



Boosting Posts v's A Campaign

Feature	Boosting a Post	Ads Manager Campaign
Ease of Use	Simple, click "Boost Post"	Set up inside Ads Manager, more detailed
Targeting	Basic (age, gender, location, simple interests)	Advanced (custom audiences, lookalikes, retargeting, detailed interests, behaviours)
Ad Objectives	Engagement (likes, comments, shares, reach)	Traffic, conversions, leads, app installs, sales, video views
Placement Control	Limited (mainly feeds, some Stories)	Full control (feeds, Stories, Reels, Messenger, Audience Network)
Budget & Bidding	Automatic bidding, simple budget	Advanced budget, bidding strategies, A/B testing
Creative Control	Only boost <u>existing</u> post	Use existing or create new (dark) posts
Analytics & Reporting	Basic insights	Detailed performance breakdowns and custom reports
Best Use Case	Quick awareness or engagement on a strong post	Strategic campaigns for measurable goals (sales, leads, retargeting)

Let's Chat

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