

Create a new template for ads that click to message

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We are rolling out a new **recommended setup** experience to the **Traffic, Awareness** and **Engagement** objectives which is similar to the [Advantage+ campaign setup](#) for the **Sales, App promotion** and **Leads** objectives.

You may see a [campaign score](#) of 100 and **Advantage+ on** for some options. Manual options are still available.

This means you may see slightly different steps to those described here for some objectives. [Learn more](#).

[Special ad category](#) campaigns and pharmaceuticals campaigns may not have access to all Advantage+ features, or may see a different experience.

Before you begin

[Create a new ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).

Create your message template

To create a message with a custom template for ads that click to Messenger, Instagram, or WhatsApp:

1. Create a new campaign in Ads Manager with the Messages objective and click **Next**.

2. Add your campaign details, budget, and audience and click **Next**.
3. In the **Ad creative** section, select or upload the media you want to use for your ad. Then crop or apply enhancements, if needed. When you're ready, click **Done**.
4. Under **Call to Action**, use the dropdown menu to choose **Send Message**.
5. In the **Message Template** section, choose **Create New**. You can also [Generate Leads](#) to collect information from customers in a Messenger conversation.
6. Click + **Create**.
7. Complete your Greeting and Questions.
8. Click **Save and Finish**.

Once reviewed, your ad will start appearing in selected placements.

Learn more

- [Create questions for your leads campaign in Messenger Ad](#)
- [Select an Existing Template for Ads That Click to Message](#)
- [Best Practices for Ads That Click to Message](#)

Common support topics

[About advertising restrictions](#)

Business Help Center

[Troubleshoot a disabled or restricted account](#)

Business Help Center

[About Meta Business Support Home](#)

Business Help Center

[Fix a failed payment issue on Meta](#)

Business Help Center



Basics

[About ads that click to message on Meta technologies](#)[About ads in Messenger](#)[About lead generation in Instagram Direct, Messenger and WhatsApp](#)

Create

[Create ads that click to Messenger from your Facebook Page](#)[Create ads that click to Messenger in Meta Ads Manager](#)[Create ads that click to Instagram Direct in Ads Manager](#)[Create ads that click to WhatsApp in Ads Manager](#)[Create ads that click to WhatsApp from your Facebook Page](#)[Create ads to be delivered to Messenger Stories](#)[Create a new template for ads that click to message](#)[Create](#)

[questions for your leads campaign in Messenger AdSelect an existing template for ads that click to message](#)

Set Up

[General best practices for ads that click to message](#)

Results

[Leads, engagement and sales metrics for ads that click to MessengerTroubleshoot your Messenger block rate](#)

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