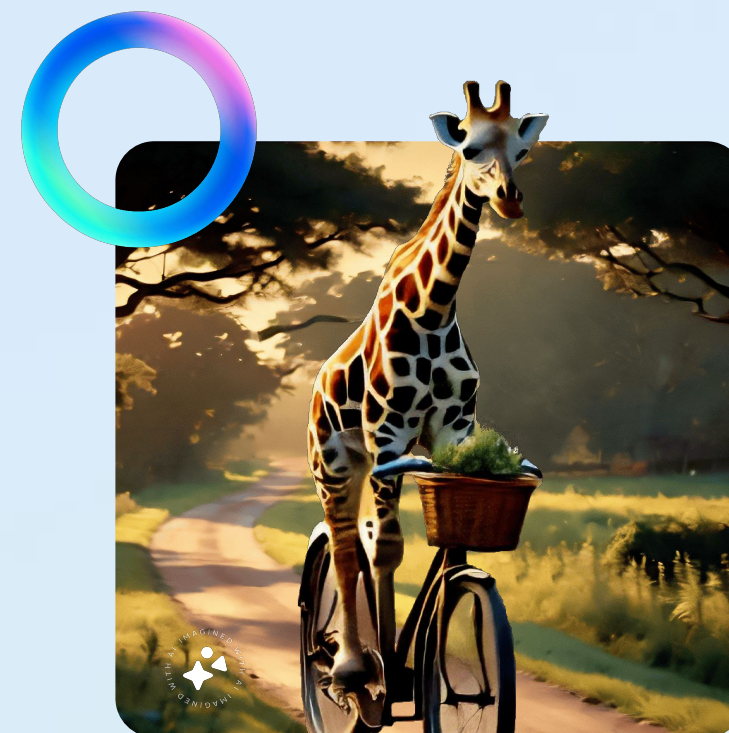
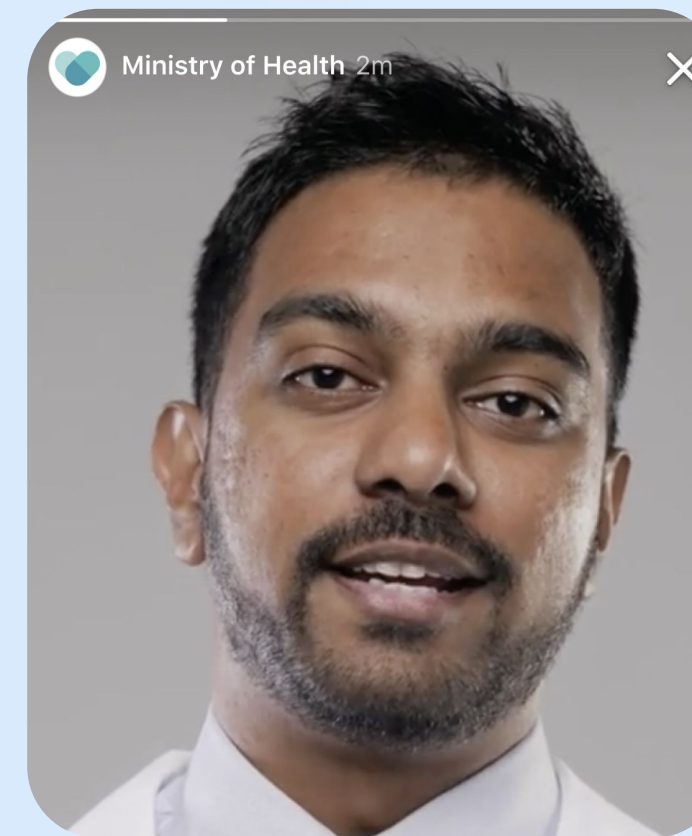
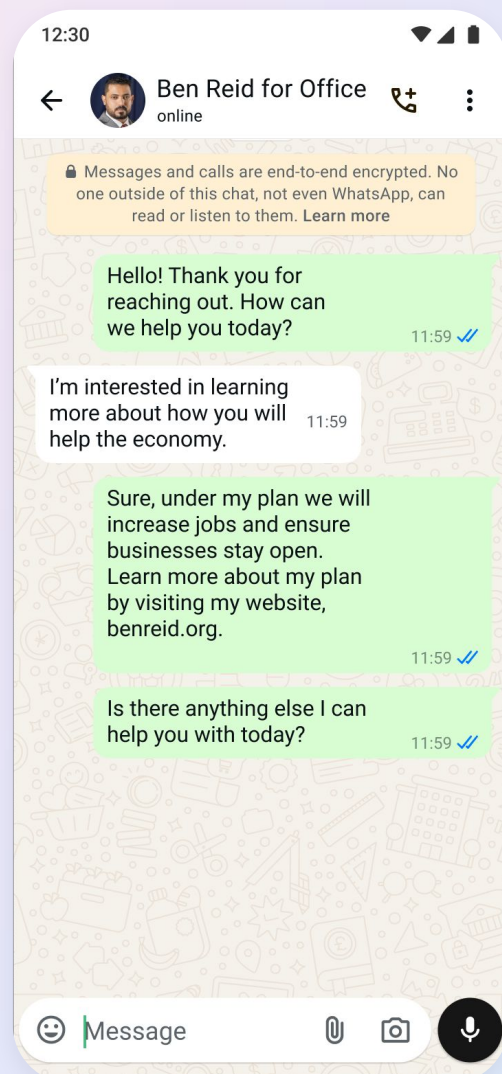
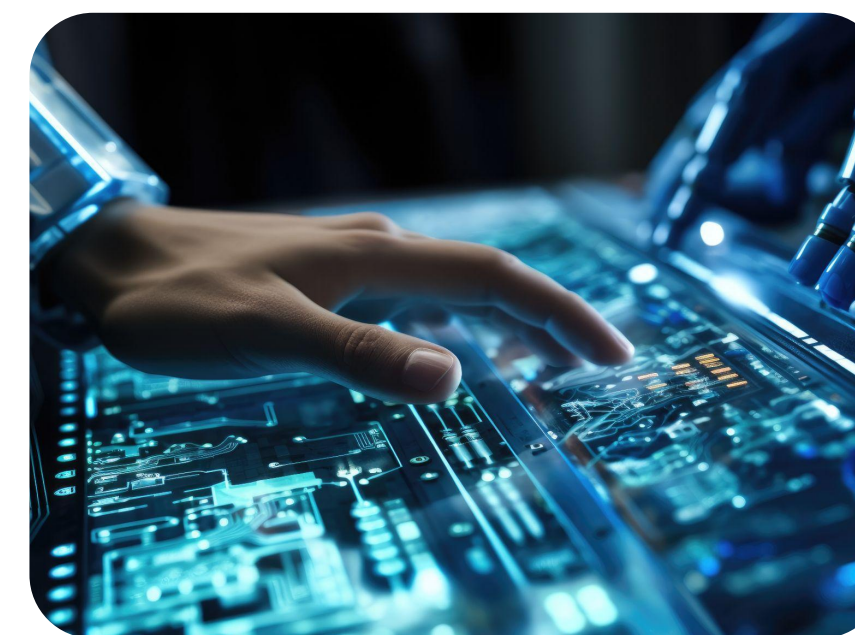
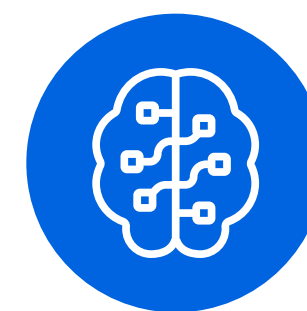


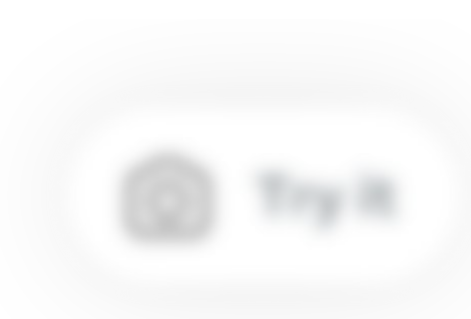
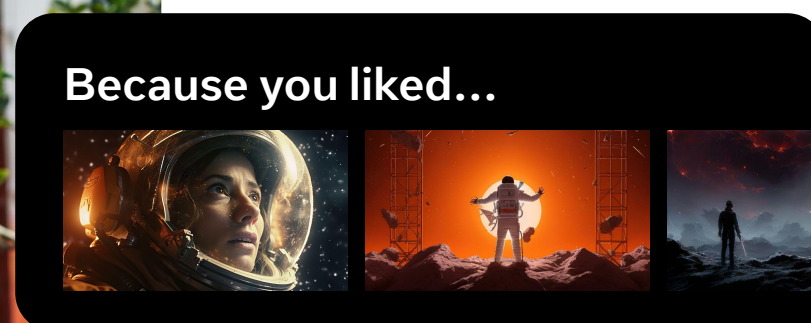
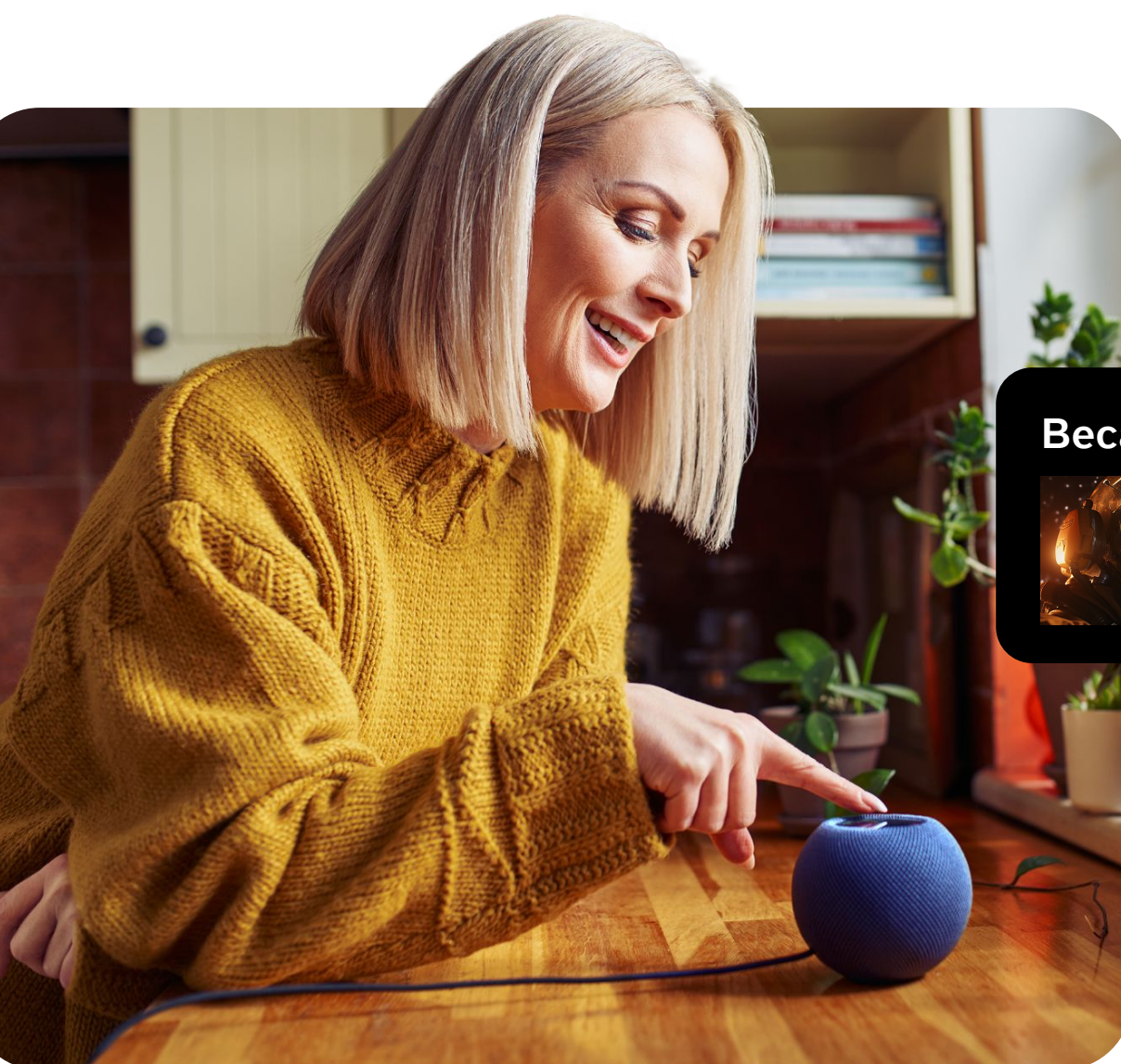
AI for Government and Social Impact

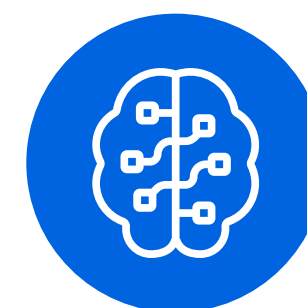


The next generation

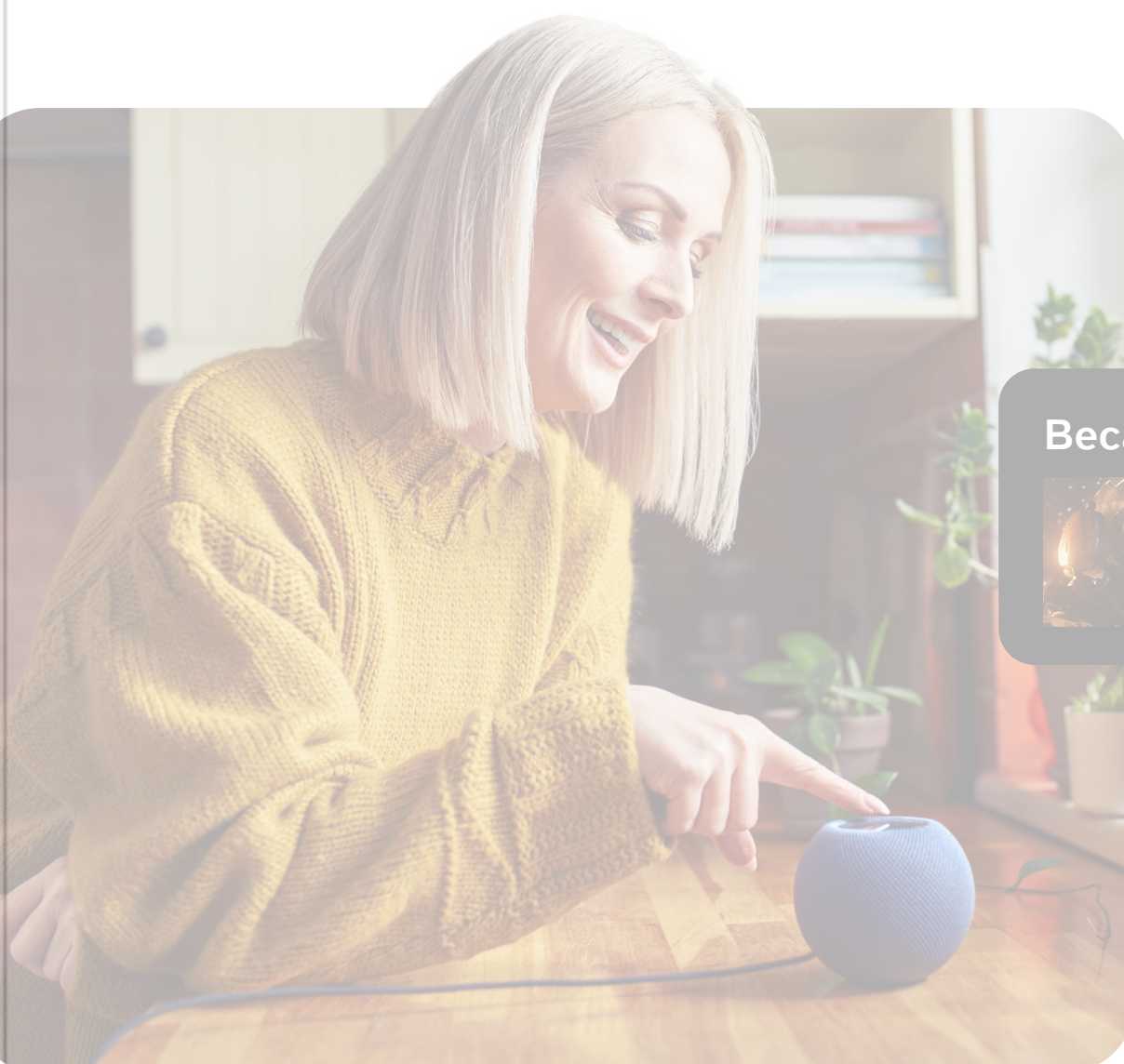


AI is now.

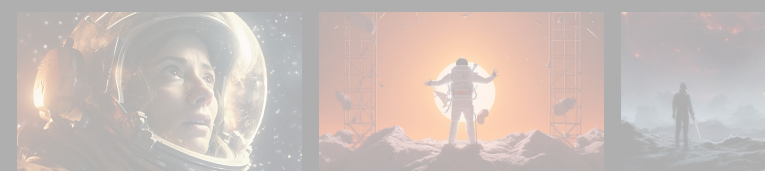




AI is next.



Because you liked...



**Ai is the frontier
of our innovation
and the backbone
of our advertiser
growth**



**ADVERTISER
SUCCESS**

\$3.71

ROAS for every ad dollar
invested with Meta⁵

**ADVANTAGE+ SALES
CAMPAIGNS* DRIVE**

9%

improvement in cost per
conversion, on average⁶

**PIONEERING
RESEARCH**

10+ years

of breakthroughs from
FAIR (Fundamental AI
research)¹

**OPEN
FOUNDATIONS**

LLAMA

1B+

downloads and
213,000 derivatives³

**INFRA
INVESTMENTS**

\$19B
2021

\$32B
2022

\$28B
2023

\$24B
2024

yearly
investments

\$100B+

spent on CapEx, largely
to support growth in AI
across the company²

**EVERYDAY
ASSISTANCE**

META AI

With more than

700M

monthly actives,
Meta AI is now used
by more people than
any other assistant⁴

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new [streamlined campaign setup](#) that is currently rolling out to organizations.
Sources: 1. [Meta AI](#), Nov 2023. 2. Meta Q422 earnings, Feb 2023. 3. [Meta data](#), Mar 2025. 4. [Meta Q424 earnings](#), Jan 2025. 5. Meta data, May 2024. Based on an analysis of 1M+ campaigns, using a testing framework developed by Tadelis et al. at the University of California at Berkeley. 6. 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.

AI is evolving to perceive the world like people do

DEFINING OUR TERMS

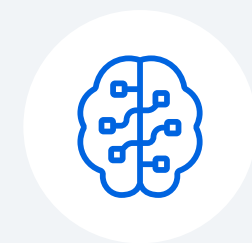
PRESENT DAY

Artificial Intelligence

The capability of computer systems to perform complex tasks that normally require human intelligence.



Automation: A flow that follows pre-defined rules to perform specific tasks.



Generative AI: A computer model that has learned data patterns, so it can respond to questions or create something new.



Machine Learning: A subset of AI that automatically learns and improves from experience.



IN THE FUTURE

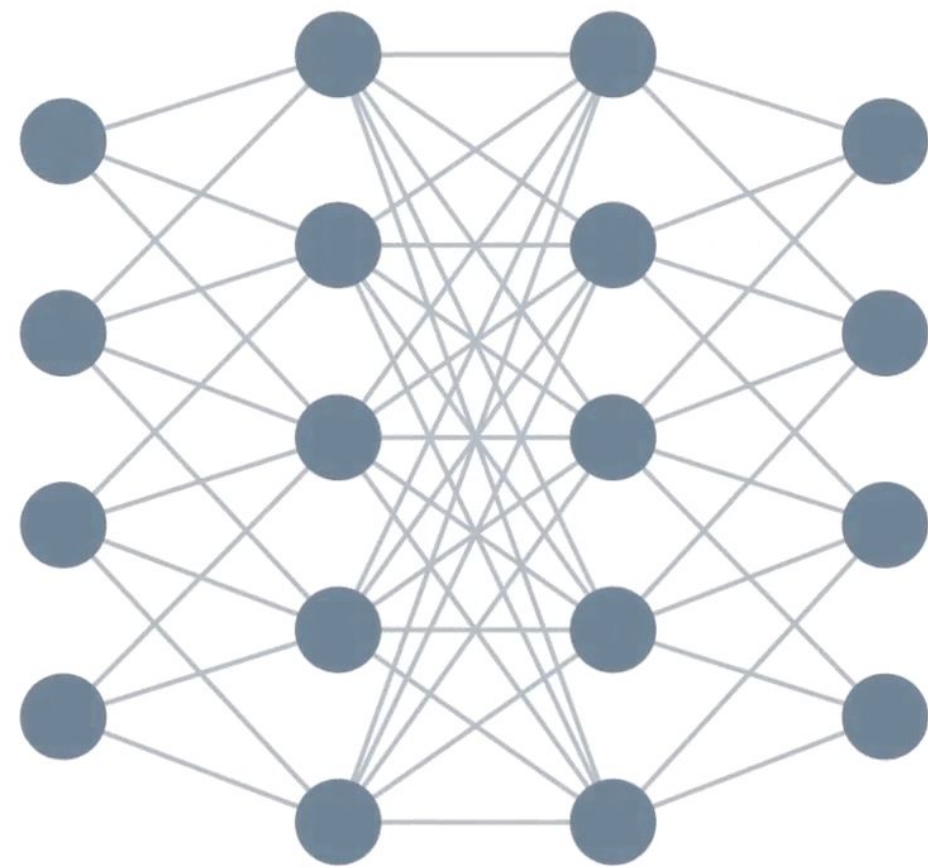
AGI (Artificial General Intelligence)

Cognitive functions (like reasoning, planning and perception) that bring us to human capabilities and beyond



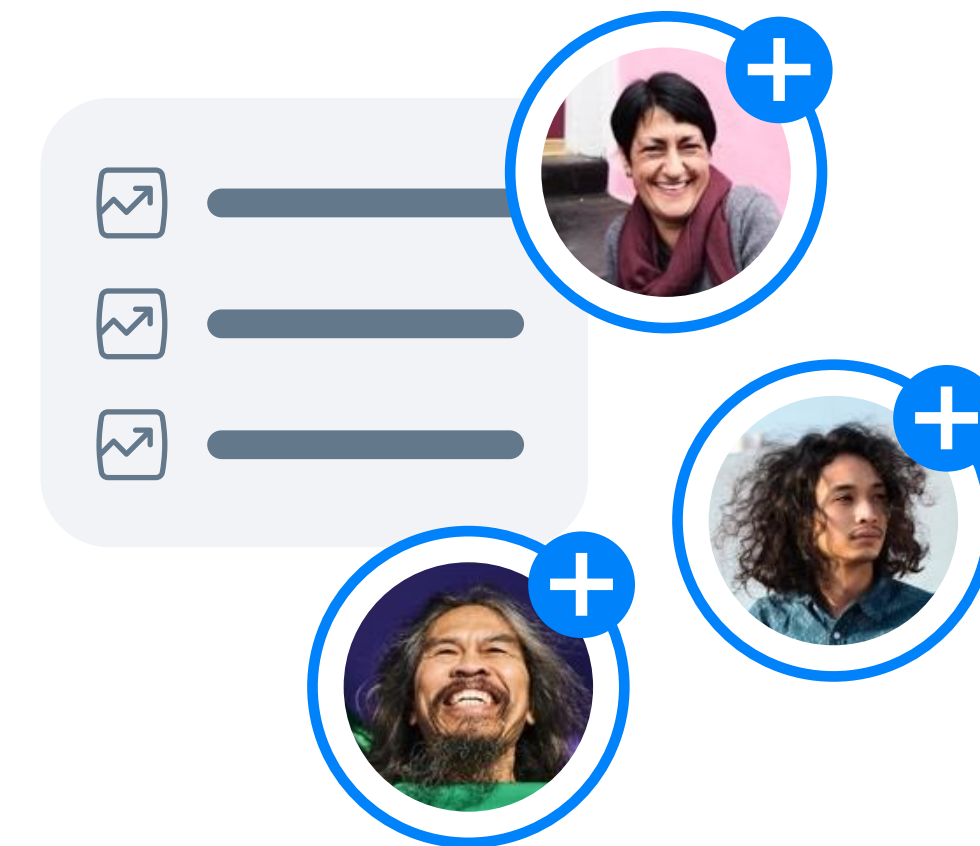
How our AI and machine learning ad models work

to drive maximum performance with greater scale, speed and accuracy



Predict outcomes

Our machine learning algorithms learn from the hundreds of billions of actions taken by people on our technologies every day, anticipating trends. Privacy is central to this.



Iterate at scale

Millions of iterations are done across targeting, bidding and creative to discover what works best for your organization, constantly improving performance and efficiency.

Meta Advantage+ can apply AI across all steps of your campaign

Automation can save resources and time while driving additional, incremental performance.



*Formerly known as Advantage+ shopping campaigns. This name change is a part of the new [streamlined campaign setup](#) that is currently rolling out to organizations

Sources: 1. Meta data, May 2024. Based on an analysis of 1M+ campaigns, using a testing framework developed by Tadelis et al. at the University of California at Berkeley. 2. 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.

Meta Advantage+ allows advertisers 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 and social impact partners.



Advantage+ sales campaigns*



Advantage+ app campaigns

Single-step solutions

Select individual automation levers to address specific needs.

Available for all campaign objectives.



**Audience
automation**

Advantage+ lookalike
Advantage+ detailed targeting



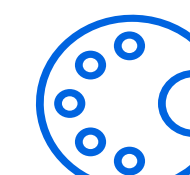
**Placement
automation**

Advantage+ placements



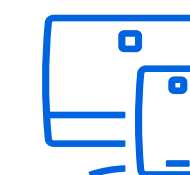
**Budget
automation**

Advantage+ campaign
budget



**Creative
automation**

Advantage+ creative
Advantage+
catalog ads



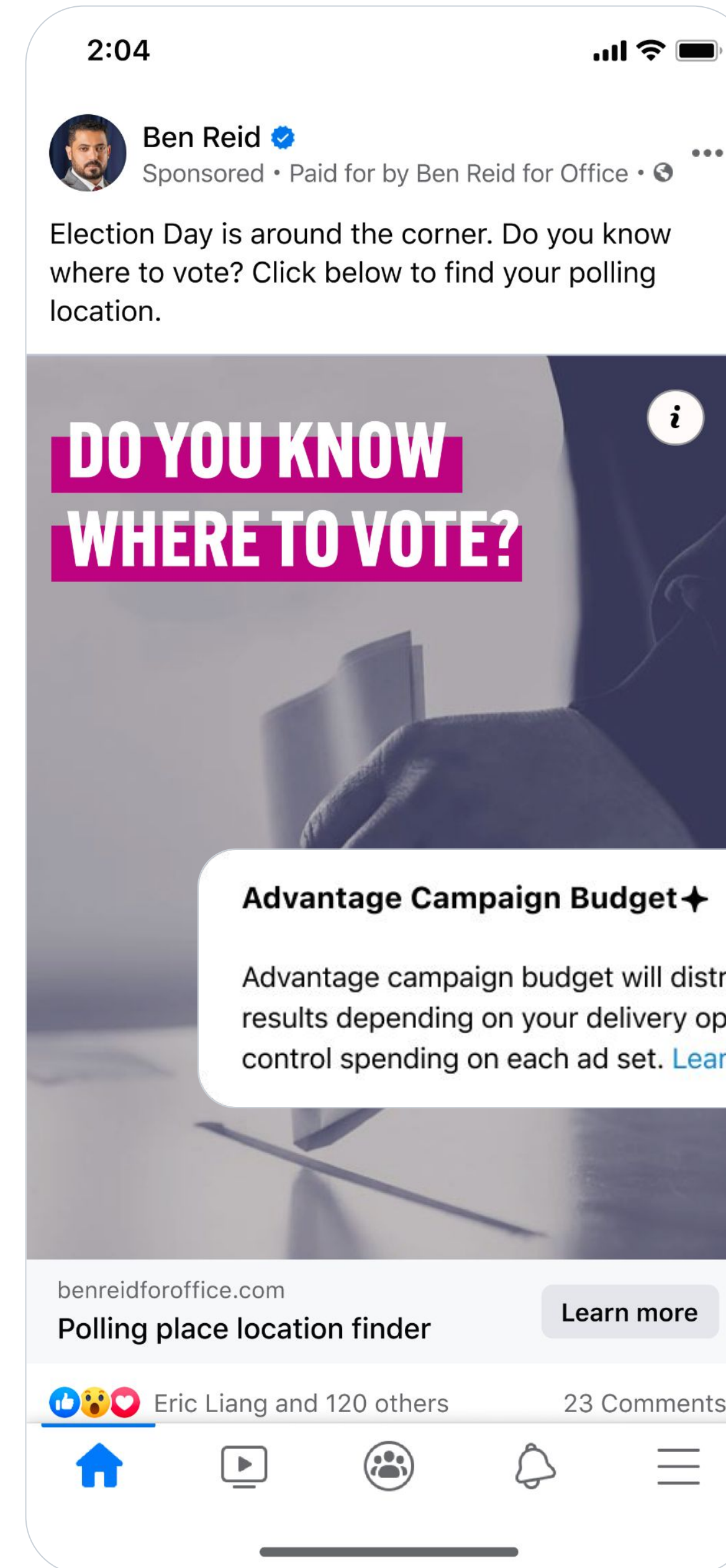
**Destination
automation**

Advantage+
destination

*Formerly known as Advantage+ shopping campaigns. This name change is a part of the [new streamlined campaign setup](#) that's currently rolling out to advertisers.

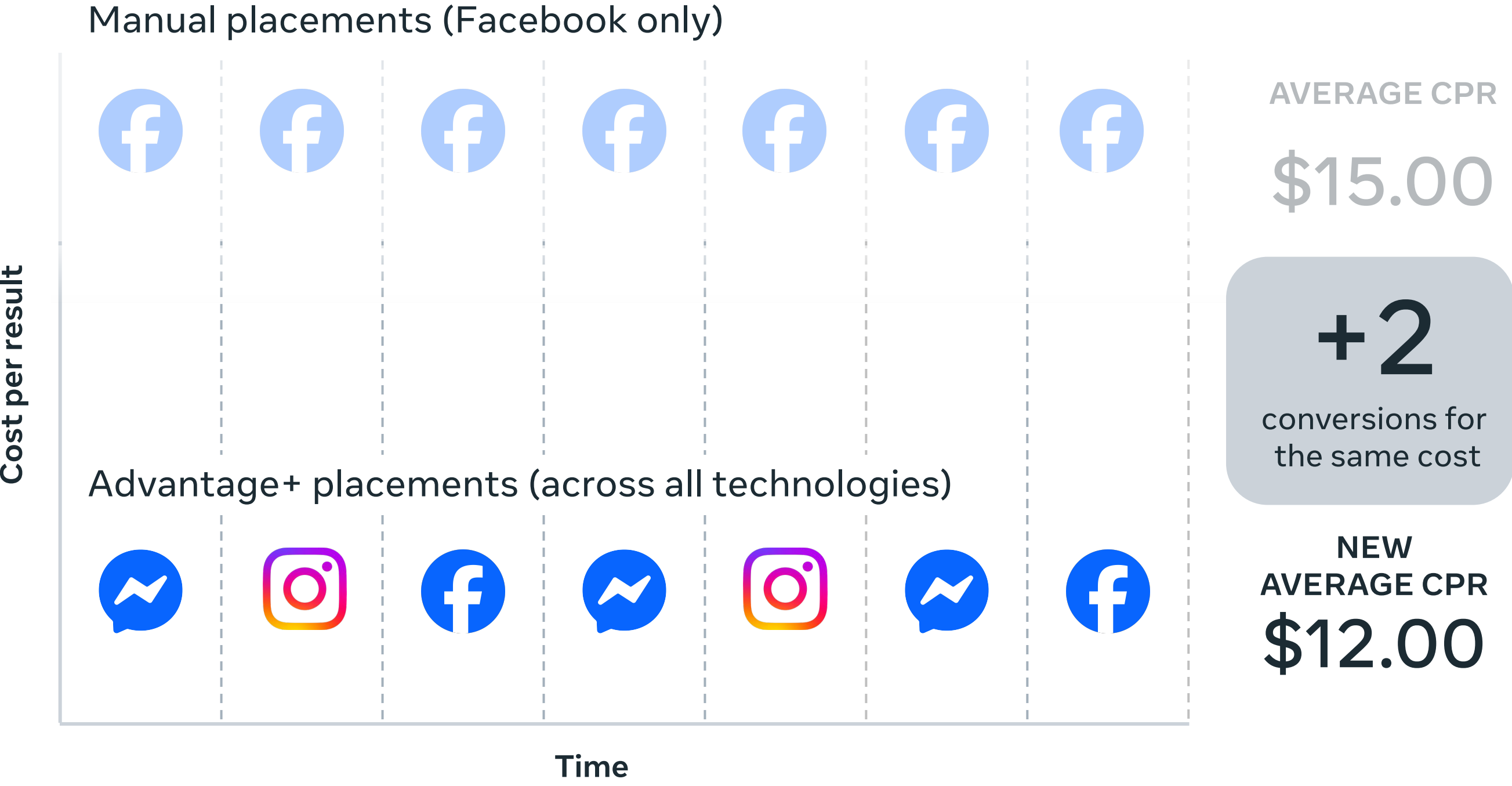
Advantage+ campaign budget automatically manages your budget across ad sets to give you the best results.

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



Advantage+ placements put your ads where your community is

Use Advantage+ placements to find the most cost-effective placement for your ad across Meta technologies.



For illustrative purposes only



Reach the most relevant audience for your campaigns.

Advantage+ detailed targeting can help improve your campaign performance by allowing our system to reach a broader group of people than you defined in your detailed targeting selections.

Advantage+ lookalike can help improve your campaign performance by allowing our system to deliver ads to people outside your defined lookalike audience if it's likely to improve performance.

Audience

Define who you want to see your ads. [Learn more](#)

Create new audience

Use saved audience ▼

Custom audiences ⓘ

Create new ▼

Search existing audiences

Add exclusions

* Locations ⓘ

Location:

- United States

Age ⓘ

18 ▼

65+ ▼

Selecting an audience under 18 will limit your targeting options to some locations and age. [Learn more](#)

Gender ⓘ

☒ All

☐ Men

☐ Women

Detailed targeting

Include people who match ⓘ

Add demographics, interests or behaviors

Suggestions Browse

Advantage detailed targeting +

☒ Reach **people** beyond your detailed targeting selections when it's likely to improve performance.

Languages ⓘ

All languages

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

With just one audience lever to pull, you'll save time and effort, all while maximizing performance.

Sources: 1. This test was run globally and across-verticals for 1 week starting March 13th 2023. For both Product Catalog Sales and Website, a statistical simulation framework gave a 99.9% statistical confidence that Advantage+ Audience outperformed regular targeting for driving cost-effective conversions. Given the scale of this study, outlier data points will occur and were retained and accounted for through rule-based methods and by using the median to describe results. 2. For Advantage+ audience targeting, a statistical simulation framework gave a 99.9% statistical confidence that Advantage+audience outperformed regular targeting for driving cost-effective clicks, leads or landing page views.

On average, organizations that used **Advantage+ audience** saw:

7%

lower median cost per website conversion¹

28%

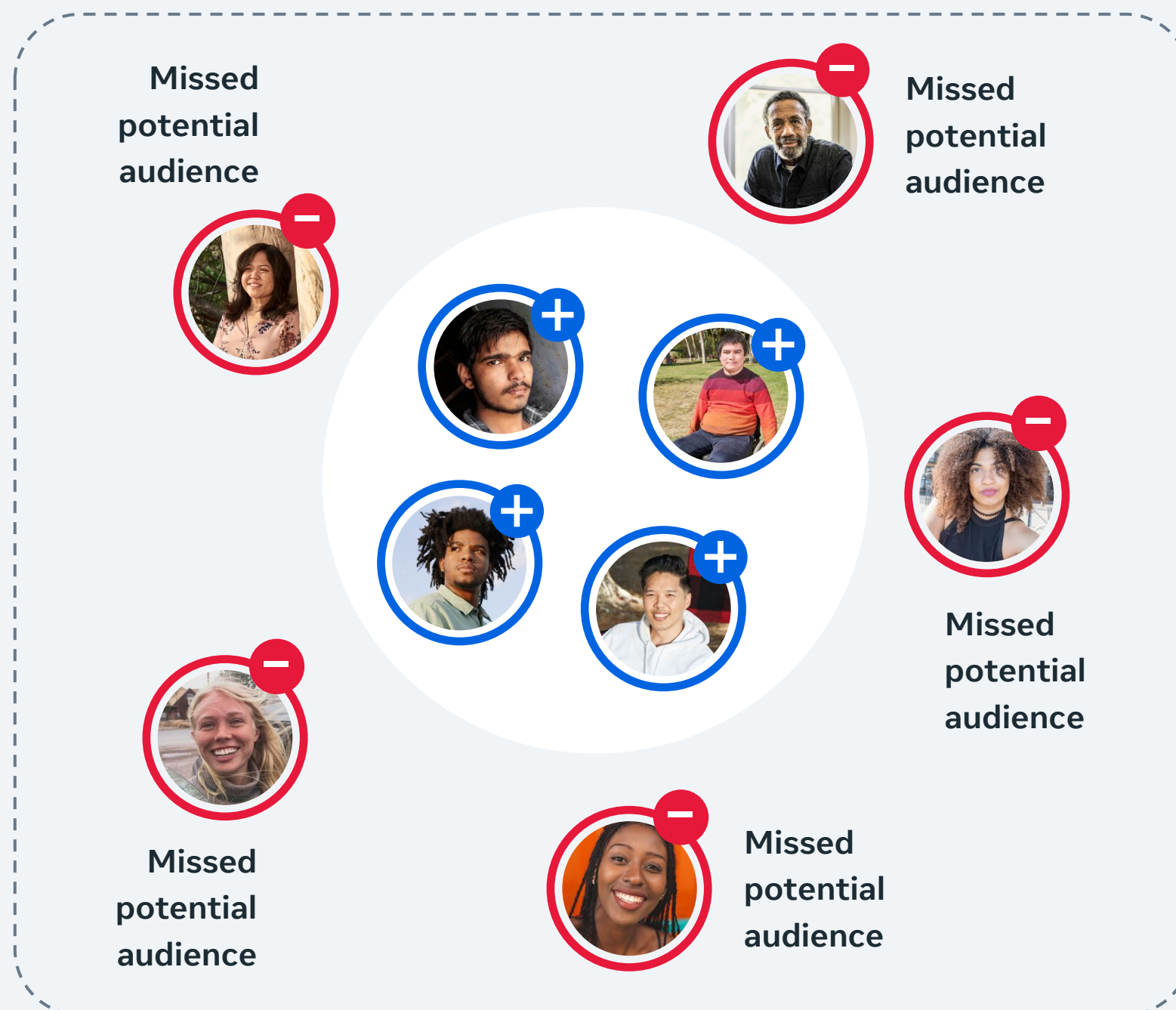
lower average cost per click, lead or landing page view²

All of your trusted targeting levers in one audience solution

Without Advantage+ audience

VOLUNTEER TARGETING:

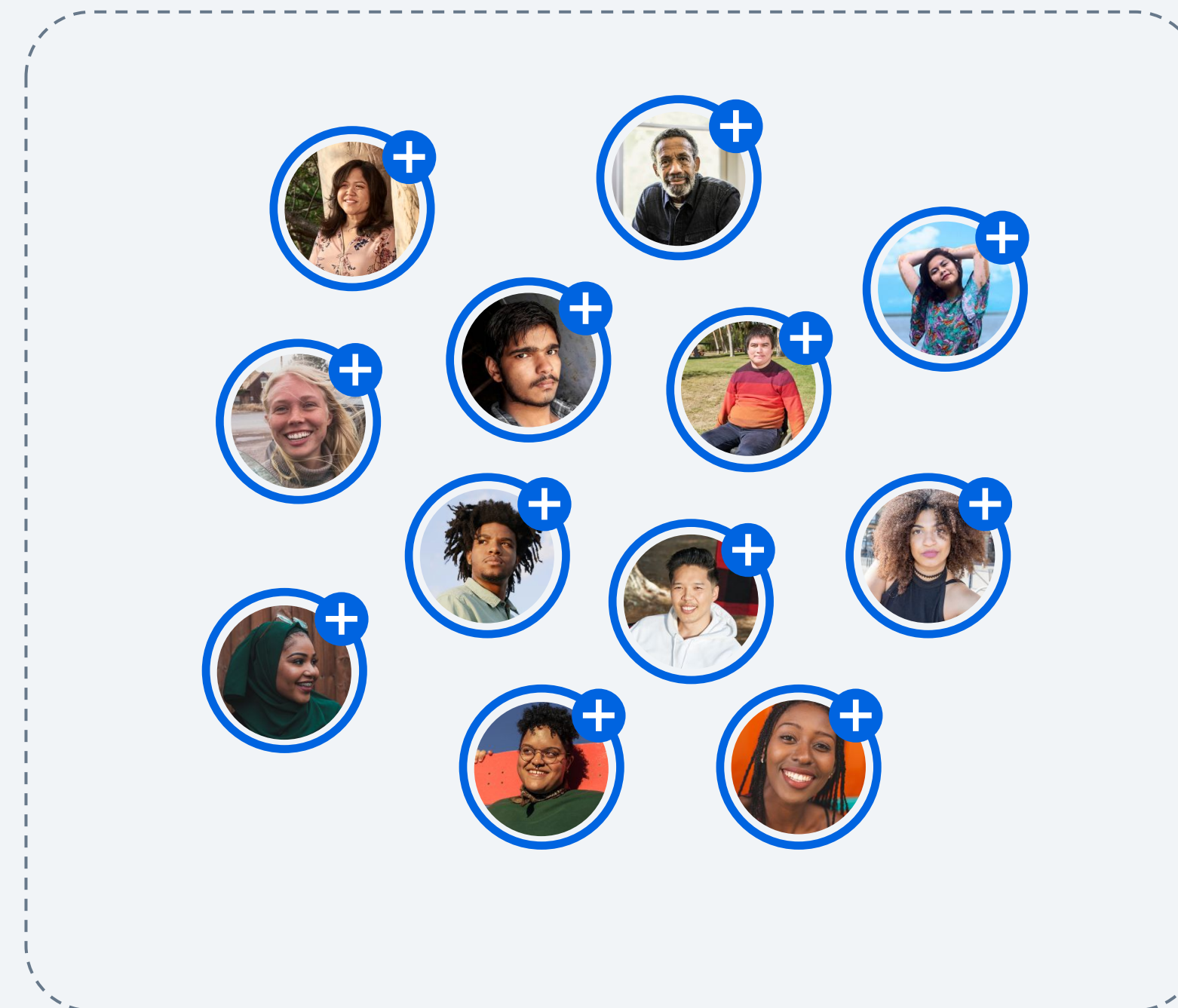
Men, age 18-35
Interested in volunteering
Website visitors



With Advantage+ audience

VOLUNTEER TARGETING:

Men, age 18-35
Interested in volunteering
Website visitors
+ Other people likely to volunteer



Included in Advantage+ audience

Advantage
detailed targeting

Advantage
lookalike

Age and
gender targeting

Advantage
custom audience

Advantage+ custom audience opens the aperture to find more people likely to take action

Targeting broadly, beyond your own audience lists, drives greater performance by allowing the system to uncover new and unexpected audiences.

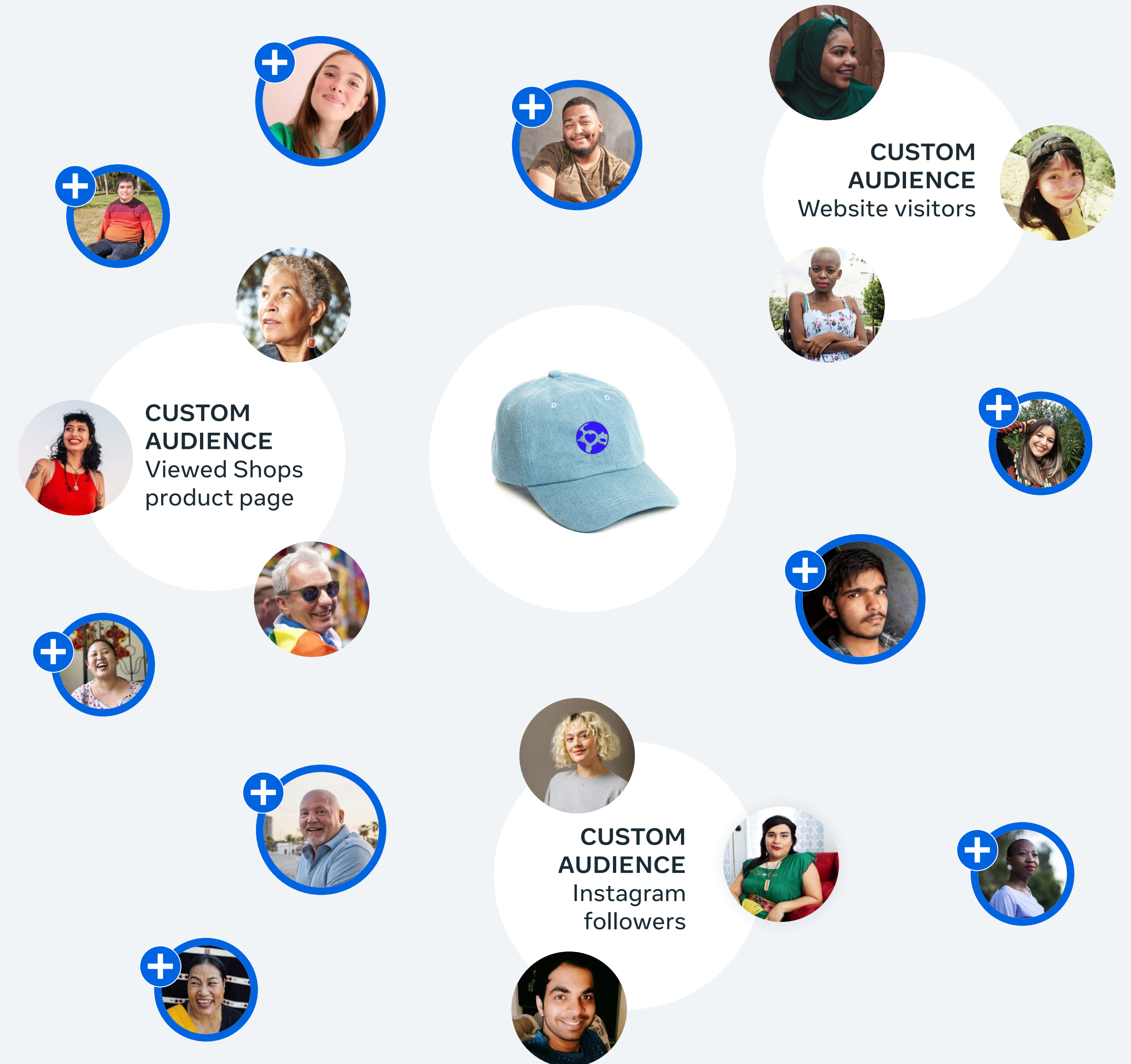
On average, organizations that used **Advantage custom audience** instead of regular custom audiences saw:

15%
decrease in
cost per result

5x
increase in reach

Source: The results were based on 15 experiments (Meta A/B split tests) across multiple verticals globally to measure performance of their Meta campaigns to retarget custom audiences. The reported averages were the median differences. All tests were run between Oct 2022 - April 2023.

Females and males 18-54

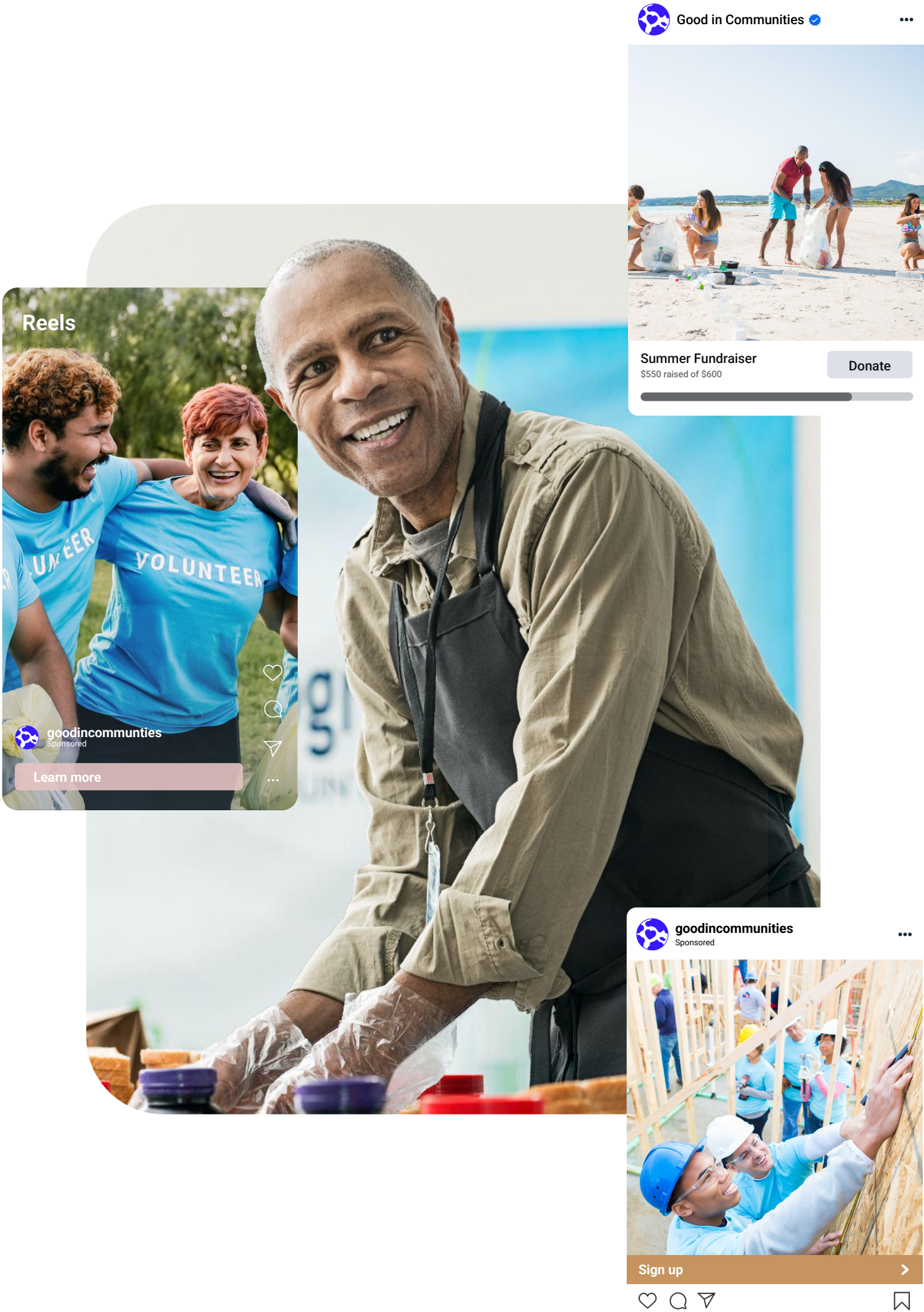
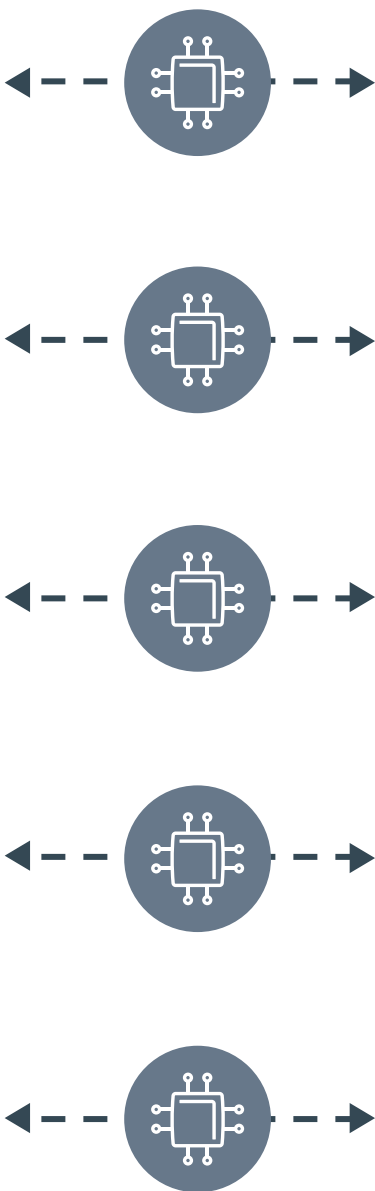
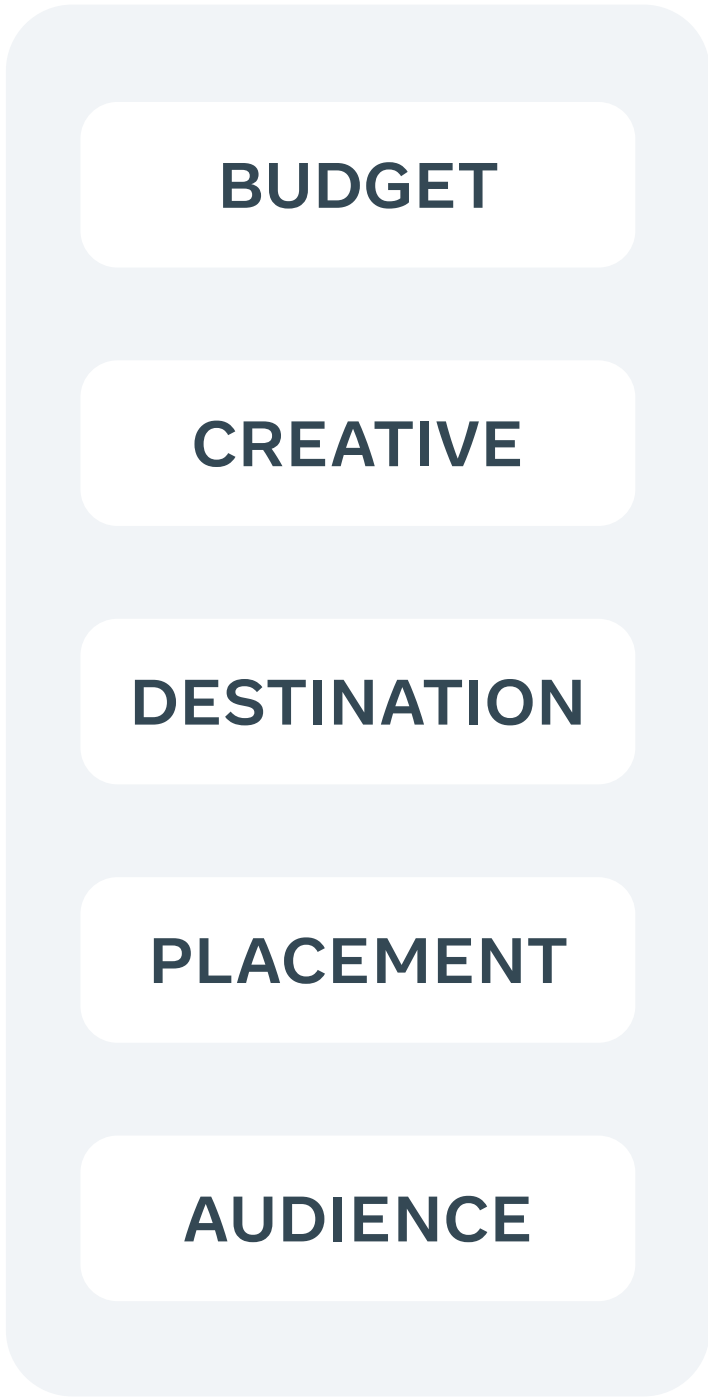


Advantage+ sales campaigns* are the most efficient way to drive drive non-retail events and outcomes

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

9%
improvement in
cost per action

Source: 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.



Meta Llama 4.0

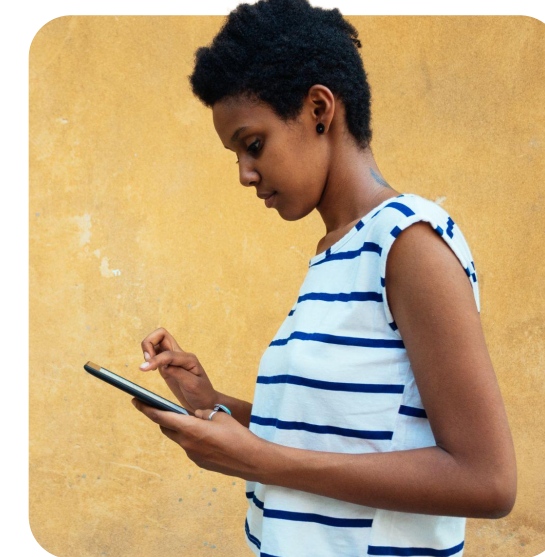
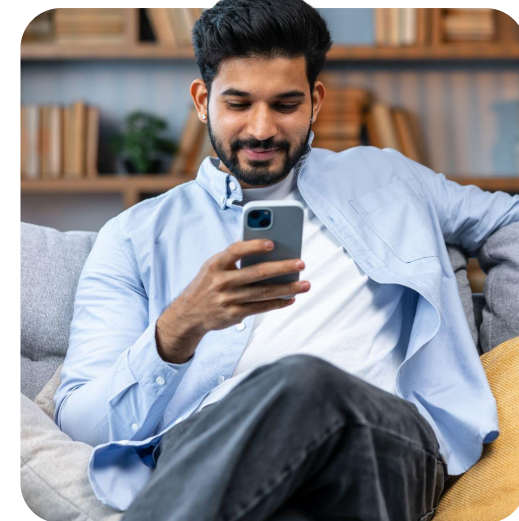
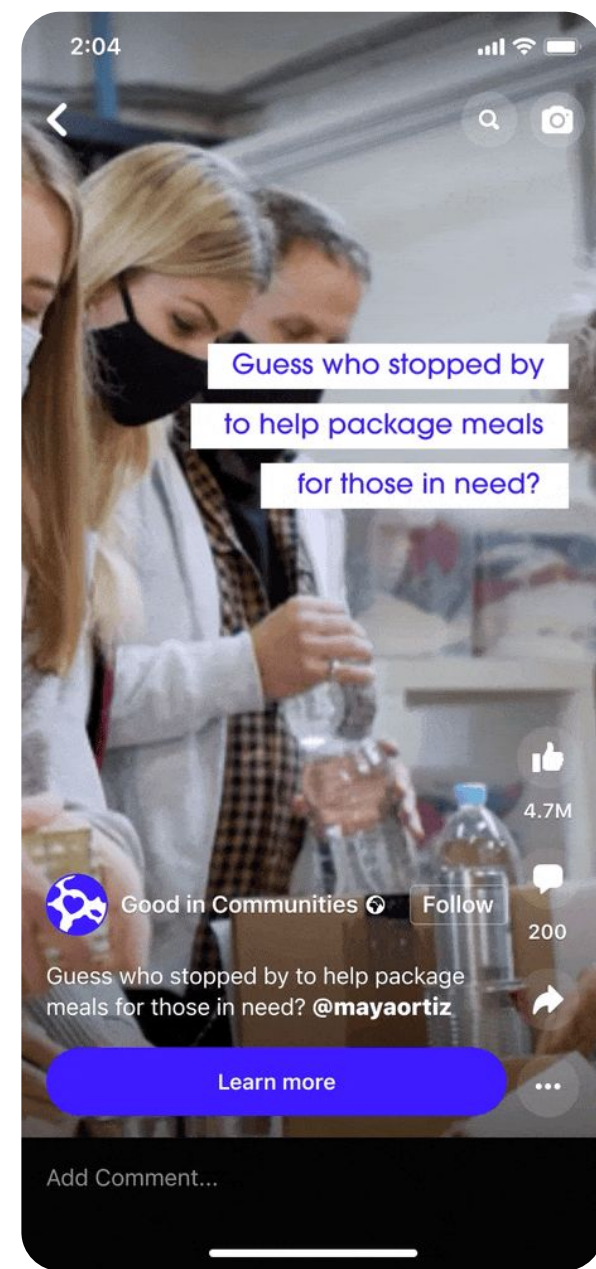


More compute efficient for
model training and inference

Meta AI



On track to being the
world's most used AI assistant



Let's build the future of connection together

