What Do You Want People To Do?

Before you spend a single naira on ads, Meta asks one question — what should this ad make people do?

Awareness

Just get seen by as many people as possible. No click needed.

Traffic

Get people to click through to your website or page.

Engagement

Get likes, comments, shares, or video views.

Leads

Get someone's name, email, or phone number.

App Promotion

Get someone to install your app.

Sales

Get someone to actually buy something.

Simple rule: if you are selling something, pick Sales. If you just want people to know your name, pick Awareness.

ABO vs CBO — What Are They?

Two different ways Meta can spend your daily budget. Same money, different rules for who controls it.

ABO *Ad Set Budget Optimization*

You decide how much money each ad set gets.

You set a fixed budget for every ad set yourself. Meta cannot move money between them — each one spends only what you gave it, whether it's winning or losing.

EXAMPLE

Total budget: ₦30,000

Video A gets: ₦15,000 (fixed)

Video B gets: ₦15,000 (fixed)

Even if Video A is losing, it still keeps its ₦15,000.

CBO *Campaign Budget Optimization*

Meta decides how much money each ad set gets.

You set one total budget for the whole campaign. Meta automatically shifts more money to whichever ad set is performing best, and less to the ones that aren't.

EXAMPLE

Total budget: ₦30,000

Video A (winning) gets: ₦22,000

Video B (losing) gets: ₦8,000

Meta moved the money on its own, based on results.

In one line: ABO = you control the split. CBO = Meta controls the split.

When Should You Use Each One?

Pick based on where you are right now — testing something new, or scaling something that already works.

ABO

Use this when you're still testing.

- You have 2 or more videos/audiences and don't know which one is best
- You want every option to get a fair, equal chance
- This is a brand new offer with no results yet

CBO

Use this when you already have a winner.

- You already know which video or audience performs best
- You want to spend more money without managing it by hand
- You're ready to grow, not test

The simplest way to remember it: test with ABO first, then switch to CBO once you know what's working.