

Select an existing 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.

You can set up a message with a template you've already created for ads that click to Messenger, Instagram or WhatsApp.

Before you begin

- Create a new [ad that clicks to Messenger](#), [ad that clicks to Instagram Direct](#), or [ad that clicks to WhatsApp](#).
- When eligible, you can get experimentally proven recommendations in opportunity score. Go to [Account Overview](#) to see your opportunity score and review and apply recommendations to help improve performance. Learn [about opportunity score](#).
- **Note:** Opportunity score (including a high score) itself does not reflect your actual or future performance. Actual performance depends on many factors and your opportunity score does not guarantee performance.

To use an existing template

To set up a message with a template you've already created for ads that click to Messenger, Instagram, or WhatsApp:

1. Go to [Ads Manager](#) and click **+ Create**.
2. Choose the **engagement**, **sales**, **traffic** or **leads** objective and click **Next**.

After you select an objective, you may see a campaign score on the right side of the page. Campaign score predicts how optimized your campaign is before publishing. You can review your campaign score and apply recommendations while drafting your campaign. Learn more [about campaign score](#).

Review the campaign details, then click **Next**. Review the ad set details, then click **Next**.

Note: Under the **Audience** and **Placements** sections, you may see that **Advantage+** in the top right is **On**. Advantage+ campaign setup is a new feature that helps more businesses maximize performance with AI. Learn more [about Advantage+ campaign setup](#).

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. Under **Call to action**, use the dropdown menu to choose **Send message**. In the **Message template** section, choose **Use existing** in the dropdown. Select the template you want to use from the dropdown.

Learn more

- [Create a New 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 Ad](#)[Select 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 Messenger](#)[Troubleshoot your Messenger block rate](#)

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