

META ADS FIELD MANUAL

How to run paid ads on Facebook, Instagram and WhatsApp for a local business in Türkiye: from an empty account to a live click-to-WhatsApp campaign that you track, read and improve every week. Written for beginners; you only need posts and videos you already have.

~60 min read Updated Oct 2026 Example business: Kaya Oto Servis (fictional)

AT KAYA OTO SERVİS

Our running example is **Kaya Oto Servis**, a fictional independent car repair shop in Ataşehir, İstanbul: 12 staff (8 mechanics, 2 service advisors, the owner and one admin), periodic maintenance (*periyodik bakım*), brakes, engine diagnostics, timing belts (*trigger kayışı*), tyre change and storage (*lastik oteli*), A/C service and pre-purchase inspection (*ekspertiz*). It has a website, a Google Business Profile, Instagram, Facebook and WhatsApp Business. Every ₺ figure about Kaya on this page is illustrative, not a benchmark.

Work through the modules in order. Each one only uses ideas from the modules before it. If you came from the main course, this page expands its [Meta module](#). Search ads (people who are already looking for a garage) are covered in the [Google Ads Field Manual](#).

TÜRKİYE

Meta changes Ads Manager every few months. Button names on your screen may differ slightly from this page. Tax and legal points here are orientation, not advice: confirm them with your accountant (*mali müşavir*) and, for personal data, a KVKK consultant.

01

MODULE

How Meta ads work

YOU'LL LEARN

- Why Meta ads find people *before* they search, and what that means for a garage
- How Meta decides which ad a person sees (the auction)
- What Meta's automated delivery does for you, and what it cannot do

Two ways to meet a customer

There are two basic kinds of online advertising. Knowing which one you are using changes what you can expect.

Search intent (Google)

The person types what they need: "*ataşehir fren balatası değişimi*" (brake pad replacement in Ataşehir). The need already exists. You pay to appear in front of someone who is looking right now.

Strong for urgent jobs. Limited by how many people search.

Discovery (Meta)

The person is scrolling Instagram Reels or their Facebook feed. They did not ask for a garage. Your ad *interrupts* them and has to create interest in a second or two.

Strong for reminders, offers and trust. Needs a strong opening and an easy next step.

For Meta this means two things. First, your ad must stop the scroll: the first seconds matter more than anything else. Second, the next step must be effortless. In Türkiye that step is usually a WhatsApp chat, because almost everyone already uses WhatsApp: 88.6% of internet users aged 16–74 used it in TÜİK's 2025 survey, more than YouTube (72.9%) or Instagram (68.1%).

DEFINITION

Meta is the company behind Facebook, Instagram, Messenger, Threads and WhatsApp. One ad tool, **Ads Manager**, buys ads across all of them. An **impression** is one showing of your ad on someone's screen.

The auction: who gets the ad slot

Every time someone opens Instagram or Facebook, there are a few free spaces for ads between the posts. Many advertisers want to reach that same person. Meta runs a split-second **auction** to decide which ad gets each space.

The highest bidder does not simply win. Meta's help page on ad auctions describes the winner as the ad with the highest **total value**, built from three ingredients:

- **Bid**: how much the advertiser is willing to pay for the result they asked for. Usually Meta bids for you, within your budget.
- **Estimated action rate**: Meta's prediction of how likely *this person* is to take the action you optimise for (for example, start a WhatsApp chat).
- **Ad quality**: signals about whether people find the ad useful or annoying, such as people hiding it, or clickbait-style text.

Roughly, the bid is multiplied by the estimated action rate, and ad quality is added on top. Meta's developer documentation puts it this way: delivery weighs how much you value a result against the probability of getting it.

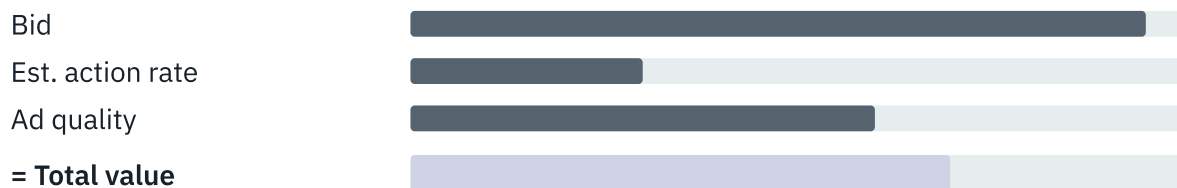
One ad slot in a viewer's Reels, Ataşehir, 18:40

Three eligible ads compete. Bars are illustrative scores, not real data.

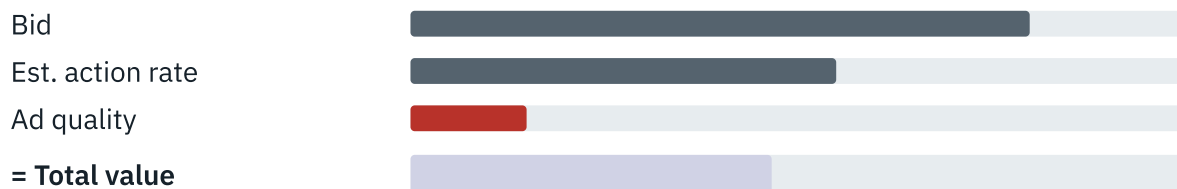
Kaya Oto Servis: local video, WhatsApp button



National chain: generic brand ad



Clickbait ad: "You won't believe this price!"



Total value $\approx$ bid $\times$ estimated action rate + ad quality

The relevant local ad wins with the lowest bid. Lengths are illustrative and consistent with the formula, but Meta does not publish the real numbers.

TIP

You cannot see your "total value", but you can raise two of its three ingredients for free. A genuinely local, useful ad that people respond to (a mechanic in your shop, your district's name, a clear offer) usually reaches more people for the same money than a polished, generic one.

Meta's automated delivery

Meta uses machine learning to decide *who* sees your ad, *where* (Instagram Reels, Facebook feed, WhatsApp and so on) and *how much* to bid in each auction. In 2025 Meta

made this the default: new Sales, Leads and App campaigns start with **Advantage+ audience**, **Advantage+ placements** and **Advantage+ campaign budget** switched on. "Advantage+" is simply Meta's brand name for "let the system decide".

Automation needs two things from you, and both appear again in later modules:

1. **A clear goal.** You tell Meta which action matters (a WhatsApp conversation, a form lead). It then looks for people likely to do exactly that.
2. **Enough results to learn from.** The system learns from each result. With very few results per week it keeps guessing. Module 09 shows the numbers.

What the system cannot do: answer your WhatsApp messages, quote a fair price, or fix a car. Most local campaigns fail at the follow-up, not in the ad.

AT KAYA OTO SERVIS

Kaya's customers do not search for "oto servis" every day, but most of them drive past the shop and own a car that needs maintenance at some point this year. Meta ads keep Kaya in front of car owners within a few kilometres, so that when the brakes squeal, the name that comes to mind is the one they saw last week, with a WhatsApp button one tap away.

COMMON MISTAKE

Expecting Meta ads to behave like search ads. Someone who sees your Reel was not looking for a garage. Judge Meta on WhatsApp chats and booked jobs over several weeks, not on whether the phone rang in the first hour.

Q Your bid is lower than a big chain's. Can you still win the ad slot?

Yes. Meta combines the bid with the estimated action rate and ad quality. A relevant local ad that people actually respond to can beat a higher bid.

Q What is the main difference between a Google search ad and an Instagram ad?

On Google the person is already looking for the service (intent). On Instagram you interrupt someone who was not looking (discovery), so the ad must create interest fast and make the next step very easy.

Q What does "Advantage+" mean in Ads Manager?

It is Meta's label for automated settings: Meta chooses the audience, placements or budget split for you within the limits you set.

02 MODULE

Set up the accounts

YOU'LL LEARN

- Which Meta tools exist and what each one is for
- The safe order to connect Page, Instagram, WhatsApp, ad account and payment
- Türkiye specifics: TRY currency, card rules, VAT and the location fee
- When the "Boost" button is fine and when you need Ads Manager

Four tools, four jobs

TOOL	WHAT IT IS	USE IT FOR
Business Portfolio formerly "Business Manager"	The admin container that <i>owns</i> your assets: Pages, Instagram accounts, ad accounts, WhatsApp accounts, pixels, people and permissions	Setup, access, billing, security. You do not run ads here

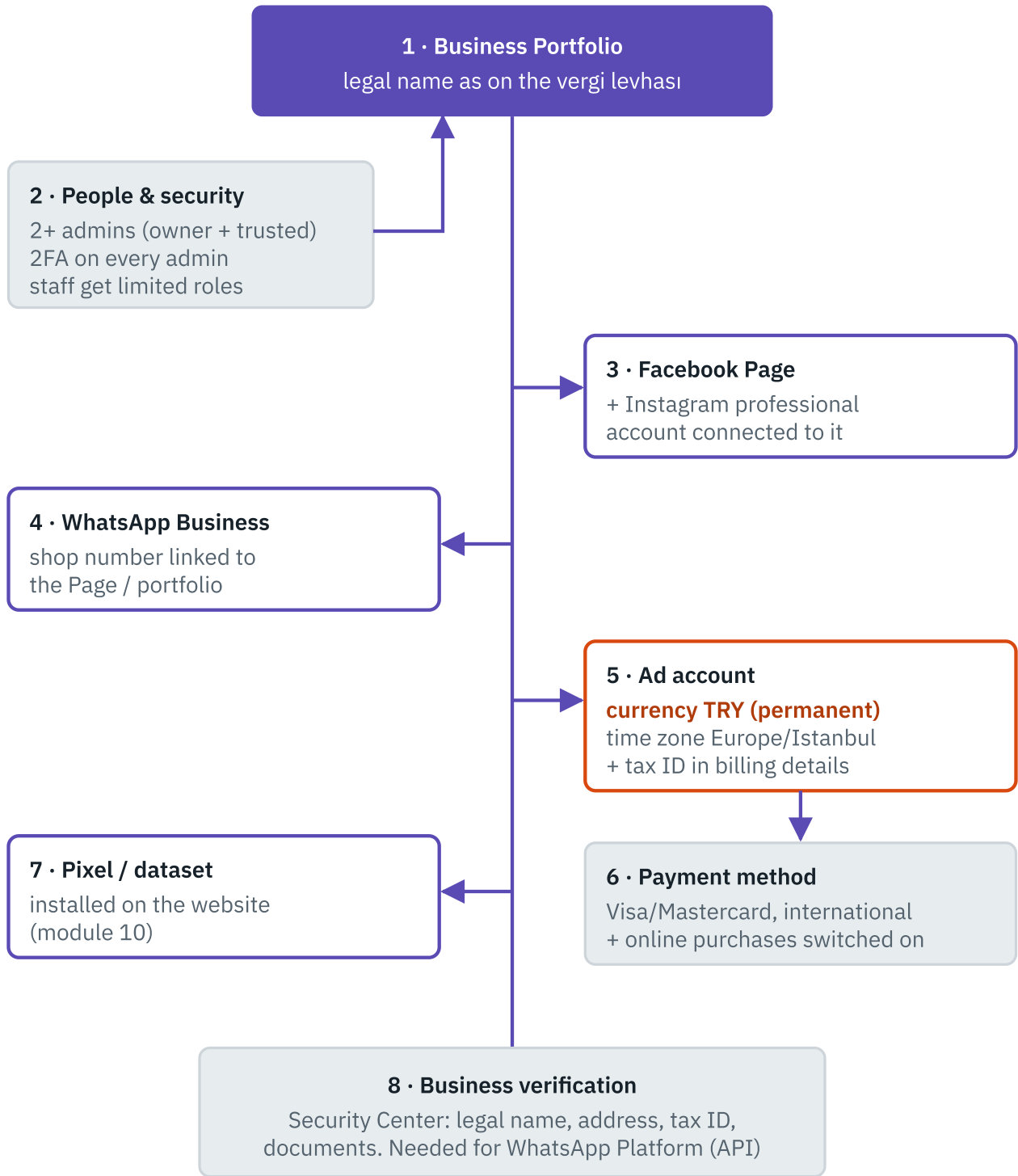
TOOL	WHAT IT IS	USE IT FOR
Meta Business Suite	The day-to-day dashboard: posting, one inbox for Facebook, Instagram and WhatsApp messages, basic insights, the Boost button	Organic posts, answering messages, simple boosts
Ads Manager	The full advertising tool	Every campaign you want to measure, test and report on
Events Manager	Where the Meta Pixel, Conversions API and datasets live	Tracking website and messaging results (module 10)

DEFINITION

An **asset** is anything the portfolio owns: a Facebook Page, an Instagram professional account, a WhatsApp Business number, an **ad account** (the account that holds campaigns and the payment method) or a **Pixel/dataset** (the tracking source, module 10).

The setup order

Do it once, in this order. Each step depends on the one before it.



The portfolio owns everything below it. If an employee leaves, the assets stay with the business, not with their personal profile.

- 1 Create the Business Portfolio** at business.facebook.com, logged in with the owner's real personal Facebook profile. Use the shop's legal name exactly as it appears on the *vergi levhası* (tax certificate) and a business email address.

- 2 Add people and lock the door.** Add at least two admins, for example the owner and the most trusted service advisor. If the only admin gets locked out, the whole account is stuck. Turn on two-factor authentication (2FA: a code from an app or SMS on top of the password) for every admin. Give other staff or an agency only the access they need.
- 3 Add the Facebook Page** and connect the **Instagram professional account** to it, so both can run ads and share one inbox.
- 4 Connect the WhatsApp Business number.** The free WhatsApp Business app is enough for a small team: it has a business profile, greeting and away messages, quick replies and labels. The **WhatsApp Business Platform (API)** is for automation, CRM integration and bigger teams, and is used through a provider.
- 5 Create the ad account** with currency **TRY** and time zone **Europe/Istanbul**. You cannot change the currency later; changing it means opening a new ad account.
- 6 Add a payment method and tax details** (see the Türkiye notes below).
- 7 Create a Pixel / dataset** and install it on the website. Module 10 explains it; you can create it now and finish later.
- 8 Complete business verification** in the portfolio's Security Center: legal name, address, tax ID and supporting documents. It is needed for the WhatsApp Business Platform and makes the account look more trustworthy. Menus move often, so check where it sits in your portfolio today.

Paying for ads in Türkiye

- **Cards:** the usual method is automatic payment by credit or debit card. Use a Visa or Mastercard with internet and international purchases switched on. TRY-only cards often fail, because billing goes through Meta Ireland. Manual pre-payment is described as having limited availability in Türkiye. Check what your Billing settings offer.
- **Billing threshold:** Meta charges your card when spend reaches a threshold or on the monthly billing date, whichever comes first. New accounts start with a low threshold that rises as you pay reliably, so several charges in one month are normal.

TÜRKİYE

Taxes and fees (confirm with your mali müşavir).

VAT (KDV, 20%). If no Turkish tax ID is entered on the ad account, Meta adds local VAT to the invoice, and you generally cannot deduct it. If the company's tax ID is entered, Meta does not add VAT; your company declares it itself on the **KDV-2** return (reverse charge, *sorumlu sıfatıyla*).

Withholding (stopaj). Payments for internet advertising may carry 15% income-tax withholding. Turkish accountants warn that the treatment depends on who issues the invoice. Let your accountant decide.

Location fee. Türkiye's Digital Service Tax is 5% in 2026 and falls to 2.5% from 1 January 2027. Third-party sources report that since 1 July 2026 Meta passes it on as a **5% location fee** on ads shown in Türkiye. The fee does not appear in Ads Manager results, only on invoices and in Billing. Check your own invoice.

AT KAYA OTO SERVIS

Illustrative month: Ads Manager shows ₺10,000 spent. The invoice shows ₺10,000 + ₺500 location fee = **₺10,500**. Kaya's tax ID is on the account, so no VAT is on the invoice; the accountant declares 20% (₺2,100) on KDV-2, which a VAT-registered company can usually also deduct. Kaya plans every budget about 5% above what Ads Manager shows.

"Boost post" or Ads Manager?

The **Boost** button (in the Instagram app, on the Facebook Page or in Business Suite) turns an existing post into an ad with a handful of settings. Jon Loomer, a long-time Meta ads trainer, lists 23 limitations of boosting and calls it an "easy button" for beginners, and nothing more.

	BOOST	ADS MANAGER
Ad sets per campaign	One	As many as you need
Instant forms (lead ads)	No	Yes

	BOOST	ADS MANAGER
A/B tests	No	Yes
Optimisation goals and placements	Limited	Full control
Scheduling	No	Yes
Creative	Only existing posts	New ads or existing posts
Good for	Pushing one strong organic Reel locally	Anything you will measure: chats, calls, leads

TIP

In Ads Manager you can still choose **"Use existing post"** at the ad level. Your best organic Reel then keeps collecting likes and comments as social proof, while you get all of Ads Manager's controls.

COMMON MISTAKE

Creating the ad account in USD or EUR "because Meta is foreign". The currency is permanent. A TRY account matches your bank card and your accounting.

WATCH OUT

Never set up ads on a fake or newly created profile, or on a bought account. Meta's systems treat these as high risk, and a restricted profile can take the business assets down with it (module 13).

Setup checklist

☐ Business Portfolio created with the legal name and a business email

☐ Two or more admins, 2FA switched on for each

☐ Facebook Page and Instagram professional account connected

- ☐ WhatsApp Business number connected; business profile, hours and address filled in
- ☐ Ad account in TRY, Europe/Istanbul time zone
- ☐ Card with international purchases on; tax ID and billing name match the business
- ☐ Pixel / dataset created
- ☐ Business verification started in Security Center

Q You opened the ad account in USD by mistake. Can you switch it to TRY?

No. The currency cannot be changed later. You need to open a new ad account in TRY.

Q Why should a portfolio have at least two admins?

If the only admin loses access (lost phone, hacked or restricted profile), nobody can manage the ad account, Page or billing. A second admin is your spare key.

Q Ads Manager reports ₺8,000 spent this month. Roughly what will the invoice show?

About ₺8,400: the ₺8,000 delivery plus the reported 5% location fee for ads shown in Türkiye. VAT treatment depends on whether your tax ID is on the account; confirm with your accountant.

03

MODULE

Campaign structure & objectives

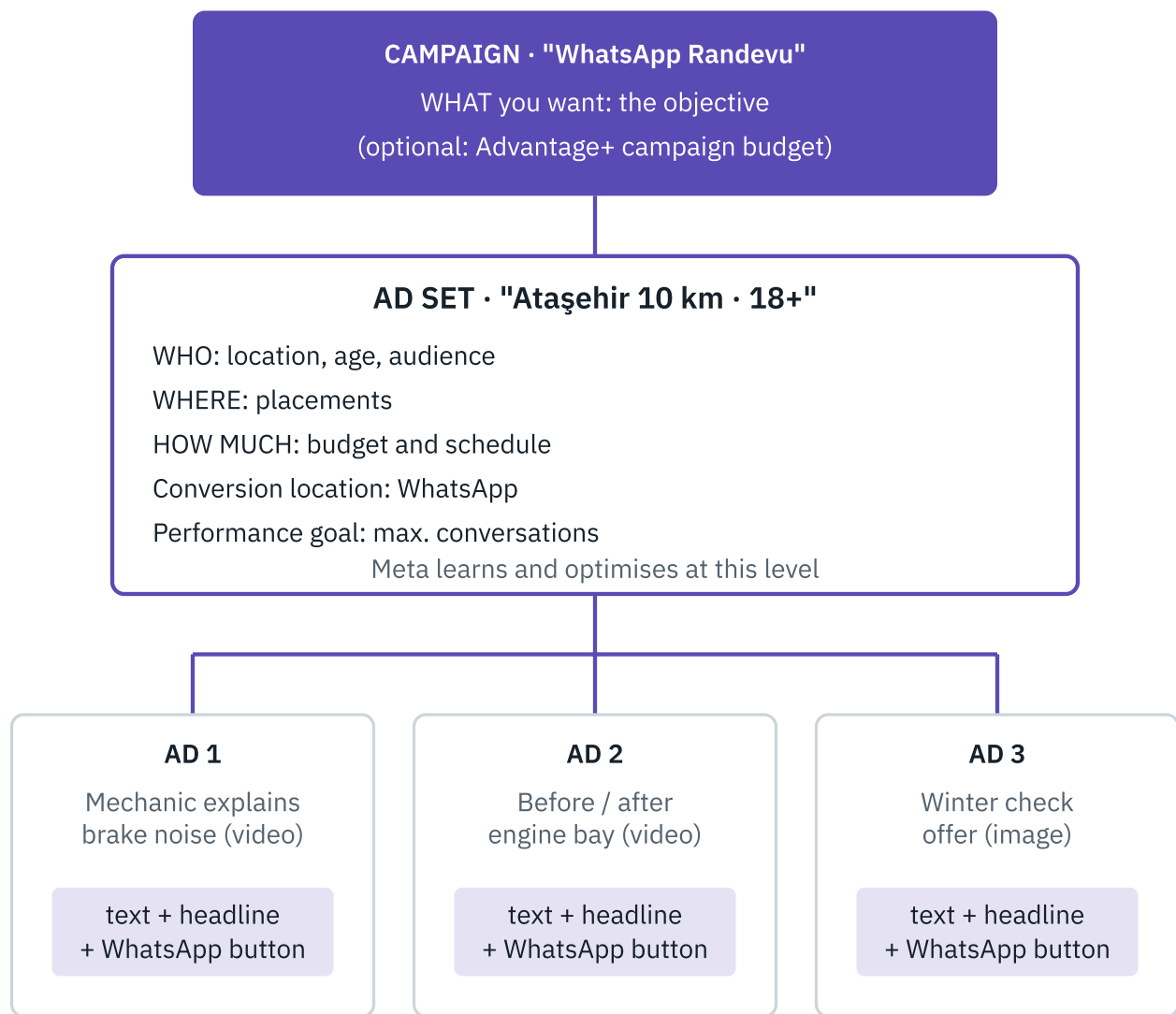
YOU'LL LEARN

- The three levels of every Meta campaign and which setting lives where

- The six campaign objectives and which ones fit a garage
- What a "conversion location" and a "performance goal" are
- A simple first account structure for Kaya

Campaign → ad set → ad

Everything in Ads Manager sits in a three-level tree. Learn where each setting lives and the interface stops being confusing.



AD = what people SEE: video/image, text, button, destination

One campaign, one ad set, three ads: a typical first setup for a single-location shop.

DEFINITION

Conversion location: where you want the result to happen (WhatsApp, an instant form, your website, a phone call). **Performance goal:** the exact result Meta should get as many of as possible, for example "maximise number of conversations". Both are chosen in the ad set.

The six objectives

The first thing Ads Manager asks is your **objective**: what you want people to do. Meta then hunts for people likely to do exactly that. Pick the objective that matches the business result, not the one with the cheapest-looking metric.

OBJECTIVE	WHAT META OPTIMISES FOR	FOR KAYA?
Awareness	Reach, impressions, ad recall, video views	Low Only for a new shop or a big launch
Traffic	Link clicks, landing page views; also calls, messaging apps, Instagram profile visits	Medium Cheap clicks, lower intent
Engagement	Post engagement, video views, conversations in messaging apps , calls	High Simplest route to click-to-WhatsApp
Leads	Instant-form leads, messaging leads, calls, website conversions	High Instant forms or qualified WhatsApp leads
App promotion	App installs and in-app events	No Not relevant
Sales	Purchases and conversions on website, app or messaging	Later Only if you send booked or paid jobs back to Meta

Conversion locations you will actually use

OBJECTIVE	CONVERSION LOCATION → PERFORMANCE GOAL
Engagement	Messaging apps → Conversations · Calls → Calls
Leads	Instant forms → Leads or Conversion leads · Messenger · Instant forms + Messenger · Website · Calls

OBJECTIVE	CONVERSION LOCATION → PERFORMANCE GOAL
Traffic	Website, plus Messaging apps and Calls

Source: Jon Loomer's catalogue of performance goals. The exact list changes; Ads Manager shows the current options for your account.

DEFINITION

Opportunity Score (0–100, introduced 2025) rates how closely you follow Meta's recommendations. It is not a performance score. You may ignore recommendations that don't fit your business.

Kaya's first structure

Campaign A · "WhatsApp Randevu"

Objective: Engagement (or Leads).
Conversion location: Messaging apps → WhatsApp. Goal: maximise conversations.

One ad set: radius around the shop, 18+, Advantage+ audience and placements. Three to five ads with different videos and angles.

Start here

Campaign B · "Teklif Formu" (later)

Objective: Leads. Instant form, higher-intent type. For bigger jobs where you want name, phone, car model and problem in writing.

"Teklif formu" means quote form. Kaya would use it for timing belts or engine diagnostics.

After campaign A works

AT KAYA OTO SERVIS

Kaya names everything in one readable pattern, so reports and tracking links explain themselves: campaign 2026-10_whatsapp-randevu_atasehir , ad set 10km_18plus_adv , ads video-fren-sesi , video-once-sonra , gorsel-kis-kontrol .

TIP

Consolidate. Few campaigns, few ad sets, several ads. Meta learns per ad set; splitting a small budget across many ad sets leaves each one too few results to learn from (module 09).

COMMON MISTAKE

Choosing **Traffic** for a WhatsApp campaign. Traffic optimises for clicks, not for people who actually start a conversation. Use Engagement or Leads with the WhatsApp conversion location.

Q Where do you set the radius around the shop: campaign, ad set or ad?

In the ad set. The ad set holds who (audience and location), where (placements), how much (budget) and the performance goal.

Q Which objective fits a click-to-WhatsApp campaign for a garage?

Engagement (Messaging apps → Conversations) or Leads. Not Traffic, which optimises for clicks rather than conversations.

Q Your Opportunity Score is 52. Is the campaign performing badly?

Not necessarily. The score only measures how many of Meta's recommendations you have applied. Judge performance by cost per conversation and booked jobs.

04 MODULE

Click-to-WhatsApp ads

YOU'LL LEARN

- Why click-to-WhatsApp is the best first campaign for a Turkish garage
- How to set one up, step by step
- What to write in the pre-filled message, greeting and quick replies (Turkish examples)
- How to turn chats into booked jobs, and count them

Why it is the star format in Türkiye

A **click-to-WhatsApp ad** (often shortened to CTWA) shows a button such as *"WhatsApp'tan Mesaj Gönder"* (Send a message on WhatsApp). One tap opens a chat with your business number. No website, no form, no phone call the customer has to be brave enough to make.

- WhatsApp is the most used platform among Turkish internet users (88.6%, TÜİK 2025).
- In a 2026 Public First study commissioned by Meta, 60% of Turkish SMEs said WhatsApp is essential for talking to suppliers and customers. Treat a study paid for by Meta with some care, but it matches daily experience.
- For a garage, a chat fits the sales process: the customer sends a photo or describes the noise, you ask for the car model, you give a price range and a time.

How a chat becomes a job

META SEES THIS

1 • Sees the ad in Reels / Feed / Stories

"Bu sesi duyuyorsanız fren balatanız bitmiş olabilir."
(If you hear this noise, your brake pads may be worn.)



2 • Taps "WhatsApp'tan Mesaj Gönder"

WhatsApp opens a chat with Kaya's number and the pre-filled message you wrote. They press send.



3 • Conversation started

Ads Manager counts a result here.
This is the "cost per conversation" you will see.



4 • Greeting + qualifying question

Car make, model, year and the problem.

Target: a human reply within 15 minutes in opening hours



5 • Price range + appointment offered

Quick replies (/fiyat, /adres, /randevu) save typing.
Label the chat: "Reklam – yeni" (ad – new).



6 • Car arrives, job done, paid

Change the label: "Randevu verildi" → "İş tamamlandı"
(appointment given → job completed)



7 • Weekly sheet

conversations → appointments → jobs → revenue
= your real cost per job. Advanced: send "lead" and
"purchase" events back to Meta (Conversions API)

ONLY YOU SEE THIS (unless you send it)

Meta optimises for what it can see. Steps 4–7 are where a garage wins or loses the money it spent on step 1.

Set it up

- 1 **Connect the WhatsApp Business number** to the Page or portfolio (module 02).
- 2 **Create the campaign:** Ads Manager → Create → **Engagement** (or **Leads**).
WhatsApp's own guide also lists Traffic and Sales; Engagement is the simplest start.
- 3 **In the ad set**, choose conversion location **Messaging apps**, tick **WhatsApp**, and select the shop's number. Performance goal: **Maximise number of conversations**.
(On the Leads objective, a messaging-lead goal optimises for qualified leads, but your chat tool or CRM must report them back.)
- 4 **Set location, age, placements and budget** (modules 06, 07 and 09).
- 5 **In the ad**, add the video or image, primary text, headline, and the WhatsApp button.
Then open the **message template**: a pre-filled message and up to three quick-reply buttons the person can tap.
- 6 **In WhatsApp Business**, set the greeting message, away message and quick replies before the ad goes live.

What to write

PRE-FILLED MESSAGE

Merhaba, aracım için randevu/fiyat bilgisi almak istiyorum.

Hello, I'd like an appointment / price information for my car.

QUICK-REPLY BUTTONS IN THE AD'S MESSAGE TEMPLATE (UP TO 3)

Periyodik bakım · Arıza / ses var · Fren kontrolü

Periodic maintenance · Fault / there's a noise · Brake check

GREETING MESSAGE (WHATSAPP BUSINESS)

Hoş geldiniz! Aracınızın marka-model-yılını ve şikâyetinizi yazar mısınız? 09:00–19:00 arası 15 dk içinde dönüş yapıyoruz.

Welcome! Could you write your car's make, model and year and the problem? Between 09:00 and 19:00 we reply within 15 minutes.

AWAY MESSAGE (OUTSIDE HOURS)

Mesajınız bize ulaştı. Sabah 09:00'da ilk sizi arayacağız. Dilerseniz aracınızın fotoğrafını şimdiden gönderin.

We got your message. We'll call you first at 09:00 tomorrow. You can already send a photo of your car if you like.

COMMON MISTAKE

A greeting that only says "a colleague will reply soon". It wastes the moment of interest. Ask the qualifying question straight away, so the customer is already typing while your advisor picks up the phone.

Quick replies and labels: a mini-CRM in your pocket

Quick replies are saved answers you call up by typing "/" and a shortcut. **Labels** are coloured tags on chats. Together they turn the free WhatsApp Business app into a simple customer list.

QUICK REPLY	TURKISH TEXT (EXAMPLE)	ENGLISH GLOSS
/adres	Kaya Oto Servis, Ataşehir. Konum: (harita linki). Hafta içi 08:00–19:00, Cumartesi 09:00–15:00.	Address, map link, opening hours
/randevu	Yarın 10:00 veya 14:00 uygun mu? Aracı bırakıp aynı gün teslim alabilirsiniz.	Is tomorrow 10:00 or 14:00 OK? Drop off and collect the same day.
/fiyat	Kesin fiyat için aracı görmemiz gerekiyor; fotoğrafa göre ön fiyat aralığı: ...	We need to see the car for an exact price; estimated range from the photo: ...

Labels for ad chats: *Reklam – yeni* (ad – new), *Teklif verildi* (quote given), *Randevu verildi* (appointment given), *İş tamamlandı* (job completed). Opening hours in these examples are illustrative.

Speed is the whole game

- Staff the WhatsApp line during ad hours. A service advisor with the shop phone, not "whoever is free".
- Pause ads at night (module 09 shows scheduling), or use the away message with a concrete promise.

- Make the chat the natural next step in the ad itself: *"Fotoğraf atın, 10 dakikada ön fiyat verelim."* (Send a photo, we'll give you an estimate in 10 minutes.) Only promise what you can deliver.

What the WhatsApp side costs

The free WhatsApp Business **app** is reported to have no per-message charges. The WhatsApp Business **Platform** (API, through a provider) has charged per template message since 1 July 2025. A chat that starts from a click-to-WhatsApp ad is a "free entry point": if you reply within 24 hours, a 72-hour window opens in which all messages are free. Check your provider's current price list if you use the Platform.

Count chats to jobs

Meta only knows that a conversation started. To know whether the ads make money, you need what happens next. Start simple:

1. **Manual (any shop):** label every ad chat, and once a week count conversations → appointments → completed jobs → revenue in a sheet. That gives a real **cost per appointment** and **cost per job**.
2. **Advanced (WhatsApp Platform through a provider):** each ad-originated chat carries a click ID called `ctwa_clid`. When the chat becomes a lead or a sale, your system sends an event (for example `LeadSubmitted` or `Purchase`) back through the **Conversions API** within 7 days. Meta can then find people who become customers, not just people who chat. Module 10 explains the Conversions API.

AT KAYA OTO SERVIS

Working out a target cost per conversation (illustrative). Kaya's average job is about ₺4,000, with roughly ₺2,000 gross margin. The owner is willing to spend 25% of that margin to win a job: ₺500. The advisors close about 1 in 4 ad chats. So the target is **₺500 ÷ 4 = ₺125 per conversation or less**. Any week above that number is a warning; well below it is a reason to spend more.

target cost per conversation = (margin per job × share you'll spend) ÷ conversations needed per job

Click-to-WhatsApp launch checklist

☐ WhatsApp Business profile complete: address, hours, category, website

☐ Greeting and away messages written, with a qualifying question

☐ Quick replies saved: /adres, /randevu, /fiyat

☐ Labels created for ad chats and their stages

☐ A named person answers WhatsApp during ad hours

☐ Weekly sheet ready: conversations, appointments, jobs, revenue

Q Ads Manager shows 40 conversations this week. How many jobs did the ads bring?

Ads Manager cannot tell you. It sees conversations started, not jobs. Count the labelled chats that became appointments and completed jobs in your own sheet.

Q Margin per job is ₺1,600, you'll spend 25% of it to win a job, and 1 in 4 chats books. What is your target cost per conversation?

$₺1,600 \times 25\% = ₺400$ per job; $₺400 \div 4 = \textbf{₺100 per conversation.}$

Q Why ask a qualifying question in the greeting message?

It keeps the customer engaged while a person gets to the phone, and it gives the advisor what they need (car, year, problem) to quote quickly.

Lead ads & instant forms

YOU'LL LEARN

- What an instant form is and when it beats WhatsApp
- "More volume" vs "Higher intent" forms
- Which questions to ask (Turkish example form)
- Why follow-up speed matters more than the form, and the KVKK consent note

A **lead ad** opens an **instant form** inside Facebook or Instagram. The person's name, phone and email are already filled in from their profile, so sending takes seconds. You get a **lead**: contact details of someone who asked to be contacted.

Use WhatsApp ads when...

The job is quick to quote and the customer wants an answer now: periodic maintenance, brake check, A/C service.

Use an instant form when...

You want details in writing before calling back: a timing-belt quote, engine diagnostics, pre-purchase inspection (*ekspertiz*) booked for a specific day.

Choose the form type

FORM TYPE	WHAT IT DOES	USE WHEN
More volume (default)	Quick, one-screen submit	Cheap leads, simple callbacks. Expect more junk
Higher intent	Adds a review screen where the person confirms their details. Runs only in Facebook/Instagram mobile feeds	Recommended for Kaya Fewer accidental leads
Rich creative	Branded intro screen; Facebook mobile app only	Rarely needed

Questions that filter

You can add up to 15 custom questions: multiple choice, short answer, conditional logic, appointment request. A **privacy policy URL is mandatory**. Each extra question lowers

volume but raises quality. Three or four multiple-choice questions are a good balance.

EXAMPLE QUALIFYING FORM

1. Aracınızın markası? (çoktan seçmeli)

Your car's make? (multiple choice)

2. Model yılı? (2015 öncesi / 2015–2020 / 2021+)

Model year? (before 2015 / 2015–2020 / 2021+)

3. Hangi hizmet? (Periyodik bakım / Fren / Motor arıza / Triger kayışı / Diğer)

Which service? (Maintenance / Brakes / Engine fault / Timing belt / Other)

4. Size ne zaman ulaşalım? (Bugün / Bu hafta / Fiyat araştırıyorum)

When should we contact you? (Today / This week / Just comparing prices)

Question 4 is a gift: "just comparing prices" leads get a price list by WhatsApp; "today" leads get a call first.

COMPLETION SCREEN (SETS EXPECTATIONS)

Teşekkürler! Servis danışmanımız 1 saat içinde sizi arayacak.

Thank you! Our service advisor will call you within an hour.

Quality levers

- **Higher intent** form type plus qualifying multiple-choice questions.
- **Turn off autofill** if leads look careless (option added March 2025).
- Optimise for **Conversion leads** once you can send lead stages (contacted, booked, job done) from your CRM back to Meta. Then Meta looks for people like those who actually booked.

Follow-up speed is the biggest lever

Speed-to-lead is widely described as one of the biggest levers on conversion. A lead called within minutes still remembers your ad; called the next day, they have often booked elsewhere.

- Connect the form to a Google Sheet, email or CRM (native integrations or Zapier) so the advisor gets a notification immediately.

- Meta keeps lead data for about 90 days. Download or sync it; don't leave it in Ads Manager.
- Meta's "chat with leads" feature (2025) can follow up automatically on Messenger or WhatsApp after the form.

TÜRKİYE • KVKK

Form data is personal data under KVKK. Link an *aydınlatma metni* (privacy notice) from the form's privacy policy. If you will use the data for marketing beyond answering the request (for example campaign messages later), add a separate, optional consent line in the custom disclaimer. Wording and legal basis: ask a KVKK consultant. Commercial SMS or email later also requires İYS registration and prior consent.

AT KAYA OTO SERVIS

Kaya runs a higher-intent form for timing-belt replacement quotes. Leads land in a Google Sheet; the service advisor's phone pings. The rule on the workshop wall: **every form lead gets a call within 30 minutes during opening hours**. Leads who chose "Fiyat araştırıyorum" receive the `/fiyat` quick reply on WhatsApp instead.

COMMON MISTAKE

Judging lead ads by cost per lead alone. A cheap lead with a 10% booking rate can cost more per job than an expensive lead with a 60% rate. Track lead → booked job in your sheet.

Q What is the difference between a "More volume" and a "Higher intent" form?

Higher intent adds a review screen where people confirm their details before sending. You get fewer leads, but fewer accidental or fake ones.

Q What must every instant form include?

A link to your privacy policy. In Türkiye that should cover the KVKK information notice (*aydınlatma metni*).

Q Your form brings cheap leads but few bookings. Name two fixes.

Switch to a higher-intent form and add qualifying questions; call faster. Turning off autofill can also help.

06

MODULE

Audiences

YOU'LL LEARN

- How to set the location radius, the most important setting for a local shop
- How Advantage+ audience works: hard controls vs soft suggestions
- What changed with interest ("detailed") targeting
- Custom audiences and lookalikes, and the KVKK caveat for customer lists

DEFINITION

An **audience** is the group of people who may see your ad. You define it in the ad set. A **custom audience** is a group you already know (website visitors, Instagram engagers, customers). A **lookalike** is a group Meta builds of people similar to a custom audience.

Location: start here

- **Drop a pin** on the shop in the location map and set a radius. Meta's Marketing API documentation lists a pin radius of 1 to 80 km (0.63 to 50 miles). Check by typing a value in Ads Manager.
- **Radius:** in a big city such as İstanbul, Ankara or İzmir, 8–15 km is a practical start. In a smaller city, 15–30 km.
- **Location type:** keep the default "people living in or recently in this location". Other options are "living in", "recently in" and "traveling in".

- **Don't over-exclude** neighbouring districts. Geo-exclusions often cut out people you actually want.

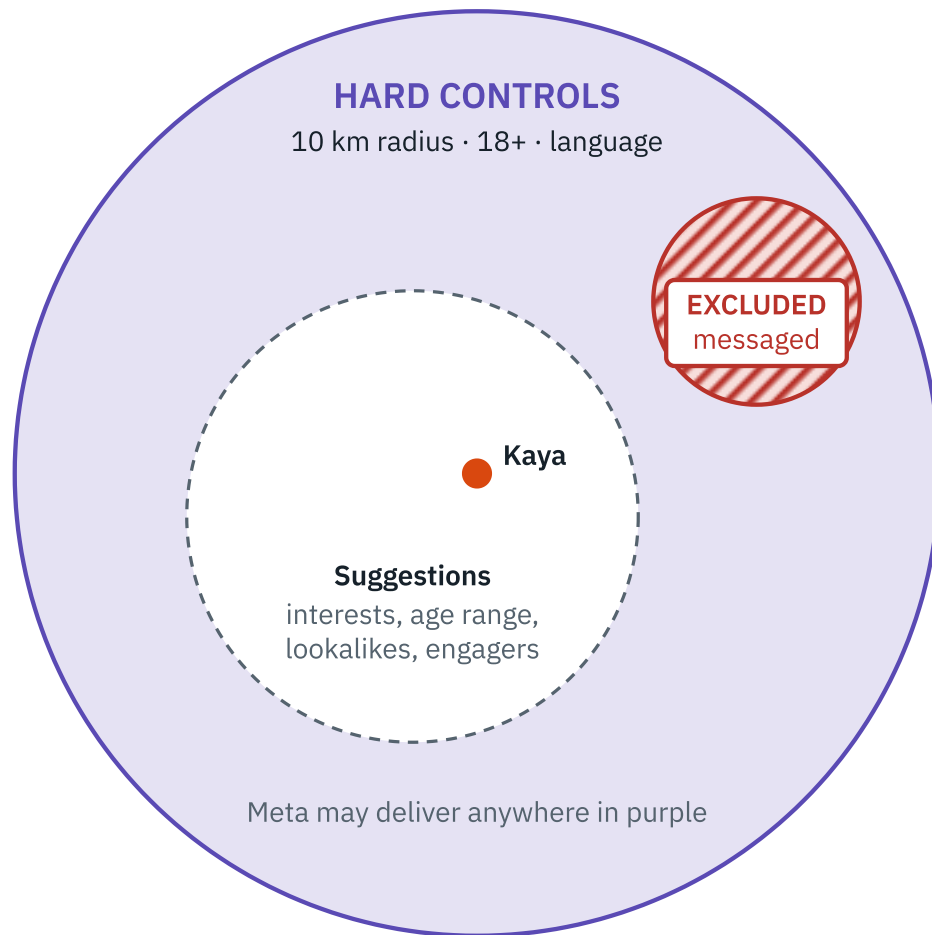
AT KAYA OTO SERVİS

Kaya drops the pin on the shop in Ataşehir and sets **10 km**, "living in or recently in". That covers neighbouring districts such as Kadıköy, Ümraniye and Maltepe, and the commuters who pass through. Minimum age 18. No exclusions of districts, because people from Ümraniye or Kadıköy happily drive 15 minutes to a garage they trust.

Advantage+ audience: controls vs suggestions

Today Meta treats your audience settings in two different ways:

- **Audience controls (hard limits):** location, **minimum age** (the highest minimum you can set is 25), custom-audience **exclusions**, and language. Meta never goes outside these.
- **Audience suggestions (soft):** age range, gender, interests (detailed targeting), lookalikes and custom audiences. Meta starts with them but will ignore them if it can get more results elsewhere inside your controls.



-  Hard controls: Meta never delivers outside them
-  Suggestions: a starting point Meta may go beyond
-  Custom-audience exclusion: never shown the ad

With Advantage+ audience, the outer circle is the real limit. Suggestions only tell Meta where to start looking.

"Original audiences" (Advantage+ switched off) still exist, but for many goals interest targeting is suggestion-only there too. In 2025 Meta made Advantage+ audience the default for Sales, Leads and App campaigns. Location, minimum age, exclusions and language keep it on; setting hard age or gender limits switches it off.

Practical setting for Kaya: location radius plus minimum age 18. Optionally add suggestions such as the interests "Otomobiller" (automobiles), "Araç bakımı" (vehicle maintenance) or car brands. Then let the system work.

What changed with detailed targeting

- **Interest exclusions are gone.** Meta removed detailed-targeting exclusions from 29 July 2024 (existing ad sets ran until 31 January 2025). You can no longer say "not people interested in X".
- **Fewer interest options.** Meta keeps consolidating interests; another round was announced in August 2025, effective 15 January 2026. Meta says removing exclusions improved median cost per conversion by 22.6% (Meta's own figure).
- **You can still exclude custom audiences**, for example people who already messaged you or existing customers.

Custom audiences and lookalikes

SOURCE	NEEDS	USE FOR KAYA	KVKK RISK
Website visitors	Pixel installed (module 10), with cookie consent	Suggest people who viewed the brake or maintenance pages	Consent banner
Instagram / Facebook engagers	Nothing extra	Suggest people who watched your Reels or messaged the profile	Low
People who messaged you	Check availability for WhatsApp in your account	Exclude recent chatters (e.g. last 30 days)	Low
Customer list (phones, emails)	Upload; Meta hashes it	Exclude existing customers or build a lookalike	High
Lookalike	A source audience, e.g. a customer list	Find people similar to past customers (works as a suggestion for many goals)	Depends on source

TÜRKİYE • KVKK

Uploading customers' phone numbers to Meta is processing personal data *and* transferring it abroad. Türkiye's cross-border transfer rules (KVKK Article 9) were amended in 2024, and in July 2026 KVKK announced that data obtained from third parties cannot be used for advertising. Hashing does not make the data "non-personal". **Do not upload customer lists** unless your privacy notice, consent and transfer basis clearly cover it; ask a KVKK consultant. Engagement and website audiences avoid most of this risk.

How big should the audience be?

Ads Manager shows an estimated audience size as you set the radius. A third-party guide says at least 20 people are needed to launch and 1,000+ is recommended. For a garage that runs every week, think bigger: in a small audience the same people see your ads again and again, so costs rise and people tune out (module 08 covers this "fatigue"). If the estimate is only a few thousand people, widen the radius before you launch.

COMMON MISTAKE

Stacking many narrow interests ("Toyota owners aged 35–45 interested in motorsport within 3 km"). It shrinks the audience, raises costs, and Meta treats most of it as a suggestion anyway. Location + age + good creative does most of the targeting for you: a brake-noise video attracts people who care about brakes.

TIP

Your creative is now your best targeting. Mention the district ("Ataşehir'deki servisimiz", our service in Ataşehir) and the car problem in the first seconds. Meta's system learns which local people respond and finds more of them.

Q You set minimum age 18 and suggest the interest "Otomobiller". Can Meta show the ad to someone with no car interests?

Yes, if they are inside your hard controls (location, 18+, language) and Meta predicts they will start a conversation. Interests are only suggestions.

Q Can you still exclude people interested in a competitor brand?

No. Detailed-targeting exclusions were removed in 2024. You can still exclude custom audiences, such as people who already messaged you.

Q Why is a customer-list upload riskier in Türkiye than an Instagram-engager audience?

The list contains personal data you send abroad to Meta, which needs a lawful basis and a transfer basis under KVKK. Engager audiences are built by Meta from activity on its own platforms.

07

MODULE

Placements

YOU'LL LEARN

- What placements are and why Advantage+ placements is the beginner default
- When to remove a placement manually
- Which video and image shapes to upload, and where text is safe

DEFINITION

A **placement** is a spot where your ad can appear: Facebook Feed, Instagram Feed, Instagram and Facebook **Stories** (full-screen, vertical, disappear after 24 hours), **Reels** (short vertical videos), Messenger, Threads, WhatsApp Status, and the **Audience Network** (ads inside other companies' apps).

Advantage+ vs manual placements

Advantage+ placements default

Meta shows the ad wherever it gets results cheapest across Facebook, Instagram, Messenger, Audience Network, Threads and WhatsApp (where eligible). Usually the lowest cost per result, and recommended for beginners.

Manual placements

You tick the placements yourself. Use it only when one placement clearly produces junk, for example Audience Network bringing many accidental clicks or poor leads. Check this in Breakdowns (module 12) before you switch.

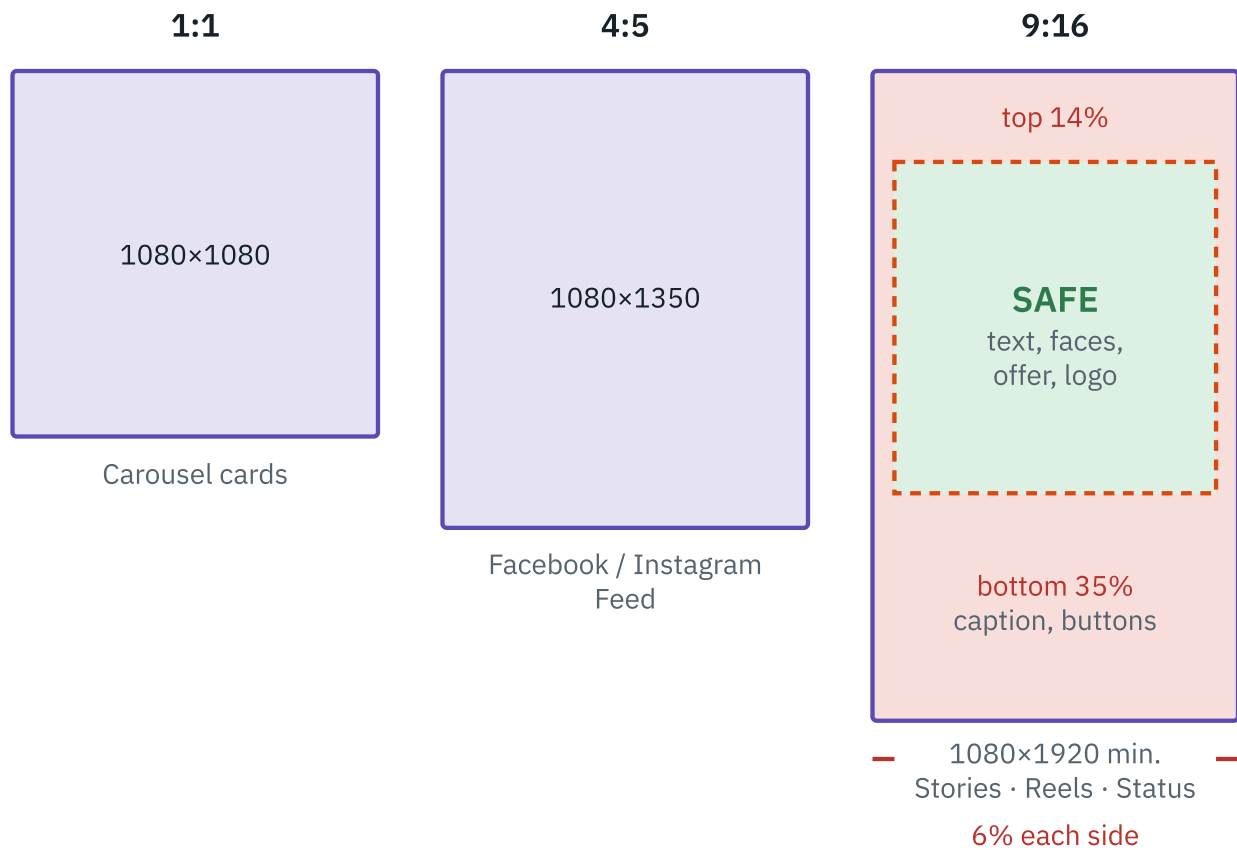
Meta keeps adding inventory. In 2025 it added the Threads feed (May 2025) and placements in Facebook notifications and the profile feed.

TÜRKIYE • WHATSAPP STATUS

Ads in WhatsApp's Updates tab (Status) were announced in July 2025; a click-to-WhatsApp button for Status ads followed in September 2025, first "not available in all regions". WABetaInfo reported a global rollout of Status ads on 27 February 2026. Check whether **WhatsApp Status** appears in your placement list. If it does, keep it on; it needs a vertical 9:16 creative.

Shapes and safe zones

Upload two versions of each ad: **9:16 vertical** (for Stories, Reels and Status) and **4:5** (for Feeds). Meta's *placement asset customisation* lets one ad use both, so each placement gets the right shape. Carousels use 1:1 squares.



All three frames share the same width, so heights are to scale.
Reels ads with disclaimers: keep the bottom 40% free. Source: Biddy Co, 2026 specs.

Keep key text and faces inside the green safe area of the 9:16 frame; the app's own buttons and captions cover the red edges.

ELEMENT	SPEC (2026)
Stories / Reels / Status	9:16, minimum 1080×1920 (1440×2560 recommended)
Feed	4:5, minimum 1080×1350
Carousel	1:1
Primary text	About 125 characters (1–3 lines) are visible before "more"
Headline	40 characters or fewer
Text in image	The old "20% text" rule is gone; safe zones still limit where text works

AT KAYA OTO SERVİS

Kaya's mechanic films every video vertically on a phone. The editor exports a 9:16 version and crops a 4:5 version from the middle, keeping the worn brake pad and the mechanic's face in the centre third. The offer text ("Ücretsiz fren kontrolü", free brake check) sits just above the middle, never at the bottom where the WhatsApp button and caption appear.

COMMON MISTAKE

Uploading a horizontal 16:9 video. In Reels and Stories it shows as a thin strip with black bars, and people scroll past it.

Q Which shape should you upload for Reels and Stories?

Vertical 9:16, at least 1080×1920.

Q Where should the offer text go in a 9:16 video?

In the central safe area: not in the top 14%, not in the bottom 35%, and not within 6% of the sides.

Q When would you switch from Advantage+ to manual placements?

Only when Breakdowns show a placement consistently producing junk (e.g. Audience Network bringing accidental clicks or poor leads). Otherwise keep Advantage+.

08

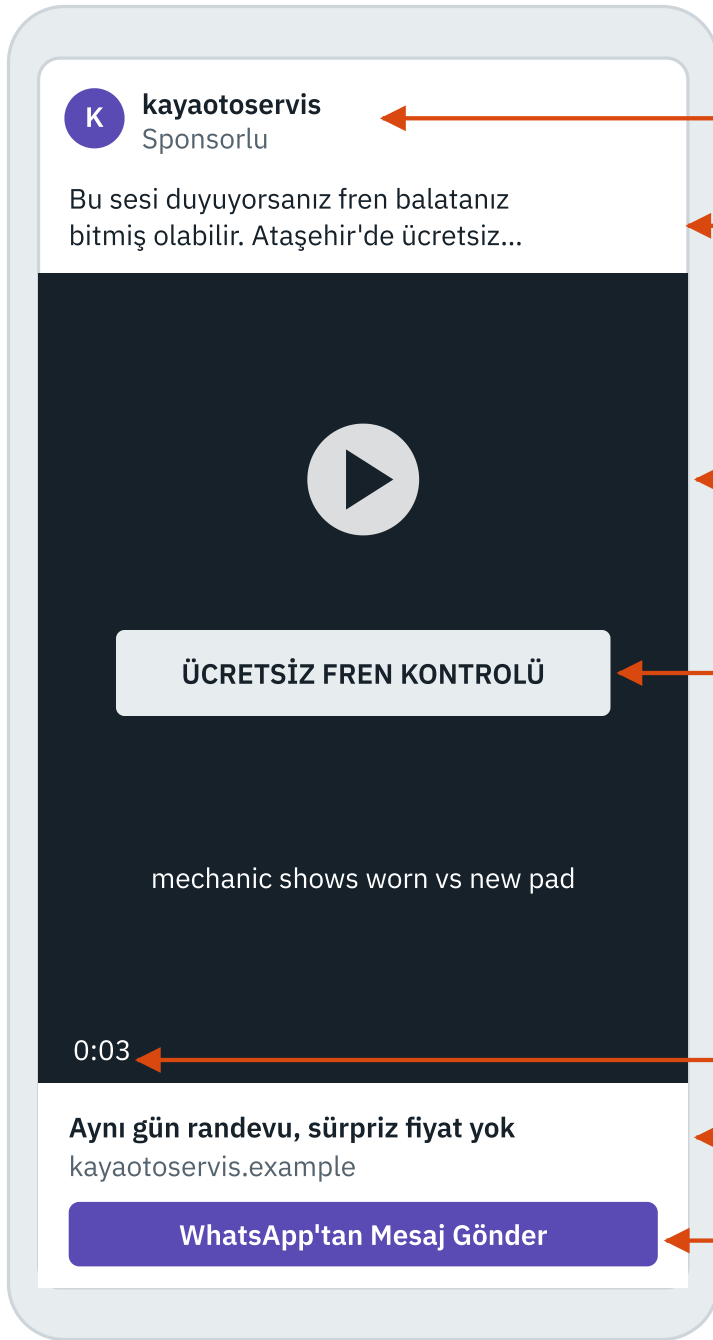
MODULE

Creatives that work for a garage

YOU'LL LEARN

- The parts of an ad and how people read it in Reels and Feed
- Seven creative angles that suit a car repair shop
- Turkish primary text and headline examples, and a one-page creative brief
- Which automatic "AI enhancements" to switch off
- How to spot ad fatigue and test new creatives properly

Anatomy of an ad



Identity
name + "Sponsored"

Primary text
~125 chars visible

Creative
video/image, 4:5

Offer overlay
inside the safe area

The hook
first 1–3 seconds

Headline
≤ 40 characters

CTA button
opens WhatsApp

A generic mock-up (not real app design) of Kaya's feed ad. In Reels, the text is overlaid on the video and even less of it shows, so the video must carry the message.

The hook: the first 1–3 seconds

People scroll fast. If the first seconds don't make a car owner stop, nothing else in the ad matters. Hooks that suit a garage:

- A loud **brake squeal** as the very first sound.

- A close-up of a **worn brake pad next to a new one**.
- A mechanic pointing at the problem and saying: *"Bu sesi duyuyorsanız fren balatanız bitmiş olabilir."* (If you hear this noise, your brake pads may be worn out.)
- A dashboard **warning light** switching on.

Seven angles for a car repair shop

ANGLE	WHAT IT LOOKS LIKE	WHY IT WORKS
Mechanic explains	20–40 s, phone-filmed: "3 signs your timing belt is due"	Real staff faces build trust; useful content earns attention
Before / after	Dirty vs clean engine, dented vs repaired panel, warning light on vs off	Visible proof in two seconds
Customer testimonial	A real customer at delivery, 15 s	Social proof. Needs written permission and KVKK consent for their image
Process / transparency	"Arabanıza ne yaptığımızı videoyla gönderiyoruz." (We send you a video of what we did to your car.)	Addresses the fear of being overcharged
Offer	"Ücretsiz 25 nokta kış kontrolü" (Free 25-point winter check)	A concrete reason to message now
Local proof	The shop's street, the district name, the team photo	"This is near me, and real"
Seasonal	Winter check (Oct–Nov), A/C service (May–Jun), pre-holiday road check (<i>bayram öncesi</i>), check before the TÜVTÜRK inspection	Matches what people are already thinking about

Turkish copy examples

Write in plain spoken Turkish, put the district name in, and end with one clear action. Every claim must be true (module 13).

PRIMARY TEXT • PROBLEM + ACTION

Motor arıza lambası mı yandı? Ücretsiz arıza tespiti için WhatsApp'tan yazın.
Ataşehir'deki servisimizde aynı gün bakıyoruz.

Did the engine warning light come on? Message us on WhatsApp for a free diagnosis. We check it the same day at our Ataşehir shop.

PRIMARY TEXT · SEASONAL OFFER

Kışa hazır mısınız? Akü, antifriz, lastik ve fren kontrolü tek randevuda. Bu ay ücretsiz.

Ready for winter? Battery, antifreeze, tyre and brake check in one appointment. Free this month.

PRIMARY TEXT · TRUST

Fiyatı önceden söylüyoruz, sürpriz yok. Aracınızın fotoğrafını gönderin, 10 dakikada ön teklif.

We tell you the price up front, no surprises. Send a photo of your car, get an estimate in 10 minutes.

HEADLINES (≤ 40 CHARACTERS)

Aynı gün randevu, sürpriz fiyat yok

Same-day appointment, no surprise prices

WhatsApp'tan yazın, aynı gün randevu

Message on WhatsApp, same-day appointment

Periyodik bakımda işçilik %15 indirim

15% off labour on periodic maintenance

AT KAYA OTO SERVİS

Kaya's first three ads, one per angle: (1) mechanic Murat explains brake noise, 25 s; (2) before/after of a cleaned engine bay, 12 s; (3) an image with "Ücretsiz 25 nokta kış kontrolü – Kasım sonuna kadar" (free 25-point winter check, until the end of November). All filmed in the shop, all 9:16 with a 4:5 crop. The offer and dates are illustrative.

A one-page creative brief

Fill this in before anyone picks up the phone to film. It keeps every video focused on one message.

GOAL

WhatsApp conversations about brake checks

WHO	Car owners within 10 km of Ataşehir who hear a noise when braking
ONE MESSAGE	A squeal can mean worn pads; we check it free and quote before any work
HOOK (0-3 S)	Sound of a squeal + close-up of a worn pad next to a new one
PROOF	Mechanic on camera in the shop; shop sign visible
OFFER	Ücretsiz fren kontrolü (free brake check), this month
CTA	"WhatsApp'tan yazın, aynı gün bakalım." (Message us, we'll look today.)
FORMATS	9:16 master, 4:5 crop; captions burned in (many watch without sound)
MUST NOT	Unproven claims, other brands' logos, customer faces without written consent

Advantage+ creative enhancements: check them

When you create an ad, Meta switches on many automatic "enhancements" by default: text improvements, overlays, music, image animation, image expansion, visual touch-ups, site links, relevant comments, an enhanced CTA, and generative-AI variations. During 2025 Meta added more than 15 new AI features, including translation and changes to text tone.

For a local shop, these can rewrite your price, change a claim or warp an image of a real car. At the ad level, review each one and **switch off**:

- Text improvements and generative-AI variations (they can rewrite your offer)
- Music, if your video has a voice-over
- Image animation and image expansion (they can distort cars and faces)

Keep any you have checked and like. They can be switched off per ad, or account-wide in advertising settings; menu locations change, so look for "Advantage+ creative" in the ad

setup.

COMMON MISTAKE

Publishing without opening the enhancement preview. A gen-AI rewrite that says "free repair" instead of "free check" is your legal problem, not Meta's.

Ad fatigue and frequency

DEFINITION

Reach = how many different people saw the ad. **Frequency** = $\text{impressions} \div \text{reach}$: how many times, on average, each person saw it. **Ad fatigue** = the same people have seen your ad so often that they stop responding.

A 10 km radius runs out of fresh people far faster than a national audience. Signs of fatigue: frequency keeps rising while click-through rate falls and cost per conversation climbs. The fix is new creative, not a new audience. A practical habit some advertisers use is adding one or two new videos every two to three weeks; treat that as a rule of thumb, not a Meta rule.

Testing creatives

- **Built-in creative testing** (October 2025): test 2–5 ads inside one ad set with a separate test budget (Meta suggests $\leq 20\%$ of spend). Each person sees only one of the test ads. It typically runs 7 days and requires the Highest volume bid strategy (module 09).
- **Test big differences:** testimonial vs mechanic explainer vs offer graphic. Tiny wording changes rarely produce a clear winner on a small budget.
- Add new creatives in one batch, not one per day, because Meta lists adding ads as a significant edit that can restart learning (module 09).

TIP

Look up competitors in the free **Meta Ad Library** (facebook.com/ads/library). Search the names of garages and service chains in your area to see which ads they are running right now.

Q What should happen in the first three seconds of a Reels ad?

The hook: something that makes a local car owner stop scrolling, such as a brake squeal, a worn part next to a new one, or a warning light.

Q Why switch off "text improvements" for a garage ad?

They can rewrite your offer or price. Every claim in an ad must be true and honoured, so check AI changes before they run.

Q Frequency rose from 1.8 to 3.5 in a month and cost per conversation went up. What do you do?

Add one or two new creatives (a different angle), in one batch. The local audience is fatigued with the current ads.

09

MODULE

Budget, bidding & the learning phase

YOU'LL LEARN

- Daily vs lifetime budgets, and campaign vs ad set budgets
- What the learning phase is and how to get through it
- Which bid strategy to start with
- How to work out a starting budget in TRY, including the real costs in Türkiye

Budget types

Daily budget

The average amount you want to spend each day. Simplest for an always-on campaign. Meta may spend **up to 75% more** on a good day, but no more than **7× the daily budget per week**.

Lifetime budget

A total amount for a campaign with start and end dates, such as a "Kış bakımı kampanyası" (winter maintenance campaign) from 1 to 15 November. It allows **ad scheduling**: showing ads only during set hours.

- **Advantage+ campaign budget** (set on the campaign) vs **ad set budget**: with one ad set it makes no difference. With several ad sets, a campaign budget lets Meta move money to the best one. Since July 2025, ad-set budgets can also share up to 20% with each other.
- With Advantage+ campaign budget, **ad set spending limits** (a minimum or maximum per ad set) changed in 2025 from hard caps to averages. You won't need them with one ad set.

AT KAYA OTO SERVİS

Kaya's advisors answer WhatsApp 09:00–19:00 on weekdays and until 15:00 on Saturday (illustrative). For the always-on campaign, Kaya uses a daily budget and a strong away message. For the November winter-check promotion, Kaya uses a **lifetime budget with a schedule**, so ads only run while someone can reply.

The learning phase

DEFINITION

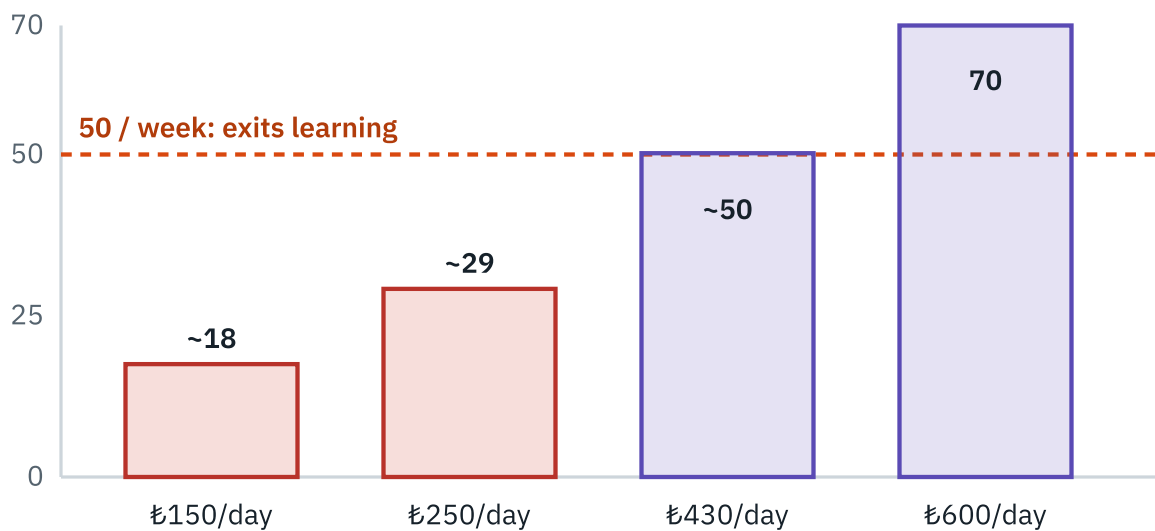
The **learning phase** is the period after launch (or after a big change) when Meta is still exploring who responds to your ad set. Results are less stable and often more expensive. An **optimisation event** is the result you chose as the performance goal, for example one WhatsApp conversation started.

- An ad set exits learning after about **50 optimisation events within 7 days**. No official change to this rule was found for 2025–2026.

- **Significant edits reset learning:** budget changes of more than about 20%, targeting changes, adding or removing creatives, changing the optimisation goal or bid, and long pauses. (Practitioners note that since 2025 adding a new ad often no longer restarts learning, but Meta still lists it as a significant edit.)
- **"Learning limited"** means the ad set is unlikely ever to reach 50 per week at its current setup. Waiting won't fix it. Consolidate ad sets, raise the budget, or optimise for a more frequent event.

Conversations per week at £60 each (illustrative)

results per week = daily budget × 7 ÷ cost per result



Bars drawn to scale. Red: likely "learning limited". Purple: can exit learning.

The 50-per-week rule turns into a budget: the cheaper each result, the smaller the budget that can feed the learning phase.

Bid strategies

A **bid strategy** tells Meta how to bid in each auction (module 01) on your behalf.

STRATEGY	WHAT IT DOES	FOR A BEGINNER?
Highest volume (default)	Gets the most results for the budget, with no cost target	Start here

STRATEGY	WHAT IT DOES	FOR A BEGINNER?
Cost per result goal	Aims to keep the average cost per result near a target; may underspend	After 2–4 weeks of data
ROAS goal	Keeps return on ad spend near a target; needs purchase values	No Not without value tracking
Bid cap	Sets a maximum bid per auction	Advanced
Highest value	Maximises purchase value	No E-commerce

Jon Loomer reports using Highest volume about 90% of the time.

A starting budget in TRY

There is no verified official minimum budget for Türkiye, and no reliable public Turkish cost benchmarks; one Turkish agency says plainly it cannot give representative averages. So work from your own target cost:

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

AT KAYA OTO SERVİS

Kaya guesses **₺60 per WhatsApp conversation** (an illustrative guess, not a benchmark). $₺60 \times 50 \div 7 \approx \textbf{₺430 per day}$, about ₺13,000 a month in Ads Manager, plus the 5% location fee $\approx$ ₺13,650 billed, plus VAT treatment. That is more than the owner wants to risk in month one, so Kaya starts at ₺300/day with one ad set, accepts "learning limited" for a month, and judges it on **cost per real appointment** from the sheet. After 2–4 weeks Kaya replaces the ₺60 guess with the real number and recomputes.

TOOL · LEAD BUDGET & LEARNING-PHASE CHECK

Daily budget (€)

300

Expected cost per result (€)

60

Location fee (%)

5

35

Results per week

€9.576

Monthly spend incl. fee (30.4 days)

€429

Minimum daily budget for 50/week

Likely learning limited About 35 a week. Fine for a first month if you judge results by cost per appointment; €429/day would reach 50.

Results per week = daily × 7 ÷ cost per result. VAT and stopaj are not included; ask your accountant. Prefilled with Kaya's illustrative numbers.

If the full budget is too much

- Run €150–250/day with **one ad set** and accept "learning limited" for the first month.
- Optimise for a more frequent event: conversations rather than qualified leads.
- Judge success on cost per appointment and per job from your sheet, not on Meta's status label.

Scaling without breaking it

- Raise the budget by **20% or less every 3–4 days** so learning doesn't reset.
- For a big jump (for example a seasonal push), duplicate the ad set at the higher budget instead of editing the original.
- Don't spike budgets on a brand-new account: start modest and grow (module 13).

Real costs and benchmarks

TÜRKIYE

Plan with the full cost, not just the Ads Manager number: delivery + the reported **5% location fee** (since 1 July 2026; check your invoice; it may fall when the Digital Service Tax drops to 2.5% in January 2027, but that is not confirmed) + **KDV** (20%, reverse-charged on KDV-2 if your tax ID is on the account) + possible **stopaj**. Ask your mali müşavir how your invoices should be booked.

Published benchmarks are mostly American. Use them only to sense whether something is wildly off, never as targets:

METRIC	VALUE	SEGMENT
Traffic campaigns: CTR	0.80%	Automotive repair, service & parts (lowest of all industries)
Traffic campaigns: CPC	\$0.81	Automotive repair, service & parts
Traffic campaigns: CTR / CPC	1.71% / \$0.70	All industries
Lead campaigns: CTR / CPC	2.59% / \$1.92	All industries
Lead campaigns: conversion rate	7.72%	All industries
Cost per lead	\$27.66	All industries (+21% year on year)

Source: WordStream/LocaliQ Facebook ads benchmarks 2025, data April 2024–June 2025, mostly US LocaliQ client campaigns. No lead data was published for auto repair. Turkish costs differ; build your own benchmark after 2–4 weeks.

COMMON MISTAKE

Editing every day: nudging the budget, swapping an ad, tweaking the age. Each significant edit restarts learning. Make changes once a week, in one batch (module 12).

Q Your expected cost per conversation is £70. What daily budget feeds the learning phase?

$£70 \times 50 \div 7 = £500$ per day.

Q Your ad set shows "Learning limited" after two weeks. Will it fix itself?

No. Consolidate ad sets, raise the budget, or optimise for a more frequent event. Or accept it consciously and judge the campaign on cost per appointment.

Q Spend is going well at £300/day. How do you scale to £600?

Step up by 20% or less every 3–4 days (£360, £430, £515, £600), or duplicate the ad set at the higher budget.

10

MODULE

Tracking

YOU'LL LEARN

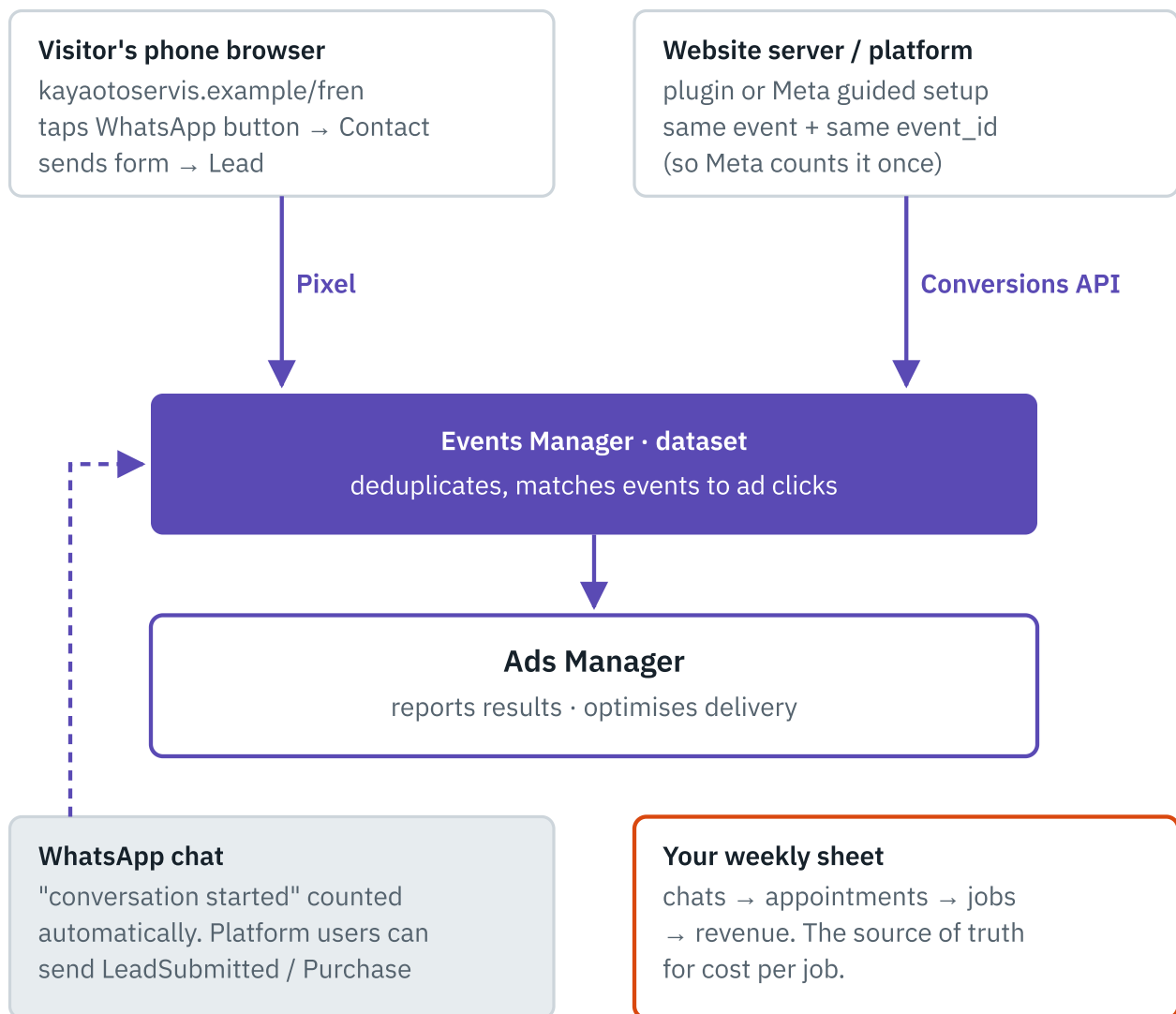
- What the Meta Pixel and the Conversions API do, and why you want both
- Which standard events a garage should send
- How Meta credits results (attribution) after the March 2026 change
- How to tag ad links with UTM parameters, and how to track WhatsApp chats to jobs

Tracking answers one question: *which ads bring which customers?* Click-to-WhatsApp results are counted by Meta automatically. For people who visit your website from an ad, you need two pieces of plumbing.

DEFINITION

Meta Pixel: a small piece of code on your website that tells Meta when a visitor does something (fills in a form, taps the WhatsApp button). It runs in the visitor's browser.

Conversions API (CAPI): the same events sent from your server or website platform directly to Meta, so fewer are lost to ad blockers, iPhone privacy settings and consent refusals. **Event:** one tracked action. **Dataset:** the container in Events Manager that receives the events.



Pixel and Conversions API send the same events by two routes; Meta keeps one copy of each. The dashed line is optional (WhatsApp Business Platform via a provider).

Set up Pixel + Conversions API

- 1 **Create a dataset** in Events Manager (you may have done this in module 02).
- 2 **Install the Pixel** through your website platform's Meta integration, a WordPress plugin, or Google Tag Manager.
- 3 **Add the Conversions API**. Many site builders offer a one-click integration or Meta's guided setup. Send each event from both Pixel and CAPI with the same event name and the same `event_id`, so Meta can remove duplicates.
- 4 **Respect consent**. Under KVKK, analytics and advertising cookies (including the Meta Pixel) need explicit consent before they load. Your cookie banner needs equally visible Accept, Reject and Preferences buttons and no pre-ticked boxes.
- 5 **Test** with *Test Events* in Events Manager: open your site, tap the WhatsApp button, send a test form, and watch the events arrive. Check **Event Match Quality**: higher is better.

Standard events for Kaya

EVENT	MEANING	KAYA FIRES IT WHEN...
Contact	Someone starts contact by phone, SMS, email or chat	A visitor taps the phone number or the WhatsApp button on the site
Lead	Someone sends their details	The quote form on the website is sent
Schedule	Someone books an appointment to visit a location	An online appointment is booked
Purchase	A sale, with a value	Later: a paid job, sent back from the sheet or CRM

- The old Aggregated Event Measurement tab (ranking 8 events for iOS) disappeared from Events Manager in 2025. You no longer need to configure it.
- Since September 2025 Meta reports landing page views even without a Pixel.
- Meta's standalone Offline Conversions API was retired in May 2025. Offline results (paid jobs) now go through the regular Conversions API. Uploading customer phone numbers or emails for this is a KVKK matter (module 06).

Attribution: how Meta credits a result

DEFINITION

Attribution is the rule for which ad gets credit for a result. The **attribution window** is how long after seeing or clicking an ad a result still counts.

- **Default setting:** 7-day click + 1-day engage-through + 1-day view.
- **Since 3 March 2026**, "click" means **link clicks only**: clicks to your website, call, message or lead form. Likes, comments, shares, saves, profile visits and video views of 5 seconds or more now count as **engage-through**, with a fixed 1-day window.
- Use **"Compare attribution settings"** in Ads Manager to see results by window without changing delivery.

Beginner advice: keep the default. WhatsApp chats and calls from ads are link-click actions, so they are captured. The *job* that follows days later usually is not, which is why the sheet matters.

COMMON MISTAKE

Adding up results from Meta, Google Ads and Google Analytics. Each platform credits itself; a customer who saw your Reel and later clicked a Google ad may be counted by both. Count real customers in your own sheet and divide total ad spend by them.

UTM tags on website links

A **UTM parameter** is a tag at the end of a link that tells Google Analytics where a visit came from. In Meta, put them in the ad's **URL parameters** field (not in the website URL itself), using Meta's **dynamic parameters**, which fill in automatically:

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

`{{site_source_name}}` becomes `fb`, `ig`, `msg` or `an` (Audience Network). IDs survive renaming; names are readable, so use both. Readable campaign and ad names (module 03) make these reports self-explanatory.

Tracking WhatsApp chats to jobs

This is where a garage's real numbers come from. Module 04 set up labels; now make it a habit:

1. Every chat that starts from an ad gets the label *Reklam – yeni* the moment it arrives.
2. Advisors move the label along: *Teklif verildi* → *Randevu verildi* → *İş tamamlandı*.
3. Once a week, copy the counts and the revenue into the sheet.

cost per job = ad spend incl. location fee ÷ jobs that came from Meta ads

AT KAYA OTO SERVİS

Illustrative month: ₺10,000 spend + ₺500 location fee = ₺10,500. 150 WhatsApp conversations → 45 appointments → 30 completed jobs. Cost per conversation = ₺70; cost per appointment ≈ ₺233; **cost per job = ₺350**. With about ₺2,000 gross margin per job, the ads clearly pay. Without the labels, Kaya would only know "150 chats for ₺10,000" and could not say whether that was good.

Tracking Field Manual

Google Tag Manager, GA4 key events, consent banners, UTMs and a lead sheet [Open deep dive →](#)
for all channels

Q Why run the Conversions API as well as the Pixel?

The Pixel runs in the browser and loses events to ad blockers, iPhone privacy settings and consent refusals. CAPI sends the same events server-side; with a shared event_id Meta counts each one once.

Q Which Meta standard event fits a tap on the WhatsApp button on Kaya's website?

Contact : the person starts contact by phone, SMS, email or chat.

Q Since March 2026, does a "like" on your ad followed by a booking count as a click-through result?

No. Only link clicks count as clicks now. A like followed by a conversion within a day counts as engage-through.

11

MODULE

Launch step by step

YOU'LL LEARN

- The exact click path to launch Kaya's first click-to-WhatsApp campaign
- What to check before you press Publish
- What to do (and not do) in the first week

This module puts modules 02–10 together. Have ready: three to five creatives in 9:16 and 4:5, your Turkish text, the greeting message, and a target cost per conversation.

- 1 Open Ads Manager** (adsmanager.facebook.com) and check the ad account selector shows Kaya's TRY account.
- 2 Create → Engagement.** Name the campaign `2026-10_whatsapp-randevu_atasehir`. Leave special ad categories empty: auto repair is not one of them. (If you advertise credit or instalment (*taksit*) financing, check whether the financial category applies.)
- 3 Budget:** one ad set, so campaign or ad set budget makes no difference. Daily budget from your calculation in module 09 (Kaya: ₺300). Bid strategy: **Highest volume.**
- 4 Ad set: conversion location** Messaging apps → WhatsApp, select the shop's number. Performance goal: maximise number of conversations.

- 5 **Ad set: audience.** Location pin on the shop, 10 km (8–15 km in a big city), "living in or recently in". Minimum age 18. Advantage+ audience on. Optional suggestions: interests like "Otomobiller". Optional exclusion: people who messaged you in the last 30 days, if that audience exists.
- 6 **Ad set: placements.** Advantage+ placements. Name the ad set `10km_18plus_adv`.
- 7 **Ad: identity.** Choose the Facebook Page and the Instagram account.
- 8 **Ad: creative.** Upload the 9:16 and 4:5 versions (placement asset customisation), or choose "Use existing post" for a strong organic Reel. Add primary text, headline and the WhatsApp button.
- 9 **Ad: message template.** Write the pre-filled message and up to three quick-reply buttons (module 04).
- 10 **Ad: enhancements.** Open Advantage+ creative and switch off text improvements, gen-AI variations, image expansion/animation and music if you have voice-over (module 08).
- 11 **Ad: tracking.** If the ad also links to the website, add the UTM string to URL parameters and select your dataset (module 10).
- 12 **Duplicate the ad** two to four times and swap in the other creatives. Name each ad after its angle.
- 13 **Preview** every placement in the preview panel, then **Publish**. Ads go through review, usually quickly but sometimes longer.

Pre-launch checklist

- ☐ Ad account in TRY, payment method works, tax ID entered
- ☐ Objective Engagement (or Leads), conversion location WhatsApp, goal = conversations
- ☐ One ad set; radius 8–15 km around the shop; minimum age 18

☐ Daily budget based on $(\text{cost per result} \times 50) \div 7$, or a conscious smaller start

☐ 3–5 ads with different angles, each in 9:16 and 4:5, text inside safe zones

☐ Every claim and price in the ads is true, and staff know the offer

☐ AI creative enhancements reviewed; risky ones switched off

☐ Pre-filled message and quick-reply buttons written in Turkish

☐ WhatsApp greeting, away message, quick replies and labels ready

☐ A named advisor answers WhatsApp during ad hours

☐ Weekly sheet ready; target cost per conversation written at the top

☐ Calendar reminder for the weekly review (module 12)

The first seven days

- **Do:** answer every chat fast, label every chat, check daily that the ads are delivering and money is being spent.
- **Don't:** change budget, audience or creatives. Every significant edit restarts learning. Early results swing a lot.
- **Exception:** fix real problems immediately: a rejected ad, a wrong price, a broken WhatsApp number, a payment failure.

AT KAYA OTO SERVIS

Kaya launches on a Monday morning, not on Friday evening, so the first chats arrive while the full team is in. The owner checks delivery each evening but changes nothing until the review the following Monday.

COMMON MISTAKE

Turning the campaign off after two days "because it's expensive". The first days of learning are the most expensive. Decide your review date before you launch and stick to it.

Q Your ad was approved but day 2 shows a much higher cost per conversation than you hoped. What do you do?

Nothing yet, unless something is broken. Early learning-phase results are noisy. Review after about a week, in your scheduled routine.

Q Does an oto servis need to choose a special ad category?

No. Special categories cover financial products, employment, housing and social issues/politics. Check the financial category only if you advertise credit or instalment offers.

12 MODULE

Read results & optimise

YOU'LL LEARN

- The key metrics, with formulas, and what each one tells you
- How to use breakdowns without fooling yourself
- What to do in common situations (decision table)
- How to run a fair test and a 30–45 minute weekly routine

Key metrics

In Ads Manager, open Columns → Customise columns to add these. Compare the **last 7 days with the previous 7**, never one day with another.

METRIC	FORMULA	WHAT IT TELLS YOU
Reach	Unique people who saw the ad	How much of your area you cover
Impressions	Total times the ad was shown	Volume of showings
Frequency	Impressions ÷ reach	Rising in a small radius = fatigue
CPM	Spend ÷ impressions × 1,000	Price of attention; often rises in November–December
CTR (link)	Link clicks ÷ impressions	Does the creative make people act?
CPC (link)	Spend ÷ link clicks	Cost of each click
Cost per result	Spend ÷ results (conversations, leads)	Main efficiency number in Ads Manager
Hook rate	3-second video plays ÷ impressions	Do the first seconds stop the scroll? (industry convention, not an official Meta metric)
Hold rate	ThruPlays ÷ 3-second plays	Does the video keep attention? (industry convention)
Cost per appointment / job	Spend incl. fee ÷ appointments or jobs (your sheet)	The number that matters for the business

AT KAYA OTO SERVIS

Illustrative week: spend ₺2,100, impressions 70,000, reach 25,000, link clicks 560, conversations 32. Frequency = $70,000 \div 25,000 = 2.8$. CPM = $\text{₺}2,100 \div 70,000 \times 1,000 = \text{₺}30$. CTR = $560 \div 70,000 = 0.8\%$. CPC = $\text{₺}2,100 \div 560 = \text{₺}3.75$. Cost per conversation = $\text{₺}2,100 \div 32 \approx \text{₺}66$, under the ₺125 target from module 04.

Breakdowns

The **Breakdown** menu splits results by placement, age, gender, region and time of day. Use it to find large, consistent differences, for example one placement producing many clicks but no conversations for three weeks in a row. Small differences over a few days are usually

noise. Remember that with Advantage+ Meta already shifts money towards what works; act only when a pattern is big and lasting.

Conditional formatting (added in 2025) colours cells so good and bad numbers stand out.

What to do when...

YOU SEE	LIKELY CAUSE	DO THIS
Low hook rate, low CTR	The first seconds don't stop the scroll	New hook: sound, close-up of a problem, a face talking in the first second
Good CTR, few conversations	Ad promises something the next step doesn't deliver; or wrong objective (Traffic)	Check the objective and conversion location; make the message template clear
Many conversations, few appointments	Follow-up: slow replies, no price range, no time offered	Fix the process before touching ads: response time, quick replies, offering a time
Frequency rising, cost per result rising	Ad fatigue in a small audience	Add 1–2 new creatives in one batch; consider a wider radius
"Learning limited"	Too few results per week for the ad set	Consolidate, raise budget, or accept it and judge by cost per appointment
One ad costs $\geq 2\times$ the average per result after spending at least $2\times$ your target	A losing creative	Turn it off
Cost per job well under target	The campaign is working	Raise budget by 20% or less every 3–4 days
Cost per job above target for 2 weeks	Process, creative or targeting	Fix follow-up first, then creative, then targeting
One placement brings clicks but no results for weeks	Low-quality inventory	Exclude that placement with manual placements

COMMON MISTAKE

Turning ads off after one day of spend. With a £125 target, an ad needs at least £250 of spend before you can call it a loser.

Testing fairly

- **Creative testing** inside an ad set (module 08) is the simplest way to compare 2–5 ads.
- **A/B test (Experiments)** is the older tool for comparing whole campaigns or ad sets, for example a 10 km vs a 20 km radius, or WhatsApp vs an instant form. Meta splits the audience so each person sees only one version.
- Change one big thing at a time, let the test run (typically 7 days), and decide on cost per result and, if you can, cost per appointment.

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

- 1 **Business results first (10 min).** From the WhatsApp labels and sheet: conversations → appointments → completed jobs → revenue. Compute cost per appointment and per job.
- 2 **Ads Manager check (10 min),** last 7 days vs previous 7: cost per result, CTR (link), CPM, frequency, and delivery status (Active / Learning / Learning limited).
- 3 **Creative check (10 min).** Rank ads by cost per result and hook rate. Turn off clear losers. If frequency is rising or CTR falling, add 1–2 new creatives in one batch.
- 4 **Breakdowns (5 min).** Placement, age, time of day. Act only on large, consistent differences.
- 5 **Budget decision (5 min).** Cost per job well under target: raise budget by 20% or less. Above target for two weeks: fix follow-up or creative first, then targeting.
- 6 **Monthly extra.** Check invoices and the location fee and send them to your accountant; refresh the offer; read Opportunity Score recommendations critically; check Account Quality.

Weekly review checklist

- ☐ Sheet updated: chats, appointments, jobs, revenue
- ☐ Cost per conversation, appointment and job calculated
- ☐ Frequency, CTR and CPM compared with the previous 7 days
- ☐ Losers off; new creatives added in one batch if needed
- ☐ Budget decision made and written down

Q Impressions 40,000, reach 10,000. What is the frequency, and is it a concern in a 10 km campaign?

4.0. Watch it: if CTR is falling and cost per result rising at the same time, the local audience is tired of the ads. Add new creatives.

Q You get many chats but few appointments. Do you change the audience?

No, fix the follow-up first: reply speed, giving a price range, offering a specific time. The ads are doing their job.

Q How do you calculate hook rate?

3-second video plays ÷ impressions. It is an industry convention, not an official Meta metric.

13

MODULE

Policies & account safety

YOU'LL LEARN

- The ad rules a garage is most likely to break by accident

- Turkish advertising law basics that apply to your ads
- How to avoid a restricted or disabled ad account, and what to do if it happens

Ad rules that matter for a garage

- **Personal attributes.** Meta does not allow ads that assert or imply something personal about the viewer: their age, health, financial status and similar. Examples Meta rejects: "Are you bankrupt?", "Do you have diabetes?" For Kaya, avoid lines like "*Borçların yüzünden araç bakımını erteliyor musun?*" (Are you postponing car maintenance because of your debts?). A line about the *car*, such as "*Aracınızdan ses mi geliyor?*" (Is your car making a noise?), should be fine, but review rejections carefully.
- **Before/after images.** The strict before/after rules target health, weight loss and cosmetic procedures. Car repair before/after shots are generally fine; if one is rejected, read the reason.
- **Honest offers.** Prices and "ücretsiz" (free) claims must be true and honoured in the chat and in the shop. Misleading claims get ads rejected and hurt your account's standing.
- **Other brands.** Don't use carmakers' logos or claim "Yetkili BMW servisi" (authorised BMW service) unless you really are authorised. That is a trademark risk.
- **Customer images.** Testimonials need the customer's written permission and KVKK consent for using their image.

TÜRKİYE

Turkish advertising law requires ads to be truthful and not misleading, and the advertiser must be able to **prove its claims** (Consumer Protection Law No. 6502 and the commercial advertising regulation, enforced by the Ministry of Trade's Reklam Kurulu). Changes from July 2026 say only reviews based on verifiable customer experience may be published. "15 years of experience" or "the cheapest in Ataşehir" must be provable. Never buy or fake reviews or testimonials. Not legal advice; ask a lawyer about specific claims.

Keeping the account healthy

A restricted ad account stops all your ads, sometimes for weeks. Practitioner guides list these habits (general best practice, not a Meta guarantee):

- Run ads from the owner's **real, long-standing personal profile** with 2FA. Never use fake profiles or bought accounts.
- Complete **business verification**, and make the billing name and card match the business.
- Avoid repeated **payment failures**: international purchases on, enough card limit.
- Don't spike budgets dramatically on a brand-new account. Start modest and grow.
- Read rejection reasons and fix the creative. Many rejected ads in a short time raise risk.
- Be careful with third-party automation tools and browser extensions that log into Ads Manager.

TIP

If an ad or the account is restricted, go to **Account Quality** (business.facebook.com/accountquality), read the stated reason, fix it, and request a review there. Don't open new accounts to get around a restriction.

AT KAYA OTO SERVİS

A copy idea like "Kadıköy'de 15 yıllık tecrübe" (15 years of experience in Kadıköy) would be misleading for Kaya, which is in Ataşehir, and the years must be provable too. Kaya's rule: every number in an ad must be backed by a document the owner can show: an invoice, a price list, a dated photo, a customer's written permission.

Q Is "Borçların yüzünden araç bakımını erteliyor musun?" a good hook?

No. It implies the viewer's financial situation, which Meta's personal-attributes policy does not allow. Talk about the car, not the person.

Q Your ad was rejected. What is the right move?

Read the reason in Ads Manager or Account Quality, fix the creative or text, and request a review if you think it is a mistake. Don't upload many variations to "get one through".

Common mistakes

The ten mistakes beginners make most often, with the module that fixes each one.

MISTAKE	FIX	MODULE
Boosting posts and judging success by likes	Measure chats, calls and appointments in Ads Manager	02
Traffic objective for WhatsApp	Engagement or Leads, conversion location WhatsApp	03
Slow replies to WhatsApp chats and leads	Named person, greeting with a question, minutes not hours	04
Uploading customer phone lists without a KVKK basis	Use engagement and website audiences; ask a consultant first	06
Radius too small (audience in the low thousands)	8–15 km in a big city; let the creative do the targeting	06
Not checking AI creative enhancements	Switch off text rewrites, gen-AI variations, image expansion	08
Too many ad sets with tiny budgets	One ad set, 3–5 ads, budget from the 50-per-week formula	09
Editing every day	One review per week; changes in one batch	09
Forgetting the location fee and VAT in the budget	Plan about 5% above Ads Manager, plus VAT treatment	09
No tracking: no labels, no sheet, no Pixel	Labels + weekly sheet first; Pixel + CAPI for the website	10

Case studies

Real, documented examples of messaging ads. Read them as direction, not as promises: most are self-reported by the business or by Meta, and none is an independent garage. Research for this course found no verified Meta success story for an independent auto repair shop; some "auto repair case studies" online are hypothetical concepts with no measured results.

TÜRKİYE • WELLNESS FOOD • INSTAGRAM
DIRECT ADS

Özem'le Yaşam

WHAT Click-to-message ads that opened Instagram Direct chats.

RESULT Reported +87% post engagement, +86% sales and 5× more customer messages.

LESSON Turkish customers respond to a chat as the next step.

Source: [Public First, Meta's Impact in Türkiye \(2026\)](#). **Commissioned by Meta** The same report cites Sefamerve (fashion) with +158% conversions using WhatsApp Flows.

CHINA • B2B CRANES • CLICK-TO-WHATSAPP

DGCRANE

WHAT Click-to-WhatsApp ads combined with WhatsApp marketing messages; a WhatsApp button on the website.

RESULT Reported 2.2× lower cost per qualified lead from these ads than from other digital ads, and 3.4× more conversions from the WhatsApp button than from a contact form (June 2024–May 2025).

LESSON A chat can beat a form even for high-value, considered purchases.

Source: [WhatsApp Business success story](#). **Self-reported**

BRAZIL · AUTOMOTIVE · CLICK-TO-MESSENGER

Hyundai Brazil

- WHAT** A/B test of click-to-Messenger ads with a chat assistant against website forms.
- RESULT** Messenger: 3.5× higher conversion rate, 4× higher sales rate, 13% lower cost per lead.
- LESSON** In automotive, conversation outperformed forms in a controlled test.

Source: [Meta for Developers success story](#).

2019 data The platform has changed a lot since.

TÜRKIYE · MODEST FASHION E-COMMERCE · WHATSAPP

Modanisa

- WHAT** A WhatsApp chatbot for customers.
- RESULT** 55% of customers who engaged with the chatbot placed a first order via WhatsApp.
- LESSON** WhatsApp can carry a Turkish customer from question to order.

Source: as cited in [WhatsApp Business blog](#).

No date given

Glossary

A/B test	A test in which Meta splits the audience so each person sees only one version, to compare them fairly.
Ad set	The middle level of a campaign: audience, placements, budget, schedule, conversion location and performance goal.
Ad fatigue	When the same people have seen an ad so often that they stop responding.
Advantage+	Meta's name for automated settings (audience, placements, budget, creative).
Attribution window	How long after a click or view a result still counts for an ad. Default: 7-day click, 1-day engage-through, 1-day view.

Auction	The split-second competition that decides which ad fills an ad slot, based on total value.
Aydınlatma metni	KVKK privacy/information notice telling people what data you collect and why.
Business Portfolio	The admin container (formerly Business Manager) that owns Pages, ad accounts, WhatsApp numbers and pixels.
CAPI	Conversions API: sends events to Meta from your server, alongside the Pixel.
Conversion location	Where the result happens: WhatsApp, instant form, website, call.
CPM	Cost per 1,000 impressions.
CTR (link)	Link clicks ÷ impressions.
CTWA	Click-to-WhatsApp ad: an ad whose button opens a WhatsApp chat with your business.
Custom audience	People you already know: website visitors, engagers, people who messaged you, customer lists.
Engage-through	Since March 2026: a result after a like, comment, share, save, profile visit or 5-second video view, counted within 1 day.
Frequency	Impressions ÷ reach: average showings per person.
Hook rate	3-second video plays ÷ impressions (industry convention).
Instant form	A lead form that opens inside Facebook or Instagram, pre-filled with the user's details.
KDV-2	The Turkish VAT return on which a company declares reverse-charge VAT for services bought from abroad.

Learning phase	The period when Meta explores delivery for an ad set; exits after about 50 optimisation events in 7 days.
Location fee	A fee Meta reportedly adds (5% for Türkiye since 1 July 2026) to pass on digital service tax; shown on invoices, not in results.
Lookalike	An audience Meta builds of people similar to a source audience.
Objective	The campaign goal: Awareness, Traffic, Engagement, Leads, App promotion or Sales.
Performance goal	The exact result Meta maximises in an ad set, e.g. number of conversations.
Pixel	Code on your website that reports visitor actions to Meta from the browser.
Placement	Where an ad appears: Feeds, Stories, Reels, Messenger, Threads, WhatsApp Status, Audience Network.
Reach	Number of unique people who saw the ad.
Stopaj	Income-tax withholding; may apply to payments for internet ads. Your accountant decides.
UTM parameters	Tags on a link that tell analytics tools where a visit came from.

Sources

Checked October 2026. Several Meta help pages block automated access; where possible, confirm details in Ads Manager or Meta's Business Help Center.

1. [Meta Business Help: About ad auctions \(blocks automated access; check in a browser\)](#)
2. [Meta for Developers: Bidding overview \(effective bid, probability of results\)](#)

3. [Jon Loomer: Advantage+ Sales, App and Leads campaigns \(2025\)](#)
4. [Jon Loomer: Meta advertising changes in 2025](#)
5. [Jon Loomer: Meta ads attribution 2026](#)
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10. [Jon Loomer: Meta creative testing](#)
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17. [Meta Business Help: Last significant edit](#)
18. [WhatsApp Business: Click-to-WhatsApp ad guide](#)
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40. [SparkUGC: Advantage+ creative best practices 2026](#)
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51. [Muhasebe News: KDV and stopaj on Meta/Google ads \(May 2026\)](#)
52. [Çelikel CPA: Social media ad expenses and KDV-2](#)
53. [Alomaliye: Digital Service Tax 5% in 2026, 2.5% in 2027](#)
54. [KVKK: Guide on cross-border transfer of personal data](#)
55. [Anadolu Ajansı: KVKK announcement on third-party data for advertising \(July 2026\)](#)
56. [Mondaq: KVKK cookie guide compliance roadmap](#)
57. [Medyascope: TÜİK 2025 internet use survey \(WhatsApp 88.6%\)](#)
58. [Ticaret Bakanlığı: Advertising regulation changes \(2026\)](#)

[← Back to the Workshop Marketing Manual](#) · [Google Ads Field Manual](#) · [Tracking Field Manual](#)

Facts checked October 2026 — platforms change often, verify in the platform's help center before you act.
Kaya Oto Servis is fictional; all its figures are illustrative. Tax and legal notes are orientation, not advice.