# Facebook Campaign Structure Best Practices

Upcoming ad set updates make it easier to organize, optimize and measure the performance of your audiences, placements, and creative. The updates move targeting, placement, and bid settings to the ad set level.

Overview and what's new

Campaign

A campaign contains one or more ad sets and ads. You'll choose an advertising objective (ex: clicks to website, video views, app installs, etc.) for each of your campaigns so your ad sets and ads will match that objective. This way you can easily measure the performance of your ad sets and ads, and optimize for a single objective.

Ad set includes scheduling, budget, bidding, targeting, and placement

Ad includes creative
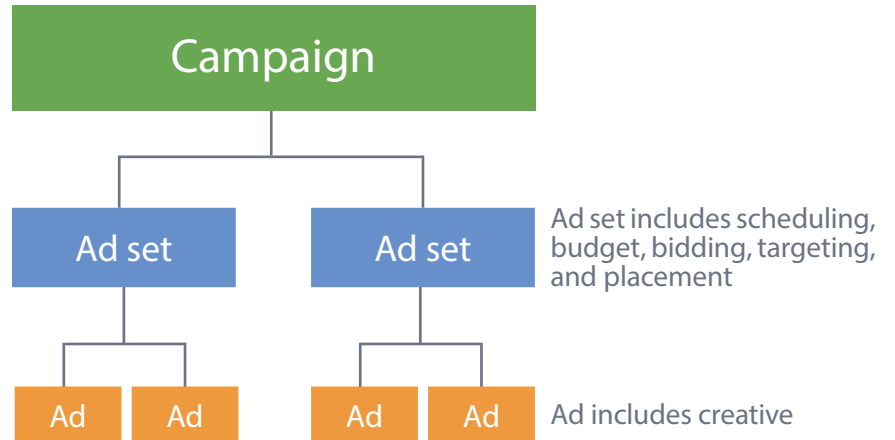
Ad Set

An ad set contains one or more ads. You'll set a budget and a schedule for each of your ad sets. You'll also define your targeting, placement, and bidding (bid type and bid value) at the ad set level. This way you can control how much you spend on each audience, schedule when they see your ads, and measure their response.

Ad

An ad will now be defined solely by your creative—so our system can optimize for the top performing ad based on variations in images, links, video, or text.

Ad set updates in the campaign structure

	Objective	Schedule	Budget	Bidding	Targeting	Placement	Creative	Reporting	On/off
Campaign	✔							✔	✔
Ad set		✔	✔	✱	✱	✱		✔	✔
Ad							✔	✔	✔

✱ New

Campaign best practices

Create one or more campaigns within an ad account

Determine the objectives you want to achieve and create one or more campaigns for each objective.

You can measure the performance of your ad account, across all your campaigns, from ads reporting.

Set up campaigns based on advertising objectives

Decide what you want to achieve with your campaign and set your objective accordingly. The following objectives are available for you to choose from:

Objective	What to achieve with your campaign
Clicks to website	Get people to visit your website
Website conversions	Promote specific conversions for your website (you'll need a conversion pixel for your website before you can create this ad)
Page post engagement	Promote your Page posts (these can include video, photos, links, etc.)
Page likes	Get Page likes to grow your audience and build your brand
App installs	Get people to install your mobile or desktop app
App engagement	Get people to use your mobile or desktop app
Offer claims	Create offers for people to redeem in your store
Event responses	Increase attendance at your event
Video views	Get more people to view your video and build your brand

See our Help Center for any updates to the above list.

Cap how much you spend across all your campaigns

If you want to cap your spend at the ad account level, set an overall spend limit for your ad account before you begin running your campaigns. We will not bill you for more than your account spend limit.

Track spend for each of your campaigns

Use our spend meters to track how much you've spent for each of your campaigns. We will also show you approximately how much your campaign could spend based on your ad set budgets.

Ad set best practices

Organize ad sets by audience

Create an ad set for each audience so you can test different audiences. To do this effectively, you should keep all other settings consistent so that if one ad set performs better than another, you'll know it's because of the targeting as opposed to another factor such as a higher bid. This will help you determine the more responsive audience and minimize your ad sets from competing against each other for impressions for the same audience.

Optimize top performing placements

Depending on your needs, you can target more than one placement for each ad set to give your ad set more opportunities to deliver. Alternatively, you can target one placement per ad set to see which one drives the best results. Again, whenever you test a single factor, it's always best to keep the other factors the same so you can isolate why a particular ad set is performing well.

Facebook ad placements available via our ad interfaces

Ads Create Tool & Ads Manager	Power Editor
News Feed on Desktop	News Feed on Desktop
News Feed on Mobile (all devices)	News Feed on Mobile (all devices)
Right Column on Desktop	News Feed on Mobile (feature phones)
	News Feed on Mobile (Android devices)
	News Feed on Mobile (iOS devices)
	Right Column on Desktop
	Homepage
	Partner Mobile Apps

See our Help Center Ads Product Guide for updates and details on ad placements.

Set bidding to maximize performance

You will now set bidding (bid type and bid value) for your ad set so your ads have the same optimization setting and our system can deliver the best performing ad for your target audience. You can choose to optimize for clicks, impressions, reach or your objective. Your choice determines how you pay and what our system will optimize for.

Adjust budgets to optimize spend

Monitor the performance and spend of each of your ad sets so you can adjust your budget appropriately to the top performing ad sets. Make sure ad set budgets are equal to the total you want to spend for your campaign.

Ad best practices

Understand which ad types match your campaign objective

There are specific ad types that can be created for each advertising objective. This chart outlines the ad types so you can plan accordingly when setting up your ads.

Objective	Ad types that qualify
Clicks to website	Link ads
Website conversions	Link ads (tracking specs must reference at least one tracking pixel)
Page post engagement	Photo ads, text ads, Page like ads
Page likes	Page like ads
App installs	Canvas app install ads or mobile app install ads
App engagement	Canvas app install ads or mobile app engagement ads
Offer claims	Offer ads
Event responses	Event ads
Video views	Video ads

See our Help Center for any updates to the above list.

Create multiple ads to optimize creative

Our delivery system is designed to pick a winner based on how well the ads perform. So the best use of ads is to test creatives. Create a small variety of ads with variations in creative so our system can optimize delivery across the variations in images, video, text, or links.

Improve the performance of your creative

Create ads that are relevant to your specific audience and placement. Review your ad performance and identify the ads with the lowest conversion rates. Consider pausing or deleting these ads and creating additional creative variations.

Don't go over the limits for number of campaigns, ad sets, and ads

Every ad account is limited to 1,000 campaigns, 1,000 ad sets, and 5,000 ads. Deleted campaigns, ad sets, and ads are not counted. In addition, each ad set is limited to no more than 50 non-deleted ads.