AI for Business

Cherry blossom blooms

windandwool
Sponsored

Shop Now

I love the sweetheart succulent! How long will it take to arrive?
12:02

The arrangement should arrive within 5-7 business days after your payment is received.
AI 12:02
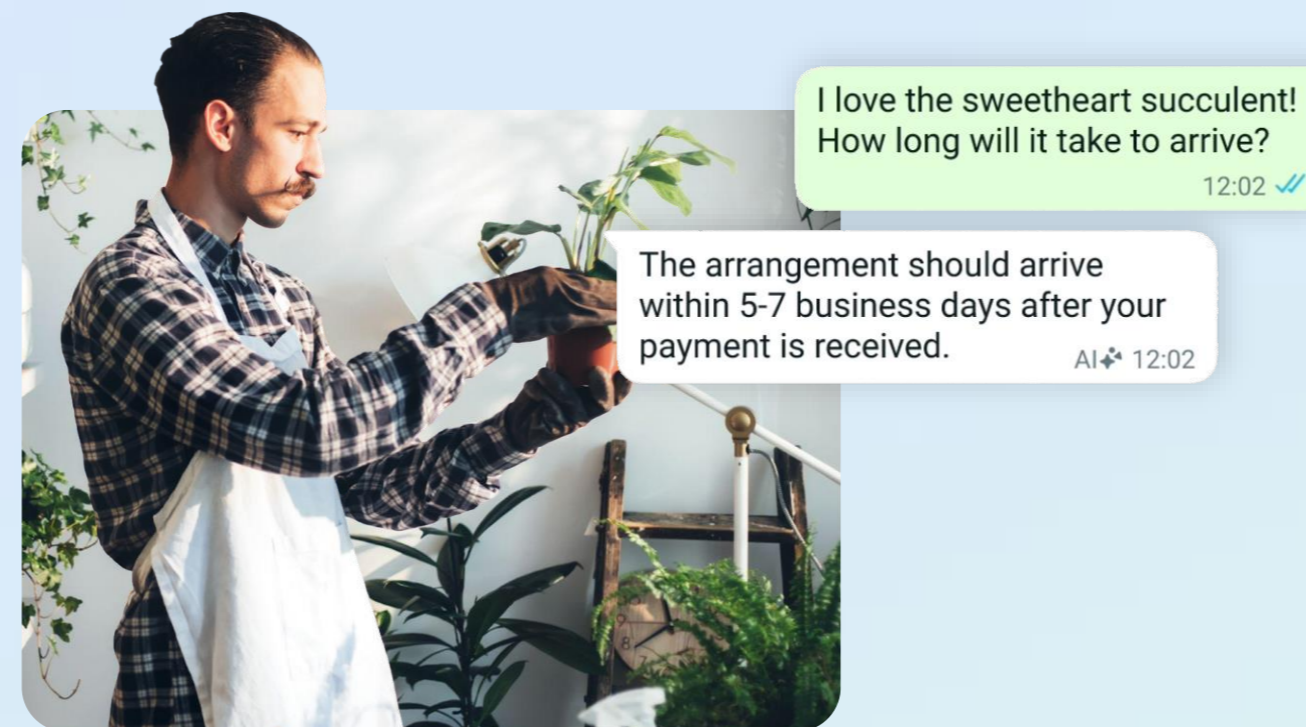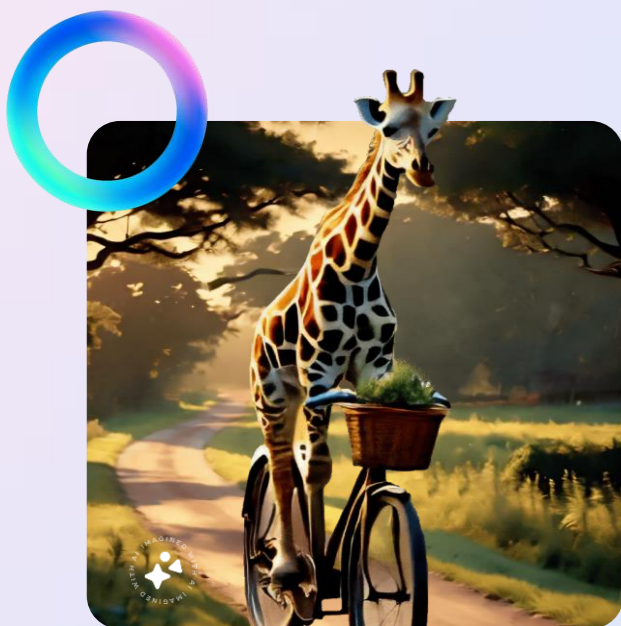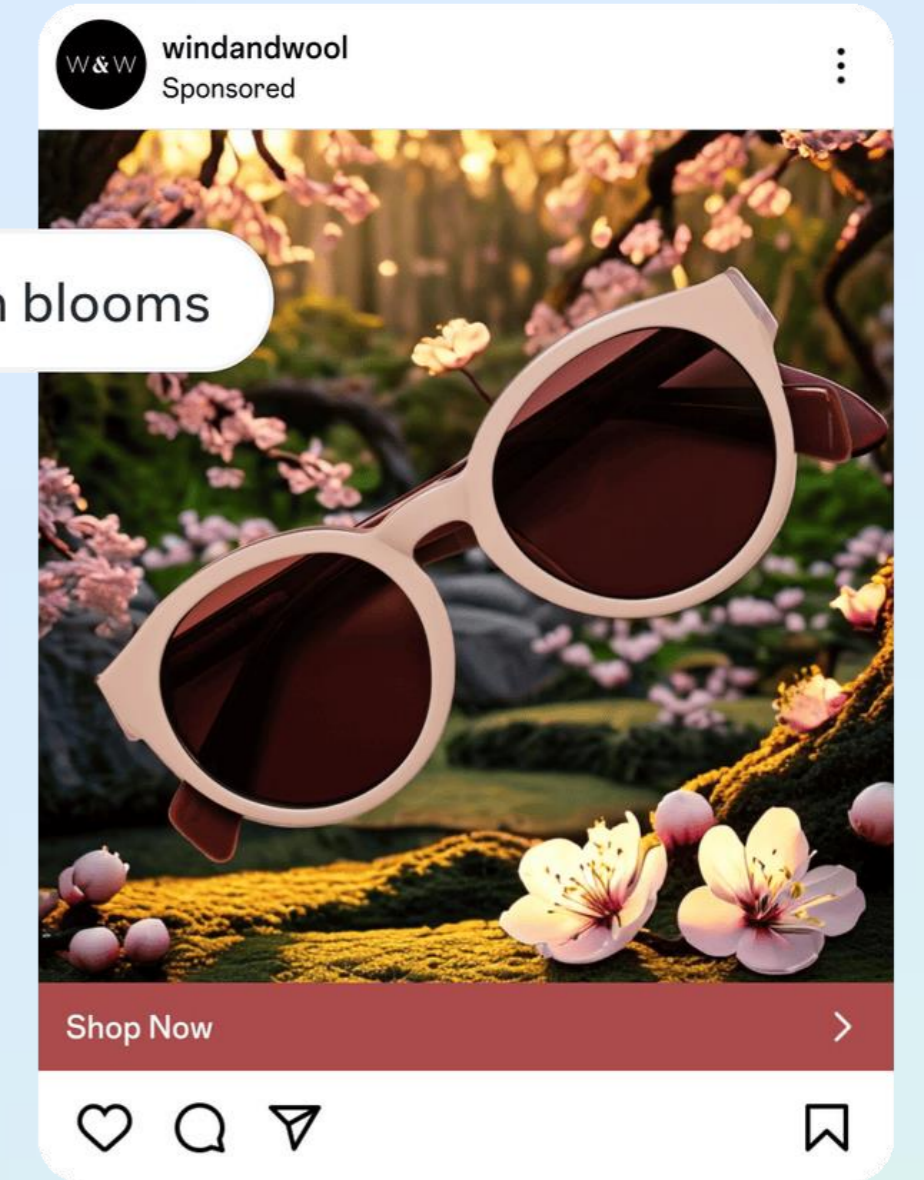
∞ Meta

The next generation
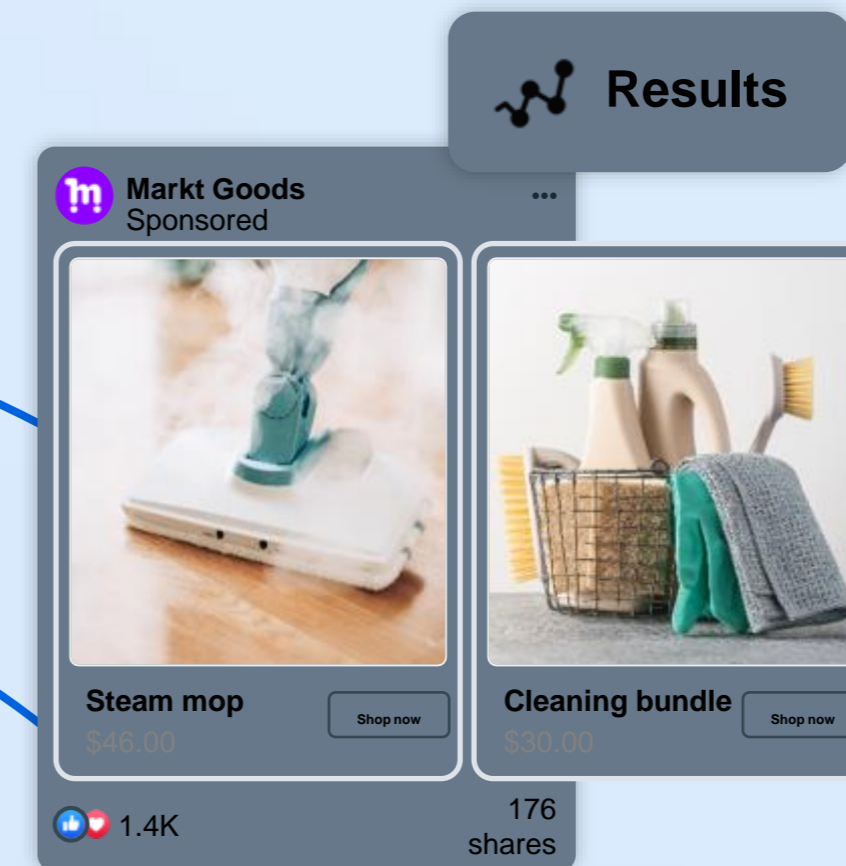
Juliana Wu

Client Partner, Digital Disruptors

Meta

Powering a stronger discovery engine

2X

amount of content in feed recommended by AI by end of 2023[1]

Improving ads relevance and automating experiences for marketers

20%

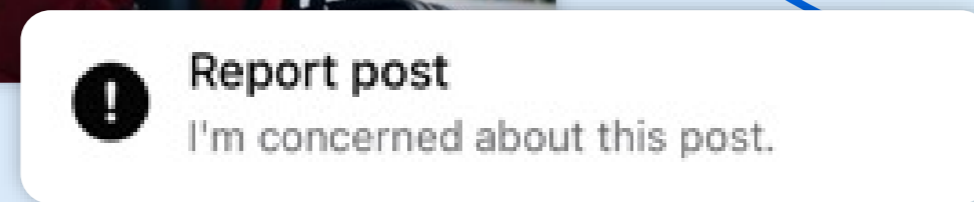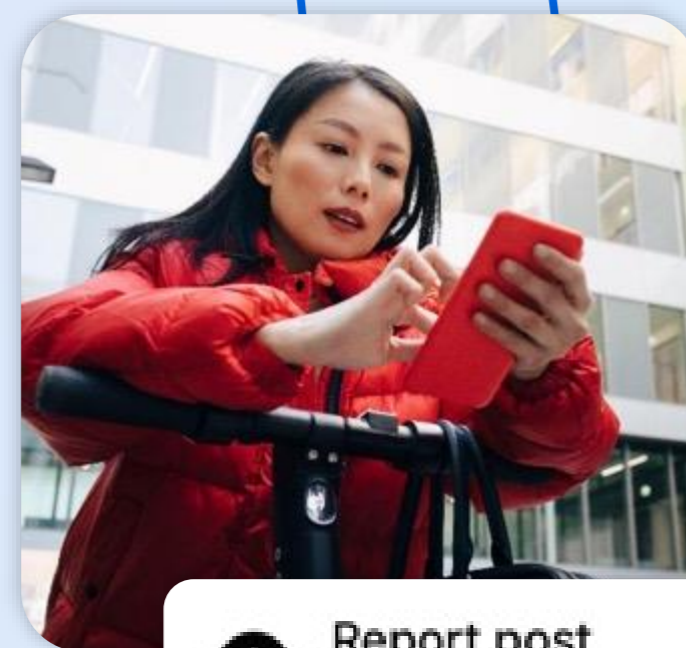increase in conversions with AI-enabled improved ad relevance and automated experiences

Meta's investments in AI

**Developing more dynamic and interactive 3D spaces**

creating new experiences for people and brands in hybrid and fully virtual environments

Detecting and removing harmful content

82%

of hate speech removed was identified by our automated systems[2]

Automating relevant chat and chatbot-powered messaging

Enabling personal interaction, engagement and conversion at scale
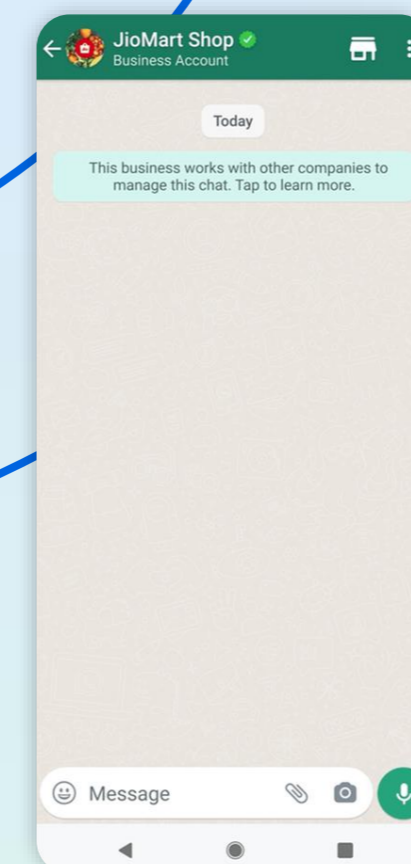
Meta Advantage can apply AI across all steps of your campaign.

Automation can save resources and time while driving additional, incremental performance.
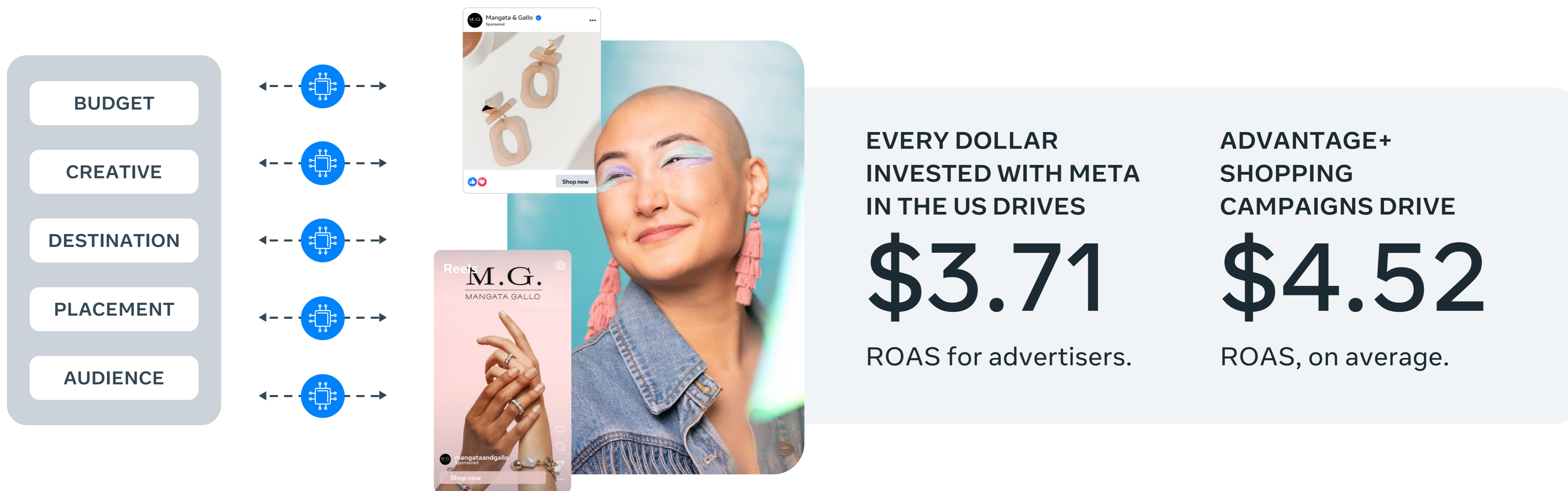
- BUDGET
- CREATIVE
- DESTINATION
- PLACEMENT
- AUDIENCE

EVERY DOLLAR INVESTED WITH META IN THE US DRIVES

$3.71

ROAS for advertisers.

ADVANTAGE+ SHOPPING CAMPAIGNS DRIVE

$4.52

ROAS, on average.

A growing set of generative AI tools for sparking more meaningful connections, more efficiently
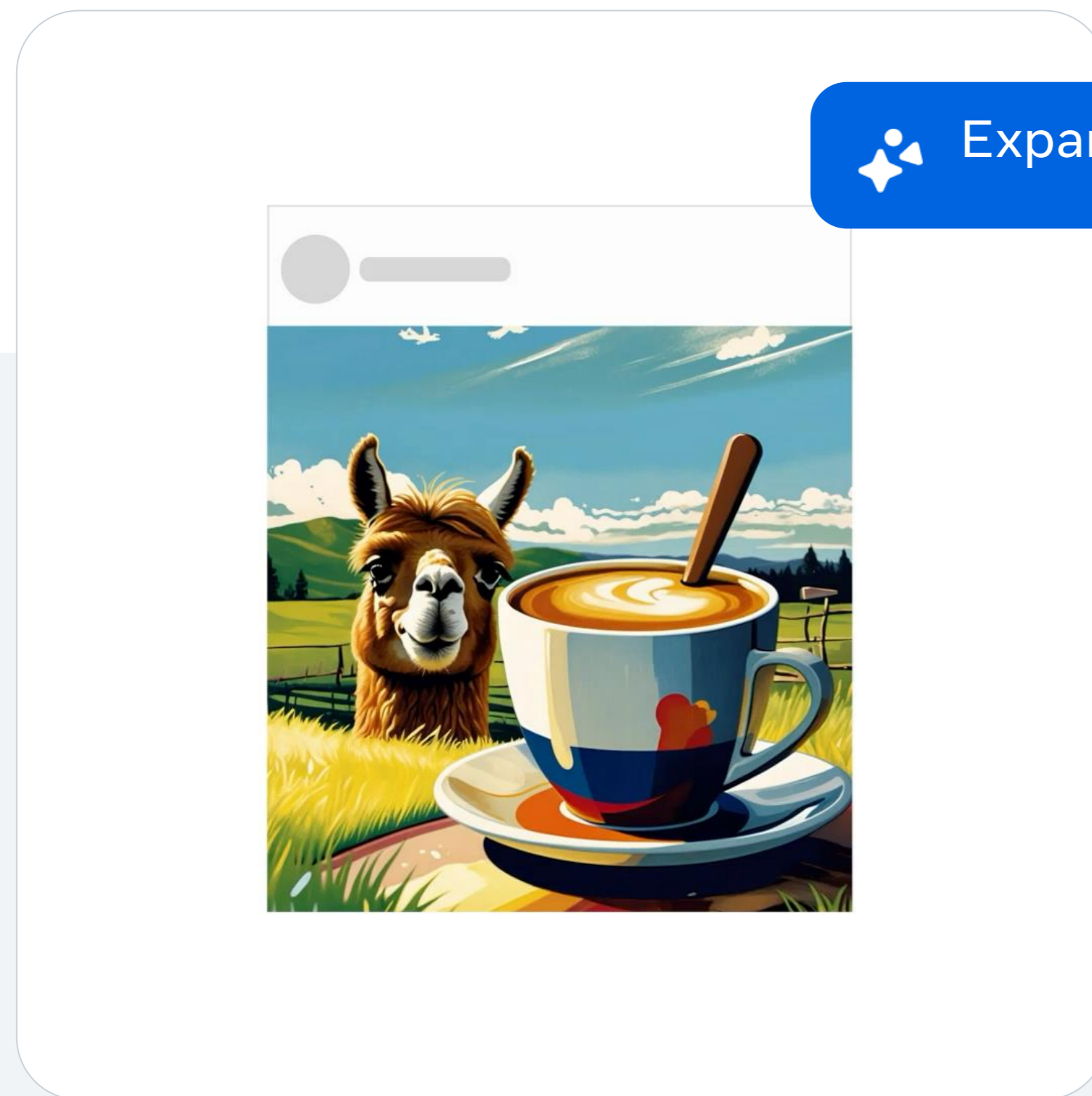
Creative features

Business messaging

Unlock performance, efficiency and creative diversity.

Automation + **Generation**

Explore your expanding creative toolkit

A growing set of generative AI features designed to help you maximize time, resources and performance

Image generation
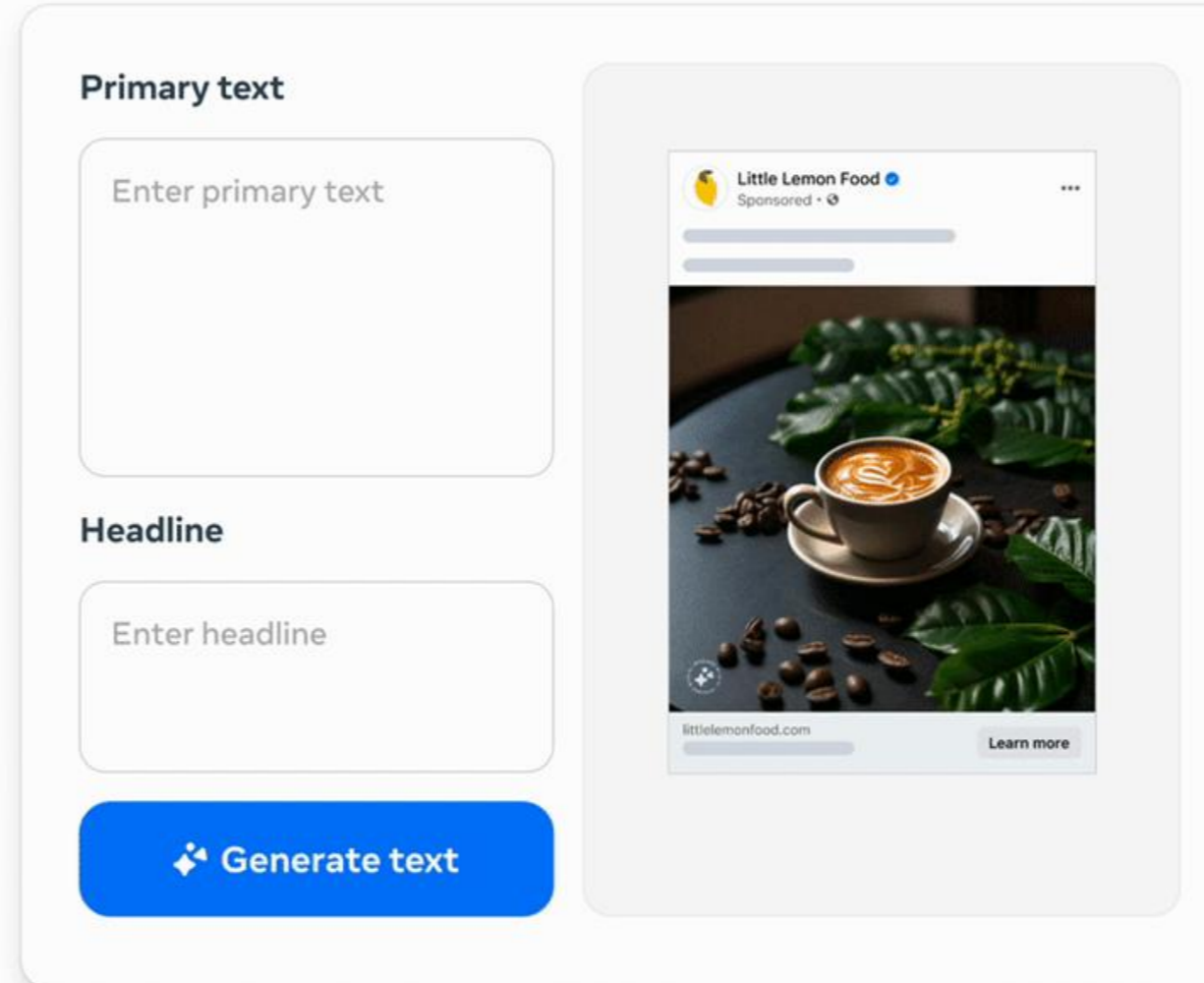
Text generation

Text overlay and image expansion

Explore your expanding creative toolkit

Our latest video generative AI features are designed to support businesses along the entire ad creation journey

Image animation

Video expansion

Generative AI ad creative tools continue to gain momentum

1M

advertisers using the tools in 15 million ads last month[1]
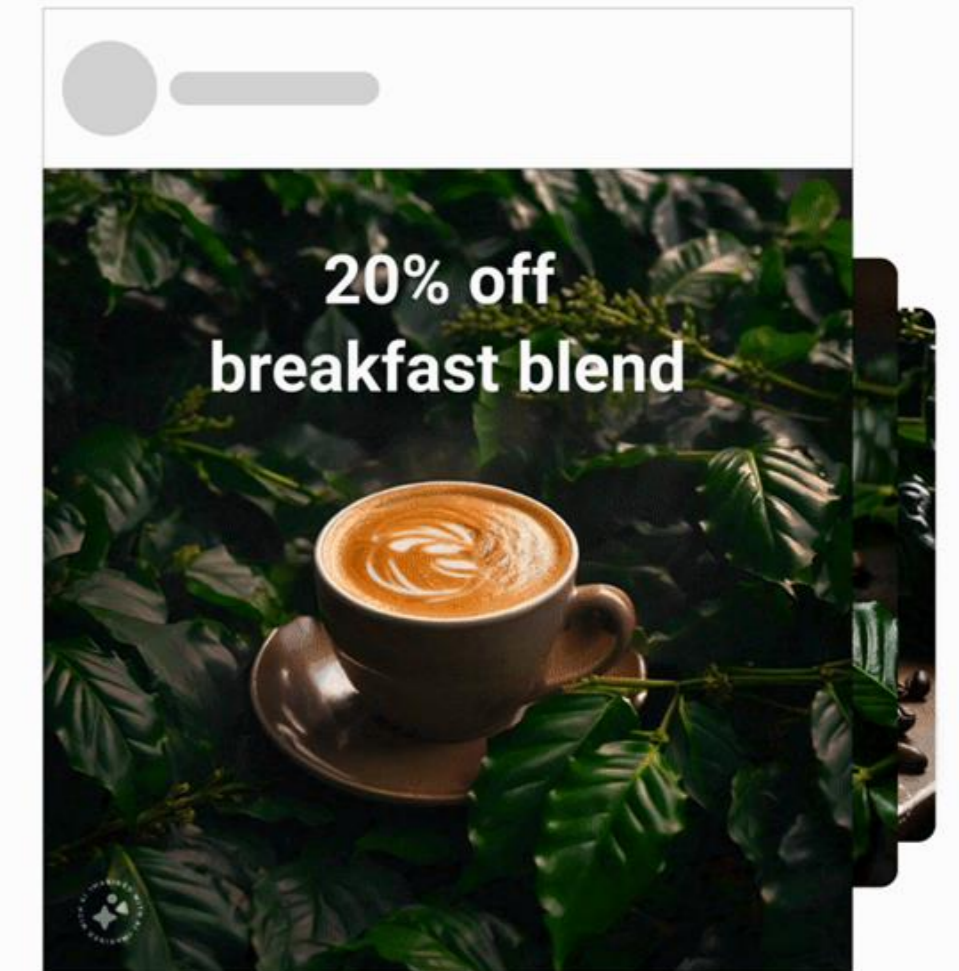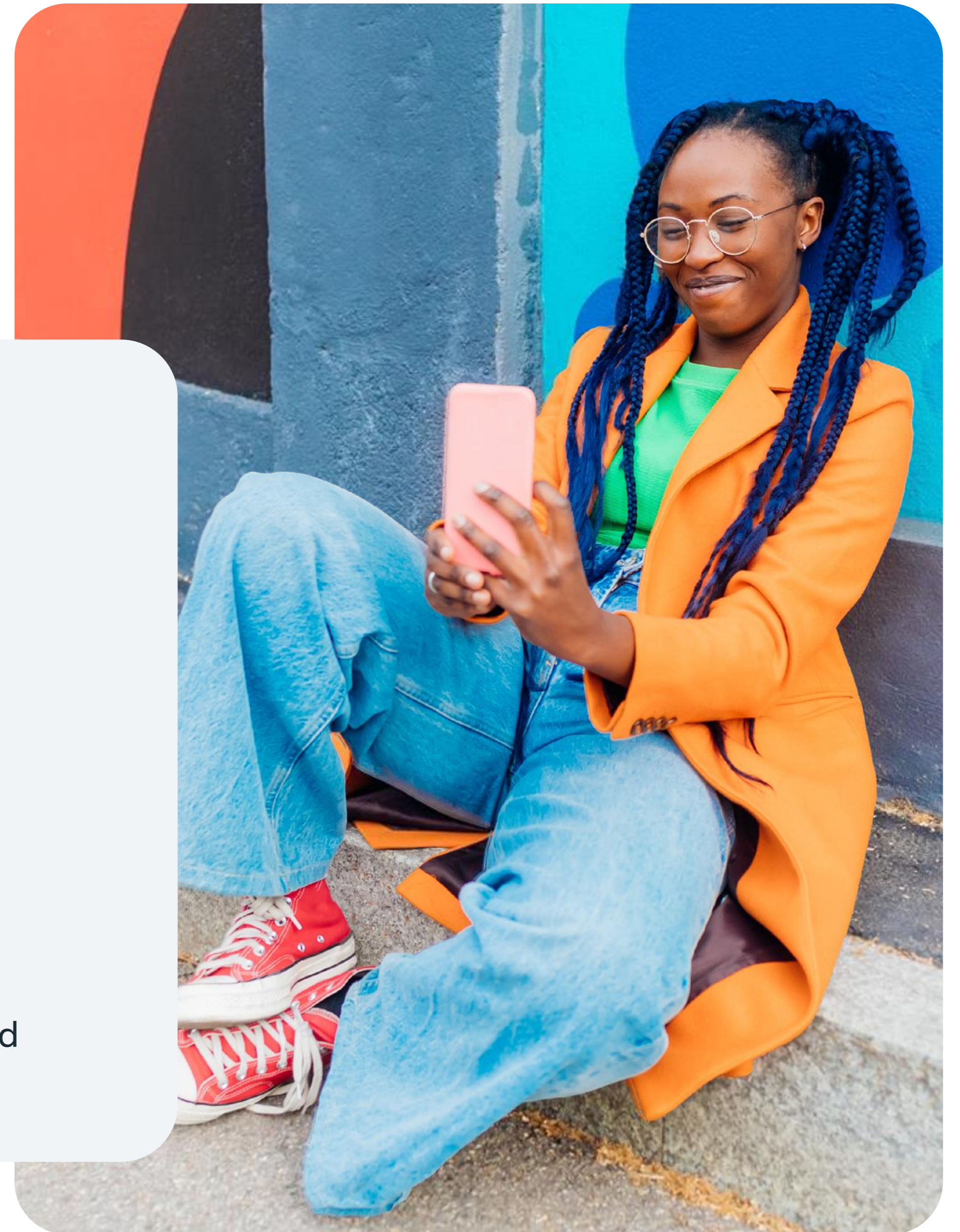
11%

higher click-through-rate[2]

+

7.6%

higher conversion rate on average for ad campaigns using all the features compared to campaigns not using them[2]

fresh

42%

incremental conversions by
running Advantage+ shopping
campaigns with Shops ads and
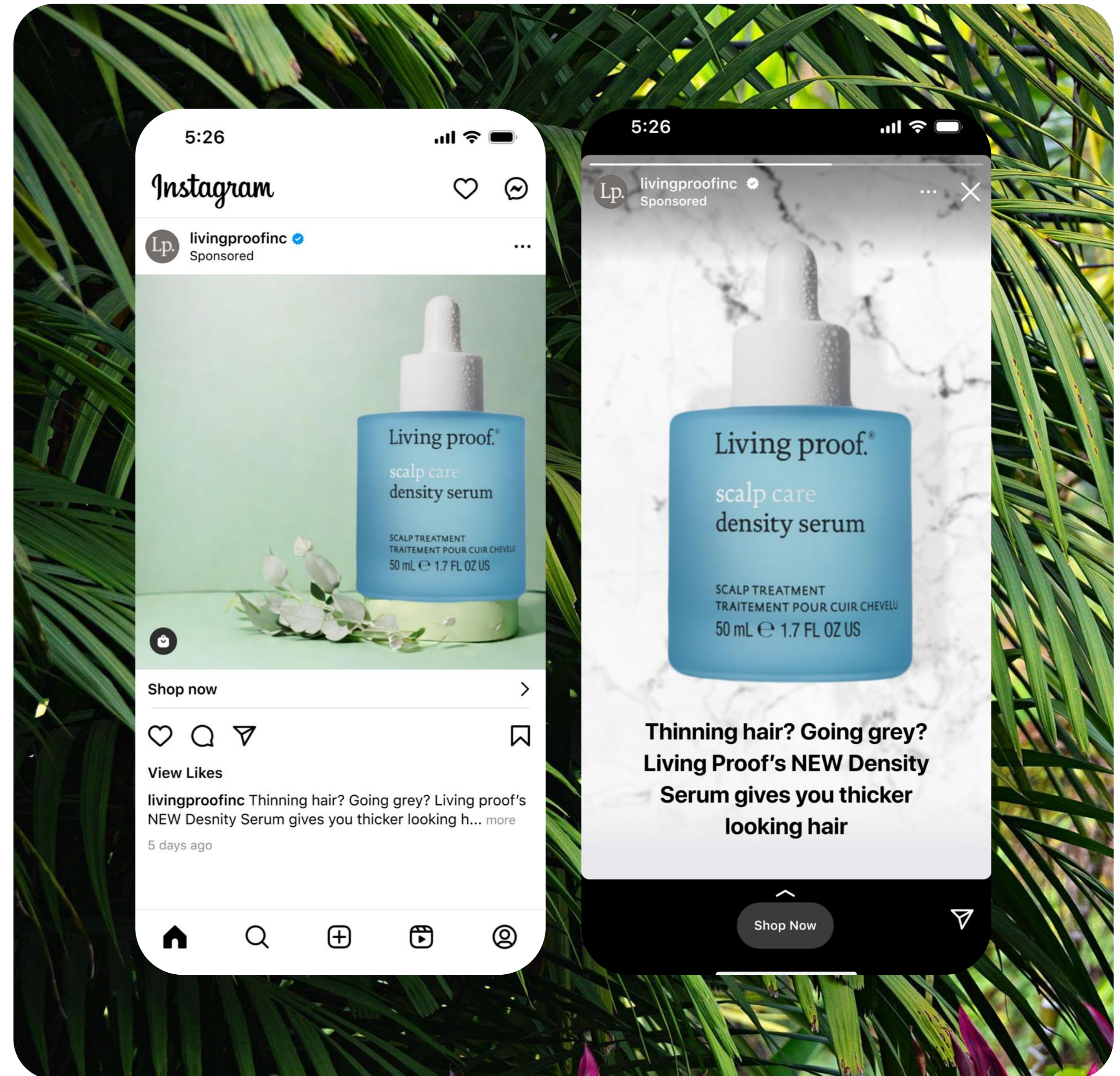generative AI **text variations**

Example shown is for illustrative purposes only.
Source: Meta case study, 2023
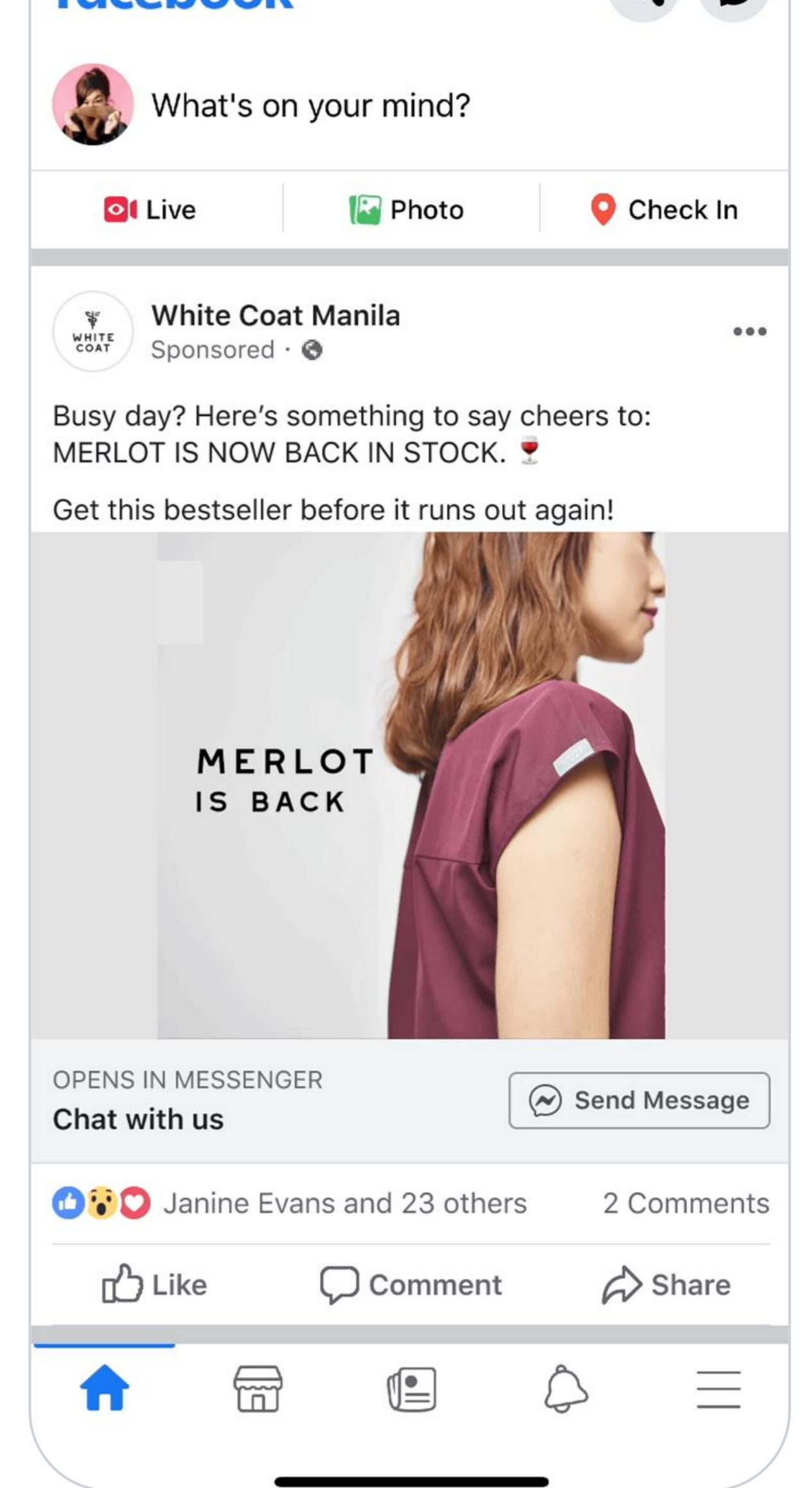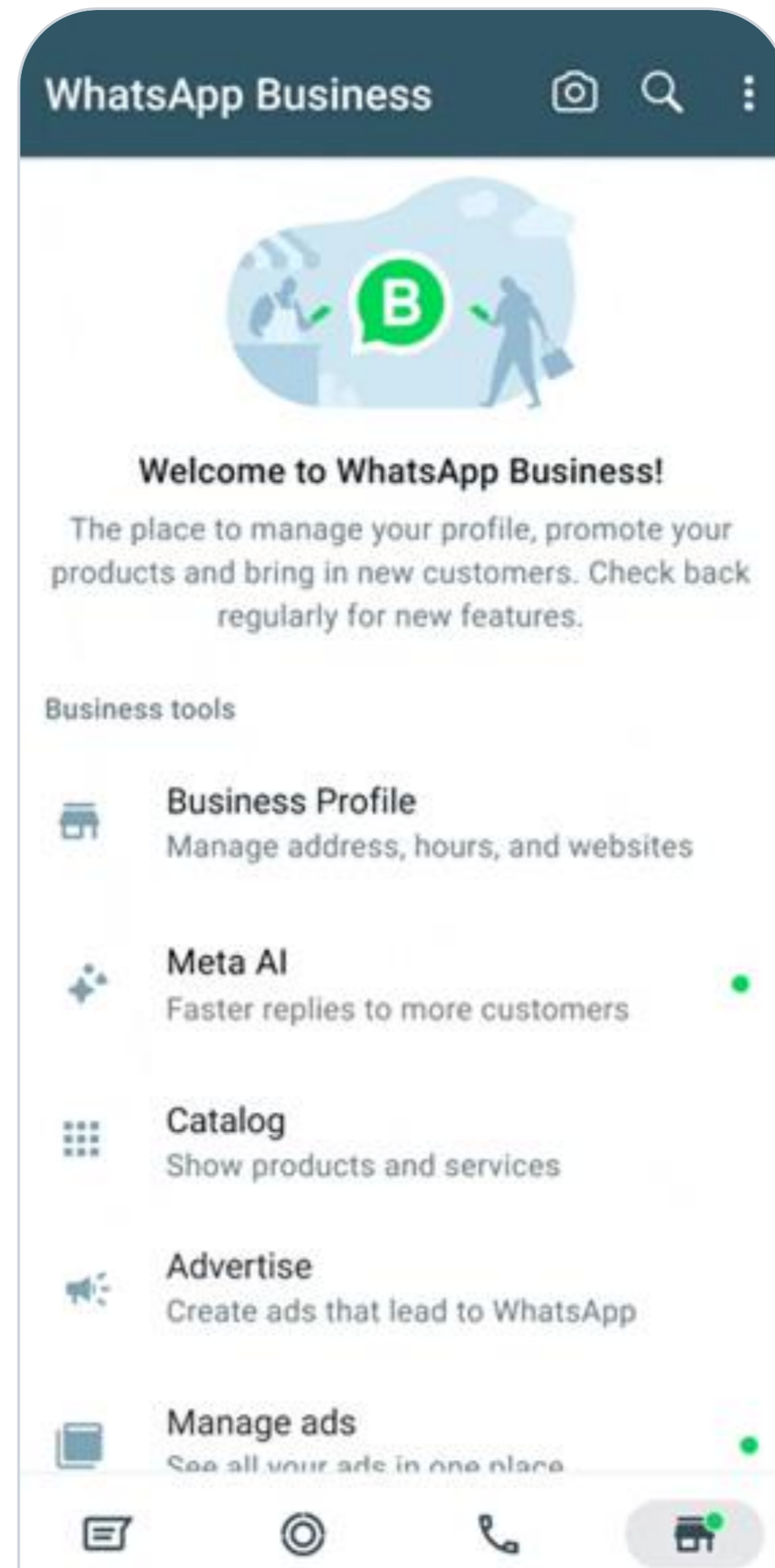
Living proof.®
(Unilever)

15%

improvement in Cost per Purchase (CPP) by running an Advantage+Creative campaign with generative AI **image** and **text generation** in Ads Manager to drive greater creative diversity and website purchases

Business AIs on WhatsApp and Messenger

Provide fast, automated and conversational replies to customers' messages 24/7.

WhatsApp Business

Welcome to WhatsApp Business!
The place to manage your profile, promote your products and bring in new customers. Check back regularly for new features.

Business tools

Business Profile
Manage address, hours, and websites

Meta AI
Faster replies to more customers

Catalog
Show products and services

Advertise
Create ads that lead to WhatsApp

Manage ads
See all your ads in one place

What's on your mind?

⬤| Live   🖼 Photo   📍 Check In

White Coat Manila
Sponsored · 🌐

Busy day? Here's something to say cheers to: MERLOT IS NOW BACK IN STOCK. 🍷

Get this bestseller before it runs out again!

MERLOT IS BACK

OPENS IN MESSENGER
Chat with us   ◉ Send Message

😆😲❤️ Janine Evans and 23 others   2 Comments

👍 Like   💬 Comment   ↪ Share

Roadmap for businesses

	2H 2024	1H 2025+
→ **Business AI** Develop AIs on WhatsApp and Messenger to represent you in chats with customers and scale your business	Limited alpha/beta	Expanding roll-out
→ **Advantage+ creative with generative AI** Save time on creative editing tasks to drive greater efficiency, scale and campaign performance	Expanding to more advertisers	Starting to roll out new features
→ **Meta Advantage** Allows businesses to automate any or all of their campaigns	Now available: Ability to automate all or part of your campaign	

It's time to see what possibilities AI can unlock for you.