

# The Impact of Meta's Andromeda on Geo-Targeting

## What is Andromeda?

Andromeda is Meta's next-generation ad delivery system that uses large-scale AI prediction; prioritizing conversion likelihood and reducing reliance on audience and geo-restraints. It expands delivery if it identifies the potential for strong outcomes, in short, **performance now outweighs precision.**

## How does this impact geo-targeting?

**Geo-targeting is no longer a firm boundary** – it is simply a starting signal for Andromeda. Leakage around the border of geo-restraints will be a common occurrence, especially on conversion campaigns. This change, coupled with the other changes such as Meta's forced usage of "people living in or recently in" targeting, and existing limitations of non-GPS probabilistic data (IP address, device movement patterns, profile behavior, etc.), have made strict geo-targeting obsolete.



**GEO LEAKAGE IS NO LONGER RARE. IT IS NOW A STRUCTURAL BEHAVIOR OF META'S SYSTEM.**

**GEO IS A DELIVERY SIGNAL, NOT A LEGAL BOUNDARY.**

## What's Next?

Performance should alleviate geo-leakage in time as impressions from outside the geo are less likely to convert. Despite this, we will be introducing zip code "moats" in markets with multiple parks to help expedite the learning process.