

INTERNET

Meta removes certain ad targeting options, expands ad controls

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Users will gain more control over the ads they see, while businesses are facing stronger targeting restrictions. Image credit: Meta

By LUXURY DAILY NEWS SERVICE

Media group Meta, formerly known as Facebook, has announced it will be removing a number of targeted advertising options and expanding controls in an effort toward privacy and personalization.

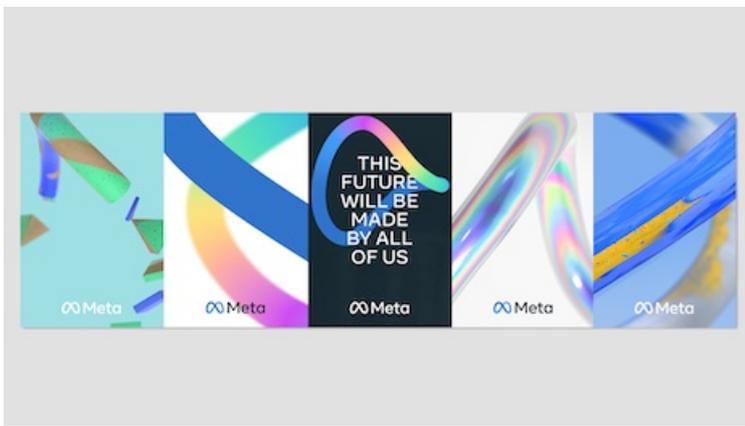
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Beginning Jan. 19, 2022, Meta will remove its **detailed targeting** options that relate to topics users may condone as sensitive, including references to causes, organizations or public figures that relate to health, race, political affiliation, religion or sexual orientation. Some businesses have raised concerns the new restrictions will remove their ability to help generate positive social change through the platform.

"We've heard concerns from experts that targeting options like these could be used in ways that lead to negative experiences for people in underrepresented groups," Meta said in a statement. "We routinely review, update and remove targeting options to simplify our ads system, provide more value for advertisers and people and reduce the potential for abuse."

A new Meta

Meta stated it feels confident this decision will allow for an evolving ads system that will meet the needs of everyone it serves.



Facebook officially rebranded to Meta at the end of October. Image credit: Meta

In response to its business partners' concerns about ad targeting, the company recommends utilizing tools such as broad targeting, engagement custom audiences, lookalike audiences, website custom audiences, location targeting and custom targeting via customer lists.

After Jan. 19, people may still see ad content they are not interested in, therefore Meta is also working to expand user control over the types of ad content they see.

Today, people can opt to see fewer ads related to politics, parenting, alcohol and pets. By early next year, this will expand to include more types of ad content, such as gambling and weight loss.

During the annual Connect conference on Oct. 28, Facebook founder Mark Zuckerberg announced the company's plans to rebrand as Meta, reflecting a shift to focus on the metaverse. The company describes the metaverse as a "hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world."

Meta intends to unify the company's apps and technologies including Facebook, Instagram, WhatsApp and Oculus under a single, cohesive brand identity ([see story](#)).

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