Design recommendations

- File type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)
- Video settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128 kbps+
- Resolution: At least 1080 x 1080 pixels
- Video captions: Optional, but recommended
- Video sound: Optional, but recommended

Videos should not contain edit lists or special boxes in file containers.

Text recommendations

- Primary text: 125 characters
- Headline: 40 characters
- Description: 30 characters

Technical requirements

- Video duration: 1 second to 241 minutes
- Maximum file size: 4 GB
- Minimum width: 120 pixels
- Minimum height: 120 pixels

In order to start the campaign we need to link our Facebook Ads account with the client´s facebook page. We need the link to client´s facebook page and we will send a request to the page owner:

Request access to a Facebook Page ✕

Request access to a Facebook Page if your business needs to use this Page on behalf of another business. For example, you work for an agency and you want to run ads on a client's Page. The Page will still belong to its current owner.

Facebook Page name or URL

If you're given permission to access the Page, you agree to Facebook's Terms and Pages Terms.

Cancel   Request Access

Once the request is accepted, we will be able to start the campaign.

The client can track the campaign clicks if they add an UTM in the landing page.