

MARKETING

## Facebook adjusts how it counts users for ads planning, measurement

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Facebook is changing how it counts user accounts. Image credit: Facebook

By LUXURY DAILY NEWS SERVICE

Social media giant Facebook is changing how it measures ad reach, a move that is likely to impact advertisers.

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For ads planning and measurement, the company will now count users' Facebook and Instagram accounts as separate users if the accounts are not linked together in the accounts center. The change was made effective on Oct. 11 and will continue rolling out to advertisers in the coming weeks.

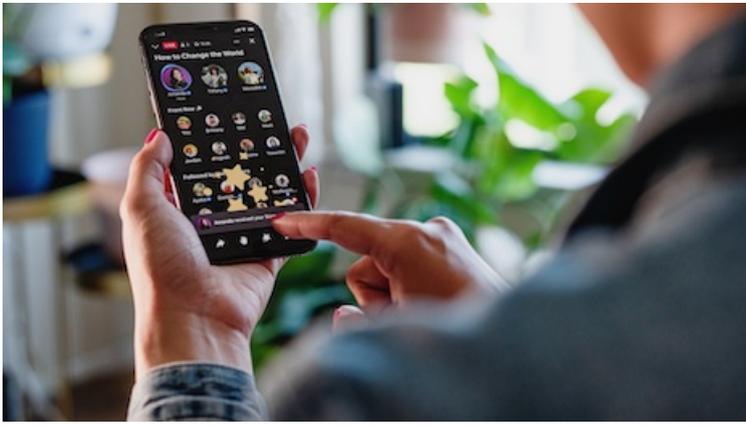
"This update aligns with trends of offering people more control over how their information is used for ads and is consistent with evolving advertising, privacy and regulatory environments," said Graham Mudd, vice president of product at Facebook, in a [blog post](#) announcing the change.

### Changing metrics?

Previously, Facebook considered multiple accounts as one user if the accounts were linked or otherwise appeared to be associated with the same individual for instance, if Facebook and Instagram accounts were accessed on the same device or used the same email address.

Instagram is a subsidiary of Facebook.

Now only Facebook and Instagram accounts linked in the platforms' accounts center will be collectively considered as a single person.



*Facebook and Instagram are invaluable to marketers. Image credit: Facebook*

According to Mr. Mudd, advertisers may see changes in planning estimates and performance reporting for unique metrics.

Pre-campaign estimates for metrics such as estimated audience size may increase, but the change is not expected to have a significant impact on reported campaign reach.

According to a 2020 report, Instagram and Facebook show more advertisements to users than any other platform, including Generation Z-favorite TikTok. On average, advertisements make up more than 20 percent of the content shown on Facebook and Instagram feeds ([see story](#)).

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