


Performance campaigns

When KPIs are performance, website visits, conversions or sales.

Recommendations

- **Format type**
 - Photo and link posts are the most effective at driving landing page visits due to large visuals and ad size
- **Social icons**
 - Hide social icons so that 100% of clicks go to the destination URL
- **Call-to-action button**
 - Customize label and color to inspire audiences
- **Measurement**
 - Add third-party impression and click trackers, and UTM tracking parameters to destination page URL to support better analysis

[Click to see an example](#)



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Summer will be here before you know it.
Brake for coffee breaks. ☕️ #ColdBrew