Facebook Is Testing Augmented Reality Shopping Ads and Rolling Out 3 Other Tools for Brands

Facebook is taking yet another leaf out of Snapchat’s playbook by bringing augmented reality commerce ads to the platform, the company announced at a holiday shopping event today. Michael Kors first tested the feature by creating an AR ad that let Facebook users “try on” sunglasses, and the functionality is rolling out to a few… https://www.adweek.com/digital/facebook-is-testing-augmented-reality-shopping-ads-and-rolling-out-3-other-tools-for-brands/