

Overview of Available Ad Placements

When you create an ad in Ads Manager, it can appear on any of Facebook's apps and services, which consist of Facebook, Instagram, Messenger, and the Audience Network. At the Ad Set level, you can manually choose where you show your ads or let Facebook show them in the places where they're likely to perform best (**Automatic Placements**). Depending on the objective you choose, Facebook will deliver your ad in the optimal placement.

Objective			Instagram Stories			In-Stream Videos
Brand awareness	X	X	X	X	X	X
Reach	X	X	X	X	X	X
Traffic	X	X	X	X	X	
Engagement	X	X			X	
App installs	X	X	X	X	X	
Video views	X	X	X		X	X
Lead generation	X	X	X			
Messages	X	X		X		
Conversions	X	X	X	X	X	
Catalog sales	X	X			X	
Store visits	X	X				

Ads Manager groups placements by how people experience your ads across platforms. For example, people have similar experiences with your Stories ads on Facebook, Instagram and Messenger. 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 on 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.
- **Facebook Video Feeds:** Your video ads appear between organic videos in video-only environments on Facebook Watch and Facebook News Feed.

- **Facebook Right Column:** Your ads appear in the right columns on Facebook. Right column ads only appear to people browsing Facebook on their computers.
- **Instagram Explore:** Your ads appear in the browsing experience when someone clicks on a photo or video.
- **Messenger Inbox:** Your ads appear in the Home tab of Messenger.

Stories

Your full screen vertical ad appears in people's Stories.

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

In-Stream

Your ads appear before, during or after video content.

- **Facebook In-Stream Videos:** Your ads appear in Video on Demand and in a select group of approved partner live streams on Facebook.

Search

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

Messages

Messenger Sponsored Messages: Your ads appear as messages to people who have an existing conversation with you in Messenger.

In-Article

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

Apps

Your ads appear in external apps.

- **Audience Network Native, Banner and Interstitial:** Your ads appear on apps on Audience Network.
- **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).