



The Royal Plate

Welcome to The Royal Plate

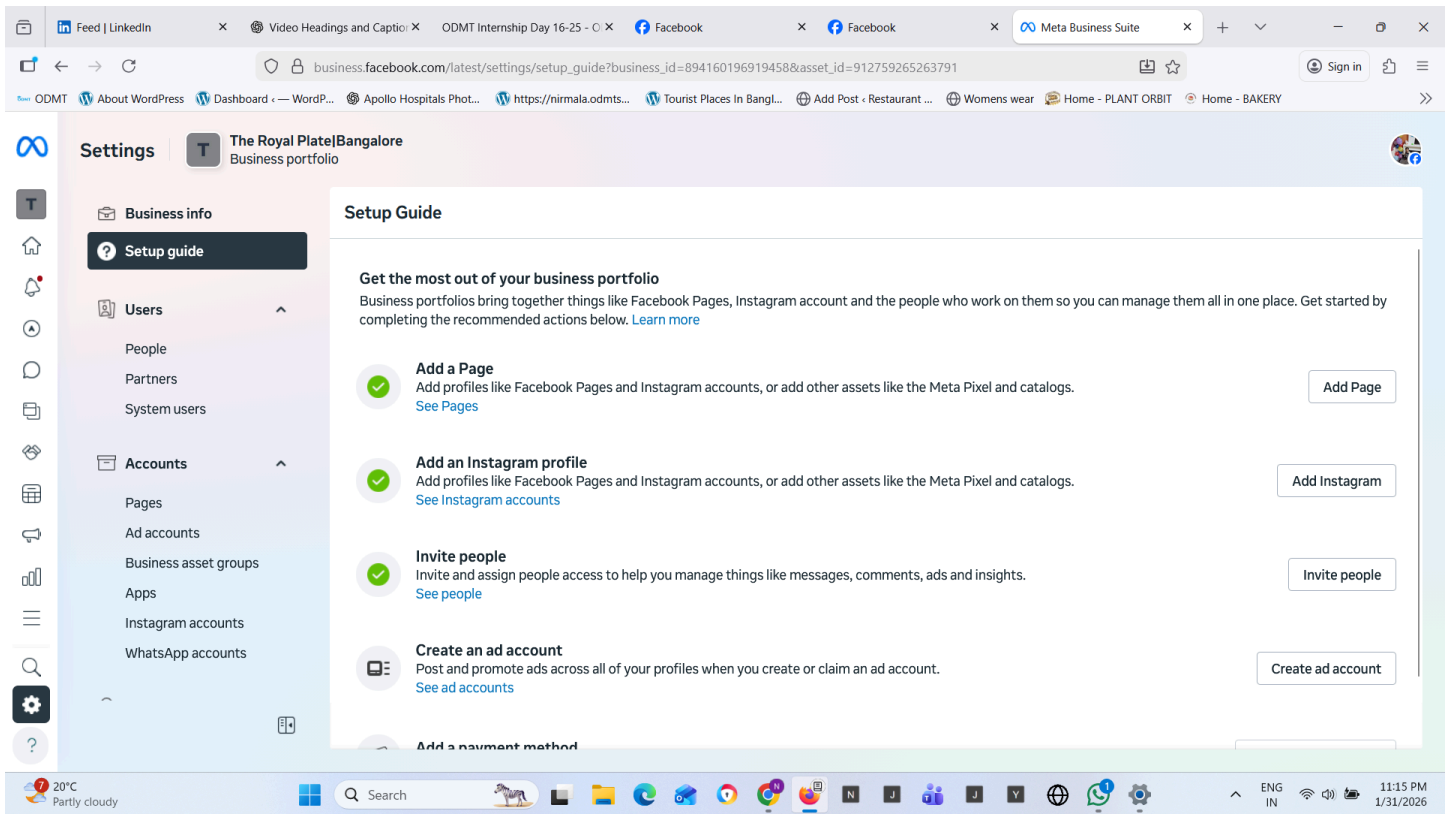
— Where Every Meal Feels Special —



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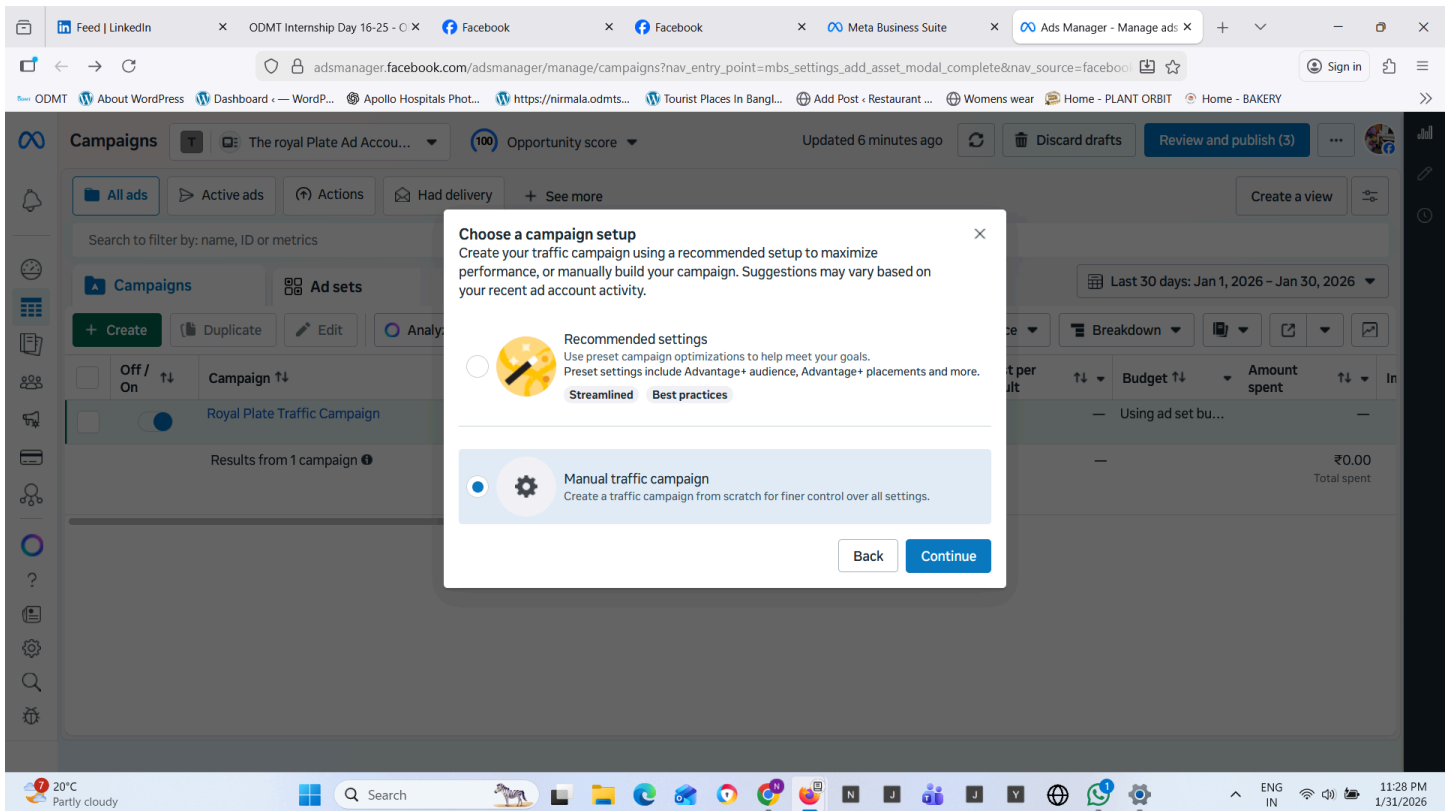
FACEBOOK TRAFFIC AD



The screenshot shows the Facebook Business Suite 'Setup Guide' for 'The Royal Plate | Bangalore Business portfolio'. The left sidebar contains navigation options: Business info, Setup guide (selected), Users, Accounts, and Add a payment method. The main content area is titled 'Setup Guide' and includes the following steps:

- Add a Page:** Add profiles like Facebook Pages and Instagram accounts, or add other assets like the Meta Pixel and catalogs. [See Pages](#)
- Add an Instagram profile:** Add profiles like Facebook Pages and Instagram accounts, or add other assets like the Meta Pixel and catalogs. [See Instagram accounts](#)
- Invite people:** Invite and assign people access to help you manage things like messages, comments, ads and insights. [See people](#)
- Create an ad account:** Post and promote ads across all of your profiles when you create or claim an ad account. [See ad accounts](#)

The Windows taskbar at the bottom shows the date as 1/31/2026 and the time as 11:15 PM.



The screenshot shows the Facebook Ads Manager 'Campaigns' page. A modal dialog titled 'Choose a campaign setup' is displayed over the interface. The dialog provides the following information:

- Choose a campaign setup:** Create your traffic campaign using a recommended setup to maximize performance, or manually build your campaign. Suggestions may vary based on your recent ad account activity.
- Recommended settings:** Use preset campaign optimizations to help meet your goals. Preset settings include Advantage+ audience, Advantage+ placements and more. **Streamlined** **Best practices**
- Manual traffic campaign:** Create a traffic campaign from scratch for finer control over all settings.

The background interface shows a campaign named 'Royal Plate Traffic Campaign' with a budget of ₹0.00. The Windows taskbar at the bottom shows the date as 1/31/2026 and the time as 11:28 PM.

Feed | LinkedIn | Video Headings and C | ODMT Internship Day 16-25 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage

adsmanager.facebook.com/adsmanager/manage/campaigns?nav_entry_point=mbs_settings_add_asset_modal_complete&nav_source=facebook

ODMT | About WordPress | Dashboard | Apollo Hospitals Phot... | https://nirmala.odmts... | Tourist Places In Bangl... | Add Post | Restaurant ... | Womens wear | Home - PLANT ORBIT | Home - BAKERY

Create new campaign

Account info needed
We need to confirm a few details about your account before you can publish an ad. You can either go to Account Overview to confirm this info before you start creating, or do this later.
[Go to Account Overview](#)

Choose a buying type
Auction

Choose a campaign objective

- Awareness
- Traffic
- Engagement
- Leads

Traffic
Send people to a destination, like your

[About campaign objectives](#) [Cancel](#) [Continue](#)

20°C Partly cloudy | Search | 11:24 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-25 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/campaigns/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_e

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Royal Traffic Campaign

1 Ad set | 1 Ad

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

Campaign name
Royal Traffic Campaign [Create template](#)

Campaign details
Buying type
Auction
Campaign objective
Traffic [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

[Close](#) [Next](#) 100 Campaign score You're using our recommended setup.

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

20°C Partly cloudy | Search | 11:29 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-25 - O | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage ads

adsmanager.facebook.com/admanager/manage/campaigns/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_e

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Royal Traffic Campaign

- New Traffic Ad Set
- New Traffic Ad

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: ₹ 500.00 INR

You'll spend an average of ₹500.00 per day. Your maximum daily spend is ₹875.00 and your maximum weekly spend is ₹3,500.00.

[About daily budget](#)

Campaign bid strategy

Highest volume

[Hide options](#)

Budget scheduling

Increase your budget during specific days or times.

Schedule budget increases [View](#)

Campaign score: 100
You're using our recommended setup.

Close All edits saved Next

20°C Partly cloudy

Search

11:31 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-25 - O | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage ads

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Royal Traffic Campaign

- Royal Plate Traffic Ad Set
- New Traffic Ad

Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

Ad set name: Royal Plate Traffic Ad Set [Create template](#)

Conversion

Conversion location

No apps are available to advertise for. Add an app to the business portfolio and connect the app to your ad account. [Learn more](#)

- App
Send traffic to your app.
- Message destinations
Send traffic to Messenger, Instagram and WhatsApp.
- Instagram or Facebook
Send traffic to an Instagram profile, Facebook Page or both.
- Calls
Get people to call your business.

Performance goal

Campaign score: 100
You're using our recommended setup.

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 - 387,200,000

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

Close All edits saved Back Next

19°C Partly cloudy

Search

11:32 PM 1/31/2026

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Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

Performance goal
How you measure success for your ads. [About performance goals](#)
Maximize number of landing page views

Cost per result goal
XXXX
Meta will aim to spend your entire budget and get the most landing page views 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 optimize for outcomes based on these rules. [About value rules](#)
Create a rule set

Attribution model
Standard
Show more options

Campaign score
100 You're using our recommended setup.

Audience definition
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Broad audiences can improve performance and reach more people likely to respond.
Estimated audience size: 329,100,000 - 387,200,000
Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close All edits saved Back Next

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Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

About dynamic creative

Budget & schedule

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

Ad set spending limits
None added

Schedule

Start date
Jan 31, 2026 10:58 PM +05

End date
Set an end date

Budget scheduling

Campaign score
100 You're using our recommended setup.

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.
Estimated audience size: 329,100,000 - 387,200,000
Estimates do not include Advantage+ audience options and may vary significantly over time based on your targeting selections and available data.

Close All edits saved Back Next

Feed | LinkedIn x ODMT Internship Day 16-25 - O x Facebook x Facebook x Meta Business Suite x Ads Manager - Manage ads x

adsmanager.facebook.com/adsmanager/manage/adsets/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_entry

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Royal Traffic Campaign
Royal Plate Traffic Ad Set
New Traffic Ad

Audience controls for this ad account

Location and age controls apply to all campaigns. Brand protection and employee controls do not currently apply to Advantage+ app and Advantage+ shopping campaigns. You can make them more specific for individual campaigns (except Advantage+ shopping campaigns). [Learn more about audience limitations in Special Ad Categories campaigns.](#)

Include people in the following locations

Bangalore India Browse

Your audience location has been changed from Bangalore to Hoodi Whitefield Bangalore. Undo change

Exclude people in the following locations

When you exclude a location, we will avoid showing ads in these locations whenever possible.

India
Hoodi Whitefield Bangalore + 10mi

Search locations Browse

See controls in Advertising settings Cancel Review changes

Campaign score 100 You're using our recommended setup.

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 - 387,200,000

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

Back Next

11:37 PM 1/31/2026

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Royal Traffic Campaign
Royal Plate Traffic Ad Set
New Traffic Ad

Audience controls for this ad account

Location and age controls apply to all campaigns. Brand protection and employee controls do not currently apply to Advantage+ app and Advantage+ shopping campaigns. You can make them more specific for individual campaigns (except Advantage+ shopping campaigns). [Learn more about audience limitations in Special Ad Categories campaigns.](#)

My business can only advertise in specific locations

Include people in the following locations

Bangalore,India Browse

Exclude people in the following locations

When you exclude a location, we will avoid showing ads in these locations whenever possible.

Search locations Browse

[Add locations in bulk](#)

My business advertises age-restricted goods or services

See controls in Advertising settings Cancel Review changes

Campaign score 100 You're using our recommended setup.

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 - 387,200,000

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

Back Next

11:40 PM 1/31/2026

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Royal Traffic Campaign

- Royal Plate Traffic Ad Set
- New Traffic Ad

Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

In draft

Locations

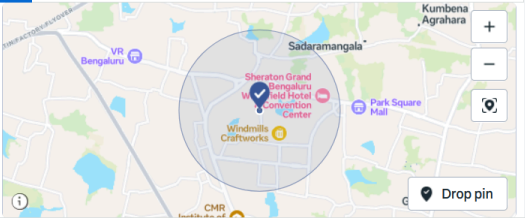
Reach people living in or recently in this location.

India

Hoodi Lake Bangalore + 1mi

Include Search locations Browse

Your audience location has been changed from India to Hoodi Lake Bangalore. Undo change



Close All edits saved

Campaign score 100 You're using our recommended setup.

Audience definition

Your audience is broad.

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

Estimated audience size: 2,100,000 - 2,400,000

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

Back Next

Search

11:43 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-25 - O | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage ads

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Royal Traffic Campaign

- Royal Plate Traffic Ad Set
- New Traffic Ad

Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

In draft

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: Hoodi Lake Bangalore (+1 mi)

Minimum age

18

Advantage+ audience

Our AI finds audiences for your ads. If you add an audience suggestion, you'll guide our AI towards people you think are likely to respond. About Advantage+ audience

Audience suggestion

No suggestion added

Campaign score 100 You're using our recommended setup.

Audience definition

Your audience is broad.

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

Estimated audience size: 2,100,000 - 2,400,000

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

Close All edits saved

Back Next

Search

11:50 PM 1/31/2026

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adsmanager.facebook.com/adsmanager/manage/adsets/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_entry...

Royal Traffic Campaign > Royal Plate Traffic Ad Set > 1 Ad

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

Account controls
Excluded placements: Audience Network native, banner and interstitial

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

Brand safety and suitability
Brand safety: Meta applies brand safety to all ads through our [Community Standards and Monetization Policies](#), keeping your ads away from objectionable content.
Brand suitability: In some cases, brands want more control over where ads can appear. Brand suitability filters or excludes specific topics or publishers. Keep in mind that using these controls can lower your reach and increase costs.

Inventory filters
We apply the default inventory filter unless you change it. Content that's excessively controversial or offensive is always excluded, regardless of what filter you choose.

Campaign score
100 You're using our recommended setup.

Audience definition
Your audience is broad.
Broad audiences can improve performance and reach more people likely to respond.

Estimated audience size: 2,100,000 - 2,400,000

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

Close All edits saved Back Next

adsmanager.facebook.com/adsmanager/manage/adsets/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_entry...8968299760217&selected_adset_ids=120238968299770217&selected_ad_ids=120238968299750217&nav_source=facebook_business_suite#

Search ENG IN 11:51 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-25 - O | Facebook | Facebook | Meta Business Suite | Ads Manager - Manage ads

adsmanager.facebook.com/adsmanager/manage/ads/edit/standalone?act=1624603651872958&business_id=894160196919458&nav_entry_po...

Royal Traffic Campaign > Royal Plate Traffic Ad Set > royal Traffic Ad

Ad name
royal Traffic Ad Create template

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
Royal Plate

Instagram account
theroyalplate_blr01

Campaign score
100 You're using our recommended setup.

Ad preview Advanced preview

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

Search ENG IN 11:52 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

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Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft

Destination
Tell us where to send people immediately after they tap or click your ad. [Learn more](#)

Instant Experience
Send people to a fast-loading, mobile-optimized experience.

Website
Send people to your website.

* Website URL

URL parameters have been moved to Tracking so you can manage them in one place. [Go to Tracking](#)

Display link

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

Close Verifying your edits...

100 Campaign score
You're using our recommended setup.

Ad preview

Now you can see more variations of your ad in previews

Royal Plate

Windows Search | 11:54 PM 1/31/2026

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Display link

Browser add-ons
 None
Don't add a button.

Call
Add a call button on your website.

WhatsApp
Add a WhatsApp button on your website.

Instant form (suggested)
Collect people's contact information.

Facebook event
Send people to an event on your Facebook Page.

Phone call
Let people call you directly.

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Close All edits saved

100 Campaign score
You're using our recommended setup.

Ad preview

Now you can see more variations of your ad in previews

Royal Plate

Windows Search | 11:55 PM 1/31/2026

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Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft |

Phone call
Let people call you directly.

Ad creative
Select and optimize 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

100 Campaign score
You're using our recommended setup.

Ad preview | Advanced preview

Now you can see more variations of your ad in previews

Royal Plate Sponsored

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

Search | 11:56 PM 1/31/2026

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Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft |

Set up your creative

Creative setup

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

WhatsApp V...
100%

0 selected
Media from you

Uploading video WhatsApp Video 2026-... | Cancel | Next

Search | 11:57 PM 1/31/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

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Royal Traffic Campaign | Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft

Set up your creative

- ✓ Creative setup
- ✓ Media
- ✗ Trim
- ✓ Crop
- Text**
- Enhancements

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

Primary text (1 of 5) Not optimized

Welcome to The Royal Plate.
Where every dish is prepared with care, hygiene, and quality ingredients.
We believe great food is not just about taste, but about trust.
From our kitchen to your table, we serve only the best.

+ Add text option

Headline 2 of 5

he Royal Plate – Family Dining

Hygienic kitchen, quality ingredients.

+ Add headline option

Description 1 of 5

Fresh food, warm service, trusted taste.

+ Add description option

Call to action

Order now

Cancel Next

12:03 AM 2/1/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

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Royal Traffic Campaign | Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft

Phone call
Let people call you directly.

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

Creative setup Edit
Site links (On)

Media Edit Media

You could increase conversions by duplicating and adding an image + 8 points

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

Duplicate ad

Campaign score 92
You have recommendations to apply.

Ad preview Advanced preview

Royal Plate
Welcome to The Royal Plate.
Where every dish is prepared with care, hygiene, and quality ingredients. [See more](#)

theroyalplate_bhr1
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

12:04 AM 2/1/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

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Royal Traffic Campaign | Royal Traffic Campaign | Royal Plate Traffic Ad Set | royal Traffic Ad | In draft

Set up your creative

- ✓ Creative setup
- ✓ Media
- Trim
- ✓ Crop
- ✓ Text
- Enhancements

Advantage+ creative enhancements

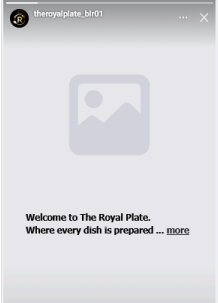
By using AI creative enhancements, you agree to the [Ad Creative Generative AI Terms](#).

[For review \(1\)](#) | Media (1) | Aa Text (1)

For review

Enhance CTA ⓘ

AI



Cancel Done

12:03 AM 2/1/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

adsmanager.facebook.com/adsmanager/manage/campaigns?act=1624603651872958&business_id=894160196919458&nav_entry_point=mbs

ODMT | About WordPress | Dashboard | WordP... | Apollo Hospitals Phot... | https://nirmala.odmts... | Tourist Places In Bangl... | Add Post | Restaurant ... | Womens wear | Home - PLANT ORBIT | Home - BAKERY

Campaigns | The royal Plate Ad Accou... | 100 Opportunity score | Updated just now | Discard drafts | Review and publish (6)

All ads | Active ads | Actions | Had delivery | See more | Create a view

Search to filter by: name, ID or metrics

Campaigns | Ad sets | Ads | Last 30 days: Jan 1, 2026 - Jan 30, 2026

+ Create | Duplicate | Edit | Analyze | A/B test | More | Columns: Performance | Breakdown

Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent
<input checked="" type="checkbox"/>	Royal Traffic Campaign	In draft			—	₹500.00 Daily	—
<input checked="" type="checkbox"/>	Royal Plate Traffic Campaign	In draft			—	Using ad set bu...	—
Results from 2 campaigns							₹0.00 Total spent

Hide results

12:09 AM 2/1/2026

Feed | LinkedIn | ODMT Internship Day 16-2 | Facebook | Meta Business Suite | Ads Manager - Manag | Best Multi-Cuisine Food & | + | - |

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Royal Traffic Campaign

Royal Plate Traffic Ad Set

royal Traffic Ad

Format display options

Display media in more ways to resonate better with the people seeing your ad.

0 of 2 format display options enabled

Not using site links

Carousel

No format display options selected.

Collection

No format display options selected.

Primary text

Welcome to The Royal Plate.
Where every dish is prepared with care, hygiene, and quality ingredients.
We believe great food is not just about taste, but about trust.

Headline

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

Close All edits saved

Campaign score 92

You have recommendations to apply.

Ad preview

Advanced preview

Back Publish

Search

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Ad sets

The royal Plate Ad Accou... 100 Opportunity score

Updated just now Discard drafts Review and publish (6)

All ads Active ads Actions Had delivery + See more Create a view

Search to filter by: name, ID or metrics

Campaigns 1 selected Ad sets for 1 Campaign Ads for 1 Campaign Last 30 days: Jan 1, 2026 - Jan 30, 2026

+ Create Duplicate Edit Analyze A/B test More Columns: Performance Breakdown

Off / On	Ad set	Delivery	Actions	Results	Cost per result	Budget	Amount spent
<input checked="" type="checkbox"/>	Royal Plate Traffic Ad Set	In draft			—	Using campaign ...	—
<input checked="" type="checkbox"/>	New Traffic Ad Set	In draft			—	₹800.00 Daily	—
Results from 2 ad sets							₹0.00
Hide results							Total spent

Search

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Ads | The royal Plate Ad Accou... | Opportunity score | Updated just now | Discard drafts | Review and publish (6)

All ads | Active ads | Actions | Had delivery | See more | Create a view

Search to filter by: name, ID or metrics

Campaigns 1 selected | Ad sets 1 selected | Ads for 1 Ad set | Last 30 days: Jan 1, 2026 - Jan 30, 2026

+ Create | Duplicate | Edit | Analyze | A/B test | More

Columns: Performance | Breakdown

Off/On	Ad	Delivery	Actions	Results	Cost per result	Budget Ad set	Amount spent
<input type="checkbox"/>	royal Traffic Ad	In draft			-	Using campaign ...	
<input type="checkbox"/>	New Traffic Ad	In draft			-	₹800.00 Daily	
Results from 2 ads							₹0.00 Total spent

Windows Search | 12:10 AM 2/1/2026

