

Specifications

META CREATIVE

Step 1: Visit this URL

Step 2: Find Your Campaign's Objective

Design Recommendations

- File Type: JPG or PNG ¹
- Ratio: 1.91:1 to 1:1 ¹
- Resolution: At least 1080 x 1080 pixels ¹

Text Recommendations

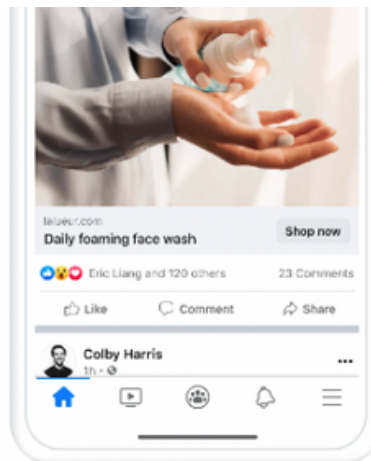
- Primary Text: 125 characters ¹
- Headline: 27 characters ¹
- Description: 27 characters ¹

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

Panoramas or 360 Photos

Panoramas and 360 photos may be used on Facebook as an interactive experience with some objectives. Facebook recognizes and processes these photos by looking for



Create an Ad

Create a Mockup

Choose an objective ¹

Select an objective to see which calls to action are available.

Awareness

Choose an objective ¹

Select an objective to see which calls to action are available.

Awareness

Awareness

Traffic

Engagement

Leads

App promotion

Sales



Step 3: Choose a Placement

Image

Facebook Feed



Feed is the constantly updating list of status updates, photos, videos and more in the middle of the Facebook home page. Your Feed includes updates and posts from friends, Pages, Groups and advertisers.

Use the image format in Feed to show off your product, service or brand in new ways. To capture attention quickly, use movement and sound to show the unique features of a product or tell your brand story.

See ¹ for more information about each recommendation below.

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- Primary Text: 125 characters ¹
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Technical Requirements

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Choose a placement

Select a placement option to discover which objectives are available.

Facebook Feed



Create an Ad

Create a Mockup

Facebook Feed

Facebook Feed

Facebook In-Stream Video

Facebook Video Feeds

Facebook Marketplace

Facebook Stories

Ads on Facebook Reels

Facebook Search Results

Facebook Business Explore

Facebook Reels

Instagram Profile Feed

Instagram Feed

Instagram Stories

Step 3: Find Requirements

On the left-side of the screen, you will find the design recommendations, text recommendations, and technical requirements.



Design Recommendations

- File Type: JPG or PNG ⓘ
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Text Recommendations

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Technical Requirements

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- Aspect Ratio Tolerance: 3%

Step 4: Find CTAs

Scroll to the very bottom of the page to see all of the Call to Action options for each ad.



View available calls to action

Not all calls to action may be available to you, depending on your industry.

- Shop now
- Shop now
- Learn more
- Sign up
- Download
- Watch more
- Contact us
- Apply now
- Order now
- Get quote
- Call Now
- Check Availability
- Get Access

Step 5: Conversion Location

You will find a section to select the conversion location depending on the objective. This will typically be auto-selected for you. If it is not, we typically select website, unless you are running an App, Messenger, WhatsApp, or Calls campaign (unlikely).

