

Audience Network at a Glance

An Effective Way to Extend the Reach of Facebook Ads

Implementation Overview

Set up → Integration → Post-launch

Create account and set up environment

- Get a Facebook App ID
- Setup the SDK (app) or JavaScript tagging (mobile web)
- Provide your domain name (web)

Place ad units, test

- Create Placement IDs
- Place ad units in the app
- Test with test ads
- Fill out Payout Information
- Submit for approval

Filters and Performance

- Publishers can filter out advertisers or categories of ads
- Access key performance metrics via dashboard or API
- Optimize performance

Value Proposition

- A better way to monetize mobile experience
- Brands and local businesses can reach more of the people they care about
- Ads that people care about drive better results for advertisers, which means more ad revenue for publishers
- Beautiful native ads which can be integrated quickly
- Simple, fast way to get paid

Platform

- Access to Facebook's 1.5 M advertisers
- Available on iOS, Android, Unity, mobile web
- Banners, Interstitials, Native ads
- Same quality standards as Facebook's website
- Adapters for mediation services