



Reach and frequency buying on Facebook and Instagram

To run successful brand campaigns, you need to reach enough of your audience, often, to get your message across.

With this tool, you can accurately plan and deliver campaigns with predictable reach and controlled frequency.

Reach and frequency buying on Facebook and Instagram delivers accurate and predictable media planning and delivery features that allow you to control who sees your message and how many times they see it, helping you build maximum brand impact.

Reach and frequency is an alternative to buying through the Facebook auction, giving you:

- **Transparent media planning and buying:** Plan and buy the optimal reach and frequency levels for your campaign up to six months in advance, to maximize your budget.
- **Predictable delivery:** Have confidence that what you planned will be delivered. You can minimize the possibilities of under-pacing and under-delivery.
- **More control:** With features like frequency capping and sequencing, reach and frequency gives you the highest levels of control and flexibility over media delivery.

Note: Reach and frequency is only available to managed advertisers.



Table of contents



Click titles to jump
to each section.

- 03 When should you use reach and frequency?
- 04 Reach and frequency buying guidelines
- 05 Targeting
- 06 Ad formats
- 07 Delivery controls
- 08 Flexibility and lift measurement
- 09 How to use lift studies with reach and frequency
- 10 How to buy reach and frequency
- 13 Key terms

When should you use reach and frequency?

Reach and frequency is best suited to advertisers who want to target an entire country and not a local area since the minimum audience for a reach and frequency campaign is 200,000 people.

If your goal is to drive the most cost efficient-direct response outcome (e.g. a click or conversion), reach and frequency is not generally the best choice. We recommend using the auction buying method for these types of campaigns to maximize impact against your goals.

We recommend reach and frequency to advertisers who:

- ✓ value predictability in reach and pricing
- ✓ want frequency control for their messages
- ✓ want to compare media plans on Facebook and Instagram with other reach and frequency-based media plans on other channels like TV and print

We do not recommend reach and frequency to advertisers who:

- x target local areas since the minimum audience for a reach and frequency campaign is 200,000 people
- x have a goal of driving the most cost-efficient direct response outcome

Reach and frequency is an alternative to buying through the Facebook auction. If you care about reaching your target audience at scale, this will be a valuable tool for you to achieve your campaign goals.

To better understand the choice between reach and frequency and the auction, please consult the table below.

KEY DIFFERENCES BETWEEN THE AUCTION AND REACH AND FREQUENCY BUYING:

	Auction	Reach and Frequency
Frequency controls	Frequency controls are only available for brand awareness and reach objectives	Allows a flexible frequency cap for any interval, e.g., “5 per 3 days” for any objective selected
Delivery controls	Standard and accelerated. Standard delivery aims to spend your budget evenly through your campaign. Advertisers with bigger budgets may consider accelerated delivery to reach people quickly for time-sensitive campaigns. Facebook will automatically identify the highest performing ad and serve it the most among a set	Options for sequenced or scheduled delivery (controlling the order and dates that people see your ads) in addition to standard delivery. No option for accelerated delivery
Predictability	No prediction of overall reach (daily reach prediction only)	Able to predict daily reach, frequency distribution, spend per day, and placement distribution before purchasing
Pricing	Depending on market conditions, prices can fluctuate in the auction; you compete in the auction with your bid. Ability to use automatic or manual bidding	Lock in the CPM you will pay for impressions - the system bids for you
Bidding	CPM, cost per action (such as 10 sec views)	CPM
Day-parting	Can schedule your ads for different times of day for different days of the week	Can schedule your ads to run only during part of the day, but cannot vary this selection by day of the week
Optimization	Optimizes for the objective (e.g. website clicks) and daily reach	Optimizes for reach first and the selected campaign objective second
Targeting	Multi-country targeting is possible. Suited for small audiences and can exclude dynamic audiences	Can only target one country at a time; no fewer than 200K people; cannot exclude dynamic audiences
Placement	All placements (dependent on campaign objective)	All placements (dependent on campaign objective)
Creative	All formats (dependent on campaign objective)	All except for 360 video and 360 photos (see more on ad formats below)

REACH AND FREQUENCY BUYING GUIDELINES

Predictability

When you create a campaign using Facebook and Instagram's reach and frequency buying tool, you can predict your:

- Reach and CPM
- Frequency distribution
- Spend per day
- Placement distribution (e.g., IG vs. FB)

Reach and frequency campaigns are not guaranteed, but they represent our best prediction of how a campaign will perform. You are agreeing to pay a locked price (CPM) for the advertising inventory you reserve, and will only be charged for delivered impressions.

It is possible, although rare, for reach and frequency campaigns to fall short of predicted delivery. This is because it is our best prediction of what the outcome of the campaign will be. Historically, **97%** of Facebook reach and frequency campaigns have delivered within 5% of predicted reach and impressions.



If your goal is to reach more people, then increase the duration of your campaign, lower your frequency cap and raise your budget. In general, the higher your reach and budget, the higher the CPM is. That's because some people log in to Facebook more frequently and spend more time there than others, making them easier to reach. And when you're reaching a lot of people, you're bidding for limited ad space for a more limited audience.

THE PREDICTED REACH, AND THE PREDICTED CPM, DEPEND ON MANY FACTORS, INCLUDING:

- Target audience
- Other advertisers' reservations against the same audience
- Flighting (schedule of dates for the campaign)
- Whether or not you have overlapping campaigns against the same target audience
- Placements (Facebook or Instagram)
- Whether you have a lift study holdout - if so, your reach will be diminished because some people won't receive your ads (the control group)
- Frequency cap
- Creative type (e.g., video ad, Canvas, etc.)
- Objective
- Creative quality, which is a mix of signals including positive engagement and negative feedback your ads received in the past 90 days
- Budget
- Predicted login behavior by users

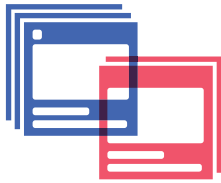
Changing any one of these can have an impact on both your campaign's estimated reach and the CPM you pay.

Targeting

Reach and frequency campaigns are compatible with the majority of Facebook's targeting capabilities, with a few exceptions. Follow these guidelines with your campaign:



- 1 **Target an audience of at least 200,000 people.** Buying reach and frequency requires a broad audience, so while we encourage you to use our targeting capabilities, it's important to avoid creating too narrow of an audience.
- 2 **Do not exclude dynamic audiences.** With a reach and frequency campaign, you cannot exclude dynamic audiences such as website Custom Audiences or fans. Dynamic audiences are currently not supported because this impacts our predictions and ability to deliver in full. For example, your fan base may grow over the campaign and excluding them will impact the prediction and delivery. In general, we do not recommend the use of dynamic audience with reach and frequency, as it can result in under-delivery if audiences shrink over time.
- 3 **Only target one country at a time.** If you're interested in reaching people in multiple countries, you'll need to set up multiple reach and frequency campaigns.
- 4 **Limit the number of locations you target.** Reach and frequency also has a different targeting limitation than the auction does, which may prevent you from adding too many locations, such as zip codes and DMAs.



Ad formats

Across Facebook and Instagram, we offer a wide variety of ad formats for you to tell your story. While all ad formats (except for 360 video and 360 photo) can be used with reach and frequency, it's important to note that not all ad formats are compatible with Facebook objectives. This is true for both campaigns that run in the auction and in reach and frequency, but is especially important to keep in mind when booking campaigns ahead of time in reach and frequency, because your objective can limit the formats available to you. At the time of booking, you may not have decided which type of creative assets you will use for that campaign.

To help you plan ahead for your creative strategy, here is a matrix that shows which ad formats are compatible with each campaign objective available under reach and frequency buying.

REACH AND FREQUENCY ASSET	Campaign Objective	Mobile app installs	Traffic	Brand awareness	Engagement	Video views	Website conversions	Reach
	Available on Instagram	✓	✓	✓	✓	✓	X	✓
	Video ad	✓	✓	✓	✓	✓	✓	✓
	360 Photo	X	X	X	X	X	X	X
	360 Video	X	X	X	X	X	X	X
	Link ad	X	✓	✓	✓	✓	✓	✓
	Link ad with video	X	✓	✓	X	X	✓	✓
	Carousel ad with photo	✓	✓	✓	✓	X	✓	✓
	Carousel ad with video	✓	✓	✓	✓	X	✓	✓
	Carousel ad with video and photo	✓	✓	X	✓	X	X	✓
Photo ad	✓	X	✓	✓	X	X	✓	
Slideshow	X	✓	✓	✓	✓	✓	✓	
Canvas	✓	✓	✓	✓	✓	✓	✓	

If you use scheduled delivery, please keep in mind that for reach and frequency campaigns, the ads that are delivering at the start of each of your frequency intervals will get the most impressions. This means if you set a frequency cap of 2 per 7 days, any ad running at the beginning of each new week will receive the most impressions.

Delivery controls

Reach and frequency campaigns can run from 24 hours to 90 days, and can deliver across both Facebook and Instagram. On Facebook, ads will run on mobile and desktop News Feed, desktop News Feed only, mobile News Feed only, or on the right column. On Instagram, ads will run in mobile feed.

Reach and frequency will optimize primarily for reach, but secondarily for your chosen objective. If you choose the Reach objective, the campaign will optimize entirely for reach. This means that if your campaign goal is to drive a particular conversion event at the lowest possible cost, reach and frequency is probably not the right buying method for you.

Delivery can be standard, sequenced or scheduled. In standard delivery, reach and frequency will choose your top performing ad and prioritize delivery. In sequenced delivery, reach and frequency will serve your ads to people in order, one after another. In scheduled delivery, reach and frequency will serve an ad for as long as you would like it to be served, and then serve the next one in the schedule.

MORE CONTROLS: UNDERSTANDING STANDARD, SEQUENCED, AND SCHEDULED DELIVERY

R&F Feature	Recommended Use	Capabilities	Limitations
Standard delivery	When your brand is looking to reach an audience with predictable reach and frequency over a set period of time, and the creative message does not depend on when the ad is delivered exactly or in which order it is delivered	Allows you to reach your target audience with single or multiple messages Allows you to use the system to automatically choose the best performing ads	No control over the order or the schedule of your ads
Sequenced delivery	When your brand has multiple messages they want to deliver to people in order to tell a coherent story	You can deliver ads in a sequence on Facebook and Instagram, so for example, no one will see ad 2 who has not seen ad 1	No way to control on which dates someone sees the ad - some may receive ads early in campaign, others may receive ads later in campaign *Delivery is based on user login behavior, which Facebook does not control, so while we can set the order in which your ads are seen, we cannot ensure that each person sees the entire set of ads
Scheduled delivery	When your brand has distinct ads that need to run on certain dates to make sense, like "Watch the premiere Saturday night," "Watch tomorrow," "Watch tonight!"	You can choose which dates on which to show your ads. You can even put multiple ads into a date range, and let the system choose which one to deliver	This does not mean every person in your audience will log in to see each ad when it is delivering. So it could be a person who only logs in once will see the second ad, or only the third ad, in a chain

Flexibility

Although reach and frequency campaigns can be booked ahead of time, you have some ways to make changes while the campaign is in flight.

Creative

You can change your creative during a campaign. Either pause and change it out, or make changes while the campaign is live - as long as there is one live ad that can be delivered at any time, you are free to make changes while the campaign is in flight. You can also change the sequence or schedule of your ads after you set it.

Pausing and extending

For any campaign, if you pause the campaign for under 30 minutes, you can re-start with the same prediction. If you pause for longer, the system will require you to run a new prediction before you can re-start your campaign. Keep this in mind before pausing; market conditions are subject to change with the new prediction which can impact your originally planned budget, CPM, reach, and frequency

If you wish to extend your campaign dates, you may up to a max campaign length of 90 days. It is also possible to add budget to an existing campaign but, like pausing, you are required to run a new prediction before booking.

Exceptions

Flexibility on budget and dates is broadly available, with two exceptions. First, all flexibility is available as long as the campaign is not under-delivering relative to prediction. Campaigns that are under-delivering relative to prediction (based on, e.g., low-performing creative) cannot be paused and re-started or changed. Second, you cannot extend ad campaigns beyond the end date of an associated lift study (e.g., if your lift study ends on December 31st, you cannot extend your campaign past that date).

Lift measurement

It's important to have the right measurement plan in place for you to understand the true impact of your reach and frequency campaign. Facebook lift measurement determines the true impact Facebook and Instagram have on real people for any business objective from brand awareness to sales. By using lift studies, advertisers can determine the additional brand impact and conversion driven by Facebook and Instagram ads. For more information regarding lift measurement, please see www.facebook.com/business/news/conversion-lift-measurement

Campaigns may be canceled and change requests can be made anytime before the campaign starts, but frequently canceling your campaigns may result in losing access to the reach and frequency tool.



How to use lift studies with reach and frequency

A lift study must be set up prior to a Reach and Frequency purchase. In order to set up a lift study, please visit www.facebook.com/ads/lift_v2/study/ and follow the instructions. Every lift study will consist of two groups: a test group and a control group. The test group is the group of users who will be served ads and the control group is the group of users who will **not** see the ads. The size of the control group is referred to as the **holdout**. Lift studies can be set up on Ad Account or Campaigns. In order to run a lift study in conjunction with Reach and Frequency, the same ad account or campaign id must be used.

It is important to note that there are a few implications of lift studies on Reach and Frequency buys:

- Lift Study holdouts will influence the available audience size. The greater the holdout percentage, and the greater the number of cells in the lift study, the lower the available audience size will be.
- Lift Study dates cannot clash with R&F schedule. A R&F adset schedule must be entirely contained within the lift study or entirely excluded from the lift study period.
 - For example, if there is a lift study that is scheduled for April 1, 2017 - May 1, 2017, the following schedules will be eligible:
 - **April 2, 2017 - April 20, 2017**
 - **May 3, 2017 - June 10, 2017**
 - **February 20, 2017 - February 28, 2017**
 - However the following dates will not be eligible for an R&F adset:
 - **February 20, 2017 - April 3, 2017**
 - **April 25, 2017 - May 20, 2017**
 - **February 1, 2017 - June 1, 2017**

How to buy reach and frequency

If you have a Facebook representative, but do not see reach and frequency as a buying option alternative to the auction, please contact him/her and ask to be whitelisted.

1. Go to Create Ads in Ads Manager or Power Editor.
2. Select reach and frequency.
3. Create your campaign and choose your objective.

The screenshot shows the 'What's your marketing objective?' selection screen. It features two main tabs: 'Auction' (selected) and 'Reach and Frequency'. Under 'Auction', there are three categories: 'Awareness' (with 'Brand awareness' selected), 'Consideration' (with 'Traffic', 'Engagement', 'App installs', and 'Video views' listed), and 'Conversion' (with 'Conversions' listed). The 'Reach' option under 'Awareness' is highlighted with a blue border and a checkmark. Below the grid, there is a blue circular icon with a snowflake, the word 'Reach', and a description: 'Show your ad to the maximum number of people in your audience. You can specify how long your ad runs and limit how often it's shown to a specific person.' A 'Continue' button is at the bottom.

4. Select when you want your campaign to run and your desired frequency cap. You can choose particular hours in which to deliver your campaign (e.g., only at dinner time), but please note that you cannot choose a different set of hours by day of the week.

The screenshot shows the 'Schedule' section with the instruction 'Define when you want to run your ad.' It includes two rows for scheduling: 'Start' set to 'Oct 17, 2016 (Pacific Time)' at '12:00 AM' and 'End' set to 'Oct 23, 2016 (Pacific Time)' at '11:59 PM'. Below this, there is an 'Ads Scheduling' section with the text 'Ads run all day (Local time) Edit'. At the bottom, the 'Frequency' is set to '2 impressions every 7 days'.

Audience
Define who you want to see your ads.

NEW AUDIENCE ▾

Locations ⓘ

United States
 📍 **United States**
 📍 Include ▾ | Add locations
 Add Bulk Locations...

Age ⓘ 18 ▾ - 34 ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interest... | **Suggestions** | Browse

Exclude People

Connections ⓘ Add a connection type ▾

Custom Audiences ⓘ Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▾

Save this audience

5. Select your desired audience for this campaign.

Placements
Show your ads to the right people in the right places.

Ad Formats Select any additional ad formats you may use in this ad set. We'll use this info to provide an accurate reach prediction.

Link, Photo or Carousel	<input checked="" type="checkbox"/>
Canvas	<input type="checkbox"/>
Video	<input type="checkbox"/>
360 Video	Ineligible

Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook and Instagram. [Learn more.](#)

Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

6. Choose which ad formats you are using, and if necessary, edit your placement choices. If you do not know what you are going to use, it is best to select all the options you think might be possible. Your prediction will be impacted by these selections because some formats are not compatible with all devices and platforms. For instance, Canvas only delivers on Facebook mobile.



Delivery

- Standard - Default**
Find and deliver the best performing ads.
- Sequenced**
Set a sequence to deliver several ads to the same audience in a certain order. [Learn more](#)
- Scheduled**
Show ads during specific date ranges within your ad set

Review Order

You can review these objects in the Manage Ads tab of Ads Manager.

CAMPAIGN

Campaign Name: Brand awareness

Campaign Objective: Brand awareness

AD SET

Ad Set Name: US - 18+

Targeting: Location - Living in: United States
Age: 18 - 34

Ad Placement: Facebook Feeds

Budget & Schedule: \$1439.13 Lifetime | Dec 29, 2016 - Dec 31, 2016

Ad Scheduling: Ads run all day (Local time)

Frequency Cap: Show ad no more than 2 times every 2 days

Average Frequency: 1.30 times per person

CPM: \$5.39

Estimated Reach: 265,039 (0.24%) of 85,435,360 people

Facebook Page: Jasper's Market

Instagram account: jaspersmarket

Ad Formats: Link, Photo, Carousel

[Edit Order](#) [Place Order](#)

7. Edit your budget to achieve your desired reach. Use the reach curve to find your desired point of reach, spend, CPM and percentage reached among your target audience. Your estimated reach will be a percentage of the monthly active users who fit the target audience. (e.g., 17% of 85,641,189) There is a limit to what portion of the available audience that can be booked by a single campaign. You will then be able to see a prediction of your frequency, spend and placement as well.

8. If you have your campaign creative ready, create your ads. If not, you may proceed and add your creatives later, before the campaign starts. When ready, click Review Order.

9. Review your order carefully, then:

- In Ads Manager: Click Place Order. This means your campaign will be created immediately
- In Power Editor: Click Save to Draft or Place Order. If you save to draft, your inventory will be reserved for seven days and then released if no order is placed. To place your order, you must click Review Changes in Power Editor.

10. Once you have reserved your audience, you may go into the ad set in Power Editor to set up your delivery options. If applicable, set a sequence or schedule for the delivery of your ads.

Key terms

Buying Type

How you buy ads on Facebook and Instagram. The majority of campaigns use our ads auction buying type, where advertisers place a bid for their ads to show to people on Facebook and Instagram. Reach and frequency is another buying type that enables advertisers to reserve a specific audience and reserve the number of times their ads will show to that audience.

Reservation

When you use reach and frequency buying, you make a reservation in our system that allows you to plan schedules for campaigns well in advance.

Total Audience

This is the number of unique people in your selected audience. Your actual audience size depends on your budget and how long your ads run.

Available Audience (aka inventory)

This is the estimated number of people based on your Page/Instagram account, campaign schedule, ad targeting, and market demand.

Reach

The number of unique people you want to reach.

Frequency Cap

The maximum number of times you want your ad to show to people. You can set a total cap as well as cap intervals to control frequency during specific time periods within the campaign.

Cost Per Impression (CPM)

The cost per 1,000 ad impressions. With reach and frequency buying, you can only use CPM bidding.

Standard Delivery

This is a way to deliver your ads automatically according to whichever is performing best among your options.

Sequenced Delivery

This is a way to set the order in which we will deliver your ads to your target audience.

Scheduled Delivery

This is a way to set the date ranges when each of your ads will be delivered to your target audience.