Facebook ads launch checklist

Menu names can change. Meta's own Help Center is the final word.

Print one for each campaign.

Campaign | Launch date | Checked by

Tracking

- [ ] The pixel fires on the landing page.
- [ ] The event you chose records in Test events.
- [ ] You know which attribution setting you will report on.

Budget

- [ ] The amount and currency are right for this ad account.
- [ ] Start and end dates are right.
- [ ] Daily or lifetime is what you meant.
- [ ] The account spending limit can carry it.

Audience

- [ ] Location, age and language are right.
- [ ] Exclusions are set.
- [ ] If the ad is about housing, employment or financial products and services, you have checked whether Meta asks you to declare a Special Ad Category, and declared it if so.
  Discriminatory Practices: transparency.meta.com/policies/ad-standards/unacceptable-content/discriminatory-practices/

Creative

- [ ] Previewed in each placement.
- [ ] Spelling and prices are checked.
- [ ] You have the rights to images, video and music.
- [ ] It still makes sense with the sound off.
- [ ] The call to action matches the page.

URLs

- [ ] The link opens on a phone.
- [ ] Each ad has URL parameters.
- [ ] A test click shows them.
- [ ] The thank-you page records the event.

Review

- [ ] The ad meets Meta's Advertising Standards.
  Meta Advertising Standards: transparency.meta.com/policies/ad-standards/
- [ ] You have read Meta's page on ad review and left time for it.
  The ad review process: transparency.meta.com/policies/ad-standards/#ad-review-process
- [ ] Campaign status is what you meant at launch.
- [ ] Someone is named to check it on day one.
- [ ] The launch date is noted for your report.