

22735-22719-11046



# *Certificate*

of completion

## ONLINE COURSE ON Facebook Ads - Basic

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THIS CERTIFICATE IS PROUDLY PRESENTED TO

**MD. ABU SAYEED**

### Topics we covered in the course

How Ad Network Works  
Facebook Ad Account Structure  
11 Types of Facebook Ad Campaign  
Customer Touch Point  
Success Rate Calculation  
Target Audience Selection  
Reach, Frequency, Impression, Engagement, Click  
Ad Scheduling  
14 Facebook Placement Areas  
Types of Ad Content - Photo Video Carousel Instant Experience  
Website Visitor Tracking - Facebook Pixel

*Sabbir Ahmed*

Course Instructor

