OPEN CONVERSATIONS IN MESSENGER WITH

Click to Messenger ads

Use the power of ad targeting to send customers into a Messenger conversation. These ads give your business a fast and convenient way to generate leads, answer questions, drive transactions and offer support.

You can use click to Messenger ads to reach people at scale, then continue to interact with each of them individually using live chat or a bot for Messenger. Whether they want to learn about a new product or need to resolve an issue, you can tailor your interactions to meet their specific needs—and get closer to your business goals, one conversation at a time.

HOW DOES THE AD WORK?

When a person interacts with your ad on Facebook, Instagram or Messenger, a conversation with your business will immediately open in the Messenger app (if the person is on a mobile device) or on messenger.com (if the person is on a desktop computer).

During ads creation, you will setup the message that greets people in Messenger. Adding images, text and buttons will ensure that the message encourages engagement and action. Before finalizing your campaign, select “Preview in the Messenger App” to see what your customers will see.

Facebook News Feed
Instagram Feed
Messenger Home (beta)
Messenger (ad destination)
Success story

Sephora simplified in-store bookings with Messenger

• The global prestige beauty retailer ran click to Messenger ads on Facebook that encouraged women to chat with Sephora Assistant and book a makeover. The ads were designed to reach women 18–49 in the US interested in cosmetology, makeovers and makeup lessons.

• This automated experience built on the Messenger Platform provided an easy and fun way to book makeovers at standalone locations across the US, successfully increasing its booking rate by 11%.

• Visit our website for more details and additional examples.

Tips for success

• Use the messages objective to reach people most likely to reply to your business’ messages.

• Capture your audience’s attention with click to Messenger ads that follow creative best practices for mobile.

• Setup the content that will greet people in Messenger. Add images, Quick Replies, and buttons to encourage interaction.

• Be responsive. Make sure your community management team responds to messages or update your Page settings with an away message.

Ad Insights

Click to Messenger ad performance is available in Ads Manager. Specifically, the number of replies, blocks and new conversations attributed to the ad are available. You can select “Messenger Engagement” from the list of columns to see the messaging metrics for your ad. Remember that the “New Conversation” metrics only include two-way conversations.

How to get started

• Click here to create a click to Messenger ad in Ads Manager.

• For more information about click to Messenger ads, including product FAQs, please visit the Ads Help Center or enroll in Blueprint eLearning courses about Messenger.