

CHEAT SHEET: META CAMPAIGN STRUCTURE 2026

Structure, learning phase, Advantage+ and ad fatigue in one overview

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Rules from the Meta Business Help Center, checked on 27 September 2026. Worked examples and rules of thumb are labelled as examples.

1. STRUCTURE

- **One campaign per goal:** sales, leads and reach kept separate.
- **As few ad sets as your budget allows:** an ad set exits the learning phase after ~50 results per week ^[1]. Combine similar ad sets ^[2]; overlapping ad sets compete with each other ^[3].
- **More ad sets? Campaign budget.** Meta spreads it unevenly: judge at campaign level ^[4].
- **Languages in one ad set** ^[5]: dynamic language optimisation for up to 48 languages, with a single image or video ^[6].
- **Fewer ads, more creative:** up to 10 images or videos per ad ^{[5][7]}.

2. HOW MANY AD SETS CAN YOUR BUDGET CARRY?

Ad sets = (monthly budget ÷ 4.33) ÷ cost per result ÷ 50. Below 50 you'll see "Learning limited": combine, broaden, raise the budget or choose an event that happens more often ^[8].

Worked example (no client data)			
MONTHLY BUDGET	GOAL, COST PER RESULT	PER WEEK	AD SETS
€1,000	Lead, €15	~15	1 (under 50)
€3,000	Purchase, €30	~23	1 (under 50)
€10,000	Purchase, €30	~77	1, plus a small test
Your account: €.....			

3. WHAT CAN RESTART THE LEARNING PHASE

Changes to targeting or creative, a different optimisation event or bid strategy, pausing for 7 days or longer, and a new ad. Budget: \$100 to \$101 probably not, to \$1,000 possibly ^[9]. A daily budget may come out 75% higher on a given day, never above 7 times per week ^[10]. So add concepts in batches, and compare strategies with Meta's A/B test ^[11].

4. ADVANTAGE+ AUDIENCE

Source ^[12]

HARD LIMIT	SUGGESTION
Locations, minimum age, languages	Age, gender, interests and behaviours
Excluded custom audiences	Included custom audiences

"Advantage+ off" follows from several ad sets without a campaign budget, a strictly restricted audience or excluded placements; a minimum age up to 25 and an excluded custom audience are allowed ^[13].
Excluding by interests has not been possible since 31 March 2025 ^[14].

5. AD FATIGUE

- **Meta's statuses** (Delivery column): "Creative limited" when cost per result is higher than before, "Creative fatigue" at double or more. Only for ad sets with a single ad ^[15].
- **Spot it yourself**: frequency rises, click-through rate falls, costs rise, new ads do perform well. If everything rises at once, it's the auction.
- **Fix it**: a substantially new image or video, keep the original active, or a larger audience ^[15]. A frequency cap is only possible with Reservation ^[16].
- **Rhythm** (rule of thumb): frequency = monthly budget ÷ CPM × 1,000 ÷ audience. Below 1.5 per month, new concepts every four to six weeks; 1.5 to 3, every two to four weeks; above 3, every one to two weeks.

6. CHECK YOUR ACCOUNT

- ☐ One campaign per goal.
- ☐ Every ad set reaches ~50 results per week, or has been combined.
- ☐ No ad sets stuck in "Learning limited" for weeks without a plan.
- ☐ "Last significant edit" column switched on, no change every few days.
- ☐ No ad sets targeting the same people.
- ☐ Genuinely different concepts per ad set.
- ☐ No separate ad sets per language without a difference in offer or page.
- ☐ Existing customers excluded with a custom audience.
- ☐ Advantage+ not switched off by an unnecessary restriction.
- ☐ Next concept planned, in Dutch and French.

SOURCES

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6. Create an ad with dynamic language optimization (Meta Business Help Center)
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I Z O A R D

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