



Boosted posts vs. Facebook ads

Feature	Boosted Page Post	Facebook Ads
Location, age, gender, interest targeting	✓	✓
Language targeting		✓
Behavior targeting		✓
Ad scheduling		✓
Ad placement		✓
Choose a bid type		✓
Control frequency		✓
Various creative options		✓
Creating custom/lookalike audiences		✓
Inclusion/exclusion of custom audiences in saved audiences		✓
Various marketing objectives		✓