

META ANDROMEDA

By [6th Man](#)

A marketing team on demand for businesses with technical products.

Based in Belgium, ran by a marketeer and a developer.

Meta Andromeda: The Biggest Shift in Facebook Ads



What can you expect from this guide?

Meta Andromeda is the biggest transformation to Meta's advertising ecosystem in more than a decade. Built as a new machine learning retrieval engine, it processes millions of potential ads in milliseconds and selects the most relevant creative for each user in real time.

This fundamentally changes how advertising works on Meta. Manual targeting becomes less effective. Creative volume becomes the primary performance lever. Campaign structure becomes radically simpler. And advertisers who adapt early stand to benefit from faster learning cycles, stronger ROAS, and more efficient use of ad budgets.

This whitepaper provides a clear and practical explanation of Andromeda, what it means for advertisers, and how you can prepare your campaigns, creative pipeline, and bidding strategy for Meta's new era of AI driven delivery.

Table of Contents

What can you expect from this guide?	2
Table of Contents	3
1. What is Andromeda?	4
2. Why Meta introduced Andromeda	5
2.1 Rising creative volume	5
2.2 Privacy and data limitations	5
2.3 Real time relevancy demands	5
3. How Andromeda works	6
3.1 User signals	6
3.2 Creative signals	6
3.3 Contextual signals	7
4. What this means for advertisers	8
4.1 Targeting becomes machine driven	8
4.2 Creative volume replaces manual control as the main lever	8
4.3 Campaign structure must be simplified	8
4.4 Value based optimization becomes mandatory	9
4.5 Testing speed must increase	9
5. A New Creative Strategy for the Andromeda Era	10
5.1 Create multiple angles	10
5.2 Use real variety	10
5.3 Refresh continuously	11
5.4 Build for automation	11
6. How 6th Man Helps Advertisers Succeed in the Andromeda Era	12
6th Man delivers:	12
7. What Advertisers Should Do Next	13
About 6th Man	14

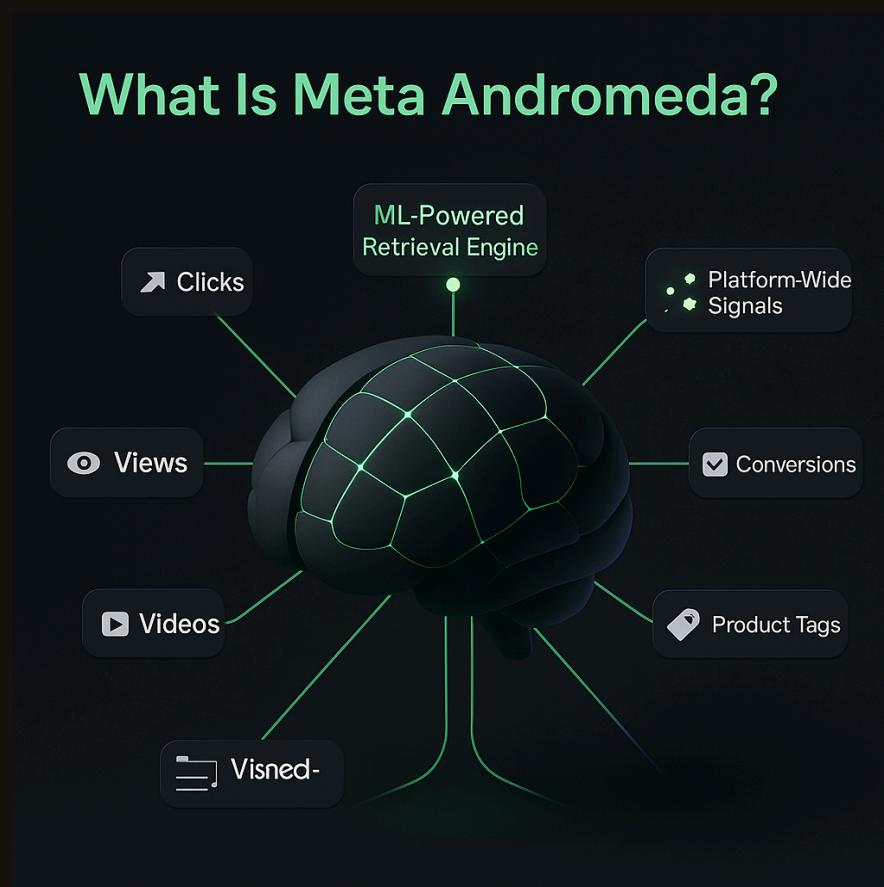
1. What is Andromeda?

Meta Andromeda is a new AI powered retrieval engine that decides which ads are shown to each user. It evaluates user signals, creative variations, and contextual behavior in real time, then selects the creative most likely to achieve the advertiser's objective.

It is built for an ecosystem where:

- Advertiser defined audiences matter less
- User behavior and real time context matter more
- Creative diversity unlocks broader reach
- Automation outperforms manual control
- Machine learning models operate at significantly higher complexity

Andromeda replaces the older retrieval system that relied heavily on static profiles, limited creative understanding, and constrained real time processing.



2. Why Meta introduced Andromeda

Meta's previous ad retrieval pipeline was not designed for today's advertising environment. It faced three major challenges.

2.1 Rising creative volume

Advertisers now produce dozens, sometimes hundreds of creative variations. Advantage+ and AI enhanced tools multiply this further. The old system could not evaluate this explosion of content efficiently.

2.2 Privacy and data limitations

As access to deterministic user level targeting signals decreases, Meta must depend on behavioral patterns, contextual signals, and predictive modeling.

2.3 Real time relevancy demands

Users scroll faster, consume more formats, and switch intent rapidly. Ads must be chosen in milliseconds based on recent behavior and context.

Andromeda solves these challenges by using advanced neural networks, GPU accelerated processing, and a deep understanding of creative content.

3. How Andromeda works

Andromeda evaluates three categories of inputs simultaneously to determine which ad to serve.

3.1 User signals

This includes:

- Recent clicks and interactions
- Video views and watch behavior
- Session activity
- Real time intent signals
- Engagement patterns across Meta's surfaces

These signals tell the system what the user is doing and what they might be receptive to next.

3.2 Creative signals

Andromeda understands:

- Visual composition
- Messaging tone
- Creative angle
- Product attributes
- Format type
- UGC versus brand led styles

Each creative is treated as a different “match possibility”, and the algorithm selects which creative resonates with which micro audience.

3.3 Contextual signals

This includes:

- The content the user is currently consuming
- Time of day
- Device type
- Network conditions
- Recent feed behavior

This allows the retrieval engine to react in real time rather than relying on static audience definitions.

STRENGTHS OF ANDROMEDA

- AUTOMATED ADVANTAGE+:
- LARGER SYSTEM SCALE
- DIVERSIFIED RETRIEVAL

4. What this means for advertisers

Andromeda is not a small update. It fundamentally changes performance marketing on Meta. Advertisers must adapt five core areas.

4.1 Targeting becomes machine driven

Manual audience building loses effectiveness. Meta now pushes advertisers toward broad targeting because it allows the retrieval engine to find the best people across the entire platform.

Your job is no longer to guess your audience. Your job is to give the system enough creative diversity to find the right audiences automatically.

4.2 Creative volume replaces manual control as the main lever

Andromeda relies heavily on creative diversity to understand user intent. Accounts with low creative volume get fewer learning signals and weaker delivery.

This means:

- More creative variations
- More creative angles per product
- More UGC and creator based input
- More variety in format and tone
- More frequent refresh cycles

High creative volume equals higher account priority within the delivery system.

4.3 Campaign structure must be simplified

Meta is consolidating campaigns across the entire platform. Advertisers are encouraged to:

- Reduce campaign count
- Avoid splitting by audience
- Remove unnecessary ad sets
- Consolidate budgets
- Use Advantage+ Shopping wherever possible

A simplified structure gives Andromeda more data to learn faster and perform better.

4.4 Value based optimization becomes mandatory

Andromeda performs best with:

- ROAS based bidding
- Flexible daily budgets
- No strict tCPA limits
- Value optimization across SKUs

Under tCPA, the system cannot pursue higher value conversions. With ROAS based bidding, the retrieval engine can prioritize users more likely to purchase higher margin items.

4.5 Testing speed must increase

Because the retrieval engine learns in real time, performance marketers should:

- Test creative angles weekly
- Refresh fatigued creatives proactively
- Use multiple variants per concept
- Let the system learn from interactions, not from manual segmentation

Agility becomes a competitive advantage!

5. A New Creative Strategy for the Andromeda Era

Advertisers must reframe their creative production approach around the needs of the retrieval engine.

5.1 Create multiple angles

Each angle matches a different audience cluster. Recommended angles include:

- Problem and solution
- Social proof
- Product demonstration
- Tutorial or educational
- Lifestyle
- Offer focused
- UGC trust builders

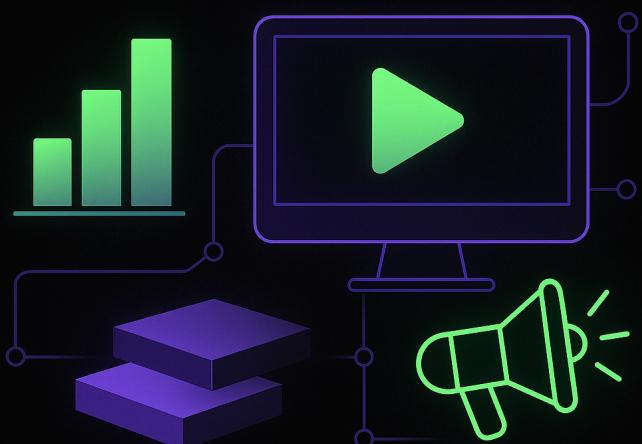
5.2 Use real variety

Avoid small cosmetic changes. Andromeda deprioritizes near duplicates.

Real variety includes:

- Different scenes
- Different hooks
- Different voices
- Different scripts
- Different pacing
- Different conceptual angles

Creative Volume & Variety



5.3 Refresh continuously

Aim for:

- Weekly or biweekly creative updates
- At least 10 to 30 creative variations per month
- A creative bank that never runs dry

5.4 Build for automation

Creatives must adapt to:

- Multiple placements
- Sound on and sound off
- Vertical, square, and landscape formats
- Dynamic overlays and product templates

The more flexible the creative, the better the retrieval engine performs.

6. How 6th Man Helps Advertisers Succeed in the Andromeda Era

6th Man is a marketing team on demand for companies with complex, technical, or high consideration products. We help advertisers adapt to Andromeda by building systems built for automation, scale, and creativity.

6th Man delivers:

- High volume creative production
- Strategic creative frameworks
- Automated testing pipelines
- Simplified, consolidated campaign structures
- ROAS focused delivery frameworks
- Automation first media buying
- Full funnel performance architecture
- Weekly experimentation cycles
- Technical reporting and insight generation

Unlike traditional agencies, we integrate directly with internal teams, remove unnecessary overhead, and focus entirely on performance and execution.

Our sprint based model ensures clarity, speed, and measurable impact.

7. What Advertisers Should Do Next

To stay competitive on Meta in 2025 and beyond, advertisers should:

- Evaluate current creative volume
- Identify creative gaps
- Consolidate campaigns
- Shift to broad targeting
- Move to ROAS based bidding
- Increase creative testing cadence
- Build a sustainable creative engine
- Implement Advantage+ based structures
- Stop relying on manual segmentation
- Partner with experts who understand Andromeda

The winners in the Andromeda era will be the brands that embrace automation, not resist it.

About 6th Man

6th Man is a performance focused marketing team on demand.
We support companies with:

- Paid advertising
- Technical SEO
- High converting websites
- Creative at scale
- Automation and analytics
- Growth architecture

We work without intermediaries, without bureaucracy, and without juniors learning on your budget. We embed with your existing team and deliver both strategy and execution.

Sources

Meta. (2024, December 2). *Meta Andromeda: Supercharging Advantage+ automation with the next-gen personalized ads retrieval engine*. Engineering at Meta. <https://engineering.fb.com/2024/12/02/production-engineering/meta-andromeda-advantage-automation-next-gen-personalized-ads-retrieval-engine/>

Meta for Business. (2024, October). *The Creative Advantage: Unlocking the power of diversification with Meta Andromeda*. <https://www.facebook.com/business/news/the-creative-advantage-unlocking-the-power-of-diversification-with-meta-andromeda>

UP-TO-DATE Webdesign. (2024, December 23). *Andromeda: Meta's nieuwe AI-wapen in gepersonaliseerde advertenties*. <https://www.uptodatewebdesign.com/2024/12/andromeda-meta-ai-gepersonaliseerde-ads.html>

Socium Media. (2025, June 2). *How Meta Andromeda ads are reshaping ad targeting*. <https://www.sociummedia.com/blog/meta-andromeda-ads>

Pencil (Trypencil). (2024, November). *Meta's Andromeda update: Is it killing your ads?* <https://www.trypencil.com/blog/meta-andromeda-update>

Bristol Creative Industries. (2025, October). *Meta's Andromeda update: How it impacts Meta ads in 2025*. <https://www.bristolcreativeindustries.com/meta-andromeda-update/>

Pennock Seeds. (n.d.). *Meta's Andromeda: The biggest shift in Facebook ads* [PDF]. [/mmt/data/Pennock+Seeds+_+Meta's+Andromeda+The+Biggest+Shift+in+Facebook+Ads.pdf](https://mmt/data/Pennock+Seeds+_+Meta's+Andromeda+The+Biggest+Shift+in+Facebook+Ads.pdf)

Meta. (2024). *Advantage+ Shopping Campaigns overview*. Meta Business Help Center. <https://www.facebook.com/business/help/>

Meta. (2024). *Advantage+ Creative overview*. Meta Business Help Center. <https://www.facebook.com/business/help/>

Meta. (2024). *How Meta's ad delivery system works*. Meta Business Help Center. <https://www.facebook.com/business/help/>

Meta. (2023). *Personalized ads and machine learning improvements*. Meta Transparency Center. <https://transparency.fb.com/>

Meta. (2024). *Generative AI for advertisers: Meta's image and video generation tools*. Meta Business Blog. <https://www.facebook.com/business/news/>

Meta. (2024). *Advertising performance and creative diversification insights*. Meta Performance Marketing Insights. <https://www.facebook.com/business/resource/>

Meta. (2024). *The role of machine learning in ads delivery*. Meta Engineering Notes. <https://engineering.fb.com/>