



Media buying
New ad campaign



Dashboard

Insights

Automation

Ads Manager

Creatives

My Creatives

+ New Ad

+ New Ad Campaign

Media Settings

+ New Ad Campaign

☒ Campaign Objective

☐ Geo Targeting

☐ Sales Funnel Setup

☐ Audience Targeting

☐ Ads Selection

☐ Budgeting

☐ Review and Launch

☒ Awareness

Show your ads to people who are most likely to remember them. Good for:

Reach Brand awareness Video views

Store location awareness

☐ Traffic

Send people to a destination, such as your website, app, Instagram profile or Facebook event. [About traffic](#). Good for:

Link clicks Landing page views Instagram profile visits

Messenger, Instagram and WhatsApp Calls

☐ Engagement

Get more messages, purchases through messaging, video views, post engagement, Page likes or event responses. Good for:

Messenger, Instagram and WhatsApp Video views

Post engagement Conversions Calls

☐ Leads

Collects leads for your business or brand. Good for:

Website and instant forms Instant forms

Messenger and Instagram Conversions Calls

☐ App promotion

Find new people to install your app and continue using it. [About app promotion](#). Good for:

App installs App events

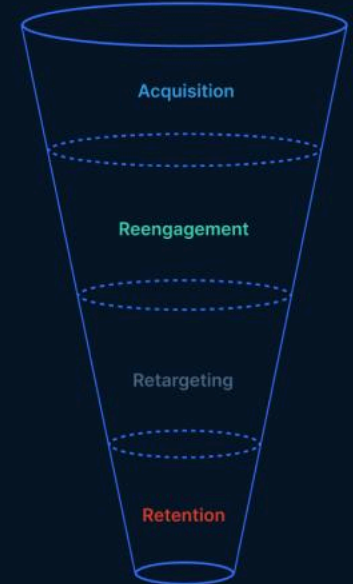
☐ Sales

Find people who are likely to purchase your product or service. Good for:

App installs App events

[About campaign objectives](#)

Sales Funnel





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☒ Campaign Geolocation

Target people within an 80 km radius around your campaign's specific address. Best for local businesses, events, clinics, or stores wanting to attract nearby customers. Useful if you only serve clients in a local area or want foot traffic close to your physical location. Example: A beauty clinic in Sydney wanting to attract customers within driving distance.

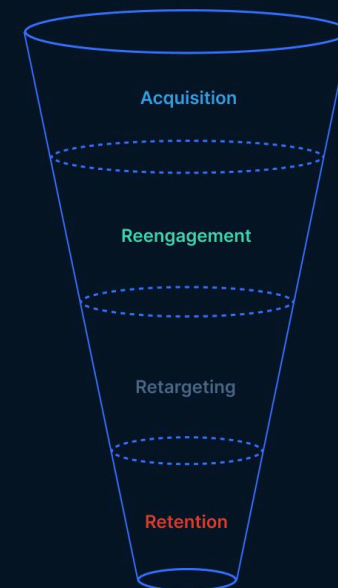
☐ Countrywide Targeting

Target people across the entire country where your campaign is based (e.g., all of Australia if your business is in Sydney). Best for e-commerce stores, online services, or franchises that can serve customers anywhere in the country. Useful if you ship products or offer services nationally and want broader reach while staying relevant to your country. Example: An online course provider or an e-commerce business selling supplements across Australia.

☐ Worldwide Targeting

Target people worldwide across all countries. Best for global e-commerce brands, digital products, or services with no geographical restrictions. Useful if your product or service can be used by anyone, anywhere and you want to scale reach internationally. Example: A global SaaS tool, downloadable guides, or worldwide e-commerce shipping.

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This step allows you to select which sales funnel stages you want to target in your campaign. You can choose one or more stages depending on your business goals, campaign objectives, and customer journey stage.

▼ Acquisition

Collapse All

🔍 Super lookalike



🎯 Broad targeting

📅 Infrequent gold customers

✎ Edit Audience

▼ Reengagement

⚡ Lapsed clickers

🔊 Silent app users

✎ Edit Audience

☐ Retargeting This stage is not available for Awareness campaign objective.

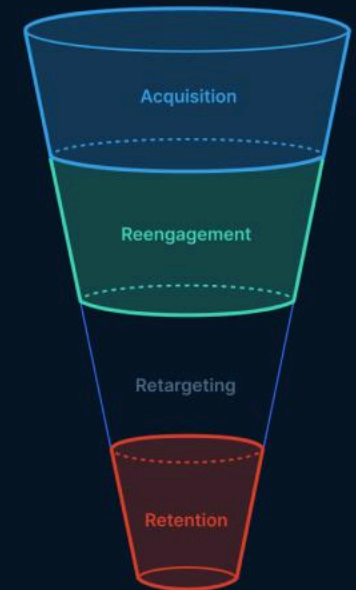
▼ Retention

📅 Loyal spenders

🕒 Recent converters

✎ Edit Audience

Sales Funnel



① Acquisition

Target new audiences who haven't interacted with your business before.

- Best for growing your customer base, reaching fresh prospects, and building brand awareness.
- Useful for new product launches or expanding into new markets.

Example: A supplement brand looking to reach people interested in health but who haven't visited your store before.



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☐ Sales Funnel Setup

☐ Attach Audience

☐ Audience Targeting

☐ Ads Selection

☐ Budgeting

☐ Review and Launch

Search by audience name



Select All

☒ Super Lookalike

Acquisition

Lookalike of customers and visitors that have shown high intent (e.g., added to cart) when using iOS devices.

0 created • 0 live

☒ Broad Targeting

Acquisition

AI

No targeting specifications. Facebook's algorithm decides which people to target.

1 created • 1 live

☒ Infrequent Gold Customers

Retention

Acquisition

Lookalike from customers who infrequently make purchases of medium value.

0 created • 0 live

☐ Infrequent Gold Customers

Retention

Lookalike

AI

Lookalike from customers who infrequently make purchases of medium value.

0 created • 0 live

☐ Video Casuals Lookalike

Acquisition

Lookalike

Lookalike of people who watched at least 50% of one of your videos.

Disabled because your Pixel is inactive.

0 created • 0 live

☐ Broad Targeting

Acquisition

AI

No targeting specifications. Facebook's algorithm decides which people to target.

1 created • 1 live

☐ Broad Targeting

Acquisition

AI

☐ Infrequent Gold Customers

☐ Super Lookalike

Retargeting

Some audiences are unavailable because your Pixel is inactive.

[Learn more](#)

Cancel

Attach Selected



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☒ Audience Targeting

☐ Ads Selection

☐ Budgeting

☐ Review and Launch

There are your selected audiences. All settings are automatically set. Click on an audience to fine tune the parameters. You can always duplicate an audience to create more ad sets split test.

Audience Settings

☒ Use default parameters

Default parameters are optimal for most cases and are based on our statistics.

☐ Set parameters manually

Fine-tune all the details for every audience.

Click on radio button next to audience name to edit broad targeting audience settings.

▼ ☒ Acquisition

Collapse All

Super lookalike



Broad targeting

Infrequent gold customers

▼ ☒ Reengagement

Lapsed clickers

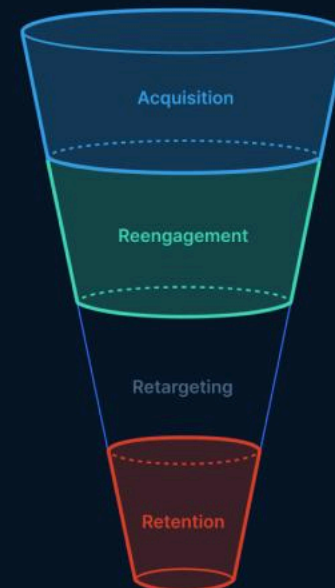
Silent app users

☐ Retargeting This stage is not available for Awareness campaign objective.

▼ ☒ Retention

Loyal spenders

Sales Funnel



Acquisition

Target new audiences who haven't interacted with your business before.

- Best for growing your customer base, reaching fresh prospects, and building brand awareness.
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Example: A supplement brand looking to reach people interested in health but who haven't visited your store before.



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Leads Source

For Lead campaigns, you must choose a single source to collect leads from. Please select either an Instant Form or a Website Form.

☒ Get leads from attached instant form

☐ Get leads from website form

Please attach at least one creative to each audience. Select an audience to add or edit attached creatives.

Click on radio button next to audience name to select ad creatives for that audience.

▼ ☒ Acquisition 4

Collapse All

☐ 🔍 Super lookalike 1



☒ 🎯 Broad targeting 3



☐ 🏠 Infrequent gold customers 1



▼ ☒ Reengagement 2

☐ ⚡ Lapsed clickers 1



☐ 🔊 Silent app users 1



☐ Retargeting This stage is not available for Awareness campaign objective.

▼ ☒ Retention 2

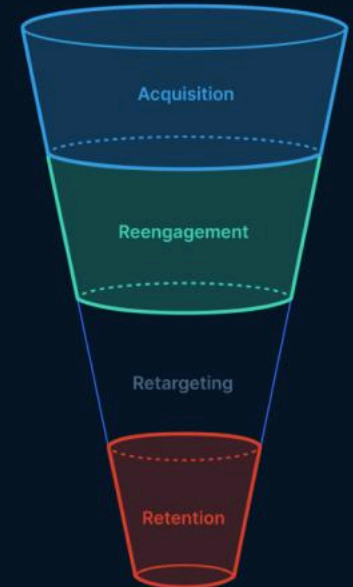
☐ 🏠 Loyal spenders 1



☐ ⌚ Recent converters 1



Sales Funnel



⚠ Customized Assets Limitation

Creatives with customized assets cannot be used in campaigns with Engagement or Leads objectives.

Since your campaign objective is Engagement, these creatives are hidden. Only standard creatives are available for selection.

Recommendations

Please try to add 3-5 ads for acquisition stage.

Select Ad Creatives for Broad Targeting Audience – Acquisition Stage

Search by name or tags



Select All

Assign to All Audiences

☒ Ad 1

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

Tours

Seasonal

Used

☒ Ad 2

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

Tours

Seasonal

Used

☐ Ad 3

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

Tours

Seasonal

Not used

☐ Ad 4

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

Tours

Seasonal

Not used

☐ Ad 5

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

☐ Ad 6

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

☒ Ad 7

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

☐ Ad 8

 Turba Media Channel
Sponsored · 

Primary Text



FORM
Headline
Description

Sign up

 Like  Comment

Tours

Seasonal

Not Used

Tours

Seasonal

Not Used

Tours

Seasonal

Used

Tours

Seasonal

Used

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☐ Budgeting

☐ Review and Launch

☒ Smart budget distribution

Distribute your budget automatically across funnel stages to maximise results and efficiency based on your campaign objective and audiences.

☐ Manual budget allocation

Set custom budget amounts for each audience manually for full control over how your budget is spent.

Total Campaign Budget

\$100.00

Select All

☒ Acquisition

Budget
Percentage

70%

Budget
Amount

\$70.00



Super lookalike

\$35.00



Broad targeting

\$35.00



Infrequent gold customers

\$0.00



Reengagement

20%

\$20.00



Lapsed clickers

\$20.00



Silent app users

\$0.00

☐ Retargeting This stage is not available for Awareness campaign objective.



Retention

10%

\$10.00



Loyal spenders

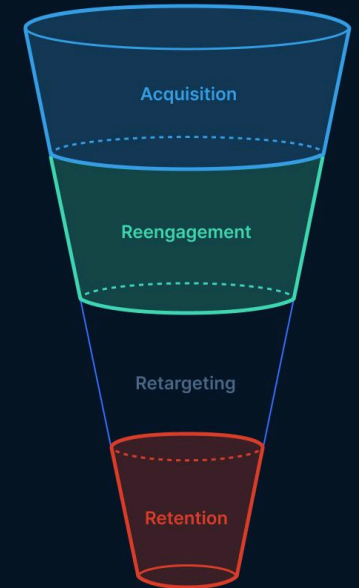
\$10.00



Recent converters

\$0.00

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Distribute your budget automatically across funnel stages to maximise results and efficiency based on your campaign objective and audiences.

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Set custom budget amounts for each audience manually for full control over how your budget is spent.

▼ ☒ Acquisition

Budget Amount

\$70.00

🔍 Super lookalike

\$35.00

🎯 Broad targeting

\$35.00

📅 Infrequent gold customers

\$0.00

▼ ☒ Reengagement

\$20.00

⚡ Lapsed clickers

\$20.00

🔊 Silent app users

\$0.00

☐ Retargeting This stage is not available for Awareness campaign objective.

▼ ☒ Retention

\$10.00

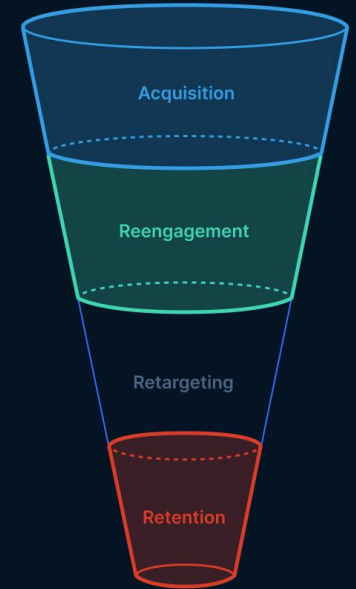
📅 Loyal spenders

\$10.00

🕒 Recent converters

\$0.00

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✓ Budgeting

☐ Review and Launch

Campaign Name

Turba Media – Campaign La01 – Sales

When to Launch

☐ Launch now

☐ Launch at midnight
In 18 hours 56 minutes.

☒ Schedule date and time

In 18 hours 56 minutes.

Sales Funnel



Review Campaign

☐ Click on radio button next to audience name to show details about that audience.

✓ ● Acquisition 4

Collapse All

✓ 🔍 Super lookalike 2

Turba Media – Super lookalike – Acquisition – Auto-Placement – 18-64 – All-Genders

Campaign Objective

Awareness

Gender

All

Age

18-65+

Daily Budget

\$100.00

Conversion Type

Purchase

Device

- Desktop
- Mobile: iOS, Android

Placement

- Facebook: News Feed, Reels, Reels Overlay, Video Feed, Facebook Stories, Instant Articles, In-Stream Videos, Right Column, Marketplace, Search Results, Biz Disco Feed
- Instagram: Feed, Reels, Stories, Explore, Profile Feed, Explore Grid Home
- Messenger: Messenger Inbox, Messenger Stories
- Audience Network: Native, Banner And Interstitial, Reward Videos, In-Stream Videos

Locations

- Include: Worldwide, United Kingdom, United States, Australia
- Exclude: Afghanistan, Algeria

Ads

Ad 1



Tours

Seasonal

Used

Ad 2



Tours

Seasonal

Used

Ad 7



Tours

Used

> Broad targeting 1

Turba Media – Broad targeting – Acquisition – Auto-Placement – 18-64 – All-Genders

> Infrequent gold customers 1

Turba Media – Infrequent gold customers – Acquisition – Auto-Placement – 18-64 – All-Genders

▼ Reengagement 2

> Lapsed clickers 1

Turba Media – Lapsed clickers – Reengagement – Auto-Placement – 18-64 – All-Genders

> Silent app users 1

Turba Media – Silent app users – Reengagement – Auto-Placement – 18-64 – All-Genders

○ Retargeting

▼ Retention 2





Loyal spenders

1

Turba Media – Loyal spenders – Retention – Auto-Placement – 18-64 – All-Genders



Recent converters

1

Turba Media – Recent converters – Retention – Auto-Placement – 18-64 – All-Genders

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Launch