

Facebook changes the way it measures accounts for advertisers

12 October 2021, by Kurt Wagner



Facebook hinted in its blog post that the move was aimed at keeping up with anticipated regulatory changes. "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," the blog post reads.

Facebook first alerted advertisers to this change in June, Mudd says. It goes into effect Monday.

©2021 Bloomberg L.P.

Distributed by Tribune Content Agency, LLC.

Credit: Pixabay/CC0 Public Domain

Facebook Inc. is changing the way it counts user profiles for advertising purposes—a move that will increase the number of total accounts an advertiser can reach—as part of an effort to improve privacy.

The company currently uses data, like a user's email address or phone ID, to link that person's Facebook and Instagram accounts for [advertising](#) purposes. "We counted someone with multiple accounts as one person," Facebook explained in a [blog](#) post Monday.

Now, Facebook will stop linking accounts in this way unless users explicitly ask the company to do so, or unless people use certain features that tie the accounts together, like cross-posting to Instagram and Facebook at the same time, said Graham Mudd, vice president of product marketing for ads.

The change won't affect the daily or monthly active user totals Facebook reports to investors each quarter for earnings.

APA citation: Facebook changes the way it measures accounts for advertisers (2021, October 12)
retrieved 22 October 2021 from <https://techxplore.com/news/2021-10-facebook-accounts-advertisers.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.