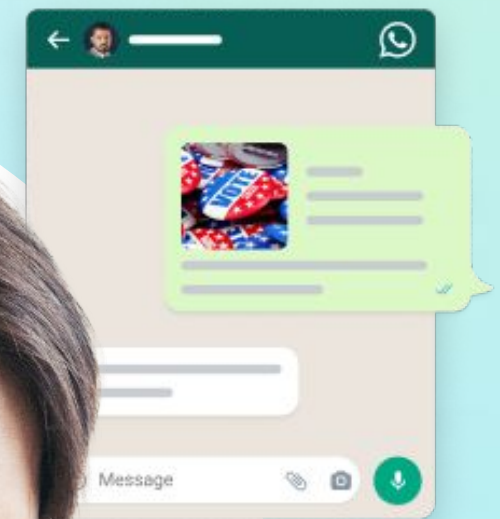
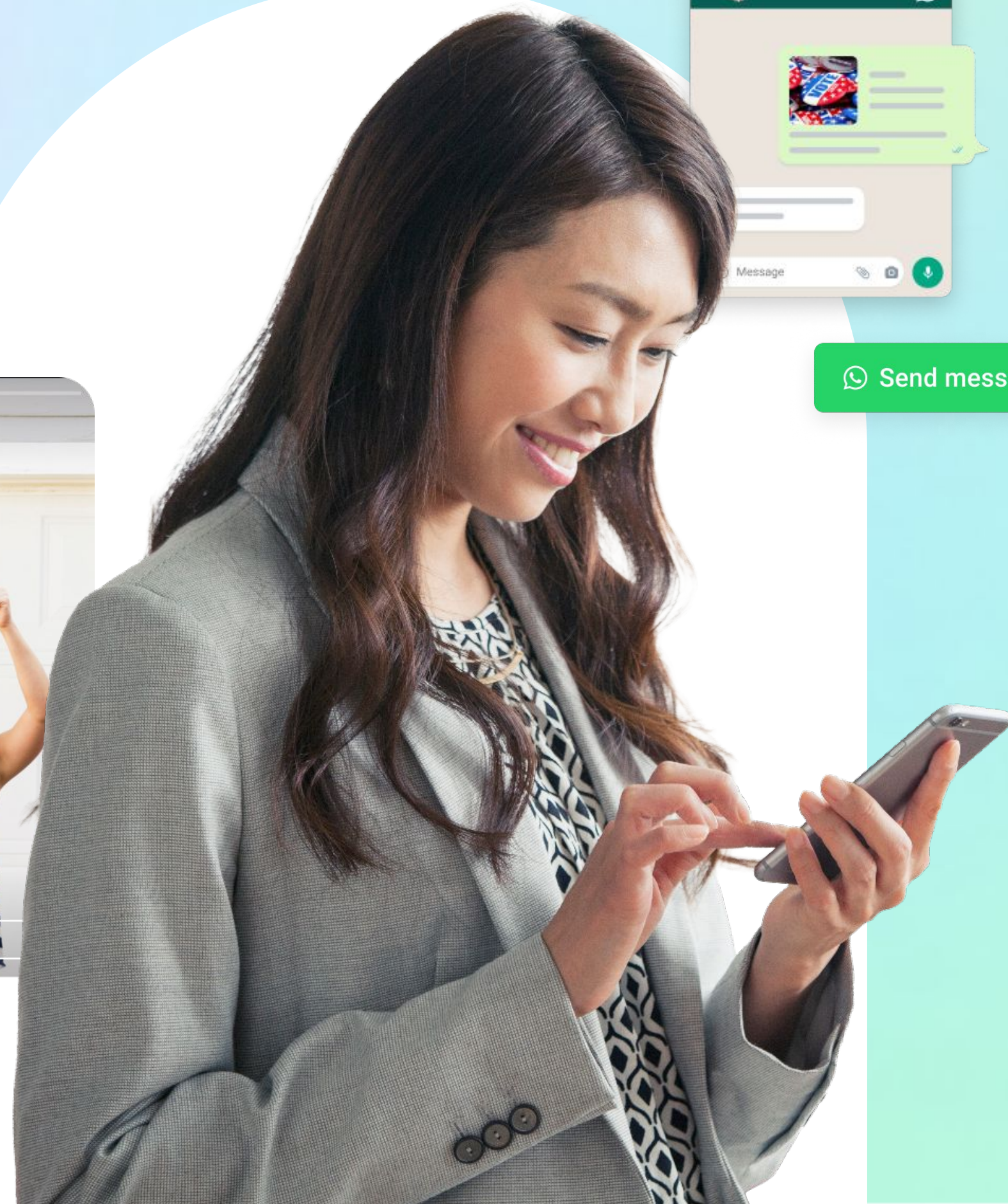


Do more with conversations

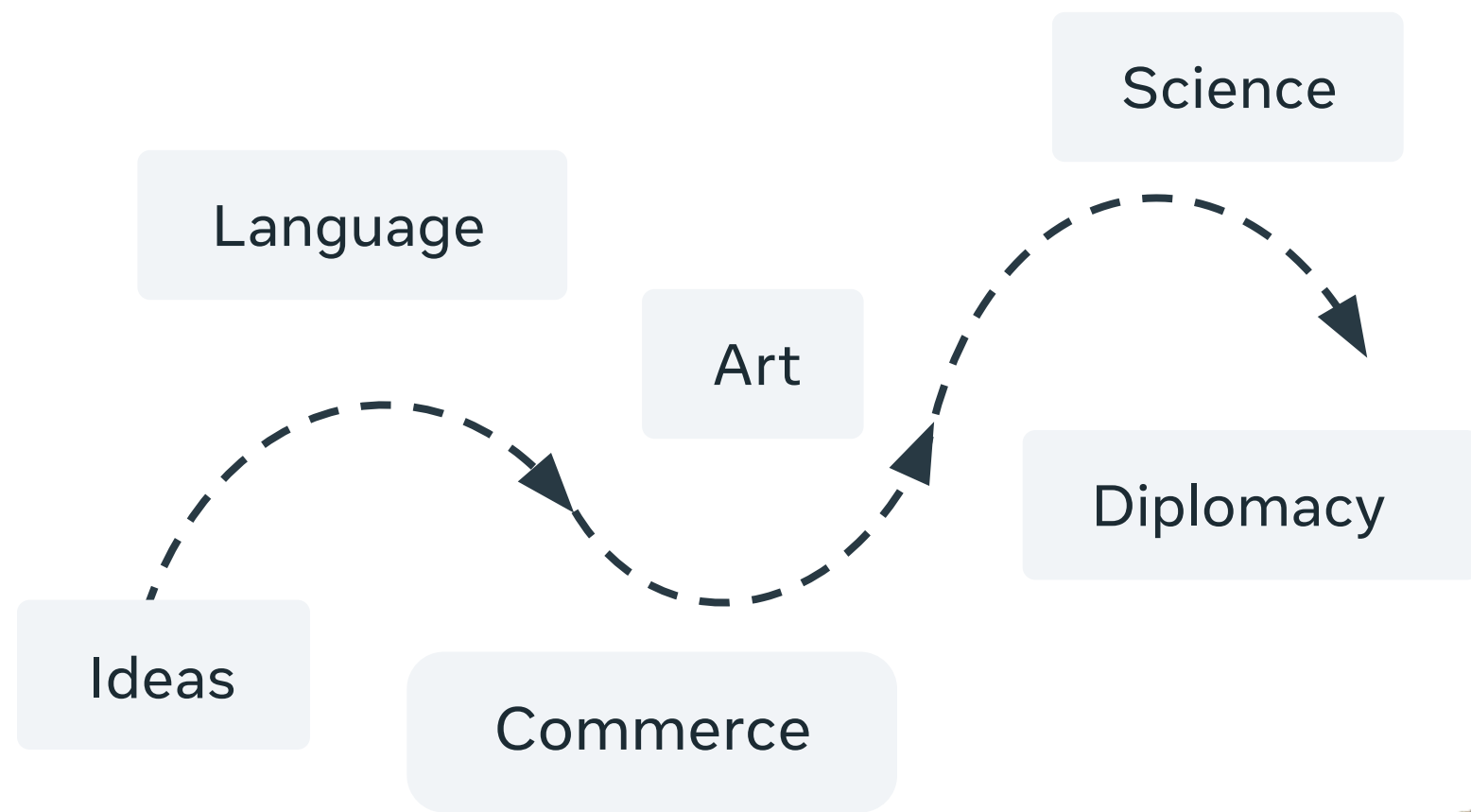
Click to messaging for government, political and nonprofit organizations



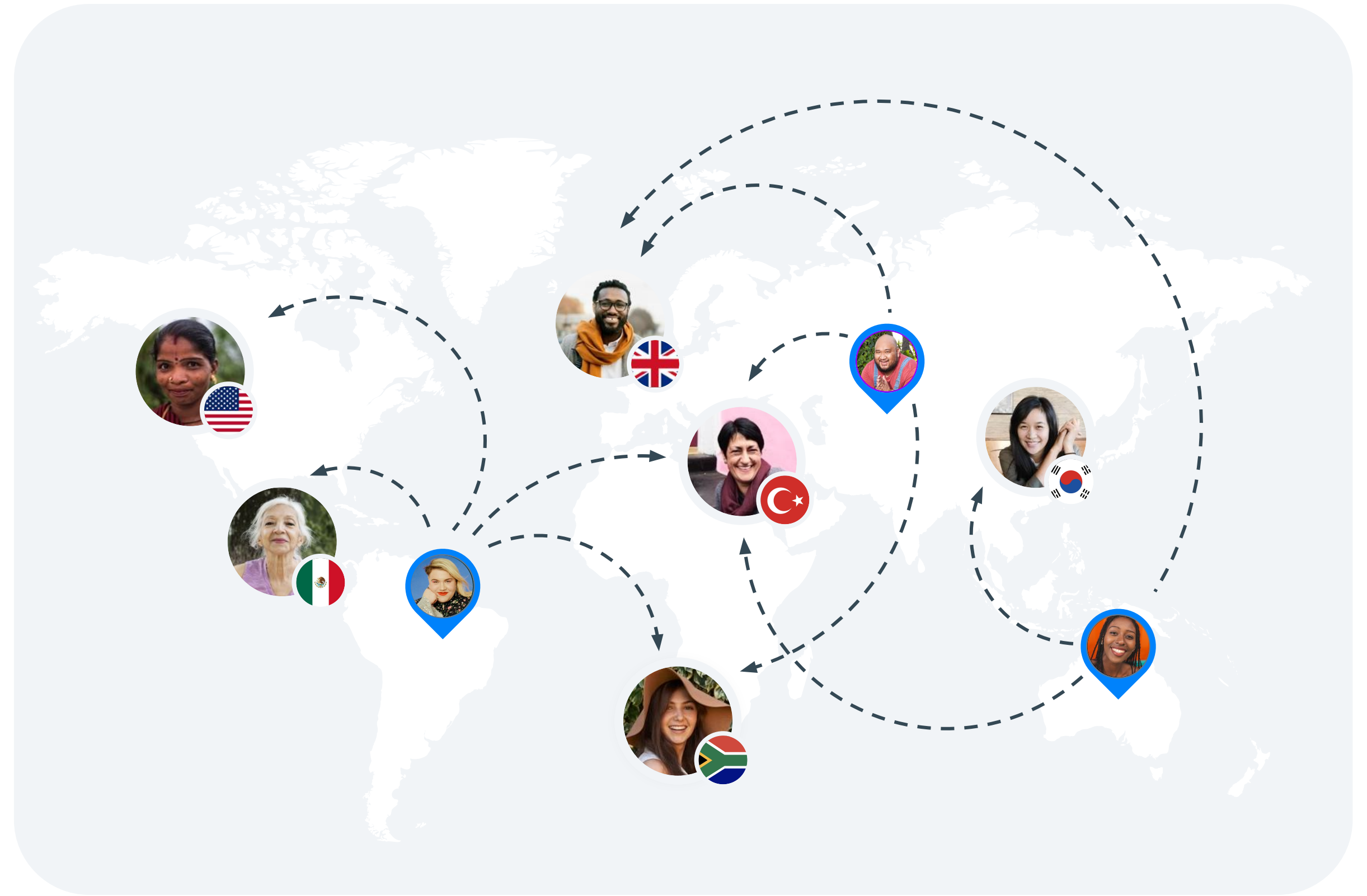
 Send message



The Silk Road—and the direct interactions it enabled—helped civilizations foster cultural exchange



Messaging around
the world has
driven **culture,**
collaboration, and
connection for all
of human history



Meta is positioned to help you connect with people



Largest messaging technologies globally

Meet people where they
already spend their time and
where they have said they
want to hear from organizations.



Impactful discovery engine

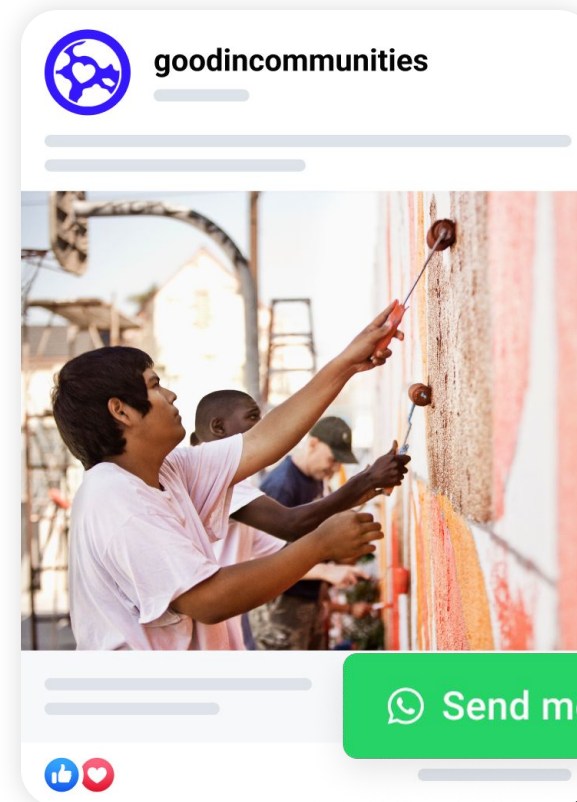
Generate unparalleled interest
in your organization from ads on
Facebook and Instagram.



APIs and AI-driven machine learning

Enable full-funnel solutions
to drive scaled discovery and
engagement via messaging.

The next era of people engagement is now



Hi. Can we bring pets to the community outreach event? 11:56 ✓✓

Absolutely dogs are welcome! Just make sure they are on a leash. 11:57



Face to face



Mail and phone



Websites



Apps

Business messaging

Personal engagement at scale on people's preferred messaging channels, enabled by AI



Metaverse

**Messaging
organizations is
a way of life
around the world**



1 billion

people message with
an organization each week
on our technologies.

Messaging organizations is what people want

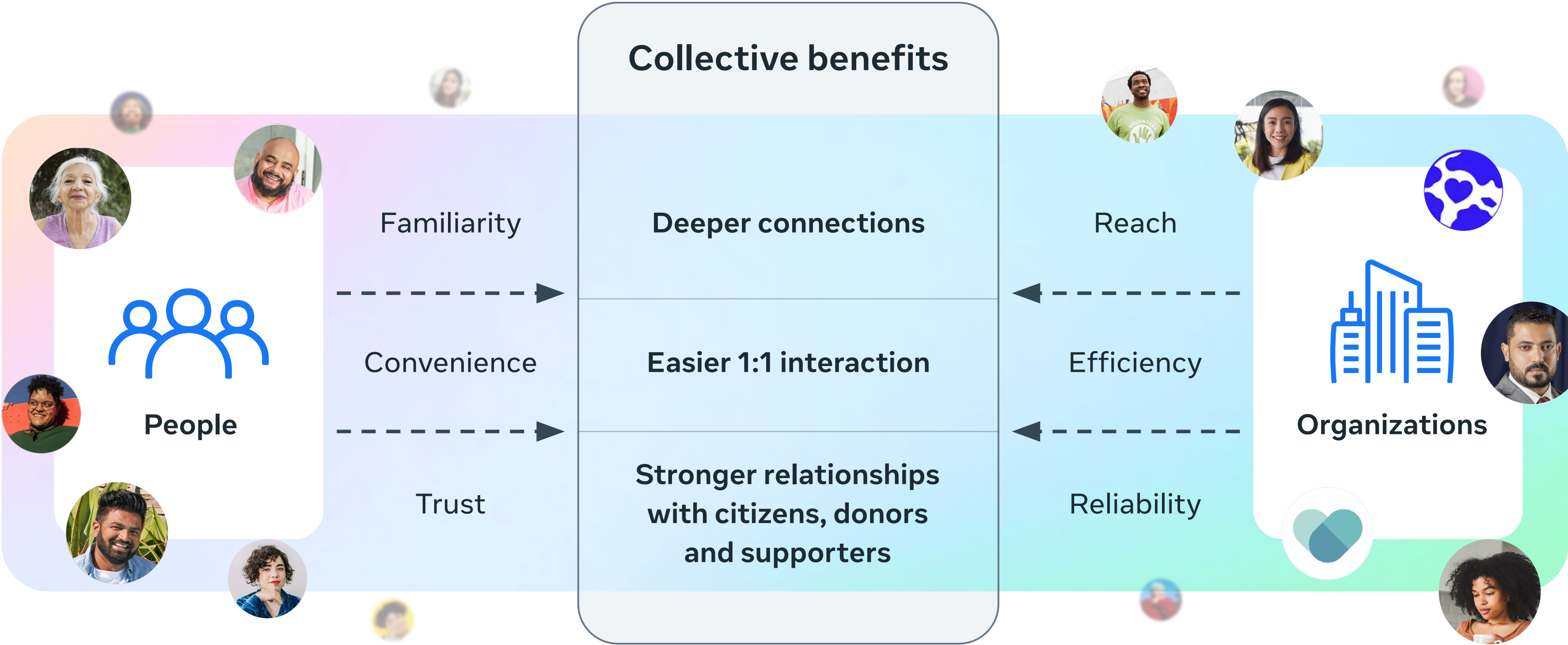
72% of online adults globally, agree that messaging is their preferred way of communicating with an organization.

77% of online adults globally say they feel more connected with an organization when they can message them directly.

79% of online adults globally, message with an organization at least once a week.



Business messaging is the best way to connect people with organizations



Business messaging sparks conversations and engagement

Our solutions have been transforming the way organizations build relationships with people and achieve strategic goals.



More connections

Reach people on their preferred channels.

74%

of online adults say they want to be able to communicate with organizations in the same way they communicate with friends and family through messaging.¹



Deeper relationships

Create ongoing and personalized one-to-one conversations, at scale.

95%

of organizations surveyed say Business Messaging improved people's experience.²



Growth across the relationship lifecycle

Grow more efficiently and achieve organizational outcomes.

55%

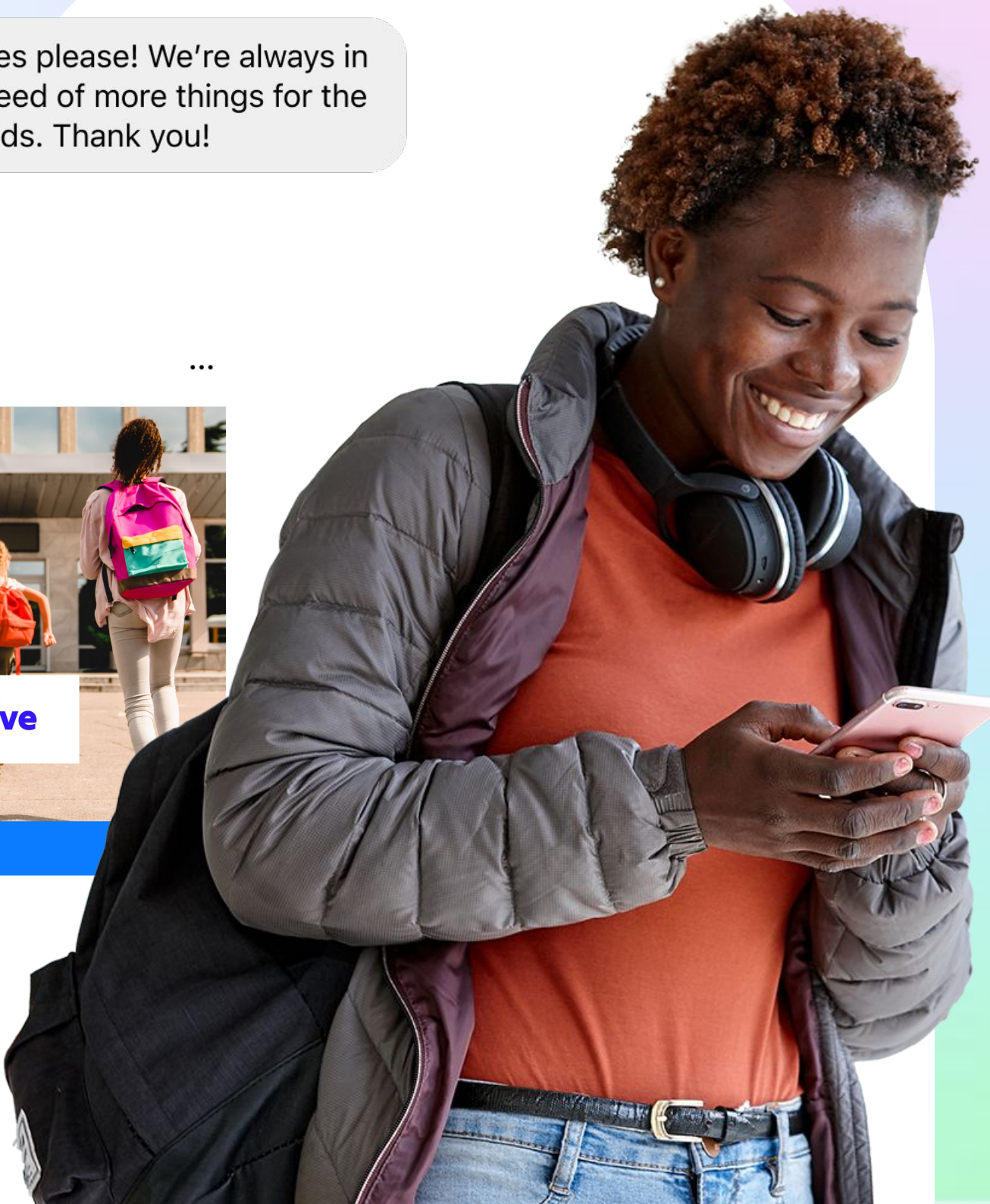
of organizations see an increase in getting people from followers to taking a desired action.²



Business messaging

To engage citizens, donors and volunteers in valuable, relationship-building conversations on their preferred messaging platform.

How do you drive your audience to join the conversation?



I have a lot of extra school supplies - do you want them as a donation?

Yes please! We're always in need of more things for the kids. Thank you!

Goodincommunities
Sponsored

Back to school drive

Message Now

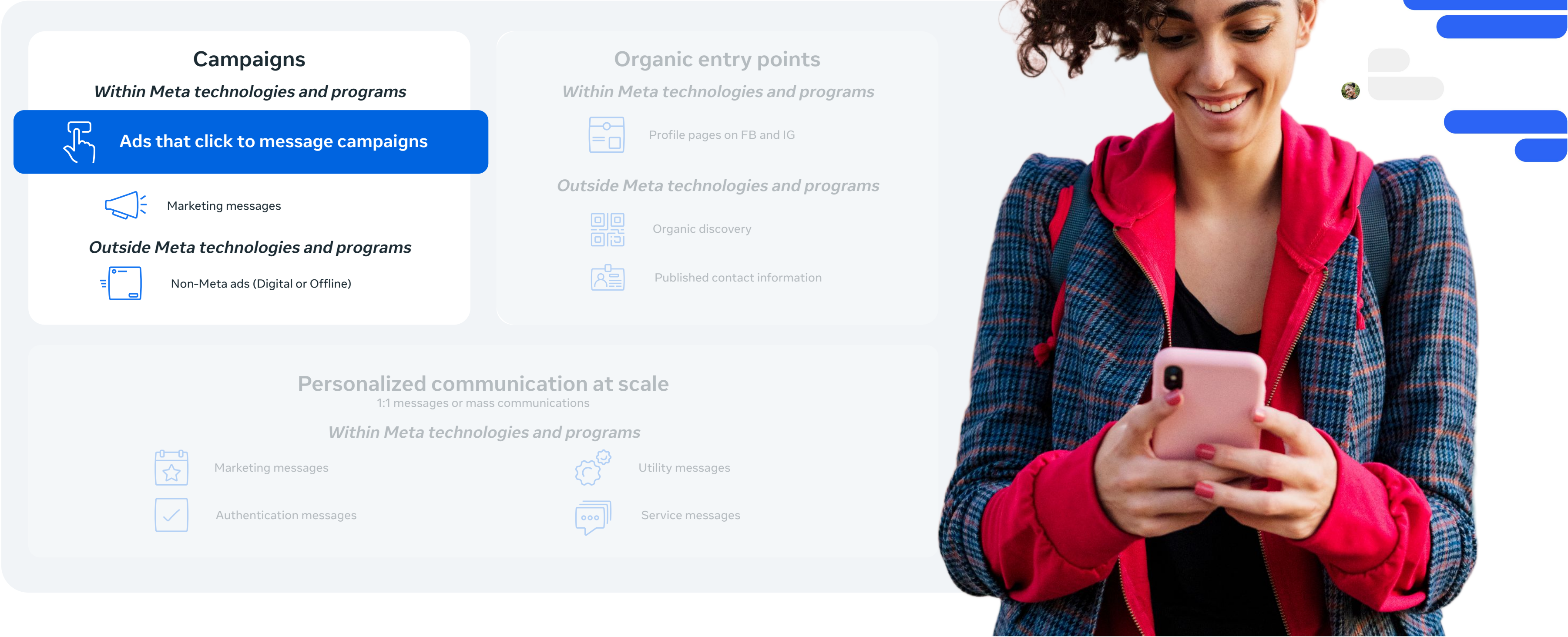
👍

📍

📷

There are several ways to kick off the conversation with people

Ads that click to message is one main way as part of a campaign across Meta technologies



Ads that click to message help you get to the conversations stage more quickly

Click to messaging can help you to:

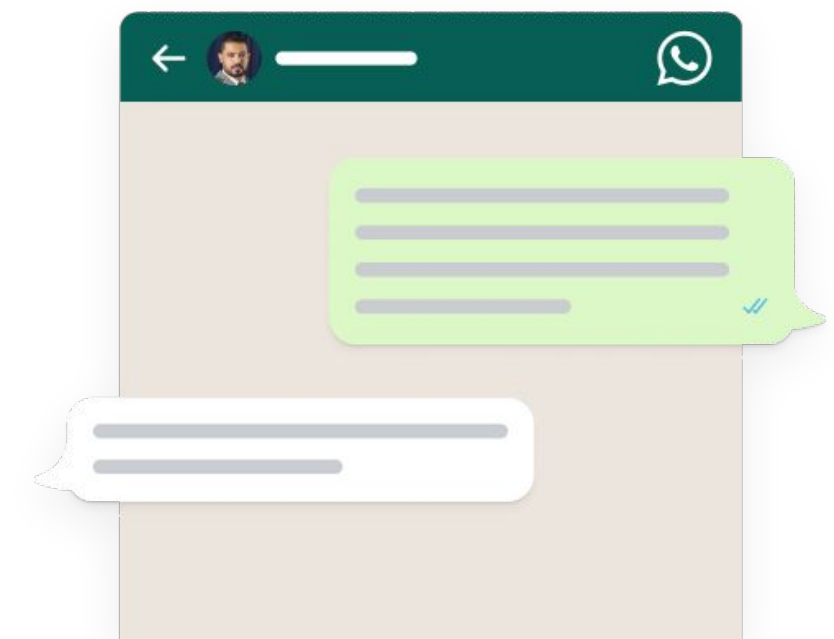
Connect with your community and get input for an upcoming event



Get reactions and spread information on PSAs in a fast and timely manner



Get immediate engagement on fundraisers and actions you want your community to take



**Ben Reid** 

...

X

Sponsored · Paid for by Ben Reid for Office

The issue I care about most is the economy. What is your most pressing issue? Send me a message about it.



I PROMISE
to improve the economy

OPENS IN WHATSAPP
I stand with Ben

 Send message

 150

47 comments

Ads that click to message

Click to messaging campaigns are ads that open conversations in Messenger, Instagram Direct or WhatsApp.

They help to optimize against delivery, leads, value, or conversions (e.g. donations) to generate higher quality, more action-oriented conversations on Meta technologies.

Individual organizations report:

75%

lower cost per lead.

4.49x

incremental return on investment in media.

8.6 pts

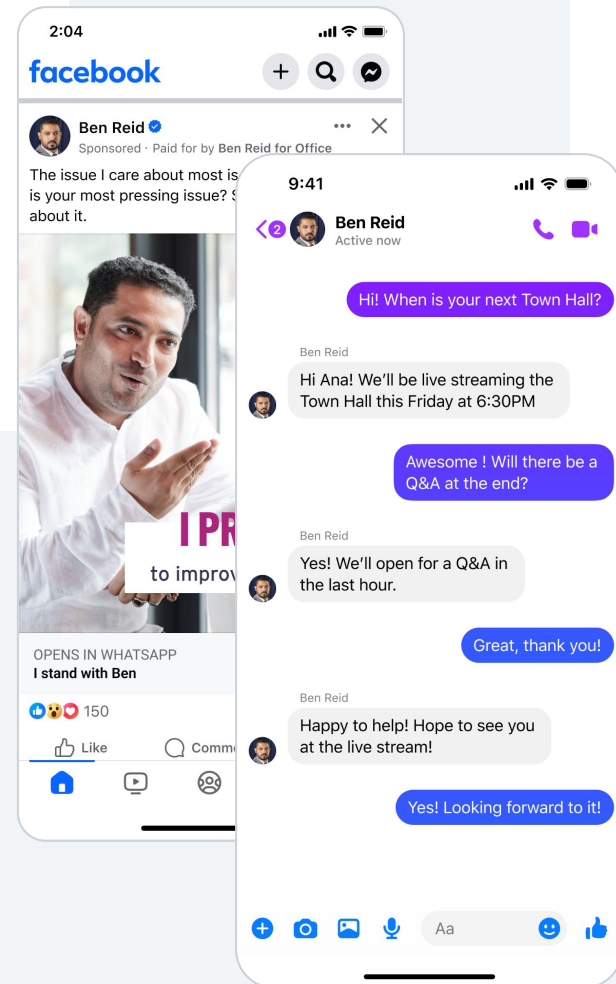
increase in brand awareness.

Source: Third-party supplied data.

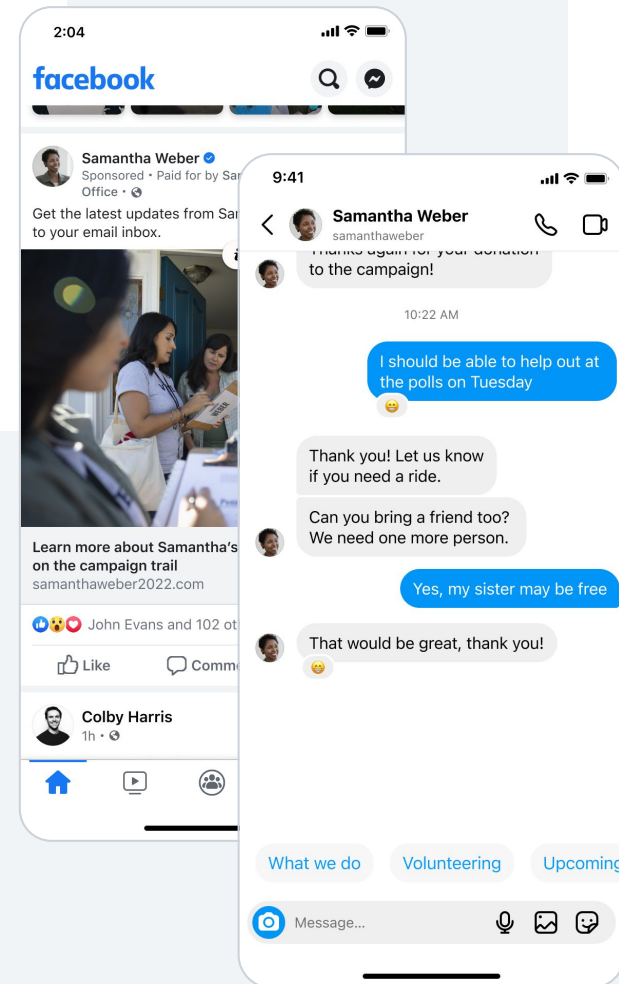
Results are self-reported and not identifiably repeatable. Generally expected individual results will differ.

Ads that click to message are available across Meta technologies

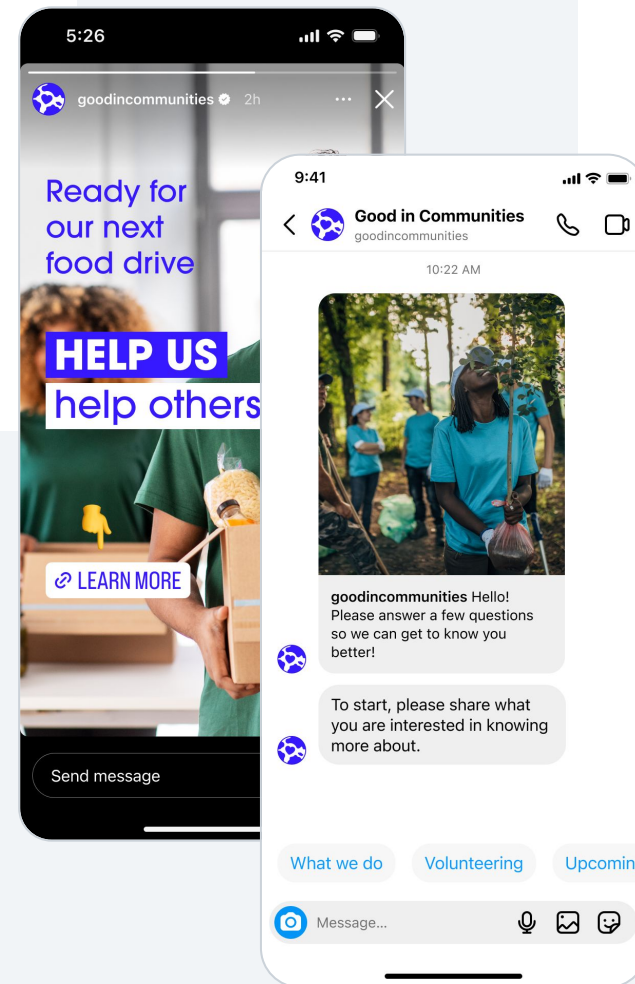
Facebook to Messenger



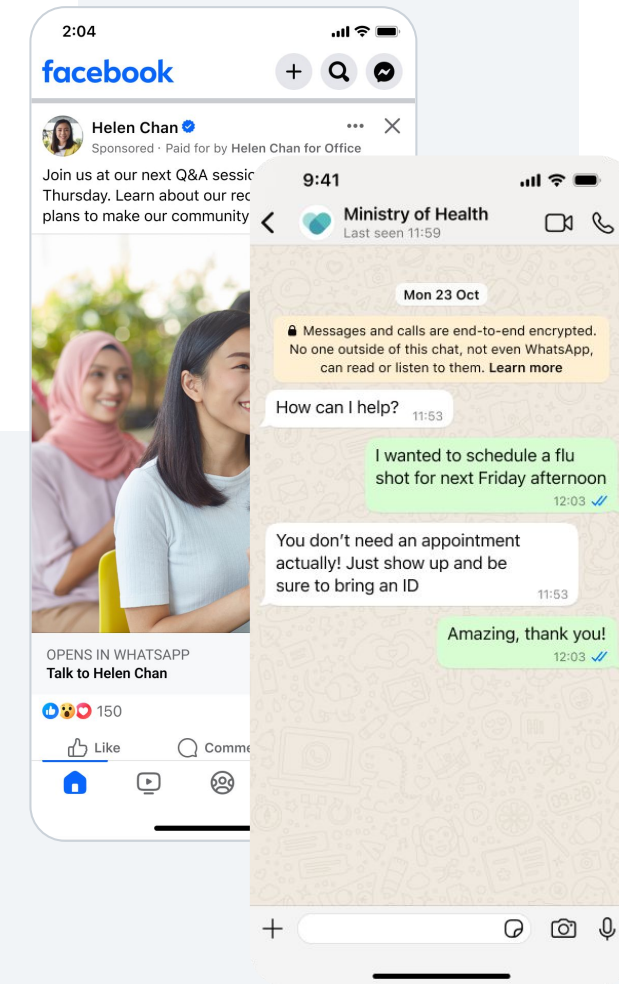
Facebook to Instagram Direct



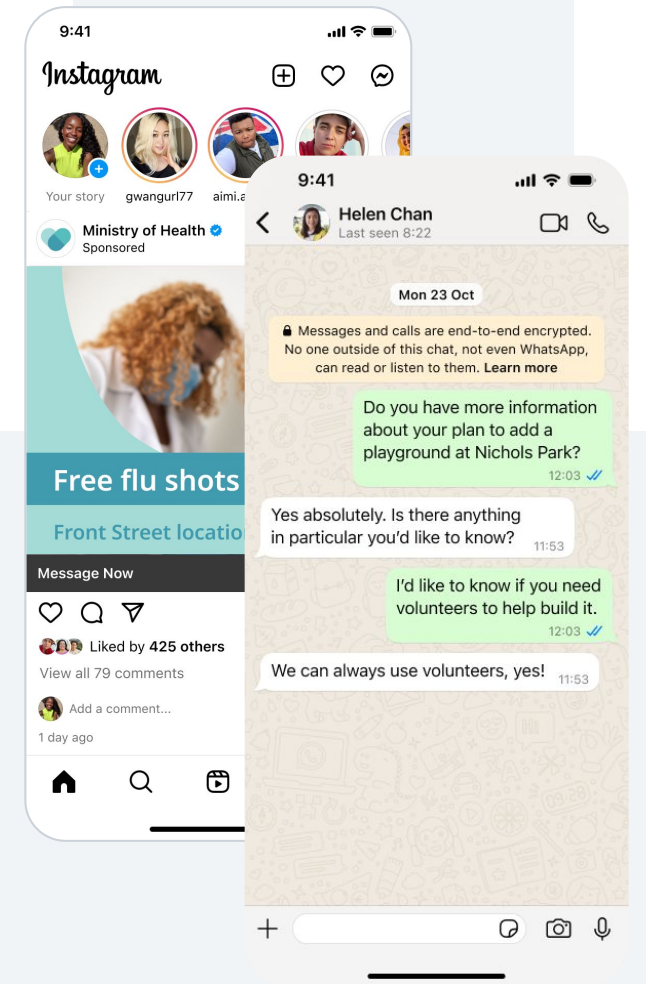
Instagram to Instagram Direct



Facebook to WhatsApp



Instagram to WhatsApp



Ads that click to message are available across Facebook, Instagram, Messenger and WhatsApp, as well as specific placements such as Marketplace, Stories and more.



Ads that click to message placements

Meta offers you a variety of placement options to reach and chat with people where they are.

Ads that click to...



Messenger



Instagram Direct



WhatsApp

Placements

Feed and Stories on Facebook and Instagram, as well as in Messenger Inbox.

Feed and Stories on Facebook and Instagram, as well as in Facebook Marketplace.

Feed and Stories on Facebook and Instagram, as well as in Facebook Marketplace.

Get started with click to messaging
for your community

Create ads that click to Messenger in Meta Ads Manager

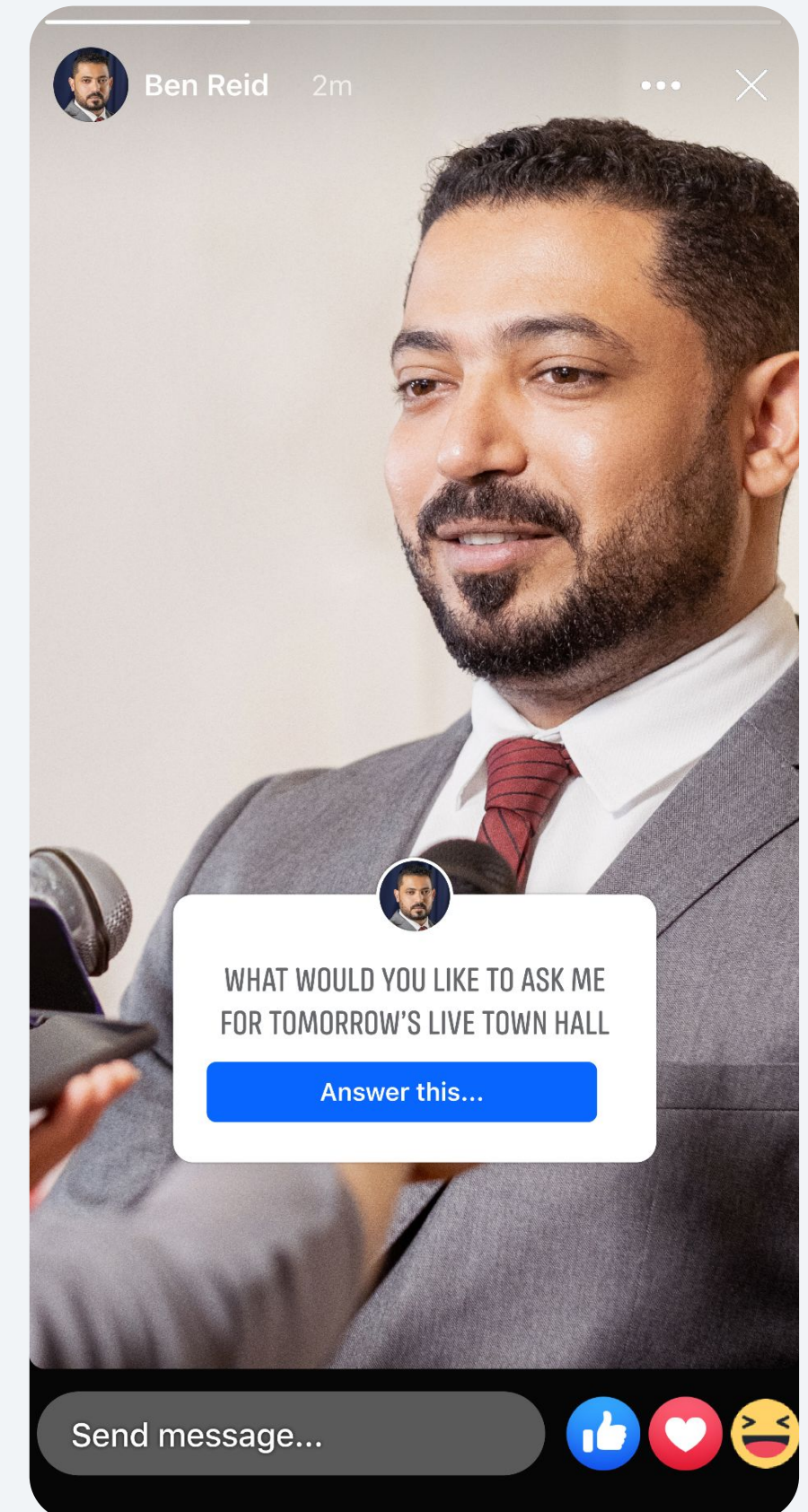
When you set up your ads that click to Messenger campaign, you should choose the objective that aligns best to your goals:

- The **traffic objective** is designed to send people to a Messenger conversation.
- The **engagement objective** delivers ads to people more likely to respond to your business in Messenger.
- The **leads objective** is designed to collect leads for your business or brand in Messenger.
- The **sales objective** should be used if you want to deliver ads to people more likely to purchase in Messenger, or if you're tracking events with a Meta Pixel.

Once approved, your ad will start appearing in your selected placements. When people click on the ad, it will open in Messenger and your welcome message will appear.



Scan the QR code to learn more about how to create a click to Messenger ad in Meta Ads Manager





Ads that click to Instagram Direct

When you set up your ads that click to Instagram Direct campaign, you should choose the objective that aligns best to your goals:

- The **traffic objective** is designed to send people to a Instagram Direct conversation.
- The **engagement objective** delivers ads to people more likely to respond to your business in Instagram.
- The **leads objective** is designed to collect leads for your business or brand in Instagram.
- The **sales objective** should be used if you want to deliver ads to people more likely to purchase in Instagram, or if you're tracking events with a Meta Pixel.

Once approved, your ad will start appearing in selected placements. When someone clicks on the ad, it will open in Instagram messages.



Scan here to find out more about creating a click to Instagram Direct ad in Meta Ads Manager





Creating a Click to WhatsApp ad

Ads that click to WhatsApp send people that click on your ads directly into conversations with your organization on WhatsApp. If you have a WhatsApp number that's either connected to your Facebook Page or your business portfolio, you can create ads that click to WhatsApp from Meta Ads Manager.

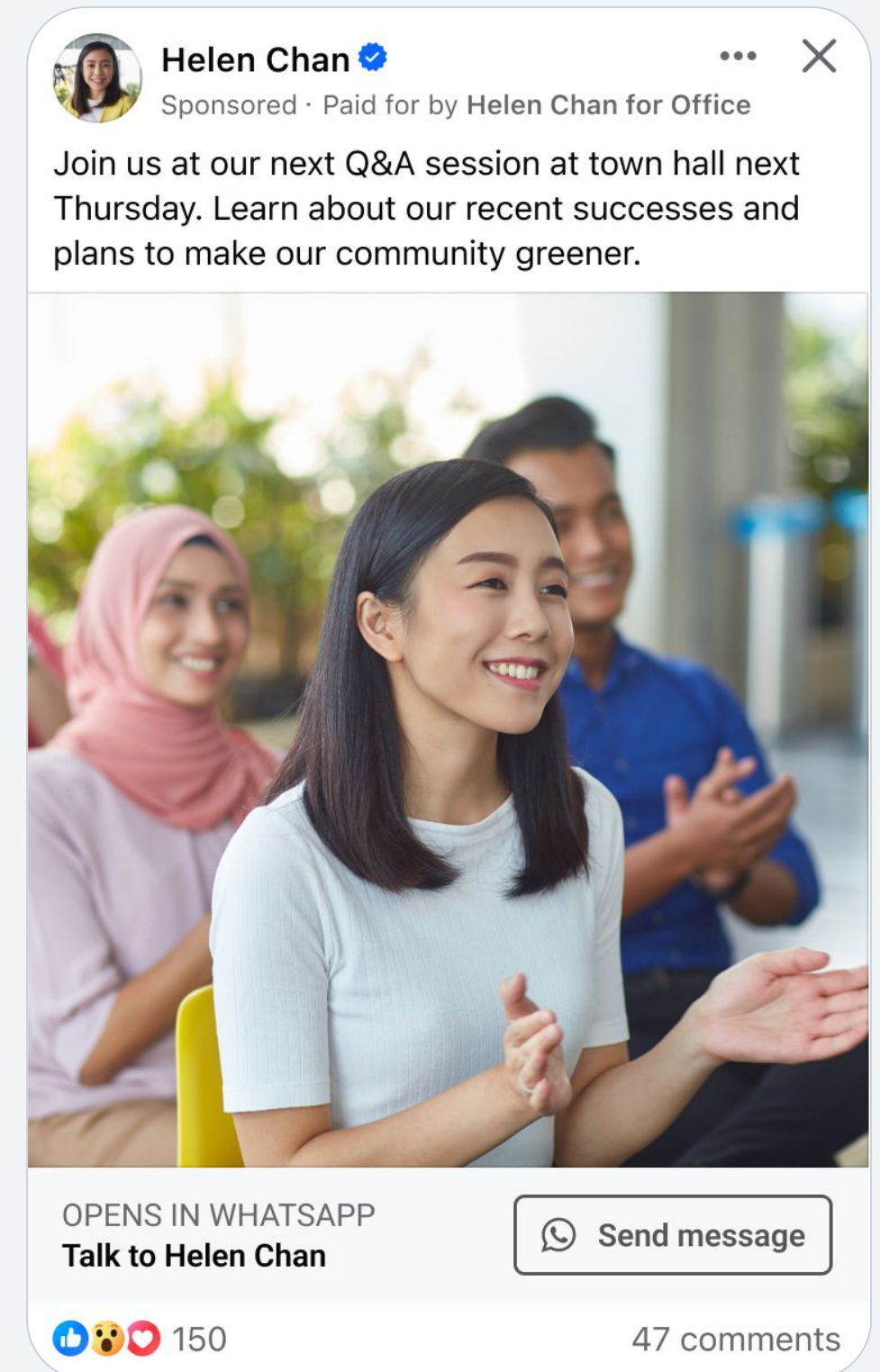
With click to WhatsApp campaigns, you can build **awareness**, **drive traffic** or **engagement** or **generate leads and sales**:

- **Awareness:** Bring awareness to your business. This objective will help you reach the largest number of people who are most likely to remember your ad.
- **Traffic:** Increase traffic to an online destination of your choice.
- **Engagement:** Find the people most likely to engage with your business online, send a message or take desired actions on your ad.
- **Leads:** Collect leads for your business or brand via messages, phone calls or signups.
- **Sales:** Find people likely to purchase your goods or services.

The steps may vary, depending on which ad objective you select. Learn how to [choose the right ad objective in Ads Manager](#).



Scan this QR code for more details on getting started with click to WhatsApp ads





Keep conversations going around key actions you want people to take with ads that click to messaging

Some examples of how ads that click to messaging help to drive the conversation forward

Drive personalized services

Start conversations with potential audience to help enable personalized, curated experiences.

Drive sign up/registrations

Offer sign ups and registrations for events at scale via chat automation and questions that people can answer through quick replies or free-form text..

Turn comments into action

Automatically respond to comments on your posts. Answer common questions, offer recommendations, initiate newsletter sign-ups and more.

Build relationships and trust

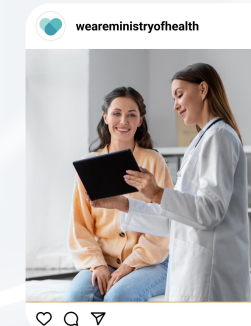
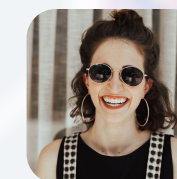
Offer convenient user citizen support, and enhance your marketing with exclusive offers and unique brand campaigns.

Take action on registrations

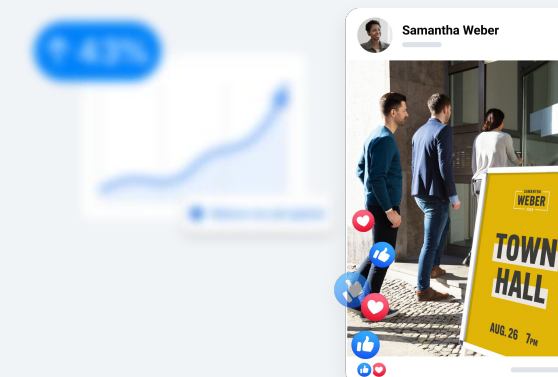
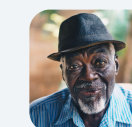
Take the next step on leads when it's convenient for you and your audience —wherever, whenever—in one continuous channel.

Understand what's working

Utilize insights and analytics tools to connect your audience conversations to actions you want people to take on your website or other platforms you use.



Build support with ads that click to message by **engaging your audience**



Grow high-quality leads at a lower cost with leads optimization for ads that click to WhatsApp

To become eligible, share **10+ lead events in any 30-day period** using labels in the WhatsApp Business app and/or via Conversion API for Business Messaging.

Once eligible, select **Leads** campaign objective, **WhatsApp** conversion location and **Maximize number of leads** performance goal.

The diagram illustrates the Facebook Ads campaign setup process for a 'Leads' objective. It shows the 'Choose a campaign objective' screen where 'Leads' is selected. A callout box titled 'Conversion' shows the 'Conversion location' options, with 'WhatsApp' selected. Another callout box titled 'Performance goal' shows the 'Leads goals' section where 'Maximize number of leads' is selected. The main text states: 'Advertisers who select Leads performance goal see 24% lower cost per lead on average compared to Conversations performance goal'.

Advertisers who select Leads performance goal see

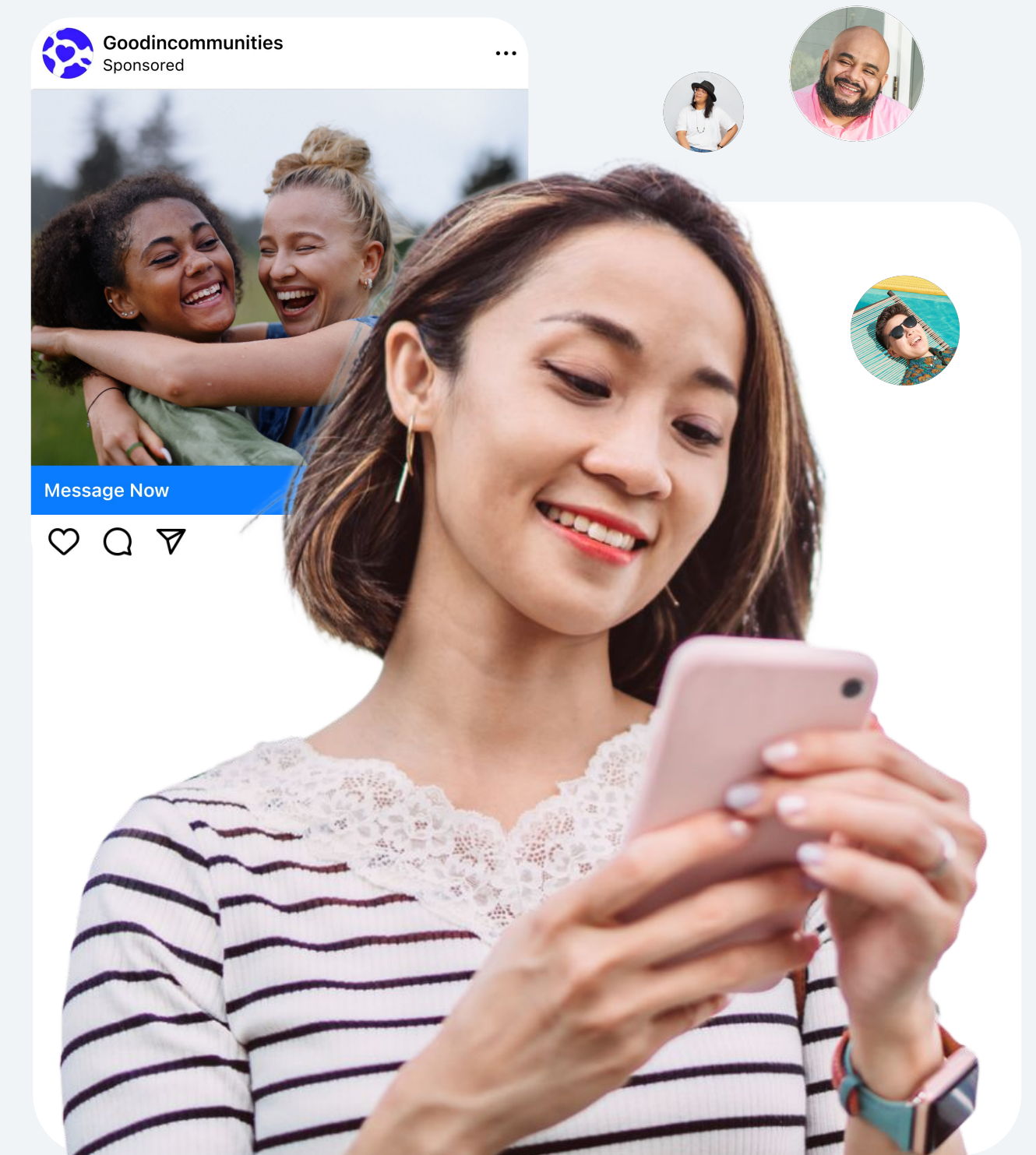
24%

lower cost per lead on average compared to Conversations performance goal

Optimize your ads that click to messaging in Ads Manager

Incorporate these best practices into your ad campaigns.

- Objective:** The Messages campaign objective will default your ad optimization to drive more conversations and therefore more opportunity to convert your desired action. If you are in EEA, India or Japan, link click optimization is available.
- Duration :** A campaign duration of seven or more days is recommended to achieve stable results and account for weekly fluctuations.
- Reach:** Use broad reach with a 2-10 million audience size, where possible.
- Messaging experience:** Make sure the messaging experience that the person who clicks into is delightful and optimized towards your end objective. For example, on Messenger, you can greet people with an Instant Reply to say hello, give them more information about services your organization provides and let them know when to expect a response.



Note: Not all optimization features are available in all regions.

The right creative experience can help drive the outcome of your click to messaging experience for people

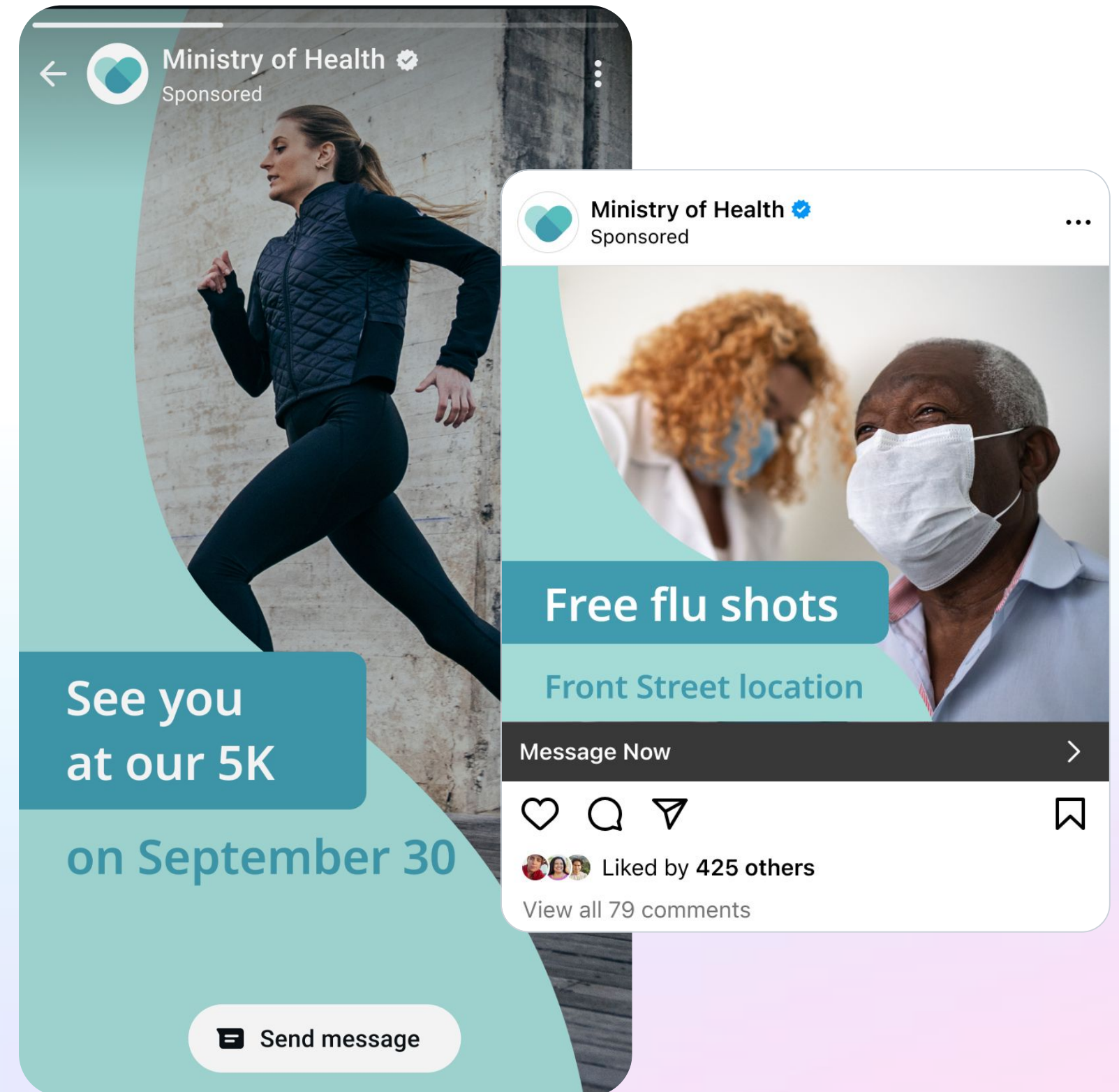
Creative helps your ad to:



Immediately communicate this is an interactive ad



Persuade your audience to click-in, immediately



Creative best practices for ads that click to messaging

Tips for engaging ads creative:

Capture attention: 9:16, <15s vertical video is proven to help your organization stand out.

Diversify your creatives: Use a mix of static and video

Leverage automation: Use Meta Advantage+ creative and turn on Standard Enhancements

Set expectations: Add text to your ad creative that makes it clear that clicking your ad will open a chat

State why: Communicate the experience clearly and quickly



Successful ads that
click to message
tease the experience
clearly and quickly



Show visuals



State value



Say now

Show visuals

Include visual elements and indicators of a messaging experience in the content to signal that this ad clicks through to a messaging experience.

Messaging UI



Logos



**Stickers and
emojis**



Bespoke visuals



Advertisers that added messaging elements to their creative saw a statistically significant increase in messaging ROI vs those that do not.

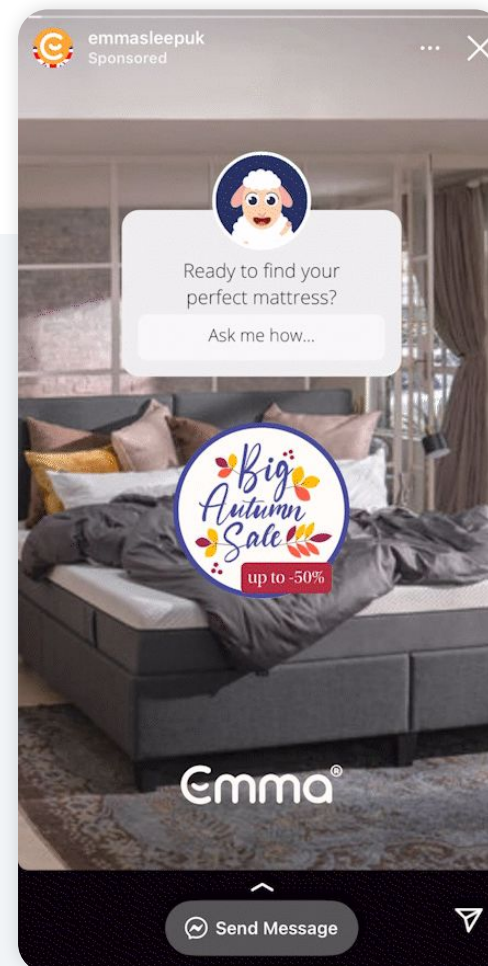
State value

Help people understand the clear on the value of the experience, so they're clear what to expect. Think about how you can...

**Empathize with
your audience**
(problem/solution)



**Make a
bold pitch**
(provoke/resolve)



**Tease the
difference**
(opportunity/benefit)



Advertisers that have a clear call out of value in their creative saw a statistically significant increase in messaging ROI versus those that do not.

Say now

Clearly state and motivate people to start the conversation with your organization now. Call out the CTA in the content, the post copy and the button.

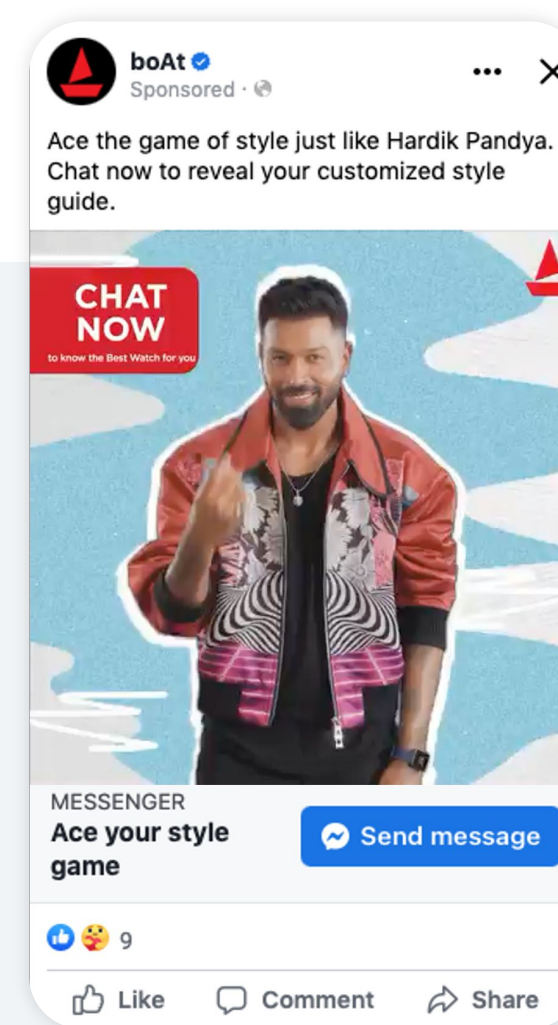
Use a CTA in
the first 4 lines



Use a CTA in
the content



Be direct about the
action and who
they'll chat with



Ads that click to message that used the **Send message** CTA had a 63% lower cost per conversation vs those that did not.

Measure the results of the click to messaging campaigns in Ads Manager

In Meta Ads Manager, you can create, customize, export, share and schedule reports on your click to messaging ads.

You can also track the performance of your click to messaging campaigns across Meta technologies.

	On / Off	Campaign Name	Delivery ↑	Reach	Impressions	Amount spent	Leads	Purchases	Cost per lead	Cost per purchase
	☒	Click to WhatsApp_Vaccine	● Active	113,961	174,387	\$15,422.76	697	72	\$92.30	\$153.20
	☒	Click to WhatsApp_FoodBank	● Active	25,183	121,278	\$8,770.46	1,270	240	\$78.61	\$124.78
	☒	Click to Messenger_DonationThanks	● Active	32,546	91,278	\$8,745.17	2,300	380	\$23.59	\$111.12
	☒	Click to Messenger_FoodBank	● Active	25,121	87,632	\$8,792.26	723	560	\$17.23	\$101.56
	☒	Click to Messenger_SchoolDrive	● Active	89,767	72,376	\$8,805.29	1,210	710	\$12.10	\$97.34
	☒	Click to WhatsApp_PublicHealthPSA	● Active	82,028	61,421	\$8,835.93	769	236	\$11.04	\$74.78
	☒	Click to Messenger_Community5k	● Active	99,981	51,127	\$8,776.00	2,306	667	\$10.70	\$65.59
	☒	Click to Messenger_FundingGoal	● Active	96,348	32,421	\$8,791.15	2,322	237	\$8.93	\$57.83
	☒	Click to WhatsApp_SchoolDrive	● Active	67,414	22,563	\$8,708.51	990	372	\$7.64	\$47.77
	☒	Click to WhatsApp_Fundraiser	● Active	33,901	2,419	\$7,632.62	780	36	\$5.77	\$32.19
		> Results from 225 campaigns ⓘ Excludes deleted items		666,250 Total	716,902 Total	\$93,280.15 Total Spent	13,367 Total	7,765 Total	\$267.91 Total	\$866.16 Total

Any questions?



Every connection is an opportunity.
It's Your World.

