

Gerardo Perez:

I'm going to walk you through all the campaign considerations. So in order to get started, I want you to click here on campaign and then head on over to create. If you get a message like this, I want you to click on custom mode. As you can see here on this account, we have three different advertising objective pillars, awareness, consideration, and conversion, and seven total advertising objectives to choose from. Number one would be reach. Number two is going to be traffic. Number three is going to be app installs. Then video views, lead gen, community interaction, and finally conversions.

What advertising objective you actually select is completely dependent on what your business is trying to achieve. If you're in the eCommerce space, the majority of the time you will be running conversion campaigns. So we're going to go ahead and select that for the time being. Once you go ahead and click that, you see that you'll have a couple options here, like campaign name, special ad categories, creating split test, campaign budget optimization, and so on. For the time being, just make sure that you name your campaign something relevant to whatever it is that you're advertising.

So for now, we're just going to trim it down to conversions. One thing I mentioned here, I don't want you to necessarily start off by creating split tests. And additionally, I don't want you to talk campaign budget optimization, at least not for now. Campaign budget optimization, better known as CBO, is essentially when you establish your budget at the campaign level instead of independent ad group levels. If you do that, the platform actually decides where to disperse the different budget amongst different ad groups. But for the time being, I don't want you to touch that.

We'll revisit CBO in a later lesson. Now that we learned about the different advertising objectives, you can go ahead and click continue, and I'll see you on the next lesson.