

Updating Ads Objectives

A STREAMLINED ADS CREATE FLOW

Facebook is reorganizing ads objectives within the ad create flow to help advertisers select the objective that best supports marketing goals. This change should simplify ads creation by grouping and renaming certain objectives to better align with existing marketing terminology.

In August 2016, we introduced the three new categories of objectives within the create flow: Awareness, Consideration and Conversion.

We are now implementing a second phase of changes, which includes simplifying the list of objectives and using more explicit language.

New Facebook Objectives Grid

Awareness	Consideration	Conversion
 Local Awareness	 Engagement	 Conversions
 Brand Awareness	 Traffic	 Product Catalog Sales
 Reach	 App Installs	 Store Visits
	 Video Views	
	 Lead Generation	

AVAILABILITY

Changes began rolling out to advertisers Sept 27, 2016.

CHANGES TO ADS OBJECTIVES

1. Similar objectives that achieve the same action are combined
 - a. A new “Traffic” objective contains “Website Clicks and Mobile App Engagement”
 - b. A new “Conversion” objective contains “Website Conversion and Mobile App Engagement”
2. Engagements that are unique to Facebook are combined
 - a. A new “Engagement” objective contains “Post engagement, Page Likes, Event Responses, and Offer Claims”
3. Simplified, explicit language used across all interfaces
4. Workflows updated to create more efficient experiences

TIP

Facebook is not removing any ad types or objectives with this change.

All existing capabilities are still available, but they may have changed location.

WHY ARE WE CHANGING?

Our existing objectives are a reflection of Facebook behaviors. These behaviors do not always align with the way our advertisers plan, buy, and measure media. Updating the create flow to reflect the traditional marketing funnel will help advertisers find and select ad formats that drive their stated business goals.

In an ideal state, objectives should orient the advertising experience to make selections across a set of workflows. These workflows should enable an advertiser to find the right solution for their goals, budget, and assets. In an environment where objectives are reflective of top-level business goals, measurement is straightforward and aligns with traditional marketing reports.

WHO SHOULD CARE?

Advertisers who are familiar with existing objectives may experience an adjustment period as they relearn some ads creation workflows. In addition, owners of training and help documentation should update content to reflect the current state of ads objectives.