facebook

Avoid Under-Delivery of Your Ads

A number of factors can cause your ad sets to under-deliver (in other words, not win enough **auctions** to get enough results to spend your full budget). Follow these best practices to set your ads up to win more auctions, get seen by more people, and maximize your results.

Are you receiving some delivery of your ad?

No

Is your ad **active**?

- Change the status of your ad to active.
- Contact your Facebook representative or visit our **advertiser business resources** for further assistance.

Yes

Have you reached any limits such as budget, credit line or payment method?

- Clear account limits to resume delivery.

Does your ad contain more than **20% text**? Find out using the **Image Text Check** tool.

- Create a new ad with less than 20% text.

Are you losing opportunity in the auction by targeting the same audience (ad set) in another campaign? Use the **audience overlap tool** to make sure overlap is no more than 20%.

- Reduce **audience overlap** in your active campaigns from the same account or page by combining ad sets with similar audiences and/or similar creative and messaging.

Are you using an optimal bidding strategy?

- Unsure

Ensure your **campaign objective** aligns with your goals. Use the **recommended optimization** for ad delivery to let Facebook optimize delivery to the audience mostly likely to take your desired action.

1. Know what an action is worth to you. If you know the true value of the desired action, use target cost and start by setting your bid at your true value for that action. Otherwise, use lowest cost to let Facebook set the bid to get the most results at the best price.
2. Make sure each ad set captures at least 50 conversions per week. Otherwise, to increase conversions on an ad set, consider using a higher-funnel pixel event as the optimization goal, increasing the bid, consolidating budgets across many ad sets into fewer ad sets, or targeting a larger audience.

Also, consider your budget: Your budget should be several times larger than your bid. Having a **higher budget to bid ratio** can help improve your delivery. Review the size and composition of your audience, along with your bid, to make sure the desired actions are occurring, and you are bidding your **true value** of that action.

Is the **relevance score** low? A relevance score of 1, for example, suggests your ad will only perform better than 10% of those in the auction.

Score

10
9
8
7
6
5

Is negative feedback high?

- Reach out to your Facebook representative or visit our **advertiser business resources** for further assistance.
- High negative feedback might affect the delivery of your campaign. Try to understand why someone would actively hide your ad. Work on **creative**, **targeting** and ad frequency to improve this factor.

The relevance score is based on positive and negative feedback we receive on your ad. It is one of many factors that affect how well you do in the auction. More delivery occurs the more responsive your audience is, which is reflected in a higher relevance score. To improve your score, work on your **creative** and **targeting** to increase the experienced relevance to your audience.

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