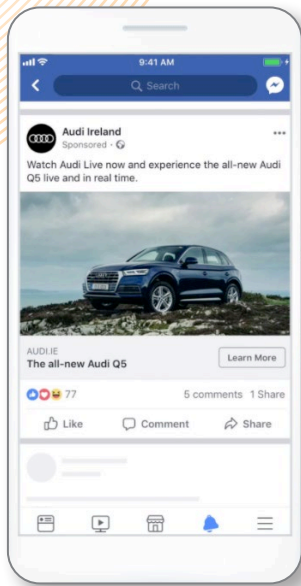


Your **REFERENCE GUIDE** for *Facebook & Instagram Ads*

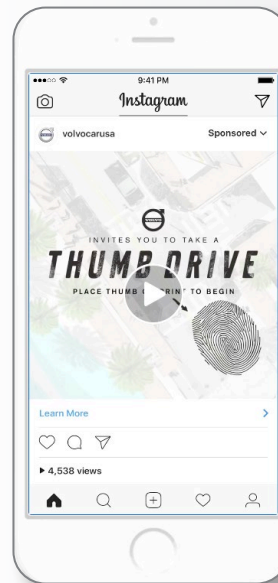
With over 2.3 billion users, Facebook remains the world's most popular social media platform. Meanwhile, Instagram has over 1 billion users, putting it within the top three of largest social media platforms. Together they make up the largest social media advertising platform, managed from one single account. Here are the ad types that Facebook and Instagram offer:



Photo

Showcase your business with a high resolution image. Photo ads are the most common form of advertising on Facebook and offer brands a clean and simple to use format.

Facebook & Instagram



Video

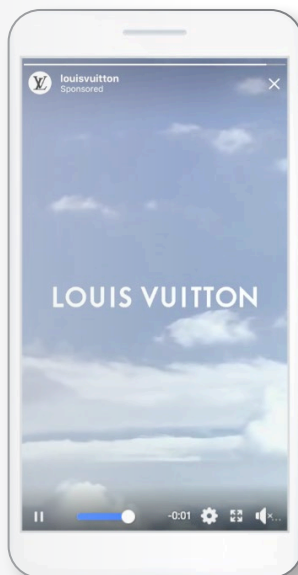
Facebook allows brands to put video ads in-stream, on feeds, or in stories. Typically these videos are short (recommended to be less than 15 seconds) and give a snapshot of what the brand has to offer.

Facebook & Instagram

Stories

Immersive story ads allow brands to reach customers on a more authentic and inclusive ad. Story ads are videos optimized for vertical, full screen view on phones, which is the most common way people hold their phones.

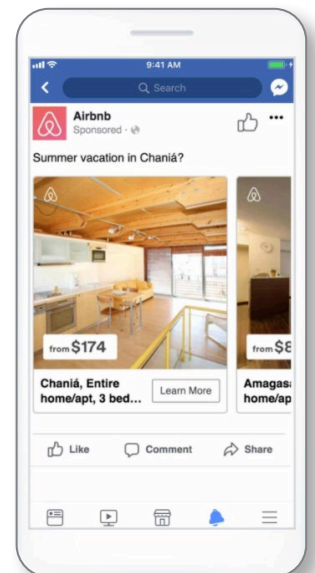
Facebook & Instagram



Carousel

With up to ten slides of images or videos in one ad, Carousel ads allow brands more space to show their products and services.

Facebook & Instagram

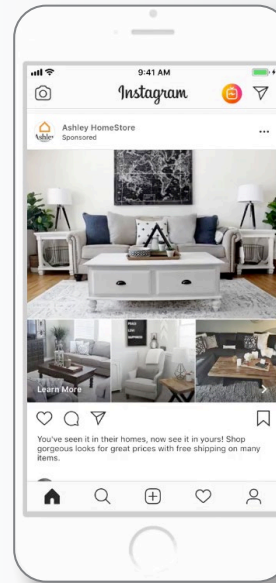




Slideshow

Slideshow ads allow users to create videos on the Facebook Ads platform using a brand's own images or stock photos. Slideshow ads offer brands a lower production cost while still creating an immersive ad experience.

Facebook & Instagram

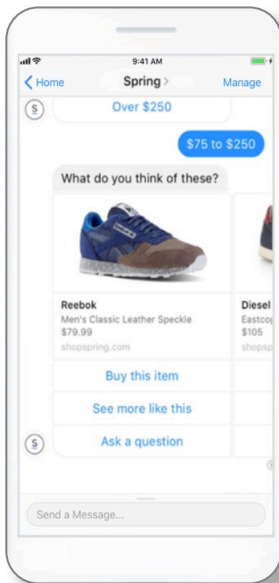


Collection

Collection ads allow brands to show specific products. Comprising a primary video or image and four small accompanying images, customers that click on the ad are taken to an Instant Experience landing page on Facebook with a call-to-action.

Facebook & Instagram

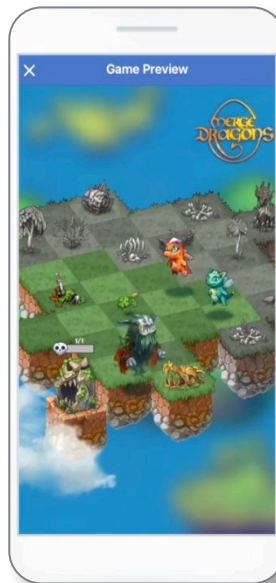
While we typically recommend sticking with the advertising formats that run on both Facebook and Instagram, there are also platform exclusive ads that can advertise in more unique situations.



Messenger

Messenger Ads allow brands to start a conversation with customers. These ads appear in the chats tab on the messenger app and feature a call-to-action to take them to a website, app, or conversation within messenger.

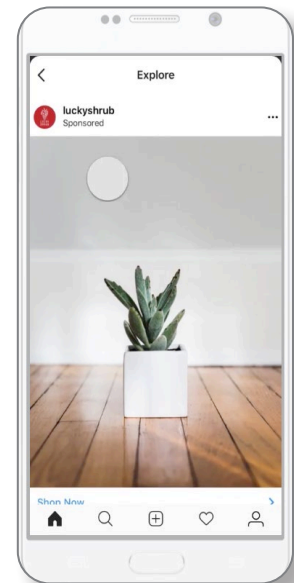
Facebook Exclusive



Playables

Playable ad formats are interactive video ads which allow mobile app advertisers to give customers an app trial in the ad. Following a lead in video, users can play a short game demo without installing the app.

Facebook Exclusive



Ads in Explore

Instagram allows brands to advertise to users in the Explore tab. The Explore tab is a user unique section of Instagram filled with curated content based on a user's interest. Ads in Explore give advertisers a way to appear where people are looking to discover new things.

Facebook Exclusive