

# FACEBOOK ADS COMPARISON PLAN

FACEBOOK ADS COMPARISON PLAN Deliverables	FB – ADS STARTER	FB – ADS BASIC	FB – ADS STANDARD	FB – ADS PREMIUM
Campaign	1	3	5	8
Ad Banners	2 / month	4 / month	10 / month	15 / month
Ad Spent	Upto \$1000/month	Upto \$2000/month	Upto \$4000/month	Upto \$10,000/month
Campaign				
Boost Post	-	✓	✓	✓
Lead Generation	✓	-	-	-
Website Traffic	✓	✓	✓	✓
Page Like Campaign	-	✓	✓	✓
Website Re-Targeting	-	✓	✓	✓
Targeting – Custom Audience	-	✓	✓	✓
Conversion Ad	-	✓	✓	✓
Lead Ad campaign	-	✓	✓	✓
Product Catalog	-	-	-	✓
App Install	-	-	-	✓
A/B Testing	✓	✓	✓	✓
Text & Image Ads Optimization	✓	✓	✓	✓
Bid Management	✓	✓	✓	✓
Progress Report				
Weekly	✓	✓	✓	✓
Monthly	✓	✓	✓	✓
Support				
E-mail, Chat, Calls	✓	✓	✓	✓