

## Facebook Announces a Change in Ad Buying

June 7, 2013

Facebook announced it will be retiring more than two dozen ad formats in an attempt to make things simpler for advertisers.

### Overview

1. Facebook is streamlining the ad buying process by eliminating formats like: ads that ask a question, ads that make online offers and standalone social ads called Sponsored Stories.
2. Advertisers will now be able to choose what they want to accomplish with their campaign- such as acquiring fans, getting people to install their app, or driving people to physical stores- and Facebook's ad system will suggest the appropriate ad to run.
3. Facebook will add a social context layer to the ad on its own. This way the ads will be in keeping with the platform's social theme, and will improve the overall performance of the ad by appearing to the right users.
4. Facebook ads will now have a consistent format and look, making it easier for advertisers to buy on a large scale.
5. The new ad format system will begin rolling-out over the next few weeks, but will take up to six months for full implementation.

### Key Takeaways

1. Facebook's new ad buying process aim to help brands focus more on the desired outcomes of a campaign and achieve higher ad performance.

