

<input type="checkbox"/>	Off/On	Ad set	Category	Budget	Last significant edit	Attribution setting	Results	Reach	Impressions
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Small Business Owners	Best volume Leads	£5.00 Daily		7-day click or ...	1 On-Facebook lead	245	306
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Small and medium enterprises	Best volume Leads	£5.00 Daily		7-day click or ...	— On-Facebook lead	255	314



Can't Keep Track Of Expenses?

As your company grows you start to get busy and lose track of expenses, giving you headaches and bad credit scores which might get you in trouble soon.

Managing a business is tough enough—why add the stress of tracking expenses?

We'll help you save time and reduce the stress by keeping organised records with the guidance you need to keep growing your business.

Get a free consultation NOW by clicking "Book Now"!



✔ Audience controls ⓘ

Set criteria for where ads for this campaign can be delivered. [Learn more](#)

- ① You can set audience controls for this ad account to apply to all campaigns. [See audience controls in Advertising settings](#)

Use saved audience ▼

* Locations ⓘ

Included location:

- United Kingdom

[Show more options](#) ▼

Minimum age ⓘ

18

Exclude these custom audiences ⓘ

Languages ⓘ

- English (UK)

✔ Advantage+ audience ⚡

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences ⓘ

[Create new](#) ▼

Age ⓘ

18 - 65+

Gender ⓘ

All genders

Detailed targeting

Include people who match ⓘ

[Behaviours](#) > [Digital activities](#)

[Suggestions](#) [Browse](#)

[Define Further](#)



Campaign Summary:

The campaign has been running for 4 days with a £10/day budget split between two audiences (£5/day each).

Ad Set Details:

Targeting small business owners and SMEs in business & finance. Conversion goal: "Lead" using instant forms. No end date or Advantage Creative enhancements. Ad format: short video with copy.

Ad Copy:

Headline: Can't Keep Track of Expenses?

Body Copy: As your company grows you start to get busy and lose track of expenses, giving you headaches and bad credit scores which might get you in trouble soon.

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CTA: Get a free consultation NOW by clicking "Book Now"!

Target Audience:

Business owners looking to grow. The copy uses FOMO to stress them about the future of having too many things on their plate.

Situation:

The campaign has been running for 4 days and I've only got **one** lead from the audience
Small business owners

I've got questions below!

Question

1. Which of the following should I change?

- *Copy*
- *Creative*
- *Audience*

2. Should I just pour most of my budget into small business owners?