

FAQ: Ads on Meta (Facebook + Instagram)

How long will it take for my paid ad campaign to go live on the Meta platform?

- After purchase, the ad will be submitted to Facebook and Instagram for approval within 24 hours. Then it can take Meta up to 24 hours to approve the ad. We have seen ads go live within just a few hours!

Where will my paid ad be posted within the Meta platform?

- Your ad will go live on Facebook and Instagram after the ad is approved, appearing anywhere sponsored content is displayed, like news feeds and stories.

How is the advertising divided between Facebook and Instagram?

- We leverage the Facebook and Instagram algorithms for optimization. We can gauge whether the ad performs better on FB or IG and move impressions there throughout your ad duration. We build in targeting (compliant with housing) that you would have to do manually that will improve the effectiveness of the ad spend.

Why am I not seeing my ad on Facebook?

- It's not uncommon for advertisers to not see their own ads on Facebook due to several built-in mechanisms designed to optimize ad delivery and user experience. Facebook ads are highly targeted. Your ad targets detailed demographics, interests, behaviors, and locations to reach the right audience. If you don't fit the exact criteria set, you likely won't see the ad.