Kampagnenziele & Placements
Facebook, Instagram, Messenger und Audience Network

AllFacebook.de
Social Media für Unternehmen

✓ Buchungsart „Auktion“ ✓ Buchungsart „Reichweite und Frequenz“

Placements \ Ziele	Markenbekanntheit		Reichweite		Traffic		Interaktion		App-Installationen		Video-aufrufe		Leadgenerierung	Nachrichten	Unterhaltungen		Katalog-verkäufe	Besuche im Geschäft
Facebook-Feed	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Marketplace	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓
Facebook Instant Articles	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook In-Stream-Videos	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook-Suchergebnisse					✓	✓									✓	✓	✓	
Instagram	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram Explore	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Instagram Stories	✓		✓		✓		✓		✓	✓	✓		*✓	✓	✓	✓	✓	✓
Messenger-Startseite	✓		✓		✓		✓		✓		✓		✓	✓	✓		✓	✓
Audience Network	✓		✓		✓		✓	✓	✓	✓	✓		✓	✓	✓		✓	✓
Audience Network In-Stream-Videos	✓		✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓
Audience Network Rewarded Videos	✓		✓		✓		✓		✓		✓	✓	✓	✓	✓		✓	✓