

Choosing the right objective

Using the grid below to pick the right objectives depending on your goal with Facebook Ads. We've added recommendations for what each objective is good for.

Once completed, use the objectives selected in your Facebook Ads or feel free to contact Blend at hello@blendcommerce.com for help and advice.



<input type="checkbox"/>	Awareness	<input type="checkbox"/>	Niche	<input type="checkbox"/>	Conversion
<input type="checkbox"/> Brand Awareness	Good for reaching a large number of people, but also optimised by how likely they are to view your content. Video works really well for this objective.	<input type="checkbox"/> Messages	Ads are optimised for Messenger using a click-to-messenger CTA. Link this to a Facebook bot to generate unique conversations.	<input type="checkbox"/> Traffic	The best for driving more valuable actions like Landing Page Views. Use this objective to increase traffic to your website using new audiences.
<input type="checkbox"/> Engagement - Page Likes	A fast and inexpensive way to increase your Page Likes which also helps create a good Facebook Engaged Audience. You can only use images so get creative with visuals.	<input type="checkbox"/> Lead Generation	Gather information from a target audience using a form straight in Facebook. You can quickly grow your mailing list by tailoring your ad content.	<input type="checkbox"/> Conversion	Optimised for valuable actions like adds to cart and purchases. Offers more visual variations than Catalog Sales but can convert at a higher cost.
<input type="checkbox"/> Reach	Reaches the maximum number of people which is good for brand exposure. Don't expect to see valuable results like landing page views or purchases.	<input type="checkbox"/> Video Views	Purely focuses on promoting your video to those likely to watch it. You can retarget anyone who views your video as they're likely to be interested in your brand.	<input type="checkbox"/> Catalog Sales	Uses your product catalog to promote products and encourage sales. This works well for getting purchases but ad fatigue can be an issue.

What is your goal with Facebook Ads?