



Everything You Need to Know:

Meta Advantage+ Suite

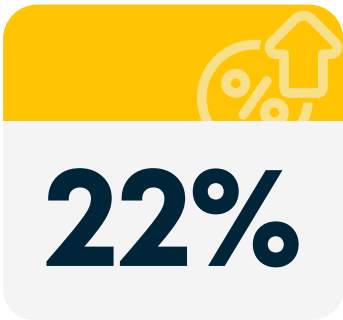


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Understanding

Meta Advantage+ Suite Solutions



CPM decrease using Meta Advantage+ placements

Source: Facebook



Key Benefits for Advertisers

By consolidating automated ad products into a single platform, Meta Advantage empowers advertisers to:

✓ Better Results

Achieve better results with fewer, more efficient campaigns.

✓ Reach Expansion

Expand your reach to a more receptive audience.

✓ Personalized Experience

Deliver personalized customer experiences that drive action.

Meta's Advantage Tools Categories

Meta's Advantage tools are grouped into two categories:

✓ Single-step solutions ✨

It automates specific steps of a campaign to implement more particular strategies.

✓ Complete campaign ✨

Automate the entire process, making it the most efficient way to achieve your goals.

Single-step solutions (2024)

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Audience Automation

Solution	Purpose	Function
Advantage+ Audience	Identify the ideal audience for a campaign	Leverages Meta's AI to find the most effective audience
Advantage Custom Audience	Expand audience reach beyond initial selection	A fashion brand refreshes its image with new collection and lifestyle imagery
Advantage Lookalike Audience	Expand lookalike audience reach	Targets people similar to your custom audience, with potential performance improvement
Advantage Detailed Targeting	Expand audience based on traits/interest	Broadens audience based on predicted performance, useful for niche targeting

Creative Automation

Solution	Purpose	Function
Advantage+ Catalogue Ads	Automatically recommend relevant products	Automatically selects best performing ad formats and placements
Advantage+ Creative	Optimize images and videos for engagement	Automatically selects best performing ad formats and placements
Advantage+ Catalogue Content	Optimize images and videos for engagement	Generates tailored ad content based on user behavior
Advantage+ International Catalogue Ads	Deliver ads in multiple languages and countries	Automatically presents relevant products based on user location and language

Placement Automation

Solution	Purpose	Function
Advantage+ Placements	Optimize ad delivery across placements	Automatically shows ads on Facebook, Instagram, Audience Network, and Messenger

Budget Automation

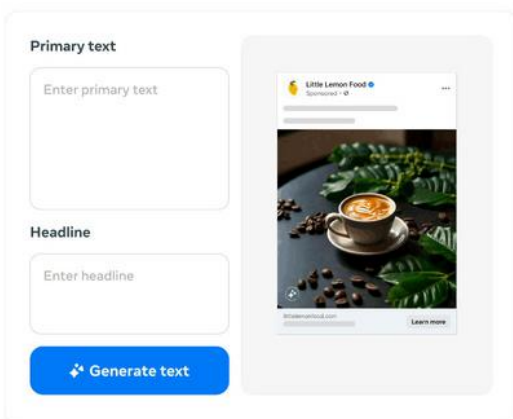
Solution	Purpose	Function
Advantage Campaign Budget	Optimize budget allocation across ad sets	Automatically distributes budget to high-performing ad groups

Destination Automation

Solution	Purpose	Function
Shops Ads	Drive sales through Facebook or Instagram shops	Sends customers to either website or shop based on likelihood of purchase
Website and App	Optimize conversions across website and app	Combines website and app conversions into a single campaign for better performance

Recent Updates

As of July 2024



Source: Facebook

✓ Advantage+ Creative Optimizations

Automatically creates optimized video ads for Reels and mobile feeds.

✓ Advantage+ Creative with Catalog Ads

Create dynamic ads with a hero image or video and AI-powered product recommendations.

✓ Advantage+ Catalog Ads

Use videos and branded content alongside product images for more engaging ads.

Complete campaign solutions (2024)

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App Campaigns

Solution	Purpose	Function
Advantage+ App Campaigns	Optimize app install campaigns	Automates creative, audience, and placement selection using machine learning to improve app install performance

Shopping Campaigns

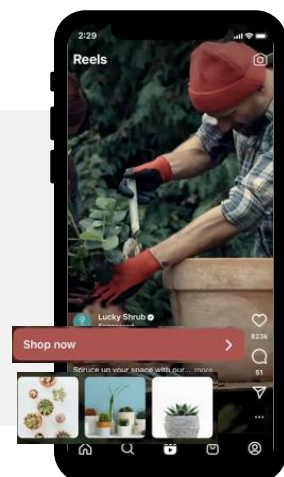
Solution	Purpose	Function
Advantage+ Shopping Campaigns	Optimize shopping campaigns	Automates ad creation, audience targeting, and creative combinations using machine learning to increase online sales.



12%

lower CPA across 15 A/B tests using Advantage+ Shopping campaigns vs. Standard campaigns

Source: Facebook



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