Facebook Just Reopened the Door for Cryptocurrency Ads From Pre-Approved Brands

The blanket ban on cryptocurrency ads that Facebook announced in late January is no longer in effect, but that doesn’t mean every company with “coin” at the end of its name can flood the social network with ads. Product management director Rob Leathern announced in a blog post Tuesday that ads that promote cryptocurrency and… https://www.adweek.com/digital/facebook-just-reopened-the-door-for-cryptocurrency-ads-from-pre-approved-brands/