

Facebook Advertising

How it works

You'll start by creating a **Facebook Business Manager** account (see our Quick Setup Guide). Once you've assigned Matrix as a **Partner**, we will be able to advertise on your behalf through Facebook.

You'll be able to monitor the performance of your campaign through your account, or alternatively you can request a summary report from Matrix.

How will I be billed?

Through your Business Manager account, you'll need to set up a **Payment Method** (see our Quick Setup Guide). Facebook will use your Payment Method to bill your **Pay-Per-Click/Budget Usage** at the end of each month.

Matrix will invoice you separately you for the advert creation and maintenance on a **£90 per ad/per month basis**.