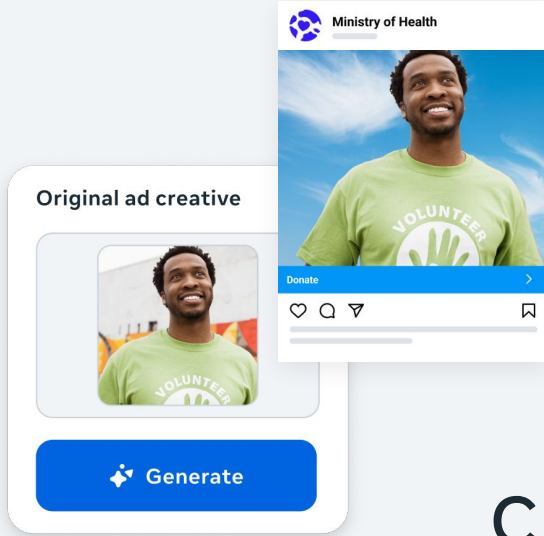


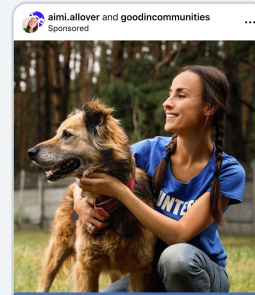
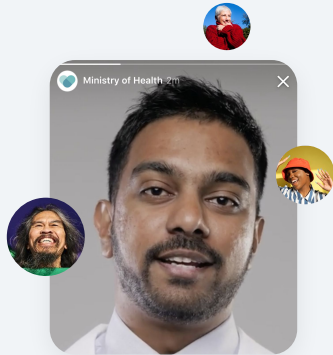
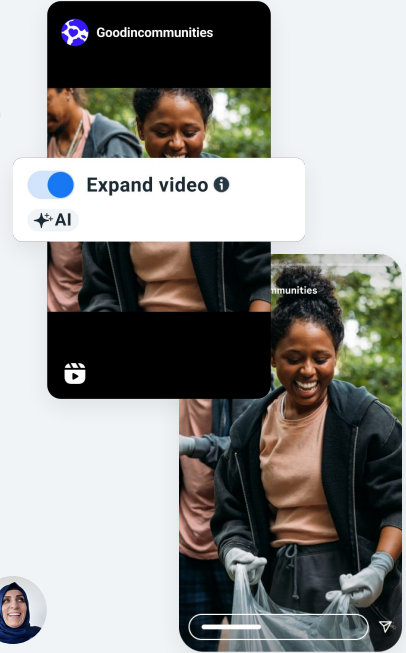
Meta Advantage+ for government, political and nonprofit organizations

Maximize performance with automation and AI

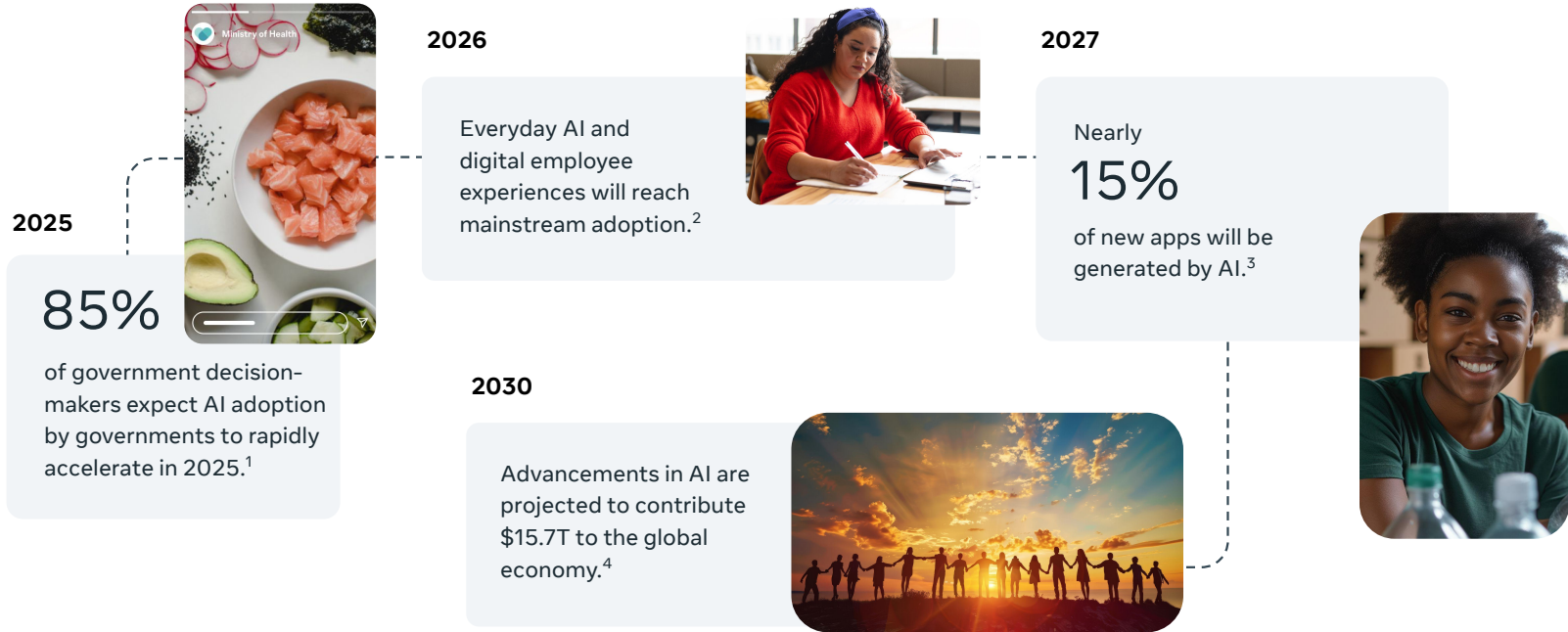




AI is already changing the game

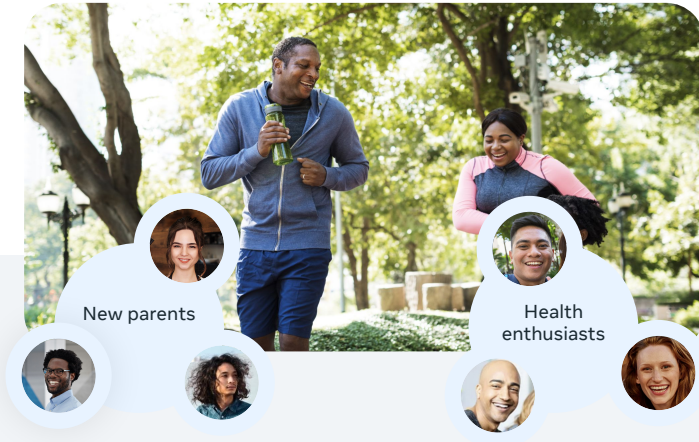


AI will continue to be adopted by governments and marketing



AI and automation work best when you share what your organization values

Ministry of Health



Insights

New parents tend to want to understand health recommendations

or

Health enthusiasts tend to access healthcare information more often than others

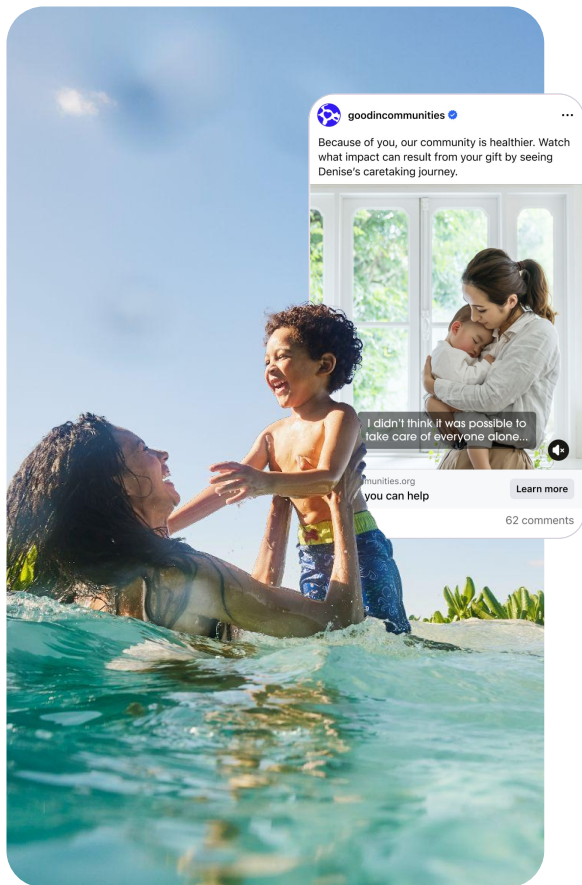
Community nonprofit



People who run in nature tend to want to donate to maintaining nature pathways

or

People tend to donate more at the end of the year



AI and automation are increasingly critical to your success in advertising

Marketers are already leveraging AI and automation to be more effective, maximize results and save time.

From

Daily campaign and budget optimizations

Manually selecting placements and destinations

One-size-fits-all creative

Manually choosing audience segments and behaviors

To

Automated optimizations over time

AI determines placements and destination to maximize performance

Generative AI dynamically developing creative to appeal to multiple audiences

AI expands to reach audiences most likely to purchase

We envision a future of advertising at Meta where:

Our industry-leading AI and automation enables any organization to reach their specific goals and optimize for what they value most

Maximize performance with **Meta Advantage+**



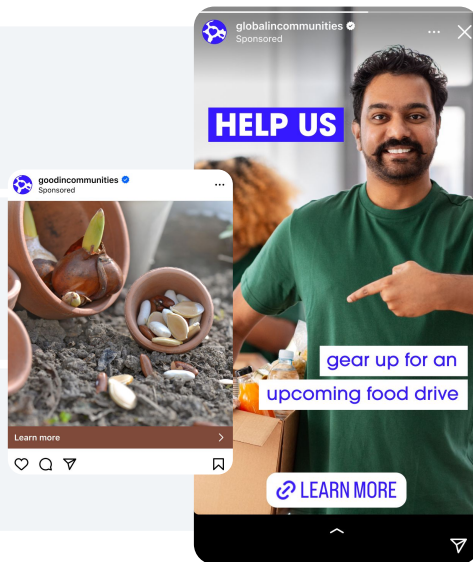
Responds to real-time data to help maximize organization's results.



Delivers the most effective ads across the widest audience to find more audiences.



Delivers more relevant, engaging user experiences that help drive action.



Advantage+ sales campaigns*

9%

Improved cost per action¹

Advantage+ app campaigns

7%

improved cost per action²

*Please note: We're renaming Advantage+ shopping campaigns to Advantage+ sales campaigns, to better reflect the full range of advertisers that can benefit from this product. This name change will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.

Sources: 1. This test was run globally and across-verticals for 1 week starting December 3 2024 within Sales objective. A statistical simulation framework gave a 90% statistical confidence that A+SC outperforms constrained campaigns by driving cost-effective conversion. 2. Meta Analysis of 15 AB tests for App campaigns running in the period of June 2024 to September 2024 across various verticals (Business to Business, Gaming, Ecommerce, Technology) and all regions. The control group for each campaign contained typical Business-As-Usual campaigns and the test group contained Adv+ app campaigns with ON indicator. 3. We conducted Meta-analysis of 20 tests conducted in NA, EMEA and APAC with advertisers in Beauty, Professional Services, B2B, Education, Technology, Automobile and Home Retail comparing campaigns with Advantage+ leads on v.s. BAU campaigns (Advantage+ leads not on) in the period of Nov 2024 to Jan 2025. The results show the improvement of Cost Per Lead with more than 95% confidence, the improvement of Cost Per Quality Lead with 83% confidence.

Meta Advantage+ allows organizations to automate some or all of their campaign

End-to-end solutions

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales and app campaigns for government, political and nonprofit partners.



Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

Select individual automation levers to address specific needs.



Audience automation

Advantage+ audience
Advantage+ custom audience
Advantage+ lookalike
Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative
Advantage+ catalog ads



Destination automation

Advantage+ destination

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.

Introducing a new streamlined campaign setup, with the same strong performance



“Same strong performance”:

App: Meta Analysis of 15 split tests for App campaigns running in the period of June 2024 to September 2024 across various verticals and regions. The control group for each campaign contained the previous Advantage+ app campaigns and the test group contained Adv+ app campaigns with ON indicator. Sales: Meta Analysis of 16 split tests for Sales campaigns running in the period of June 2024 to September 2024 across various verticals and regions. The control group for each campaign contained the previous Advantage+ shopping campaigns and the test group contained Advantage+ sales campaigns with ON indicator.

Get AI optimizations from Advantage+ and value-proven recommendations from opportunity score, in **one streamlined experience in Ads Manager**

Opportunity score* provides organizations with the proven recommendations that can help them improve performance.

The screenshot displays two sections of the Ads Manager interface. The top section, titled 'Campaign score' with an information icon, shows a green circular progress indicator at 100% and the text 'All recommended settings are applied.' Below this, a toggle for 'Advantage+ sales campaign' is shown as 'On' with a green indicator and a dropdown arrow. The bottom section, titled 'Audience Definition' with an information icon, states 'Your audience selection is fairly broad.' and features a horizontal progress bar that is mostly green, with 'Specific' on the left and 'Broad' on the right.

Campaign score ⓘ
100 All recommended settings are applied.

✦ **Advantage+ sales campaign** ⓘ **On** ▼

No additional recommendations available.

Audience Definition ⓘ
Your audience selection is fairly broad.

Specific Broad

A new streamlined setup for **Advantage+** sales and app campaigns, with the same strong performance.

*Campaign score is a part of opportunity score.



Advantage+ sales campaigns

Advantage+ sales campaigns are the most efficient way for advertisers to drive online sales.

9%

Cost per conversion
improvement on
average*



Better performance

AI optimizes campaigns in real-time to reach the right people.



More efficiency

Apply our most advanced AI optimizations across budget, audience and placements to help you achieve your goals.



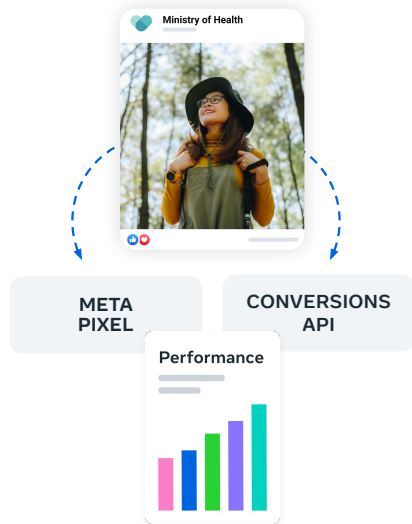
Greater scale

Reach the broadest possible audience and our AI will help you find the best customers for your organization.



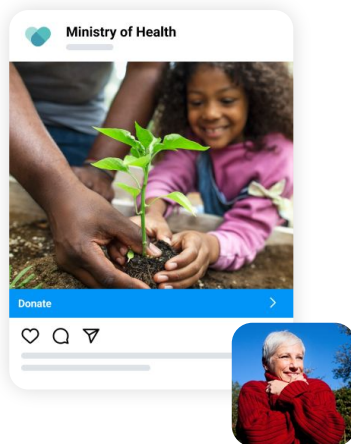
Get the most out of your Advantage+ sales campaigns

Best practices for maximizing performance to drive action



DATA

Connect your first-party marketing data to automate ad delivery and reach the most relevant audiences.



CREATIVE

Provide diversified creative assets to help automation better understand and personalize for your audience.



MEDIA

Guide automation to deliver the results your organization cares about with new value tools.



MEASUREMENT

Build audience segments to better measure automation's impact on new, engaged or existing audiences.



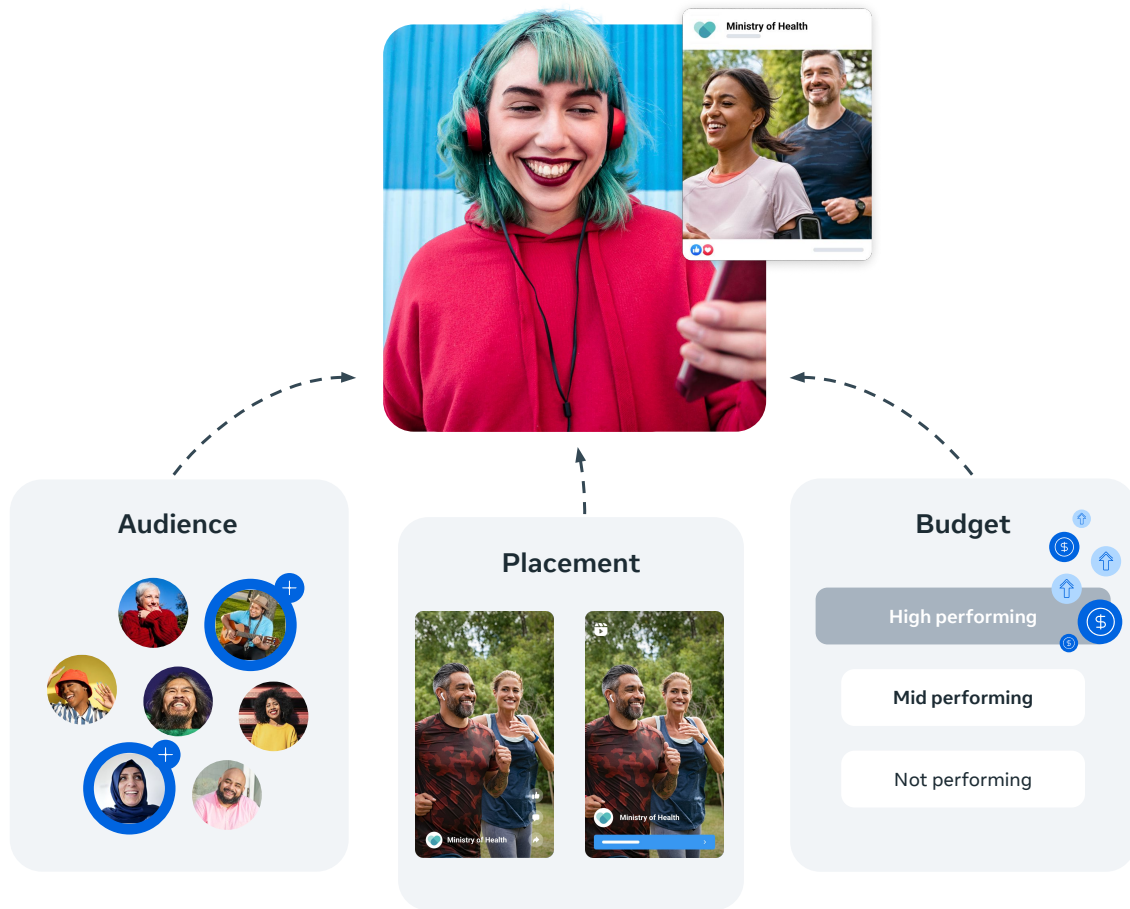
Advantage+ app campaigns are the most efficient way for advertisers to drive app installs

Our most advanced AI optimizations are enabled when your app campaign uses Advantage+ audience, placement and budget.

7%

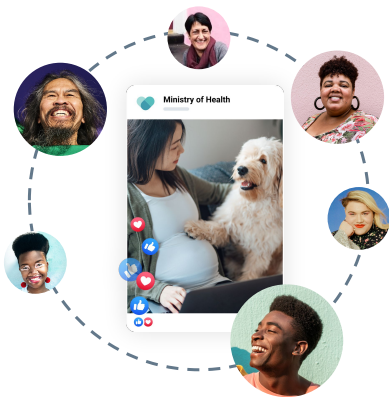
improvement in average cost per acquisition when using Advantage+ app campaigns.

Source: Meta Analysis of 15 AB tests for App campaigns running in the period of June 2024 to September 2024 across various verticals (Business to Business, Gaming, Ecommerce, Technology) and all regions. The control group for each campaign contained typical Business-As-Usual campaigns and the test group contained Adv+ app campaigns with ON indicator.





Advantage+ app campaigns best practices



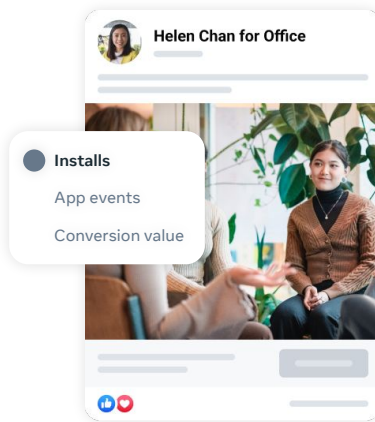
Data

Leverage audience signals for more personalized ads and greater performance.



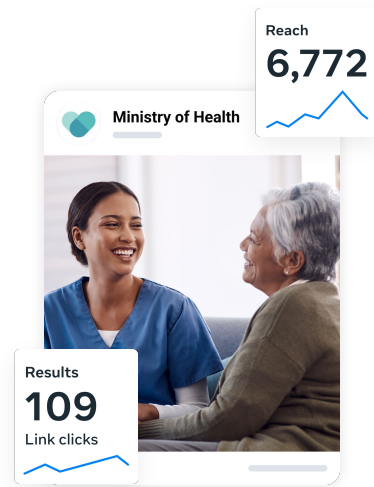
Creative

Provide a wide variety of diverse creative assets to help increase relevance and maximize performance.



Media

Select the optimization aligned with your KPIs, e.g., installs, app events or value of conversions.



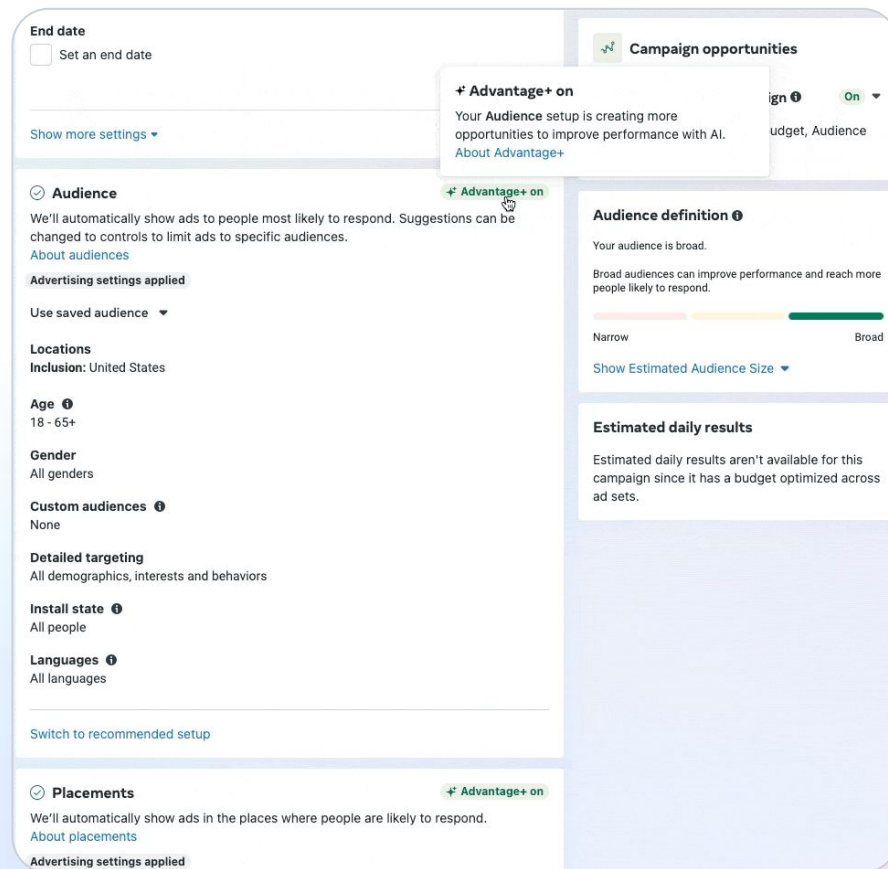
Measurement

Be sure you can effectively track the success of your app promotion campaign by ensuring you have the right mechanisms in place.

Manual features and controls remain available, should you need them

But we recommend *only* using
the controls necessary, so you don't
miss opportunities to maximize
performance.

When you apply certain controls,
Advantage+ will turn off.



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End-to-end solutions

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Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

Select individual automation levers to address specific needs.



Audience automation

Advantage+ audience

Advantage+ custom audience

Advantage+ lookalike

Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative

Advantage+ catalog ads



Destination automation

Advantage+ destination

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



Audience automation

Why it matters

Delivering ads to the broadest possible audience to enable the system to find potential users

Find new audiences by opening your aperture.



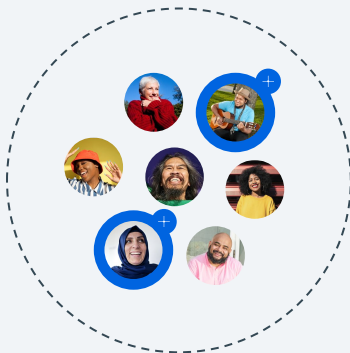
Higher cost per conversion

Narrow ad delivery and audience automation

Tokyo

18-30

Charities



Lower cost per conversion

Broad ad delivery and audience automation

Japan

18-40





Advantage+ audience combines your users knowledge with AI to reach the most relevant audience

Without Advantage+ audience

With Advantage+ audience

Nonprofit organization ad delivery:

Men

Ages 18-35

Website visitors

Interested in outdoor community building

Missed potential person (female, collects campaign hats)

Missed potential person (male, 50, needs hat canvassing)

Missed potential person (female, loves logo hats)

Missed potential person (female, needs hat for volunteering outside)

Missed potential person (female, buying hats for local shelter)



Nonprofit ad delivery:

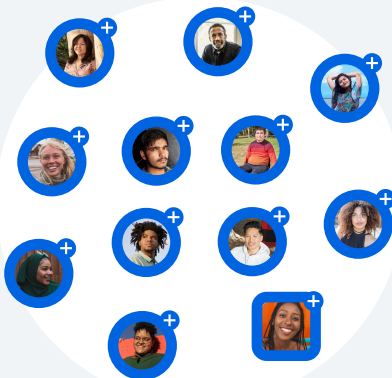
Men

Ages 18-35

Website visitors

Interested in outdoor community building

+ Other people who likes volunteering swag



All of your trusted ad delivery levers in one AI-enabled audience solution:

Included in Advantage+ audience

Advantage+ custom audience

Advantage+ detailed targeting

Advantage+ lookalike

Age and gender targeting

28%

lower median cost per click, lead or landing page view¹



Advantage+ audience best practices



Set suggestions

When you add audience suggestions, the system prioritizes audiences matching this profile before searching more widely.

Select from:

- ➔ Age
- ➔ Gender
- ➔ Interests
- ➔ Demographics
- ➔ Behavior
- ➔ Custom audiences
- ➔ Lookalike audiences

Set audience controls

Set strict criteria where AI should not expand beyond, based on your organization's constraints, including:

- ➔ Minimum age
- ➔ Location
- ➔ Language
- ➔ Custom audience exclusions



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Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

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Audience automation

Advantage+ audience
Advantage+ custom audience
Advantage+ lookalike
Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative
Advantage+ catalog ads



Destination automation

Advantage+ destination

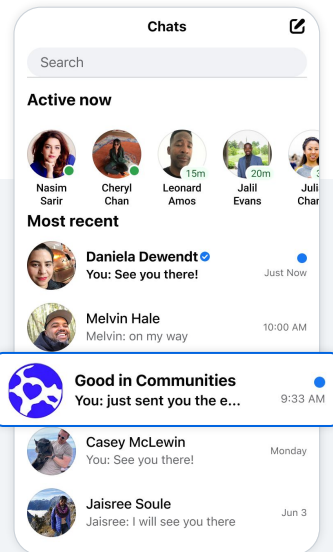
*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



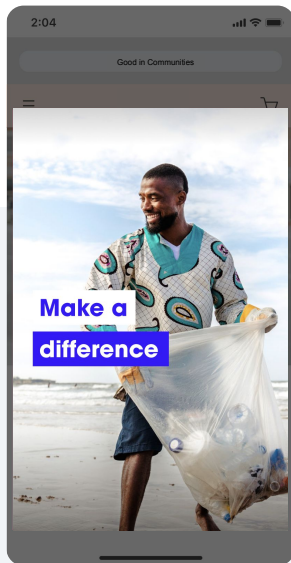
Placement automation

Why it matters

Automating your placements puts your ads where your audiences are spending their time



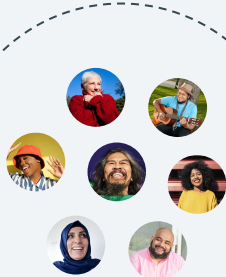
Audience
Network





Advantage+ placements finds the most cost-effective opportunities across Meta technologies and placements

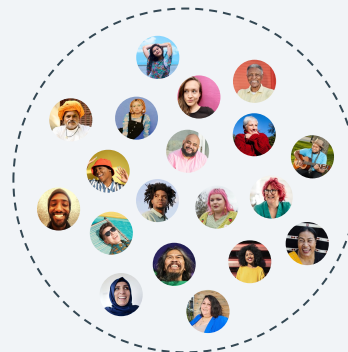
Manual placements (Facebook only)



Advantage+ placements (across Meta technologies)



Audience Network





Advantage+ placements best practices



Use Advantage+ creative in combination with Advantage+ placements to help ensure relevance with your audience.

Use all placements available across Facebook, Instagram, Messenger and Audience Network.

Use account level placement controls only when needed, in Meta Business Manager.

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Advantage+ sales campaigns*



Advantage+ app campaigns

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Audience automation

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Advantage+ custom audience

Advantage+ lookalike

Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative

Advantage+ catalog ads



Destination automation

Advantage+ destination

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



Budget automation

Why it matters

Letting your budget flow to the best opportunities automatically can help you maximize performance



Summer giving
campaign
\$100K

High performing

\$70K

at CPA \$1.50*

Young women
18-25 ad set

Mid performing

\$29K

at CPA \$2.50*

Parents ad set

Not performing

\$1K

at CPA of \$5.00*

Men 18-40 ad set

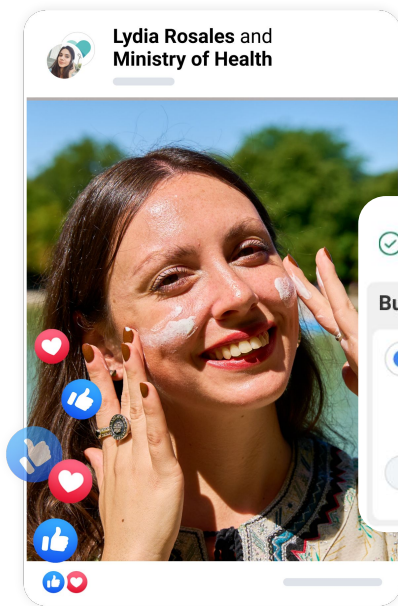
*For illustrative purposes only



Budget automation

Advantage+ campaign budget

Advantage+ campaign budget* automatically distributes your budget across ad sets to give you the best results



Set one central campaign budget that continuously distributes in real time to ad sets with the best opportunities, enabled by AI.



Budget

★ Advantage+ on

Budget strategy ⓘ



Campaign budget

Automatically distribute your budget to the best opportunities across your campaign.
Formerly known as Advantage campaign budget.
[About campaign budget](#)



Ad set budget

Set different bid strategies or budget schedules for each ad set.

5%

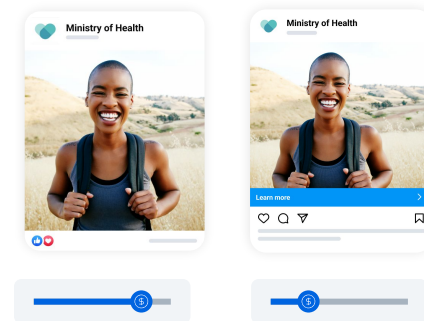
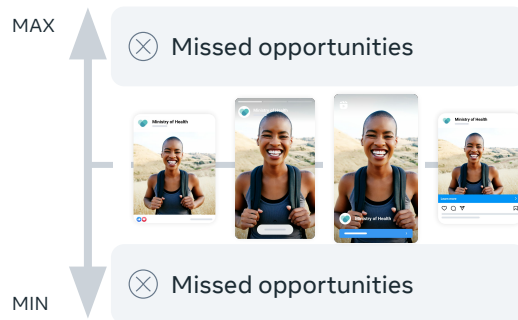
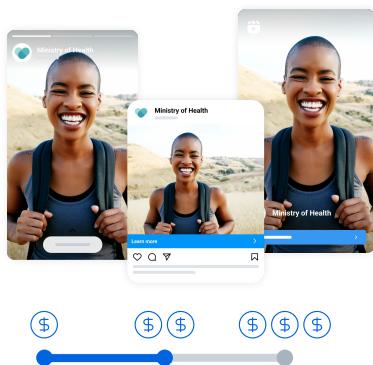
lower CPA on average, for
advertisers with Autobid
campaigns with a single pixel¹

* Formerly known as Advantage campaign budget.

Source: 1- Based on controlled experiments on 64,000 campaigns. The results were confirmed by an analysis of 42,000 campaigns that enabled ACB between May 2022 and April 2024. The results are an estimate of the average performance increase and performance is not guaranteed.



Advantage+ campaign budget best practices



To allow your budget to flow to the best opportunities, set your budget at the campaign level (not the ad set level).

Avoid using both minimum and maximum budgets for the same ad set.

Apply a minimum or maximum budget *only* when you require investment in specific ad sets.

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Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

Select individual automation levers to address specific needs.



Audience automation

Advantage+ audience
Advantage+ custom audience
Advantage+ lookalike
Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative
Advantage+ catalog ads



Destination automation

Advantage+ destination

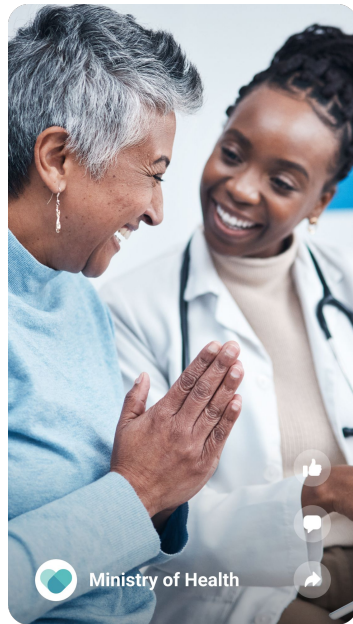
*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



Your audiences are multi-faceted. Your creative should be, too

Diversified creative enables AI to deliver the right message to the right audience.

“I’ve grown increasingly supportive of our community organizations. I want people to feel like they are a part of a broader network of people who care about them and are doing something to show that.”



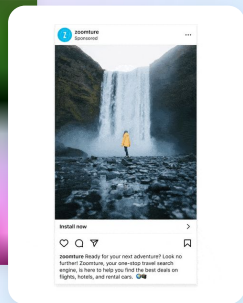
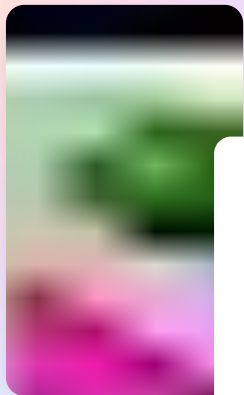
“As a parent of two small children, it is important to me that we invest in our health systems. Every child needs the chance to be healthy — I support our institutions that prioritize public health.”



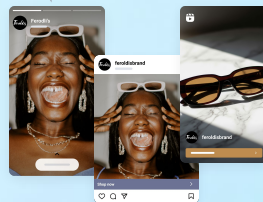


Deliver personalized experiences that resonate

by amplifying your creative with increased volume
and high-quality variations, at industry-leading speed



Improve personalization
through creative
quantity and diversity



**Improve creative quality
and performance**
through optimizations

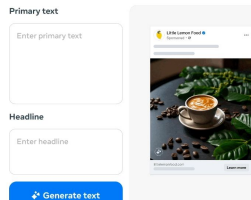


Features to improve personalization



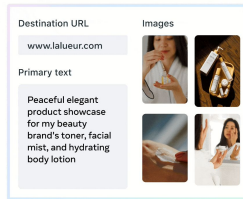
Generate up to 10 new assets inspired by your existing creative and headline text using **image generation with text overlay**.*

11%
higher click-through rate¹

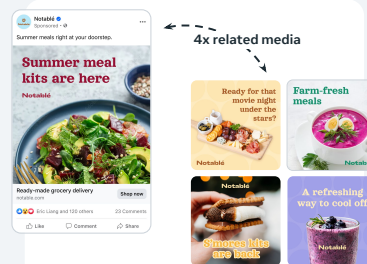


Enhance copy and generate message variations likely to resonate with your audience using **text generation**.*

2.9%
higher click-through rate when using multiple text variations¹



Transform multiple images into a dynamic multi-scene video, with text overlays and music, with **video generation**.*



Easily repurpose your previously approved and active creative assets across campaigns with **related media**.

+13%
more conversions when using related media²

*Enhanced by generative AI

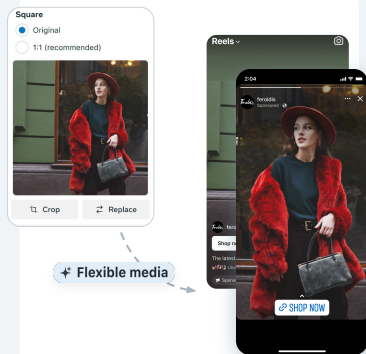
Sources: 1. Causal inference modeling (Double Machine Learning) of a sample of 2M+ Direct Response ad sets from large advertisers targeting at least 6 placements (including Reels) and not using Placement Asset Customization. Ad sets ran April and May 2024, globally, across verticals. Modeling controlled for other features including ad features (e.g., ad objective, targeting, and usage of Advantage+ products), and advertiser features (e.g., region, vertical). All variables were defined by one or more ads in the ad set having the feature. 2. In a budget controlled A/B test experiment between February 5, 2025 and February 9, 2025, eligible advertisers who created campaigns using related media had an average improvement of 12.9% in conversion rate compared to campaigns not using related media.



Features to optimize creative quality and performance



Seamlessly adjust your video assets by expanding the aspect ratio, creating a more immersive and native viewing experience, with **video expansion**.

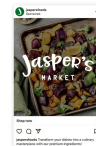


Multiply your creative variations and ratios to help improve performance with **flexible media**.

+23%
more conversions¹



Easily generate video creative from a single static image, without needing to leverage any existing video assets on Reels, with **add animation**.*



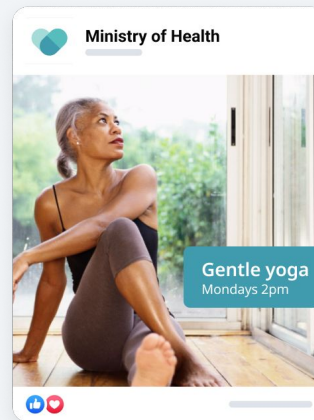
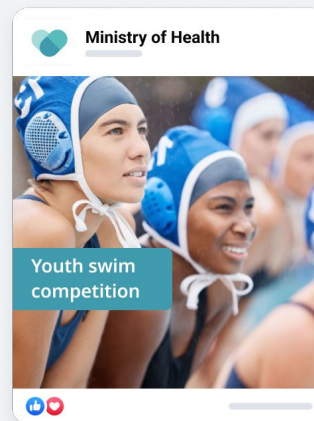
Opt to enhance your visual creative including improving brightness or contrast, or cropping or expanding* to fit a given placement.

*Enhanced by generative AI

Source: 1. In a budget controlled A/B test experiment between February 5, 2025 and February 9, 2025, eligible advertisers who created campaigns using related media had an average improvement of 12.9% in conversion rate compared to campaigns not using related media.

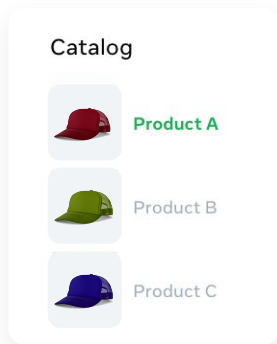
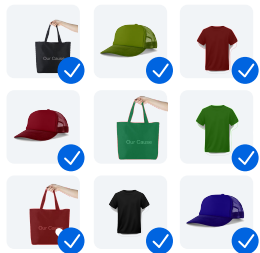


Advantage+ catalog
ads can help deliver
the most relevant
product in your
catalog





Advantage+ catalog ads best practices



Use one catalog

Create simple catalog structure to avoid delays in reaching peak performance and simplify your inventory management.

Ensure a high match rate

Ensure products, e.g. a hat being sold as part of a campaign, used in ads are connected to Pixel, app SDK or Conversions API to account for interactions on your website and apps.

Maintain consistency with your website

Ensure all/ most of the products that get purchased on your website are in your catalog and visible.

Include rich product data

Include all the product details in your catalog because they drive buyer discovery and consideration.

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Advantage+ sales campaigns*



Advantage+ app campaigns

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Audience automation

Advantage+ audience

Advantage+ custom audience

Advantage+ lookalike

Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative

Advantage+ catalog ads



Destination automation

Advantage+ destination

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new streamlined campaign setup and will be reflected in our materials and communications over the coming months as testing rolls out to more businesses.



Destination automation
Advantage+ destination

Advantage+ destination* enables people to contribute or donate on their own terms, where they're most likely to convert



Shops ads (website and shop)

Maximize performance by selecting Shops ads* “Website and shop to send users where they’re most likely to convert.

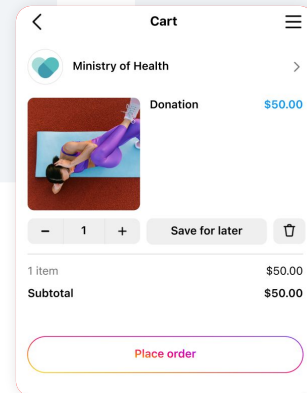


Website and app

If you have an app, select “Website and app” to send people where they’re most likely to convert.

20%

Improvement in CPA and ROAS, on average, compared to website only campaigns.



*Formerly known as Advantage destination.

Source: Source: Statistical meta-analysis of 16 eCommerce multi-cell A/B tests delivered in the US between March 13, 2023, and March 31, 2023 with an attribution window of 7-days for CPA and ROAS. The confidence of declaring Shops ads outperforming Website-only Ads is 99% for CPA and ROAS. Purchases observed were made across shops and websites of participating advertisers.

Meta Advantage+ allows organizations to automate some or all of their campaign

End-to-end solutions

The most efficient way to reach your campaign goals by applying AI across your campaign.

Available for sales and app campaigns for government, political and nonprofit partners.



Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

Select individual automation levers to address specific needs.



Audience automation

Advantage+ audience
Advantage+ custom audience
Advantage+ lookalike
Advantage+ detailed targeting



Placement automation

Advantage+ placements



Budget automation

Advantage+ campaign budget



Creative automation

Advantage+ creative
Advantage+ catalog ads



Destination automation

Advantage+ destination

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Every connection is an opportunity.
It's Your World.

