Why Facebook Is Reducing Advertisers' Targeting Capabilities

Facebook is reducing the targeting capabilities available to advertisers on the social network by 5,000 in hopes of curtailing discriminatory practices. The move comes amid a hail of public criticism contending Facebook's advertising tools facilitate discrimination. It also helps deliver on an earlier agreement Facebook signed with the office of Washington Attorney General Bob Ferguson… https://www.adweek.com/digital/why-facebook-is-reducing-advertisers-targeting-capabilities/