

# Ads

How do I run ads (on Google, Instagram, etc.)?

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# Terminology

A structured glossary of the most common terms you'll encounter in online ads (Google, Instagram/Meta, YouTube, TikTok, etc.)

# Online Advertising Terminology — A Practical Overview

Below is a structured glossary of the most common terms you'll encounter in online ads (Google, Instagram/Meta, YouTube, TikTok, etc.). I'll group them by how ads are planned, bought, measured, and optimized.

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## 1) Core building blocks (how campaigns are organized)

1. **Account / Business Manager**
    - The “container” that holds billing, users/permissions, pixels, and all campaigns (e.g., Google Ads account, Meta Business Manager).
  2. **Campaign**
    - The highest-level objective and settings (e.g., *Sales, Leads, Traffic, Awareness*).
  3. **Ad Set / Ad Group**
    - Where targeting and delivery settings typically live.
    - **Meta** uses *Ad Set*; **Google** uses *Ad Group* (especially in Search/Display).
  4. **Ad / Creative**
    - The actual ad users see: image/video, headline, copy, CTA button, etc.
  5. **Objective / Goal**
    - What the platform optimizes toward (e.g., purchases, leads, landing page views).
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## 2) Targeting & audiences (who sees the ads)

1. **Audience**
    - The group of people you want to reach.
  2. **Targeting**
    - Filters like location, age, language, interests, behaviors, device, etc.
  3. **Custom Audience (Meta) / Customer Match (Google)**
    - Audience built from your data (email list, site visitors, app users).
  4. **Lookalike Audience (Meta) / Similar Segments (historically Google)**
    - People who “resemble” your best customers based on a seed audience.
  5. **Remarketing / Retargeting**
    - Showing ads to people who already interacted with you (visited site, added to cart, watched video).
  6. **Placements**
    - Where ads appear.
    - Examples: Instagram Feed, Stories, Reels; Google Search results; YouTube in-stream; Display network sites.
  7. **Frequency**
    - Average number of times a person saw your ad in a period.
    - Often watched for *ad fatigue* (too many repeat views).
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## 3) Bidding & budgets (how you pay and how delivery works)

1. **Budget**
    - **Daily budget:** per day average spending.
    - **Lifetime budget:** total spend over a campaign’s run.
  2. **Bid / Bidding Strategy**
    - How you compete in the auction.
    - Common approaches:
      - **Lowest cost / Maximize** (spend efficiently to get most results)
      - **Cost cap / Target CPA**
      - **ROAS target** (optimize for revenue return)
  3. **Auction**
    - Real-time decision process determining which ad shows, to whom, and at what “price” (influenced by bid, predicted performance, relevance/quality).
  4. **Pacing**
    - How spend is distributed over time (smooth vs accelerated, depending on platform and settings).
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# 4) Pricing models & key metrics (the language of performance)

1. **Impression**
    - One instance of an ad being shown.
  2. **Reach**
    - Unique people who saw the ad.
  3. **Clicks**
    - Users clicking the ad (to site, app store, call, etc.).
  4. **CTR (Click-Through Rate)**
    - $\text{Clicks} \div \text{impressions}$ .
    - Indicates how compelling the ad is *for that audience/placement*.
  5. **CPC (Cost Per Click)**
    - $\text{Spend} \div \text{clicks}$ .
  6. **CPM (Cost Per Mille)**
    - Cost per 1,000 impressions.
  7. **Conversions**
    - Desired actions (purchase, lead form, signup, call, add-to-cart).
  8. **CVR (Conversion Rate)**
    - $\text{Conversions} \div \text{clicks}$  (or  $\div \text{sessions}$ , depending on reporting).
  9. **CPA / CPL (Cost Per Acquisition / Cost Per Lead)**
    - $\text{Spend} \div \text{conversions}$  (or leads).
  10. **ROAS (Return on Ad Spend)**
    - $\text{Revenue attributed to ads} \div \text{ad spend}$ .
    - Example: ROAS 3.0 =  $\backslash\$3$  revenue for each  $\backslash\$1$  spent.
  11. **AOV (Average Order Value)**
    - $\text{Revenue} \div \text{number of orders}$ .
  12. **LTV / CLV (Lifetime Value)**
    - Expected total value of a customer over time (useful for scaling).
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# 5) Tracking & attribution (how results are counted)

1. **Pixel (Meta) / Tag (Google)**
  - Code installed on your site to track events and build audiences.
2. **Event**

- A tracked action like `PageView`, `ViewContent`, `AddToCart`, `Purchase`, `Lead`.
3. **UTM Parameters**
    - URL tags (e.g., `utm_source`, `utm_medium`, `utm_campaign`) for analytics tools like GA4.
  4. **Attribution**
    - Rules for assigning credit to ads for a conversion.
    - Common concepts:
      - **Click-through attribution** vs **view-through attribution**
      - **Attribution window** (e.g., 7-day click, 1-day view)
      - **Last-click** vs **data-driven** models (platform dependent)
  5. **Conversion API (Meta CAPI) / Enhanced Conversions (Google)**
    - Server-side tracking to improve measurement when browser tracking is limited.
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## 6) Creative & messaging terms (what you're actually showing)

1. **Creative**
    - The visual/video asset plus messaging.
  2. **Copy**
    - The text: primary text, headline, description.
  3. **CTA (Call to Action)**
    - The button or prompt (e.g., *Shop Now*, *Learn More*).
  4. **Landing Page**
    - The page users arrive at after clicking.
  5. **Offer**
    - The value proposition (discount, free trial, bundle, free shipping).
  6. **Ad Fatigue**
    - Performance decline as the same audience sees the same creative too often.
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## 7) Campaign strategy concepts (how people move toward purchase)

1. **Funnel**
  - **TOF (Top of Funnel)**: awareness/discovery

- **MOF (Middle of Funnel):** consideration (engagement, site visits)
  - **BOF (Bottom of Funnel):** conversion (purchase/lead)
2. **Cold / Warm / Hot Audiences**
    - **Cold:** never interacted
    - **Warm:** engaged/visited
    - **Hot:** high intent (cart/checkout visitors, prior leads)
  3. **Prospecting**
    - Reaching new people (cold audiences).
  4. **Retargeting**
    - Re-engaging people who showed intent.
  5. **Incrementality**
    - Measuring what conversions happened *because* of ads (vs would have happened anyway).
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## 8) Testing & optimization terms (improving performance)

1. **A/B Test (Split Test)**
    - Compare two variants (creative, audience, landing page) under controlled conditions.
  2. **Creative Testing**
    - Systematically testing multiple hooks, formats, and angles.
  3. **Learning Phase (Meta)**
    - Period where delivery is still stabilizing as the system gathers data.
  4. **Scaling**
    - Increasing budget/spend while maintaining efficiency (CPA/ROAS).
    - **Vertical scaling:** raise budgets on winners
    - **Horizontal scaling:** expand audiences/creatives/placements
  5. **Optimization**
    - Adjusting bids, budgets, creatives, targeting, and landing pages to hit goals.
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## 9) Platform-specific quick translations (Google vs Meta)

1. **Meta (Instagram/Facebook)**
  - Campaign → Ad Set → Ad

- Pixel / CAPI
- Placements: Feed, Stories, Reels, Audience Network, etc.

## 2. **Google Ads**

- Campaign → Ad Group → Ad
  - Search terms, keywords, match types (Search campaigns)
  - Tags, Enhanced Conversions
  - Networks: Search, Display, YouTube, Shopping, Performance Max
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# If you tell me your goal, I can tailor this glossary

Reply with:

1. Your platform(s): Google, Instagram/Meta, TikTok, etc.
2. Your objective: sales, leads, app installs, awareness
3. Your business type: e-commerce, local service, SaaS, creator, etc.

...and I'll highlight only the terms you'll actually use day-to-day (plus what to watch out for) ☐

# Anki Cloze Cards — Online Advertising Terminology

## Account Structure & Core Building Blocks

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1. An ads *Account / Business Manager* is the “container” that holds *billing*, *users/permissions*, and tracking assets like a *pixel/tag*.
  2. A *Campaign* usually contains the highest-level *objective/goal* plus broad settings like *budget strategy*.
  3. In Meta, the middle layer is the *Ad Set*; in Google Search/Display it’s typically the *Ad Group*.
  4. Targeting and delivery settings usually live at the *Ad Set / Ad Group* level (not the *ad/creative* level).
  5. The *Ad / Creative* is what people actually see: *image/video*, *headline/copy*, and a *CTA*.
  6. A platform *Objective* tells the system what to optimize for (e.g., *purchases*, *leads*, *landing page views*).
  7. Good naming conventions reduce chaos: include *objective*, *audience*, and *creative angle* in names to make reporting faster.
  8. To avoid messy tests, change *one major variable at a time* (e.g., *audience or creative*) instead of *multiple* at once.
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## Audiences, Targeting & Placements

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9. An *Audience* is the group of people you want to reach; *Targeting* is how you define/filter that group.

10. Examples of targeting filters include {{c1::location}}, {{c2::age}}, {{c3::language}}, and {{c4::interests/behaviors}}.
  11. {{c1::Custom Audiences (Meta)}} and {{c2::Customer Match (Google)}} are built from your {{c3::own data}} (e.g., email list, visitors).
  12. {{c1::Remarketing/Retargeting}} means advertising to people who already {{c2::interacted}} (visited site, added to cart, watched video).
  13. {{c1::Placements}} = where the ad appears (e.g., Instagram {{c2::Feed/Stories/Reels}} or YouTube {{c3::in-stream}}).
  14. {{c1::Frequency}} is the average number of times a {{c2::person}} saw your ad in a period—often used to watch for {{c3::ad fatigue}}.
  15. A classic retargeting ladder: {{c1::product viewers}} → {{c2::add-to-cart}} → {{c3::checkout}} (higher intent as you go).
  16. *Cold / Warm / Hot* audiences map to intent: {{c1::never interacted}}, {{c2::engaged/visited}}, {{c3::high intent}}.
  17. “Prospecting” focuses on {{c1::new people}}; “retargeting” focuses on {{c2::people who already showed intent}}.
  18. Audience size impacts delivery: too {{c1::small}} can limit scale; too {{c2::broad}} can make messaging less relevant.
  19. In many platforms, you can exclude prior buyers to reduce wasted spend: exclude {{c1::Purchase}} event or {{c2::customer list}}.
  20. Placement strategy trade-off: more placements = more {{c1::inventory}} and potentially lower CPMs, but less {{c2::creative control}}.
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## ☐ Budgeting, Bidding, Auctions & Pacing

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21. A {{c1::Daily budget}} spends an average per day; a {{c2::Lifetime budget}} caps total spend across the schedule.
22. In an ad {{c1::auction}}, winners are determined by factors like {{c2::bid}}, {{c3::predicted performance}}, and {{c4::relevance/quality}}.
23. “{{c1::Lowest cost / Maximize}}” strategies aim to get the most results for your budget, rather than holding a fixed {{c2::CPA}}.
24. “{{c1::Cost cap / Target CPA}}” tries to keep average cost near a target, potentially reducing {{c2::delivery/volume}}.
25. A {{c1::ROAS target}} strategy optimizes toward revenue efficiency instead of just minimizing {{c2::CPA}}.
26. {{c1::Pacing}} describes how spend is distributed over time: {{c2::smooth}} vs more {{c3::front-loaded}} (platform-dependent).
27. A common scaling rule: increase budget gradually (e.g., {{c1::10–30%}} steps) to avoid destabilizing delivery/learning.

28. If performance collapses right after a big budget jump, you may have reset/extended the `{{c1::learning phase}}` or changed auction dynamics.
  29. Bids can be influenced by value: if you track purchase value, you can optimize for `{{c1::conversion value}}` rather than just `{{c2::count}}`.
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## ☐ Metrics & Math (Performance Language)

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30. An `{{c1::Impression}}` is one instance of an ad being shown; `{{c2::Reach}}` counts unique people who saw it.
  31. `{{c1::CTR}}` = `{{c2::Clicks ÷ Impressions}}`.
  32. `{{c1::CPC}}` = `{{c2::Spend ÷ Clicks}}`.
  33. `{{c1::CPM}}` = cost per `{{c2::1,000 impressions}}`.
  34. A `{{c1::Conversion}}` is a desired action like `{{c2::purchase}}`, `{{c3::lead}}`, or `{{c4::signup}}`.
  35. `{{c1::CVR}}` is often `{{c2::Conversions ÷ Clicks}}` (or sometimes `÷ sessions`, depending on setup).
  36. `{{c1::CPA/CPL}}` = `{{c2::Spend ÷ Conversions/Leads}}`.
  37. `{{c1::ROAS}}` = `{{c2::Revenue attributed to ads ÷ Ad spend}}`.
  38. Example: ROAS 3.0 means about `{{c1::$3}}` revenue for each `{{c2::$1}}` spent.
  39. `{{c1::AOV}}` = `{{c2::Revenue ÷ Number of orders}}`.
  40. `{{c1::LTV/CLV}}` estimates customer value over time and helps decide how high a `{{c2::CPA}}` can be while staying profitable.
  41. Profit-aware thinking: break-even ROAS  $\approx$  `{{c1::1 ÷ gross margin}}` (e.g., 50% margin  $\rightarrow$  `{{c2::ROAS 2.0}}`).
  42. A quick sanity check: if CTR is fine but CVR is low, the bottleneck is often the `{{c1::landing page}}` or `{{c2::offer}}`.
  43. If CPM spikes but CTR stays stable, you may be hitting higher competition or a narrower `{{c1::audience}}`.
  44. If CPC rises while CPM is stable, CTR likely `{{c1::dropped}}` (since CPC is influenced by `{{c2::CTR}}`).
  45. Always align the “conversion” you optimize for with your goal: optimizing for `{{c1::clicks}}` rarely maximizes `{{c2::sales}}`.
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# ☐ Tracking, Events, UTMs & Attribution

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46. A `{{c1::Pixel (Meta)}}` / `{{c2::Tag (Google)}}` is site code that tracks events and builds audiences.
  47. Common events include `{{c1::PageView}}`, `{{c2::AddToCart}}`, `{{c3::Purchase}}`, and `{{c4::Lead}}`.
  48. `{{c1::UTM parameters}}` are URL tags like `{{c2::utm_source}}` and `{{c3::utm_campaign}}` used for analytics tools (e.g., `{{c4::GA4}}`).
  49. Attribution is the rule for assigning credit for conversions to ads, like `{{c1::last-click}}` or `{{c2::data-driven}}`.
  50. `{{c1::Click-through}}` attribution credits conversions after a click; `{{c2::view-through}}` credits conversions after an impression (no click).
  51. An `{{c1::attribution window}}` might be “`{{c2::7-day click}}` / `{{c3::1-day view}}`” (platform dependent).
  52. `{{c1::Conversion API (Meta CAPI)}}` / `{{c2::Enhanced Conversions (Google)}}` are `{{c3::server-side}}` methods to improve measurement when browsers block cookies.
  53. A common tracking mistake: counting the wrong event (e.g., optimizing for `{{c1::PageView}}` instead of `{{c2::Purchase}}`).
  54. UTMs help reconcile platform reports with analytics: platform may `{{c1::overcount}}` relative to GA4 due to differing `{{c2::attribution}}`.
  55. Better signal quality often comes from sending `{{c1::value}}` and `{{c2::currency}}` with purchase events, not just “purchase = true.”
  56. “Deduplication” means preventing double counting when both `{{c1::browser pixel}}` and `{{c2::server events}}` fire.
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# ☐ Creative, Copy, Landing Pages & Offers

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57. “`{{c1::Creative}}`” includes the asset (image/video) plus `{{c2::messaging}}` and `{{c3::format}}`.
58. “`{{c1::Copy}}`” includes the `{{c2::primary text}}`, `{{c3::headline}}`, and optional `{{c4::description}}`.
59. A `{{c1::CTA}}` is the prompt/button (e.g., `{{c2::Shop Now}}`, `{{c3::Learn More}}`).
60. The `{{c1::Landing Page}}` is where users arrive after clicking; it must match the ad’s `{{c2::promise}}`.

61. An {{c1::Offer}} is the value proposition: {{c2::discount}}, {{c3::free trial}}, {{c4::free shipping}}.
  62. {{c1::Ad fatigue}} often shows up as falling {{c2::CTR}} and/or rising {{c3::CPA}} at similar frequency.
  63. Good creative testing varies {{c1::hooks}} (first 1-2 seconds / headline), not just colors or minor tweaks.
  64. Message match: if the ad sells “{{c1::20% off}},” the landing page should show {{c2::the same offer}} immediately.
  65. In short-form video, the first {{c1::2-3 seconds}} often determine whether users keep watching, impacting overall {{c2::performance}}.
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## ☐ Funnel Strategy & Incrementality

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66. A marketing {{c1::funnel}} often uses {{c2::TOF}} (awareness), {{c3::MOF}} (consideration), and {{c4::BOF}} (conversion).
  67. TOF creatives typically optimize for attention; BOF creatives emphasize {{c1::proof}} and {{c2::offer}} to drive action.
  68. Retargeting usually works best when segmented by {{c1::recency}} (e.g., 1-7 days vs 8-30 days).
  69. “{{c1::Incrementality}}” asks: how many conversions happened {{c2::because of ads}} vs would have happened anyway?
  70. A simple incrementality approach: run a {{c1::holdout}} (no-ads) group and compare to an {{c2::exposed}} group.
  71. Over-relying on last-click can undervalue TOF; data-driven models try to account for {{c1::assist}} and {{c2::multi-touch}} impact.
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## ☐ Testing, Learning Phase & Optimization

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72. An {{c1::A/B test}} compares two variants under controlled conditions (e.g., same audience, different {{c2::creative}}).
73. A clean A/B test changes {{c1::one variable}} and keeps everything else {{c2::constant}}.

74. In Meta, the {{c1::Learning Phase}} is when delivery is stabilizing as the system gathers conversion data.
  75. Too many edits (budget, targeting, creative) can keep campaigns in {{c1::learning}} and reduce stability.
  76. “{{c1::Scaling}}” means increasing spend while maintaining efficiency like {{c2::CPA}} or {{c3::ROAS}}.
  77. {{c1::Vertical scaling}} = increase budget on winners; {{c2::horizontal scaling}} = add new audiences/creatives/placements.
  78. Optimization levers usually include {{c1::creative}}, {{c2::targeting}}, {{c3::bidding/budget}}, and {{c4::landing page}}.
  79. Diagnosing issues: if CTR is low, fix {{c1::creative/message}}; if CVR is low, fix {{c2::landing page/offer}}.
  80. Always evaluate changes with enough data: avoid optimizing on {{c1::tiny sample sizes}} that create false “winners.”
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## ☐ Google vs Meta (Quick Translations)

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81. Meta structure: {{c1::Campaign → Ad Set → Ad}}.
  82. Google Ads structure: {{c1::Campaign → Ad Group → Ad}}.
  83. Meta uses {{c1::Pixel}} and {{c2::CAPI}}; Google uses {{c3::Tags}} and {{c4::Enhanced Conversions}}.
  84. Google Search campaigns revolve around {{c1::keywords}} and {{c2::match types}} (in contrast to Meta’s interest/behavior targeting emphasis).
  85. Google networks can include {{c1::Search}}, {{c2::Display}}, {{c3::YouTube}}, and {{c4::Shopping/Performance Max}}.
  86. YouTube “in-stream” is a {{c1::placement/format}} where ads run {{c2::during videos}}.
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## ☐ Practical Extras (Common Terms That Fit the Topic)

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87. {{c1::Quality / relevance}} affects auction outcomes: better expected performance can reduce effective {{c2::cost}}.

88. {{c1::Creative angle}} = the “why buy” frame (e.g., convenience vs status); testing angles often beats micro-optimizing {{c2::design}}.
  89. {{c1::Hook}} = opening line/visual that stops the scroll; it strongly influences {{c2::thumb-stop rate}} (attention).
  90. {{c1::Social proof}} (reviews, UGC, testimonials) often improves BOF performance by reducing {{c2::risk}}.
  91. A {{c1::Lead magnet}} (guide, checklist) can increase lead volume but may reduce lead {{c2::quality}} if the offer is too broad.
  92. {{c1::Friction}} on the landing page (slow load, long forms) typically lowers {{c2::CVR}}.
  93. {{c1::Landing page speed}} impacts conversion rate; even a 1-2 second delay can reduce {{c2::results}}.
  94. A good KPI hierarchy: {{c1::North Star}} (profit/ROAS) supported by {{c2::leading indicators}} (CTR, CPC, CVR).
  95. “{{c1::Frequency cap}}” (where available) limits how often one person sees an ad to reduce {{c2::fatigue}}.
  96. “{{c1::Audience overlap}}” can cause your ad sets to compete against each other, pushing {{c2::CPM}} up.
  97. A “{{c1::Conversion}}” should be measurable and aligned; optimize for {{c2::Purchase}} if you want revenue, not just {{c3::AddToCart}}.
  98. “{{c1::Offline conversions}}” (e.g., in-store sales) can be imported so platforms optimize beyond {{c2::website-only}} outcomes.
  99. A good reporting habit: compare platform ROAS with {{c1::blended ROAS}} (total revenue ÷ total ad spend) to avoid tunnel vision.
  100. Sustainable scaling often requires expanding {{c1::creative volume}} and {{c2::offer variety}}, not only increasing budget.
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If you tell me your **platform** (Meta / Google / TikTok), **goal** (sales/leads), and **business type**, I can generate a second batch focused on the *exact* terminology and scenarios you’ll encounter day-to-day (plus “gotchas”) ☐

# Meta

**Meta** is the company that owns **Instagram** and **Facebook** (plus WhatsApp). In advertising, “Meta” usually refers to **Meta Ads Manager**—the tool you use to create, target, and track ads on Instagram and Facebook. ☐

# Instagram Ads — a practical overview


Instagram ads are paid placements (powered by Meta Ads Manager) that let you reach specific audiences across **Instagram** (and optionally **Facebook**, **Messenger**, and the **Audience Network**) to drive outcomes like **awareness, traffic, leads, app installs, or purchases**. You can run ads from the Instagram app for simple boosts, but **Meta Ads Manager** is the standard for serious targeting, testing, and measurement.

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## 1) What you can achieve (common goals)

1. **Brand awareness & reach**
  - Maximize how many people see your message.
2. **Traffic**
  - Send people to a website, landing page, or in-app destination.
3. **Engagement**
  - Increase likes/comments, post engagement, or video views (depending on setup).
4. **Leads**
  - Collect lead info using **Instant Forms** (native lead forms) or your site.
5. **Sales / conversions**
  - Drive purchases and revenue on your website or app (typically via Pixel/CAPI).
6. **App promotion**
  - Encourage installs and in-app actions.

### Leads

**Leads** are *potential customers* who share their contact info (or otherwise show clear interest) so you can follow up and try to convert them into buyers. 

Common examples:

1. Someone fills out a **signup form** (name/email/phone).
2. Someone submits an **Instagram lead form** (“Instant Form”) from your ad.
3. Someone **messages you** asking for a quote or consultation.
4. Someone **books a call/appointment** or requests pricing.

In ads, you’ll often track **cost per lead (CPL)** = how much you paid, on average, for each person who became a lead.

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## 2) Where ads appear (placements)

Instagram offers multiple placements; you can let Meta choose (recommended early on) or select manually:

1. **Feed**
2. **Stories**
3. **Reels**
4. **Explore**
5. **Shop / Shopping surfaces** (varies by region/account)
6. **Profile and other surfaces** (availability can change)

*Tip:* Creative should be built for the placement—e.g., vertical video for Stories/Reels, square/vertical for Feed.

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## 3) Core ad formats (creative types)

1. **Image ads**
    - Simple, fast to produce; best with clear visual + strong headline.
  2. **Video ads**
    - Strong for attention and demonstration; often best-performing on Reels/Stories.
  3. **Carousel**
    - Multiple cards for features, steps, or product catalog browsing.
  4. **Collection / Instant Experience**
    - Mobile-first browsing; good for product discovery.
  5. **Shopping / Catalog ads**
    - Pull from a product catalog (dynamic ads, retargeting, etc.).
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## 4) How targeting works

Targeting is typically a blend of:

1. **Core audiences**
  - Location, age, language, interests, behaviors (availability and granularity can vary).
2. **Custom audiences**
  - People who interacted with your Instagram profile, ads, videos, website visitors (via Pixel), customer lists, app users, etc.
3. **Lookalike audiences**
  - People similar to your best customers/visitors (where available).

*Best practice:* Start broader than you think, then refine using performance data—overly narrow targeting can inflate costs.

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## 5) Budgeting & bidding (the basics)

1. **Budget types**
    - **Daily budget:** steady spend per day.
    - **Lifetime budget:** spend across a scheduled period.
  2. **Bidding**
    - Often you'll use automatic bidding ("lowest cost") initially.
    - Advanced setups can use cost controls (useful once you have stable conversion data).
  3. **Learning phase**
    - New ad sets often need time and enough conversion events to stabilize performance.
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## 6) The campaign structure (Meta Ads Manager)

Meta uses a three-level structure:

1. **Campaign**
  - Choose your objective (e.g., Sales, Leads, Traffic).
2. **Ad set**
  - Audience, placements, budget/schedule, optimization event (e.g., Purchase).
3. **Ad**
  - Creative (image/video), text, call-to-action, destination.

This structure enables controlled testing (e.g., changing creative without changing audience).

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## 7) Measurement & tracking (what “good” looks like)

Key metrics depend on goal, but common ones include:

1. **Awareness**
  - Reach, frequency, CPM, video views.
2. **Traffic**
  - Link clicks, landing page views, CPC, CTR.
3. **Leads**
  - Cost per lead, lead form completion rate, lead quality (down-funnel).
4. **Sales**
  - Purchases, ROAS, CPA, conversion rate, AOV.

To measure sales accurately, you’ll typically use:

1. **Meta Pixel** (web event tracking)
  2. **Conversions API (CAPI)** (server-side tracking, improves resilience)
  3. **UTM parameters**
    - For clean reporting in Google Analytics or other analytics tools.
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## 8) Creative strategy that tends to work well on Instagram □

1. **Design for mobile**
  - Vertical (9:16) is often ideal for Stories/Reels.
2. **Hook fast**

- First 1-2 seconds matter for video.
3. **Show the product/service in action**
    - Demos, before/after, “how it works,” quick outcomes.
  4. **Use social proof**
    - Reviews, UGC-style content, testimonials (authentic wins).
  5. **Keep copy scannable**
    - Short primary text + clear CTA.
  6. **Match the landing page**
    - Message consistency improves conversion rate.
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## 9) A simple starting playbook (for most businesses)

1. **Set up tracking**
    - Pixel + CAPI (if possible), and UTMs.
  2. **Start with 1-2 objectives**
    - Common: **Leads** or **Sales**.
  3. **Use Advantage+ placements (automatic)**
    - Then review placement performance later.
  4. **Launch a small test**
    - 3-5 creatives per audience; let it run long enough to learn.
  5. **Scale what works**
    - Increase budget gradually; refresh creatives regularly.
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## 10) Common pitfalls to avoid

1. **Judging results too quickly**
    - Early volatility is normal; give tests time and volume.
  2. **Changing too many variables at once**
    - Makes it hard to learn what caused the shift.
  3. **Weak landing pages**
    - Ads can't compensate for slow load times or unclear offers.
  4. **Creative fatigue**
    - Performance often drops as audiences see the same ads repeatedly.
  5. **Optimizing to the wrong event**
    - Example: optimizing for clicks when you really need purchases/leads.
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# If you tell me a bit more, I can tailor this

What's your **goal** (sales, leads, traffic, awareness), what are you selling, and what's your **monthly budget range**?

# Meta Pixel & Conversions API (CAPI) — what they are (and why they matter)

Both **Meta Pixel** and **CAPI** are tools that help Meta (Instagram/Facebook ads) **measure results** and **optimize delivery** (i.e., show your ads to people more likely to take the action you care about, like *Purchase* or *Lead*).

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## 1) Meta Pixel (browser-based tracking)

**Meta Pixel** is a small snippet of code you add to your **website**. It runs in the visitor's **browser** and sends events back to Meta when people do things like:

1. **View content**
2. **Add to cart**
3. **Initiate checkout**
4. **Purchase**
5. **Lead** (form submit)

### **What it's used for:**

1. **Conversion tracking**
  - Attribute purchases/leads to your ads.
2. **Optimization**
  - Let Meta's algorithm learn who converts and find more of them.
3. **Retargeting**
  - Build audiences like "visited product page but didn't buy."
4. **Lookalikes**
  - Create audiences similar to your customers/visitors (where available).

**Limitation:** Because it relies on the browser, it can lose data due to **ad blockers**, **cookie restrictions**, or **browser privacy features**.

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## 2) Conversions API (CAPI) (server-to-server tracking)

**CAPI** sends the *same kinds of events* to Meta, but from your **server** (or via a partner like Shopify) rather than from the browser.

### Why it's valuable:

1. **More resilient tracking**
  - Often captures events the Pixel might miss.
2. **Better measurement**
  - Improves attribution quality and reduces “missing” conversions.
3. **Better optimization**
  - More complete event signals can help Meta learn faster.

**Important note:** When you run **Pixel + CAPI together**, you must use **deduplication** (an *event\_id*) so the same purchase isn't counted twice.

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## 3) How they work together (recommended setup)

1. **Pixel** captures browser-side events (fast, easy, widely supported).
  2. **CAPI** captures server-side events (more reliable).
  3. Meta **deduplicates** overlapping events and uses the combined signal for:
    - Reporting (what happened)
    - Optimization (who to show ads to)
    - Audience building (retargeting/lookalikes)
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# 4) Quick “when do I need this?” guide

1. If you run **Sales** or **Leads** campaigns → **Pixel is the baseline.**
2. If you want **more accurate conversion reporting** and stronger optimization → add **CAPI.**
3. If you're on **Shopify/WooCommerce/BigCommerce** → CAPI is often straightforward via integrations.

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To tailor the setup: what platform is your site on (Shopify, WordPress/WooCommerce, Webflow, custom), and are you optimizing for **purchases** or **leads**?

# Google Ads

**Google Ads:** Google's platform that lets businesses pay to show ads across **Google Search** (when people look up things), **YouTube**, **Google Maps**, **Gmail**, and lots of websites/apps in Google's partner network. You choose a goal (like *clicks*, *leads*, or *purchases*), set targeting (like *keywords*, *location*, *audiences*), and usually pay **per click (CPC)** or **per 1,000 views (CPM)**—with Google deciding when to show your ad based on your bid and ad/landing-page quality. □

# Running Ads on Google (Google Ads): A Clear Overview

Google Ads is Google’s advertising platform that lets you show ads across **Google Search**, **YouTube**, **Gmail**, **Google Maps**, and a vast network of partner sites and apps. You typically pay when someone **clicks** your ad (CPC) or when your ad gets **shown** (CPM), depending on the campaign type.

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## 1) Where Your Ads Can Appear

- 1. Search (Google Search results)**
    - Text ads triggered by keywords (e.g., “emergency plumber near me”).
    - Best for **high-intent** traffic—people actively looking.
  - 2. Display (websites & apps in the Google Display Network)**
    - Banner/image and responsive ads across many sites/apps.
    - Often used for **awareness**, retargeting, and reach.
  - 3. YouTube (video ads)**
    - In-stream ads, in-feed video ads, Shorts placements, etc.
    - Strong for awareness and consideration; can also drive conversions with the right setup.
  - 4. Shopping (product listings)**
    - Product ads with image, price, and store name.
    - Primarily for e-commerce; powered by a **product feed** in Google Merchant Center.
  - 5. Performance Max (PMax)**
    - A single campaign that can serve across Search, Display, YouTube, Gmail, Discover, and Maps.
    - Uses automation heavily; requires strong creative assets + conversion tracking.
  - 6. Local / Maps placements**
    - Useful for location-based businesses (calls, directions, store visits).
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## 2) Core Building Blocks (How Google Ads Works)

### 1. Account structure

- **Account** → **Campaigns** → **Ad groups** → **Ads/Assets** → **Keywords & targeting**
- Clean structure makes reporting and optimization much easier.

### 2. Targeting

- **Search:** primarily by *keywords* (plus location, device, audiences as signals).
- **Display/YouTube:** audiences (interests, intent, remarketing), topics, placements, demographics.
- **Shopping:** product feed attributes (brand, category, price, etc.).

### 3. Bidding (how you pay / what you optimize for)

- Common strategies:
  - **Maximize Clicks** (traffic)
  - **Maximize Conversions** (lead/sale volume)
  - **Target CPA** (cost per acquisition)
  - **Target ROAS** (return on ad spend—common for e-commerce)
- Your choice should match your *goal* and how reliable your conversion tracking is.

### 4. Ad auction & Quality

- You don't "win" just by bidding more. Google considers:
    - **Bid**
    - **Ad relevance**
    - **Expected click-through rate (CTR)**
    - **Landing page experience**
    - (and context like device, location, time)
  - Better quality can lower your costs and improve positions.
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## 3) What You Need Before Spending Money ☐

### 1. Clear goal

- Leads (calls/forms), purchases, bookings, app installs, visits, etc.

### 2. Conversion tracking

- Set up via **Google tag** or **Google Tag Manager**.
- Import key actions (purchase, form submit, phone call, qualified lead).
- If you skip this, optimization becomes guesswork.

### 3. Landing pages that match intent

- Fast, mobile-friendly, clear offer, strong CTA, minimal friction.
- Message match: the ad promise should be obvious on the page.

#### 4. **Budget expectations**

- Spend needs vary hugely by industry and location.
  - A practical approach is starting with a test budget that can generate enough conversions to learn (rather than a tiny spend that never stabilizes).
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## 4) A Typical Setup Path (Beginner-Friendly)

### 1. **Start with Search campaigns for high intent**

- Focus on a small set of tightly themed keyword groups.
- Use location targeting if you serve specific areas.

### 2. **Add remarketing**

- Re-engage site visitors on Display/YouTube.
- Often improves efficiency because the audience already knows you.

### 3. **If e-commerce: add Shopping**

- Ensure Merchant Center feed quality (titles, images, GTINs, pricing).

### 4. **Scale with automation carefully**

- Once tracking is solid and you have consistent conversion volume, consider **Target CPA/ROAS** and/or **Performance Max**.
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## 5) Key Metrics to Watch (and What They Mean)

### 1. **Impressions / Clicks / CTR**

- Demand + how compelling your ads are.

### 2. **CPC (Cost per click)**

- What you pay for traffic.

### 3. **Conversion rate (CVR)**

- How well your landing page and offer turn clicks into results.

### 4. **CPA (Cost per acquisition)**

- Cost per lead/sale—often the most important for lead gen.

### 5. **ROAS (Return on ad spend)**

- Revenue ÷ ad spend—core metric for e-commerce.

### 6. **Search terms (for Search campaigns)**

- Shows what people actually typed; critical for adding **negative keywords**.
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## 6) Common Pitfalls (Worth Avoiding) ⚠

1. **No (or incorrect) conversion tracking**
  2. **Sending all traffic to a generic homepage**
  3. **Overly broad keywords with no negatives**
  4. **Mixing unrelated services/products in one ad group**
  5. **Judging results too early**
    - New campaigns often need time + enough data to learn.
  6. **Letting “automation” run without guardrails**
    - Use clear goals, strong creatives, and measured tests.
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## 7) What You Tell Me Next (So I Can Tailor This)

If you share these, I can recommend the best campaign types and a simple starting plan:

1. **What do you sell?** (product/service + price point)
2. **Where are you targeting?** (countries/cities/radius)
3. **Goal:** leads, purchases, calls, bookings, etc.
4. **Monthly ad budget range**
5. **Do you have conversion tracking set up already?** (GA4/GTM/Google Ads tag)

If you answer those 5 items, I'll outline a suggested campaign structure, initial keyword/targeting approach, and a sensible first-month testing plan.