



# Budget Essentials Checklist

Keep these four tips in mind to help your campaign budget go further.

## ■ Consolidate similar campaigns and ad sets.

Reducing your number of ad sets and campaigns can help our delivery system work more efficiently and help your ads exit the learning phase faster.

- Pause ads and ad sets whose audiences overlap, especially those that are underperforming.
- Try combining ad sets that have different audiences or placements, but the same creative.
- Try to only run one campaign at a time, unless your campaigns have different objectives, like prospecting and conversions.

## ■ Be sure your audience is broad enough.

If your audience is too narrow, you may limit our delivery system's ability to find customers. Try the following best practices to ensure your audience is broad enough.

- Keep your audience size over 2 million.
- Use age, gender, and location to build your broader audience.
- If you add detailed targeting, ensure that detailed targeting expansion is turned on.
- Use the "Audience Definition" panel to gauge audience size while creating your ad set.

## ■ Turn on Advantage+ placements.

Advantage+ placements helps Meta find the lowest-cost options across our platforms, and show your ads where they'll do their best.

- To use Advantage+ placements, simply select it during campaign setup in Ads Manager.

## ■ Create mobile-friendly ads.

Many of your customers use our platforms on their phones. To reach them effectively, use mobile best practices.

- Make sure your images or videos are vertical.
- Keep video length to 15 seconds or less.
- Capture attention in the first 3 seconds of your videos.