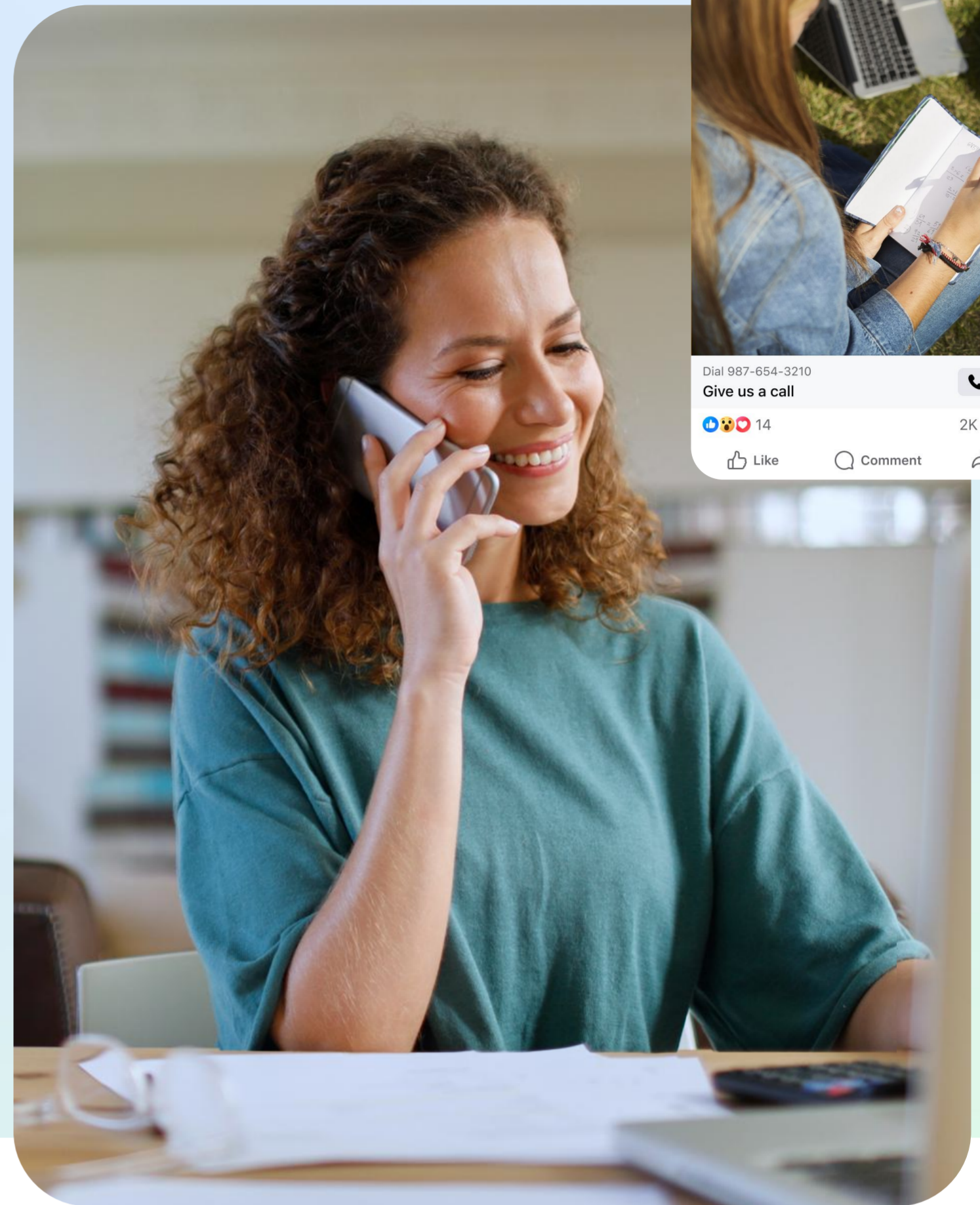


LEAD ADS WITH CALLING

Encourage phone calls from potential customers during the moment of consideration



Generate leads by encouraging people to call you directly from a lead ad on Facebook, or after driving them to your website. Calls can be a powerful way to connect with high-intent potential customers on their preferred surface.

Types of lead ads with calling

Call ad

Request a callback

Call add-on

Call ad

Remove friction in the moment of consideration, by allowing people to contact you quickly and get answers about products or services. Call ads allow people who see your lead ad to get in touch without leaving the Facebook app, by clicking a “Call now” button.



CALL ADS USE CASES

- Maximize inbound calls from leads
- **Book appointments** (e.g. auto dealerships, personal care or medical services, real estate inquiries) .
- **Assist with more complex or longer term sales cycles** (e.g. insurance plans, clinical trial signup, course enrollment).
- **Support customers who are less digitally savvy** and hesitant to share their information through a form or messaging platform.

 [Learn more about call ads](#)

Call ad user experience improvements have significantly reduced cost and conversion rate for high-value phone calls⁷

21%

median reduction in cost per 60-second call

25%

median increase in conversion rate per 60-second call

compared to call ads that ran prior to product improvements

CASE STUDY

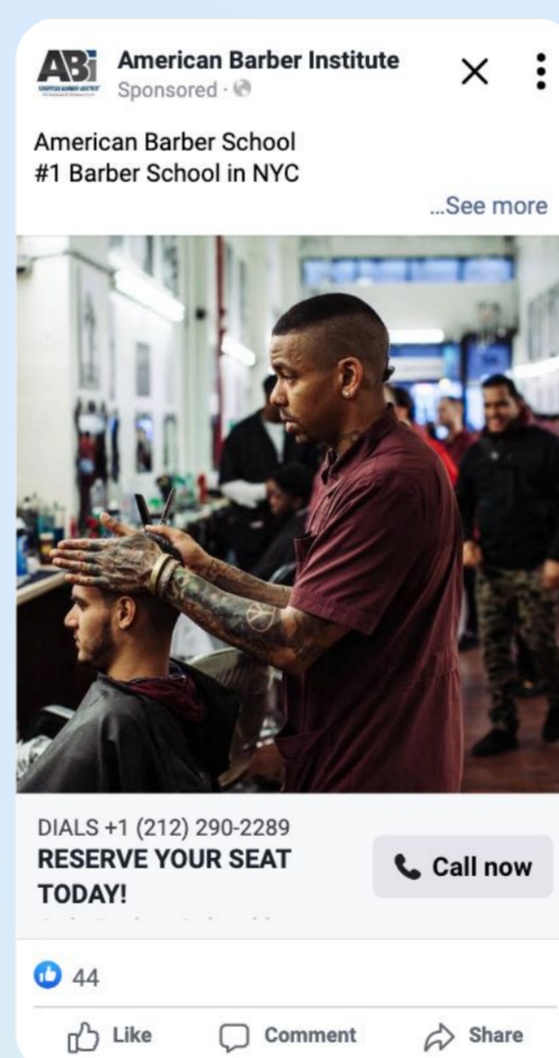
American Barber Institute, the barber and beauty school used call ads to enroll new students over the phone and reduced cost per quality lead while increasing volume.

50% lower cost per qualified lead*

2x volume of leads generated**

compared to campaigns with a Traffic objective, optimizing for website link clicks¹

[Learn more](#)



Campaign setup

Objective: Leads

Conversion location: Calls

Destination: Enter the phone number for people to call

Optional: Enable callback requests

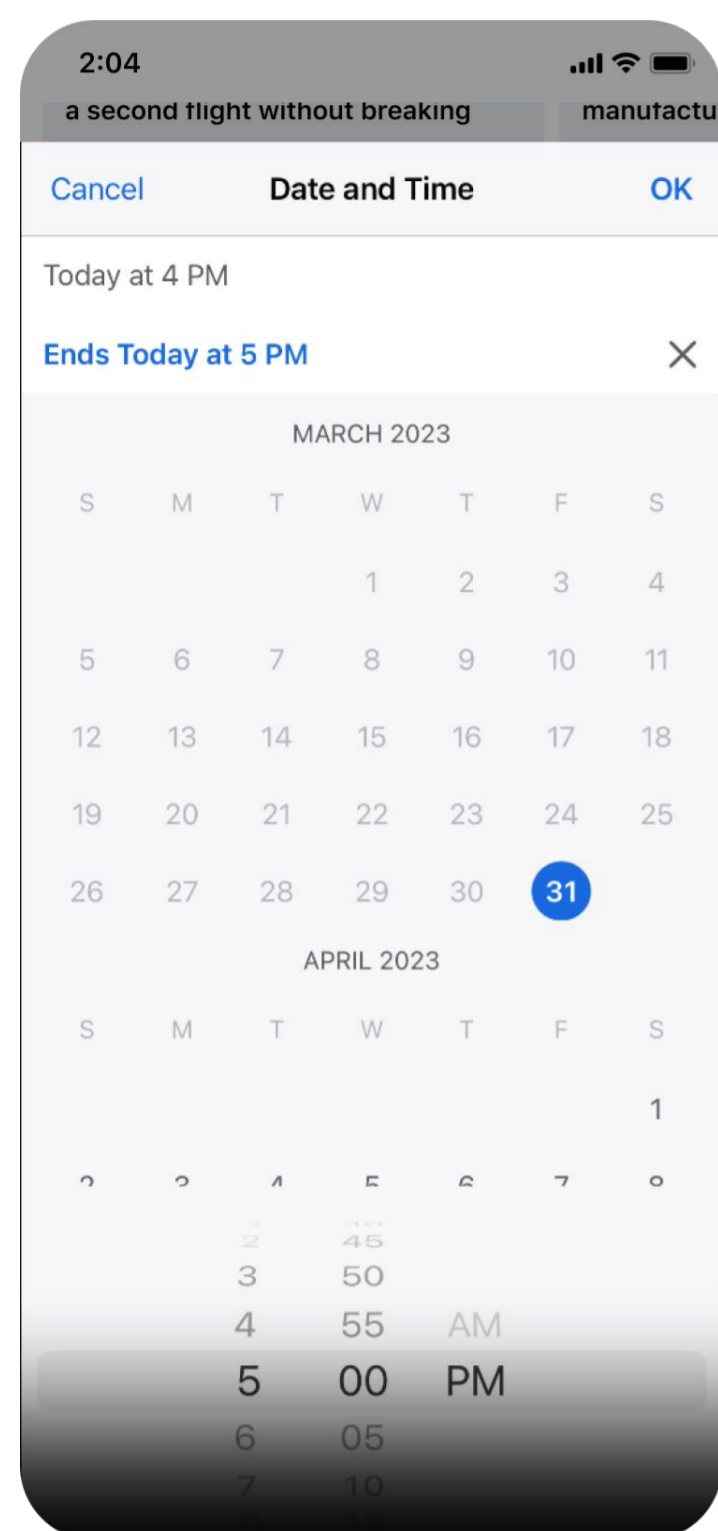
Optional: Attribute calls you receive from customers back to specific call ad campaigns for website events, app events or offline events. Choose your attribution setting at the ad set level when creating a call ad campaign in Meta Ads Manager.

Visit the Business Help Center

- Metrics for call ads
- Create a custom conversion for call ads offline events
- Learn more about call ad supported objectives and placements

Request a callback

Give people the option to have you call them back at a specific date and time. Request a callback makes it easier to collect a higher volume of leads while learning valuable information about when customers prefer to be contacted.



REQUEST A CALLBACK USE CASES

- **Generate leads 24/7**, even when you're unable to receive phone calls or your business is closed.
- **Allow leads to still express interest even if they aren't able to call right away** when they see your ad (e.g. caretakers, medicare insurance, personal injury lawyers).

NEW: Eligible businesses will now automatically receive email notifications when customers submit callback requests.

Downloading your callback requests

OPTION 1

NEW: Bulk download from Ads Manager

Efficiently manage callback requests by bulk downloading a CSV file with leads, their contact information and preferred date and time to receive the call.

Best for larger businesses generating a scaled volume of leads.

OPTION 2

Access individual messages from Messenger

Receive a templated message in Messenger with the person's contact information and preferred date and time to receive the call.

Best for smaller businesses looking to make more personalized connections with customers.



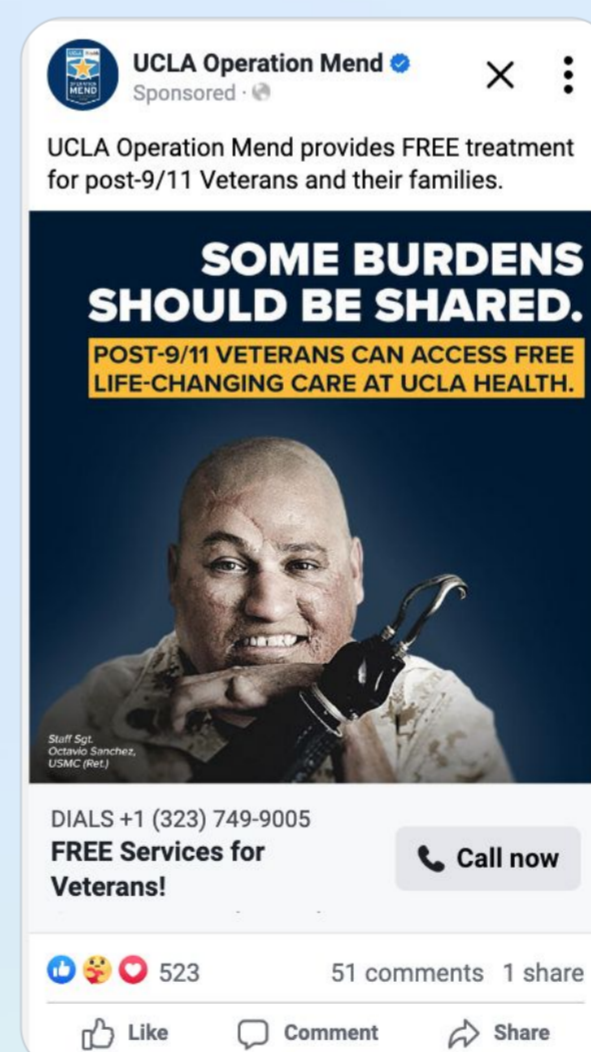
CASE STUDY

UCLA Health used call ads with the request a callback feature to increase new patient acquisition and make it as easy as possible for patients or their caregivers to take action, resulting in:

89% lower cost per lead

9x volume of leads generated

compared to campaigns with a Traffic objective, optimizing for website link clicks¹



Campaign setup

Objective: Leads

Conversion location: Calls

Destination: Provide the phone number customers should call to reach you. Check the "Request a callback" box to receive callback requests via Messenger.

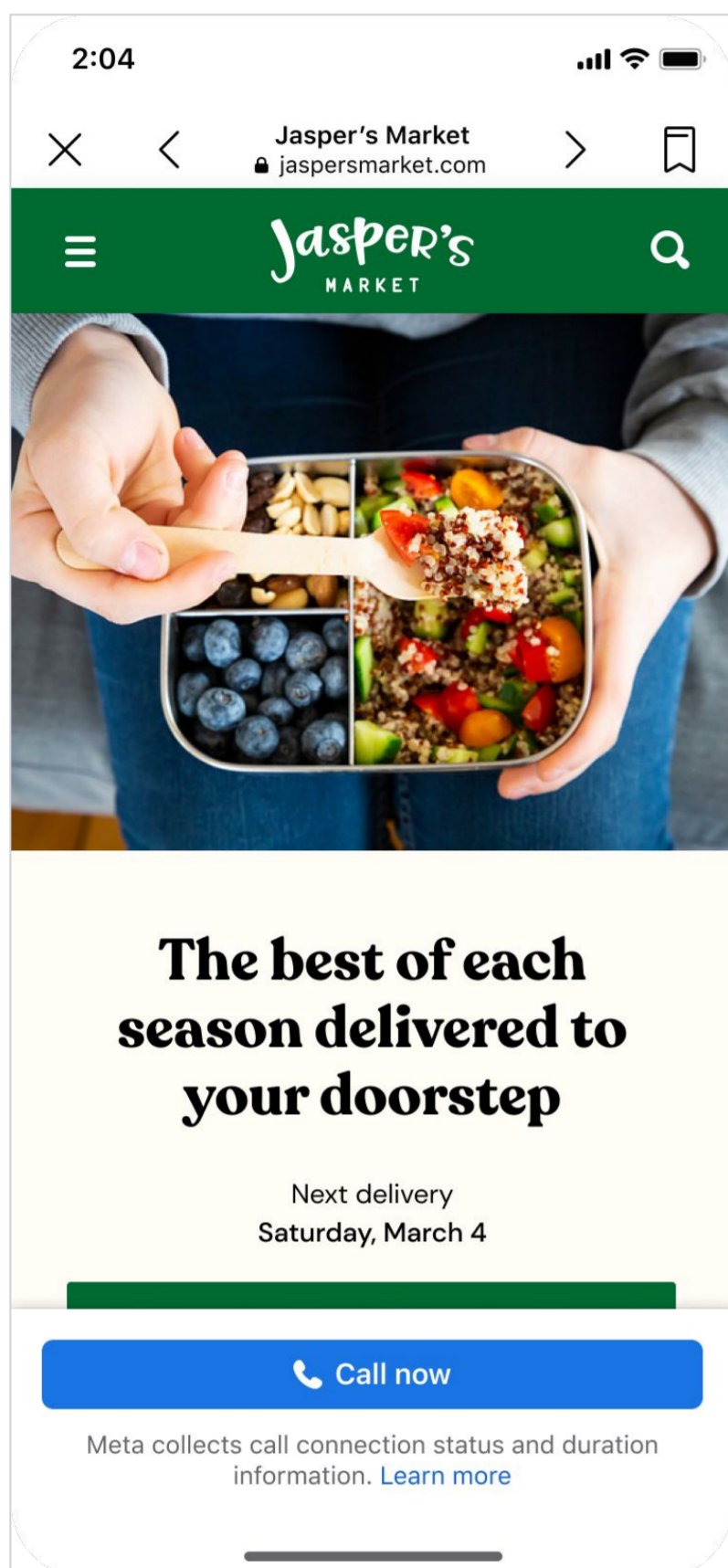
Experience: Potential customer provides a day, time and phone number to be reached. Outbound calls happen via Messenger for continuity.



Learn more about
callback requests

Call add-on

Add a frictionless call now option to your website when running a lead ad with website form. Call add-ons drive potential customers to your website, where they can access full details about your products or services, and have the option to call you or take another action from there. When leads click your lead ad, they'll be directed to your website where a call now button will be visible as an overlay at the bottom of the page.



CALL ADD-ON USE CASES

- Collect **policy-restricted information** from leads, to deliver accurate quotes or application results, by driving people to your website, and making a call now option available there.
- Encourage **higher-intent actions that must happen on your website** (e.g. booking an appointment, generating a quote).
- Support customers with **higher consideration products or services** by allowing them to call from your website without friction



Learn more about call add-on

Campaign setup

Objective: Leads

Conversion location: Website

Destination: Select Website and enter a website URL and display link

Browser add-ons section: Select Call and enter a phone number. Change your country code from the dropdown menu, if needed.

Optional: Attribute calls you receive from customers back to specific call ad campaigns for website events, app events or offline events. Choose your attribution setting at the ad set level when creating a call ad campaign in Meta Ads Manager.



CASE STUDY

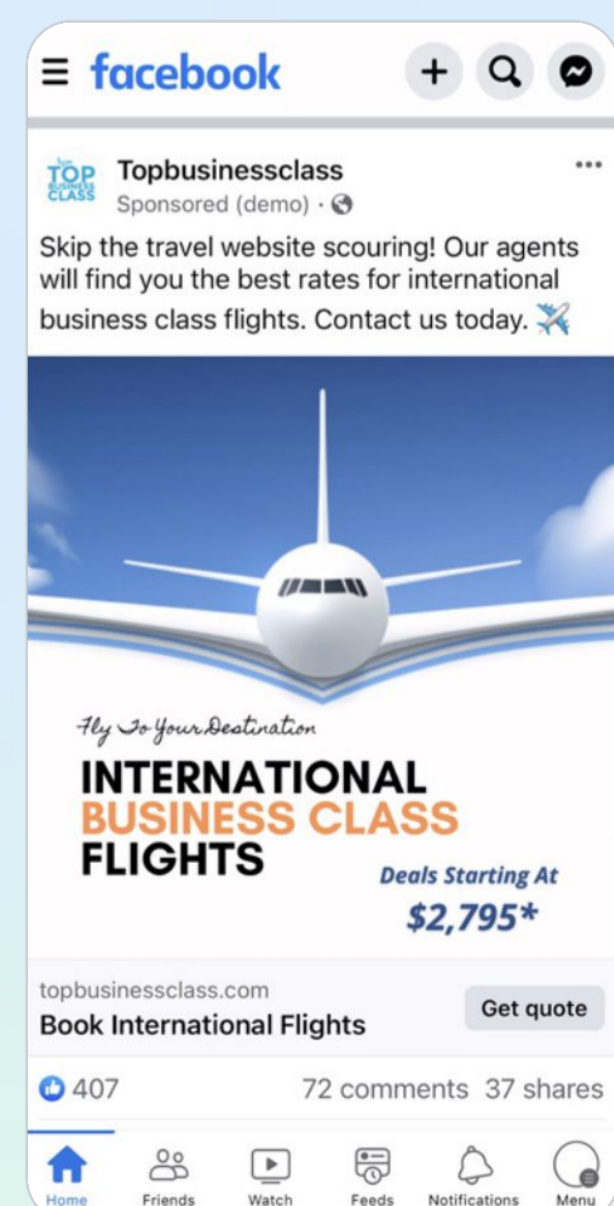
Top Business Class, a boutique travel agency, tested the call add-on feature and saw an increase in qualified leads with a lower cost per incremental qualified lead.¹

22% increase in qualified lead volume

24% lower cost per incremental qualified lead

compared to campaigns not using call add-on

[Learn more](#)



Build a more effective call ads strategy with these best practices

- ✓ **Adopt a mixed lead ads strategy:** Call ads can be used in combination with forms or messaging lead ad campaigns, as an option for people who prefer live support. For example, run a complementary instant forms campaign outside of business hours, or 24/7 to ensure prospects can get in touch any time, in the channel they prefer.
- ✓ **Use the leads objective for call ads:** Which now optimizes your campaign for 60-second phone calls, and can deliver a 59% cost reduction per 60-second call compared to call campaigns using the previous link clicks optimization model.
- ✓ **Schedule call ads:** When running call ads or a call add-on, schedule ads to run only when your business is available for calls.
- ✓ **Allow leads to request a callback:** Use the request a callback feature for call ads to make it easy for people to register their interest even if they aren't ready to call in the moment.
- ✓ **Use offline conversion attribution:** Track offline conversions and attribute them back to a specific call ad campaign.

Call ad reporting metrics

Get more insight into your highest-value customers.
Now available in US, Mexico, Brazil, Canada, Australia, Israel.

Customer calls placed

Total calls placed to your business, by clicking a call ad.

Call confirmation clicks

Estimated clicks to place a call to your business from a call ad.*

20-second calls

Total calls placed resulting in successful connections lasting at least 20 seconds.

Your standard for how many reliable calls may be coming into your business.

60-second calls

Total calls placed resulting in successful connections lasting at least 60 seconds.

Your higher value calls – whether it was a live conversation with an agent or leaving a voicemail.

Callback Requests

Total messages received from customers requesting a call from your business

Longer call metrics give a more detailed picture of customer interactions and can help qualify leads.

*only available outside the above markets

Campaign set up: Lead ads with calling

	Call ad	Call add-on
Ads Manager Setup		
Conversion attribution	Attribute calls you receive from customers back to specific call ad campaigns for website, app or offline events. Choose your attribution setting at the ad set level when creating a call ad campaign in Meta Ads Manager.	
Best practices	<ul style="list-style-type: none"> • Call ads only appear as mobile placements and will not be shown on desktop, making it even more important to follow mobile-first best practices. • Schedule call ads or a call add-ons to run when your business can take calls. You can also use the Request a Callback feature to let people tell you when to call them. 	
More ways to create call ads	<ul style="list-style-type: none"> • Create a call ad through Ads Manager for full call ad functionality. • Easily convert top-performing posts into call ads. • Third-party developers can create call ads using the Marketing API from Meta • Meta Business Suite 	
Objective	Leads, sales, traffic, engagement	Leads or traffic
Conversion location	Calls	Website
Performance goal	Maximize number of calls <small>Note: "Maximize number of calls" optimizes for 60-second calls</small>	Maximize number of conversions on your website
Destination	Your business phone number	Call add-on
Budget	Advantage campaign budget : Automatically manage your budget across ad sets to get the best results.	
Audience	Advantage+ audience : Automate who sees your ads and reach people most likely to respond.	
Creative	Advantage+ creative : Automatically optimize images and videos to versions your audience is more likely to interact with. Creative enhancements are designed to help improve ad performance while maintaining the core message of your ad campaign.	
Placements	Advantage+ placements : Automatically find the most cost-effective placement for your ad. Facebook Reels are now part of both Advantage+ placements and manual placements for call ads. Learn more about supported objectives and placement options.	
Reporting metrics	Estimated call confirmation clicks, Calls placed, 20-second calls, 60-second calls, Callback requests submitted Learn more	
Measurement		
Learning agenda for calling	If you run traffic campaigns with a link clicks performance goal to get callers, test against call ads with a leads objective.	If you run traffic campaigns with a link clicks performance goal to get website actions, test against call add-on with a leads objective.