

Proven Countries

(For Targeting Cantonese Speaking People)

- Hong Kong
- Macau
- United States
- Canada
- United Kingdom
- Malaysia
- Australia
- China
- Singapore
- Taiwan
- Worldwide

(Excluding all countries here)

Proven Languages

(For Targeting Cantonese Speaking People)

- **[For HK/Malaysia]** Simplified Chinese (China)
- Traditional Chinese (Hong Kong)
- Traditional Chinese (Taiwan)

Naming Conventions

For Cold Traffic Campaigns

Business Manager >> Ad Account >> Ads Manager

- **Campaign Naming Convention:** [Campaign] • [Cold/Warm/Hot] Traffic • [Objective]
- **Ad Set Naming Convention:** [Ad Name] • [Country] • [Interest] • [Language] • [Age] • [(Male/Female)]
- **Ad Naming Convention:** Variation [#1-4] **OR** Boosted Post

Cold Ad Set Checklist

- **Conversion:** Select the right pixel + Conversion event
- **Audience:** Set your audience
- **Placement:** Only select Facebook Feeds for cold traffic and Automatic for warm traffic
- **Optimization & Delivery:** Optimize for conversions + 1 Day Click (Lowest Cost)

Budget Optimization

- **Cold advertising:** HK\$80 / 10,000 ratio
- **Warm advertising:** HK\$390 - HK\$780 / 10,000 ratio
- **Hot advertising:** HK\$800 - HK\$1,550 / 10,000 ratio