

WHO I'M SELLING

WHAT I'M SELLING

HOW I'M SELLING

AWARENESS

ATTENTION

ACTION

```
require 'copybara/rspec'
require 'copybara/roll'

class Category < ActiveRecord::Base
  attr_accessible :name, :description

  def self.delete_all
    delete_all
  end

  config.integrate :rspec do
    with.test_framework :rspec
    with.library :roll
  end
end

# Add additional requires here
# Requires supporting ruby files with support/
# spec/support/ and its subdirectories. These
# run as spec files by default. You can
# in _spec.rb will both be required and
# run twice. It is recommended that you
# end with _spec.rb. You can configure
# action on the command line.

# results found for 'mongoid'
```

AWARENESS

AUDIENCE

LOCATION

AGE

INTERESTS

OBJECTIVE

DELIVERY | COST

ATTENTION

AUDIENCE

LOCATION

AGE

INTERESTS

OBJECTIVE

DELIVERY | COST

ACTION

AUDIENCE

CUSTOMISATION

SEGMENTATION

DESTINATION

OBJECTIVE

COST / CONVERSION

AWARENESS

ATTENTION

ACTION

BRAND AWARENESS

TRAFFIC

CONVERSIONS

REACH

ENGAGEMENT

CATALOGUE SALES

VIDEO VIEWS

LEAD GENERATION

MESSAGES

## BRAND AWARENESS

Increase awareness of your brand by reaching people who are more likely to be interested in it. [Learn more](#)

Ad recall lift

**REACH**

Show your ad to the maximum number of people. [Learn more](#)

**As Many People  
as Possible**

**As Many Times  
as Possible**

## TRAFFIC

Send more people to a destination such as a website, app or Messenger conversation. [Learn more](#)

Link Clicks

Page Views

Impressions

Daily Reach

## ENGAGEMENT

Get more post engagements, Page likes, event responses or offer claims. [Learn more](#)

### POST ENGAGEMENTS

Post Engagements

Impressions

Daily Reach

### PAGE LIKES

Page Likes

### EVENT RESPONSES

Event Responses

Post Engagements

Impressions

Daily Reach

## VIDEO VIEWS

Get more people to view your video content.

ThruPlays (15 sec)

2-Sec Plays

## LEAD GENERATION

Drive more sales leads, such as email addresses, from people interested in your brand or business.

## LEAD FORMS

## Leads

## MESSAGES

Get more people to send messages to your business in Messenger.

CLICK TO MESSNEGER

SPONSORED MESSAGE

Post Engagements

Page Likes

Direct People from Ads on Facebook, Instagram and/or Messenger into Messenger Conversations. You Will Create the Ad and the Messages

Send a Targeted Message to People who have an existing conversation with your Business

## CONVERSIONS

Drive valuable actions on your website, in your app or in Messenger.

WEBSITE

MESSENGER

WhatsApp

CONVERSIONS

CONVERSIONS

CONVERSIONS

CONVERSION PIXEL

CONVERSION PIXEL

CONVERSION PIXEL

CATALOGUE SALES

Drive valuable actions on your website, in your app or in Messenger.

CATALOG

CONVERSIONS

AWARENESS

ATTENTION

ACTION

BRAND AWARENESS

TRAFFIC

CONVERSIONS

REACH

ENGAGEMENT

CATALOGUE SALES

VIDEO VIEWS

LEAD GENERATION

MESSAGES