

MARKETING MESSAGES

Liquidity in Ads Manager | E2E Design walkthrough



1

CONTEXT

ENABLING DEMAND LIQUIDITY IN ADS MANAGER TO DRIVE EFFICIENCY AND GROWTH.

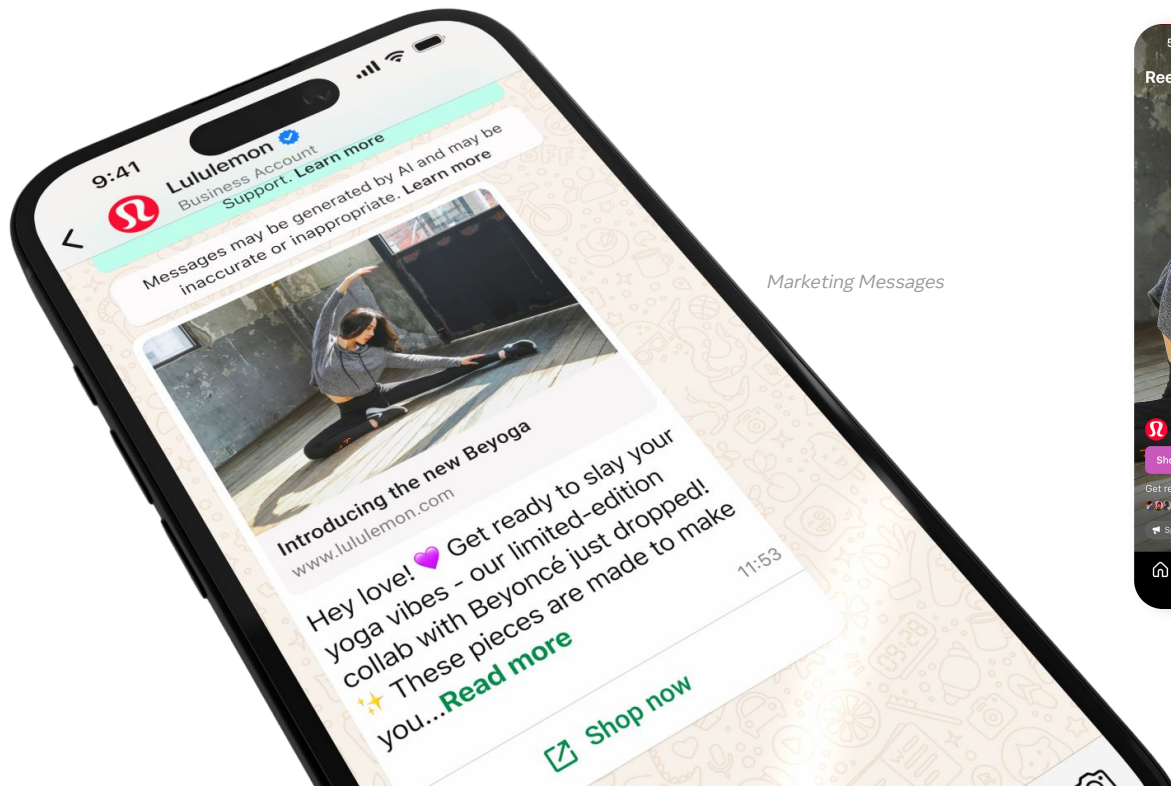
Currently, Marketing Messages (MM) is a strong **total MM revenue business**, driven by large advertisers on the WhatsApp Business API. To accelerate growth, MM is integrating into the core Ads system, enabling delivery optimization, dynamic pricing, creative, budget liquidity, and improved measurement - aiming to unlock large **WA Liquidity incremental revenue** and more **Msgr Liquidity** incremental revenue by 2030.

In 2024, we launched Marketing Messages as a campaign placement. In 2025, **our focus has been to accelerate ads parity** and integration efforts to **fast track product market fit** to ensure we have **maximum revenue-weighted campaign eligibility** by enabling key ads features (e.g. bid, budget, targeting parity etc.), removing blockers by simplifying onboarding, subscriber upload and management, as well as integrating with Automation Unification + Opportunity Score to adhere to frameworks and achieve a cohesive experience, allowing advertisers to run marketing messages and ads within the same campaign.

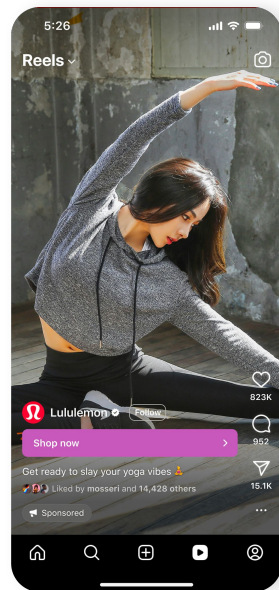
This deck outlines the changes to the **end to end experience to enable this strategic direction**.

CONSUMER FACING EXPERIENCE

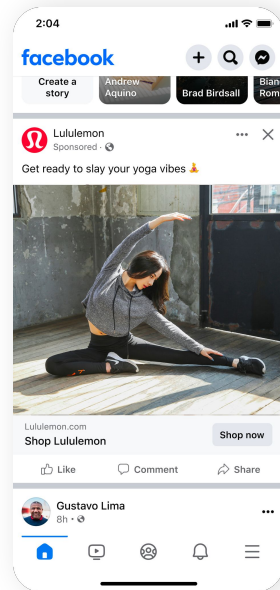
Demand Liquidity seeks to help businesses reach their customers in the most efficient way by enabling marketing messages as a new placement in Ads Manager.



Marketing Messages



Instagram (AD)



Facebook (AD)

PROBLEMS

1. FEATURE COMPATIBILITY

Previously, our feature compatibility within Ads Manager was low, this limits our ability to provide advertisers with the features they need to create the campaigns they want to run.

In order to achieve product market fit and drive adoption we need to enable as many eligible features as we can to achieve ads parity for Sales and Traffic objectives and maximum revenue-weighted campaign eligibility.

2. ONBOARDING

Onboarding is a multiple step process to enable Marketing Messages in Ads Manager, it requires advertisers to have a WhatsApp Business Account and subscribers before they can send ads + mm campaigns, which is not typical of other placements.

So in order to drive adoption and minimize drop off, we must simplify and create frictionless onboarding and subscriber uploading by eliminating unnecessary steps and creating smart defaults to streamline the process.

3. TARGETING & MANAGEMENT

We also heard from advertisers that there is confusion around the requirements to prepare subscriber lists and subscriber pools and how it is used in targeting during campaign creation.

We need to make sure we achieve ads targeting features parity and provide enough education about subscriber management actions and what the difference is, particularly unsubscribing and removing people from a list/pool.

4. AUTOMATION INTEGRATION

Our current experience only caters to BAU or Manual flows within the Sales and Traffic objectives.

With multiple efforts to improve liquidity and efficiency across Ads Manager such as Automation Unification + Opportunity Score we must make sure we adhere to the most update to date frameworks and achieve cohesive experiences in order to achieve maximum campaign eligibility.

TIMELINE

We are here

Milestone	M0: Closed Beta System & Usability Readiness	M1: Open Beta for GBG PMF Validation (in + mid-market)	M2: Open Beta for SBG Cohort Expansion (small businesses)	M3: Scaled Rollout (GA Ready)
Start timing	Q1 2025 (Feb)	Q2 2025 (April)	Q2 2025 (May)	H2 2025 (TBD)
Goals	Product readiness for PMF testing.	target <u>revenue from premium re-engagement campaign cohort.</u>		Scaled growth & adoption to LRP
Exposure	10-20 GBG advertisers	~1000 GBG advertisers (TBC)	~1000 SBG advertisers (TBC)	Gradual ramp (TBD)
Entry criteria	<ol style="list-style-type: none"> Liquidity MVP feature ready Usability Ops review 	<ol style="list-style-type: none"> No adoption-blocking bugs Experimentation ready GBG sales enablement ready Must-have product features for scale ready 	<ol style="list-style-type: none"> SBG readiness gaps closed SBG sales enablement ready 	<ol style="list-style-type: none"> most campaign revenue eligibility Scaled marketing & GTM ready 1P+3P narrative landed
Exit criteria	<ol style="list-style-type: none"> Key usability gaps closed Key system gaps closed Understand performance 	<ol style="list-style-type: none"> Performance and PMF goals met Guardrails met 		N/A

2

SUCCESS

SUCCESS METRICS

HIGH LEVEL

1

Prove **product market fit** for Marketing Messages as a Placement with revenue goal of a target **(topline)** during Q2 Beta across GBG/Scaled, agencies, SBG, and strong Marketing **Messages eligible revenue** with **feature parity**

2

an Ads Value gain

3

Achieve \geq high adoption for Marketing Messages placement after onboarding for GBG (segment in cohort). some for SBG.

- a. \geq high Retention
- b. solid Revenue-weighted adoption
- c. most campaign revenue-weighted eligibility
- d. some subscriber weighted revenue opt-in

3 DESIGN

WALKTHROUGH

L4

Advertiser settings

Account controls

Meta verified

Advantage creative

Audience segments

Default beneficiary and payer

Datasets and pixels

Name templates

Marketing Messages

ENABLEMENT

Audience manager

Audiences

ENABLEMENT

Reporting

Reports table

L3

Special Ads

Campaign details

Budget strategy

AB Test

Audience segment reporting

L2

Conversion location

Dynamic creative

Budget & schedule

Audience

ENABLEMENT

Placements

ENABLEMENT

L1

Identity

ENABLEMENT

Ad setup

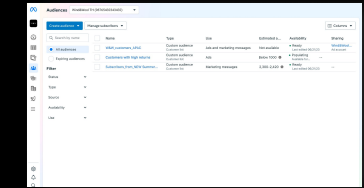
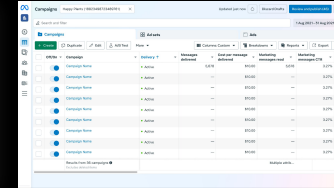
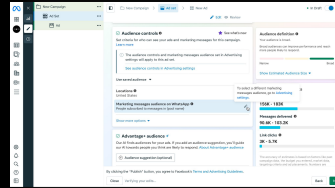
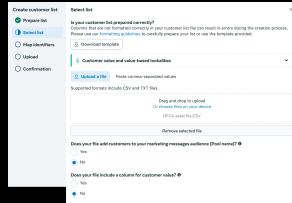
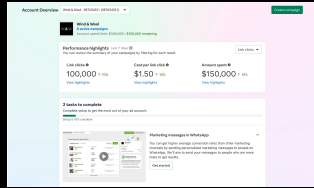
Destination

Ad creative

Advantage+ creative

Languages

Tracking



Onboarding

Advertisers are introduced to Marketing Messages and educated about the importance of setting up or using an existing WhatsApp Business account, building a subscriber pool via **uploads** or Cloud API, as well as setting up permissions in order to get activated to send ads+mm campaigns

Audience ingestion

Advertisers can leverage existing **uploads** flow to ingest subscribers into Ads Manager

Subscribers are part of a customer list. Subscriber pool is generated as the primary audience for MM targeting.

Campaign setup

Advertisers can use existing Customer Audience (CA) inclusion & CA exclusion for MM targeting

Advertisers are default on A+ placement with MM included, they can turn off/on MM in manual placement just like any other type of placement.

Advertisers make selection for WhatsApp or Messenger profile to send marketing messages

Reporting

Advertisers can monitor and measure their Marketing Message performance alongside their ad performance in order to see track campaign performance.

Audience management

Advertisers can utilize existing actions like replace, add, remove.

Improve subscriber management by clearly differentiating remove vs unsubscribe within Ads Manager.

MEET GABRIELLE

Gabrielle is an in-house performance marketer for Wind & Wool. She is based in the Mexico branch of the company.

1. Gabrielle Runs retargeting ad campaigns using Data File Custom Audiences `custom audiences`
2. Wind & Wool's Customer Relationship Management team is already integrated with `uploads`.
3. Wind & Wool has sent messages on WhatsApp through CloudAPI in the past.
4. She has not used marketing messages on Ads Manager.





As a advertiser, Gabrielle wants to onboard and setup marketing messages for WhatsApp.

Discovery



Because Wind & Wool has used WhatsApp Cloud API and operates in Latin America, Gabrielle's is exposed to the WhatsApp Marketing Messages onboarding.

- 1 She navigates to Account Overview and sees that Marketing Message set up is one of her tasks to complete.
- 2 She looks at the video to better get an overview of the new product and then clicks "Get started"

Account Overview Wind & Wool - 987654321 (987654321) Create campaign

Wind & Wool
8 active campaigns
Account spend limit: \$300,000 | \$100,000 remaining

Performance highlights Last 7 days ⓘ Link clicks ▾
You can review the summary of your campaigns by filtering for each result.

Link clicks ⓘ 100,000 ↑ 10% View highlights	Cost per link click ⓘ \$1.50 ↑ 10% View highlights	Amount spent ⓘ \$150,000 ↑ 10% View highlights
--	---	---

2 tasks to complete
Complete setup to get the most out of your ad account.
Setup is 10% complete

Marketing messages in WhatsApp ...
You can get higher average conversion rates than other marketing channels by sending personalized marketing messages to people on WhatsApp. We'll aim to send your messages to people who are more likely to get results.
[Get started](#)

Finish your shop setup ... ▾

Creating a WhatsApp Business Account



She is asked to set up a WhatsApp Business account

- 1 She sees that her information has already been pre-populated as we have detected her existing WhatsApp Business Account, which she finds very convenient. [
- 2 She quickly scans the terms of service and clicks "Continue".

Set up your WhatsApp Business account

Select an existing WhatsApp Business account or create a new account to start sending marketing messages.

Use an existing business account
Get started quickly by using an existing account to send message campaigns.

Business account

Wind & Wool (+1 917 555-5336)

Create a new business account

By continuing, you agree to the [terms of service for Marketing Messages in Ads Manager](#) and the [inbox in Meta Business Suite terms for WhatsApp](#), and agree to use WhatsApp in Inbox in a way that complies with all terms.

Cancel Continue

OTP verification.

Creating a Marketing Messages audience



Next she names her Marketing Messages audience

- 1 She's asked to setup and name her Marketing Messages audience so she can have a one master audience that she can use across all her campaigns.
- 2 User research supports the decision to capture the subscriber pool and store it at the L4 level. Advertisers don't typically think in terms of a single phone number or Facebook Page — instead, they expect their customer or subscriber pool to exist at a higher level. Elevating it to the parent company's ad account (L4) or business account (L5) removes supply constraints, enables cross-sell opportunities, and reduces confusion during targeting. ([Report: Ads Manager Subscriber Ecosystem Research \[2024\]](#))
- 3 She likes that her audience name is filled out with her Wind & Wool business portfolio name and clicks "Continue".

The screenshot shows the Facebook Ads Manager interface for an account named 'Wind & Wool'. A modal dialog box is open, titled 'Review your marketing messages audience name'. The dialog box contains the following text:

Review your marketing messages audience name

Your marketing messages audience represents everyone who is eligible to receive messages for campaigns.

What to know

- Each time you create a customer list that includes people subscribed to your messages, they will be added to your marketing messages audience.
- You will see your audience name when creating customer lists and campaigns.

We prefilled your audience name with your business portfolio name, or you can choose another.

Wind & Wool

Continue

Syncing Cloud API



Gabrielle is prompted to sync her contacts from Cloud API

- 1 She notices she can sync her Cloud API contacts, saving her the effort of starting from scratch.
- 2 She reviews the WhatsApp phone numbers detected from the API, checks the box to accept the terms, and clicks "Sync."

The screenshot shows the Meta Ads Manager interface for an account named 'Wind & Wool - 987654321 (987654321)'. A dialog box is open in the center, titled 'Sync your marketing messages contacts to a customer list?'. The dialog contains the following text:

By turning on this setting, Meta will create a list that includes contacts you send marketing messages to on WhatsApp using the Cloud API, hosted by Meta.

- Your privacy is important
Meta will only get access to the phone numbers of your contacts. This does not give Meta access to your chats.
- Your list is continuously updated
Meta will aim to include contacts that you sent marketing messages to in the past 15 days. Each day, any new contacts will be added to your list.
- You're in control
You can stop syncing your contacts in Audiences at any time.

Select phone numbers to sync
Each phone number will have its own customer list.

Wind & Wool NY (+1 914 555-5222) + 4 other phone numbers

The [Beta Terms for Marketing Messages in Ads Manager](#) apply for all contacts messaged by my business and added to my customer list. I agree to unsubscribe anyone who no longer wants to receive messages.

Buttons: Don't sync, Sync

Syncing future customer lists



She is then asked to sync and enable marketing messages for her future customer lists

- 1 She sees she has the ability to sync and enable any future list where customers have provided phone numbers to be eligible for Marketing Messages.
- 2 She reviews the terms and clicks "Sync"

The screenshot shows the Facebook Ads Manager interface for an account named "Wind & Wool". A modal dialog is displayed in the center, asking for confirmation to sync future customer lists. The dialog text is as follows:

Add everyone with a phone number in future customer lists to your marketing messages audience?

By turning on this setting for your ad account, you can save time so that everyone with a phone number in your customer list is automatically eligible for marketing messages.

- You're in control
You can turn this setting off at any time in Advertising Settings or for a specific list during upload.
- Everyone uploaded with a phone number is subscribed to my messages and the [Beta terms for Marketing Messages in Ads Manager](#) apply. I agree to unsubscribe anyone who no longer wants to receive messages.

At the bottom of the dialog are two buttons: "Don't sync" and "Sync". A mouse cursor is pointing at the "Sync" button.

The background interface shows the "Account Overview" for "Wind & Wool" with 8 active campaigns and an account spend limit of \$300,000. A "Create campaign" button is visible in the top right corner.

Adding team members and partners



Gabrielle is asks to add her team members and partners

- 1 Gabrielle also has the ability to add her team members so they can also have access and the ability to send ads and Marketing Messages campaigns.
- 2 Her team members are automatically pre-populated for her so she clicks "Add"

The screenshot shows the Facebook Ads Manager interface for the account 'Wind & Wool'. A modal dialog box is open, titled 'Add team members and partner'. The dialog contains the following text: 'Now that set up your WhatsApp account, grant full control to team members or partner for streamlined support.' Below this, there are two sections: 'Team members' with a dropdown menu showing 'Anny Jeung, Noam Keren + 10 others', and 'Partner' with a dropdown menu showing 'Select a partner'. At the bottom right of the dialog, there are two buttons: 'Not now' and 'Add'. A mouse cursor is pointing at the 'Add' button. The background interface shows the 'Account Overview' section with a 'Create campaign' button in the top right corner.

Confirmation



She has successfully completed Marketing Messages set up

- 1 She sees the confirmation screen and clicks "Done".

The screenshot displays the Facebook Business Manager interface for the account 'Wind & Wool'. A central modal window with a white background and rounded corners is overlaid on the page. The modal features a green header with a white checkmark icon and the text 'Setup complete! You've successfully set up marketing messages for your account.' Below the text is a blue button labeled 'Done'. The background interface is dimmed and shows sections for 'Performance highlights' (100,000 link clicks), '2 tasks to complete' (16% complete), and 'Good Advertisers'.



As an advertiser, Gabriella want to upload a single list with customers and subscribers that can be used for both ads and marketing messages on WA.

Preparing a customer list



Gabriella wants to understand the process of uploading a combined list that includes both customers and subscribers

- 1 On the first step, Gabriella learns about the required identifiers for marketing messages
- 2 She also sees the formatting guidelines for the phone number identifier and the new marketing message audience identifier

Account Overview Wind & Wool - 987654321 (987654321) Create campaign

Wind & Wool
8 active campaigns

Create customer list

- Prepare list**
- Select list
- Map identifiers
- Upload
- Confirmation

Prepare list

A customer list is a CSV or TXT file containing information about your customers, such as names and email addresses, called identifiers. We use identifiers to match your customers to Facebook and Instagram users.

- Include at least 100 customers.
- Include at least one main identifier.
- Include the two required main identifiers to upload customers subscribed to marketing messages.
- Use the correct column formatting that matches each identifier type.

[Show info about a marketing messages audience](#)

[Download template](#) [Import from Mailchimp](#)

Do you have customers in California?

You can now tell us to limit the data use of a customer in California. To do this, add data processing options to your customer lists. These options do not apply to marketing messages.

[Learn more](#)

Formatting guidelines

The following list shows the information types that Meta accepts and how to format them correctly. Before the information is sent to us, your list of identifiers gets hashed into random code. [About hashing](#)

Main identifiers

Identifier	Column header	Formatting guidelines	Examples
Phone number	phone	Phone numbers must include a country code to be used for matching, even if they're all from the same country. For example, a one must precede a phone number in the United States. We accept phone numbers in up to three separate columns, with or	<ul style="list-style-type: none">• 1(222)333-4444• 001(222)333-4444• 4• +12223334444

Selecting a list



Gabriella is ready to upload the list using the recommended format.

- 1 On the second step, Gabriella sees a new question (default selected no) asking whether her file includes customers who are subscribed to marketing messages.
- 2 She is also able to verify if her file includes the column for customer value.

The screenshot shows the 'Account Overview' for 'Wind & Wool' with 8 active campaigns. A 'Create customer list' dialog is open, showing the 'Select list' step. The dialog asks if the customer list is prepared correctly and provides a 'Download template' button. A dropdown menu is set to 'Customer value and value-based lookalikes'. The 'Upload a file' button is active, and a file named 'DFCA seed file.CSV' is shown in a dashed box. Below this, there are two questions: 'Does your file add customers to your marketing messages audience [Pool name]?' with 'No' selected, and 'Does your file include a column for customer value?' with 'No' selected. At the bottom, there is an 'Audience label' dropdown menu.

Account Overview Wind & Wool - 987654321 (987654321) Create campaign

Wind & Wool
8 active campaigns

Create customer list

- Prepare list
- Select list**
- Map identifiers
- Upload
- Confirmation

Select list

Is your customer list prepared correctly?
Columns that are not formatted correctly in your customer list file can result in errors during the creation process. Please use our [formatting guidelines](#) to carefully prepare your list or use the template provided.

[Download template](#)

Customer value and value-based lookalikes

[Upload a file](#) Paste comma-separated values

Supported formats include CSV and TXT files.

Drag and drop to upload
Or [choose files on your device](#)

DFCA seed file.CSV

[Remove selected file](#)

Does your file add customers to your marketing messages audience [Pool name]?

Yes

No

Does your file include a column for customer value?

Yes

No

Audience label • Optional
Choose a label that describes this audience. Labels may be used to find audiences for your ads more effectively.

Select audience label

Uploading



Gabriella wants to monitor the progress of her list upload.

1

Gabriella can track the progress of her list upload through dynamic numbers and a progress bar, which provide her with real-time updates on the percentage completed.

The screenshot displays the Facebook Audience Ingestion interface. At the top, the account name is "Wind & Wool - 987654321 (987654321)". A "Create campaign" button is visible in the top right. The main content area shows the account name "Wind & Wool" and "8 active campaigns". A modal window titled "Create audience from a list" is open, with the "Upload" step selected. The modal contains a progress list with the following items:

- Prepare list
- Add list
- Map identifiers
- Upload
- Confirmation

The "Upload" step is highlighted with a blue bar. Below the list, there is an illustration of a folder and a laptop displaying a play button. A progress bar is shown with the text "[number]% uploaded". Below the progress bar, the text reads: "Your data is being hashed. Don't close this window until it's been fully uploaded. [Learn more](#)". At the bottom of the modal, there is a "Finish your shop setup" button with a dropdown menu.

Confirmation



Gabriella has successfully completed the uploading process for her combined list of customers and subscribers.

- 1 Once Gabriella uploads her list, she sees that confirmation state of the list is hashed and updated.
- 2 Next steps are recommended to Gabriella, including options to create a campaign or upload another customer audience.

The screenshot displays the Facebook Audience Manager interface for the account 'Wind & Wool'. A modal window titled 'Create customer list' is open, showing a progress list on the left with 'Confirmation' selected. The main content area indicates that the customer list is hashed and uploaded (100% complete). It includes a warning icon and text: 'It may take a few minutes for us to finish matching your customers to people on Facebook. You can check the status in Audience Manager'. Below this, under 'Next steps', there are two options: 'Create campaign' and 'Create another custom audience', each with a corresponding button. A 'Done' button is visible in the bottom right corner of the modal, with a mouse cursor hovering over it. The background shows the account overview with a 'Create campaign' button in the top right.

Marketing Messages set up complete



Gabriella wants to review the task dashboard to see if any tasks are marked as incomplete or pending.

- 1 Gabriella sees that all the onboarding tasks for sending out marketing messages have been successfully completed.

Account Overview Wind & Wool - 987654321 (987654321) Create campaign

Wind & Wool
8 active campaigns
Account spend limit: \$300,000 | \$100,000 remaining

Performance highlights Last 7 days ⓘ Link clicks ▾
You can review the summary of your campaigns by filtering for each result.

Link clicks ⓘ	Cost per link click ⓘ	Amount spent ⓘ
100,000 ↑ 10% View highlights	\$1.50 ↑ 10% View highlights	\$150,000 ↑ 10% View highlights

2 Task to complete
Complete setup to get the most out of your ad account.
Setup is 90% complete

Finish setting up marketing messages for WhatsApp ... ^
You're almost there, just a few more steps to complete your setup and send marketing messages.

- ✓ WhatsApp Business Account Wind & Wool (+1 510 555-8888) added
- ✓ WhatsApp phone number verified
- ✓ Add everyone subscribed to your marketing messages to a customer list
- ✓ Request an official business account

Finish your shop setup ... ▾



As an advertiser, Gabrielle wants to create a campaign with ads and marketing messages and apply targeting controls to narrow her audience.

Audience controls



Gabrielle wants to make sure her Marketing Messages audience is included

- 1 She navigates down to the Audience controls card and sees her Marketing Messages audience on WhatsApp has already been added by default.
- 2 If needed she is able to select a different Marketing Messages audience through Advertiser Settings. ([Report: Ads Manager Subscriber Ecosystem Research \[2024\]](#))

New Campaign > Ad set > New Ad

Edit Review

Audience controls

Set criteria for who can see your ads and marketing messages for this campaign. [Learn more](#)

The audience controls and marketing messages audience set in Advertising settings will apply to this ad set. [See audience controls in Advertising settings](#)

Use saved audience

Locations
United States

Marketing messages audience on WhatsApp
People subscribed to messages in (pool name)

[Show more options](#)

Advantage+ audience
Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

[Audience suggestion \(optional\)](#)

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Narrow

[Show Estimated Audience Size](#)

156K - 183K

Messages delivered
90.6K - 103.2K

Link clicks
3K - 5.7K

The accuracy of estimates is based on factors like campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are estimates.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Verifying your edits... Back

Custom audience



Gabrielle considers using a custom audience

1

She navigates to the Exclude these custom audiences and reviews which custom audience she wants to select for both ads and Marketing Messages.

The screenshot shows the Facebook Ads Manager interface during the 'Campaign setup' phase. The breadcrumb trail is 'New Campaign > Ad set > New Ad'. The main content area is titled 'Marketing message audience on WhatsApp' and shows 'People subscribed to message in {pool name}'. Under 'Exclude these custom audiences', there is a search bar and a list of options. A red circle with the number '1' highlights the 'Black Friday Deal Hunters - 2024' option. To the right, a summary panel shows 'Audience definition' (Broad), 'Audience Size' (10,600 - 20,000), 'Name' (Black Friday Deal Hunters - 2024), 'Type' (Customer List), 'Use' (Ads and marketing messages), and 'Availability' (Ready). At the bottom, there are buttons for 'Save audience', 'Switch to original audience options', and 'Close'.

United States

Marketing message audience on WhatsApp ⓘ
People subscribed to message in {pool name}

Hide options ▲

Minimum age
18+

Exclude these custom audiences

Q |

Custom audience

- People who visited website - last 30 days Website
- Black Friday Deal Hunters - 2024 Customer List
- Black Friday Deal Converters - 2024 Customer List
- People who added to cart - last 30 days Customer List

⊕ Audience suggestion (optional)

Save audience Switch to original audience options

Placements Learn More

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Verifying your edits... Back

Selects a custom audience



Gabrielle determines what custom audience she wants to use

- 1 She selects the "Black Friday Deal Hunters - 2024" custom audience.

The screenshot shows the Facebook Ads interface during the 'Campaign setup' phase. The breadcrumb trail is 'New Campaign > Ad set > New Ad'. The left sidebar contains navigation icons for home, analytics, creation, and settings. The main content area shows the 'Advantage+ audience' selection process. The 'Custom audiences' section is active, displaying a search bar with 'Black Friday Deal Hunters - 2024' selected. Below this, the 'Age range' is set to '18 - 65+', 'Gender' is 'All', and 'Detailed targeting' is 'None'. A 'Save audience' button is visible at the bottom of the selection area. To the right, the 'Audience definition' section indicates the audience is 'Broad' and provides 'Estimated Daily Results': Reach (156K - 183K), Messages delivered (90.6K - 103.2K), and Link clicks (3K - 5.7K). A 'Back' button is located at the bottom right of the interface.

New Campaign > Ad set > New Ad

People subscribed to message in {pool name}

Show options

✔ Advantage+ audience +

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. [About Advantage+ audience](#)

Custom audiences Create new

Website

Black Friday Deal Hunters - 2024

Search existing audiences

Age range 18 - 65+

Gender All

Detailed targeting None

Save audience [Switch to original audience options](#)

Audience definition

Your audience is broad.

Broad audiences can improve performance and reach more people likely to respond.

Narrow

Show Estimated Audience Size

Estimated Daily Results

Reach 156K - 183K

Messages delivered 90.6K - 103.2K

Link clicks 3K - 5.7K

The accuracy of estimates is based on factors like campaign data, the budget you entered, market data, targeting criteria and ad placements. Numbers are estimates.

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close Verifying your edits... Back

Placements



Gabrielle checks Placements to confirm Marketing Messages in enabled

- 1 She navigates to the Placements card and selects Manual placements. She sees that WhatsApp is selected and now under Platforms and Marketing Messages is part of the Placements groups.
- 2 Satisfied she clicks back to Advantage+ placements

The screenshot shows the Facebook Ads campaign setup interface. The breadcrumb trail is: New Campaign > Ad set > New Ad. The main section is titled "Placements" and includes a "Learn More" link. There are two radio button options: "Advantage+ placements" (unselected) and "Manual placements" (selected). A lightbulb icon indicates a tip: "Choose Advantage+ to preview placements before excluding". Below this, there is a "Use Advantage+ placements" button. The "Devices" section has a "Label" dropdown menu. The "Platforms" section has checkboxes for Facebook, Audience network, Instagram, and WhatsApp, with Facebook, Instagram, and WhatsApp checked. The "Placements" section has a "Feeds" option with a description: "Get high visibility for your business with ads in feeds". A small preview image of a mobile ad is shown. On the right, the "Audience definition" section shows "Your audience is broad." and "Broad audiences can improve performance and reach more people likely to respond." Below this is a "Show Estimated Audience Size" dropdown. The "Estimated Daily Results" section shows: Reach: 156K - 183K; Messages delivered: 90.6K - 103.2K; Link clicks: 3K - 5.7K. At the bottom, there is a "Close" button and a "Verifying your edits..." message. A "Back" button is visible in the bottom right corner.

Creative



Gabrielle goes to L1 to set up creative.

1

In the Identity card, she learns that she can't change the WhatsApp profile since it's tied to the marketing message audience she set up in Advertiser settings.

The screenshot shows the Facebook Ads Manager interface for setting up a new ad. The navigation bar at the top includes 'Onboarding', 'Audience ingestion', 'Campaign setup', 'Reporting', 'Audience management', and 'Advertiser settings'. The main content area is titled 'New Ad' and is divided into several sections:

- Ad name:** A text input field containing 'New Sales Ad and message name' and a 'Create Template' button.
- Partnership ad:** A toggle switch set to 'Off'.
- Identity:** This section is highlighted and contains:
 - *Facebook page:** A dropdown menu showing 'Wind&Wool TH'.
 - Instagram account:** A dropdown menu showing 'Wind&Wool TH'.
 - WhatsApp profile:** A dropdown menu showing 'Wind&Wool TH (+55 11 3456 4376)'. A tooltip points to this field, stating: 'This is the default phone number connected to your marketing messages audience. To use a different phone number, you will need to change your marketing messages audience in [Advertising Settings](#).'
- Setup:** A dropdown menu showing 'Create ad and message'.

At the bottom of the screen, there is a 'Close' button and a 'Publish ad and message' button. A note at the bottom states: 'By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).'

Marketing Messages setup



Gabrielle goes to Marketing Messages setup to customize her message

- 1 She personalises her Marketing Messages content and Auto-reply with a more conversational tone.

The screenshot displays the 'Marketing message setup' interface. On the left, a sidebar contains navigation icons. The main content area is divided into several sections:

- Suggested optimizations:** A section with a 'Text' option that is 'Not optimized'.
- Auto reply:** A toggle switch currently set to 'Off'.
- Advanced features:** A section with a 'Quick replies' toggle set to 'Off'.
- Marketing message text:** A section for customizing the message content, including:
 - Headline:** 'Calling all beauty lovers! ✨ Can't-miss beauty sale!' (0/60 characters)
 - Body text:** 'Hey First_name ✕ Unleash Your Inner Radiance! 🌹💄 With our unmissable Beauty Sale, indulge in a transformative beauty experience with our captivating sale, offering up to 50% off on a curated selection of makeup, skincare, and haircare essentials, all at unbeatable prices.' (0/960 characters)
 - Footer:** 'Include additional details' (0/60 characters)

On the right, a preview of the marketing message is shown, featuring a photo of a woman's face and a 'Shop now' button. A notification at the top right states: 'Your marketing message is autofilled from your ad'.



As an advertiser I want to understand how well my ads and Marketing Messages campaigns are performing.

Setting up performance



Gabrielle wants to track the performance of her newly created ads and Marketing Message campaign

- Once Gabrielle's first ads and Marketing Message campaign has been published a first time user experience model appears to introduce Marketing Messages metrics to the campaign table in order to track performance.
- She is able to easily click add metrics and they are applied to campaign table.

The screenshot shows the Facebook Ads Reporting interface. At the top, there are navigation tabs: Onboarding, Audience ingestion, Campaign setup, Reporting (active), Audience management, and Advertiser settings. The main header displays 'Campaigns' with an account ID and a date range of 'This month: Jun 1, 2023 - Jun 30, 2023'. Below this is a search bar and a table of campaigns. A modal window is open, titled 'Add marketing messages metrics to the table', which lists several metrics to be added to the table. The table below the modal shows columns for 'Off / On', 'Campaign', 'Budget', 'Attribution setting', 'Results', and 'Reach'. The 'Results' column is currently empty, and the 'Add metrics' button in the modal is highlighted by a mouse cursor.

Off / On	Campaign	Budget	Attribution setting	Results	Reach
<input type="checkbox"/>	WW ACQ End of Season Sale 2022	\$100.00 Daily	Multiple attri...	42	Website purchases
<input type="checkbox"/>	WW ACQ Meta Combined Interests Broad A...	\$100.00 Daily	7-day click or ...	36	Website purchases
<input type="checkbox"/>	WW ACQ Top Interests Creative Testing	\$100.00 Daily	7-day click or ...	12	Website purchases
<input type="checkbox"/>	WW Promo Sale 2023 End of Season Sale 20...	\$100.00 Daily	7-day click or ...	10	Website purchases
<input type="checkbox"/>	National Parks 2023 ABO 0922	\$100.00 Daily	7-day click or ...	18	Website purchases
<input type="checkbox"/>	L5 ACQ Top Interests Creative Testing	\$100.00 Daily	7-day click or ...	12	Website purchases
<input type="checkbox"/>	WW Awareness Top Performers Broad ABO...	\$100.00 Daily	7-day click or ...	45	Website purchases
<input type="checkbox"/>	L5 ACQ Top Interests Creative Testing	\$100.00 Daily	7-day click or ...	14	Website purchases
<input type="checkbox"/>	A+ Shopping End of Season Sale 2022	\$100.00 Daily	7-day click or ...	23	Website purchases
<input type="checkbox"/>	BFCM Season ACQ Meta Combined Interests...	\$100.00 Daily	7-day click or ...	11	Website purchases
<input type="checkbox"/>	L5 Savings Top Interests Creative Testing	\$100.00 Daily	7-day click or ...	36	Website purchases
Results from 11 campaigns				118	3,118
Excludes deleted items				Multiple conversions	Account cent...

Tracking performance



Gabrielle wants to focus on campaigns that ran with ads and messages and looks at a customized view of her performance.

1 By looking at Marketing Message delivery alongside her ads, Gabrielle is able to monitor and measure her performance for both ads and Marketing Messages.

2 She's able to create a quick view so she can easily filter campaigns results.

Campaigns Warby Parker... Updated just now Discard drafts Review and publish (46)

Search: 4 All ads User created view Active ads Had delivery **Has marketing messages** + 6 more views Save this view? Save view

View: Campaigns Ad sets Ads 1-200 of 329 Max: Jan 2, 2024 - April 2, 2024

Actions: + Create Duplicate Edit A/B Test More Columns: Custom Breakdowns

ON/OFF	Campaign name	Delivery	Campaign type	Amount spent	Message delivered	Message Read rate	Message click throu...	Cost per ...
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Message	\$1,100	363,960	67%	25%	\$1.16
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Ads + Message	\$4,589	19,404	50%	43%	\$1.16
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Message	\$549	9,564	34%	67.4%	\$1.16
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Message	\$5,454	4,079	28%	60%	\$1.16
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Message	\$54.7	3,969	20%	61%	\$10
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Off	Ads + Message	\$10	3,960	12%	17%	\$1.16
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Ads + Message	\$3,435	905	1%	12%	-
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Ads + Message	\$2,096	69	39%	34%	-
<input type="checkbox"/>	RT_ Promo Sale 2024 Seas...	Active	Ads + Message	\$10	6	250	58%	\$1.16
Results from 3,725 camp...				\$10,738.63	699,380	—	—	—
App installs				Total spent	Total delivery	Total		



As a marketer, Gabriella wants to keep her list up-to-date by adding/removing customers and unsubscribing customers from marketing messages.

Managing your Marketing Message audience



Gabrielle wants to manage her Marketing Message audience

- 1 She clicks on the Audiences page and sees her Marketing Messages customer lists.
- 2 She decides to edit her "W&W_customers_APAC.csv" list

The screenshot shows the 'Audiences' management page for 'Wind&Wool TH (98765432343432)'. The interface includes a sidebar with navigation icons, a top navigation bar with tabs for 'All audiences' and 'Expiring audiences', and a main table of audience lists. The table has columns for Name, Type, Estimated audience size, Availability, and Sharing. The 'W&W_customers_APAC' list is selected. A right-hand panel provides details for the selected audience, including its name, type, account information, and creation/update dates. An 'Edit' button is highlighted with a mouse cursor.

Name	Type	Estimated a...	Availability	Sharing
<input type="checkbox"/> W&W_customers_APAC	Custom audience Customer list	Not available	• Ready Last edited 06/21/23	Wind&Wool Ad account
<input type="checkbox"/> Customers with high ret...	Custom audience Customer list	Below 1000 ⓘ	• Populating Available for u...	--
<input type="checkbox"/> Subscribers_from_NEW...	Custom audience Customer list	2,300-2,420 ⓘ	• Ready Last edited 06/21/23	--

W&W_customers_APAC... Actions

Summary Usage History

Audience name
W&W_customers_APAC.csv

Estimated audience size
3,400 - 3,600

Type
Custom audience

Use
Ads and marketing messages

Marketing messages audience
Added people to [Pool name]

Ad account
Wind&Wool TH ad account
Ad account ID: 13342984384893895

Created
10/02/2024, 11:05 AM

Last updated
10/12/2024, 7:23 PM

Edit

Managing your Marketing Message audience



Gabrielle wants to manage her Marketing Message audience

- 1 For editing, she has three actions available to her. Additionally, she learns that removing subscribers from the list does not stop them from receiving marketing messages.

The screenshot displays the 'Audiences' management interface for account 'Wind&Wool TH (98765432343432)'. A modal dialog titled 'Edit custom audience' is open, providing three options: 'Add customers', 'Remove customers', and 'Replace customers'. Each option includes a brief description of the action. Below the options, there is a section for 'Edit audience name' with a text input field containing 'Wind&Wool customers', a character count '50/50', and a '+ Add description' button. At the bottom of the dialog are 'Cancel' and 'Done' buttons.

Audiences Wind&Wool TH (98765432343432)

Create audience Manage subscribers Columns

Search by name

All audiences

Expiring audiences

Filter

Status

Type

Source

Availability

W&W customers

W&W_customers

Customers v

Subscribers

Edit custom audience

Any changes to this custom audience will affect all ad sets or lookalike audiences that use it. Editing a custom audience won't reset your campaign's learning phase.

Add customers
Upload a list of customers you want to add to your existing audience.

Remove customers
Upload customers you want to remove from this existing list.

Replace customers
Upload a new list that will replace the customers in your existing audience.

Edit audience name

Wind&Wool customers 50/50 + Add description

Cancel Done

W&W_customers_APAC.csv Actions

Summary Usage History

Audience name
W&W_customers_APAC.csv

Estimated audience size
3,400 - 3,600

Type
Custom audience

Use
Ads and marketing messages

Marketing messages audience
Added people to [Pool name]

Ad account
Wind&Wool TH ad account
Ad account ID: 13342984384893895

Created
10/02/2024, 11:05 AM

Last updated
10/12/2024, 7:23 PM

Edit

Unsubscribing a customer



Gabrielle wants to unsubscribe a some customers

- 1 If Gabriella wants to remove customers from marketing messages, she can do so via "Manage subscribers" button.

Upon hovering "Manually unsubscribe" option a tooltip is shown to provide more clarity as to its function. She discovers that customers can be unsubscribed using a separate existing re-upload row (see next slide).

The screenshot shows the 'Audiences' management interface for 'Wind&Wool TH (98765432343432)'. The 'Manage subscribers' dropdown menu is open, showing options: 'Manually unsubscribe' (highlighted with a tooltip), and 'Download all subscribers'. The tooltip for 'Manually unsubscribe' reads: 'Unsubscribing will remove customers from your marketing messages audience so they no longer receive your messages. This action won't remove them from customer lists, so they'll still see ads.' Below the menu, there are two rows of subscribers with checkboxes: 'Customers with high ret...' and 'Subscribers_from_NEW...'. The interface also includes a search bar, a filter section, and a table of audience status (Ready, Populating, Ready) with columns for Availability and Sharing.

Unsubscribing a customer



Gabrielle wants to unsubscribe a some customers

- 1 Here, Gabrielle can upload a list of customers she wants to unsubscribe from Wind & Wool's subscriber pool.

We've established a pattern where advertisers upload a list - rather than selecting individuals directly from the subscriber pool - for two key reasons:

1. It reduces the risk of accidentally unsubscribing the wrong customers.
2. Some customers may have opted in, but Wind & Wool may not have their full or identifiable details.

The screenshot shows the 'Audiences' management interface for 'Wind&Wool TH (98765432343432)'. A modal dialog titled 'Unsubscribe customers' is open, prompting the user to upload a list of customers to unsubscribe from. The dialog includes a 'Download template' button and a 'Drag and drop to upload' area. The background interface shows a table of audiences with columns for Name, Type, Estimated audience size, Availability, and Sharing. The 'W&W_customers_APAC' audience is selected.

Name	Type	Estimated a...	Availability	Sharing
W&W_customers_APAC	Custom audience	Not available	Ready	Wind&Wool Ad account
Customers v...				
Subscribers...				

Unsubscribe customers

Upload a list of customers you want to unsubscribe from your marketing messages audience **[pool name]**. People who are unsubscribed will remain in your customer lists, so they still can get ads.

Include one phone number with country code for each person you would like to unsubscribe. [Check formatting guidelines](#)

[Download template](#)

Drag and drop to upload
Or [choose files on your device](#)

[Cancel](#) [Unsubscribe](#)

W&W_customers_APAC... Actions

Summary Usage History

Audience name
W&W_customers_APAC.csv

Estimated audience size
3,400 - 3,600

Type
Custom audience

Use
Ads and marketing messages

Marketing messages audience
Added people to [Pool name]

Ad account
Wind&Wool TH ad account
Ad account ID: 13342984384893895

Created
10/02/2024, 11:05 AM

Last updated
10/12/2024, 7:23 PM

[Edit](#)



As an advertiser I want to update the number that I send marketing messages from.

Advertiser settings



Gabrielle wants to confirm all your Marketing Messages defaults

1

She navigates to the Advertiser settings page where she can see her campaign defaults like her WhatsApp phone number, Marketing Messages audience, and an ability to grow her Marketing Messages audience.

The screenshot shows the 'Marketing messages' settings page. At the top, there's a breadcrumb 'Advertising settings > Marketing messages' and a dropdown menu for 'Zoomture (987654321)'. The main content area is divided into several sections:

- Marketing messages:** A toggle switch is turned on. Below it, a card shows 'Zoomture (+55 11 99955-0001)' with a sub-note 'Messages will be sent from this phone number for all campaigns'. A dropdown menu is set to '+55 11 99955-0001'. A note below states: 'Choosing a different phone number may change the people in your marketing messages audience. WhatsApp information, including names and phone numbers, is subject to data use restrictions in the Meta Advertising Policies.'
- Quality:** High
- Status:** Connected
- Messaging limit:** Unlimited
- Zoomture pool name (0123456789):** Marketing messages audience for all campaigns (with an edit icon)
- Audience size:** 10,600 - 20,000
- Grow your marketing messages audience:** A toggle switch is turned off. The text below reads: 'Add everyone with a phone number in customer lists to my marketing messages audience' (with an edit icon).

On the right side, there are two informational sections:

- About marketing messages:** Explains that marketing messages are a way to send personalized updates or offers in WhatsApp to people who want to hear from you. Includes a link 'About marketing messages'.
- Grow your marketing messages audience:** Explains that the audience consists of everyone across customer lists who is subscribed to messages. Includes a link 'Audiences'.

At the bottom of the right side, there is a 'Business settings' link.

THANK YOU