

Benefits of Unpublished Page Post Ads

We want to show relevant ads and content to the right people in the most engaging place on our site. Marketers want ways to create content and show ads in the voice of their Page without having every post appear to everyone. Because tailored messages are more relevant for people and more effective for advertisers, we created unpublished Page post ads that do not receive organic distribution and do not appear on your Page. Although initially these ads were only eligible to appear on the right-hand side of Facebook, they can now appear in News Feed, just like published content from your Page. This capability allows you to take full advantage of the benefits of advertising from your Page, while driving better performance with high-quality, tailored messages.

Primary Use Cases

- **Targeting.** Relevant, timely marketing enhances people's experience on Facebook. Unpublished Page post ads allow marketers to take full advantage of all of Facebook's targeting options with tailored messages that drive better performance and engagement.
 - For example, a marketer wants to tell parents about an upcoming Back-to-School sale for children's clothing. That business doesn't want its fans without school-age children to see that post since it would be irrelevant, particularly if the brand has other promotions planned for that audience. Using unpublished Page post ads, the business can create a post that appears only to parents (targeted to fans and/or non-fans of the Page).
- **Creative optimization.** Marketers can utilize creative testing to get the right messages in front of the right people, without overloading fans on their Page with non-relevant or repetitive messages.
 - For example, a marketer wants to advertise dresses from its new spring line to its target audience (females, 18-24). Although it knows who it wants to reach, the business doesn't know which dress will be the most engaging or generate the most sales. The business can create multiple unpublished Page post ads announcing the spring line but utilizing three different dress styles, then place its budget behind the creative that performs the best. That way, the brand's page won't be overloaded by multiple posts with the same message, but people will see the best content in their News Feed.
- **Efficient execution.** If marketers have limited communication between their Pages team and Media team, unpublished posts allow the Media team to post great content directly and more effectively.

General Best Practices

- Maintain your brand voice and utilize creative that will resonate with your audience
- Encourage your Media team to coordinate with the Page team to align messaging and posting strategy
- Be strategic with targeting and creative combinations to ensure that these posts create a better experience through more relevant content for people on Facebook