

Meta: Facebook + Instagram



Multiply Your Reach with Meta

Meta is a technology conglomerate that owns and operates popular social media platforms like Facebook and Instagram, creating **a massive ecosystem** for marketing and customer engagement. A walled garden, Meta controls all ad placements, audience data, and analytics within its own environment.

With over 3 billion monthly active users worldwide, Facebook remains a popular social network in terms of activity and **an essential platform for brand presence**. Consumers use Facebook to connect with friends, communities, and brands through shared content, video, and messaging. With **U.S. users spending an average of 32 minutes a day on Facebook** ([Statista](#)), it is well-suited for driving brand visibility, increasing customer engagement, and reaching new audiences.

Facebook's sister brand, Instagram, is an equally popular **mobile-first social media platform with 2 billion global monthly active users** and 200 million business accounts ([Statista](#)). Its **visual-centric format** empowers marketers to capture attention and tell a brand's story effectively through engaging imagery and video content. Popular with Gen Z and Millennials, Instagram is ideal for brands aiming to build awareness, showcase products and services creatively, and inspire consideration.

Move Audiences to Action

In addition to a vast audience reach, Meta's first-party data allows for **precise audience segmentation** based on demographics, interests, and online behaviors, ensuring ads are seen by those most likely to act. Advanced targeting options include **custom audiences built from device IDs**, lookalike audiences for relevance and scale, and retargeting to reconnect with website visitors.

To help brands engage ideal audiences across the buyer's journey, Meta offers a variety of ad formats, such as Videos, Carousels, and Stories to **align with diverse marketing objectives and drive specific actions**. Paired with rich analytics, brands can track performance with detailed insights to understand consumer behavior and refine campaign strategy.

Ad Types by Objective

- **Image Ads** for awareness
- **Video, Stories, Reels** for engagement
- **Carousel** for sales/e-commerce
- **Instant Form Ads** for lead generation