



Media buying

Creative

New ad. Carousel



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Single image

Drive people to destination websites or apps through high-quality and engaging visuals. Use your own images or create an ad with stock photos to tell your story.



Single video

Ads for property listings, home insurance, mortgages or other related opportunities.



Carousel

Display up to ten images or videos within a single ad, each with its own link. Use carousel ads to show



Lead Form

Recommendations

Design Recommendations

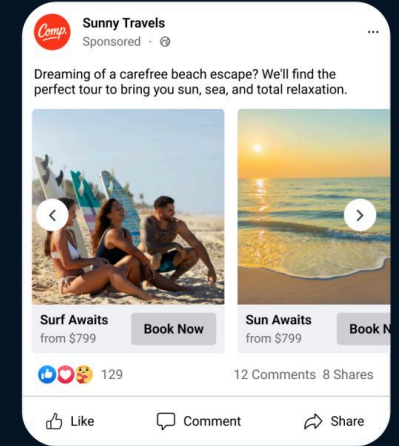
- Image file type: JPG or PNG
- Video file type: MP4, MOV or GIF
- Ratio: 1:1 or 4:5
- Resolution: at least 1080 × 1080 pixels

Text Recommendations

- Primary text: 80 characters
- Headline: 45 characters
- Description: 18 characters
- Landing page URL: Required

Technical Requirements

- Number of carousel cards: 2 to 10
- Image maximum file size: 30 MB
- Video maximum file size: 4 GB
- Video duration: 1 second to 240 minutes
- Aspect ratio tolerance: 3%



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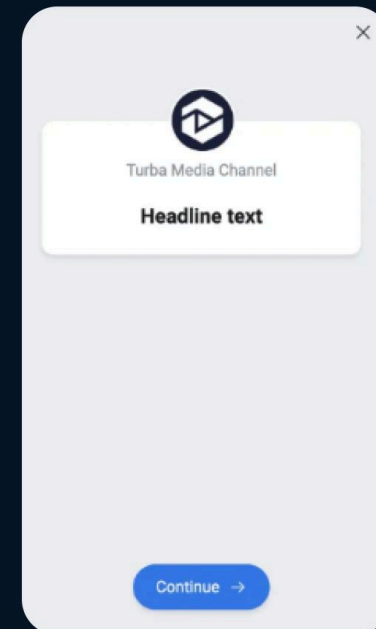
☐ Select from existing forms

☒ Create new form

Form Name

The name that you choose will only be seen in Ads Manager.

Ex. Sign up



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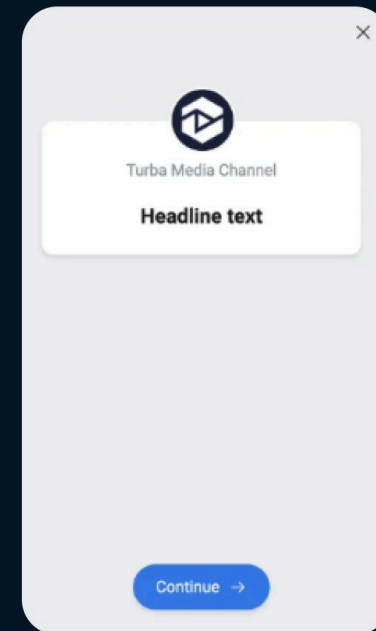
Form Volume

☒ More Volume

Use a form that's quick to fill in and submit on a mobile device.

☐ Higher Intent (with confirmation screen)

Add a review step that gives people a chance to confirm their information.



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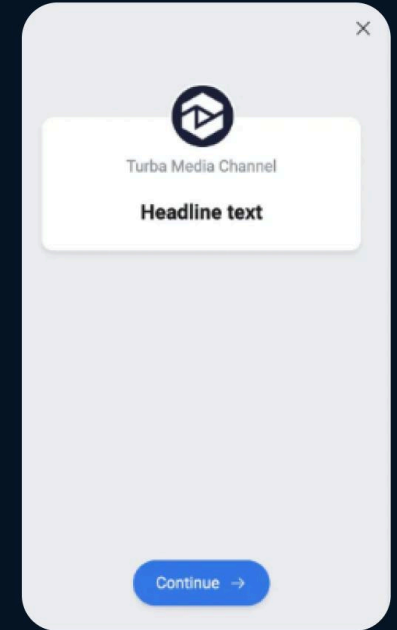
☐ Review and Save

☐ Background Image Optional

The image you choose will show at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

☐ Greeting Optional

Let people know any relevant details and why they should complete your form.



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☒ Background Image **Optional**

The image you choose will show at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

☒ Use the image from your ad

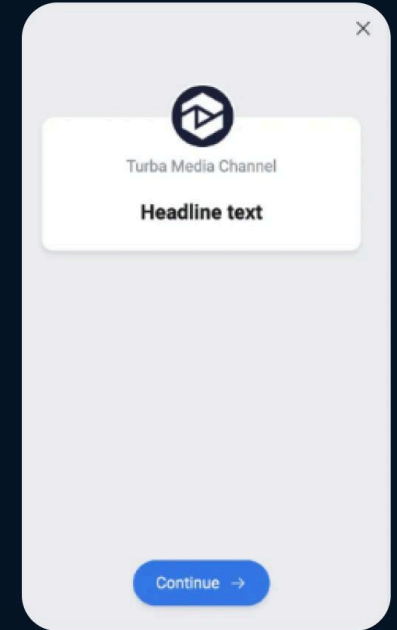
The image from your ad will appear with your content card

☐ Use uploaded image

Recommended image size: 1,200 × 628 pixels

☐ Greeting **Optional**

Let people know any relevant details and why they should complete your form.



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☒ Background Image **Optional**

The image you choose will show at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

☐ Use the image from your ad

The image from your ad will appear with your content card

☒ Use uploaded image

Recommended image size: 1,200 × 628 pixels

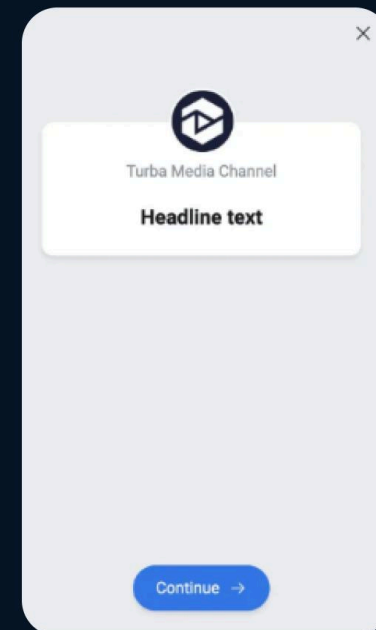


960 × 657 pixels

Change Image

☐ Greeting **Optional**

Let people know any relevant details and why they should complete your form.



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☒ **Background Image** Optional

The image you choose will show at the top of the screen and behind your form. Form rendering and interaction may vary based on device and other factors for optimal results.

☒ Use the image from your ad

The image from your ad will appear with your content card

☐ Use uploaded image

Recommended image size: 1,200 × 628 pixels

☒ **Greeting** Optional

Let people know any relevant details and why they should complete your form.

Intro / Headline

Headline text

13/60

Description

☐ Paragraph

☒ List

Description text item 1

23/80



Description text item 2

23/80

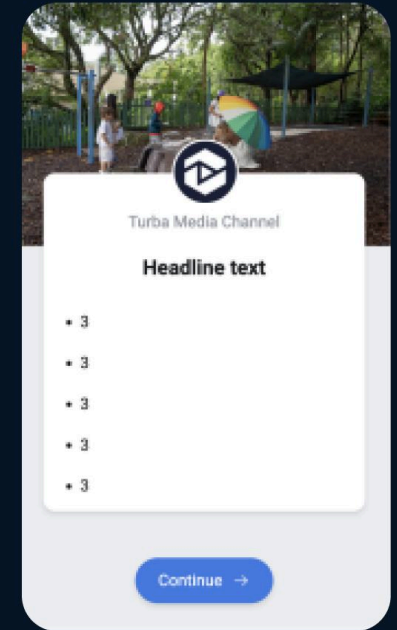


Description text item 3

23/80



+ Add Item



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Add questions to your form to better understand your leads.

+ Add Question

Contact Information

Ask for contact information and additional personal details. This will be prefilled from their Facebook account.

Description

Let people know how the information that they give you will be used or shared.

Enter a message

Additional Fields

Email

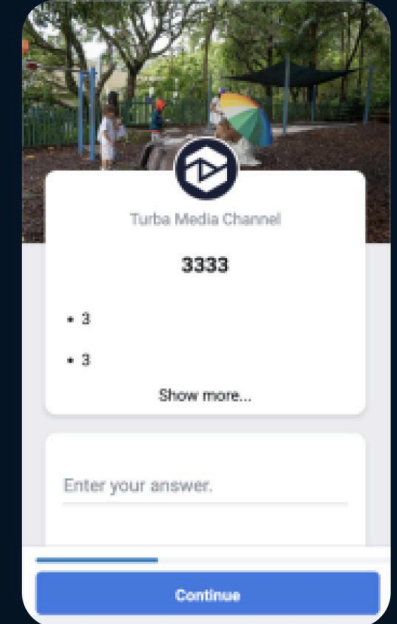
☐ Optional



Full name



+ Add Category



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☐ Review and Save

Add questions to your form to better understand your leads.

☒ Multiple choice

☐ Optional



Question

How soon are you going to buy?

Answers

Answer 1



Answer 2



+ Add Answer

☒ Short answer

☒ Optional



Question

Enter a short-answer question

☒ Short answer

☒ Optional



+ Add Question

Contact Information

Ask for contact information and additional personal details. This will be prefilled from their Facebook account.

Description

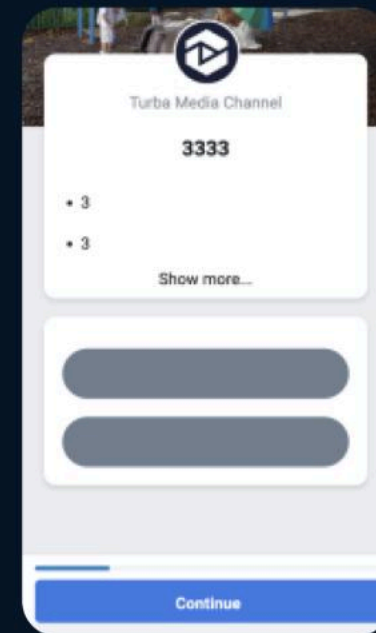
Let people know how the information that they give you will be used or shared.

Enter a message

Additional Fields

☐ Email

☐ Optional



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⋮ Full name

☐ Optional 

⋮ Phone number

☒ Optional 

+ Add Category ▼



Too many questions may reduce form submission rate



Make some questions optional so that it's easy for people to complete and send you the key information that you need.

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Add questions to your form to better understand your leads.

+ Add Question

Contact Information

Ask for contact information and additional personal details. This will be prefilled from their Facebook account.

Description

Let people know how the information that they give you will be used or shared.

Enter a message

Additional Fields

⋮ Email

☐ Optional



⋮ Full name



+ Add Category

🗨 Contact fields

👤 User Information

👥 Demographic questions

📁 Work information

National ID number

Email

Phone number

Street address

City

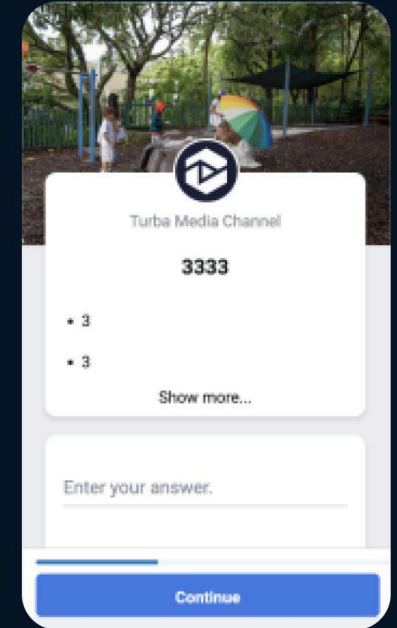
State

Province

Country

Post code

Zip code



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Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

Your privacy policy link can't go directly to a PDF file, JPEG file, image or download. [Learn more](#)

<https://sunnytravels.com/privacy-policy>

Link Text Optional

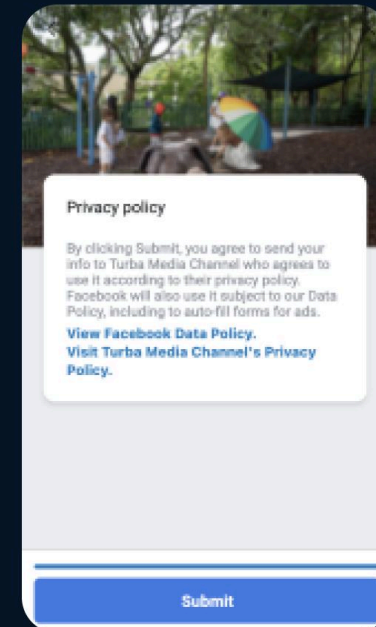
Visit Sunny Travels Privacy Policy

43/70

Custom Notices Optional

You can add additional notices such as marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

+ Add Custom Disclaimer



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Confirm successful submission and let people know what happens next.

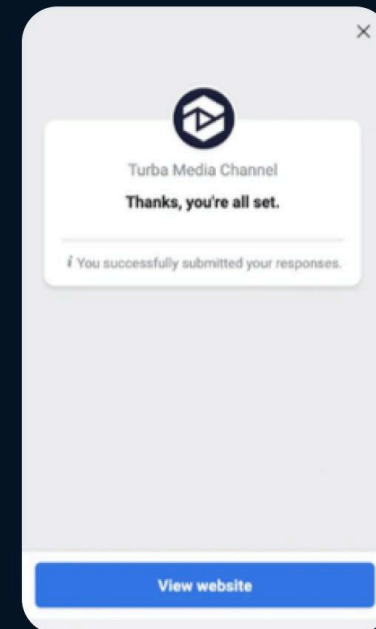
Headline

Enter a short headline

Description

Call to Action

URL



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Set Assets

- ☒ Upload from computer
- ☐ Media library selection
- ☐ Generate with AI



Choose a file or drag & drop it here

Supported formats: JPEG, PNG, GIF, WebP

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- ☐ Generate with AI



Choose a file or drag & drop it here

Supported formats: JPEG, PNG, GIF, WebP

Files for Uploading



2236-creative-v2-1.png
Size: 1.25 MB



2144-creative-v1.jpg
Size: 380 KB



2140-creative-v3-2.webp
Size: 96 KB



Upload

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- ☐ Generate with AI

Uploading...

	2236-creative-v2-1.png 1.05 MB / 1.25 MB · 2 seconds left	87%	✕
	2144-creative-v1.jpg 112 KB / 380 KB · 9 seconds left	29%	✕
	2140-creative-v3-2.webp 0 KB / 96 KB · Not started	0%	✕

Cancel All

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