

# Advertise

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# Create Ads that Click to WhatsApp in Ads Manager

## Create Ads that Click to WhatsApp in Ads Manager



We are rolling out a new **recommended setup** experience to the **Traffic, Awareness** and **Engagement** objectives which is similar to the [Advantage+ campaign setup](#) for the **Sales, App promotion** and **Leads** objectives.

You may see a [campaign score](#) of 100 and **Advantage+ on** for some options. Manual options are still available.

This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.



Certain messaging-related [metrics](#), [ad campaigns](#) and [organic messaging features](#) for businesses and ads delivered to and from Europe, Japan and South Korea will be unavailable.

Ads that click to WhatsApp send people that click on your ads directly into conversations with your business on WhatsApp. If you have a WhatsApp number that's either connected to your Facebook Page or your business portfolio, you can create ads that click to WhatsApp from Meta Ads Manager.

With click to WhatsApp campaigns, you can build awareness, drive traffic or engagement or generate leads and sales. The steps may vary, depending on which ad objective you select. Learn how to [choose the right ad objective in Ads Manager](#).

## Before you begin

- Create a business account by [downloading the WhatsApp Business app](#) or integrate with the [WhatsApp Business API](#).
- [Connect your WhatsApp account to your Facebook Page for your business](#) and make yourself the admin of your Page or connect your WhatsApp number to your business portfolio.
- When eligible, you can get experimentally proven recommendations in opportunity score. Go to [Account Overview](#) to see your opportunity score and review and apply recommendations to help improve performance. Learn [about opportunity score](#).
- **Note:** Opportunity score (including a high score) itself does not reflect your actual or future performance. Actual performance depends on many factors and your opportunity score does not guarantee performance.

## Create an ad that clicks to WhatsApp using the traffic or engagement objective

1. Go to [Ads Manager](#).
2. Click **+ Create**.
3. Select either **Traffic** or **Engagement** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **Message destinations** as your conversion location.
3. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
4. Under **Message destinations**, check the box next to **WhatsApp**.
  - **Note:** If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again.
5. Under **Performance goal**, depending on the ad objective you selected in step 2, a performance goal will be selected by default. You may not be able to change your performance goal. If you selected **Engagement**, use the dropdown menu to select your performance goal.
6. Review the remaining ad set details, like your budget, schedule and audience. Click **Next**.
7. Complete the ad creation steps until you reach the **Message template** section.
8. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:

- **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
  - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
9. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
  10. Complete the rest of your ad and click **Publish** when you're ready.

## Create an ad that clicks to WhatsApp using the leads objective

1. Go to [Ads Manager](#).
2. Click + **Create**.
3. Select **Leads** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **WhatsApp**.
3. Under **Performance goal**, **Maximize number of conversations** is selected by default.
4. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
5. Review the remaining ad set details, then click **Next**.

**Note:** Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

1. Complete the ad creation steps until you reach the **Message template** section at the ad level.
2. In the **Message template** section, select either **Create new** to create a new template or **Use existing** to use, edit or duplicate an existing template.
3. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
4. Complete the rest of your ad and click **Publish** when you're ready.

## Create an ad that clicks to WhatsApp using the sales objective

1. Go to [Ads Manager](#).

2. Click **+ Create**.
3. Select **Sales** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. In the **Conversion** section, select **Message destinations** as your conversion location.
3. Under **Facebook Page**, choose the relevant Facebook page. The WhatsApp number connected to your Facebook page will be the one connected with the campaign.
4. Under **Message destinations**, check the box next to **WhatsApp**.
  - **Note:** If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again.
5. Under **Performance goal**, depending on the ad objective you selected in step 2, a performance goal will be selected by default. You may not be able to change your performance goal. If you selected **Engagement**, use the dropdown menu to select your performance goal.
6. Review the remaining ad set details, then click **Next**.

**Note:** Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

1. Complete the ad creation steps until you reach the **Message template** section.
2. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:
  - **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
  - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
3. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
4. Complete the rest of your ad and click **Publish** when you're ready.

## Create an ad that clicks to WhatsApp using the awareness objective

1. Go to [Ads Manager](#).

2. Click + **Create**
3. Select **Awareness** as your ad objective. Then, click **Continue**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

1. Provide a campaign name and review your campaign details. Click **Next**.
2. Review ad set details, like your performance goal, budget, schedule and audience. Click **Next**.
3. Complete the ad creation steps until you reach the **Destination** section at the ad level.
4. In the **Destination** section, select **Messaging apps** and then choose **WhatsApp**.
  - If the **WhatsApp** option is grayed out, click **Connect account**. Use the dropdown menu to select your country code, enter your phone number and click **Continue**. You'll then see a message about WhatsApp Business. Click **Continue** again. **Note:** The WhatsApp number will be the one connected to the selected Facebook page for the campaign. If not, you can connect it to another WhatsApp business number.
5. In the **Message template** section, you can choose **Create new** or **Use existing**. Depending on your objective, you may be able to select the following template:
  - **Start conversation:** Suggest prompts for people to tap and to encourage them to start conversations with your business. You can set up a greeting or suggest questions or messages that people can send.
  - **Collect info with a form in WhatsApp:** Use [WhatsApp Flows](#) to build customized forms where you can engage with potential customers and collect information in WhatsApp chats. People can book appointments, sign-up for your services or provide their contact information. **Note:** This feature may not be available to you yet.
6. Click **Edit** and fill in the details for your message template. When you're done, click **Save**.
7. Complete the rest of your ad and click **Publish** when you're ready.

## Learn more

- [About lead generation in Instagram Direct, Messenger and WhatsApp](#)
- [Add WhatsApp numbers to your business portfolio](#)
- [About click to WhatsApp ads and Flows](#)
- [Create ads in WhatsApp Status in Meta Ads Manager](#)

## Basics

[About ads that click to message on Meta technologies](#)[About ads in Messenger](#)[About lead generation in Instagram Direct, Messenger and WhatsApp](#)

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[Leads, engagement and sales metrics for ads that click to Messenger](#)[Troubleshoot your Messenger block rate](#)

# Create a new template for ads that click to message

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## Before you begin

[Create a new ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).

## Create your message template

To create a message with a custom template for ads that click to Messenger, Instagram, or WhatsApp:

1. Create a new campaign in Ads Manager with the Messages objective and click **Next**.
2. Add your campaign details, budget, and audience and click **Next**.

3. In the **Ad creative** section, select or upload the media you want to use for your ad. Then crop or apply enhancements, if needed. When you're ready, click **Done**.
4. Under **Call to Action**, use the dropdown menu to choose **Send Message**.
5. In the **Message Template** section, choose **Create New**. You can also [Generate Leads](#) to collect information from customers in a Messenger conversation.
6. Click **+ Create**.
7. Complete your Greeting and Questions.
8. Click **Save and Finish**.

Once reviewed, your ad will start appearing in selected placements.

## Learn more

- [Create questions for your leads campaign in Messenger Ad](#)
- [Select an Existing Template for Ads That Click to Message](#)
- [Best Practices for Ads That Click to Message](#)

Common support topics

### [About advertising restrictions](#)

Business Help Center

### [Troubleshoot a disabled or restricted account](#)

Business Help Center

### [About Meta Business Support Home](#)

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### [Fix a failed payment issue on Meta](#)

Business Help Center



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# Select an existing template for ads that click to message

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You can set up a message with a template you've already created for ads that click to Messenger, Instagram or WhatsApp.

## Before you begin

- Create a new [ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).
- When eligible, you can get experimentally proven recommendations in opportunity score. Go to [Account Overview](#) to see your opportunity score and review and apply recommendations to help improve performance. Learn [about opportunity score](#).
- **Note:** Opportunity score (including a high score) itself does not reflect your actual or future performance. Actual performance depends on many factors and your opportunity score does not guarantee performance.

# To use an existing template

To set up a message with a template you've already created for ads that click to Messenger, Instagram, or WhatsApp:

1. Go to [Ads Manager](#) and click + **Create**.
2. Choose the **engagement, sales, traffic** or **leads** objective and click **Next**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

Review the campaign details, then click **Next**. Review the ad set details, then click **Next**.

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In the **Ad creative** section, select or upload the media you want to use for your ad. Then crop or apply enhancements, if needed. When you're ready, click Done. Under **Call to action**, use the dropdown menu to choose **Send message**. In the **Message template** section, choose **Use existing** in the dropdown. Select the template you want to use from the dropdown.

## Learn more

- [Create a New Template for Ads That Click to Message](#)
- [Best Practices for Ads That Click to Message](#)

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