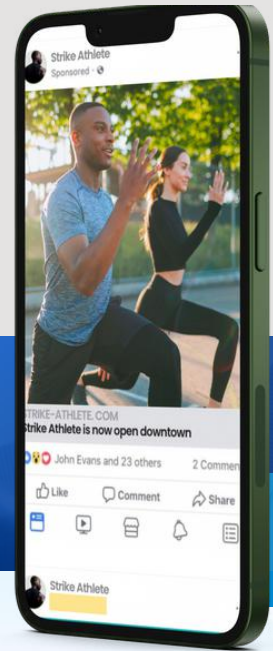# FACEBOOK INVENTORY FILTER:
A COMPREHENSIVE GUIDE

GETTING STARTED

Regarded as an instrumental tool for brand safety, the Facebook Inventory Filter provides advertisers with a robust mechanism to control the sensitivity level of the content where ads are displayed.

BEST PRACTICES FOR FACEBOOK BRAND SAFETY AND SUITABILITY

To help you navigate and optimize this feature, here are some best practices to consider:

✅ If advertisers aim to block certain publishers for the in-content ads, consider using block lists and content exclusions for further customization.

✅ Consider downloading a list of your ad placements to get a detailed overview.

✅ Advertisers must regularly review Facebook guidelines about brand safety and suitability in managing the platform's brand safety toolkit.

✅ For ads within Facebook's in-stream videos, be mindful of Limited Inventory Setting and Moderate or Expanded Inventory Setting
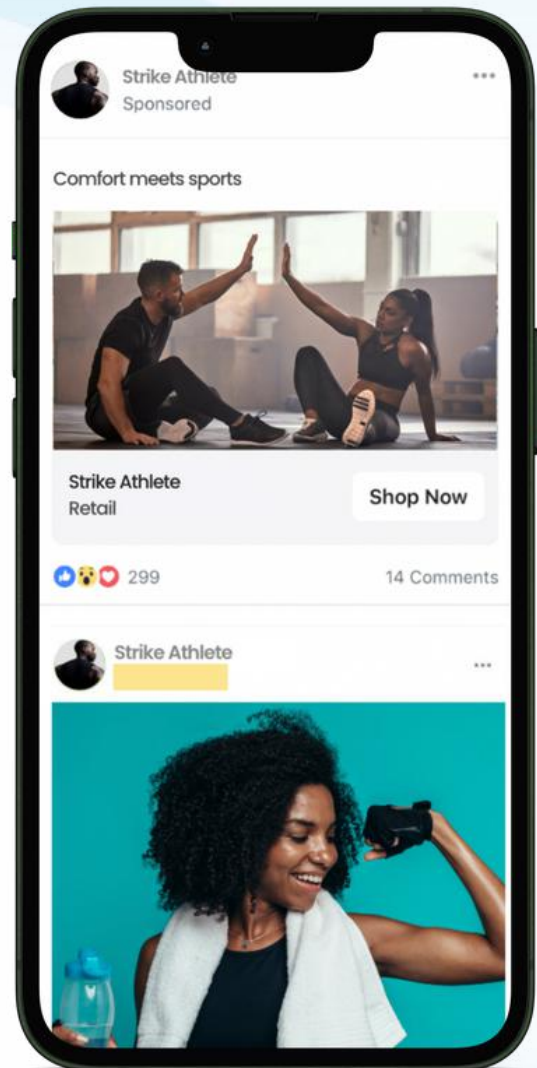
Please note that this is a general checklist, and there may be additional requirements or steps depending on your specific business and location

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BENEFITS OF USING FACEBOOK INVENTORY FILTERS

As part of a comprehensive approach, the Inventory Filter serves a vital purpose: to ensure that your advertisements are displayed solely within or adjacent to content deemed suitable and safe for advertising.

Facebook Inventory Filter set-up guide:

01   Log in to Ads Manager > Click All Tools > Brand Safety and Suitability

02   Under Controls > Click Edit to update your settings

03   Update the settings on In-Stream and Reels Ads to Full/ Limited/ Standard Inventory.

04   Edit your Audience Network

05   Continue with setting up your campaign as usual.

06   Finish set up

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Sponsored

Comfort meets sports

Strike Athlete
Retail

Shop Now

299   14 Comments

Strike Athlete

Interested to know more about Facebook Brand Safety?

Strike Social prioritizes brand safety on Facebook through comprehensive campaign management, vigilant monitoring, swift action, and dedicated support teams for personalized guidance.

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