

SEND PEOPLE TO YOUR WEBSITE


What's involved:


After you click to create a new ad and choose "Send people to your website," the next steps are:

1. Enter the URL of the page you'd like to promote (e.g., <https://buffer.com/agency>)
2. (Optional) Choose a conversion pixel to further track the performance of the ad
3. Give this campaign a name

At the next step, you can set your audience and budget.

After setting audience and budget, you get to build the creative. The first customization option for website traffic ads is choosing if you'd like to show a single image or video in the ad or show multiple images in the ad (up to five).

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A single image or video in your ads
Show only one image or video at a time in your ad. [Learn more.](#)
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Multiple images in one ad
Show up to 5 images at a time at no extra cost. [Learn more.](#)

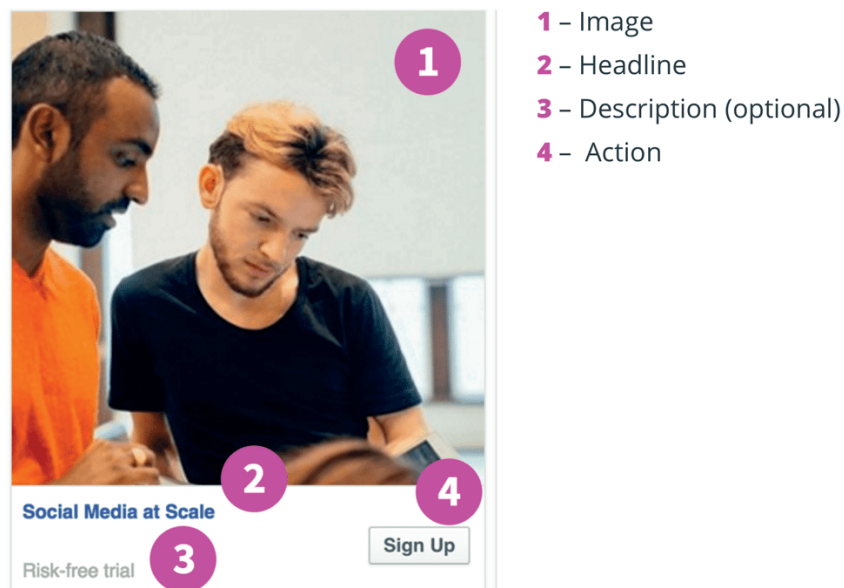
For choosing **a single image or video**, you'll see the same image options that you had for the "Promote your Page" ad: single image, slideshow, or video.

For the **multiple image** option, you get to build a carousel of pictures, each with their own headlines and descriptions.

With multiple images, you'll have the choice to customize four different aspects of the carousel images:

1. Image: Upload a new image or choose one from your library. You can crop the image from within the editor so you get just the right parts showing.
2. Headline
3. Description (optional)
4. Call to Action: Changes to the call-to-action are reflected on all your carousel slides. You can choose among Apply Now, Book Now, Contact Us, Donate Now, Download, Learn More, Shop Now, Sign Up, Watch More, or no button.

(Bonus: You can change the destination URL for each image also, if for instance you might have special landing pages for each unique feature that you're pitching.)



Additionally, for the multiple image option, you can choose to have Facebook show the best-performing image first (the one that the most people are clicking on), and at the end of your carousel, you can opt for Facebook to add an additional slide with your Page's profile picture and a call-to-action to "See more at [your website]."

Similar to the previous ad types, with the “Send people to your website” ad, you can choose to show it in the News Feed on desktop and/or mobile and in the right column on desktop. Additionally, you can choose a couple more options:

1. Showing your ad on Facebook’s Audience Network, other mobile apps and networks owned by Facebook.
2. Showing your ad on Instagram.

Each option comes with previews within the ads editor so you can see your ads in action.

Tip: When you’re driving traffic from a specific advert to your website, think carefully about the landing page you’re sending visitors to. Does it feel aligned with your advert?
Are there clear CTAs?