



# **SOCIAL MEDIA ADS: 2026 CRITICAL UPDATES**

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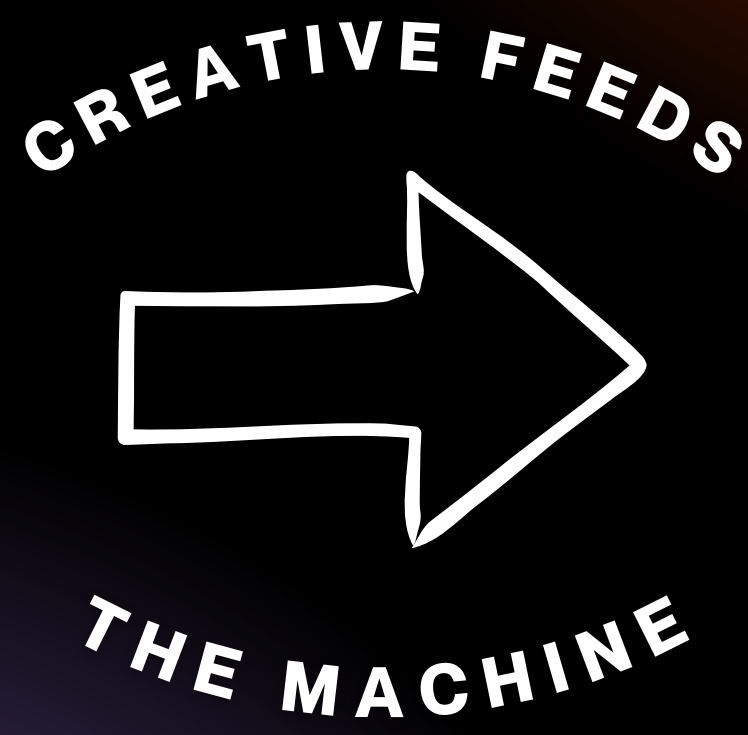


**RIP**

Interests &  
Detailed Targeting  
2004-2025

**The Past**

**Manual Target  
Demographic Guesswork**

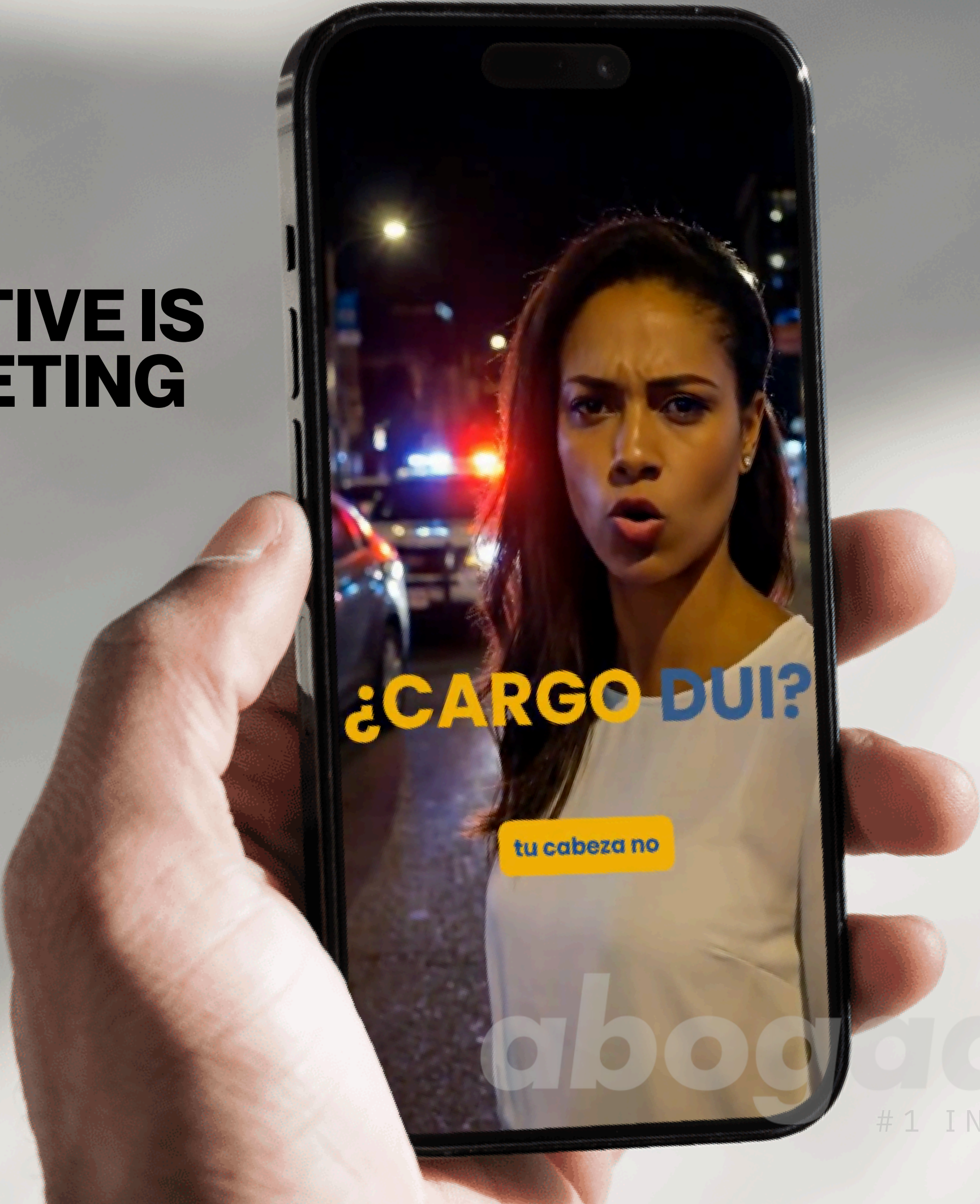


**Andromeda AI**

**The Future**

**Behavior Based  
Predictive Intelligence**

**YOUR CREATIVE IS  
YOUR TARGETING**



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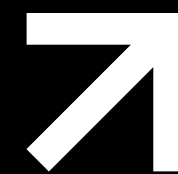


# ELEPHANT IN THE ROOM



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# SOLVING THE SPAM PANDEMIC



- **The "Audience Network" Trap:**

High spam often comes from the Audience Network (ads appearing in low-quality games/apps).

- **Strategic Friction:**

Moving from "More Volume" to "Higher Intent" forms.

- **The AI Feedback Loop:**

Why bad leads train the algorithm to fail.

# VERTICAL-FIRST & FLEXIBLE FORMATS



**Facebook Story**

**1080 x 1920  
pixels**



**Facebook Ad/Post**

**1080 x 1080  
pixels**

# WhatsApp: THE NEW "CONTACT US" PAGE



# TRUST SIGNALS & REAL-FEELING SOCIAL PROOF

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LEGAL

CASO DE RESBALON Y CAÍDA

**\$550,000**

**GANADOS**

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Larry H. ... Accide...  
Sponsored Play Full 0:30 >

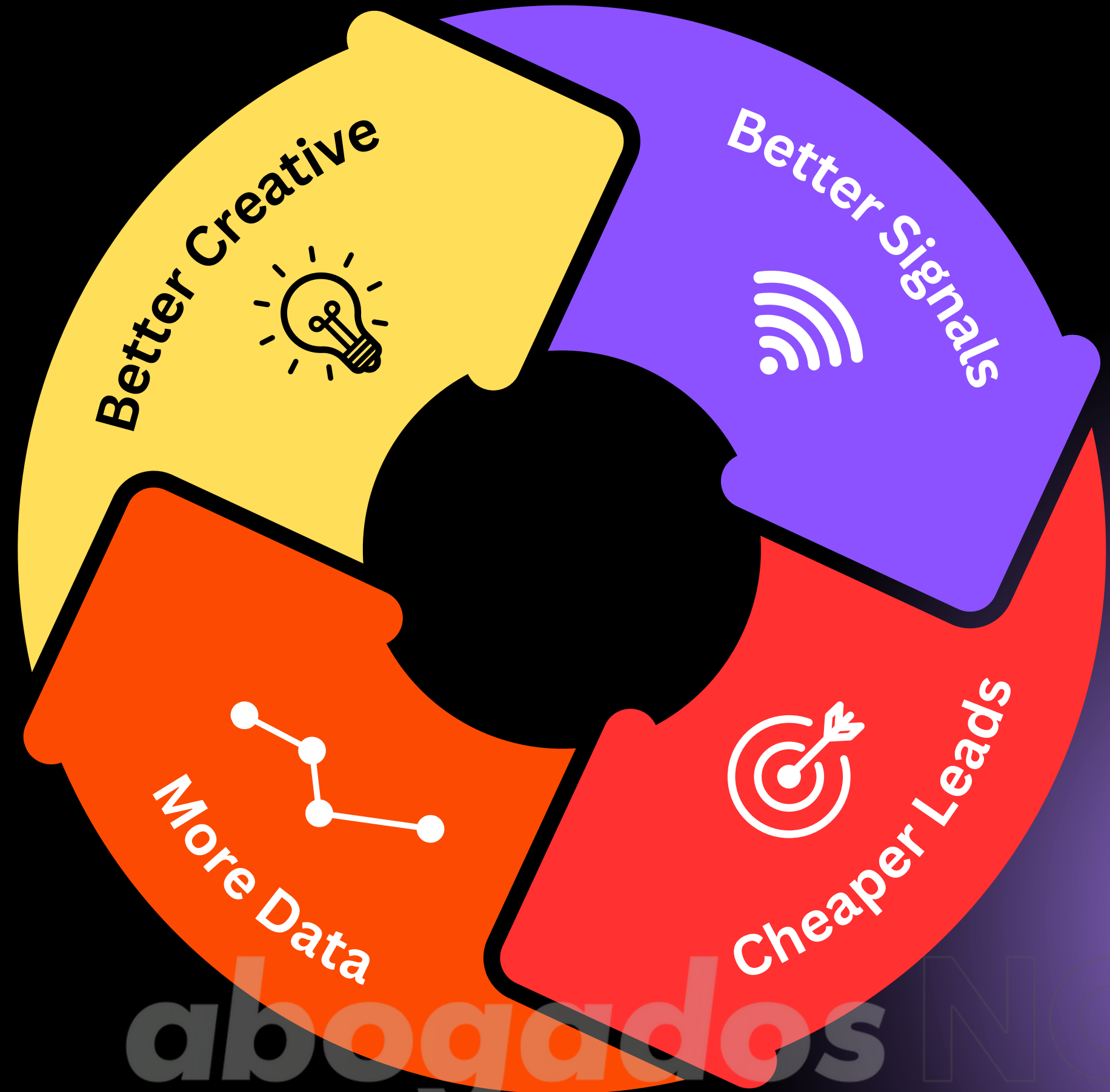
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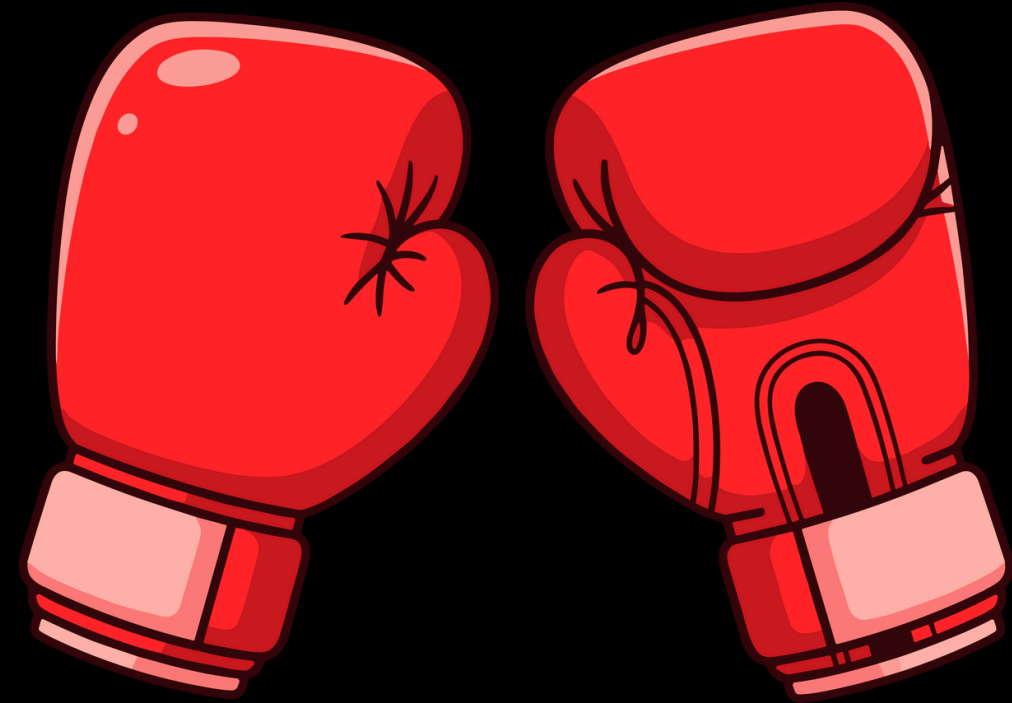
LA PARTE DELANTERA DE MI COCHE

Get in touch

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# THE GROWTH LOOP





# AI VIDEOS VS USER VIDEOS



DEL PASADO PODRÍA IMPEDIR



da

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no garantizan un resultado similar

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**THANK YOU  
SO MUCH!**

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