

# Meta introduces new AI-powered advertising tools at NewFronts

Article

**The news:** At its NewFronts presentation Thursday, **Meta** gave advertisers a rundown of new and recently-introduced AI-powered tools to help advertisers improve their campaigns on Reels and other platforms.

- These tools include creator recommendations, AI-generated ad creative, and Reminder ads, all designed to boost performance and reach audiences more effectively.
- These new tools could significantly impact advertising strategies by leveraging AI to enhance creativity, targeting, and engagement.

**Reels and creator updates:** Meta's Creator Marketplace now offers AI-powered creator suggestions and filtering options to help brands find the right creators for their campaigns.

- The growing influence of creators on Reels and the new AI-powered tools for finding suitable creators could lead to more effective and resonant advertising campaigns.
- People share Reels 3.5 billion times daily, and 53% of people surveyed are more likely to purchase something promoted by a creator on Reels, according to Meta research.

**AI-Powered Creative Tools:** Meta is expanding the Image Expansion feature from Advantage+ creative to Reels, allowing for more natural-looking image ads on the platform.

- Advantage+ catalog ads now support multi-destination product ads for Reels, enabling dynamic product showcases.
- The integration of AI-driven creative tools specifically for Reels could help advertisers create more engaging and visually appealing ads, potentially leading to better performance.

**Don't forget:** Instagram's Reminder ads now allow advertisers to include links to products or sales, enabling direct conversions from Reels.

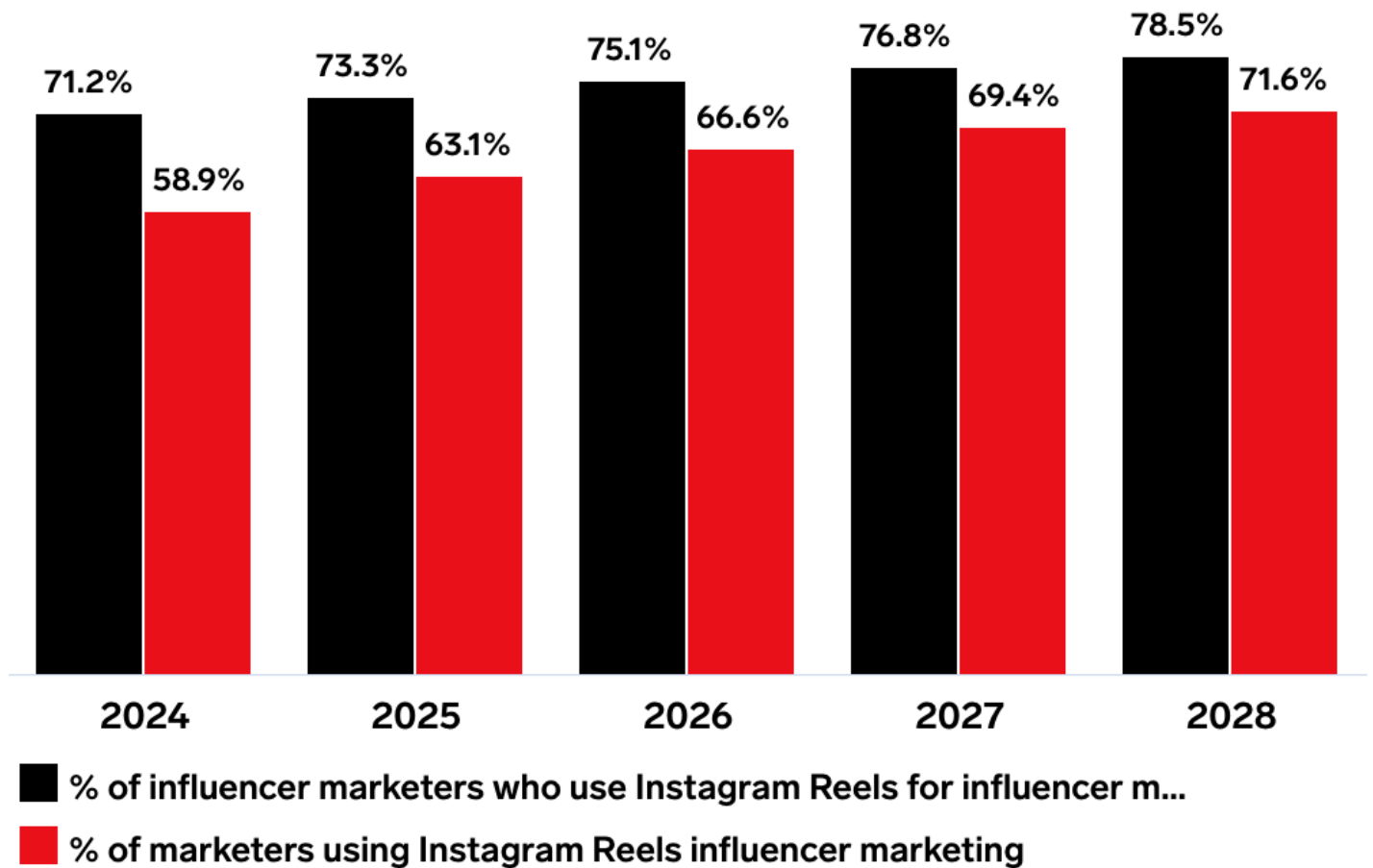
- Businesses can use Reminder ads to build excitement and drive interest before product launches or limited-time events. These ads could be a valuable tool for advertisers to generate anticipation and drive sales, especially for new product launches or time-sensitive promotions.

**Our take:** These new AI-powered advertising tools and features on Reels demonstrate Meta's commitment to build on [its Q1 results](#), which placed a major emphasis on AI-infused advanced solutions for advertisers.

By leveraging AI for creative optimization, creator partnerships, and targeted ad formats, these updates have the potential to improve campaign performance on Reels—especially at a time when studies suggest the format would [greatly benefit from a TikTok ban](#).

# Marketers Using Instagram Reels For Influencer Marketing

US, 2024-2028



Note: Proprietary use of Instagram Reels for influencer marketing purposes by companies with 100+ employees; includes both paid and unpaid (i.e., noncash compensation such as free products or trips) brand-influencer partnerships

Source: EMARKETER Forecast, March 2024