



facebook Ads Manager – Cheat Sheet

	FACEBOOK FEED	INSTANT ARTICLES	IN-STREAM VIDEOS	RIGHT COLUMN	INSTAGRAM FEED	FACEBOOK STORIES/ INSTAGRAM STORIES/ MESSENGER STORIES	AUDIENCE NETWORK BANNER	AUDIENCE NETWORK IN-STREAM	SPONSORED MESSAGES	MESSENGER HOME	SUGGESTED VIDEOS	MARKET PLACE
BRAND AWARENESS	✓	✓	✓	✗	✓	✓	✗	✓	✗	✓	✓	✓
REACH	✓	✓	✓	✗	✓	✓	✓	✓	✗	✓	✓	✓
TRAFFIC	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✗	✓
WEB CONVERSIONS	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
OFFER CLAIM	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓	✗	✓
POST ENGAGEMENT	✓	✓	✓	✗	✓	✗	✗	✓	✗	✗	✓	✗
PAGE LIKES	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗
VIDEO VIEWS	✓	✓	✓	✗	✓	✗ <small>(MESSENGER STORIES)</small>	✓	✓	✗	✗	✓	✓
EVENT RESPONSES	✓	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓
LEAD GENERATION	✓	✓	✗	✗	✓	✗ <small>(MESSENGER STORIES)</small>	✗	✗	✗	✗	✗	✓
MESSAGES	✓	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗	✓
CATALOGUE SALES	✓	✓	✗	✓	✓	✗	✓	✗	✗	✓	✗	✓
STORE TRAFFIC	✓	✗	✗	✗	✓	✗	✗	✗	✗	✗	✗	✓