

A guide to ad types on Meta

Article

Even as TikTok ad revenues tick up, Meta will still account for 75.0% US ad dollars spent on social media this year, according to our forecast.

- Compared to TikTok's 9.0%, Facebook and Instagram are still the kings of social spend.
- Facebook accounts for more than half (54.6%) of Meta's \$51.35 billion in US ad revenues this year, but Instagram's 45.4% share is on the rise.
- The best social ad strategy will include ads on both Facebook and Instagram, keeping in mind that most of these ads will be seen on mobile, and users will interact with different ad types in

different ways.

Here are the ad types available to Meta's advertisers.

Photo Ads

What are they? These ads are exactly what they sound like—one single image **linked on Facebook or Instagram** with a small amount of copy. These ads are super easy to create because advertisers can turn Facebook Page posts into paid image ads.

When is this format useful? “When you want to drive people to your site,” according to Meta. Any time you want a fairly straightforward campaign that mixes the age-old formula of a picture and words.

Video Ads

What are they? Another fairly self-explanatory ad type, these ads use **video along with a small amount of copy**. Video Ads can be produced by creating content specifically for ads or by turning existing content into videos. There are a number of different subtypes of video ads, outlined below.

When is this format useful? When advertisers are looking to entertain or turn dynamic creator-driven content into paid ads.

Slideshow Ads

What are they? **Slideshow Ads** are a form of video ads that include multiple images and can be paired with music and text.

When is this format useful? Slideshow Ads offer that dynamic entertainment factor of videos when you don't have the time or money for a full production, as they are generally less expensive to produce than video ads, and they can be created faster through existing or stock images.

Carousel Ads

What are they? **Carousel Ads** are similar to video ads, but users can scroll through up to 10 different images and click into image-specific links along with minimal text.

When are they useful? Carousel Ads are useful for showing off multiple products and offering users the opportunity to visit that specific product page. They can also encourage active engagement, through swiping.

Collection Ads

What are they? These ads feature **one primary video or image** and alongside a grid of three smaller images and brief text.

When are they useful? Collection Ads templates for **Instant Storefront, Instant Lookbook, and Instant Customer Acquisition** are all useful for encouraging users to click and learn more.

Playable Ads

What are they? Ads that allow people to **test drive mobile games** within News Feeds or Stories.

When are they useful? When driving users to a mobile game or app.

Messenger Ads

What are they? There are a few different types of **Messenger Ads**: Ads that appear between conversations, ads that appear within stories on the Messenger inbox, and ads on Facebook and Instagram that link to a Messenger where users can contact businesses directly.

When are they useful? When looking to engage with Meta users beyond Facebook and Instagram.

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