

WHATSPP ENGAGEMENT CAMPAIGN IN FB



Ads M Nutri Lifestyle Account (2... Opportunity score 100 Updated just now Discard Drafts Review and publish (3)

All ads Active ads Had delivery Actions See more

Search to filter by name, ID or metrics

Campaigns 1 selected Ad sets 1 selected

+ Create Duplicate Edit

Off... Ad

Nutri Lifestyle Campaign

Results from 1 ad

Breakdown Charts

Budget Last significant Attribution

Daily average ₹1,000.00 INR

Your daily average budget isn't a maximum. You may spend more on some days and less on others, but the amount will still average out over a week. Learn more

Cancel Save to draft

Choose a campaign setup

Create your engagement campaign using a tailored and streamlined setup, or manually build your campaign. Suggestions may vary based on your recent ad account activity.

Why am I seeing this suggestion?
This setup is suggested based on your ad account information and activity.

- Tailored messages campaign**
Quickly create a campaign optimised to help get more messages at the best value. Preset settings include Advantage+ placements, highest volume bid strategy and more.
Streamlined Tailored Best practices
- Manual engagement campaign**
Create an engagement campaign from scratch for finer control over all settings.

Back Continue

Ads M Nutri Lifestyle Account (2... 100 Opportunity

All ads Active ads Had delivery Acti

Search to filter by name, ID or metrics

Campaigns 1 selected Ad sets 1 selected

+ Create Duplicate Edit

Off... Ad

Nutri Lifestyle Campaign

Results from 1 ad

Discard Drafts Review and publish (3) Create a view

Last 30 days: 4 Jan 2026 - 2 Feb 2026

Breakdown Last significant Attribution

Daily average ₹1,000.00 INR

Your daily average budget isn't a maximum. You may spend more on some days and less on others, but the amount will still average out over a week. [Learn more](#)


Cancel Save to draft

Create new campaign New ad set or ad

Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales



Engagement
Get more messages, purchases through messaging, video views, interactions, Page likes or event responses.

Good for:

- Messenger, Instagram and WhatsApp
- Video views
- Interactions
- Conversions
- Calls

[About campaign objectives](#)

Cancel Continue

- Whatsapp Business Engagement camp...
- New Engagement ad set
- New Engagement ad

Whatsapp Business Engagement campaign > 1 Ad set > 1 Ad

In draft

Edit Review

Campaign name

Whatsapp Business Engagement campaign Create template

Campaign score 100

You're using our recommended setup.

Campaign details

Buying type
Auction

Campaign objective
Engagement
[Show more options](#)

Budget

Budget strategy

- Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)
- Ad set budget
Set different bid strategies or budget schedules for each ad set.

Share some of your budget with other ad sets
We'll share up to 20% of your ad set budget with other ad sets within this campaign when it's likely to improve performance. [About ad set budget sharing](#)

Close ✓ All edits saved Next

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Whatsapp Business Engagement campaign > 1 Ad set > 1 Ad

[Edit](#) [Review](#)

Budget

Budget strategy

- Campaign budget
Automatically distribute your budget to the best opportunities across your campaign. Also known as Advantage+ campaign budget. [About campaign budget](#)
- Ad set budget
Set different bid strategies or budget schedules for each ad set.

Budget

Daily budget ▼ ₹ 1,500.00 INR

You'll spend an average of ₹1,500.00 per day. Your maximum daily spend is ₹2,625.00 and your maximum weekly spend is ₹10,500.00.

[About daily budget](#)

Campaign bid strategy

How we'll bid in ad auctions.

Highest volume ▼

[Hide options](#)

Budget scheduling

Increase your budget during specific days or times.

Schedule budget increases

[View](#) ▼

Ad scheduling

[Close](#) ✓ All edits saved

81 Campaign score ⓘ
Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations ⓘ
[+19 points](#)

We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

[View in ad set](#)

[Next](#)

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Whatsapp Business Engagement campaign > 1 Ad set > 1 Ad

Edit Review

Highest volume

Hide options

Budget scheduling

Increase your budget during specific days or times.

Schedule budget increases

View

Ad scheduling

Run ads all the time

A/B test

Off

Help improve ad performance by comparing versions to see what works best. For accuracy, each one will be shown to separate groups of your audience. About A/B tests

Special Ad Categories

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. About Special Ad Categories

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable

Close All edits saved

Campaign score 81
Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations
+19 points

We'll send people to the app where they're most likely to engage with you to lower your cost per message. About multiple destinations

View in ad set

Next

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Ad set name

Whatsapp Engagement ad set Campaign [Create template](#)

Conversion

Conversion location

Message destinations

Facebook Page

This Page will represent your business in your ad and conversation.

Facebook Page

Mana Homes

Message destinations

Choose where to chat with people after they see your ad. [How this works](#)

You can lower costs by 9% by selecting more destinations

+19 points

We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

[Apply now](#)

Campaign score

81 Your campaign has room to improve.

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We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

[View in ad set](#)

Audience definition

Your audience is broad.

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

Narrow Broad

Estimated audience size: 329,100,000 - 387,100,000

Estimates do not include Advantage+ audience

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > 1 Ad

[Edit](#) [Review](#)

- Automatic destination (recommended)
We'll send people to the messaging app where they engage most and lower ad costs.
- Manual destination
We'll only send people to the messaging apps that you choose.

- Messenger
Mana Homes
- Instagram
@manahomes999

WhatsApp
+91 83282 48968

+91 83282 48968 or [Connect another number](#)

i You can connect a maximum of 50 WhatsApp numbers per Facebook Page.
Edit WhatsApp numbers in [Business Manager](#) and number connections in [Page settings](#).

WhatsApp information, including names and phone numbers, is subject to the data use restrictions in the [Meta Advertising Policies](#). Your business and ads must also comply with the [WhatsApp Commerce Policy](#). Links to WhatsApp on your website may be modified when people view your site in Facebook or Instagram.

Your ads that click to WhatsApp show "Active on WhatsApp" when you're using the WhatsApp Business app. This lets people viewing your ads know they can expect a quick reply. You can

81 Campaign score **i**
Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations **i**
[+19 points](#)

We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

[View in ad set](#)

Audience definition **i**

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Narrow Broad

Estimated audience size: 329,100,000 - 387,100,000 **i**

i Estimates do not include Advantage+ audience

[Close](#) ✔ All edits saved [Back](#) [Next](#)

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Edit Review

In draft

Performance goal
 How you measure success for your ads. [About performance goals](#)

Maximise number of conversations

Cost per result goal

X.XXX

Meta will aim to spend your entire budget and get the most results using the highest-volume bid strategy.

Value rules

Tell us how much more certain audiences, conversion locations and placements are worth to your business. Our system will optimise for outcomes based on these rules. [About value rules](#)

Create a rule set

Show more options

Budget & schedule

Budget
 You set a daily Advantage+ campaign budget of ₹1,500.00.

Ad set spending limits
 None added

Schedule

Campaign score
 81 Your campaign has room to improve.

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 +19 points

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Estimates do not include Advantage+ audience

Close All edits saved

Back Next

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- New Engagement ad

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > 1 Ad

Edit Review

Audience Advantage+ on

Set up your audience using controls and suggestions. [About audiences](#)

Use a saved audience

Nutri Lifestyle Account

To run ads in India, you need to declare if your ads are related to securities and investments.

[Review requirements](#)

Audience controls

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

Locations
Inclusion: India

Minimum age
18, Unknown age on WhatsApp: Excluded

Advantage+ audience

We'll automatically show ads to people most likely to respond. We'll show ads to people matching your suggestion, and other audiences when it's likely to improve performance.

[About audiences](#)

Age
18-65+

Campaign score 81

Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations

+19 points

We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

[View in ad set](#)

Audience definition

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Narrow Broad

Estimated audience size: 329,100,000 - 387,100,000

Estimates do not include Advantage+ audience

Close ✔ All edits saved Back Next

- Whatsapp Business Engagement camp...
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- New Engagement ad

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > 1 Ad

[Edit](#) [Review](#)

Show more options ▾

Budget & schedule

Budget
You set a daily Advantage+ campaign budget of ₹1,500.00.

Ad set spending limits
None added

Schedule

Start date
3 February 2026 19:48 IST

End date
 Set an end date

Budget scheduling
Add entries in campaign setup

Audience Advantage+ on

Campaign score 81
Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations **+19 points**

We'll send people to the app where they're most likely to engage with you to lower your cost per message. About multiple destinations

[View in ad set](#)

Audience definition

Your audience is broad.

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Narrow Broad

Estimated audience size: 329,100,000 - 387,100,000

Estimates do not include Advantage+ audience

[Close](#) ✓ All edits saved [Back](#) [Next](#)

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement...

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > Whatsapp New Engagement ad

In draft

Edit Review

Ad name

Whatsapp New Engagement ad Create template

Campaign score 81

Your campaign has room to improve.

Ad preview Advanced preview

Partnership ad Off

Run ads with creators, brands and other businesses. These ads leverage signals from both accounts to improve campaign performance. [About partnership ads](#)

Identity

The profiles that will be used in your ad.

*** Facebook Page**

Mana Homes

Select a Page at the ad set level
For campaigns that use To use a different Facebook Page, edit your selection at the ad set level., you must select a Page to represent your business at the ad set level. The same Page will automatically be selected for your ad.

[Select Page](#)

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close ✓ All edits saved Back Publish

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- New Engagement ad

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > 1 Ad

Edit Review

Edit Remove saved audience

Policy and regulatory requirements (India)
Provide required information about your ads, yourself or your organisation.

This ad set includes ads related to securities and investments
[About verification requirements](#)

Placements
Choose where your ad appears across Meta technologies. [Learn more](#)

WhatsApp status included

To help you reach new audiences, we've included the WhatsApp status placement. Statuses are vertical photos and videos on the WhatsApp Updates tab that disappear after 24 hours. [About ads in WhatsApp status](#)

Account controls

Excluded placements: None

Edit placement controls

Advantage+ placements

Your budget will be allocated by Meta's delivery system across multiple placements based on where it's likely to perform best.

Show more options

Close All edits saved

Campaign score 81
Your campaign has room to improve.

You can lower costs by 9% by selecting more destinations
+19 points

We'll send people to the app where they're most likely to engage with you to lower your cost per message. [About multiple destinations](#)

View in ad set

Audience definition

Your audience is broad.

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

Narrow Broad

Estimated audience size: 329,100,000 - 387,100,000

Estimates do not include Advantage+ audience options or WhatsApp placements and may vary significantly over time based on your targeting selections and available data.

Back Next

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement...

Edit Review

Instagram account

@ manahomes999

Your ad won't run on Instagram because the selected Instagram account doesn't have a profile photo. Add a profile picture on Instagram or select a different account.

WhatsApp phone number

+91 83282 48968

Profile photo and name can't be rendered at this time Rest assured that your profile photo and name will be displayed on your ad, but can't be rendered in ads preview. About creating ads in WhatsApp Status

Ad setup

Create ad

Format

Choose an ad creative layout.

Single image or video

Carousel

Campaign score 81 Your campaign has room to improve.

Ad preview Advanced preview

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Close All edits saved Back Publish

- Whatsapp Business Engagement camp...
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Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > Whatsapp New Engagement ad

In draft

Edit Review

Multi-advertiser ads
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Campaign score 81
Your campaign has room to improve.

Ad preview Advanced preview

Ad creative
Select and optimise your ad text, media and enhancements.

Set up creative

- Image ad image to run with this ad.
- Video ad

Creative testing
Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)

Set up test

Chat builder
Create the messaging experience people see after they've tapped on your ad. [Learn more](#)

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close ✓ All edits saved Back Publish

Set up your creative

- Media
- Trim
- Crop
- Text
- Enhancements

Media ✕

Select or upload the media you want to use for your ad. You can select one image or video.

- Account
- Business
- Video URL
- Page

Search media Filters 1 + Upload



reel 1.mp4
560 x 848

1 selected
Media from you

Cancel **Next**

- Set up your creative**
- Media
 - Trim
 - Crop
 - Text
 - Enhancements

Trim video
Slide the sides of the trimmer to adjust your video length.

⌚ Current length: 52.9 secs (recommended: up to 15 secs) ⓘ



00:00.00 To 00:52.86

Cancel Skip and continue

Set up your creative

- Media
- Trim
- Crop
- Text
- Enhancements

Select media crop for placements

Media that fill the crops of different placements may perform better. You can edit these crops or upload new media for each one. These crops are related to placements, not specific devices.

Vertical

Original

9:16 (recommended)

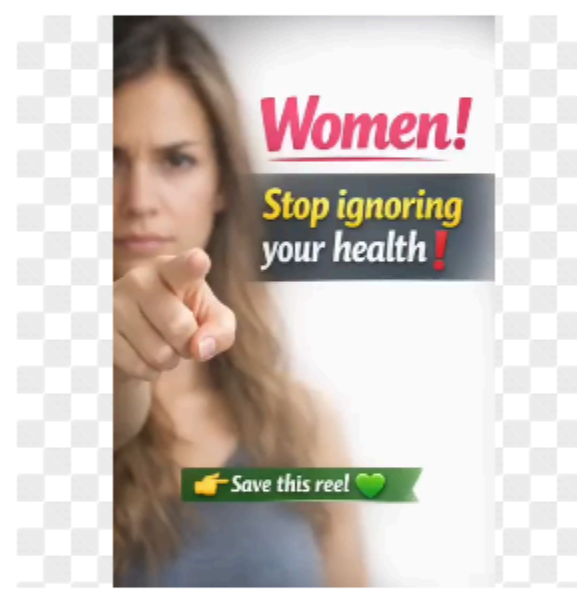
This ad will not be shown on certain placements that you've selected or may be automatically cropped. To avoid this, crop or replace the video. [Learn more](#)



Square

Original

1:1 (recommended)



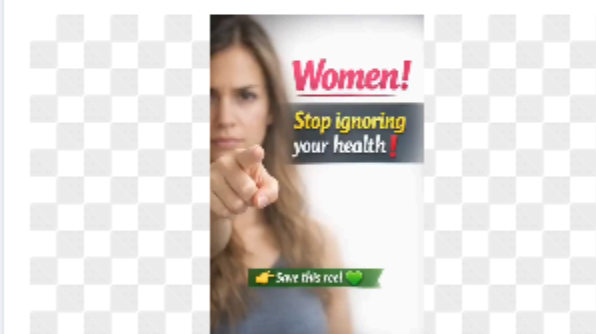
Crop Replace

Horizontal

Original

16:9 (recommended)

This ad will not be shown on certain placements that you've selected or may be automatically cropped. To avoid this, crop or replace the video. [Learn more](#)



Crop Replace

Cancel Next

Set up your creative

- Media
- Trim
- Crop
- Text**
- Enhancements

Text ✕

Add multiple text options and we'll show the one that we predict will perform best when your ad is delivered.

Primary text (1 of 5) ⓘ Not optimised

Healthy Women's Lifestyle Habits To Change In Your Day

+ Add text option

Headline ⓘ 1 of 5

Chat with us

+ Add headline option

Description ⓘ 1 of 5

Healthy Women's Lifestyle Habits To Change In Your Day for you what to do not to do

+ Add description option

Call to action ⓘ

Send WhatsApp message ▾

Cancel Next

Set up your creative

- Media
- Trim
- Crop
- Text
- Enhancements**

Advantage+ creative enhancements

By using AI creative enhancements, you agree to the [Ad Creative Generative AI Terms](#).

For review (2) Media (2) Text (1)

For review

Enhance CTA **i**

AI

We'll pair key phrases with your CTA and

Show highlights **i**

AI

We'll highlight key scenes with

Cancel Done

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement ad**

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > **Whatsapp New Engagement ad** In draft

Edit Review

Multi-advertiser ads
Your ad can appear with others in the same ad unit to help promote discoverability. Your ad creative may be resized or cropped. [About multi-advertiser ads](#)

Ad creative
Select and optimise your ad text, media and enhancements.

*** Media**

Text on your video may be covered by your profile icon or call-to-action button based on where it appears in your video. You can see where it's safe to place your text and then choose to change your video. [See how](#)

You could increase conversions by duplicating and adding an image +3 points

Having image and video ads in one ad set helps with conversions. As you already have a video ad, duplicate it and add an image instead.

[Duplicate ad](#)

Campaign score 83
Your campaign has room to improve.

Ad preview Destination

By clicking **Publish**, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close All edits saved [Back](#) [Publish](#)

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement ad**

Whatsapp Business Engagement campaign > Whatsapp Engagement ad set Campaign > **Whatsapp New Engagement ad** In draft

Edit Review

Optimise text per person ⓘ
Enabled

Call to action ⓘ
Send WhatsApp message

ⓘ We turned on 2 enhancements.

- Reveal details over time
- Show spotlights

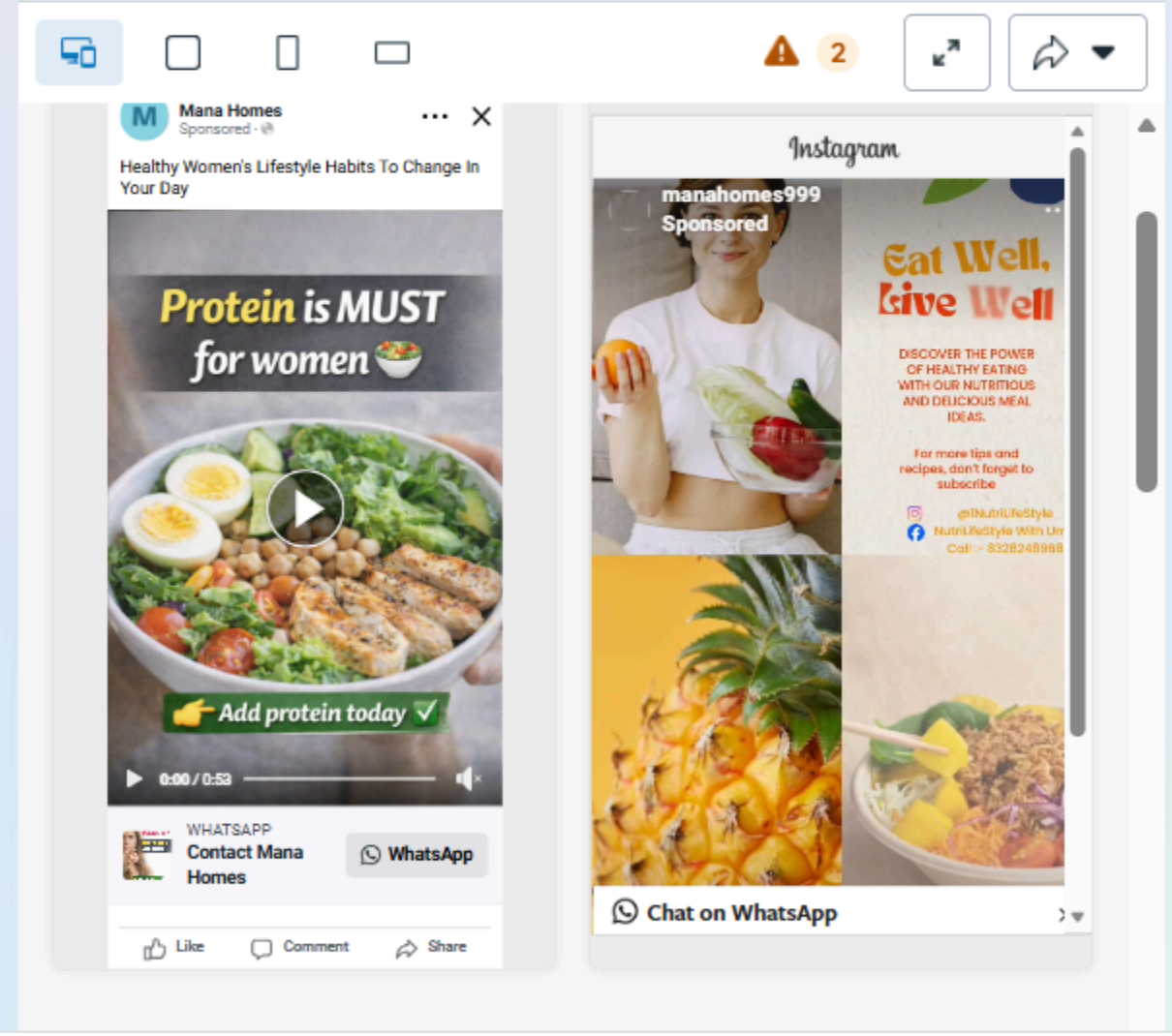
Advantage+ creative enhancements (3/5) ⓘ
Turned off: Enhance CTA, Show highlights
Turned on: Video touch-ups, Text improvements, Add video effects Edit

Creative testing ⓘ
Compare up to 5 different versions of your creative in a test that helps ensure delivery to new test ads. [About creative testing](#)
Set up test

✔ **Chat builder**
Create the messaging experience people see after they've

Campaign score ⓘ
83 Your campaign has room to improve.

Ad preview Destination



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Close ✔ All edits saved Back **Publish**

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement ad**

Edit Review

- Feeds, In-stream for reels
- Stories, Status, Reels, Apps and sites
- Facebook Search results
- Ad undeliverable to Instagram Stories**
Edit your video to meet the requirements
- Primary text
Healthy Women's Lifestyle Habits To Change In Your Day
- Headline
Chat with us
- Description
Healthy Women's Lifestyle Habits To Change In Your Day for you what to do not to do
- Optimise text per person

Campaign score 83
Your campaign has room to improve.

Ad preview Destination

WhatsApp
Contact Mana Homes

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close All edits saved Back Publish

- Whatsapp Business Engagement camp...
- Whatsapp Engagement ad set Camp...
- Whatsapp New Engagement ad

Edit Review

Chat builder
Create the messaging experience people see after they've tapped on your ad. [Learn more](#)

Suggested chat template

Greeting
Welcome! Please fill in the form below to sign up.

Form details
Join now
Please share your contact details

1. Name
2. Email address

Edit + Create template

Tracking
Choose conversion events to track. This ad account's selected conversion dataset will be tracked by default.

Website events [Set up](#)

App events [Set up](#)

Offline events [Set up](#)

URL parameters
key1=value1&key2=value2
[Build a URL parameter](#)

Ad preview Destination

Ad preview

Manahomes999 Sponsored

Healthy Women's Lifestyle Habits To Change In Your Day

Protein is MUST for women

Add protein today

WhatsApp Contact Mana Homes WhatsApp

Like Comment Share

Instagram

manahomes999 Sponsored

10-minute walk daily balances hormones

Move your body

Chat on WhatsApp



Vary aspect ratio Reveal details over time

By clicking Publish, you acknowledge that your use of Meta's ad tools is subject to our [Terms and Conditions](#).

Close All edits saved Back Publish

<input type="checkbox"/>	Of	Ad is on	Ad ↑↓	Delivery ↑	Actions	Ad set name ↑↓	Bid strategy Ad set	Budget Ad set	Last significant edit	Attribution setting	Results ↑↓	Reac
<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Whatsapp New Engagement ad Publish Edit Duplicate	In draft		Whatsapp Engagement ad s... 0 active ads	Highest volume Conversations	Using campaign...	—	—	—	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Nutri Lifestyle Campaign	In draft		Nutri Lifestyle Campaign 0 active ads	Cost per result ... Landing page views	₹1,000.00 Daily average	—	—	—	—
Results from 2 ads ⓘ												Accou

<input type="checkbox"/>	Of Ad set is on set ↑↓	Delivery ↑	Actions	Bid strategy	Budget ↑↓	Last significant edit	Attribution setting	Results ↑↓	Reach ↑↓	Impressions ↑↓	
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Whatsapp Engagement ad set Campaign Publish Edit Duplicate ...	<input type="radio"/> In draft		Highest volume Conversations	Using campaign...	—	—	—	—	—	
<input type="checkbox"/>	<input checked="" type="checkbox"/> Nutri Lifestyle Campaign	<input type="radio"/> In draft		Cost per result ... Landing page views	₹1,000.00 Daily average	—	—	—	—	—	
Results from 2 ad sets ⓘ									—	—	—
									Accounts Centre acco...	Total	

<input type="checkbox"/>	Of	Ad is on	Ad ↑↓	Delivery ↑	Actions	Ad set name ↑↓	Bid strategy Ad set	Budget Ad set	Last significant edit	Attribution setting	Results ↑↓	Reac
<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	 Whatsapp New Engagement ad Publish Edit Duplicate	<input checked="" type="radio"/> In draft		Whatsapp Engagement ad s...	Highest volume Conversations	Using campaign...	—	—	—	—
<input type="checkbox"/>		<input checked="" type="checkbox"/>	 Nutri Lifestyle Campaign	<input checked="" type="radio"/> In draft		Nutri Lifestyle Campaign	Cost per result ... Landing page views	₹1,000.00 Daily average	—	—	—	—

Results from 2 ads ⓘ

Thank
you

