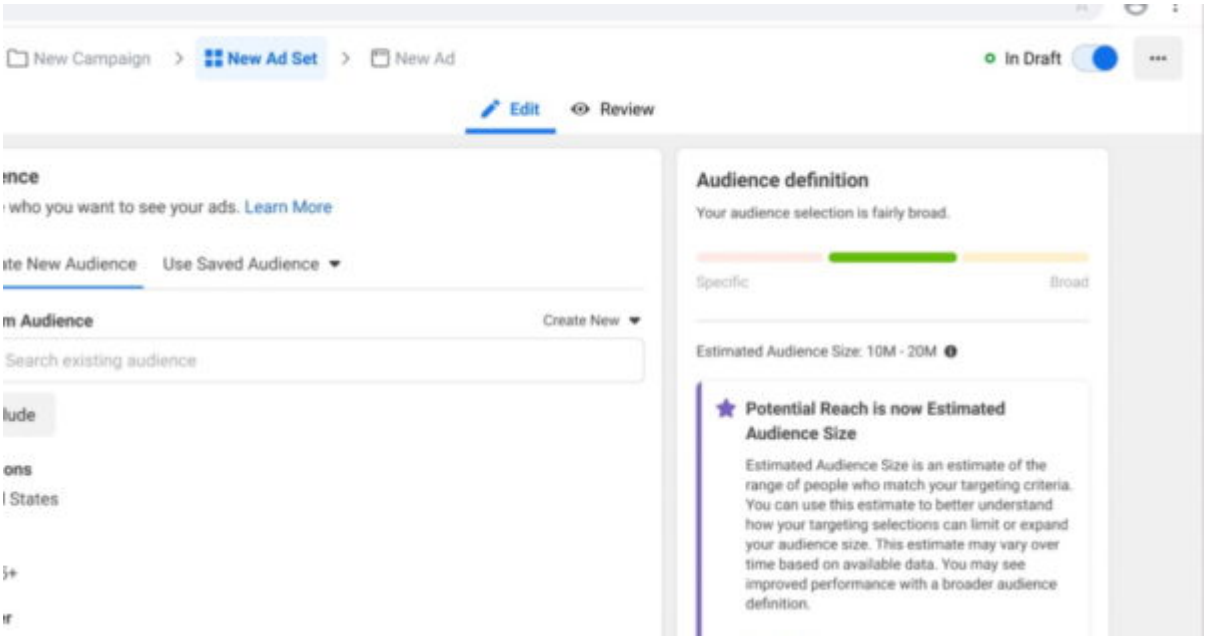
Facebook to Express Pre-Campaign Estimates in Ranges, Rather Than Specific Numbers



Facebook detailed two changes that will be implemented on its advertising platform Oct. 5: Potential reach is being renamed estimated audience size, and pre-campaign estimates will be expressed in ranges, rather than specific numbers.

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