Meta Introduces New Brand Tools for Its Social Media Platforms

During its annual Brand Building Summit Thursday, Meta announced updates to its ad products for brands seeking to establish deeper cultural connections on its social media platforms.

Trending Ads on Reels is being expanded to all advertisers and agencies, and they can now place their brand alongside the most trending and culturally relevant Reels content. Meta noted that in early testing, unaided awareness increased by 20% courtesy of Trending Ads on Reels.

And the company's X rival, Threads, is now offering expanded ad formats, such as carousel ads, and simplified campaign setup. Meta said three out of four Threads users follow at least one business, providing an opportune way for brands to build an authentic and compelling presence.

Advantage+ catalog ads and application ads campaigns will soon undergo testing on the platform, giving brands additional avenues to connect to users.

Meanwhile, value rules will be enabled for awareness and engagement objectives. Meta noted that its early test results showed that campaigns using its artificial-intelligence-powered value rules perform better than business-as-usual campaigns, driving two times more high-value conversions.

Finally, Meta is enhancing its landing page view optimization, making it easier for advertisers without pixel access to

optimize their traffic ads to be shown to people most likely to both click on the ad and load the destination website.

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