

FACEBOOK CAMPAIGN STRUCTURE

CAMPAIGN

Set your objective of your campaign (traffic, engagement, conversions, reach, etc)
Naming convention: TOF, MOF, BOF

Distinction

Ex. TOF - Video News

Naming convention example

AD SET

AD SET

  
Targetting Budget Placement
 
Optimization Bidding

  
Targetting Budget Placement
 
Optimization Bidding

Distinction

Ex. Lookalike - Desktop

Ex. Lookalike - Desktop

Naming convention example

AD

AD

AD

AD

Creative
Ad Format

Creative
Ad Format

Creative
Ad Format

Creative
Ad Format

Distinction

Ex. LuxuryHomes

Ex. LuxuryHomes

Ex. LuxuryHomes

Ex. LuxuryHomes

Naming convention example