for your audience. Variations may include different formats, templates or audio based on one or more elements. [Learn more](#)

Budget & schedule

Budget ⓘ

Daily budget

\$5.00

USD

You'll spend an average of \$5.00 per day. Your daily spend is \$8.75 and your maximum weekly spend is \$35.00. [Learn more](#)

Schedule ⓘ

Start date

18 December 2024

08:21 +08

End date

☐ Set an end date

Hide options ▴

Updates

Add payment method

There's a problem with the payment method for Kevin Chua. You'll need to add or update the payment information before you can publish ads.

Add payment method

Budget setting per “Ad Set” are all here

Getting to:

Budget Setting

Campaign Creation

Applicable only after you have a Facebook Page

Facebook Ads Manager – Process 1: Campaign Creation

Ads Manager - Manage ads - C x +

← → ↺ https://adsmanager.facebook.com/adsmanager/manage/campaigns?act=981949983626735&nav_entry_point=comet_bookmark&breakdown_regrouping=true&nav_source=comet

Campaigns

981949983626735 (981949... ▼

🔍

All ads

⚡ Active ads

⚡ Had delivery

+ More views

Search and filter

Campaigns

Ad sets

Ads

+ Create

Duplicate ▼

Edit ▼

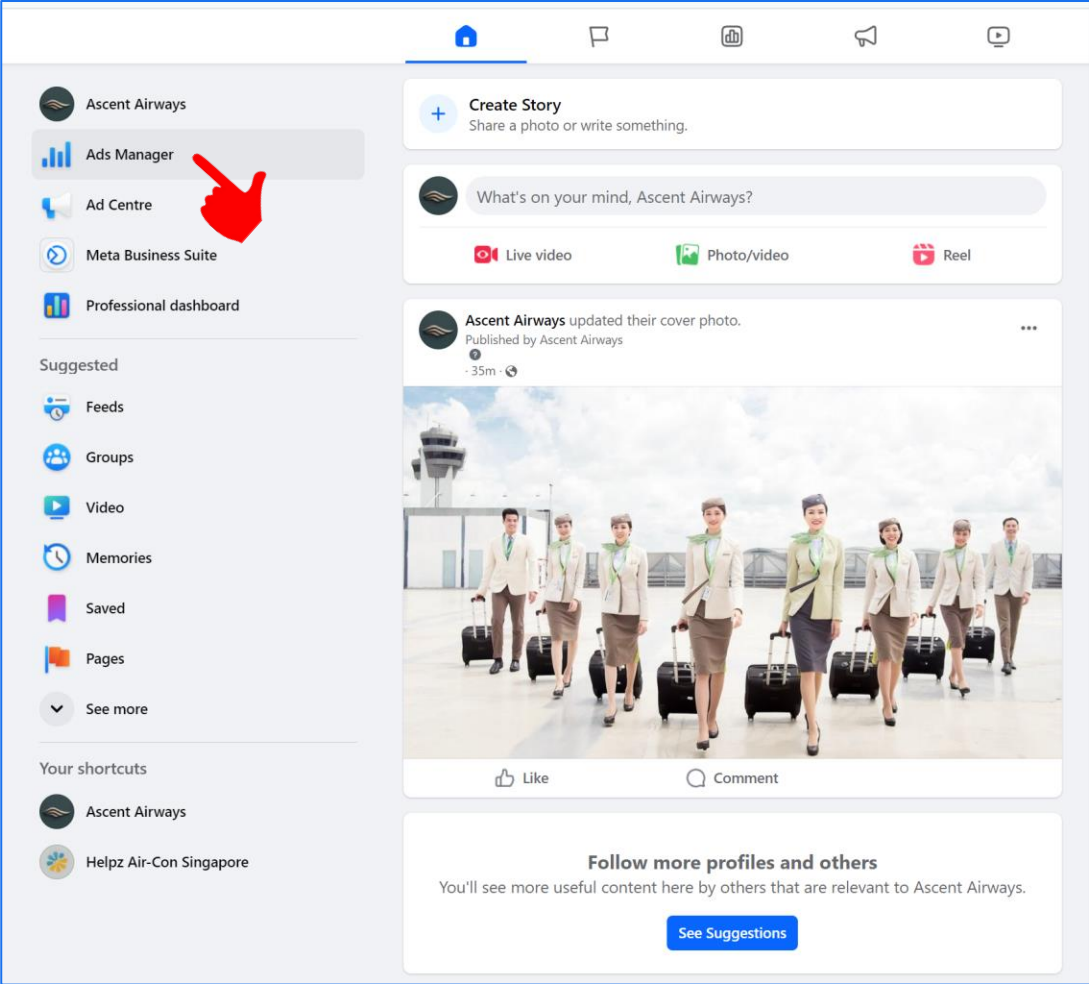
A/B test

More ▼

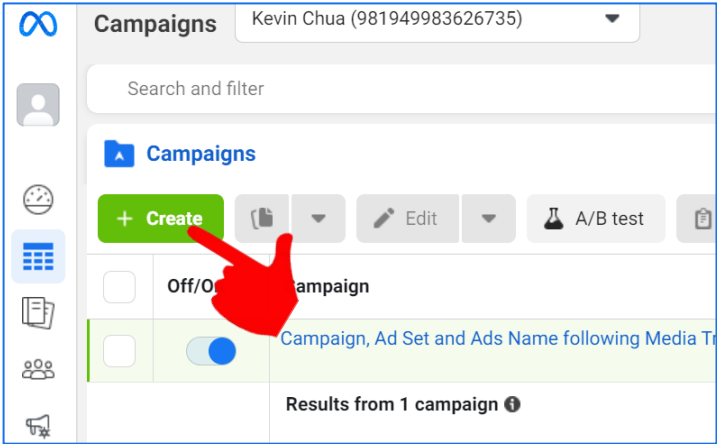
<input type="checkbox"/>	Off/On	Campaign ▼	Delivery ↑ ▼	Bid strategy	Budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Testing 123 📊 View Charts ✎ Edit 📄 Duplicate 📊 Compare ...	🟢 In draft	Using ad set bid strategy	Using ad set budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Traffic	🟢 In draft	Using ad set bid strategy	Using ad set budget
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Demo for Ascent Airways	🟢 In draft	Using ad set bid strategy	Using ad set budget
Results from 3 campaigns ⓘ					

Facebook Ads Manager – Process 1: Campaign Creation

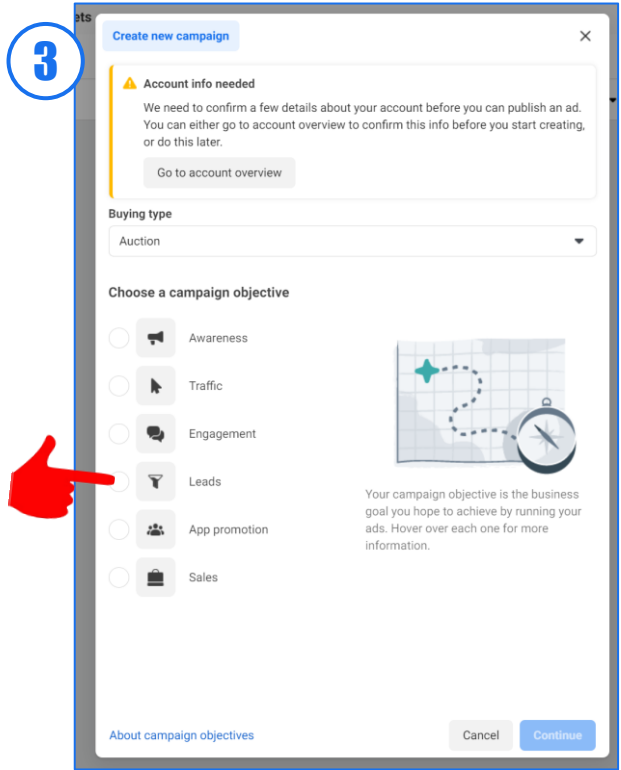
1



2



3



Facebook Ads Manager – Process 1: Campaign Creation

4

The screenshot shows the Facebook Ads Manager interface for creating a campaign. The left sidebar contains navigation icons. The main area displays a table of campaigns. The first campaign, 'Campaign, Ad Set and Ads Name following Media Tracker', is selected. The right-hand panel shows the 'Campaign name' field with the text 'Campaign, Ad Set and Ads Name following Media Tracker' and a 'Create Template' button. Below this, the 'Special ad categories' section is visible, with a 'Categorise your ads' button.

Off/On	Campaign	Delivery	Bid strategy	Bud
<input checked="" type="checkbox"/>	Campaign, Ad Set and Ads Name following Media Tracker View Charts Edit Duplicate Pin	In draft	Using ad set bid strategy	

Results from 1 campaign

5

The screenshot shows the Facebook Ads Manager interface for creating an ad. The left sidebar contains navigation icons. The main area displays a table of ads. The first ad, 'New Leads ad', is selected. The right-hand panel shows the 'Ad name' field with the text 'New Leads ad' and a 'Create Template' button. Below this, the 'Partnership ad' section is visible, with a 'Review 2 errors' section. The 'Identity' section shows the Facebook Page 'Ascent Airways'.

Off/On	Ad	Delivery	Ad set name	Bid strategy	Bud
<input checked="" type="checkbox"/>	New Leads ad Setup error		New Leads ad set 0 active ads	Highest volume Leads	

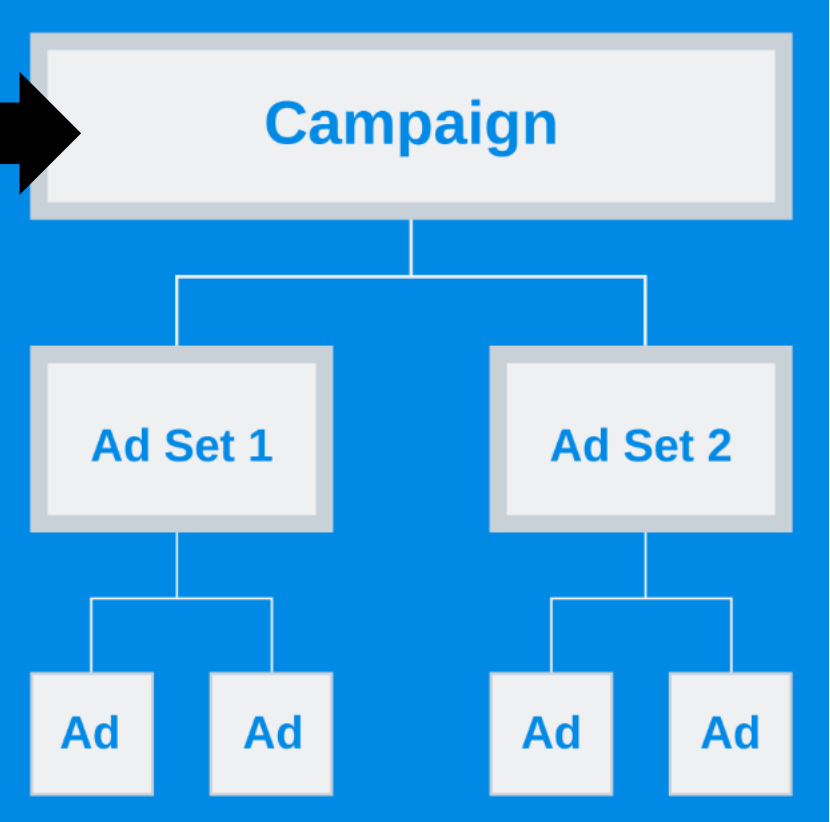
Results from 1 ad

Concept of



Ad Sets & Ads

Facebook Ads Manager – Process 2: Create an Ad Set

Created
just now




Ad Set

-  *Ad*
-  *Ad*
-  *Ad*
-  *Ad*


Facebook Ads Manager – Process 2: Create an Ad Set

What does this all mean?




Campaign, Ad Set and Ads Name followi...

...




New Leads ad set

...




New Leads ad

...




Ad Set = “Parent”
Ads = “Child”




Campaign, Ad Set and Ads Name followi...


...



Airline Launch, New Leads Ads S...


...






Flights to Philippines


...






Flights to Vietnam


...






Flights to Indonesia


...






Full Service, Not Budget Airline


...






Premium Meals


...






20kg Check-In, No Extra Charge


...





Wide Seats

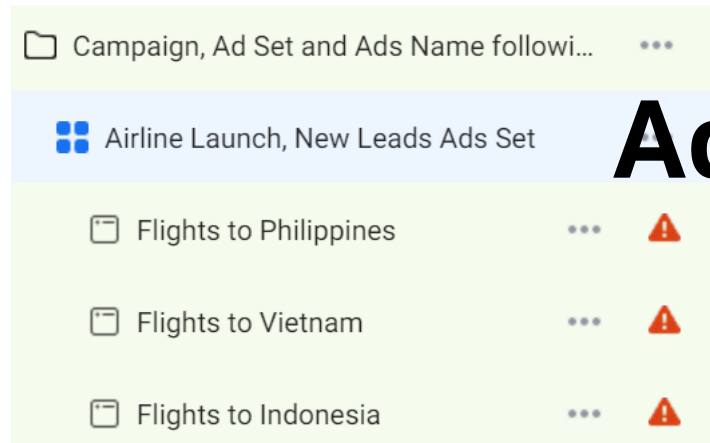
...



Configuring

Ad Sets & Ads

Part 1



Ad Set Level



Budget & Schedule

Facebook Ads Manager – Process 2: Ad Set Level

Campaign, Ad Set and Ads Name followi...

Airline Launch, New Leads Ads S...

Flights to Philippines

Flights to Vietnam

Flights to Indonesia

1

Ad set name

Airline Launch, New Leads Ads Set

Create Template

Conversion

Conversion location

Choose where you want to generate leads.

About conversion locations

Website

Instant Forms

Messenger

Instant Forms and Messenger

Instagram

Calls

App

Instant Forms

Ask people to fill in a form with your questions so that you can qualify your leads.

Facebook Page

Ascent Airways

You've accepted Meta's Lead Ads Terms for this Page.

View Terms

Performance goal

Maximise number of leads

Cost per result goal · Optional

\$X.XX

USD

Meta will aim to spend your entire budget and get the most leads using the highest-volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

2 Budget & Schedule

Budget & schedule

Budget

Daily budget

\$20.00

USD

You'll spend an average of \$20 per day. Your maximum daily spend is \$25 and your maximum weekly spend is \$140. [Learn more.](#)

Schedule

Start date

4 July 2024

13:00 +08

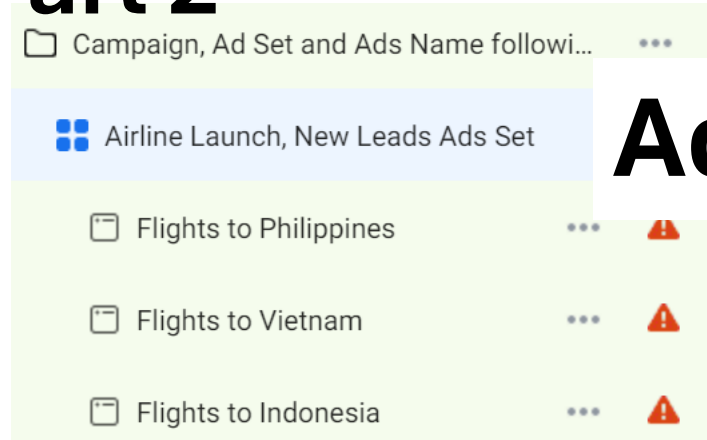
End date

Set an end date

9 August 2024

15:00 +08

Part 2



Ad Set Level



Audience Targeting


- Location
- Demographics
- Interests
- Behaviours

Audience Targeting

Location 

Minimum Age 

You Can Search 

 You Can Browse

* Locations

Location:

Singapore

Hide options ▴

Minimum age

23 ▾

Exclude these custom audiences

Search existing audiences

Languages

All languages

✔ Advantage+ audience ↗

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely.
[Learn more](#)

Custom Audiences

Search existing audiences

Age

23 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Search

trave

Suggestions

Browse

Relevance

Size

Frequent travellers

Size: 1,630,209,429 - 1,917,126,289

Behaviours

Frequent international travellers

Size: 643,262,764 - 756,477,011

Behaviours

Travel > Commuters

Size: 296,651,426 - 348,862,077

Behaviours

Returned from travelling two weeks ago

Size: 183,252,389 - 215,504,810

Behaviours

Returned from travelling one week ago

Size: 123,821,738 - 145,614,364

Behaviours

Travel

Size: 1,630,209,429 - 1,917,126,289

Behaviours

⚠ Ad set may get zero leads

Based on how you've set up your ad set, it might not get any leads. To fix this, make changes to your ad set before publishing.
[Learn more](#)

Audience definition ⓘ

Your audience selection is fairly broad.

Specific

Estimated audience size: 2,800,000 - 3,300,000

Your criteria is currently set to allow Advantage+ audience targeting. ⓘ
Estimates may vary significantly over time due to changes in your targeting selections and available data. Estimates do not reflect Advantage+ audience options.

Estimated daily results

Reach ⓘ

1.4K-4.0K

Leads ⓘ

0

The accuracy of estimates is based on factors such as campaign data, the budget you entered, marketing objectives, targeting criteria and ad placements. Numbers are only an idea of performance for your campaign and don't guarantee results.

Detailed Targeting: Search

You Can Search



* Locations

Location:

- Singapore

Hide options ▴

Minimum age

23 ▾

Exclude these custom audiences

Search existing audiences

Languages

All languages

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Custom Audiences

Create new ▾

Search existing audiences

Age

23 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Search

trave

Suggestions

Browse

Relevance

Size

Frequent travellers	Behaviours
Size: 1,630,209,429 - 1,917,126,289	
Frequent international travellers	Behaviours
Size: 643,262,764 - 756,477,011	
Travel > Commuters	Behaviours
Size: 296,651,426 - 348,862,077	
Returned from travelling two weeks ago	Behaviours
Size: 183,252,389 - 215,504,810	
Returned from travelling one week ago	Behaviours
Size: 123,821,738 - 145,614,364	
Travelport	

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Estimated daily results

Reach ⓘ

1.4K-4.0K

Leads ⓘ

0

The accuracy of estimates is based on factors such as campaign data, the budget you entered, many targeting criteria and ad placements. Numbers are only estimates and don't guarantee results.

Size: 1,630,209,429 - 1,917,126,289

Behaviours > Travel > Frequent travellers

Description: People whose activities on Facebook suggest that they are frequent travellers.

💡 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

4

When Searching

Relevance

Size

Frequent travellers	Behaviours
Size: 1,630,209,429 - 1,917,126,289	
Travel (travel and tourism)	Interests
Size: 1,172,422,168 - 1,378,768,470	
Frequent international travellers	Behaviours
Size: 643,262,764 - 756,477,011	
Air travel (transportation)	Interests
Size: 305,795,457 - 359,615,458	
Travel > Commuters	Behaviours
Size: 296,651,426 - 348,862,077	
Adventure travel (travel and tourism)	

Size: 1,172,422,168 - 1,378,768,470

Interests > Travel (travel and tourism)

Description: People who have expressed an interest in or like Pages related to Travel (travel and tourism)

The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

When Searching

Relevance


Size

Frequent travellers Size: 1,630,209,429 - 1,917,126,289	Behaviours
Travel (travel and tourism) Size: 1,172,422,168 - 1,378,768,470	Interests
Frequent international travellers Size: 643,262,764 - 756,477,011	Behaviours
Air travel (transportation) Size: 305,795,457 - 359,615,458	Interests
Travel > Commuters Size: 296,651,426 - 348,862,077	Behaviours
Adventure travel (travel and tourism)	

Size: 1,172,422,168 - 1,378,768,470

Interests > Travel (travel and tourism)

Description: People who have expressed an interest in or like Pages related to *Travel (travel and tourism)*

 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

When Searching

Relevance


Size

Frequent travellers	Behaviours
Size: 1,630,209,429 - 1,917,126,289	
Frequent international travellers	Behaviours
Size: 643,262,764 - 756,477,011	
Travel > Commuters	Behaviours
Size: 296,651,426 - 348,862,077	
Returned from travelling two weeks ago	Behaviours
Size: 183,252,389 - 215,504,810	
Returned from travelling one week ago	Behaviours
Size: 123,821,738 - 145,614,364	
Travel and tourism Page admins	

Size: 643,262,764 - 756,477,011

Behaviours > Travel > Frequent international travellers

Description: People who have travelled abroad more than once in the past 6 months.

 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

Report this as inappropriate

When Searching

Relevance

Size

Adventure travel (travel and tourism)

Size: 275,203,844 - 323,639,721

Interests

Returned from travelling two weeks ago

Size: 183,252,389 - 215,504,810

Behaviours

Returned from travelling one week ago

Size: 123,821,738 - 145,614,364

Behaviours

Travel + Leisure (publication)

Size: 92,425,749 - 108,692,681

Interests

First-class travel (travel and tourism business)

Size: 73,392,372 - 86,309,430

Interests

Travel photography (photography)

Interests


Size: 123,821,738 - 145,614,364

Behaviours > Travel > Returned from travelling one week ago

Description: People whose activities on Facebook suggest that they returned from travelling within the past week

The size of the audience for your selected interests is now shown as a range. These numbers may change over time.


When Searching

Relevance		Size
Frequent international travellers		Behaviours
Size: 643,262,764 - 756,477,011		
Air travel (transportation)		Interests
Size: 305,795,457 - 359,615,458		
Travel > Commuters		Behaviours
Size: 296,651,426 - 348,862,077		
Adventure travel (travel and tourism)		Interests
Size: 275,203,844 - 323,639,721		
Returned from travelling two weeks ago		Behaviours
Size: 183,252,389 - 215,504,810		
Returned from travelling one week ago		

Size: 296,651,426 - 348,862,077

Behaviours > Travel > Commuters

Description: People who likely commute from their home to their workplace on weekdays

 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

Detailed Targeting: Browse

* Locations

Location:

- Singapore

Hide options ▴

Minimum age

23 ▾

Exclude these custom audiences

Q

Search existing audiences

Languages

All languages

✔ Advantage+ audience ↗

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[Learn more](#)

Custom Audiences

Create new ▾

Q

Search existing audiences

Age

23 - 65+

Gender

All genders

Detailed targeting

Include people who match ⓘ

Q

trave

Suggestions Browse

Relevance

Size

Frequent travellers

Size: 1,630,209,429 - 1,917,126,289

Behaviours

Frequent international travellers

Size: 643,262,764 - 756,477,011

Behaviours

Travel > Commuters

Size: 296,651,426 - 348,862,077

Behaviours

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Estimated daily results

Reach ⓘ

1.4K-4.0K

Leads ⓘ

0

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Size: 1,630,209,429 - 1,917,126,289

Behaviours > Travel > Frequent travellers

Description: People whose activities on Facebook suggest that they are frequent travellers.

💡 The size of the audience for your selected interests is now shown as a range. These numbers may change over time.

4

You Can Browse

When Browsing

Add demographics, interests or behaviours

Suggestions Browse

▶ Demographics

▶ Interests

▶ Behaviours

▼ Demographics

▶ Education

▶ Financial

▶ Life events

▶ Parents

▶ Relationship

▶ Work

▼ Life events

▶ Anniversary

Away from family
Size: 131,867,573 - 155,076,267

Away from home town
Size: 131,912,818 - 155,129,474

▼ Date of birth

▶ Month of birth

Upcoming birthday
Size: 41,332,178 - 48,606,642

▶ Friends of

Long-distance relationship
Size: 8,416,400 - 9,897,687

New job
Size: 112,380 - 132,160

Narrow Your Audience

Detailed targeting
Include people who match ⓘ

Frequent international travellers

Returned from travelling one week ago

Returned from travelling two weeks ago

Interests > Additional interests

Travel (travel and tourism)

Interests > Business and industry

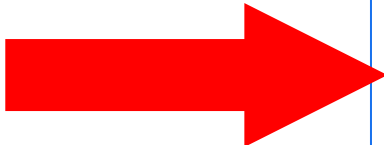
Business (business & finance)

🔍 Add demographics, interests or behaviours

Suggestions Browse

Narrow audience

Narrow Your Audience



Detailed targeting
Include people who match ⓘ

[Behaviours](#) > [Travel](#)

Frequent international travellers

🔍 Add demographics, interests or behaviours [Suggestions](#) [Browse](#)

and must also match ⓘ [×](#)

[Demographics](#) > [Life events](#)

Away from family

[Demographics](#) > [Life events](#) > [Anniversary](#)

Anniversary within 31-60 days

Configuring

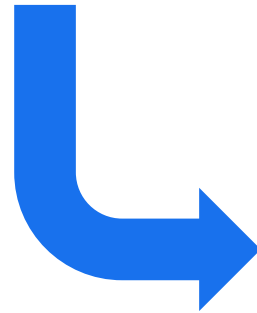
Individual Ads

Within the Ad Set

Part 3

📁 Campaign, Ad Set and Ads Name followi...	...	
📁 Airline Launch, New Leads Ads Set	...	
📅 Flights to Philippines	...	⚠️
📅 Flights to Vietnam	...	⚠️
📅 Flights to Indonesia	...	⚠️

Ads



What Your Audience Will See

- **Format**
- **Ad Placement**
- **Ad Creative**
- **Ad Copy**

Facebook Ads Manager – Process 3: Individual Ads Level

Ads

Kevin Chua (981949983626735)

Search and filter

+ Create

Duplicate

Edit

A/B test

Preview

Rules

Off/On	Ad	Delivery	Ad set name	Bid strategy	Budget
<input checked="" type="checkbox"/>	<div>New Leads ad</div> <div>Setup error</div> <div>Results from 1 ad</div>		<div>New Leads ad set</div> <div>0 active ads</div>	Highest volume	Leads

Campaign, Ad Set and Ads Name followi...

New Leads ad set

New Leads ad

Campaign, Ad Set and Ads Name following Media Trac

New Leads ad set

New Leads ad

Setup error

Ad name

New Leads ad

Create Template

Partnership ad

Run ads with creators, brands and other businesses. These ads will feature both identities in the header. Learn more

Off

Identity

Facebook Page

Ascent Airways

Any form submitted from your ad will go to Ascent Airways.

Review 2 errors

Choose or create an Instant Form for your lead generation campaign (#3390001)

Add form

Terms of service not accepted: You can't run lead ads until your Facebook Page accepts Facebook's Lead Generation Terms of Service. (#1815089)

Ad preview

Advanced Preview

You can now see more variations of your ad in previews

Make sure the Page is Correct

Facebook Ads Manager – Process 3: Individual Ads Level

Campaign, Ad Set and Ads Name followi... ⋮

⌵

Airline Launch, New Leads Ads S... ⋮ ⚠

📅

Flights to Philippines ⋮ ⚠

📅

Flights to Vietnam ⋮

📅

Flights to Indonesia ⋮ ⚠



Primary text (1 of 5) ⓘ ⚡ Not optimized

Escape to paradise! 🌴 Explore exotic destinations with Ascent Airways. Book your dream vacation now! ✈️ 😊

+

Add text option

Text generation (0 of 5) ⚡ AI

[View Terms of Use](#)

☐ All text variations

☐

🌴 Paradise calling! Escape to exotic destinations with Ascent Airways. Book your dream vacation now and get ready for the adventure of a lifetime! ✈️ #AscentParadise #DreamVacation

☐

🌴 Ever wanted to escape reality and immerse yourself in paradise? Book your dream vacation with Ascent Airways! ✈️ Explore exotic destinations, relax on white-sand beaches & create unforgettable memories. What's holding

👍

💬

🔄Generate more

Headline

Flights to Vietnam, starting from \$77.

+

Add headline option

Text generation ⚡ AI

[View Terms of Use](#)

We don't have any text variations for you. Try adding or editing new primary text to generate variations.

👍

💬

🔄Generate more

Description ⓘ

Include additional details

Call to action ⓘ

Book now

⚠ Verifying your changes

Choose or create an Instant Form for your lead generation campaign (#3390001)

Add form

Terms of service not accepted: You can't run lead ads until your Facebook Page accepts Facebook's Lead Generation Terms of Service. (#1815089)

Ad preview

Advanced Preview

📱

📺

📱

📺

⚠1

★ You can now see more variations of your ad in previews

⌵

Ascent Airways

Sponsored

✕

⋮

Escape to paradise! 🌴 Explore exotic destinations with Ascent Airways. Book your dream vacation now! ✈️

fb.me

Flights to Vietnam, starting from \$77.

Book now

👍 Like

💬 Comment

🔗 Share

Instagram

Sponsored

⋮

Book now

👍 Like

💬 Comment

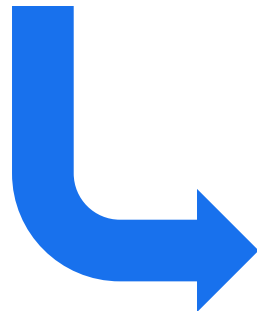
🔗 Share

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Part 4

📁 Campaign, Ad Set and Ads Name followi...	...
📁 Airline Launch, New Leads Ads Set	...
📄 Flights to Philippines	... ⚠️
📄 Flights to Vietnam	... ⚠️
📄 Flights to Indonesia	... ⚠️

Ads



Lead Generation Form

Facebook Ads Manager – Process 3: Individual Ads Level

Campaign, Ad Set and Ads Name followi...

Full Service, Not Budget Airline
Wide Seats
20kg Check-In, No Extra Charge
Premium Meals

Airline Launch, New Leads Ads Set

Flights to Philippines
Flights to Indonesia

Flights to Vietnam

Advantage+ creative

Tailor your ad for the [person](#) viewing it by letting us automatically optimise your creative. This can help improve performance.

Enhancements

1/7 turned on

Edit

Destination

Tell us where to send people immediately after they've tapped or clicked on your ad. [Learn more](#)

Instant form


Make connections with people by letting them send contact information and other details to you through a form. [Learn more](#)

Create Form

Choose or create an Instant Form for your lead generation campaign

Ascent Airways
Sponsored

Escape to paradise! Explore exotic destinations with Ascent Airways. Book your dream vacation now!




fb.me
Flights to Vietnam, starting from \$77. Book now

Like Comment Share

Instagram

Ascent Airways
Sponsored



Book now

Escape to paradise! Explore exotic destinations with Ascent Airways. Book your dream vacation... more

Ad rendering and interaction may vary based on device, format and other factors.

Facebook Ads Manager – Process 3: Individual Ads Level

Create form

✓ Form type

Intro

Questions

Privacy Policy

Ending

Form name

The name that you choose will only be seen in Ads Manager.

Untitled form 30/06/2024, 09:27

Form type

Customise your form depending on the goal of your Lead Generation campaign. The options you select may affect the volume of submissions and cost per lead.

☒ More volume

Use a form that's quick to fill in and submit on a mobile device.

☐ Higher intent

Add a review step that gives people a chance to confirm their information.

☐ Rich creative

Hold your audience's attention with this form that integrates your company's images and messaging, including an optional about us, product detail and reviews sections.

Facebook Ads Manager – Process 3: Individual Ads Level

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Background image

The image that you choose will show at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

Use the image from your ad

The image from your ad will appear with your context card

Use uploaded image

Recommended image size: 1,200 x 628 pixels

Greeting • Recommended

Let people know any relevant details and why they should complete your form.

Headline

Fly to Vietnam from just \$77!

29/60

Description

Paragraph

List

Discover the beauty of Vietnam without breaking the bank. Sign up now to receive exclusive deals on flights to your favorite destinations in Vietnam!

Remove greeting

Save Draft

What's new

Previous

Next

Settings

Intro

1 of 4

Ascent Airways

Fly to Vietnam from just \$77!

Discover the beauty of Vietnam without breaking the bank. Sign up now to receive exclusive deals on flights to your favorite destinations in Vietnam!

Continue →

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Privacy Policy

Add a link to your company's Privacy Policy. This is required when collecting contact information. Your link will appear with Facebook's default privacy disclaimer.

Link

https://sites.google.com/view/helpzaircon/home/learning-resources

Link text

Visit Ascent Airways's Privacy Policy

37/70

Custom notices • Optional

You can add additional notices such as marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

+ Add custom notice

Save Draft

What's new

Previous

Next

Settings

Privacy review

3 of 4

Privacy policy

By clicking Submit, you agree to send your info to Ascent Airways who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy. Including to auto-fill forms for ads. View Facebook Data Policy. Visit Ascent Airways's Privacy Policy

Submit

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Lead filtering is now conditional logic

Now you can use conditional logic to filter leads based on how people answer the previous question, so you get the responses that matter most to your business.

+ Add Question

Contact information

Ask for contact information and additional personal details. This will be prefilled from their Facebook account.

Description

Let people know how the info they give you will be used or shared. See examples

We'll use your contact details to send you online quotes.

Choose the type of information you need

Email

Contact fields

Full name

User information

+ Add Category

Save Draft

What's new

Previous

Next

Settings

Prefill information

2 of 4

Ascent Airways

Contact information

We'll use your contact details to send you online quotes.

Email

Enter your answer.

Full name

Enter your answer.

Continue

Create form

Form type

Intro

Questions

Privacy Policy

Ending

Description

Thank you for signing up! Enter the promo code when checking out o unlock fares to Vietnam starting at \$77. Book your dream getaway now and explore the beauty of Vietnam with Ascent Airways.

Additional action

You can add an additional action to reward or help people connect with you after they've completed your form.

Go to website

Share a URL, for people to visit your website.

View File

Share gated content, such as a PDF, JPEG or PNG file.

Call Business

Allow people to call your business instantly.

Redeem promo code

Reward people with a promo code that they can redeem on your website.

Online offer URL

https://sites.google.com/view/helpzaircon/home/book-an-appointment

Online promo code

VIETNAM77

Call to action

Text for the button that link to the online offer URL.

Book Tickets

12/60

Save Draft

What's new

Previous

Create form

Settings

Message for leads

4 of 4

Ascent Airways

Your Vietnam Adventure Awaits!

Thank you for signing up! Enter the promo code when checking out o unlock fares to Vietnam starting at \$77. Book your dream getaway now and explore the beauty of Vietnam with Ascent Airways.

You successfully submitted your responses.

Copy code VIETNAM77

Paste at online checkout.

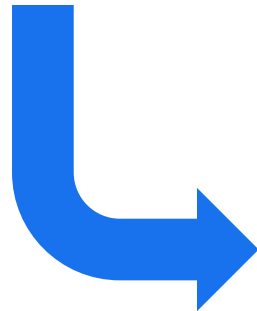
Copy

Book Tickets

Part 1

📁 Campaign, Ad Set and Ads Name followi...	...
📁 Airline Launch, New Leads Ads Set	...
📄 Flights to Philippines	... ⚠️
📄 Flights to Vietnam	... ⚠️
📄 Flights to Indonesia	... ⚠️

Ads



Retargeting

Facebook Ads Manager – Process 4: Retargeting

Campaign, Ad Set and Ads Name followi...
Full Service, Not Budget Airline
Premium Meals
20kg Check-In, No Extra Charge
Wide Seats
Airline Launch, New Leads Ads Set
Flights to Philippines
Flights to Vietnam
Flights to Indonesia

campaign to help improve performance. You can still set limits to control who can and can't see your ads. [About Advantage+ audience](#)

Potential outcome

Up to 33% lower cost per result

Based on our experiment ⓘ

Use Advantage+ audience

Create new audience Use saved audience ▼

Custom Audiences

Search existing audiences

Add exclusions

*** Locations**

Location:

- Singapore

Ad set may get zero l

Based on how you've might not get any lead making changes to yo publishing.

[Learn more](#)

Audience definition ⓘ

Your audience selection is fair

Create new ▼

Custom Audience
Reach people who have already interacted with your business.

Lookalike Audience
Reach new people on Meta technologies who are similar to your most valuable audiences.

Facebook Ads Manager – Process 4: Retargeting

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website

☐ App activity

☐ Catalogue

☐ Customer list

☐ Offline activity

Meta sources

☐ Video

☒ Lead form

☐ Instant Experience

☐ Shopping

☐ Instagram account

☐ Events

☐ Facebook Page

☐ On-Facebook listings

?

Cancel

Next

Facebook Ads Manager – Process 4: Retargeting

Create a lead form Custom Audience

×

Include [Accounts Centre](#) accounts who meet

ANY ▼

 of the following criteria:

Events

Anyone who opened this form ▼

Page

Ascent Airways

▼

Lead form

Untitled form 30/06/2024, 09:27 ▼

Audience retention ⓘ

90

days

Include more people

Exclude people

Audience name

Didn't Submit Forms for Vietnam Flight 38/50

Description · Optional

0/100

?

Back

Create audience

Facebook Ads Manager – Process 4: Retargeting

Campaign, Ad Set and Ads Name followi... ***

Airline Launch, New Leads Ads Set ***

Flights to Philippines *** ⚠

Flights to Vietnam ***

Flights to Indonesia *** ⚠

Full Service, Not Budget Airline *** ⚠

Premium Meals *** ⚠

20kg Check-In, No Extra Charge *** ⚠

Wide Seats *** ⚠

Edit Review

campaign to help improve performance. You can still set limits to control who can and can't see your ads. [About Advantage+ audience](#)

Potential outcome
Up to 33% lower cost per result
Based on our experiment ⓘ

Use Advantage+ audience

Create new audience

Use saved audience ▼

Custom Audiences

Create new ▼

Engagement – Lead ad

Didn't Submit Forms for Vietnam Flight

Search existing audiences

💡 You have selected a custom audience that we're still matching to profiles on Meta technologies. This can take up to three days. You can start running ads with this audience straight away, but be aware that your audience size will increase as the audience is populated.

Add exclusions

Advantage custom audience ⬆

☐ Reach people beyond your custom audience when it is likely to improve performance.

* Locations

Location:

- Singapore

Age

23 - 65+

Gender

All genders

Detailed targeting

People who match:

- Behaviours: Frequent international travellers

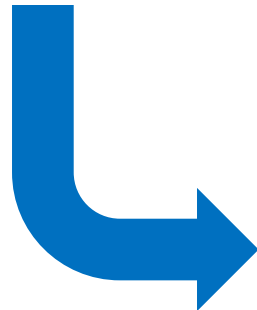
And must also match:

- Life Event: Anniversary within 31-60 days or Away from family

Part 6

📁 Campaign, Ad Set and Ads Name followi...	...	
📁 Airline Launch, New Leads Ads Set	...	
📅 Flights to Philippines	...	⚠️
📅 Flights to Vietnam	...	⚠️
📅 Flights to Indonesia	...	⚠️

Ads



**Retargeting
with Pixels**





Track website conversions using pixel

Create a Meta pixel to build a Custom Audience of people who took actions on your website. Your Meta pixel also lets you measure and optimise ads for website conversions. [Learn more](#)

Pixel name

32

Kevin Chua's Pixel

Check your website for easy setup options

<https://sites.google.com/view/helpzaircon/home/book-an-appointment>

To comply with our policies and help protect your users' privacy, don't share sensitive user data with us when setting up events. Visit the [Help Centre](#) to learn more about sensitive data.

By continuing, you agree to the [Meta Business Tools Terms](#).

[Give feedback](#)

[Continue](#)

📁 Campaign, Ad Set and Ads Name followi...	...
📁 Airline Launch, New Leads Ads Set	...
📁 Flights to Vietnam	...
📁 Flights to Philippines	... ⚠️
📁 Flights to Indonesia	... ⚠️
📁 Full Service, Not Budget Airline	... 🌐
📁 Wide Seats	... 🌐
📁 20kg Check-In, No Extra Charge	... 🌐
📁 Premium Meals	... 🌐

✓ Ad set name

Full Service, Not Budget Airline

[Create Template](#)

🌐 Conversion

Conversion location

Choose where you want to generate leads.

[About conversion locations](#)

- ☒ Website
- ☐ Instant Forms
- ☐ Messenger
- ☐ Instant Forms and Messenger
- ☐ Instagram
- ☐ Calls
- ☐ App



Website

Send people to a specific page on your website.

Performance goal ⓘ

Maximise number of conversions ▼

Pixel ⓘ

Kevin Chua's Pixel ▼



Inactive pixels

- ☒ Kevin Chua's Pixel
Pixel ID: 524534636567566

- 📁

Campaign, Ad Set and Ads Name followi...

⋮
- 🗑️

Full Service, Not Budget Airline

⋮

⚠️
- 🗑️

Premium Meals

⋮

⚠️
- 🗑️

20kg Check-In, No Extra Charge

⋮

⚠️
- 🗑️

Wide Seats

⋮

⚠️
- 📊

Airline Launch, New Leads Ads Set

⋮
- 🗑️

Flights to Philippines

⋮

⚠️
- 🗑️

Flights to Vietnam

⋮
- 🗑️

Flights to Indonesia

⋮

⚠️

campaign to help improve performance. You can still set limits to control who can and can't see your ads. [About Advantage+ audience](#)

Potential outcome

Up to 33% lower cost per result

Based on our experiment ⓘ

Use Advantage+ audience

Create new audience

Use saved audience ▼

Custom Audiences

🔍 Search existing audiences

Add exclusions

Create new ▼

Custom Audience

Reach people who have already interacted with your business.

Lookalike Audience

Reach new people on Meta technologies who are similar to your most valuable audiences.

* Locations

Location:

- Singapore

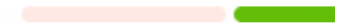
⚠️ Ad set may get zero leads

Based on how you've targeted, you might not get any leads from this ad set. Consider making changes to your targeting before publishing.

[Learn more](#)

Audience definition ⓘ

Your audience selection is fairly even









Choose a custom audience source











Connect with people who have already shown an interest in your business or product.

Your sources

- ☒ Website  
- ☐ App activity 
- ☐ Catalogue 
- ☐ Customer list 
- ☐ Offline activity 

Meta sources

- ☐ Video 
- ☐ Lead form 
- ☐ Instant Experience 
- ☐ Shopping 
- ☐ Instagram account 
- ☐ Events 
- ☐ Facebook Page 
- ☐ On-Facebook listings 



Cancel

Next