

Insider's Guide to Facebook Ad Types



Photo Page Post (Desktop)

Text: 500 char

Link Page Post (Desktop)

Text: 500 char
Title: 1-2 lines (~60 char)
Domain Link: 1 line (~30 char)
Description: 2-3 lines (~90 char)

Mobile App Install Ad

Text: 130 char

Domain Ad

Link Title: 25 char
Text: 80 char

Photo Page Post (Mobile)

Text: 100 char

Link Page Post (Mobile)

Text: 100 char
Title: 1-2 lines (~40 char)
Domain Link: 1 line (~30 char)
Description: Up to one line (~30 char)



Facebook Ads Guide

M Woodhall



Facebook Ads Guide:

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