

Guide to Facebook Ads 2026

Ad Formats and Ad Specs

December 2025



Connect and Convert Across Meta's Digital Ecosystem



Audience

Facebook reaches 3B+ global MAUs, obtaining one of the largest social media audiences.



Engagement

Reels drives rapid growth with double-digit YoY increases in views, shares, and daily interactions.



Key opportunity

Meta's creates full-funnel pathways across Feed, Reels, Stories, Marketplace, and more.



Innovation

AI-powered delivery unifies signals across Meta, improving targeting, measurement, and creative performance.

Meta Objectives & Ad Formats

	Campaign Objectives	Post types available		What you optimize and pay for
Awareness	Brand Awareness, Reach	<ul style="list-style-type: none"> • Image ads • Video ads 	<ul style="list-style-type: none"> • In-stream Video ads • Carousel ads • Stories ads 	<ul style="list-style-type: none"> • Optimize for: Impressions • Pay for: CPM
Traffic	Traffic (Website/App)	<ul style="list-style-type: none"> • Image ads • Video ads 	<ul style="list-style-type: none"> • Collection ads • Carousel ads • Stories ads 	<ul style="list-style-type: none"> • Optimize for: Link Clicks or Landing Pages • Pay for: CPC
Engagement	Post Engagement, Video Views, Messaging Conversations	<ul style="list-style-type: none"> • Image ads • Video ads 	<ul style="list-style-type: none"> • In-Stream Video Ads • Carousel ads • Stories ads 	<ul style="list-style-type: none"> • Optimize for: Engagement or Video Views • Pay for: CPC, CPE, or CPV (ThruPlay)
Leads	Lead Generation, Messaging	<ul style="list-style-type: none"> • Image ads • Video ads • Leads ads 	<ul style="list-style-type: none"> • Call-to-Action ads • Carousel ads • Stories ads 	<ul style="list-style-type: none"> • Optimize for: Leads, Messaging • Pay for: CPA, CPL, CPC
Sales	Conversions and Purchase	<ul style="list-style-type: none"> • Image ads • Video ads 	<ul style="list-style-type: none"> • Collection Ads • Carousel ads • Stories ads 	<ul style="list-style-type: none"> • Optimize for: Conversions and Purchase • Pay for: CPA or CPP

Facebook Ad Formats

Image Ads

Image Ads are one of the most widely used formats across Facebook. These single-image creatives appear seamlessly across Feed, Marketplace, Search Results, and Stories, making them ideal for awareness, traffic, and conversion campaigns. They provide a clean, straightforward way to highlight products, promotions, or brand messages across Meta's placements..

Ad Placements

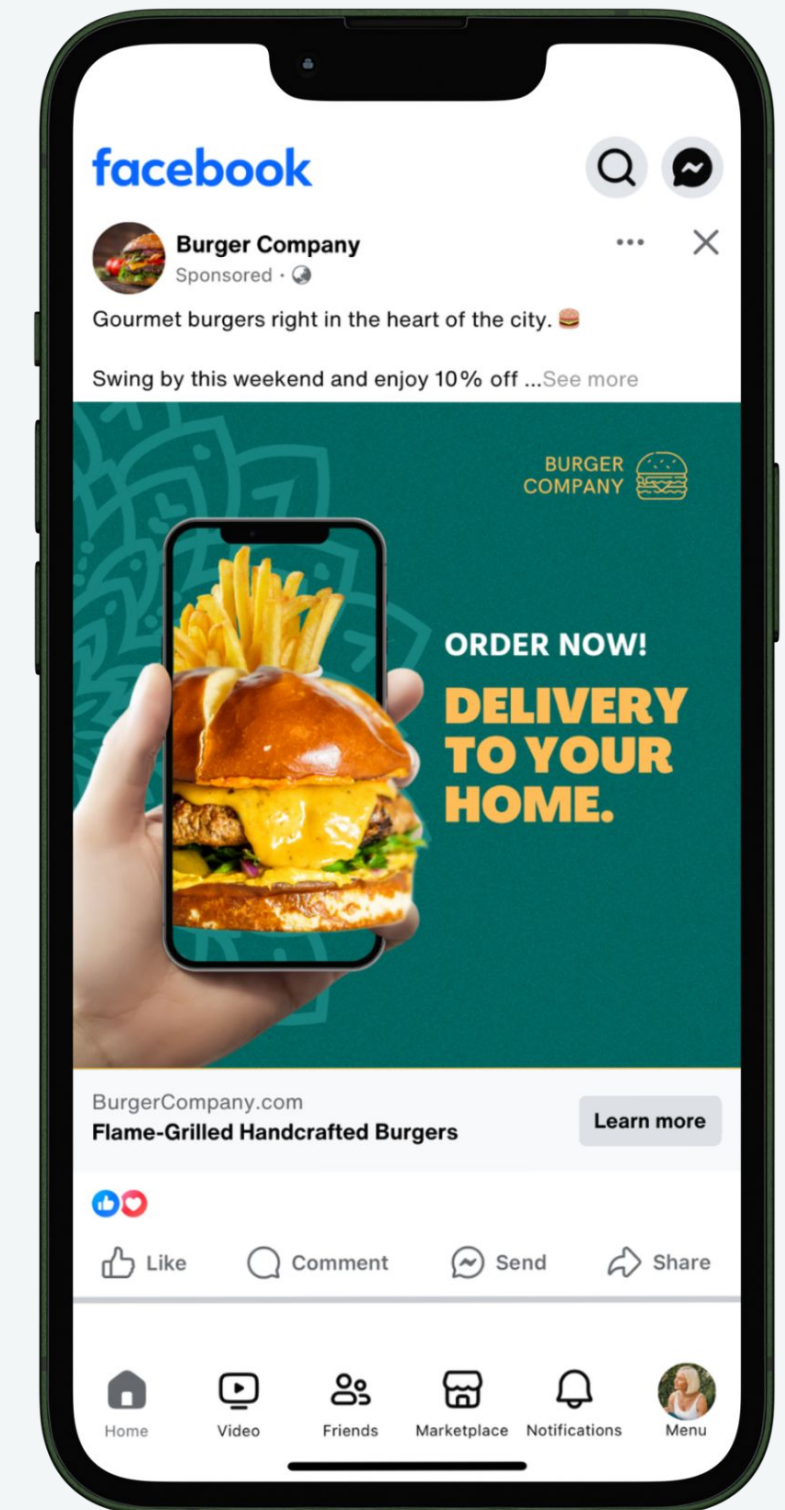
- Appear in Facebook Feed, Facebook Marketplace, Facebook Search Results.
- Delivered across mobile and desktop placements.

Assets Overview

- Image: Single .JPG or .PNG creative
- Primary Text: Recommended up to 125 characters
- Headline: Up to 40 characters (optional depending on placement)
- Description: Up to 30 characters (may truncate depending on placement)

Ad Specs

- Image File Type: .JPG or .PNG
- Recommended Aspect Ratios: 1:1 (square), 4:5 (vertical), 16:9 (horizontal)
- Minimum Resolution: 1080 × 1080 px (square); higher recommended
- Maximum File Size: 30 MB



Facebook Ad Formats

Video Ads

Video Ads allow brands to deliver immersive storytelling across Facebook's high-engagement placements. This format supports horizontal, square, and vertical video, making it adaptable for Feed, Reels, in-stream placements, and Marketplace. Video Ads are ideal for driving awareness, engagement, traffic, and conversion outcomes with dynamic motion content.

Ad Placements

- Appear in Facebook Feed, Facebook Marketplace, Facebook Search Results.
- Also on In-Stream Video, and Facebook Reels Feed placements.

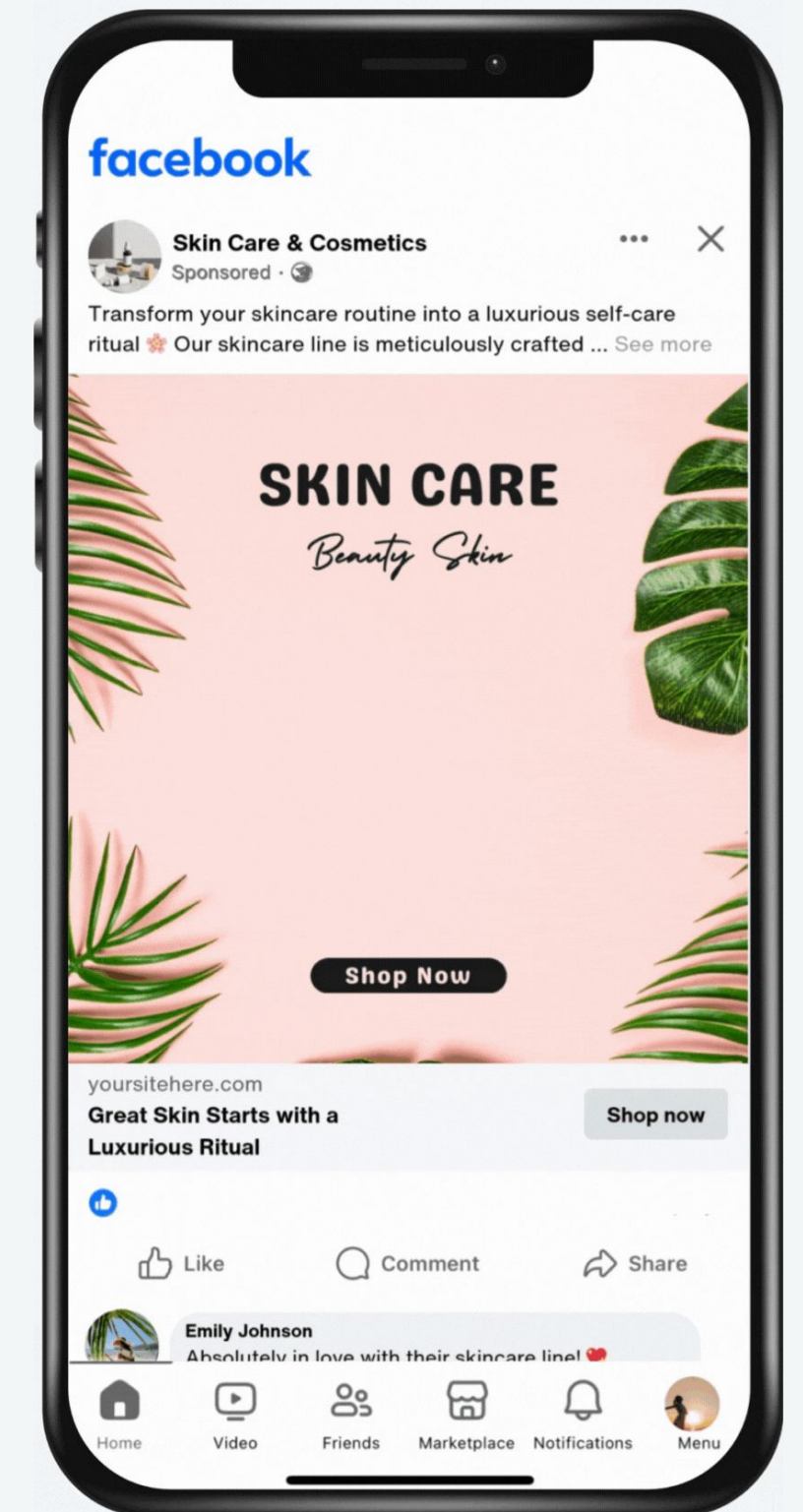
Assets Overview

- Video File: .MP4 or .MOV
- Primary Text: Recommended up to 125 characters
- Headline: Up to 40 characters and description is up to 30 characters
- Thumbnail: Auto-generated or custom upload

Ad Specs

- Video File Type: .MP4 or .MOV
- Video Length: 1 second to 240 minutes (recommended: 6–15 seconds)
- Aspect Ratios: 1:1 (square), 4:5 (vertical), 9:16 (full vertical), 16:9 (horizontal)
- Minimum Resolution: 1080 × 1080 px (square); higher recommended

*Video-First Format



Facebook Ad Formats

Carousel Ads

Carousel Ads allow brands to showcase multiple images or videos within a single ad unit. Each card can highlight a product, feature, or step in a story, creating an interactive, swipeable experience across Facebook's most engaged placements. This format is ideal for product catalogs, multi-step narratives, and campaigns that benefit from presenting more detail in a single ad.

Ad Placements

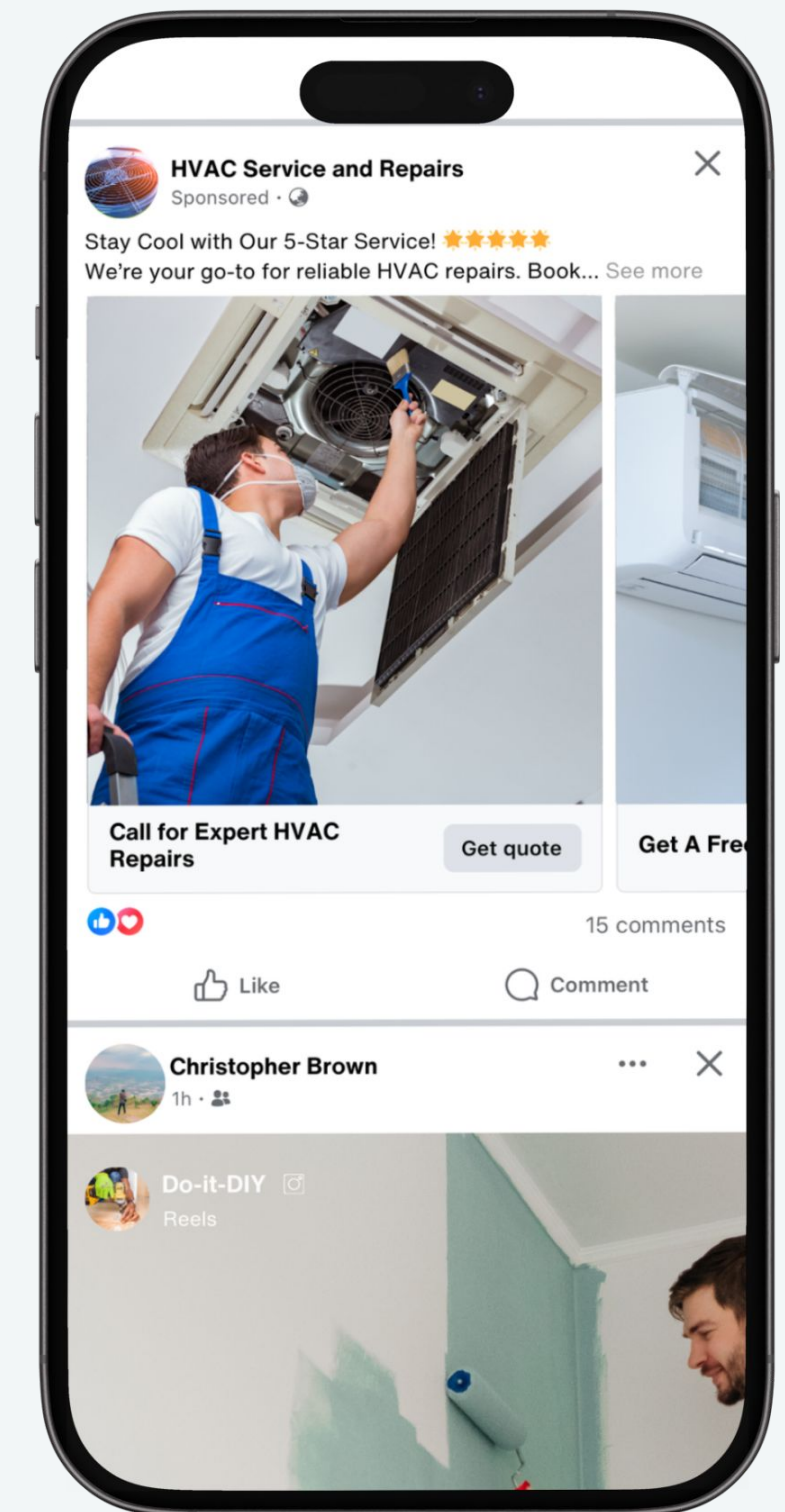
- Facebook Feed, Stories, Reels, Marketplace, and Facebook Search Results, Messenger, and Audience Network.

Assets Overview

- Up to 10 cards per carousel
 - Each card may include, Image or Video
 - Headline: Up to 40 characters. Description: Up to 20–30 characters
 - Destination URL (unique per card or shared)

Ad Specs

- Image File Type: .JPG or .PNG, Video File Type: .MP4 or .MOV
- Aspect Ratios: 1:1 recommended for all cards. Min Resolution: 1080 × 1080 px
- Maximum File Size: Images: 30 MB and Videos: 4 GB
- Video Length per Card: Up to 240 minutes (recommended 6–15 seconds)



Facebook Ad Formats

Stories Ads

Stories Ads deliver full-screen, vertical creative that appears between organic Stories on Facebook and Instagram. With immersive, mobile-first behavior and native autoplay, Stories Ads are ideal for capturing attention, driving quick actions, and supporting awareness, engagement, traffic, and conversion outcomes across Meta placements.

Ad Placements

- Appears on Facebook Stories and Instagram Stories
- Instagram Messenger Stories (availability may vary by region)

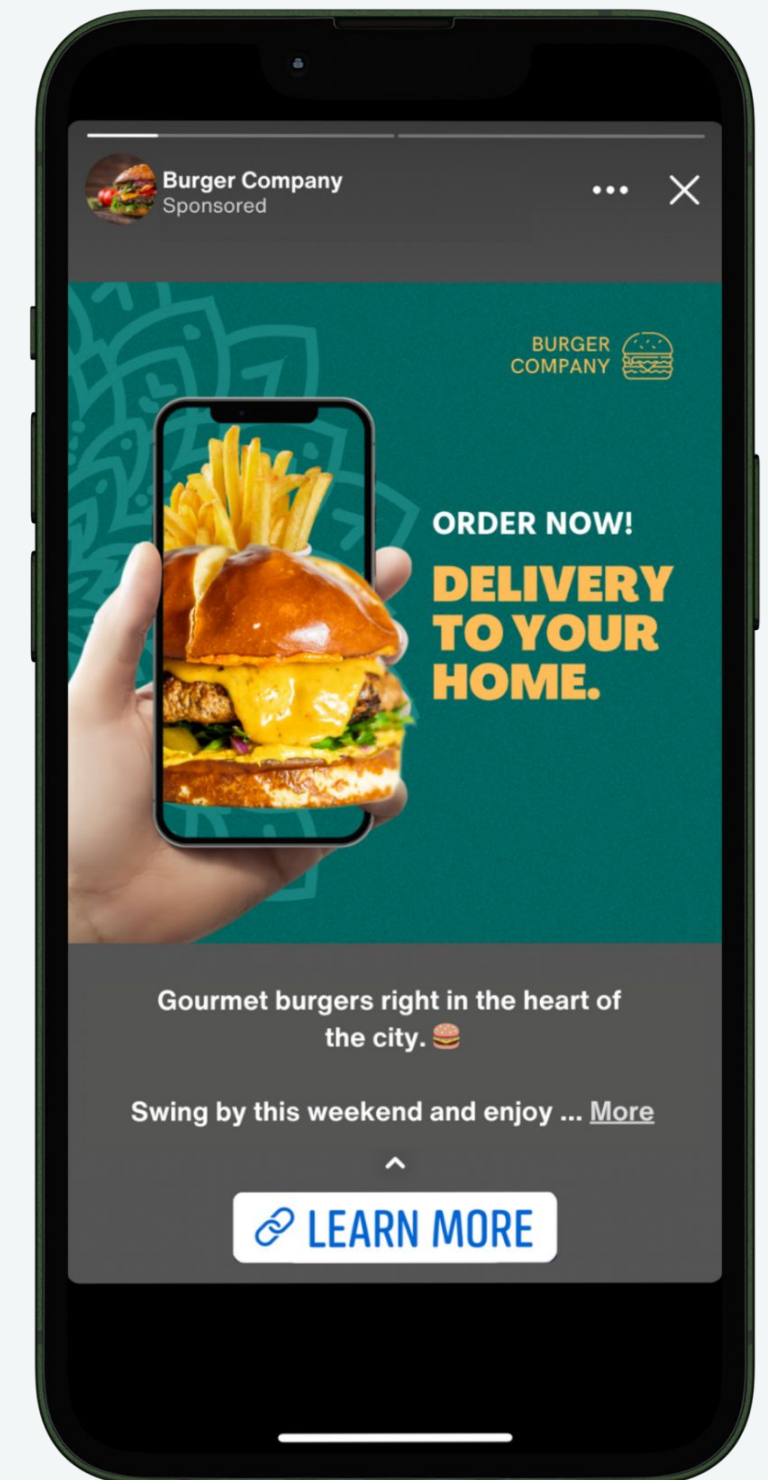
Assets Overview

- Single photo or video
- Minimal text recommended; overlays should be baked into creative
- CTA Button: Standard Meta CTAs
- Optional: Sound-on creative and minimal captions visibility

Ad Specs

- File Type: JPG, .MP4 or .MOV
- Video Length: 1 second to 120 seconds (recommended: 6–15 seconds)
- Aspect Ratios: , 9:16 (full vertical)
- Minimum Resolution: 1080 × 1920 px (full screen vertical); higher recommended

*Video-First Format



Facebook Ad Formats

Reels Ads

Reels Ads deliver short-form, full-screen vertical video within the Reels experience on Facebook. Designed for quick, immersive engagement, Reels Ads autoplay with sound-on by default and blend seamlessly with organic creator content. This format is ideal for driving awareness, engagement, and action through highly visual, high-impact storytelling.

Ad Placements

- Reels Feed, Reels Tab, and Reels Remix surfaces (availability may vary)
- Mobile-focused, short-form vertical content environment

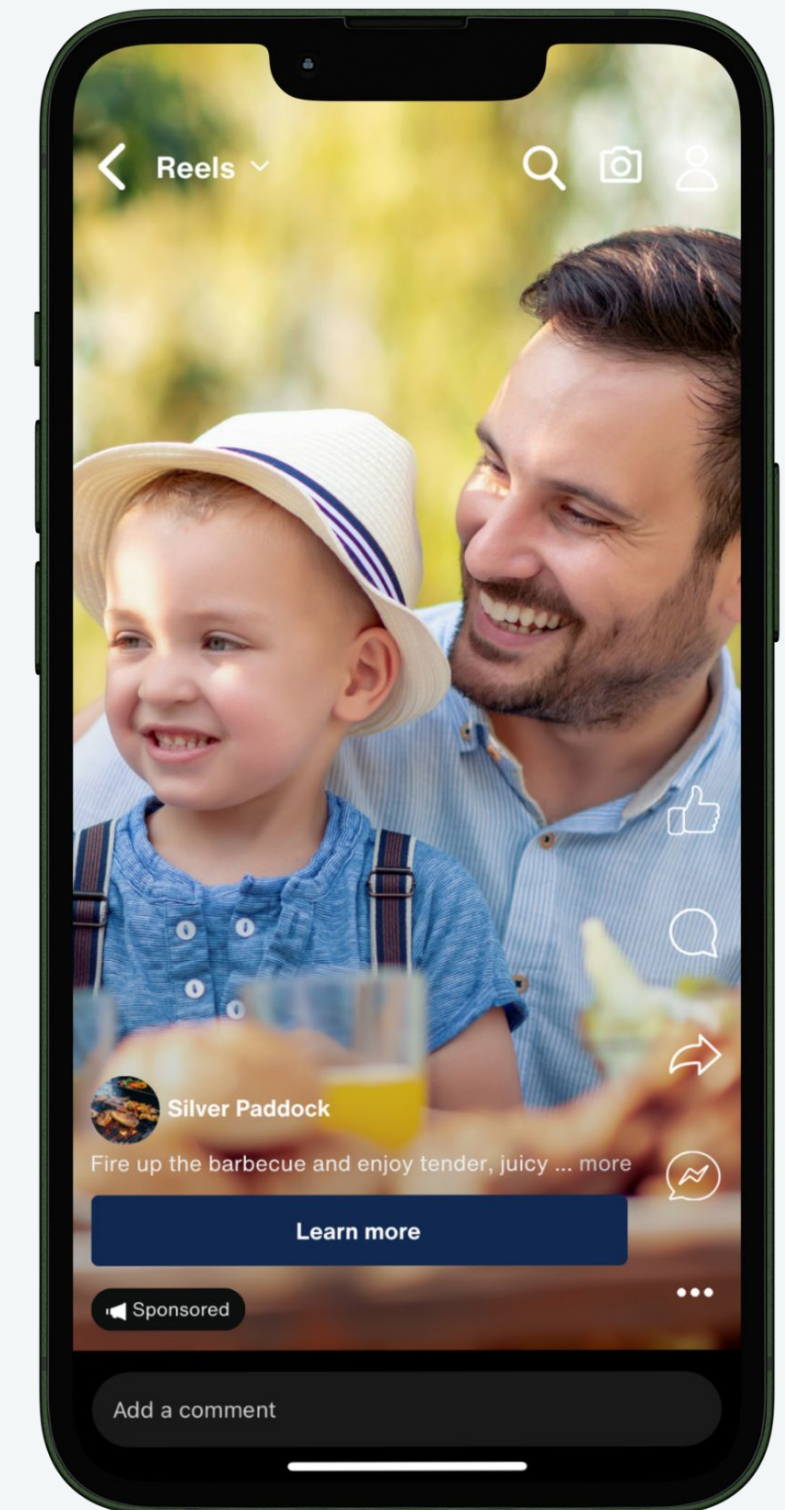
Assets Overview

- Vertical video (.MP4 or .MOV)
- Minimal text recommended, recommended fewer than 70 characters
- CTA Button: Standard Meta CTAs
- Optional: Sound-on creative and minimal captions visibility

Ad Specs

- File Type: JPG, .MP4 or .MOV
- Video Length: 1 second to 120 seconds (recommended: 6–15 seconds)
- Aspect Ratios: , 9:16 (full vertical)
- Minimum Resolution: 1080 × 1920 px (full screen vertical); higher recommended

*Video-First Format



Facebook Ad Formats

Collection Ads

Collection Ads combine a hero image or video with a set of product tiles displayed directly within the Facebook or Instagram feed. Designed for mobile-first commerce and product discovery, this format helps users browse items quickly and transition smoothly into deeper shopping experiences. Ideal for retail, e-commerce, catalog highlights, and multi-product storytelling.

Ad Placements

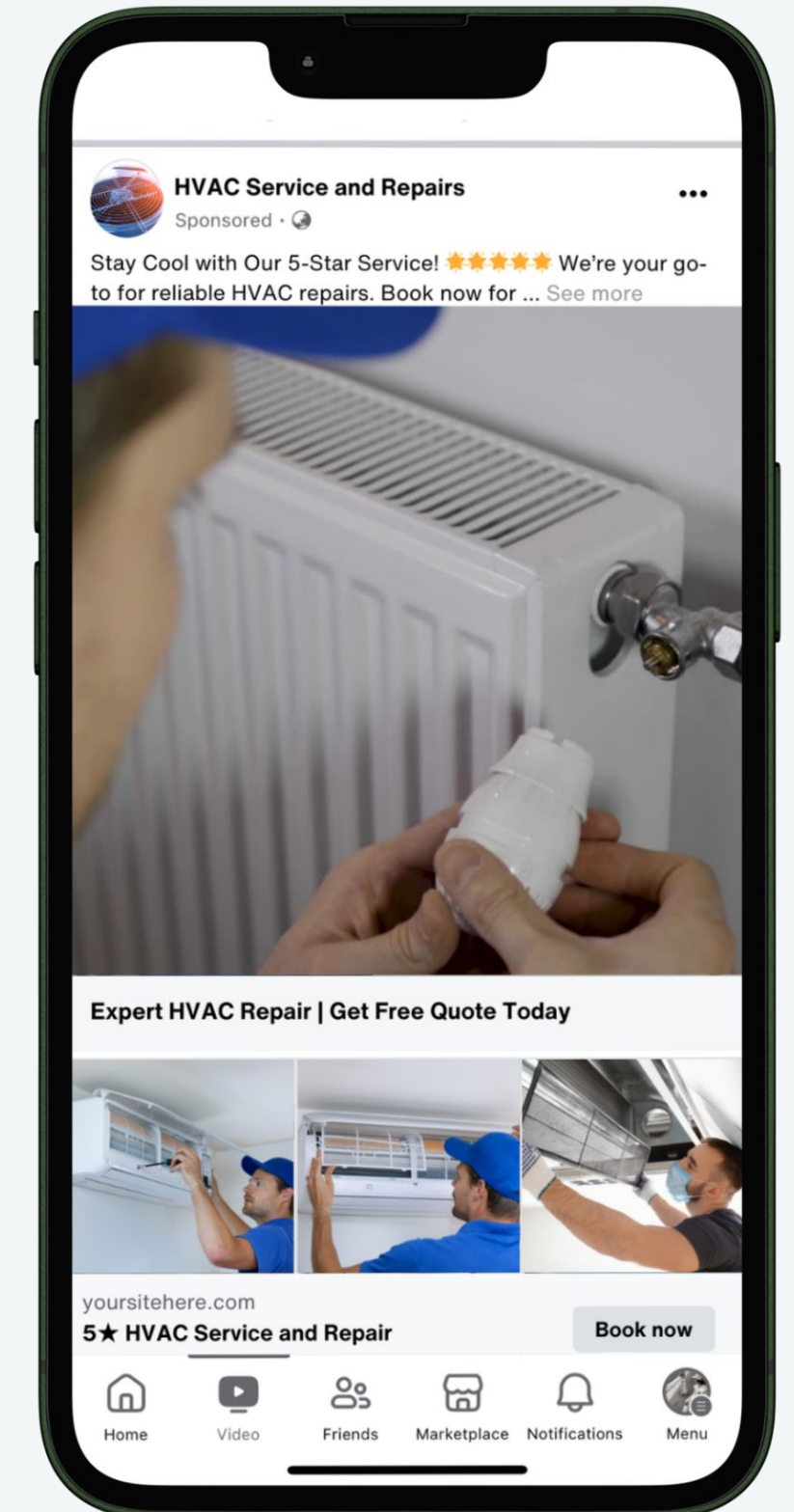
- Facebook Feed, Stories, Reels, Marketplace, Audience Network and In-Stream Reels (Note: Supports collection video ads only).

Assets Overview

- Hero Asset: A large cover image or video occupies the top portion of the ad.
- Product Thumbnails: Several smaller product images from your catalog are displayed below the main cover asset
- You can use Advantage+ Catalog to include images of multiple products

Ad Specs

- Hero files type: .JPG or .PNG, Video File Type: .MP4 or .MOV
- Hero: 1:1 (square), 4:5 (preferred), 9:16 (supported)
- Maximum File Size: Images: 30 MB and Videos: 4 GB
- Minimum Resolution: 1080 × 1080 px



Facebook Ad Formats

Lead Ads

Lead Ads enable brands to collect customer information directly within Facebook or Meta overall through a native, pre-filled form. These ads reduce friction by eliminating the need for external landing pages, making them ideal for sign-ups, registrations, inquiries, and qualification-based lead generation.

Ad Placements

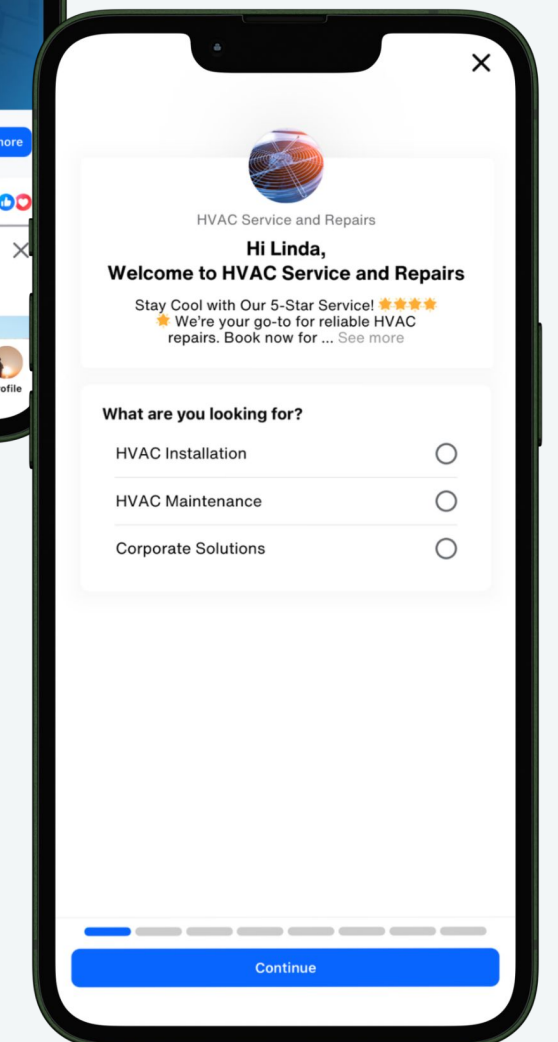
- Facebook Feeds, Facebook Search Results, Stories, Reels, In-Stream Reels, and Audience network.

Assets Overview

- Single Image or Video creative
- Primary Text: Recommended up to 40 char, Headline: Up to 55 char
- The Instant Form (For Form-based Lead Ads) This form generally includes four sections: Intro, standard event questions, Custom Questions and CTA.

Ad Specs

- Hero files type: .JPG or .PNG, Video File Type: .MP4 or .MOV
- Hero: 1:1 (square), 9:16 (preferred)
- Maximum File Size: Images: 30 MB and Videos: 4 GB
- Minimum Resolution: 1080 × 1080 px



Facebook Ad Formats

Click to Message Ads

Click-to-Message Ads drive users to start a conversation with your business through Messenger, WhatsApp, or Instagram Direct. These ads appear across high-engagement placements and open a chat window instantly, making them ideal for lead generation, inquiries, customer support, and conversion-focused interactions that require real-time engagement.

Ad Placements

- Feeds, Stories, Reels, Search, Audience Network, Marketplace and Video Feeds

Assets Overview

- Single Image or Video creative, 9:16 (Vertical), 1:1 (Square) standard; 1.91:1 (Horizontal) is supported.
- Leave roughly 14% (250 px) of the top and 20% (340 px) of the bottom free

Ad Specs

- Hero files type: .JPG or .PNG, Video File Type: .MP4 or .MOV
- Hero: 1:1 (square), 9:16 (preferred), 4:5 (vertical)
- Maximum File Size: Images: 30 MB and Videos: 4 GB
- Minimum Resolution: 1080 × 1080 px



Advantage+ Product Comparison Table (2026)

	What it automates	Primary Objective	How it works
Advantage+ Audience	Expands targeting beyond your selected audience using ML signals	Conversions, Traffic, Leads, Sales	Meta identifies people most likely to convert, even outside your chosen audience, and reallocates delivery.
Advantage+ Placements	Automatically selects and shifts delivery across Feed, Stories, Reels, Search, Marketplace	All objectives	Meta tests all eligible placements and sends budget to the lowest-cost / highest-intent placements without manual restrictions.
Advantage+ Creative	Auto-crops, adjusts colors, creates templates, enhances images, generates creative variations	All objectives (especially Traffic, Conversions)	Meta generates multiple creative versions and delivers the top-performing variant to the most relevant audiences.
Advantage+ Catalog Ads	Automated product selection, recommendations, and personalization	Sales / Catalog-driven conversion	Meta uses catalog data + browsing behavior to show users the most relevant products (remarketing + prospecting).
Advantage+ Campaign Budget Optimization	Automatically reallocates budget between ad sets for best performance	All lower-funnel objectives	Meta shifts budgets across ad sets in real time based on performance signals, removing the need for manual control.

Manual Buying: Strategic Control for Precision & Compliance

While Advantage+ prioritizes AI-driven efficiency, **Manual Buying remains essential for campaigns that require strict control, compliance, and targeting accuracy.**

Manual setups preserve Audience Controls rather than Audience Suggestions, making sure budgets are spent exactly where intended

Key use cases for manual buying:

Strict Retargeting

Advantage+ Audience is not recommended for remarketing. Manual buying ensures delivery is limited exclusively to defined custom audiences without prospecting expansion.

Brand Safety & Placement Exclusion

Manual placements allow advertisers to exclude specific environments (e.g., Audience Network, certain devices or placements) to maintain brand-safe delivery.

Demographic Hard Limits

Manual setups are required when targeting restricted age groups (e.g., under 18), as Advantage+ Audience does not support these constraints.