Facebook Started Indexing News Pages to Determine Which Publishers Belong in Its Ad Archive

Facebook announced that it has begun the process of indexing news pages in order to determine which publishers should be included in the Ad Archive that it introduced in June. The Ad Archive, which is available globally, gives people the ability to search for ads related to politics or issues of national importance, such as… https://www.adweek.com/digital/facebook-started-indexing-news-pages-to-determine-which-publishers-belong-in-its-ad-archive/