

META ADS

How to advertise a local business on Facebook, Instagram, Messenger and WhatsApp. You will see how Meta's ad system works, how to build a Click-to-WhatsApp or lead form campaign, what ads really cost when you pay from Türkiye, and how to read the results. Every step is applied to one fictional example: Örnek Oto Servis, a 12-person car repair shop in Ümraniye, İstanbul.

SECTIONS	READING TIME	LEVEL	MARKET FOCUS
14	≈ 3.5 h	Beginner	Türkiye + global
BUILDS ON Marketing Crash Course modules 03 (the numbers that matter), 05 (measure before you spend), 09 (paid ads fundamentals) and 11 (Meta Ads essentials)			

GUIDE MAP

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SECTION 01 / 14

META'S AD WORLD

READ 15 min	BUILDS ON Crash Course module 11	
YOU WILL BE ABLE TO Name Meta's ad tools, connect your accounts in one business portfolio, and estimate what ads really cost when you pay from Türkiye.		

One Meta campaign can show the same ad on Facebook, Instagram, Messenger, Threads, Audience Network and inside WhatsApp Status [Jon Loomer, Dec 2025] [CNBC, Jun 2025]. For

a repair shop, these apps are where many local drivers scroll every day. Before you spend money, three things must be clear: which tool you use, how your accounts are connected, and what you will really pay.

62.3M

Instagram ad reach in Türkiye, 70.9% of the population (late 2025)
[DataReportal, Nov 2025]

34.7M

Facebook ad reach in Türkiye, 39.5% of the population
[DataReportal, Nov 2025]

12.8M

Messenger ad reach in Türkiye
[DataReportal, Nov 2025]

"Ad reach" is the number of people a platform says its ads can reach. It is not the same as monthly active users, and it can include duplicates. WhatsApp has no ad-reach figure here, but TÜİK's 2026 survey found that 90% of internet users aged 16–74 use it, the highest of any app [DHA (TÜİK), Aug 2026].

Where your ads can appear

A **placement** is a spot inside an app where an ad can show, for example Instagram Reels or the Facebook Feed. Section 05 covers sizes and shapes for each one.

APP OR NETWORK	PLACEMENTS AND USES	WHAT IT MEANS FOR A REPAIR SHOP
Facebook	Feed, Reels, Stories, Marketplace, search results, Notifications, Profile feed, in-stream video	Notifications and Profile feed were added as placements in 2025 [Jon Loomer, Dec 2025].
Instagram	Feed, Stories, Reels, Explore, Profile feed	Vertical video (Reels and Stories) is the main format.
Messenger	A placement, and a chat destination ("Click-to-Messenger")	An ad can open a Messenger chat with your Page.
WhatsApp	(a) Destination: Click-to-WhatsApp ads run on Facebook or Instagram and open a WhatsApp chat with you. (b) Placement: ads in the Updates tab (Status), announced 16 June 2025 and rolled out in phases [CNBC, Jun 2025].	The destination is the most useful part. Whether Status ads are available in Türkiye is not confirmed . Private chats show no ads.
Threads	Threads Feed placement, "now fully rolled out" [Jon Loomer, Dec 2025]	Availability for advertisers in Türkiye is not confirmed .

APP OR NETWORK	PLACEMENTS AND USES	WHAT IT MEANS FOR A REPAIR SHOP
Audience Network	Ads inside other companies' apps	Often cheap, sometimes low quality. You can lower its bid with a "value rule" (a setting that makes Meta bid less, or more, for one group or placement; Section 04) instead of removing it.

Business Suite, Ads Manager or Boost?

Meta gives you three ways to create ads. They share the same ad account, so a boosted post also shows up in Ads Manager reports.

META BUSINESS SUITE

business.facebook.com. The daily dashboard: posts, a shared inbox for Facebook, Instagram and (if linked) WhatsApp messages, insights and simple ads.

Use it for answering messages and posting.

ADS MANAGER

adsmanager.facebook.com. The full ads tool: objectives, ad sets, budgets, lead forms, A/B tests, columns, breakdowns and attribution settings.

Use it for every planned campaign in this guide.

BOOST

A one-screen way to turn an existing post into an ad from the Page, Instagram or Business Suite. It has fewer options. The Turkish button is likely *Gönderiyi Öne Çıkar* (boost post), but this label is **not confirmed**.

Section 12 explains when boosting is fine.

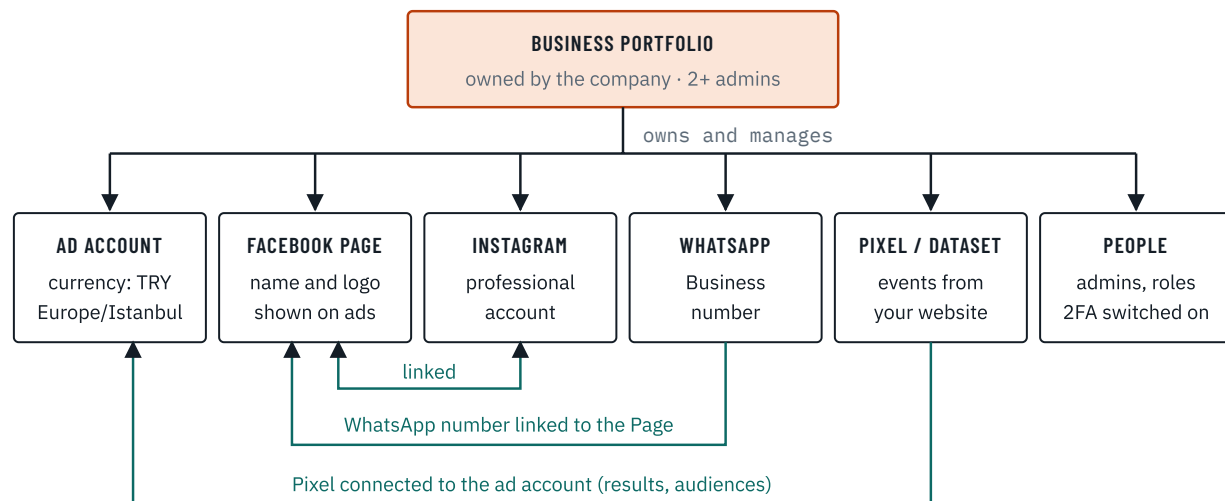
Three more tools appear in this guide: **Events Manager** (where website data from the Pixel arrives), the **Meta Ad Library** (a public library of ads, facebook.com/ads/library) and **Account Quality** (facebook.com/accountquality , where you see policy problems and request reviews) [Meta Transparency Center].

How the pieces connect

KEY TERM

Business portfolio — the "container" that owns your Facebook Page, Instagram account, ad accounts, WhatsApp Business account, Pixel and the people who can use them. It was called *Business Manager* until 2024, and many help pages still use the old name [Blue River Digital, Sep 2025].

Pixel (dataset) — a small piece of code on your website that reports visits and actions to Meta. Events Manager stores this data in a "dataset". Section 10 explains it.



One container holds everything. The business portfolio owns the assets and controls who may use them. The green links at the bottom make Click-to-WhatsApp ads and website reporting work.

Set up the foundation (one time, about 1–2 hours)

The menu names below are as reported in 2025–2026. Meta tests new layouts on some accounts first, so look for the closest match if a label is missing.

01 Secure the people first.

Every admin turns on two-factor authentication (2FA, a code from a phone app or SMS in addition to the password): [Settings > Accounts Center > Password and](#)

security > Two-factor authentication . Add at least two trusted admins, for example the owner and the person who runs marketing, so one lost login does not lock you out. This is good practice; Meta's exact 2FA rules were not verified for this guide.

02 Create or confirm the business portfolio.

Go to `business.facebook.com` > `Settings` (*Ayarlar*). Use the company's legal name. Add the Page, Instagram account, ad account, WhatsApp account and dataset (Pixel) under `Accounts` and `Data sources` .

03 Link Instagram and the Page.

In `Accounts Center` , or in Page settings > `Linked accounts` .

04 Link WhatsApp.

Page settings > `Linked accounts` > `WhatsApp` : enter the WhatsApp Business number and confirm the code. Or, in the WhatsApp Business app: `Tools` > `Advertise on Facebook/Instagram` [`WhatsApp Business`].

05 Create the ad account in TRY.

Choose currency **TRY** and time zone **Europe/Istanbul**. The currency is permanent for an ad account; changing it later means opening a new account

[Dijitarya, Jul 2026].

06 Add payment and tax details.

`Ads Manager` > `Billing & payments` : add a company card, the company tax number (*VKN, vergi kimlik numarası*) and the legal address, so invoices go to the company. You can also set an account spending limit as a safety cap.

07 Give the smallest access people need.

An agency should get the ad account and the Page, not full control of the portfolio. In 2024–2025 the role names were "Full control" and "Partial access"; the exact current labels are **not confirmed**. Agencies should connect through their own portfolio (partner access).

What you really pay when you advertise from Türkiye

Meta has offered TRY billing to Turkish advertisers since 2022. Your card is charged when spend reaches a billing threshold, which starts around \$25 and rises in steps up to about \$750; any balance left is charged at month end [Dijitarya, Jul 2026]. Invoices come from Meta in Ireland, so use a company Visa or Mastercard with online and international payments switched on; ask your bank if a charge is refused. If you choose manual payment instead, you load money into the account first and spending is taken from that balance; check under **Billing & payments** whether your account offers it [Dijitarya, Jul 2026].

The tax number matters. When you enter your VKN, Meta does not add VAT [Muhasebe News]. If no VKN is entered, Meta treats you as a private consumer and puts 20% Turkish KDV on the invoice [Dijitarya, Jul 2026]. Ask your accountant how that invoice can be booked. With the VKN entered, three items change your real cost:

- **KDV (VAT) 20%.** You declare it yourself as *sorumlu sıfatıyla KDV* (VAT as the responsible party) on the *2 No'lu KDV Beyannamesi* (VAT return no. 2) and deduct it on the regular return. For a VAT-registered company the net effect is usually zero [İstanbul Mali Müşavirlik, 2026].
- **Stopaj (withholding tax) 15%.** Payments abroad for internet advertising carry 15% withholding under Presidential Decree 476 (2019), declared on the *Muhtasar* return. This is a real extra cost [Dijitarya, Jul 2026].
- **Meta location fee 5%.** In March 2026 Meta announced "location fees" based on where the viewer is: Türkiye 5%, shown as a separate invoice line and not taken from your campaign budget [Jon Loomer, Mar 2026]. The start date for Türkiye, 1 July 2026, comes from a Turkish agency [Bossy Digital, Jun 2026]. Meta's own help page on the fee exists, but its text could not be read for this guide [Meta Help Center].

LINE	PER 1,000 TL	ÖRNEK: 12,000 TL / MONTH
Ad spend (what you type into Ads Manager)	1,000	12,000
Meta location fee, Türkiye 5% (separate invoice line)	+50	+600
Invoice total	1,050	12,600
Stopaj 15%, if calculated on the invoice total (your accountant decides the base)	≈ +157.50	≈ +1,890

LINE	PER 1,000 TL	ÖRNEK: 12,000 TL / MONTH
KDV-2 20%, declared and then deducted	≈ 210 (net 0)	≈ 2,520 (net 0)
Real cash cost	≈ 1,207	≈ 14,490
Calculation based on Jon Loomer, Bossy Digital, Dijitarya and İstanbul Mali Müşavirlik (linked above). Plan about +21% on top of the budget you enter. The 12,000 TL column uses Örnek Oto Servis example numbers. Tax treatment must be confirmed by your <i>mali müşavir</i> (accountant), including whether stopaj also applies to the location-fee line.		

WATCH OUT

The stopaj base, the location fee and the KDV-2 treatment above are one reading of 2026 sources, not tax advice. Confirm all three with your accountant before you set budgets. Türkiye's digital service tax (DST) is charged to Meta, not to you: 5% in 2026 and 2.5% from 1 January 2027 (Presidential Decision 10767)

[EY Tax News, Jan 2026]. A Turkish agency describes the location fee as the way Meta now passes such costs on to advertisers [Bossy Digital, Jun 2026].

TÜRKİYE

Türkiye blocked Instagram from 2 to 10 August 2024, nine days in total

[The National, Aug 2024]. The e-commerce association ETİD estimated losses of ₺17.1 billion; these figures are as reported in the press [Türkiye Today, Aug 2024]. Use Meta ads to bring people into channels you own: your phone line, your WhatsApp number, your website and a customer list collected with consent.

GLOBAL EXAMPLE

Meta renamed several things recently, so older tutorials use old words. Business Manager became the **business portfolio** (2024). Advantage campaign budget (earlier "CBO", one budget at campaign level that Meta shares between ad sets; Section 02) became **Advantage+ campaign budget** (2025). Advantage+ Shopping became **Advantage+ Sales** (2025). Engaged-view attribution (credit for a result after someone engages with an ad without tapping its link; Section 10) became **engage-through attribution** (March 2026) [Jon Loomer, Dec 2025] [Meta, Mar 2026].

ÖRNEK OTO SERVİS

Fictional setup: one business portfolio in the company's legal name, with the owner and the service advisor as admins, both with 2FA. One ad account in TRY. The WhatsApp Business number, Instagram and the Facebook Page are linked. The Pixel is on the WordPress site. Example numbers: the shop's test budget is 30,000 TL per month, and 40% goes to Meta, which is **12,000 TL per month ($\approx$ 400 TL per day)**. With the fee and stopaj, the owner plans about **14,490 TL** of real cash per month.

SELF-CHECK

Örnek Oto Servis enters a 400 TL daily budget. Using the logic above, roughly what is the real cash cost per day after the 5% location fee and 15% stopaj?

400 TL

$\approx$ 420 TL

✓ $\approx$ 483 TL

$\approx$ 560 TL

$400 \times 1.05 = 420$ TL on the invoice. Stopaj of 15% on 420 TL adds 63 TL, so about 483 TL. KDV-2 is declared and deducted, so it usually adds nothing net. Confirm the base with your accountant.

SELF-CHECK

You need a lead form, an A/B test and a saved report. Which tool do you use?

Boost from the Instagram app

✓ Ads Manager

The Meta Ad Library

Ads Manager is the full tool. Boost has fewer options, and the Ad Library only lets you look at ads; it cannot create them.

▼ SOURCES FOR THIS SECTION

1. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
2. [CNBC — Meta is bringing ads to WhatsApp \(Jun 2025\)](#)
3. [DataReportal — Digital 2026: Turkey \(Nov 2025\)](#)
4. [DHA — TÜİK 2026 household IT survey \(Aug 2026\)](#)
5. [Blue River Digital — Setting up your Meta business portfolio \(Sep 2025\)](#)
6. [WhatsApp Business — Grow sales using ads that click to WhatsApp](#)
7. [Meta Transparency Center — Advertising Standards](#)
8. [Dijitarya — Meta reklam faturalandırma eşiği, KDV ve stopaj rehberi 2026 \(Apr 2026, upd. Jul 2026\)](#)
9. [İstanbul Mali Müşavirlik — Google, Facebook, Instagram reklam vergi, stopaj, KDV \(2026\)](#)
10. [Muhasebe News — Meta, Google reklam giderlerinde KDV, stopaj ve belge düzeni](#)
11. [Jon Loomer — Meta Announces Location Fees \(Mar 2026\)](#)
12. [Bossy Digital — Türkiye'de Meta reklam maliyetleri \(Jun 2026\)](#)
13. [EY Tax News — Türkiye revises digital service tax rate for 2026 and 2027 \(Jan 2026\)](#)
14. [Meta Help Center — Location fees \(body text could not be read\)](#)
15. [The National — Turkey restores access to Instagram after nine days \(Aug 2024\)](#)
16. [Türkiye Today — What happened during the Instagram ban \(Aug 2024\)](#)
17. [Meta — Simplifying Ad Measurement for a Social-First World \(Mar 2026\)](#)

☐ MARK SECTION 01 AS DONE

SECTION 02 / 14

CAMPAIGN STRUCTURE AND OBJECTIVES

READ

15 min

BUILDS ON

Section 01 ·
Crash Course
module 09

YOU WILL BE ABLE TO

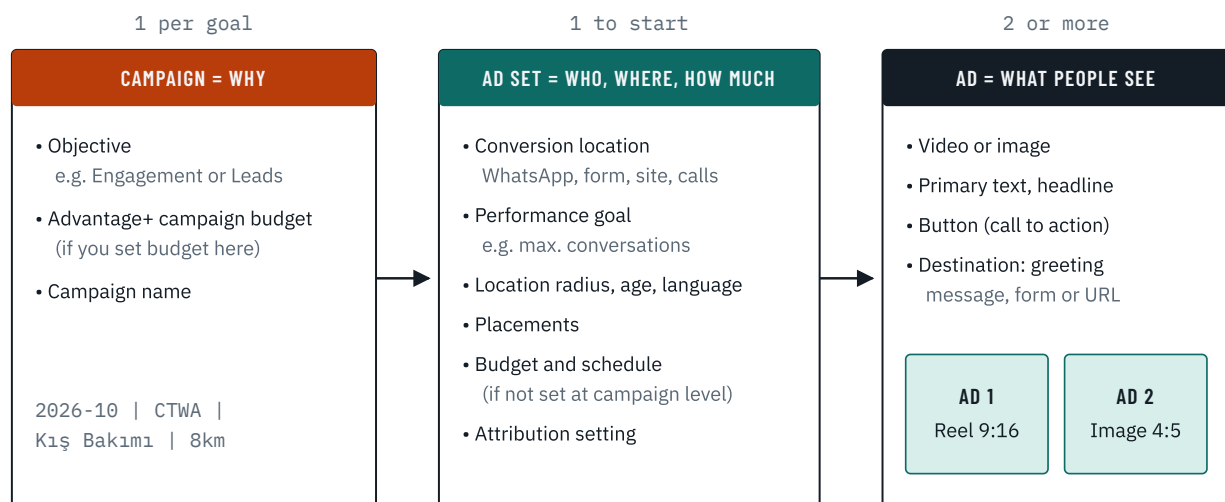
Explain what is decided at campaign, ad set and ad level, and pick the objective and settings that match a repair-shop goal.

Every Meta ad lives inside a three-level structure. If you choose the wrong settings at the top, Meta works hard for the wrong result, for example cheap likes when you wanted bookings. Jon Loomer puts it this way: "The objective itself does nothing... but it does assure you'll have access to the settings you need" [Jon Loomer, Feb 2026]. The real choice happens one level lower, in the ad set.

KEY TERM

Conversion location — where you want the result to happen: a WhatsApp chat, an instant form inside Facebook or Instagram, your website, or a phone call.

Performance goal — the result Meta should try to get as many of as possible for your budget, for example "Maximize number of conversations".



Campaign = why, ad set = who and how, ad = what people see. A beginner setup is one goal, one campaign, one ad set and at least two ads (one video, one image)

[Jon Loomer, Feb 2026].

Two 2025 changes matter here. Meta's documentation no longer recommends a maximum of six ads per ad set, and up to 50 are allowed. Ad set budget sharing can now move up to 20% of the budget between ad sets, even when you set budgets at ad set level [Jon Loomer, Dec 2025].

The six objectives

Since January 2024 new campaigns can only use these six objectives. The old "Store traffic" objective is no longer available [Webtonic] [Adweek]. The Turkish name for Leads, *Potansiyel Müşteriler*, is confirmed from Meta's Turkish text. The other Turkish names are translations; check them in your own account.

OBJECTIVE	TURKISH UI (LIKELY)	OPTIMIZES FOR	REPAIR-SHOP USE
Awareness	<i>Bilinirlik</i>	Reach, impressions, ad recall, video views	"Everyone within 8 km should know we exist." Cheap reach with a frequency cap. Not for leads.
Traffic	<i>Trafik</i>	Link clicks or landing page views	Sending people to a "Kış bakımı" landing page. Often brings low-quality clicks.
Engagement	<i>Etkileşim</i>	Post engagement, video views, messaging conversations (WhatsApp, Messenger, Instagram Direct)	Click-to-WhatsApp for a seasonal offer. The simplest start for a beginner.
Leads	<i>Potansiyel Müşteriler</i> (confirmed)	Leads from instant forms, messaging, calls or website forms	A lead form for appointments; call ads; qualified WhatsApp leads.
App promotion	<i>Uygulama Tanıtımı</i>	App installs and in-app actions	Not relevant.
Sales	<i>Satışlar</i>	Purchases or conversions on a website, app, messaging or calls	Only if the website takes online bookings or payments and tracking is solid.

Objectives and uses based on Jon Loomer, Webtonic and Adweek, as of 2026.

Which conversion locations each objective offers

The objective decides which conversion locations you can pick in the ad set, and the conversion location decides which performance goals appear. Jon Loomer counted 21 performance goals reachable through 71 combinations; the performance goal, not the

objective, decides how Meta delivers the ad [Jon Loomer, upd. Mar 2025]. The map below shows only the combinations a repair shop is likely to use.

OBJECTIVE	CONVERSION LOCATION	PERFORMANCE GOAL (EXAMPLES)	USE FOR ÖRNEK OTO SERVIS
Engagement	Messaging apps (WhatsApp, Messenger, Instagram)	Conversations	Click-to-WhatsApp: the first campaign (Section 07)
	Calls	Calls	Call ads, if offered in your account
Leads	Instant forms; Instant forms and Messenger; Messenger; Instagram	Leads; Conversion leads (instant forms only)	Tyre-change booking form (Section 08)
	Website; Calls	Conversions; Calls	Website booking form with a working Pixel
	Messaging apps	Leads from chats (a qualified-lead signal must be sent back)	Later, once bookings are reported back [Respond.io]
Traffic	Website; Messaging apps; Calls; Instagram profile	Landing page views, link clicks, conversations, calls, profile visits	Rarely; clicks are often low quality
Sales	Website; Messaging apps; Calls	Conversions, conversations, calls	Only when paid jobs are sent back to Meta
Awareness	None (on the ad)	Reach, impressions, ad recall, ThruPlay	Local reach with a frequency cap

Based on Jon Loomer's catalogue of performance goals (Feb 2024, updated Mar 2025) and Respond.io. In 2025 Meta also added a "Website and instant forms" conversion location for Leads [Jon Loomer, Dec 2025]. Meta changes these lists; your account shows the current options.

Pick an objective for your goal

Choose the goal that matters most to the shop right now. The tool shows the objective, the conversion location, the performance goal and the numbers to watch.

OBJECTIVE PICKER

More phone calls

More WhatsApp chats

More website visits

Collect phone numbers

Be known in the district

Bring past customers back

OBJECTIVE

Engagement (likely "Etkileşim"). Later you can test Leads with a messaging destination.

CONVERSION LOCATION

Messaging apps › WhatsApp (choose the linked number)

PERFORMANCE GOAL

Maximize number of conversations

WHAT TO MEASURE

Messaging conversations started and cost per messaging conversation started in Ads Manager; bookings and paid jobs from your WhatsApp labels.

Someone must answer chats within minutes in working hours. A chat nobody answers is wasted money.

Picker content is based on Jon Loomer, Respond.io and Meta, as of 2026. Menu labels differ between accounts.

Advantage+ and budget settings (as of 2026)

KEY TERM

Advantage+ — Meta's name for its AI automation. In 2025 Advantage+ became the default for Sales, App and Leads campaigns. It switches on three levers:

Advantage+ audience, Advantage+ placements and Advantage+ campaign budget. If you change one of them, the campaign may show Advantage+ as "off", but it still works [Jon Loomer, Feb 2025].

SETTING	WHAT IT DOES	BEGINNER CHOICE
Advantage+ campaign budget	You set the budget at campaign level and Meta moves money between ad sets. Formerly "Advantage campaign budget", earlier "CBO" [Jon Loomer, Dec 2025].	With only one ad set, campaign and ad set budgets behave the same.

SETTING	WHAT IT DOES	BEGINNER CHOICE
Daily budget	Meta may spend up to 75% more on a good day but keeps weekly spend at or below 7× the daily budget (a secondary source quoting Meta) [Stackmatix, 2026].	Good for an always-on campaign.
Lifetime budget	Spreads spend across set dates and allows ad scheduling (showing ads only at certain hours) [Jon Loomer glossary].	Useful if you can answer WhatsApp only in working hours.
Scheduled budget increases (new in 2026)	Meta suggests raising the budget on "high opportunity" days [Jon Loomer, Mar 2026].	Treat with caution.
Opportunity score (0–100)	Rolled out globally in 2025 to push you toward Meta's recommendations [Jon Loomer, Dec 2025].	Read it as advice. It does not grade your results.

Meta's own figures (not independent): in October 2025 Meta said Advantage+ leads campaigns were available globally and showed "14% lower cost per lead and 10% lower cost per qualified lead, on average" [Social Media Today, Oct 2025].

TÜRKİYE

Mercedes-Benz Türkiye and its agency OMD compared Advantage+ leads campaigns with their usual manual setup in an A/B test in Ads Manager. Advantage+ brought 34% more leads at a 24% lower cost per lead. The page shows no date [Meta success story]. Section 13 has the details.

GLOBAL EXAMPLE

Meta unified the way Advantage+ campaigns are built through its API on 29 May 2025, and creating the older "ASC/AAC" campaign types through the API ended with API version 25.0 (Q1 2026) [PPC Land, May 2025]. If a tutorial mentions "Advantage+ Shopping campaigns", it describes the old setup.

ÖRNEK OTO SERVİSİ

The owner's two goals map to two setups. The winter check (*Kışa hazırlık bakım kontrolü*, winter-readiness check) is a conversation, so it gets **Engagement › Messaging apps › WhatsApp › Maximize number of conversations**. Winter tyre changes (*kış lastiği değişimi*) need a time slot, so they get **Leads › Instant forms › Maximize number of leads**. Section 11 builds both.

WATCH OUT

Choosing Traffic, or Engagement with a "post engagement" goal, when you want bookings gets you cheap clicks and likes instead of customers [Jon Loomer, Feb 2026].

SELF-CHECK

At which level do you choose WhatsApp as the place where the result happens?

Campaign

✓ Ad set (conversion location)

Ad

The conversion location and performance goal sit in the ad set. The campaign objective only unlocks the settings you can choose there.

SELF-CHECK

The shop wants more booked tyre changes. Which setup fits best?

Awareness, optimized for reach

Engagement, optimized for post engagement

✓ Leads with an instant form

Bookings need contact details and a time slot. A lead form collects both. Reach and post engagement do not.

▼ SOURCES FOR THIS SECTION

1. [Jon Loomer — A Beginner's Checklist for Meta Advertising \(Feb 2026\)](#)
2. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
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6. [Stackmatix — Meta Ads minimum daily budget 2026](#)
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8. [Jon Loomer — Meta Announces Location Fees \(Mar 2026\)](#)
9. [Social Media Today — Meta lead gen ad updates \(Oct 2025\)](#)
10. [PPC Land — Unified API structure for Advantage+ campaigns \(May 2025\)](#)
11. [Meta success story — Mercedes-Benz Türkiye](#)
12. [Respond.io — Click-to-WhatsApp ads guide](#)
13. [Jon Loomer — 21 Performance Goals: The Focus of Meta Ads Optimization \(Feb 2024, upd. Mar 2025\)](#)

☐ MARK SECTION 02 AS DONE

SECTION 03 / 14

HOW META DECIDES WHO SEES YOUR AD

READ
12 min

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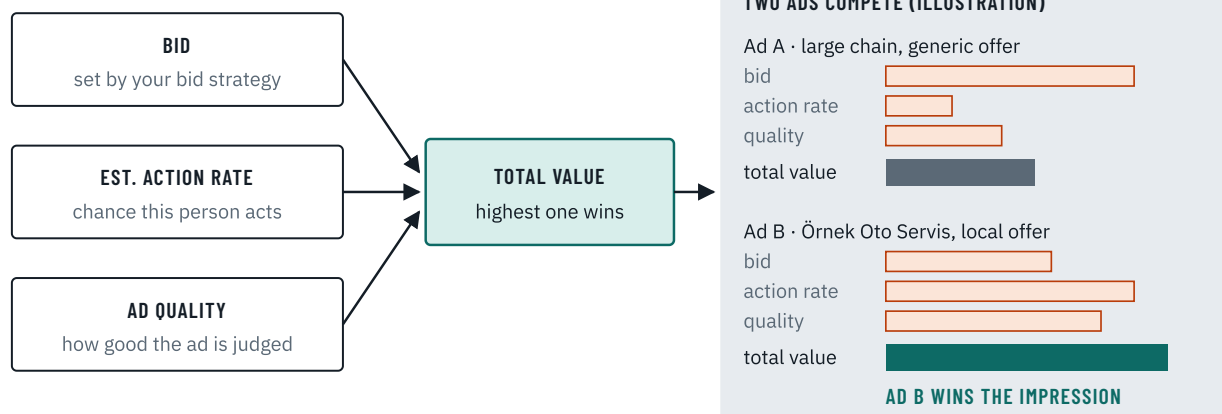
YOU WILL BE ABLE TO

Explain why a small, relevant ad can beat a bigger advertiser, read the learning phase status, and choose a bid strategy.

Each time someone opens Instagram or Facebook, Meta runs an auction for the ad slots on that screen. Knowing how the auction works explains two things a shop owner sees: a small local ad can win against a big chain, and editing an ad set every day makes results worse.

KEY TERM

Auction — "The winner of the auction is the ad with the highest total value, based on bid, estimated action rates, and ad quality" [Jon Loomer glossary]. The **bid** is what you are willing to pay. The **estimated action rate** is Meta's guess of how likely this person is to take the action you chose, for example starting a chat. **Ad quality** is how good Meta judges the ad to be.



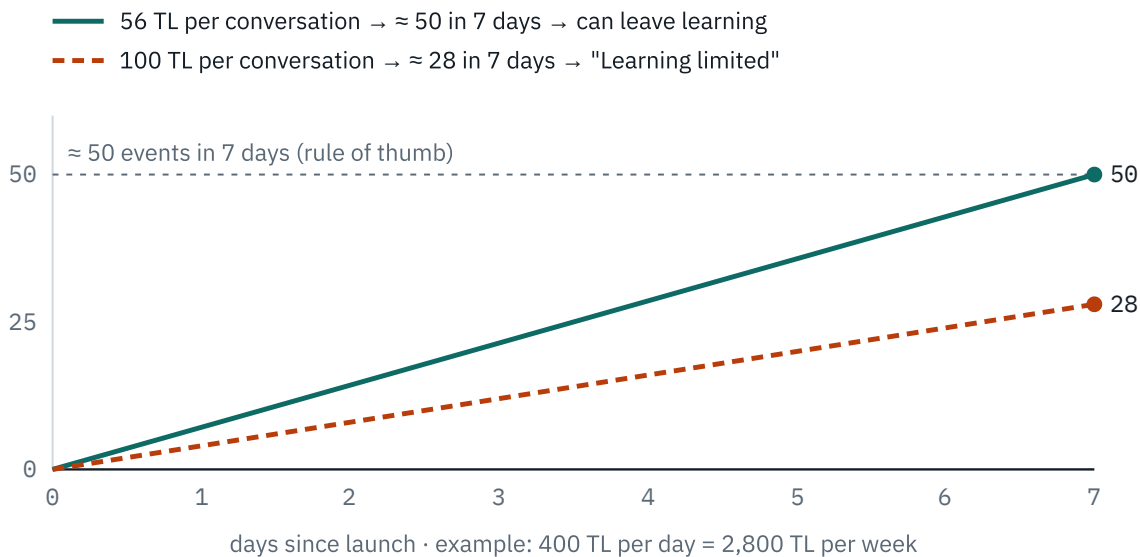
A relevant local ad can beat a bigger bid. The three inputs come from the source above. Bar lengths are illustrative; Meta's exact formula and weighting are not shown in the sources used for this guide.

The learning phase

KEY TERM

Optimization event — one result of the kind you asked Meta to get, for example one WhatsApp conversation started. **Learning phase** — the period after launch, or after a significant edit, when Meta tests who responds. **Learning limited** — the status Ads Manager shows when an ad set does not get enough events to finish learning.

Meta's documented rule of thumb is about **50 optimization events per ad set in 7 days**. In 2024 Jon Loomer saw a temporary "10 events in 3 days" test, but "Meta's official documentation... still reflects 50 events in seven days" [Jon Loomer, Jul 2024]. In 2025, adding new ads often did not restart learning [Jon Loomer, Dec 2025]. You will often read that a budget change of "more than 20%" resets learning; that number comes from secondary sources and is **not confirmed** as an official threshold.



Budget ÷ cost per result decides how fast Meta learns. $2,800 \text{ TL} \div 50 = 56 \text{ TL}$. Above that cost, a 400 TL daily budget cannot reach 50 results a week. Example numbers for Örnek Oto Servis.

"Learning limited" is acceptable for a local shop. Exiting learning is a guideline, and Meta does not require it [Jon Loomer, Mar 2026]. Do not raise the budget only to leave learning. What matters is the cost per booking in your own records (Section 09).

Bid strategies

BID STRATEGY	WHAT IT DOES	FOR A REPAIR SHOP
Highest volume (default)	Spends the budget and gets as many results as possible.	Use this to start.
Cost per result goal	Aims at an average cost. It is a target, not a hard cap. A goal set too low can stop delivery.	Later, once you know your real cost per result.

BID STRATEGY	WHAT IT DOES	FOR A REPAIR SHOP
Highest value / ROAS goal	Optimizes for purchase value. Needs values sent to Meta.	Not at first.
Bid cap	Sets a maximum bid in each auction.	Advanced users only.

Source: [Jon Loomer glossary — bid strategy](#).

How to work with the auction

01 Launch with Highest volume.

Leave the bid strategy on the default in the ad set or campaign budget settings.

02 Wait about 7 days before big decisions.

Constant edits keep the ad set learning. Change ads and offers, not settings

[Jon Loomer, Feb 2026].

03 Improve the action rate with better ads.

A clear local offer and a strong first second raise the chance that people act, which raises total value without raising the bid (Section 06).

TÜRKİYE

The main seasons for *oto servis* (car service) ads are *kış lastiği / kış bakımı* (winter tyres and winter maintenance, October–December) and *yaz lastiği / klima bakımı* (summer tyres and air conditioning, March–May), plus checks before bayram (holiday) trips. No reliable Türkiye data on how auction prices change in these weeks was found (Oct 2026), so compare your own CPM (cost per 1,000 impressions) week by week.

GLOBAL EXAMPLE

Jon Loomer's 2024 note is a good reminder that Meta tests changes on some accounts first. What a forum post calls "the new rule" may be a test that reached only part of the advertisers [Jon Loomer, Jul 2024].

ÖRNEK OTO SERVİS

Example numbers: 400 TL per day is 2,800 TL per week. If a conversation costs 100 TL, the shop gets about 28 a week and sees "Learning limited". The owner keeps the campaign running because 28 conversations can still produce several bookings, and checks the cost per booking on day 14.

SELF-CHECK

How can Örnek Oto Servis win an impression against a chain that bids more?

Only by raising its bid above the chain's

✓ **With a higher estimated action rate and better ad quality**

By narrowing the audience to one interest

Total value combines bid, estimated action rate and ad quality. A relevant local ad that people respond to can have a higher total value with a lower bid.

SELF-CHECK

After one week the ad set shows "Learning limited" with 28 conversations. What is the sensible reaction?

Double the budget at once to leave learning

✓ **Keep it running and judge cost per booking from your own records**

Delete the ad set and start again

Leaving learning is a guideline. For a local shop with a small budget, "Learning limited" is normal. Bookings and cost per booking decide.

▼ SOURCES FOR THIS SECTION

- 1. [Jon Loomer glossary — Auction](#)
- 2. [Jon Loomer — Is the Learning Phase 10 or 50 Events? \(Jul 2024\)](#)
- 3. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
- 4. [Jon Loomer — How Meta Ads Attribution Works in 2026 \(Mar 2026\)](#)
- 5. [Jon Loomer glossary — Bid strategy](#)
- 6. [Jon Loomer — A Beginner's Checklist for Meta Advertising \(Feb 2026\)](#)

☐ MARK SECTION 03 AS DONE

SECTION 04 / 14

AUDIENCES

READ 15 min	BUILDS ON Sections 02–03	
YOU WILL BE ABLE TO Set a radius around the shop, know which audience settings Meta follows strictly, and choose between broad, custom and lookalike audiences without breaking KVKK rules.		

For a repair shop the most important audience setting is geography: people who can drive to you. Meta's targeting changed a lot in 2025 and 2026. Most settings are now *suggestions* that Meta may go beyond, and only a few are strict controls

[Jon Loomer, Mar 2026].

TYPE	SETTINGS (AS OF 2026)	WHAT IT MEANS
Hard controls	Location; minimum age (can be set from 18 to 25); custom-audience exclusions (a custom audience is a list of people who already know you, explained below; renamed "Legal and operational custom audience exclusions" in Aug 2026 [Jon Loomer, Aug 2026]); languages	Meta follows these.

TYPE	SETTINGS (AS OF 2026)	WHAT IT MEANS
Suggestions	Age maximum, gender, detailed targeting (interests, behaviours), lookalikes (people similar to a list you give), custom-audience inclusions	Meta may go beyond them. For 11 common performance goals, detailed targeting is always a suggestion; for 9 goals, lookalikes always are.
Restrictions	With Advantage+ audience switched off, you can strictly limit age, gender and custom audiences	Detailed targeting can rarely be restricted. Restrictions usually raise costs.

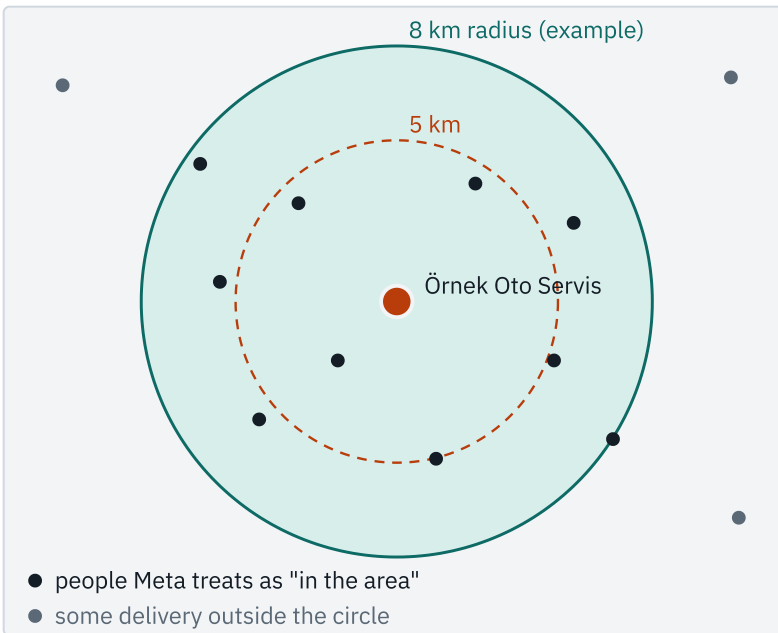
Source: [Jon Loomer — A Guide to Meta Ads Targeting in 2026 \(Mar 2026\)](#).

KEY TERM

Advantage+ audience — Meta's automatic audience. You give location, minimum age and optional suggestions; Meta finds the people most likely to act, also beyond your suggestions [Jon Loomer glossary]. Remarketing to people who visited your site or engaged with you happens by default [Jon Loomer, Mar 2026].

Location and radius

Since 2023 Meta has a single location option: people "living in or recently in this location". You cannot target residents only [Jon Loomer, upd. Mar 2025]. When you pick a city or region, a box called `Reach more people likely to respond` (location expansion) may be ticked by default; untick it for a local shop [Jon Loomer, Mar 2025]. You can also drop a pin on the shop address and set a radius. Meta's Marketing API documentation gives a custom radius of 1 to 80 km (0.63 to 50 miles) around a pin [Meta for Developers]. Type the value in Ads Manager to check what your account accepts.



WHAT META DOES

- Reaches people who live in or were recently in the area
- Residents only: not possible since 2023
- Choosing a city? Untick "Reach more people likely to respond"
- Name "Ümraniye" in the copy to attract the right people
- Pin radius: 1 to 80 km (Meta API documentation)

A radius guides delivery, but some people outside it still see the ad. Rules from Jon Loomer (2023–2026). A 5–10 km radius is a practical starting point: in dense İstanbul districts 5 km may be enough, in Anatolian cities 10–15 km. Adjust it to how far your customers really drive.

How big should the audience be?

While you set the radius, Ads Manager shows an **estimated audience size** (a range of people Meta thinks it can reach). For a shop that advertises every week, a bigger area is usually safer than a tiny one. In a small audience the same people see your ads again and again, so frequency rises, people stop reacting and costs go up (Section 06 explains this "ad fatigue"). If the estimate looks small, or frequency climbs fast after launch, widen the radius a little before you change anything else. Do not cut out neighbouring districts unless you are sure nobody from there comes to you.

Age, language and detailed targeting

- **Age:** set a minimum of 18 (or 20+) as a control. Leave the maximum and gender open.
- **Language:** target Turkish speakers by default. In tourist or expat districts, add English or Arabic ads as separate ads rather than separate targeting.
- **Detailed targeting** (interests and behaviours): mostly suggestions. You can no longer exclude people by interest. Meta began removing detailed-targeting exclusions in Ads

Manager for new campaigns from 29 July 2024; existing campaigns and the API stopped honouring them on 31 January 2025 (the API change was announced on 21 January 2025). Meta's own test figure: campaigns without these exclusions had a 22.6% lower median cost per conversion [Meta for Developers, Jan 2025]

[PPC Land, Jan 2025] [Jon Loomer]. You can still exclude custom audiences. Meta now offers account-level controls instead, for example excluding your employees or setting a minimum age for the whole account.

Custom audiences, lookalikes and value rules

Custom audiences are people who already know you: website visitors (from the Pixel), customer lists, Instagram or Facebook engagers, video viewers, people who opened a lead form, and WhatsApp or Messenger contacts. New in 2026: audience **labels** such as "Qualified leads" or "Disqualified leads" (rolling out to some accounts) and **exclusion-only customer lists** [Jon Loomer, Jul 2026] [Jon Loomer, Aug 2026]. **Lookalikes** (people similar to a source audience) still exist but are mostly suggestions now.

Value rules (2025) let you keep the audience broad but tell Meta to bid more or less for certain ages, genders, locations, operating systems, placements, conversion locations and, from 2026, labelled custom audiences [Jon Loomer, Mar 2026]. Example: if form leads from people aged 65+ are cheap but rarely book, lower the bid for 65+ instead of excluding them.

BROAD LOCAL

Pin on the shop, radius, minimum age, Advantage+ audience on, no interests.

Good for: new customers within driving distance. This is the simplest rule of thumb for a local business.

Watch out: some delivery outside the area.
Name the district in the copy.

CUSTOM AUDIENCE

Website visitors, engagers, video viewers, WhatsApp contacts, customer lists.

Good for: seasonal reminders to warm people, and excluding current customers from a new-customer offer.

Watch out: lists in one district are small, inclusions are only suggestions while Advantage+ audience is on, and customer-list uploads need KVKK clearance.

LOOKALIKE

People similar to a source audience, such as past customers.

Good for: larger areas and businesses with big source lists.

Watch out: mostly a suggestion now. For a pin with an 8 km radius, broad targeting without interests or lookalikes is the better start.

WATCH OUT

Uploading a customer list (phone numbers or e-mails of past customers) sends personal data to Meta, which is abroad. Turkish law (Law No. 6698, KVKK) needs a legal basis such as *açık rıza* (explicit consent) under Article 5, and transfers abroad must follow the amended Article 9 (Law No. 7499, in force for Article 9 from 1 June 2024), for example a standard contract notified to the Authority within 5 business days [KVKK law text]. Hashed (scrambled) identifiers are still widely treated as personal data. On 21 July 2026 KVKK also published a public announcement on contact data obtained from third parties (for example numbers passed on by other customers): getting the data from someone else is not a legal basis by itself, the person must be informed at the latest at the first contact, and marketing needs separate, valid explicit consent [Erdem & Erdem summary, Jul 2026]. Never upload a list of numbers you did not collect yourself. Many small businesses simply skip customer-list uploads; broad radius targeting works without them. **Ask a KVKK lawyer before you upload any list.** This is not legal advice.

TÜRKİYE

Name the place in your copy and on screen, for example "Ümraniye'deki araç sahipleri" (car owners in Ümraniye). This filters out people outside the radius, which location targeting cannot fully do [Jon Loomer, Mar 2025].

GLOBAL EXAMPLE

Meta also stopped delivering ad sets that used interest options it had retired in 2024; they stopped on 15 January 2025 [Jon Loomer, Dec 2025]. Old ad sets copied from a template can fail for this reason.

ÖRNEK OTO SERVİSİ

Setup: pin on the shop in Ümraniye, 8 km radius, minimum age 18, Advantage+ audience on, no interests, Turkish language. The copy says "Ümraniye". Later, once the shop has 100+ customers who gave consent, it may test an exclusion list so the new-customer offer is not paid for current customers, after checking with a lawyer.

SELF-CHECK

Which of these is a hard control in 2026, one Meta does not go beyond?

An interest such as "cars"

A lookalike audience

✓ Location

Maximum age

Location, minimum age, custom-audience exclusions and language are hard controls. Interests, lookalikes and maximum age are suggestions.

SELF-CHECK

You targeted the city of İstanbul and get leads from other cities. What do you check first?

✓ Whether "Reach more people likely to respond" is ticked

Whether the bid strategy is Highest volume

Whether the ad is a video

Location expansion can be ticked by default when you choose a city or region. Untick it, and name the district in the copy.

▼ SOURCES FOR THIS SECTION

1. [Jon Loomer — A Guide to Meta Ads Targeting in 2026 \(Mar 2026\)](#)
2. [Jon Loomer — Exclusion-Only Custom Audiences \(Aug 2026\)](#)
3. [Jon Loomer — Meta Redesigns Audiences Around Labels \(Jul 2026\)](#)
4. [Jon Loomer glossary — Advantage+ audience](#)
5. [Jon Loomer — Big Change to Meta Ads Location Targeting \(2023, upd. 2025\)](#)
6. [Jon Loomer — 4 Reasons Meta Ads Reach People Outside of the Targeted Location \(Mar 2025\)](#)
7. [Meta for Developers — Basic targeting \(custom location radius 1–80 km\)](#)
8. [Meta for Developers — Removal of detailed targeting exclusions \(21 Jan 2025\)](#)
9. [PPC Land — Meta removes detailed targeting exclusions \(Jan 2025\)](#)
10. [Jon Loomer — Detailed targeting exclusions](#)
11. [Erdem & Erdem — Summary of KVKK's 21 Jul 2026 announcement on third-party data for advertising](#)
12. [Jon Loomer — Meta Announces Location Fees \(Mar 2026; value rules\)](#)
13. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
14. [Law No. 6698 \(KVKK\), consolidated text incl. Law No. 7499](#)

☐ MARK SECTION 04 AS DONE

SECTION 05 / 14

PLACEMENTS AND CREATIVE SPECS

READ
10 min

BUILDS ON
Sections 01–02

YOU WILL BE ABLE TO

Prepare images and videos in the right shapes, keep text out of the hidden zones, and decide between Advantage+ and manual placements.

The same ad appears in several shapes: a tall Reel, a feed post, a small square. If a key line such as the price or the deadline sits where the app puts its buttons, nobody sees it. Preparing two or three sizes takes an hour and protects the whole budget.

Shapes, sizes and lengths (as of October 2026)

PLACEMENT GROUP	SHAPE	RECOMMENDED SIZE	VIDEO LENGTH (MAXIMUM)
Facebook and Instagram Feed	4:5	1440×1800 (1080×1350 still fine)	Feed video up to 241 min
Stories and Reels	9:16	1440×2560 (1080×1920 fine)	Stories up to 2 min (Facebook) or 60 min (Instagram); Reels up to 15 min (Instagram)
Carousel and small placements	1:1	1440×1440 (1080×1080 fine)	—

Source: [Biddyco, Meta Ad Specs 2026 \(Oct 2026\)](#), which cites Meta's Ads Guide, cross-checked with Benly and Adspirer. Files: images JPG or PNG up to 30 MB; video MP4 or MOV up to 4 GB. Maximum lengths are limits; short videos of 15–30 seconds suit a repair shop.

PRIMARY TEXT main text above the image

≈ 125 characters before "See more"

Put the offer and the district in the first line.

HEADLINE bold line near the button

≈ 40 characters

"Kış Bakımı 30 Kasım'a Kadar" has 27.

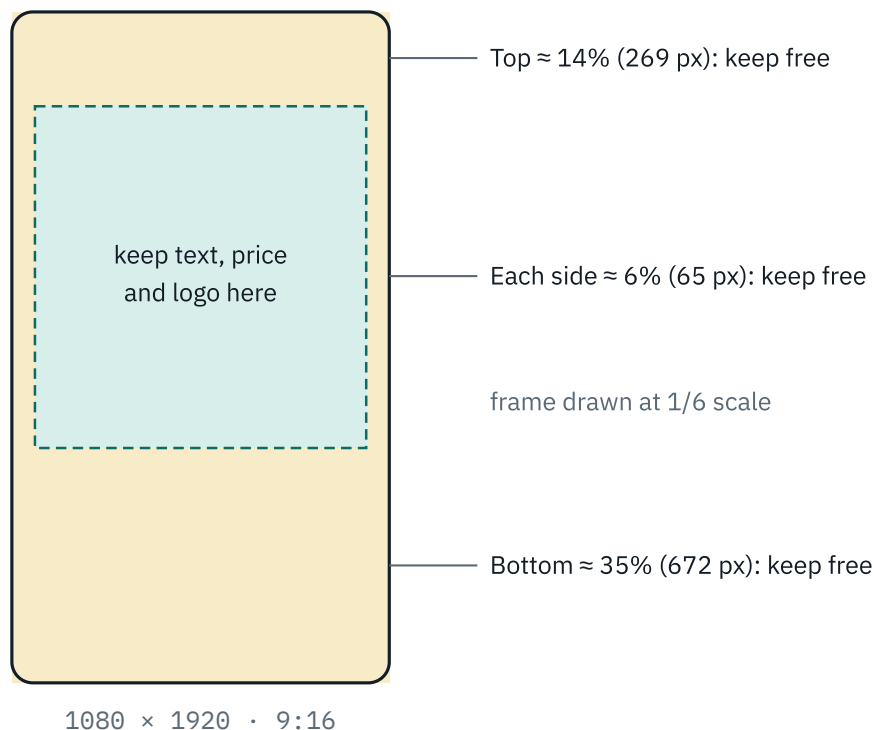
DESCRIPTION small extra line

≈ 25 characters

Often hidden; never put key facts only here.

Character guidance from [Biddyco, Oct 2026]. Jon Loomer's simple rule: square or 4:5 for feeds, 9:16 for Stories and Reels [Jon Loomer, Feb 2026].

The safe zone in Stories and Reels



Keep the middle for your message. Percentages and pixel values for a 1080×1920 frame from [Biddyco, Oct 2026]. Burned-in subtitles also belong inside the safe area.

Advantage+ placements or manual placements?

ADVANTAGE+ PLACEMENTS

The default. Meta shows the ad wherever it expects the best result. Meta's documentation says it "delivered an 11.7% lower cost per action on average" than manual placements; this is Meta's own claim [PPC Land, Aug 2026].

Best for beginners. Prepare 9:16, 4:5 and 1:1 versions so every placement looks right.

MANUAL PLACEMENTS

You remove placements yourself. Since October 2025 "Allow limited spend to excluded placements" (up to 5% per excluded placement) is on by default for Sales and Leads campaigns [PPC Land, Oct 2025]. In August 2026 some advertisers reported that placement exclusions were replaced by value rules that can lower bids by up to 90%; this was a partial rollout [Social Media Today, Aug 2026].

Use only with a clear reason, for example Audience Network spending with no results.

Meta's AI can also crop or expand your creative for other placements (2025), and since July 2026 Advantage+ creative can offer copies of your own image with rewritten headline text on it, which you can unselect [Jon Loomer, Jul 2026]. Read any Turkish text Meta writes before you publish.

TÜRKİYE

In September 2026, 81.86% of web traffic in Türkiye came from mobile devices [StatCounter, Sep 2026]. Design for the phone first: large text, the district name and the offer readable on a small screen.

GLOBAL EXAMPLE

New placements keep arriving. In 2025 Meta fully rolled out the Threads Feed placement and added Facebook Notifications and Profile feed [Jon Loomer, Dec 2025]. With Advantage+ placements, new spots are added without any work from you.

ÖRNEK OTO SERVİSİ

The first creative set: one Reel (9:16, 15–30 seconds, Turkish subtitles), one image (4:5) and, optionally, one square carousel of before-and-after photos. The offer and "Ümraniye" sit inside the safe zone.

SELF-CHECK

Where should the phone number and price NOT go in a 1080×1920 Story?

In the middle of the frame

✓ In the bottom 35% of the frame

Slightly above the centre

The bottom $\approx$ 35% (672 px), the top $\approx$ 14% and $\approx$ 6% on each side should stay free of text and logos.

▼ SOURCES FOR THIS SECTION

1. [Biddyco — Meta Ad Specs and Sizes for 2026 \(Oct 2026\)](#)
2. [Benly — Meta ads specs guide](#)
3. [Adspirer — Meta ad specs](#)
4. [Jon Loomer — A Beginner's Checklist for Meta Advertising \(Feb 2026\)](#)
5. [PPC Land — Some Meta advertisers lose placement controls \(Aug 2026\)](#)
6. [PPC Land — Meta pushes spending on excluded placements \(Oct 2025\)](#)
7. [Social Media Today — Meta removes option to exclude ad placements \(Aug 2026\)](#)
8. [Jon Loomer — Meta Can Now Rewrite the Text on Your Ad Images \(Jul 2026\)](#)
9. [StatCounter — Platform market share, Turkey \(Sep 2026\)](#)
10. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)

☐ MARK SECTION 05 AS DONE

SECTION 06 / 14

CREATIVE THAT WORKS FOR A REPAIR SHOP

READ

15 min

BUILDS ON

Sections 03 and
05

YOU WILL BE ABLE TO

Plan videos and images for a shop, write Turkish ad copy that follows the rules, spot ad fatigue, and test new ads with a small budget.

With a small radius, a few thousand local people see your ads again and again. The ad itself is the lever you control most: it changes the estimated action rate in the auction (Section 03). When results are poor, Jon Loomer's advice is to "start with the ads" before touching targeting [Jon Loomer, Feb 2026].

Give Meta *different* ads, for example a video and an image with different angles, instead of ten near-copies. This idea is called creative diversification. For a beginner, two ads (one video, one image) with up to five primary texts and five headlines are enough

[Jon Loomer, Feb 2026].

Seven creative angles a shop can film with a phone

An **angle** is the main idea an ad uses to make someone care. Different angles reach different people, so your two to five ads should use different angles, not the same idea with new colours.

ANGLE	WHAT IT SHOWS	TIPS
Mechanic explains (15–30 s)	"Usta anlatıyor: Kışa girmeden 3 kontrol" (the mechanic explains three checks before winter), or a short tip: battery age, tread depth checked with a coin, antifreeze colour.	A real face and real workshop sound build trust. Good for Reels.
Before and after	A real job: a rusty brake disc next to the new one, a dirty A/C filter next to a clean one.	Show the part, not only the car. Images must be real and not misleading [Meta policy].
Testimonial	A customer on camera, or a screenshot of a Google review used with permission.	Get written permission for a customer's face or name. Meta also has a "review keywords" enhancement that can show Page reviews in ads [Jon Loomer, Dec 2025]. See the Türkiye review rules below the table.
Process and transparency	"Aracınıza ne yaptığımızı fotoğrafla gönderiyoruz" (we send you photos of what we did to your car), a written check report, the old part handed back.	Answers the fear of being overcharged.
Offer + deadline card (4:5)	Service, what is included, price or <i>fiyat baştan belli</i> (price known up front), deadline, district.	Every price and deadline must be real and honoured.
Local proof	The shop's street and sign, the team photo, the district name on screen.	Tells people "this is near me, and real".

ANGLE	WHAT IT SHOWS	TIPS
Seasonal	Winter check and winter tyres (October–December), A/C and summer tyres (March–May), a check before bayram trips or the TÜVTÜRK inspection.	Matches what people already think about that month.
Practitioner practice; sources are linked where they exist.		

TÜRKİYE: REVIEWS AND DISCOUNTS IN ADS (FROM 1 AUGUST 2026)

The amendment to the *Ticari Reklam ve Haksız Ticari Uygulamalar Yönetmeliği* (Resmî Gazete no. 33297, 1 July 2026, in force 1 August 2026) says consumer reviews from channels where the purchase cannot be verified may not be published. Use only reviews from real customers and keep proof such as the invoice or *servis fişi* (service slip) number. If you show a discount, the crossed-out "before" price for goods (for example a tyre) must be the lowest price of the 10 days before the discount; for services it is the price applied just before the discount

[Ticaret Bakanlığı, Jul 2026] [Alomaliye, Jul 2026]. Section 12 lists the other changes. Not legal advice.

The first seconds, subtitles and the place name

- **Hook in the first 1–3 seconds.** Start with the problem or the result, for example "Bu fren balatası 2 mm kalmış" (this brake pad has only 2 mm left). Leave the logo for later. Meta reported that "46% of online purchase conversions with Reels now happen within the first 2 seconds"; this is about online shops, but it shows how fast people decide [Meta, Mar 2026].
- **Burned-in Turkish subtitles** so the video works with the sound off. Keep them inside the safe zone (Section 05).
- **Name the place** on screen and in the text ("Ümraniye") so the right people stop scrolling.
- **Seasonal ideas:** winter tyres and winter checks (October–December), summer tyres and A/C service (March–May), checks before bayram trips. Do not call winter tyres "zorunlu" (mandatory) for private cars. For the 2026–27 season the requirement runs from 15 November 2026 to 15 April 2027 and covers commercial vehicles carrying

passengers or goods on intercity roads. Governors can set different local dates, and there is no nationwide rule for private cars [Milli Gazete, Sep 2026]. These dates come from news reports; an official 2026–27 notice from the ministry or KGM was not checked for this guide.

Turkish ad copy for the winter check

These texts are written for the fictional Örnek Oto Servis. Replace [fiyat] with a real price. Rules: no wording about personal attributes (Section 12), every "ücretsiz" (free) or discount claim must be true, the first 125 characters must carry the message, headlines stay under 40 characters.

Primary text 1 (problem → solution)

COPY

Soğuk sabahlarda aracınız zor mu çalışıyor? Kış gelmeden akü, antifriz, fren, silecek ve lastik kontrolünü yaptırın. Ümraniye'deki servisimizde randevulu, sırasız. WhatsApp'tan yazın, size uygun saati ayarlayalım.

Primary text 2 (offer + deadline)

Kışa Hazırlık Bakım Kontrolü 30 Kasım'a kadar [fiyat] TL. 20 noktada kontrol, yazılı rapor, onayınız olmadan hiçbir işlem yapılmaz. Yerinizi WhatsApp'tan ayırtın.

Primary text 3 (trust, local)

Ümraniye'de 12 kişilik ekibimizle hizmetinizdeyiz. Kış öncesi kontrolde fiyatı baştan söylüyoruz. Sorunuzu WhatsApp'tan iletin, ustamız yanıtlasın.

Primary text 4 (short tip, for Reels)

Akünüz 4 yaşından büyükse kışın sizi yolda bırakabilir. Ücretsiz akü testi için WhatsApp'tan yazın. (Kış bakımı randevularında geçerlidir.)

Headlines ($\leq$ 40 characters)

COPY

Kış Bakımı 30 Kasım'a Kadar
WhatsApp'tan Hızlı Randevu
Akü + Antifriz + Fren Kontrolü
Ümraniye'de Sırasız Kış Bakımı

Button (CTA): Send WhatsApp message

(Turkish label likely "WhatsApp Mesajı Gönder" – not confirmed)

Pre-filled customer message

Merhaba, kış bakım kontrolü için randevu almak istiyorum.

In English, roughly: "Does your car struggle to start on cold mornings? Get the battery, antifreeze, brakes, wipers and tyres checked before winter..."; "Winter-readiness check until 30 November..."; "Message us on WhatsApp". Likely Turkish labels of other buttons (Call now → "Hemen Ara", Get quote → "Teklif Al", Book now → "Hemen Rezervasyon Yap"), all **not confirmed**.

A one-page creative brief

A **creative brief** is a short plan you fill in before anyone films. It keeps each video on one message, so the advisor and the mechanic know what to say. Here is the brief for the fictional shop's winter-check Reel.

FIELD	ÖRNEK OTO SERVİS: WINTER-CHECK REEL (EXAMPLE)
Goal	WhatsApp conversations about the winter check
Who	Car owners within 8 km of the shop in Ümraniye before the cold weeks
One message	A weak battery or old antifreeze fails on the first cold morning; we check them before winter at a price you know up front
Hook (0–3 s)	Close-up of the battery tester showing a weak result, and the line "Bu akü kışı çıkarmaz" (this battery will not last the winter)
Proof	The service advisor on camera in the workshop; the shop sign visible
Offer	Kışa Hazırlık Bakım Kontrolü, 30 Kasım'a kadar [fiyat] TL (a real price)
Call to action	"WhatsApp'tan yazın, size uygun saati ayarlayalım" (message us on WhatsApp and we will find a time)
Formats	9:16 master, 4:5 crop; burned-in Turkish subtitles inside the safe zone (Section 05)
Must not	Unprovable claims, car makers' logos, customer faces without written permission, "zorunlu" for private cars

Advantage+ creative enhancements: check each one

When you build an ad, Meta can switch on automatic changes called **Advantage+ creative enhancements**. Meta applies them only to some people and placements, and it still shows your original version too. You can preview each one in the ad's **Advantage+ creative** section and switch it off one by one [Jon Loomer, upd. Mar 2025]. For a repair shop the rule is simple: keep what only changes the look, and switch off what can change your words, prices or the picture of a real car.

ENHANCEMENT	WHAT IT DOES	FOR A REPAIR SHOP
Text improvements	Moves your own primary text, headline and description to other spots	Usually fine, because it uses your own words. Write each line so it also works alone.
AI-generated text and text on images	Writes new text variations; since July 2026 can rewrite headline text on your image [Jon Loomer, Jul 2026]	Switch off unless you read every Turkish version. A rewrite that turns "ücretsiz kontrol" (free check) into "ücretsiz onarım" (free repair) is your problem, not Meta's.
Music	Adds a music track in some placements	Switch off for videos with a voice-over; otherwise listen to the tracks first.
Image template	Adds a coloured bar with your headline on the image	Jon Loomer calls it possibly every advertiser's least favourite. Switch off.
3D animation, expand image, visual touch-ups	Moves the image, widens it with AI, changes aspect ratio, brightness and contrast	Check the preview. Switch off if a car, a part or a face looks changed.
Relevant comments, labels, business information	Shows a comment, ratings or details from your site under the ad	Usually fine. Watch the comments under your ads.
Enhancement names and behaviour from Jon Loomer (Jan 2024, updated Mar 2025, and Jul 2026). Names change often; look for the closest match in your account.		

Frequency and ad fatigue

FREQUENCY average views per person

$$\text{impressions} \div \text{reach}$$

21,000 impressions ÷ 7,000 people = 3.0 (example numbers)

There is no official "ideal frequency" [Jon Loomer glossary]. In a 5–10 km radius it rises fast. A practitioner rule of thumb (not a Meta rule): if 7-day frequency is above about 3 and the link CTR is falling, prepare new ads, and plan about two new ads every 2–4 weeks in season.

Testing with a small budget

01 Start with two different ads in one ad set.

Meta shifts spend toward the one that works. This is the simplest test.

02 Use the creative testing tool for new ideas.

Since 2025 you can duplicate an existing ad to launch a structured test of up to 5 (possibly 10) new ads with an even budget split [Jon Loomer, Dec 2025]. The test uses part of the ad set's budget: Jon Loomer's example puts \$20 of a \$100 daily budget (20%) into the test, and he tests two to five new ads at a time. Let a test run about a week and spend enough to show a clear difference

[Jon Loomer, Jan 2026]. For Örnek Oto Servis (example numbers) that is about 80 TL of the 400 TL daily budget. Test big differences, such as a testimonial against a mechanic video, not two similar headlines. Add new ads in one batch, not one each day.

03 Use an A/B test only for big questions.

Ads Manager > select the campaign > A/B test (also under Experiments) compares two versions with split audiences, for example WhatsApp versus a lead form. With small local budgets, most tests will not reach statistical confidence.

04 Check every Advantage+ creative enhancement.

Automatic text variations, cropping, translation and "Add Business AI" can be on by default. Use the table above: keep text changes only if they read naturally in Turkish; switch off anything that adds wrong claims, such as AI-written prices. "Flexible format" has replaced dynamic creative, and "Format selection" is moving to "Format display options" [Jon Loomer, Mar 2026].

TÜRKİYE

You may write "Renault, Fiat, Ford ve tüm marka araçlara bakım" (service for Renault, Fiat, Ford and all makes) as a fact. Do not use manufacturer logos or suggest you are a *yetkili servis* (authorised dealer service) unless you are one. Meta prohibits ads that infringe trademarks [Meta IP policy, Aug 2024].

GLOBAL EXAMPLE

Jon Loomer's beginner checklist recommends the same small set for any business: one video, one image, up to five texts and five headlines, and Advantage+ placements [Jon Loomer, Feb 2026].

ÖRNEK OTO SERVİS

First set for the winter check: a 20-second Reel where the service advisor tests a battery and says the district name in the first seconds, plus a 4:5 offer card with "30 Kasım'a kadar". Four primary texts and four headlines from the boxes above. Two new ads are ready for week 3.

SELF-CHECK

Your video opens with a 3-second logo animation. What should you change first?

Make the logo bigger

✓ **Open with the problem or the result, and move the logo later**

Add more interests to the audience

People decide in the first seconds. Start with the worn part, the cold-start problem or the price.

SELF-CHECK

Seven-day frequency is 3.4 and link CTR has dropped for a week. What is the sensible next step?

✓ Add new ads

Shrink the radius to 2 km

Switch to the Awareness objective

Rising frequency with falling CTR is a sign of ad fatigue. Fresh creative is the fix (a practitioner rule of thumb, not a Meta rule).

▼ SOURCES FOR THIS SECTION

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2. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
3. [Jon Loomer — AI-Related Ad Account Shutdowns \(Mar 2026\)](#)
4. [Jon Loomer glossary — Frequency](#)
5. [Meta — Simplifying Ad Measurement for a Social-First World \(Mar 2026\)](#)
6. [Meta — Prohibited commercial practices](#)
7. [Meta — Third-party IP infringement \(Aug 2024\)](#)
8. [Ticaret Bakanlığı — Changes to the commercial advertising regulation \(1 Jul 2026\)](#)
9. [Alomaliye — Reklam yönetmeliğinde kapsamlı değişiklik \(1 Jul 2026\)](#)
10. [Milli Gazete — 2026–2027 winter tyre dates \(Sep 2026, news report\)](#)
11. [Jon Loomer — Which Advantage+ Creative Enhancements Should You Turn On? \(Jan 2024, upd. Mar 2025\)](#)
12. [Jon Loomer — Meta Can Now Rewrite the Text on Your Ad Images \(Jul 2026\)](#)
13. [Jon Loomer — Make creative testing part of your process \(Jan 2026\)](#)



MARK SECTION 06 AS DONE

SECTION 07 / 14

CLICK-TO-WHATSAPP AND OTHER MESSAGE ADS

READ

15 min

BUILDS ON

YOU WILL BE ABLE TO

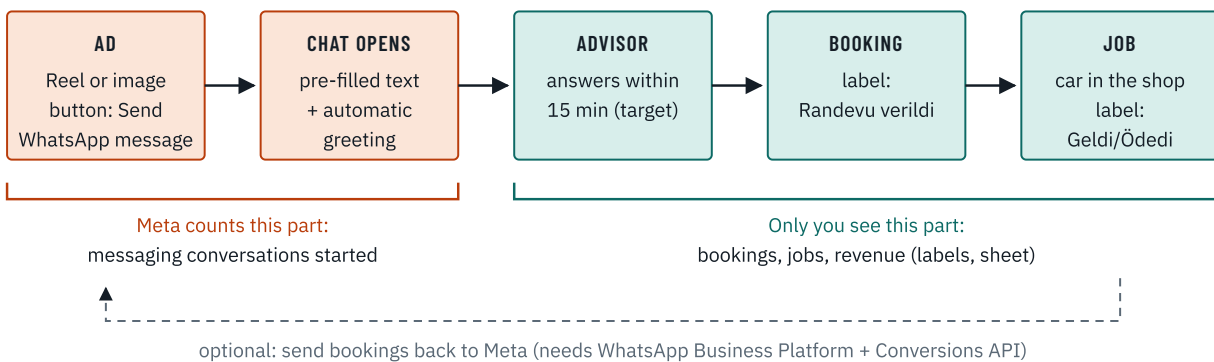
Sections 01-02

and 06

Set up a Click-to-WhatsApp ad, prepare Turkish greeting and quick-reply texts, count conversations correctly, and know the status of call ads in Türkiye.

A Click-to-WhatsApp ad (CTWA) runs on Facebook or Instagram. Its button opens a WhatsApp chat with the shop, with a message already typed in. Chats suit questions and price talks, and you can count them by hand with labels. If the budget allows only one campaign, start with this one.

FROM AD TO PAID JOB



The ad's job ends when the chat starts; the shop's job starts there. Ads Manager reports conversations started. Bookings and paid jobs exist only in your labels and sheet unless you use the WhatsApp Business Platform and Meta's Conversions API for business messaging (a way for your systems to send events such as bookings straight to Meta; Section 10)

[Meta for Developers].

How the campaign is set up

The usual path is: objective Engagement (or Leads or Sales) > conversion location

Messaging apps > WhatsApp > performance goal Maximize number of conversations

[Respond.io]. You need a WhatsApp Business number linked to the Facebook Page (Section 01). Click-to-WhatsApp ads can also be created inside the WhatsApp Business app

[WhatsApp Business]. Section 11 has every click.

WHATSAPP BUSINESS APP

WHATSAPP BUSINESS PLATFORM (API)

Free, runs on a phone; secondary sources say up to 4 linked devices. Has a business profile, greeting message, away message, quick replies and labels.

Enough for a small shop. Results are counted by hand with labels.

For automation and CRM links, usually through a provider. Per-message pricing since 1 July 2025; chats that start from a Click-to-WhatsApp ad open a free 72-hour window for messages [YCloud, Jul 2025]

[Business Today, Oct 2026]. From 1 October 2026 Meta also charges per message for service messages (replies to customers); secondary sources report that the first 1,000 per number per month stay free. The Business app is not affected [Meta for Developers]

[Techweez, Sep 2026].

Needed if you want to send bookings back to Meta automatically. Turkish per-message rates are not confirmed.

Greeting, away message and quick replies

Set these in the WhatsApp Business app before the ad goes live. The greeting asks for the details the advisor needs, so the first human reply can already offer a time. Ask for make, model and year; this also filters out people who are "just asking prices".

Karşılama mesajı (greeting)

COPY

Merhaba, Örnek Oto Servis'e hoş geldiniz. Hızlı yardımcı olabilmemiz için aracınızın marka/model/yılını ve uygun olduğunuz günü yazar mısınız? Mesai saatlerimiz: Pzt-Cmt 08:00-19:00. Ekibimiz en kısa sürede size dönüş yapacak.

Uzakta mesajı (away message)

Merhaba, şu anda mesai saatleri dışındayız. Mesajınızı aldık, mesai başladığında size dönüş yapacağız. Mesai saatlerimiz: Pzt-Cmt 08:00-19:00, Pazar kapalı.

Hızlı yanıtlar (quick replies)

/fiyat Kısa Hazırlık Bakım Kontrolü 30 Kasım'a kadar [fiyat] TL. 20 noktada kontrol ve yazılı rapor dahildir. Onayınız olmadan hiçbir işlem

yapılmaz.

/adres Adresimiz: [adres], Ümraniye / İstanbul. Konum: [harita bağlantısı]. Pzt-Cmt 08:00-19:00 arası açığız, Pazar kapalıyız.

/randevu Size uygun gün ve saati yazar mısınız? Örneğin: Salı 10:00.

Randevunuzu hemen onaylayalım.

Etiketler (labels)

Yeni talep · Randevu verildi · Geldi/Ödedi · Fiyat sordu-gelmedi ·

Reklam – Instagram

In English: the greeting welcomes the customer and asks for make/model/year and a suitable day; the away message says the shop is closed and will reply in the next working hours; the quick replies give the price, the address and a booking prompt. Labels: new request, booked, came/paid, asked price-did not come, ad – Instagram. If the ad editor offers quick-reply questions, good options are "Fiyat nedir?" (what is the price?), "Hangi gün müsaitsiniz?" (which day are you free?) and "Lastik değişimi de yapıyor musunuz?" (do you also change tyres?).

Measuring message ads

- **Messaging conversations started** — new chats that Meta credits to the ad. Meta counts a conversation as "started" after a period of inactivity; 7 days is often cited, but the exact definition is **not confirmed** [Respond.io]. Add the column "Cost per messaging conversation started" too.
- **Bookings and jobs** — only your labels and sheet show them. Copy the label counts into your tracking sheet every week.
- **Sending bookings back (advanced)** — when someone taps a Click-to-WhatsApp ad, Meta creates a click ID for that chat called `ctwa_clid` [WATI, Aug 2026]. With the WhatsApp Business Platform, a provider can keep that ID and later send a "lead" or "purchase" event for the same chat to Meta through the Conversions API for business messaging [Meta for Developers]. Meta then learns which chats became customers, not only which chats started. The free WhatsApp Business app cannot do this.
- **The free 72-hour window** — on the Business Platform, a chat that starts from a Click-to-WhatsApp ad is a "free entry point": messages in the 72-hour window that opens are not charged [WATI, Aug 2026] [YCloud, Jul 2025]. Reply fast and confirm the booking inside that window.

- **Instagram Direct and Messenger** — the same kind of ad can open a chat in Instagram messages or Messenger instead. Offering several destinations and letting Meta pick may be possible; this UI detail is **not confirmed**.

Call ads: status in Türkiye

Call ads use the Leads objective (also Traffic or Sales) with the conversion location `Calls` and your business number. Options are a direct call or a callback request through Messenger. Metrics include calls placed, 20-second calls and 60-second calls, and Meta warns that call counts are estimates. They show on mobile only: Facebook Feed, Marketplace, Reels, video feeds, Instagram Feed and Stories [Meta]

[Social Media Examiner, Nov 2022]. Meta's page loaded in Turkish for a Turkish visitor, which suggests the feature is offered, but **availability in a Turkish ad account is not confirmed**. Check whether "Calls" appears as a conversion location. The Turkish button is likely "Hemen Ara" (not confirmed).

WATCH OUT

Replying to someone who wrote to you first is normal service. Sending later *promotional* WhatsApp messages is likely covered by the prior-consent rule for commercial electronic messages in Law No. 6563 (Art. 6) [Law 6563]. Whether that consent must also be registered in İYS (the national consent register) for WhatsApp is **not settled** (Oct 2026). Ask a lawyer before you send campaigns to chat contacts.

TÜRKİYE

The 2024 Instagram block (Section 01) is a reason to move conversations to WhatsApp and the phone, where the customer relationship stays with you. WhatsApp is the most used app in Türkiye: 90% of internet users aged 16–74 use it (TÜİK 2026) [DHA (TÜİK), Aug 2026].

GLOBAL EXAMPLE

Kia Italia ran Facebook and Instagram Click-to-WhatsApp ads that opened a WhatsApp AI agent connected to Salesforce. In two months it reported 144 qualified leads, 116 quote requests and 8 direct car sales, with 53% lower cost per vehicle sold than its previous Click-to-WhatsApp campaigns. This comes from a vendor press release (Infobip), not an independent audit, and it is about car sales, not service [ANI, Sep 2026].

ÖRNEK ÖTÖ SERVİS

The service advisor owns the WhatsApp inbox during opening hours (Monday to Saturday, 08:00–19:00) on the phone and in the Business Suite inbox; the front desk covers lunch. Target: first human reply within 15 minutes. Every chat gets a label, and the advisor asks "Bizi nereden duydunuz?" (how did you hear about us?) when the source is unclear.

DEEP DIVE

SOCIAL, WHATSAPP & RETENTION



WhatsApp Business setup, organic content, reminders and consent rules for messages.

SELF-CHECK

Ads Manager shows 40 messaging conversations started this week. What do you still not know from Meta's report?

How much you spent

✓ **How many chats became bookings and paid jobs**

The cost per conversation

Meta's results stop at the conversation. Bookings and jobs come from your WhatsApp labels and sheet.

SELF-CHECK

Which option do you need to send "booked" events from WhatsApp chats back to Meta automatically?

The free WhatsApp Business app alone

✓ **The WhatsApp Business Platform with the Conversions API**

A boosted post

Meta's documentation lists only WhatsApp Business Platform integrations for this. With the app alone, count bookings by hand with labels.

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1. [Respond.io — Click-to-WhatsApp ads guide](#)
2. [WhatsApp Business — Grow sales using ads that click to WhatsApp](#)
3. [YCloud — WhatsApp API pricing update \(Jul 2025\)](#)
4. [Business Today — WhatsApp changes from October 1 \(Oct 2026\)](#)
5. [Meta for Developers — WhatsApp pricing for non-template \(service\) messages](#)
6. [Techweez — WhatsApp Business pricing, October 2026 \(Sep 2026\)](#)
7. [Meta for Developers — Conversions API for Business Messaging](#)
8. [WATI — Track Click-to-WhatsApp conversions with CAPI \(Aug 2026\)](#)
9. [Law No. 6563 on the Regulation of Electronic Commerce \(consolidated text\)](#)
10. [DHA — TÜİK 2026 household IT survey \(Aug 2026\)](#)
11. [Meta — Lead ads with calling](#)
12. [Social Media Examiner — Call ads for Facebook and Instagram \(Nov 2022\)](#)
13. [ANI / Infobip — Kia Italia WhatsApp sales journey \(Sep 2026\)](#)

☐ MARK SECTION 07 AS DONE

SECTION 08 / 14

LEAD ADS (INSTANT FORMS)

READ

BUILDS ON

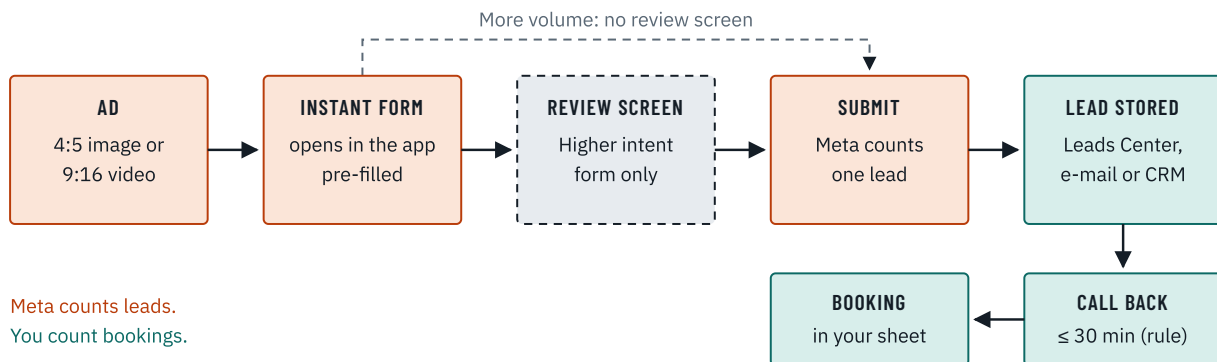
12 min

Sections 02 and
07

YOU WILL BE ABLE TO

Choose a form type, write short Turkish form questions, meet the privacy requirement, and get each lead to a person who calls back fast.

A lead ad opens a form inside Facebook or Instagram, already filled with the person's profile details such as name and phone. People do not need to visit your website. This suits bookings such as a winter tyre change, where the shop needs a name, a phone number and a preferred time.



A lead is a phone number, not a customer yet. The form type decides how easy it is to submit; your call-back speed decides how many leads become bookings. The 30-minute call-back is an example staff rule for the shop.

Form types and settings

MORE VOLUME

The default. Fast to submit, so you get more leads, including accidental ones.

Use it if Higher intent brings too few leads.

HIGHER INTENT

Adds a review screen where people confirm their details. Fewer accidental leads.

A good default for a repair shop's booking form.

RICH CREATIVE

Formerly "Custom". More space to explain your offer inside the form.

Useful for a package with several parts.

Question types include multiple choice, short answer, conditional, **appointment request** and slider. A third-party guide says a form can hold up to 15 custom questions and that Meta keeps submitted leads for 90 days, so download or sync them regularly

[PPC Hero, Jun 2024]. Every extra question means fewer leads but better ones; two to four multiple-choice questions are a good balance. A **privacy policy link is required**. The ending screen can offer "Call business", "Go to website", "View file" or "Redeem promo code". Lead sharing can be "Restricted" (default) or "Open" [Jon Loomer, upd. Mar 2025].

Quality tools added in 2025: turn off autofill, SMS phone verification, chat with new leads on Messenger or WhatsApp, lead delivery by e-mail, and a "Website and instant forms" conversion location [Jon Loomer, Dec 2025] [Social Media Today, Oct 2025]. These may not appear in every account.

A Turkish form for winter tyres

Form name: 2026-10 Kış Lastiği Randevu · Type: Higher intent

COPY

Primary text (ad)

Kış lastiği sırası uzamadan randevunuzu alın. Değişim, balans ve lastik oteli (yaz lastiklerinizi biz saklıyoruz) tek yerde. Formu 30 saniyede doldurun, sizi arayıp saat verelim.

Headlines: Kış Lastiği: Sırasız Randevu · Lastik Oteli Dahil Paketler

Intro headline: Kış Lastiği Randevunuzu Ayırtın

- Randevulu, sırasız işlem
- Lastik oteli: sezon boyunca saklama
- Balans ve hava basıncı kontrolü dahil

Questions

1. Aracınızın marka ve modeli? (short answer)
2. Lastik ebadınızı biliyor musunuz? (Evet, yazacağım / Hayır, siz bakın)
3. Lastik oteli (saklama) ister misiniz? (Evet / Hayır / Bilgi almak istiyorum)
4. Size ne zaman ulaşalım? (Bugün / Yarın sabah / Yarın öğleden sonra)

Contact: Ad Soyad, Telefon (SMS verification if available)

Privacy line

Bilgileriniz yalnızca randevu oluşturmak için kullanılır. KVKK

Aydınlatma Metni: [bağlantı]

Ending screen (+ Call business button)

Teşekkürler. Mesai saatlerinde 30 dakika içinde sizi arayacağız.

Beklemek istemezseniz hemen arayın.

In English: "Book before the winter tyre queue grows. Change, balancing and tyre storage in one place. Fill in the form in 30 seconds and we will call you with a time." Questions ask for make and model, tyre size, whether they want storage (*lastik oteli*, literally "tyre hotel") and when to call. The privacy line says the data is used only to make the appointment and links the KVKK notice.

Getting leads out fast

01 Choose how leads reach you.

Leads are stored in Meta for download, for example in [Business Suite > All tools > Instant forms](#) or [Leads Center](#) (the menu path may differ). Set up lead delivery by e-mail or a CRM link where available.

02 Test the form before spending.

Submit a real test lead and delete it, or use Meta's lead ads testing tool (tool name from general knowledge, not verified).

03 Call within minutes.

"The most important period after collecting a lead is the first few minutes"

[Jon Loomer, Dec 2025]. In a US survey, 75% of people searching for a local business decided within 30 minutes [BrightLocal, 2026].

WATCH OUT

The privacy policy link should point to your KVKK *aydınlatma metni* (privacy notice). Add a custom disclaimer or consent checkbox if your lawyer recommends one. The notice should also mention Meta, the Pixel and WhatsApp. Do not add a "refer a friend" question that asks for someone else's phone number: in its 21 July 2026 announcement KVKK said contact data obtained from third parties may not be used for advertising without informing the person and a valid legal basis, such as separate explicit consent [Erdem & Erdem summary, Jul 2026]. Not legal advice.

TÜRKİYE

Mercedes-Benz Türkiye used lead ads with photo creatives of vehicle promotions and a "Get offer"-type button that opened a pre-filled instant form [Meta success story]. The format is the same one a shop can use.

GLOBAL EXAMPLE

In October 2025 Meta added lead verification by SMS, a lead nurturing agent, routing between website and instant form, and more CRM integrations. Zapier users can send up to 100,000 lead events to Meta for free, per Meta's announcement [Social Media Today, Oct 2025].

ÖRNEK OTO SERVİSİ

The admin at the front desk receives each lead by e-mail and calls within 30 minutes in working hours. Leads with no answer get one WhatsApp message and one more call the next morning. If many numbers turn out wrong, the shop keeps Higher intent and switches on SMS verification.

SELF-CHECK

Many leads have wrong phone numbers or do not remember filling in the form. Which two settings help most?

More volume form and a longer intro

✓ Higher intent form and SMS phone verification

Open sharing and a bigger radius

The review screen and SMS verification add a small step that filters out accidental and fake submissions.

▼ SOURCES FOR THIS SECTION

1. [Jon Loomer — A Guide to Instant Forms \(upd. Mar 2025\)](#)
2. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
3. [Social Media Today — Meta lead gen ad updates \(Oct 2025\)](#)
4. [BrightLocal — Local SEO statistics \(Consumer Search Behavior 2026\)](#)
5. [PPC Hero — A walkthrough guide to Meta instant form ads \(Jun 2024\)](#)
6. [Erdem & Erdem — Summary of KVKK's 21 Jul 2026 announcement on third-party data for advertising](#)
7. [Meta success story — Mercedes-Benz Türkiye](#)

☐ MARK SECTION 08 AS DONE

SECTION 09 / 14

BUDGET AND WHAT TO EXPECT

READ

12 min

BUILDS ON

Sections 01 and
03 · Crash
Course module 03

YOU WILL BE ABLE TO

Set a daily budget, check whether it can feed the learning phase, work out the most you can pay per chat or lead, and estimate results for 14 days.

The budget decides how many results Meta can find each week and how much you learn in a 14-day test. Set it from your own numbers: what a new customer is worth to you and how many chats it takes to win one. Online benchmarks for Türkiye are weak (see below), so your first two weeks become your real benchmark.

From monthly plan to daily budget

01 Start from the test budget.

Example numbers for Örnek Oto Servis: 30,000 TL per month for all ads, 40% for Meta = 12,000 TL per month $\approx$ **400 TL per day**. If the budget allows only one campaign, run Click-to-WhatsApp first.

02 Check Meta's minimum.

Meta enforces a minimum daily budget that depends on currency and goal and shows it in the UI. Third-party guides cite about \$1 per day for impression goals and about \$5 per day for click or conversion goals [Stackmatix, 2026]

[Tryvizup, 2026]. The exact TRY minimums are **not confirmed**; Ads Manager warns you if you are below them.

03 Do the learning-phase math.

Weekly budget $\div$ 50 = the highest cost per result that still allows about 50 results a week (Section 03).

04 Work out what you can afford.

Divide your target cost per paying customer by the number of chats or leads it takes to win one.

05 Add fees and taxes.

Plan about +21% for the 5% location fee and 15% stopaj (Section 01). Confirm with your accountant.

LEARNING CHECK max cost per result for $\approx$ 50
a week

$\text{weekly budget} \div 50$

$400 \text{ TL} \times 7 = 2,800 \text{ TL} \div 50 = 56 \text{ TL}$. At 100 TL per chat you get $\approx$ 28 a week ("Learning limited").

BUDGET THAT FEEDS LEARNING the same
rule, worked backwards

$\text{daily budget} \approx 50 \times \text{cost per result} \div 7$

At the 300 TL target per chat: $50 \times 300 \div 7 \approx 2,140 \text{ TL}$ per day, more than five times the shop's 400 TL. So "Learning limited" is normal for a small local budget.

MAX COST PER CHAT Click-to-WhatsApp

MAX COST PER LEAD lead form

target cost per customer ÷ chats
per customer

1 in 4 chats books, 80% show up → 5 chats
per paying customer. $1,500 \text{ TL} \div 5 = \mathbf{300 \text{ TL}}$
(break-even: $3,200 \div 5 = 640 \text{ TL}$).

target cost per customer ÷ leads
per customer

1 in 3 leads becomes a paying customer →
 $1,500 \text{ TL} \div 3 = \mathbf{500 \text{ TL}}$, inside the $\leq 600 \text{ TL}$
target per lead.

All example numbers. Örnek Oto Servis's average job is 8,000 TL at 40% gross margin, so one first job leaves 3,200 TL gross profit, which is the break-even cost per new customer. The target is $\leq 1,500 \text{ TL}$ per new paying customer. The booking and show-up rates are planning assumptions, not market data. If the winter check itself is a smaller job, for example 3,500 TL at 40% (1,400 TL gross profit), the break-even per chat falls to $1,400 \div 5 = 280 \text{ TL}$. Customers who come back for oil changes and tyres every season are worth more than one job.

Budget calculator

META CAMPAIGN CALCULATOR (EXAMPLE NUMBERS)

Daily budget (TL)

400

Days

14

CPM (TL)

80

Link CTR (%)

0.9

Click → chat or lead (%)

8

Chat or lead → booking (%)

25

AD SPEND

5,600 TL

IMPRESSIONS

70,000

LINK CLICKS

630

CHATS OR LEADS

50

BOOKINGS

13

COST PER CHAT OR LEAD (AD SPEND
ONLY)

111 TL

COST PER BOOKING (AD SPEND ONLY)

444 TL

CASH COST INCL. 5% FEE + 15%
STOPAJ

6,762 TL

About 25 chats or leads per 7 days, below the ≈ 50 a week that Meta uses as its learning rule of thumb, so expect "Learning limited". That is acceptable for a local shop. Cost per booking including fee and stopaj: ≈ 537 TL, within the example target of 1,500 TL per new paying customer. Some bookings will not show up, so the real cost per paying customer is higher.

CPM is the cost per 1,000 impressions. The default CPM, CTR and rates are illustrative, not market data. Replace them with your own numbers after the first week. Cash cost uses the logic from Section 01 (spend $\times$ 1.05 location fee, then 15% stopaj on the invoice); KDV-2 is assumed to be deducted. Your accountant decides the stopaj base. The cost boxes use ad spend only; the text under the boxes adds the fee and stopaj.

Benchmarks: use with care

METRIC (US, MEDIANS, USD)	ALL INDUSTRIES	AUTO REPAIR, SERVICE & PARTS
Traffic campaigns: CTR	1.93%	1.51%
Traffic campaigns: cost per click	\$0.60	\$0.74
Lead campaigns: cost per lead	\$27.39	not listed
WordStream/LocaliQ Facebook Ads Benchmarks 2026 (updated 14 Sep 2026): US campaigns, April 2025 – June 2026 [WordStream, Sep 2026]. The 2025 edition gave auto repair a traffic CTR of 0.80%, the lowest of all industries [WordStream, 2025]. These are US numbers, not Turkish ones.		

For Türkiye, a Turkish agency estimates CPM at "ortalama 40–90 TL" and CPC at "1,50–8 TL", up to "15–20 TL" in competitive sectors; these are **unsourced agency estimates** [Bossy Digital, Jun 2026]. Another site gives a CPM of about \$0.89 and CPC of about \$0.10 with no date or method [ADCostly, undated]. No reliable Turkish cost per WhatsApp conversation or cost per lead for auto repair was found.

TÜRKİYE

Remember the extra cost lines from Section 01 when you compare your results with any benchmark: a 400 TL budget becomes about 483 TL of cash per day after the 5% location fee and stopaj.

GLOBAL EXAMPLE

A figure of "\$81.45 cost per lead for automotive repair" appears in search snippets, but it could not be found in WordStream's page text. Do not use it. Benchmarks also move a lot from year to year: auto repair traffic CTR went from 0.80% (2025 edition) to 1.51% (2026 edition).

ÖRNEK OTO SERVİSİ

Example 14-day plan: Click-to-WhatsApp at 400 TL per day = 5,600 TL of ad spend, about 6,762 TL of cash. The owner writes down two limits before launch: at most 300 TL per conversation (target) and at most 1,500 TL per paying customer. On day 14 the sheet decides.

SELF-CHECK

Weekly budget is 2,800 TL and a chat costs 80 TL. Will the ad set reach about 50 results a week?

Yes, about 50

✓ **No, about 35; it will likely show "Learning limited"**

No, about 10

$2,800 \div 80 = 35$. To reach 50, a chat would need to cost 56 TL or less. Learning limited is acceptable if the cost per booking is good.

▼ SOURCES FOR THIS SECTION

1. [Stackmatix — Meta Ads minimum daily budget 2026](#)
2. [Tryvizup — Meta Ads minimum budget requirements 2026](#)
3. [Jon Loomer — How Meta Ads Attribution Works in 2026 \(learning phase note, Mar 2026\)](#)
4. [Jon Loomer — Is the Learning Phase 10 or 50 Events? \(Jul 2024\)](#)
5. [WordStream — Facebook Ads Benchmarks 2026 \(Sep 2026\)](#)
6. [WordStream — Facebook Ads Benchmarks 2025](#)
7. [Bossy Digital — Türkiye'de Meta reklam maliyetleri \(Jun 2026\)](#)
8. [ADCostly — Facebook ads cost in Turkey \(undated\)](#)

MEASURING RESULTS

READ

15 min

BUILDS ONSection 09 ·
Crash Course
modules 03 and
05**YOU WILL BE ABLE TO**

Explain what the Pixel and Conversions API do, read Meta's 2026 attribution settings, use the right Ads Manager columns, and explain why Meta and GA4 show different numbers.

Meta's "results" column stops at the chat, the lead or the website action. Use Meta's numbers to steer the ads, and your own records of bookings and paid jobs to judge the money. This section covers the Meta side; the Tracking & Analytics guide covers the full setup.

Pixel, Conversions API and Events Manager

KEY TERM

Conversions API (CAPI) — your server or CRM sends the same events as the Pixel directly to Meta. It is more robust against ad blockers and browser limits. Pixel and CAPI are used together, and duplicates are removed by sending the same `event_name` and `event_id` from both [Meta for Developers].

- **Events for a repair shop:** `Contact` (a person starts contact by phone, chat and so on), `Lead` (a sign-up or form is completed), `Schedule` (a person books an appointment) and `FindLocation` [Meta Pixel reference].
- **Simple CAPI setup:** in April 2026 Meta announced a free, one-click "Meta-enabled" Conversions API setup. Meta also says Pixel + CAPI users saw "an average 17.8%

lower cost per result" (Meta's own claim) [Meta, Apr 2026].

- **Events Manager tools:** `Test events` (check that each event fires once), Event Match Quality (a score for how well server events match people; its scale was not verified), the no-code Event Setup Tool, and since September 2026 an AI-based "Automatic Events" option; review what it creates [Jon Loomer, Sep 2026].
- **Domain verification** (business portfolio `Settings > Brand safety > Domains`) proves you own the website and controls who can edit link previews in ads [Meta for Developers].
- **Old tutorials, two outdated steps:** you no longer need to rank 8 events under Aggregated Event Measurement (Meta's system for iPhone users who opt out of tracking). Meta dropped that setup in 2023 and the tab disappeared from Events Manager [Jon Loomer, May 2023] [Jon Loomer, Jun 2023]. And the separate Offline Conversions API was discontinued on 14 May 2025; offline results such as paid jobs now go through the normal Conversions API [Meta for Developers] [Aimerce, Apr 2025]. Uploading customers' phone numbers for this is a KVKK question (Section 04).

DEEP DIVE

TRACKING & ANALYTICS

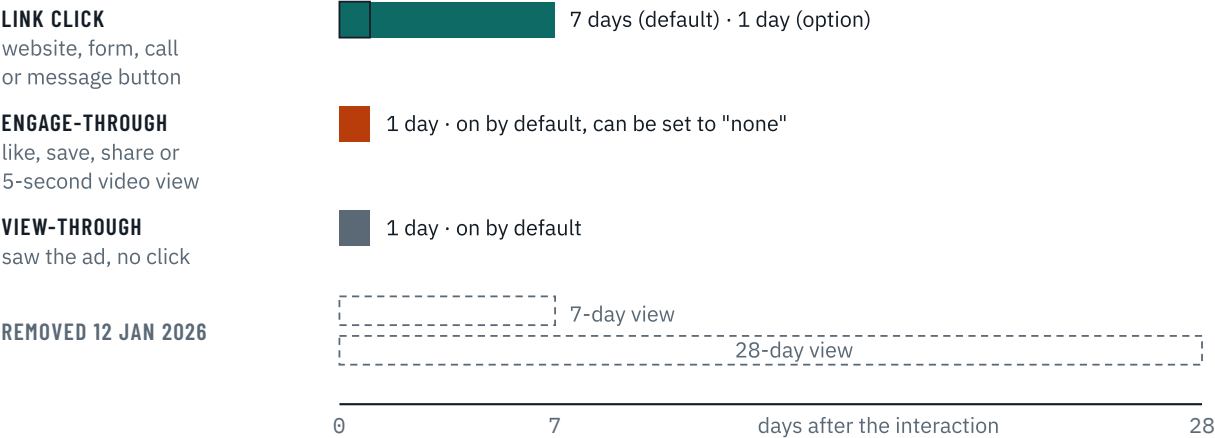
Pixel and CAPI step by step, UTM naming, GA4, the customer log and cookie consent under KVKK. 

Attribution in 2026

KEY TERM

Attribution window — how long after someone taps or sees your ad a conversion can still be credited to that ad.

WHAT CAN GET CREDIT AFTER SOMEONE MEETS YOUR AD



The 2026 default for website conversions: 7-day click + 1-day engage-through + 1-day view. This default is reported by third parties; Meta's March 2026 announcement did not state it. A 28-day click window remains for comparison only. Sources: Meta, Jon Loomer, Dataslayer, PPC Land.

- **March 2026:** click-through attribution now counts *link clicks only*. Likes, saves and shares moved to **engage-through attribution** (formerly engaged-view), and the video threshold dropped from 10 to 5 seconds [Meta, Mar 2026] [Jon Loomer, Mar 2026].
- **January 2026, sources conflict:** the 7-day view and 28-day view windows were removed on 12 January 2026. PPC Land describes this as a change to the Ads Insights API [PPC Land, Oct 2025]; Dataslayer says Ads Manager was affected too [Dataslayer, 2026]. Check the attribution setting column in your own account.
- **Extra layers:** an attribution model (Standard or Incremental, launched 2025) and a conversion count (All or First conversion) [Jon Loomer, Mar 2026].

Ads Manager metrics in plain words

METRIC	WHAT IT MEANS	A GOOD QUESTION TO ASK
Reach	Unique people who saw the ad.	How many people inside my radius did we reach this week?
Impressions	Total times the ad was shown.	Is delivery steady from day to day?

METRIC	WHAT IT MEANS	A GOOD QUESTION TO ASK
Frequency	Impressions ÷ reach [Jon Loomer glossary].	Are the same people seeing it too often while CTR falls?
CPM	Cost per 1,000 impressions = spend ÷ impressions × 1,000; how expensive attention is.	Is attention getting more expensive this season?
Link clicks vs Clicks (all)	Link clicks are taps on the link or button, which can include call, message and form buttons. Clicks (all) also count likes, profile clicks and "see more" [Jon Loomer, Mar 2026].	Am I reading link clicks, not all clicks?
CTR (link click-through rate)	Link clicks ÷ impressions. A better quality signal than CTR (all).	Does the hook make people tap, compared with my first week?
Landing page views	Clicks where the page actually loaded. Since 2025 this metric no longer needs a Pixel [Jon Loomer, Dec 2025].	How many clicks are lost before my slow page loads?
Results and cost per result	The thing you optimized for (chats, leads, calls) and its average cost.	Is the cost per result below my limit (300 TL per chat in the example)?
Messaging conversations started	New chats credited to the ad; exact definition not confirmed.	How many of these chats became bookings in my labels?
ROAS	Purchase value ÷ spend. Usually not available for a repair shop unless paid jobs are sent back through CAPI.	What is revenue from my own log ÷ ad spend?
Hook rate	3-second video plays ÷ impressions. An industry convention, not an official Meta metric; build it as a custom metric or work it out from the columns.	Do the first seconds stop the scroll?
Hold rate	ThruPlays ÷ 3-second video plays (a ThruPlay is a play to the end, or at least 15 seconds of a longer video). Also an industry convention.	Once people stop, does the video keep them watching?

HOOK RATE example numbers

3-second plays ÷ impressions

HOLD RATE example numbers

ThruPlays ÷ 3-second plays

$$6,300 \div 21,000 = 30\%$$

$$1,260 \div 6,300 = 20\%$$

There is no official "good" hook or hold rate. Compare your ads with each other and with your own earlier weeks.

What to do when...

Compare the last 7 days with the 7 days before, never one day with another. Then find your situation in the table and fix the first likely cause before you touch anything else.

YOU SEE	LIKELY CAUSE	DO THIS
Low hook rate and low link CTR	The first seconds do not stop the scroll	New opening: the worn part, a sound, a face talking in the first second (Section 06)
Good CTR, few conversations	Wrong objective (for example Traffic), or the next step is unclear	Check objective and conversion location (Section 02); make the pre-filled message and greeting clear
Many chats, few bookings	Follow-up: slow replies, no price range, no time offered	Fix the process before the ads: reply within 15 minutes, use quick replies, offer a time
Frequency rising, cost per result rising	Ad fatigue in a small local audience	Add 1–2 new ads with a new angle in one batch; consider a slightly wider radius
"Learning limited"	Too few results per week for the ad set	Keep one ad set; accept it and judge by cost per booking (Section 03)
One ad costs about twice the average per result after spending at least twice your target	A weak ad	Switch that ad off (practitioner rule)
One placement brings clicks but no results for weeks	Low-quality inventory	Lower its bid with a value rule (Section 04)
Cost per paying customer above target for two weeks	Process, creative or offer	Fix follow-up first, then creative and offer, targeting last
Cost per paying customer well under target	The campaign works	Raise the budget in steps (Section 11)

Practitioner rules of thumb, not Meta rules. "Start with the ads" before changing targeting follows Jon Loomer's beginner checklist [Jon Loomer, Feb 2026].

Columns and breakdowns

01 Save a column preset.

Columns > Customize columns, then save as a preset, for example "Yerel servis raporu" (local service report): delivery, results, cost per result, amount spent, reach, impressions, frequency, CPM, link clicks, CTR (link), CPC (cost per link click), messaging conversations started, cost per messaging conversation started, leads, cost per lead, landing page views.

02 Use breakdowns.

Breakdown > By Delivery: age, gender, placement and region (to spot delivery outside your area). By Time > Day for daily trends [Jon Loomer, Mar 2025].

03 Add UTMs to website ads.

For example

utm_source=facebook&utm_medium=paid_social&utm_campaign=kis_bakimi_2026_11. Without them, paid Meta clicks often show up as organic social in GA4. Put the tags in the ad's URL parameters field under Destination, not in the website URL. Meta can fill some values in for you with **dynamic parameters**:

{{campaign.id}}, {{campaign.name}}, {{adset.id}}, {{adset.name}}, {{ad.id}}, {{ad.name}}, {{placement}} and {{site_source_name}}

[Terminus, upd. Sep 2026]. {{site_source_name}} becomes fb, ig, msg or an (Audience Network) [Craftshift, Jul 2026]. To keep one naming style across the course, write source, medium and campaign yourself and let Meta fill only the ad name and campaign ID:

```
utm_source=facebook&utm_medium=paid_social&utm_campaign=kis_bakimi_2026_11&utm_content={{ad.name}}&utm_id={{campaign.id}}
```

COPY

Then name each ad in the same lowercase, underscore style, for example video_usta_a or gorsel_teklif_b, so the report stays readable. One ad usually runs on both Facebook and Instagram, so a fixed utm_source cannot split them. If you need that split, use utm_source={{site_source_name}} instead and remember that GA4 will then show fb and ig.

Why Meta and GA4 disagree

- Meta counts conversions inside its windows, including people who only saw the ad. GA4 counts sessions and uses its own attribution, so view-through conversions never appear as Meta in GA4 [Dataslayer, Apr 2026].
- Someone can tap the ad, leave, and come back directly three days later. GA4 may credit "direct"; Meta credits the ad.
- In-app browsers, cookie banners and ad blockers cut GA4 data.
- Since March 2026 Meta's "click-through" is closer to GA4, but a gap always remains. Judge success by bookings in your own records.

TÜRKİYE

KVKK's cookie guide (July 2025) says cookies used for behavioural advertising need *açık rıza* (explicit consent) given by an active action, so the Pixel should fire only after consent [KVKK, Jul 2025]. KVKK fined one e-commerce site 800,000 TL in 2022 for cookies without consent and transfers abroad without safeguards

[KVKK decision 2022/229]. Not legal advice.

GLOBAL EXAMPLE

After the view windows were removed in January 2026, third-party sources reported overnight drops of 15–30% (some say 20–40%) in reported conversions, with no real change in sales. These percentages are not independently verified

[Dataslayer, 2026]. Set a new baseline from mid-March 2026 and do not compare older reports directly.

ÖRNEK OTO SERVİS

Every Monday the owner copies four Meta numbers (spend, reach, frequency, conversations started) into the tracking sheet next to the WhatsApp label counts: bookings, cars that came in, revenue. Cost per paying customer comes from the sheet, never from Ads Manager.

SELF-CHECK

Meta shows 12 website leads; GA4 shows 7 form submissions from Meta. What is the most likely reason?

GA4 is broken

✓ Different counting rules: Meta's windows include view-through and engage-through, GA4 counts sessions

Meta invents leads

The tools measure different things. Compare trends and check your own bookings.

SELF-CHECK

Which CTR is the better signal that your hook works?

✓ CTR (link click-through rate)

CTR (all)

CTR (all) includes likes, profile clicks and "see more". Link CTR counts taps on the link or button only.

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MARK SECTION 10 AS DONE

SECTION 11 / 14

LAUNCH STEP BY STEP

READ

15 min

BUILDS ON

Sections 01–10

YOU WILL BE ABLE TO

Build the "Kışa hazırlık bakım kontrolü" Click-to-WhatsApp campaign and a lead form campaign for Örnek Oto Servis, and know what to check on day 7 and day 14.

This is the full build for the fictional shop around Ümraniye. Menu names are as reported in 2025–2026; Turkish labels in brackets are likely translations and **not confirmed**, except *Potansiyel Müşteriler*. If a label is missing in your account, look for the closest match.

(a) Click-to-WhatsApp: "Kışa Hazırlık Bakım Kontrolü – 30 Kasım'a kadar"

01 Create.

Ads Manager > **+ Create** (*Oluştur*).

02 Objective.

Engagement (Etkileşim). Leads with Messaging apps is an alternative later, once you can send back qualified-lead signals.

03 Campaign settings.

Name: 2026-10 | CTWA | Kış Bakımı | 8km. **Special ad categories**: leave empty; car repair is not one of them (Section 12). Budget: **Advantage+ campaign budget** or an ad set budget (the same with one ad set). Daily budget 400 TL (example).

04 Conversion location and goal.

Ad set > **Messaging apps** (Mesajlaşma uygulamaları) > **WhatsApp**, choose the linked number. Performance goal: **Maximize number of conversations**. Page: your Page.

05 Location.

Remove "Türkiye", search the shop address or use **Drop pin**, set radius **8 km**. If you choose a district instead, untick **Reach more people likely to respond**.

06 Audience and placements.

Minimum age 18; maximum age and gender open. **Advantage+ audience** on, no interests. **Advantage+ placements**.

07 Schedule.

Start date; end date 30 November, or no end date with a daily budget. If chats can be answered only in working hours, use a lifetime budget with ad scheduling.

08 Ads.

Create two ads: a 9:16 Reel and a 4:5 image. Identity: Page + Instagram account. Up to 5 primary texts and 5 headlines (Section 06). Button: `Send WhatsApp message`. Use "Format display options" if shown.

09 Message template.

Pre-filled text: "Merhaba, kış bakım kontrolü için randevu almak istiyorum." Add quick-reply questions if the editor offers them.

10 Check and publish.

Review every Advantage+ creative enhancement; switch off AI-written prices and "Add Business AI" unless tested. Preview Feed, Stories and Reels and check the safe zones. Ad review usually takes minutes up to about a day (typical; not verified).

(b) Lead form: "Kış Lastiği Değişimi + Lastik Oteli"

01 Objective.

`+ Create > Leads` (Potansiyel Müşteriler). Advantage+ is on by default for budget, audience and placements [Jon Loomer, Feb 2025].

02 Conversion location and goal.

`Instant forms` (Anında formlar). Alternatives if shown: "Website and instant forms" or "Instant forms and Messenger/WhatsApp". Goal: `Maximize number of leads`; later, once a CRM sends back "qualified" status, consider conversion leads.

03 Audience.

Same pin, radius and minimum age as (a). Advantage+ audience on.

04 Ad.

4:5 image or 9:16 video; button Book now, Get quote or Sign up (Turkish labels not confirmed).

05

Form.

[Destination > Create form](#) : name "2026-10 Kış Lastiği Randevu", type **Higher intent**, intro, 2–3 questions plus name and phone, SMS verification if available, privacy policy link to the KVKK notice, ending screen with [Call business](#) . Copy from Section 08.

06

Delivery and test.

Set lead delivery by e-mail or CRM, submit a test lead, then delete it.

What to check on day 7 and day 14

METRIC	WHAT GOOD LOOKS LIKE	WHAT TO CHANGE IF NOT
Amount spent (day 7)	Close to daily budget × days	Far below: audience or bid too narrow, or an ad was rejected. Check the delivery column and Account Quality.
Results (day 7)	Above zero, cost per result near your limit	Zero after spending 2–3× your target cost per result: change the ad or offer first, not the targeting [Jon Loomer, Feb 2026].
Frequency (7-day) and link CTR	Frequency below about 3, CTR stable	Frequency above 3 and CTR falling: add new ads (rule of thumb).
Region breakdown	Most impressions in İstanbul and the district	Many outside: check location expansion; name the district in the copy.
Placement breakdown	Spend mainly in Reels, Stories and Feed	Audience Network spending with no results: use a value rule to lower its bid.
Lead quality (your sheet)	Most chats and leads are real, in the area, reachable	Cheap but poor: Higher intent form, a qualifying question, SMS verification; ask for make/model/year in the WhatsApp greeting.
Cost per paying customer (day 14)	(spend + location fee + stopaj) ÷ paying customers ≤ 1,500 TL (example target)	At or below the target: keep it, raise budget about 20–30% every 3–4 days (practitioner rule), add 2 new ads. Above: test a stronger offer and new ads before changing targeting.

Checks and actions based on Jon Loomer and common practitioner rules. Breakdowns: [Breakdown > By Delivery > Region / Placement](#) . Value rules lower bids instead of excluding.

About budget raises: practitioner guides count a large budget change among the edits that can send an ad set back into learning. No official "safe" percentage from Meta was found for this guide, so the 20–30% steps above are a habit, not a rule. For a big seasonal jump, some advertisers copy the ad set at the higher budget instead of editing the one that works.

The weekly routine (30–45 minutes, same day each week)

01 Business results first (10 min).

From the WhatsApp labels, the lead sheet and the "Bizi nereden duydunuz?" log: chats and leads → bookings → cars that came in → revenue. Work out cost per booking and cost per paying customer, including the location fee and stopaj.

02 Ads Manager check (10 min).

Last 7 days against the 7 days before: cost per result, link CTR, CPM, frequency and the delivery status (Active, Learning, Learning limited).

03 Creative check (10 min).

Rank ads by cost per result and hook rate (Section 10). Switch off clear losers. If frequency rises or CTR falls, add one or two new ads in one batch.

04 Breakdowns (5 min).

Placement, region, age and time of day. Act only on big differences that last for weeks.

05 Budget decision (5 min).

Write it down: keep, raise in a step, or fix follow-up and creative first. Use the "What to do when..." table in Section 10.

06 Once a month.

Send invoices to the accountant (location fee, KDV-2, stopaj), refresh the offer, check Account Quality, and read Opportunity Score suggestions critically.

Before you publish

Your ticks are saved in this browser.

- ☐ 2FA is on for every admin, and the business portfolio has at least two admins.
- ☐ Ad account in TRY with time zone Europe/Istanbul; VKN and legal address in billing.
- ☐ Instagram and the WhatsApp Business number are linked to the Facebook Page.
- ☐ WhatsApp Business profile complete: hours, address, greeting, away message, quick replies, labels.
- ☐ Pixel installed, Lead and Contact events tested in Test events; KVKK privacy notice and cookie banner live.
- ☐ Pin on the shop, radius set, location expansion unticked if you chose a city or district.
- ☐ Two ads ready: a 9:16 Reel with Turkish subtitles and a 4:5 image, text inside the safe zones.
- ☐ Every price, "ücretsiz" claim and deadline in the copy is real and will be honoured.
- ☐ Advantage+ creative enhancements reviewed and Turkish AI text read; Business AI off unless tested.
- ☐ Lead form: Higher intent, privacy link, SMS verification if available, test lead sent and deleted.
- ☐ Staff rule agreed: WhatsApp answered within 15 minutes and form leads called within 30 minutes in working hours.
- ☐ Tracking sheet ready: date, source, name, car, service, booked?, came?, revenue.
- ☐ Budget plan includes the 5% location fee and stopaj, checked with the accountant.

TÜRKİYE

October to December is the main season for winter checks and tyre changes, so launch the winter campaign in early October. For 2026–27, winter tyres are mandatory from 15 November 2026 to 15 April 2027 for commercial vehicles carrying passengers or goods on intercity roads; governors can set different local dates, and there is no nationwide rule for private cars (news report)

[Milli Gazete, Sep 2026]. Do not write "zorunlu" (mandatory) for private cars.

GLOBAL EXAMPLE

Jon Loomer's beginner checklist gives the same shape for any small business: one goal, one campaign, one ad set, at least two ads, Advantage+ placements, and patience before edits [Jon Loomer, Feb 2026].

ÖRNEK ÖTO SERVİS

Example plan within the 400 TL per day Meta budget. Option 1 (chosen): campaign (a) alone at 400 TL per day for 14 days, then campaign (b) for the next 14 days. Option 2: both at once, for example 250 TL + 150 TL per day; each gets fewer results, so learning is slower.

SELF-CHECK

Day 7: campaign (a) spent 900 TL with zero conversations; the target is 300 TL per conversation. What do you change first?

Add interests to the audience

✓ **The ad or the offer (new hook, clearer price or deadline)**

Switch off Advantage+ placements

900 TL is 3× the target with no result. Jon Loomer's advice is to "start with the ads": change the ad or offer first and leave targeting alone.

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MARK SECTION 11 AS DONE

SECTION 12 / 14

BOOST, POLICIES AND ACCOUNT SAFETY

READ

12 min

BUILDS ON

Sections 01 and
06

YOU WILL BE ABLE TO

Decide when boosting is enough, avoid the ad policies a repair shop most often meets, protect the account, and study competitors in the Meta Ad Library.

When boosting is fine

Boost turns an existing post into an ad with simple goals (for example messages, website visits, engagement or calls) and simple audiences such as people near your business. The exact list of boost goals was not verified. Boosted posts also appear in Ads Manager, so you can report on them there.

BOOST IS FINE WHEN

- An organic post already does well and you want more local people to see it.
- You want a quick "send WhatsApp message" boost on a good Reel for a few days.
- The budget is small and the goal is simple.

USE ADS MANAGER WHEN

- You need lead forms, call ads, several ads per ad set or A/B tests.
- You want attribution settings, value rules, scheduling or saved reports.
- You want clean names you can compare month by month.

FEATURE	BOOST	ADS MANAGER
Structure	One campaign with one ad set and one ad	Several ad sets and ads per campaign
Objective	Not asked; Meta offers a few goals based on the post	You choose the objective and performance goal
Creative	Only an existing post	New ads, or an existing post with "Use existing post"
Lead forms (instant forms)	No	Yes
A/B tests	No	Yes
Ad scheduling (certain hours only)	No; switch on and off by hand	Yes, with a lifetime budget
Placements	Limited choice	Full control
Dynamic URL parameters	No	Yes (Section 10)
Good for	Pushing one strong organic Reel locally for a few days	Anything you will measure: chats, calls, leads, bookings
Based on Jon Loomer's list of 23 limitations of the Boost button (updated Mar 2025) [Jon Loomer, upd. Mar 2025]. Tip: with "Use existing post" in Ads Manager, your best organic Reel keeps its likes and comments as social proof while you get all the controls.		

Ad policies a repair shop meets

POLICY	RISKY	SAFER
Personal attributes: do not assert or imply a person's financial status, health, age, religion and similar [Meta, Jun 2024]	"Kredi kartı borcunuz mu var? Taksitle bakım" (do you have credit card debt?)	"Kredi kartına 6 taksit imkânı" (6 instalments by credit card)
Deceptive pricing and practices [Meta]	A "son 2 gün" (last 2 days) countdown that never ends	A real deadline, "30 Kasım'a kadar", that you honour

POLICY	RISKY	SAFER
Trademarks and IP [Meta, Aug 2024]	Car makers' logos, implying "yetkili servis", unlicensed music	"Tüm marka araçlara bakım" in plain text; licensed music only
Sensational content [Meta]	Shocking crash images	The worn part and the repaired result
Hiring ads	For an "usta aranıyor" (mechanic wanted) ad, see special ad categories below. Meta's documentation requires the employment declaration for ads reaching the US, Canada and Europe; Türkiye is not named [Meta for Developers].	

Special ad categories

A **special ad category** is a label you must choose when creating a campaign for certain sensitive topics. It restricts some targeting options. Meta's categories are **credit / financial products and services, employment, housing, and social issues, elections or politics** [Meta for Developers].

- **Car repair, tyres and maintenance** are not a special category. Leave the box empty.
- **Credit or instalment offers:** the declaration for credit, employment and housing ads is documented as mandatory for ads reaching the United States (since 4 December 2019), Canada (since 3 December 2020) and Europe (since 7 December 2021). Türkiye is not named. An ad that mainly promotes the service with "kredi kartına 6 taksit" is still a repair ad, but if you promote a loan or financing product, check the category in Ads Manager.
- **Hiring ads in Türkiye:** a Turkish "usta aranıyor" ad aimed at people in Türkiye is not documented as needing the employment category. If Ads Manager asks you to declare it, follow the prompt.

Keep the account safe

01 Turn on 2FA for every admin.

Settings > Accounts Center > Password and security > Two-factor authentication.

02

Verify the business.

In [Settings > Business info](#) or [Security Center](#), verify with official documents (for example *vergi levhası*, tax certificate, or *Ticaret Sicil Gazetesi*, trade registry gazette) and a matching website and phone. The document list was not verified.

03

Reduce risk.

At least two admins, a payment method in the company name, no logins from random devices or shared VPNs, and fix rejected ads carefully before resubmitting (practitioner advice; Meta's thresholds are not public). Do not connect unofficial AI or automation tools to the ad account: accounts were shut down after this in March 2026 [Jon Loomer, Mar 2026].

04

If something is restricted, go to Account Quality.

facebook.com/accountquality shows policy problems and lets you request a review [Meta].

Meta One (September 2026) is a paid business plan that brings in Meta Verified: Essential at \$14.99 per month per profile includes the verified badge and impersonation protection; Advanced at \$49.99 adds one human support case per month [Jon Loomer, Sep 2026] [Meta, Sep 2026]. You do not need it to run ads. Availability and TRY pricing in Türkiye were **not verified**.

Study Turkish competitors in the Meta Ad Library

01

Open the library.

Go to facebook.com/ads/library; no login is needed for browsing.

02

Search.

Country: [Türkiye](#). Ad category: [All ads](#). Search a keyword such as *oto servis* (car service), *kış lastiği* (winter tyres), *rot balans* (alignment and balancing), *periyodik bakım* (scheduled maintenance), *lastik oteli* (tyre storage) or *triger seti* (timing belt kit), or a competitor's Page name. From a Page you can also open [Page transparency > Go to Ad Library](#).

03

Filter.

Language, platform, media type, active status and dates [Jon Loomer, upd. Mar 2025].

04

Read what is shown.

For normal ads outside the EU you mainly see the ad, its start date, platforms and number of versions. Spend, reach and targeting are shown only for ads delivered in the EU and for political ads.

05

Take notes, not copies.

Ads that have run for many weeks are probably working. Note offers, formats (Reel or image), buttons (WhatsApp, form, call) and timing. Do not copy creatives or brand assets.

TÜRKİYE

Turkish advertising rules require every claim to be provable. "En ucuz" or "en iyi" needs documents, and comparative ads may not name a competitor [Ticari Reklam Yönetmeliği]. In August 2026 the Reklam Kurulu (Advertising Board) fined a car-parts seller 863,580 TL for listing a part at 227 TL and then asking 3,500 TL [Reklam Kurulu bulletin 372, Aug 2026]. Keep every claim provable: prices, "ücretsiz", years in business, number of staff. Not legal advice.

TÜRKİYE: 2026 ADVERTISING RULES

The amendment to the commercial advertising regulation (Resmî Gazete no. 33297, 1 July 2026, in force 1 August 2026) contains several points that touch Meta ads

[Ticaret Bakanlığı, Jul 2026] [Alomaliye, Jul 2026]:

- Consumer reviews from channels where the purchase cannot be verified may not be published (Section 06).
- Review and complaint platforms now wait 48 hours instead of 72 for the business to answer a complaint; after that it is published. Watch your complaint-site profiles and answer within two days.
- Targeted ads to children based on profiling of their personal data are banned. A repair shop targets adults 18+ anyway; keep the minimum age at 18.
- The crossed-out "before" price in a discount ad must be the lowest price of the previous 10 days for goods, or the price just before the discount for services.

Not legal advice.

GLOBAL EXAMPLE

Meta One also added limits on clickable links in *organic* Page posts. This does not affect paid ads [Jon Loomer, Sep 2026].

ÖRNEK ÖTÖ SERVİS

On the first Monday of each month the owner spends 20 minutes in the Ad Library with three keywords and the names of four nearby competitors, and writes down offers that have run for more than four weeks.

SELF-CHECK

For a Turkish competitor's normal ad, what can you see in the Ad Library?

Its spend and targeting

✓ **The ad, start date, platforms and number of versions**

Its cost per lead

Spend, reach and targeting appear only for EU-delivered ads and political ads.

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12. [Jon Loomer — The Limitations of the Boost Button \(2020, upd. Mar 2025\)](#)
13. [Meta for Developers — Special ad categories](#)
14. [Ticaret Bakanlığı — Changes to the commercial advertising regulation \(1 Jul 2026\)](#)
15. [Alomaliye — Reklam yönetmeliğinde kapsamlı değişiklik \(1 Jul 2026\)](#)



MARK SECTION 12 AS DONE

SECTION 13 / 14

EXAMPLES AND COMMON MISTAKES

READ

10 min

BUILDS ON

Sections 01–12

YOU WILL BE ABLE TO

Tell documented results from marketing claims, and avoid the twelve mistakes beginners make most often with Meta ads.

The one Turkish automotive case: Mercedes-Benz Türkiye

+34%

–24%

more leads with Advantage+ leads campaigns than the usual manual setup
[Meta success story]

lower cost per lead, measured with an A/B test in Ads Manager [Meta success story]

Mercedes-Benz Türkiye and its agency OMD ran lead ads with photo creatives of vehicle promotions and a "Get offer"-type button that opened a pre-filled instant form. They compared Advantage+ leads campaigns (automatic budget, audience and placements) with their usual manual setup. The audience was adults aged 25–60 in Türkiye, website visitors who had not completed forms, and lookalikes. The page shows no date. This is a big brand with an agency; the lesson a shop can take is that lead ads with Advantage+ beat the manual setup *in their test*. No Meta case study for a Turkish independent repair shop was found.

Other documented examples

WHO	WHAT THEY DID	REPORTED RESULTS
Estée Lauder Türkiye [Meta]	Advantage+ catalog ads, creator videos, partnership ads, Advantage+ placements and budget (12 Sep–20 Oct 2024)	+51% incremental purchases, 1.7× return on incremental ad spend, +5.8 pts brand awareness (Meta lift studies)
Şişecam [Meta]	Video package for International Women's Day (6–8 Mar 2024) in Feed, Stories and Reels	+14 pts unaided ad recall, +5.2 pts brand awareness (brand lift)
Kia Italia + Infobip [ANI, Sep 2026]	Click-to-WhatsApp ads opening a WhatsApp AI agent linked to Salesforce	In two months: 144 qualified leads, 116 quote requests, 8 car sales, 40× ROAS, 53% lower cost per vehicle sold. Vendor press release, not audited.
DGCRANE (China, cranes) [WhatsApp Business]	Click-to-WhatsApp ads plus WhatsApp marketing messages, with a Meta Business Partner, from 2023	2.2× lower cost per qualified lead from Click-to-WhatsApp ads than from its other digital ads. Self-reported by the business.
Hyundai Brazil [Meta for Developers]	Two-week A/B test: Click-to-Messenger ads with a chat assistant against a website form with e-mail or phone follow-up (2019)	3.5× higher conversion rate, 4× higher sales rate, 13% lower cost per lead. Meta success story with 2019 data; the platform has changed a lot since.

WHO	WHAT THEY DID	REPORTED RESULTS
Meta averages (Meta's own claims)	Advantage+ leads (Oct 2025); Pixel + CAPI (Apr 2026); Advantage+ placements	–14% cost per lead and –10% cost per qualified lead; –17.8% cost per result; –11.7% cost per action
Sources linked in each row and in Sections 02, 05 and 10. Several automotive "case studies" on agency blogs could not be traced to Meta or the brand, so they are left out.		

Twelve common beginner mistakes

- **Boosting random posts** instead of running a campaign with a clear goal.
- **Choosing Traffic or post engagement** when you want bookings: cheap clicks and likes, few customers [Jon Loomer, Feb 2026].
- **Too many campaigns and ad sets** for a small budget, so each one stays in learning.
- **Over-targeting** with interests, narrow age or gender, or removed placements; these are mostly suggestions now and restrictions usually raise costs [Jon Loomer, Mar 2026].
- **Leaving "Reach more people likely to respond" ticked** for a city, then getting leads from other cities.
- **Slow replies** to WhatsApp chats and form leads.
- **Judging by Meta's numbers only**; conversations and leads are not customers.
- **Editing every day**; wait about 7 days between big decisions.
- **Comparing data across the January and March 2026 attribution changes**; set a new baseline from mid-March 2026 [Dataslayer, Apr 2026].
- **Forgetting KDV-2, stopaj and the 5% location fee** in the budget.
- **Accepting AI enhancements blindly** without reading the Turkish output.
- **Connecting unofficial AI or automation tools** to the ad account [Jon Loomer, Mar 2026].

TÜRKİYE

In October 2026, Meta's Türkiye success page listed six stories, and only Mercedes-Benz Türkiye was automotive [Meta success stories].

GLOBAL EXAMPLE

Meta's averages are useful for direction, but they come from Meta. Treat "-14%" or "-17.8%" as a reason to test, and trust your own 14-day numbers more.

ÖRNEK ÖTÖ SERVİS

The owner's mistake list for week 1: no edits before day 7, no new campaigns, every chat labelled, and the accountant asked about stopaj before the first invoice arrives.

SELF-CHECK

An agency blog says "a dealer got 62 qualified leads in 3 months with lead ads", with no link to Meta or the brand. How should you treat it?

As a benchmark for your shop

✓ **As unverified, until you can trace it to Meta or the brand**

Claims that cannot be traced to a primary source should not guide your budget. Your own test is the benchmark.

▼ SOURCES FOR THIS SECTION

1. [Meta success story — Mercedes-Benz Türkiye](#)
2. [Meta success story — Estée Lauder Türkiye](#)
3. [Meta success story — Şişecam](#)
4. [ANI / Infobip — Kia Italia \(Sep 2026\)](#)
5. [WhatsApp Business success story — DGCRANE \(self-reported\)](#)
6. [Meta for Developers success story — Hyundai \(Brazil, 2019\)](#)
7. [Social Media Today — Meta lead gen ad updates \(Oct 2025\)](#)
8. [Meta — Pixel and Conversions API updates \(Apr 2026\)](#)
9. [PPC Land — Placement controls \(Aug 2026\)](#)
10. [Jon Loomer — A Beginner's Checklist for Meta Advertising \(Feb 2026\)](#)
11. [Jon Loomer — A Guide to Meta Ads Targeting in 2026 \(Mar 2026\)](#)
12. [Dataslayer — Engage-through attribution \(Apr 2026\)](#)
13. [Jon Loomer — AI-Related Ad Account Shutdowns \(Mar 2026\)](#)

GLOSSARY AND SOURCES

READ
8 min

BUILDS ON
All sections

YOU WILL BE ABLE TO

Look up any Meta Ads term from this guide and see which points are still unconfirmed.

AD SET

The middle level of a campaign: conversion location, performance goal, audience, placements, budget and schedule.

ADVANTAGE+

Meta's AI automation: Advantage+ audience, placements, campaign budget and creative enhancements.

ATTRIBUTION WINDOW

How long after a link click, engagement or view a conversion can be credited to an ad. 2026 default for website conversions: 7-day click, 1-day engage-through, 1-day view.

AUCTION / TOTAL VALUE

Meta picks the ad with the highest total value, based on bid, estimated action rate and ad quality.

BUSINESS PORTFOLIO

The container that owns Page, Instagram, ad account, WhatsApp account, Pixel and people (formerly Business Manager).

CLICK-TO-WHATSAPP (CTWA)

An ad on Facebook or Instagram whose button opens a WhatsApp chat with a pre-filled message.

CONVERSION LOCATION

Where the result happens: messaging apps, instant form, website, calls.

CONVERSIONS API (CAPI)

Server-to-server sending of events to Meta, used with the Pixel and deduplicated with event_id.

CPM

Cost per 1,000 impressions: $\text{spend} \div \text{impressions} \times 1,000$.

CTR (LINK)

$\text{Link clicks} \div \text{impressions}$.

CUSTOM AUDIENCE	People who already know you: site visitors, engagers, chat contacts, customer lists.
DYNAMIC URL PARAMETERS	Placeholders such as <code>{{ad.name}}</code> or <code>{{campaign.id}}</code> that Meta fills in when someone clicks, used in UTM tags.
ENGAGE-THROUGH ATTRIBUTION	Credit within 1 day after a like, save, share or 5-second video view (formerly engaged-view, renamed March 2026).
EVENTS MANAGER	Where Pixel and CAPI data arrive, with Test events and match-quality scores.
FREQUENCY	$\text{Impressions} \div \text{reach}$: how often the average person saw the ad.
HOOK RATE / HOLD RATE	$\text{3-second video plays} \div \text{impressions}$ / $\text{ThruPlays} \div \text{3-second plays}$. Industry conventions, not official Meta metrics.
INSTANT FORM	A lead form that opens inside Facebook or Instagram, pre-filled from the profile.
KDV-2	The VAT return on which a Turkish company declares 20% VAT on foreign ad invoices and then deducts it.
LEARNING PHASE	Meta's testing period after launch or a big edit; rule of thumb about 50 optimization events per ad set in 7 days. "Learning limited" means fewer.
LOCATION FEE	A separate invoice line Meta adds based on where viewers are: 5% for Türkiye (start date 1 July 2026 per a Turkish agency).
LOOKALIKE AUDIENCE	People similar to a source audience; mostly a suggestion in 2026.
MESSAGING CONVERSATIONS STARTED	New chats Meta credits to an ad; exact definition not confirmed.
PERFORMANCE GOAL	The result Meta tries to get the most of, for example "Maximize number of conversations".

PIXEL	Code on your website that reports visits and actions (events) to Meta.
PLACEMENT	A spot where an ad appears, such as Instagram Reels or the Facebook Feed.
REACH / IMPRESSIONS	Unique people who saw the ad / total times it was shown.
SPECIAL AD CATEGORY	A label for credit, employment, housing or social-issue and political ads that restricts some targeting. Car repair is not one.
STOPAJ	15% Turkish withholding tax on payments abroad for internet advertising; a real extra cost. Confirm the base with your accountant.
VALUE RULES	Rules that raise or lower bids for certain ages, locations, placements and more, instead of excluding them.

Not confirmed (as of October 2026)

- Exact TRY minimum daily budgets. (The pin radius of 1–80 km comes from Meta's API documentation; check it in Ads Manager.)
- An official 2026–27 winter-tyre notice from the ministry or KGM (dates in this guide come from news reports).
- Whether call ads, WhatsApp Status ads and Threads ads are available to advertisers in Türkiye.
- Exact Turkish UI labels for objectives, conversion locations, goals and buttons (only *Potansiyel Müşteriler* for Leads is confirmed).
- Location fee details from Meta's own help page, and whether stopaj applies to the fee line (ask your accountant).
- The exact definition of "messaging conversations started", and whether the January 2026 removal of view windows affected Ads Manager or only the API.
- KVKK treatment of hashed customer-list uploads, and whether consent for promotional WhatsApp messages must be registered in İYS (ask a lawyer).

- Turkish cost benchmarks for repair-shop chats and leads, case studies of independent repair shops, and Meta One availability in Türkiye.

Main sources

Each section ends with its own source list. The core sources are Meta's news pages, success stories and Transparency Center policies; Jon Loomer's 2025–2026 guides; PPC Land, Social Media Today and Dataslayer for platform changes; WordStream for US benchmarks; Dijitarya, İstanbul Mali Müşavirlik, Muhasebe News and Bossy Digital for Turkish billing and taxes; the KVKK law text and cookie guide; and DataReportal, StatCounter and TÜİK (via DHA) for Türkiye usage data. All were checked in October 2026.

SELF-CHECK

Which number in this guide is a Meta claim rather than an independent result?

✓ "17.8% lower cost per result" with Pixel + CAPI

The 15% stopaj rate

Instagram ad reach of 62.3 million in Türkiye

The 17.8% figure comes from Meta's own announcement. Stopaj comes from Turkish tax sources and the reach figure from DataReportal.

▼ CORE SOURCES

1. [Meta — Simplifying Ad Measurement for a Social-First World \(Mar 2026\)](#)
2. [Meta — Pixel and Conversions API updates \(Apr 2026\)](#)
3. [Meta Transparency Center — Advertising Standards](#)
4. [Jon Loomer — 83 Changes to Meta Advertising in 2025 \(Dec 2025\)](#)
5. [Jon Loomer — A Guide to Meta Ads Targeting in 2026 \(Mar 2026\)](#)
6. [Jon Loomer — How Meta Ads Attribution Works in 2026 \(Mar 2026\)](#)
7. [Jon Loomer — Meta Announces Location Fees \(Mar 2026\)](#)
8. [WordStream — Facebook Ads Benchmarks 2026 \(Sep 2026\)](#)
9. [Dijitarya — Meta reklam faturalandırma, KDV ve stopaj 2026](#)
10. [Law No. 6698 \(KVKK\), consolidated text](#)

11. [DataReportal — Digital 2026: Turkey \(Nov 2025\)](#)

Made with Claude Code as a learning course. Facts were checked against the listed sources in October 2026. Ad platforms change their menus and rules often, so confirm details in the official help centers before you act.

Örnek Oto Servis is a fictional business. Its numbers are examples, not market data. Nothing here is legal or tax advice.