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the ad. This format is a feature that you allows you partner lead generation forms with a single image or video ad; once they click, a form will appear with pre-populated information from Facebook.

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Why use Facebook ads automation?

Recent updates to the Facebook algorithm and the Instagram algorithm resulted in users spending less time in the news feed, so now the ~5 million Facebook advertisers have to fight even more vigorously for users' attention. For us advertisers, this has caused higher CPM's and makes achieving our desired

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cost per action more difficult.

Ultimate Guide to Facebook Ad Automation

Facebook advertising can be overwhelming for business owners. I don't blame them—there are more than 1,300 targeting options, 15 objectives to choose from, and 6 main ad formats

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available. Unless you've got a team dedicated to cracking the best Facebook ad combinations or some seriously insane social media skills, your Facebook advertising strategy will probably be mediocre at best.

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