# Facebook Audience Network Added Auction Bidding for In-App Ads

Brands can now bid in auctions for in-application advertising on Facebook Audience Network. The social network opened up header bidding via Facebook Audience Network last March, and head of publisher solutions partnerships Vijay Balan said in a blog post that publishers have seen “significant increases” in cost per thousand impressions, up to 30 percent to… https://www.adweek.com/digital/facebook-audience-network-added-auction-bidding-for-in-app-ads/