Business Help Center

Hi [redacted], how can we help?

SEARCH

About Placements in Ads Manager

[redacted] Views

Certain Messaging related [redacted] and organic messaging features [redacted] businesses and ads delivered to and from Europe and Japan will be unavailable.

The place where you can turn your ads are called **Placements**. Depending on the objective you choose when you create your campaign, your ads can appear on Facebook, Instagram, Messenger and Audience Network.

Ads Manager groups placements to best match people's expectations for your ads across platforms. For example, people have similar experiences with your Stories ads on Facebook, Instagram and Messenger.

We recommend that you choose the **Automatic Placements** setting in Ads Manager because it allows our delivery system to make the most of your budget. Learn more. However, you can Choose Ad Placements instead.

Note: Apple has announced new iOS 14 policy requirements that may affect where your ads might appear. Learn more.

Ad placements

These are the current placements available across Facebook's platforms:

Feeds

Your ad appears to people scrolling through their inbox, desktop or mobile feeds.

- **Facebook News Feed:** Your ads appear in the desktop News Feed when people access the Facebook website in their computers. Your ads appear in the mobile News Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.
- **Instagram Feed:** Your ads appear in the mobile feed when people use the Instagram app on mobile devices. Instagram Feed ads only appear to people browsing the Instagram app.
- **Facebook Marketplace:** Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app. Learn more about ads in Marketplace.
- **Facebook Video Feeds:** Your video ads appear between organic videos in video only

- **Facebook Right Column:** Your ads appear in the right column on Facebook. Right column ads are only shown to people browsing Facebook on the computer.
- **Instagram Explore:** Your ads appear in the browsing experience when someone clicks into a photo or video. Learn more about ads in Instagram Explore.
- **Instagram Shop:** Your ads appear in people's Instagram Shop tab browsing experience. Learn more about ads in Instagram Shop.
- **Messenger Inbox:** Your ads appear in the Home tab of Messenger. Learn more about ads in Messenger.

Stories

Your ads can be found around people's Stories.

- **Facebook Stories:** Your ads appear in people's stories on Facebook. Learn more about ads in Facebook Stories.
- **Instagram Stories:** Your ads appear in people's stories on Instagram. Learn more about ads in Instagram Stories.
- **Messenger Stories:** Your ads appear in people's Stories on Messenger. Learn more about ads in Messenger Stories.

In-Stream

Your ads appear before, during or after video content.

- **Facebook In-Stream Videos:** Your ads appear in videos on Pages and in a select group of approved partner publishers on Facebook. Learn more about in-stream video.
- **Instagram In-Stream Videos:** Your ads appear in Instagram video content.
- **Instagram Reels:** Your ads appear in the Reels tab on Instagram. Learn more about ads in Reels.

Search

Facebook
Search Results

- **Facebook Search Results:** Your ads appear next to relevant Facebook and Marketplace search results.

Messages

Messenger
Sponsored Messages

- **Messenger Sponsored Messages:** Your ads appear as messages to people who have an earlier conversation with your Messenger. Learn more about sponsored messages.

In-Article

Facebook
Instant Articles

- **Facebook Instant Articles:** Your ads appear in Instant Articles within the Facebook mobile app. Learn more about Instant Articles.

Apps

Audience Network
Banner, Native and Interstitial

Audience Network
Rewarded Video

Your ads appear in external apps.

- **Audience Network Native, Banner and Interstitial:** Your ads appear on apps on Audience Network. Learn more about banner ads, interstitial ads and native ads.
- **Audience Network Rewarded Videos:** Your ads appear as videos people can watch in exchange for a reward in an app (such as in-app currency or items). Learn more about rewarded videos.

Oculus

Your ads appear in the Discover tab of the Oculus mobile app.

- **Oculus Mobile App Feed:** Your sponsored 3D apps or Oculus Event ads appear as recommendations in the Oculus mobile app.
- **Oculus Mobile App Search Results:** Your sponsored 3D apps or Oculus Event ads appear in search results for relevant keywords in the Oculus mobile app.

Learn more

- About the Delivery System Placements
- Choose Placements for an Ad
- Available Ad Placements for Marketing Objectives

[redacted]

MARKETING — BEST PRACTICES — TROUBLESHOOTING

- About placements
- Choose ad placements
- About brand safety tools
- Available ad placements for objectives
- Preview ad creative for placements

CREATE

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