

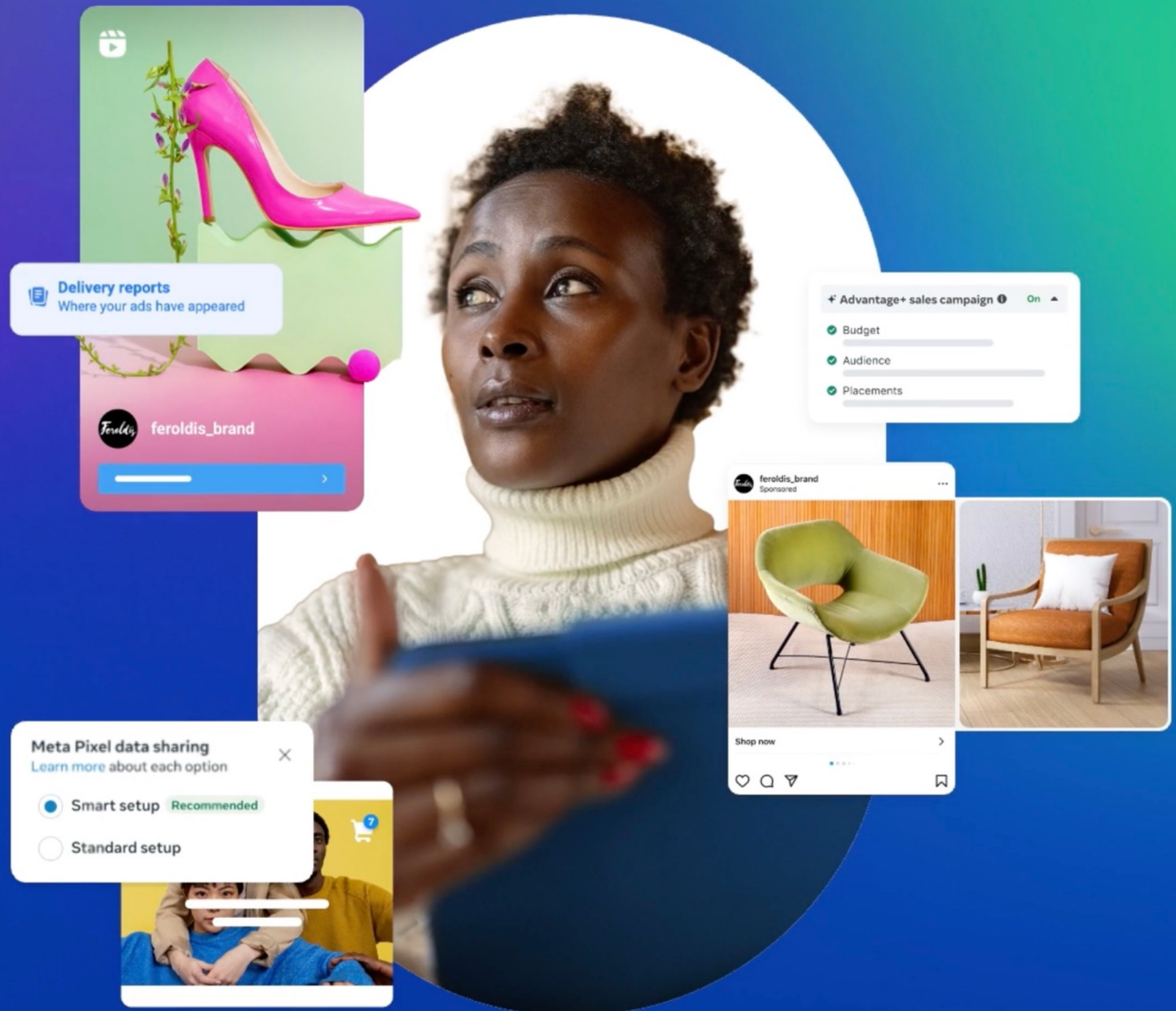
**2026 product roadmap:
The next wave of Meta
marketing innovation**



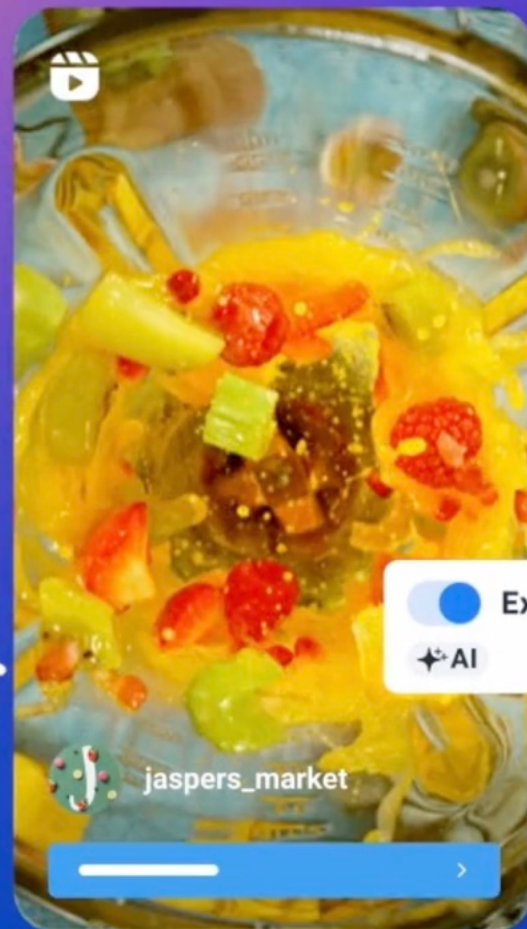
Goksu Nebol-Perlman

VP, Product Marketing, Monetization,
Meta

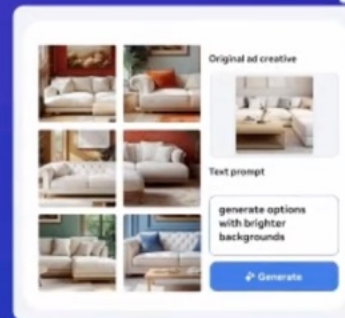
Business Product Roadmap



Grow your businesses with



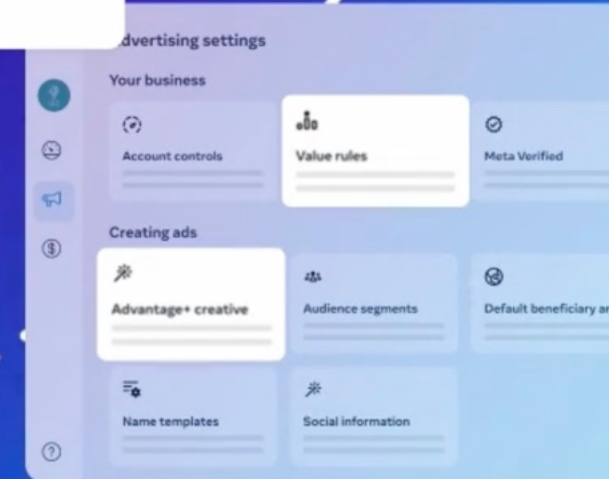
☒ Expand video ⓘ
🚀 AI



71 points
Opportunity score ⓘ
Apply recommendations that are proven to help improve performance.



Advantage+ ☒ ☒
☒ Budget
☒ Audience



AI that anticipates people's needs
and solutions that drive results
at any stage of the journey

Grow your business with AI that anticipates people's needs and solutions that drive results at any stage of the journey

Full funnel investments

01

Define and drive your true business goals

Achieve meaningful business outcomes by defining your unique goals, supported by high-quality data.

02

Deliver more relevant experiences that perform

Engage your audience with tailored experiences that build iconic brands, spark discovery and drive conversions.

03

Drive ROI with less effort

Automate your growth with AI tools and workflow improvements designed to get you to your goals faster.

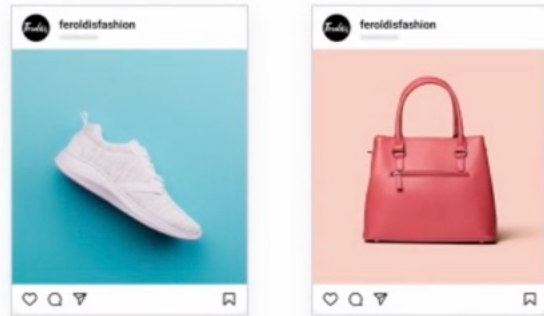
Business foundations

04

Grow your business on responsible foundations

Connect with confidence thanks to control and transparency.

Define and optimize for your true business goals



PRICE\$150.....\$95.....

PROFIT\$30.....\$75.....



Achieve the most meaningful outcomes for your business with optimization updates to help you to define what you value (like KPIs)

Set audience priorities for specific customer segments, like new customers, with value rules

Define your preferred audience using up to 2 criteria.

Select audience criteria

Select audience label

- ☒ High value
People who are valuable based on lifetime value, purchase history or more.
- ☐ Low value
People who minimally or negatively contribute to your business.
- ☒ Customers
Other people who have converted and/or made a purchase.
- ☐ New audiences
People who are not included in your customer list custom audiences.

Contact Information

Sign up by providing your info below.

Full Name
John Doe

Phone number
(650) 853-1300

Address
1 Hack

Select an address

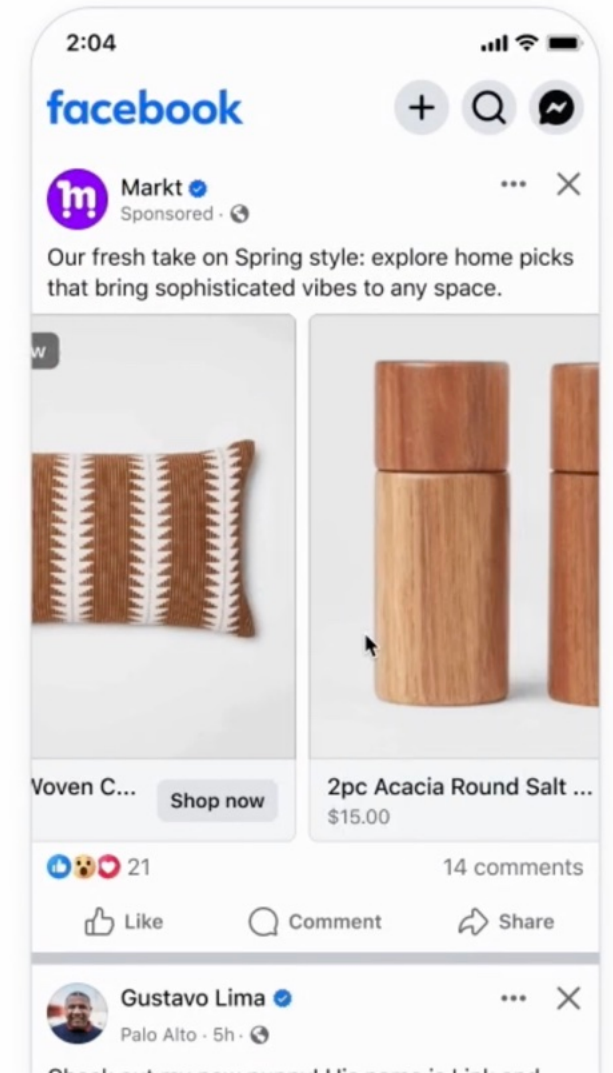
- 1 Hackberry Lane
Palo Alto, CA 94301
- 1 Hacker Way
Menlo Park, CA 94025
- 1 Hackberry Lane
Palo Alto, CA 94301

Enter address manually

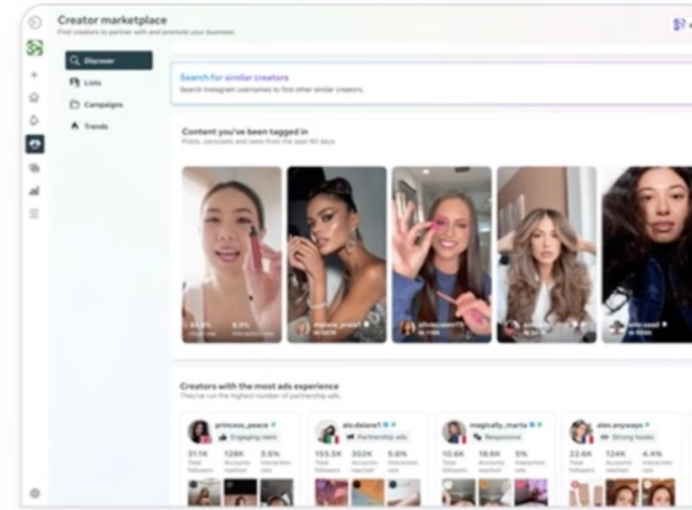
Maximize number of conversion leads

Capture high-quality, leads with new lead generation solutions

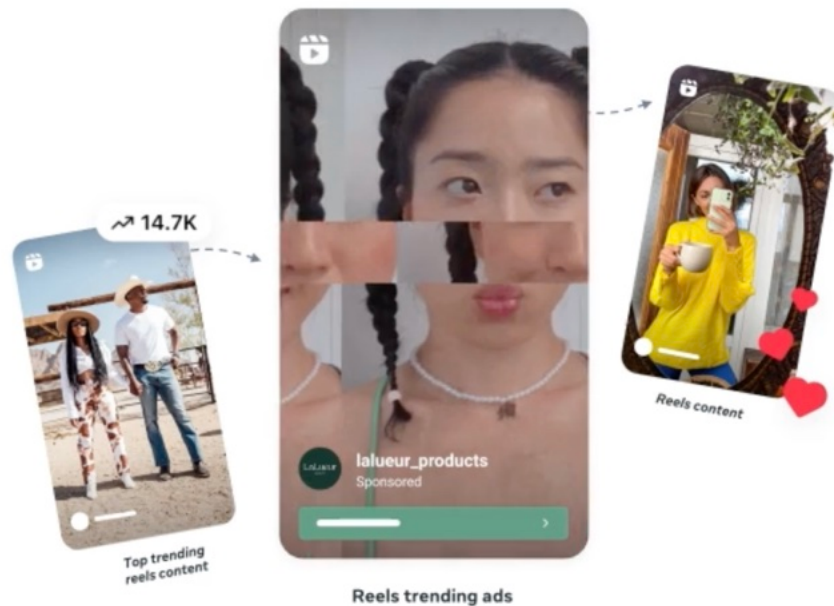
Power incremental sales everywhere your customers shop—with omnichannel ads



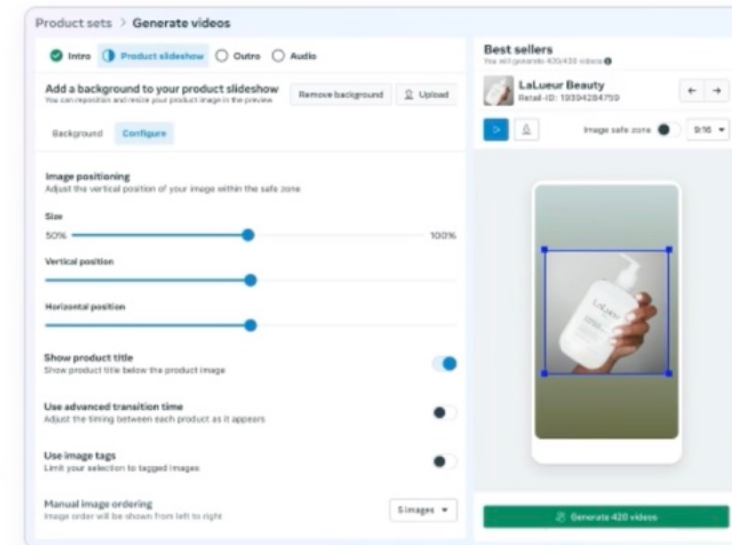
Deliver more relevant, performant experiences



Seamlessly find a creator to help tell your brand story in an authentic way with the expansion of **Instagram's creator marketplace**

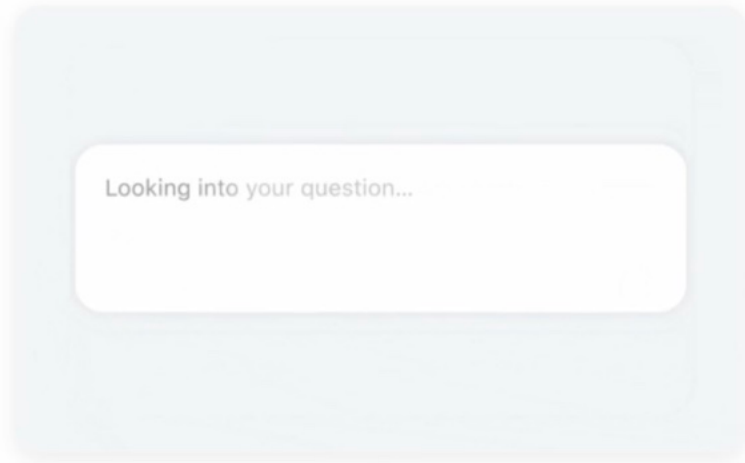


Take center stage, serving cultural relevance with **Reels trending ads**



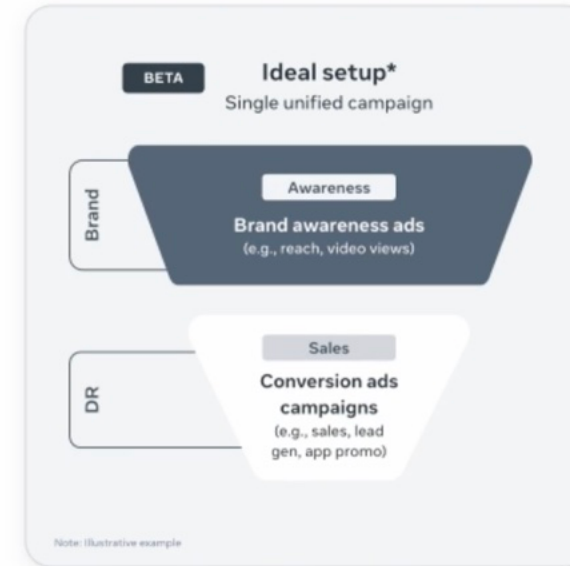
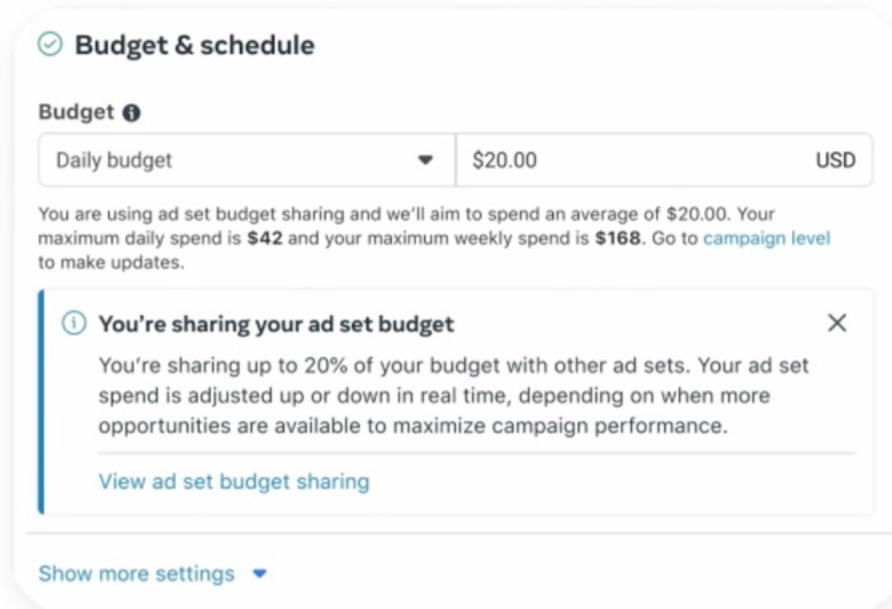
Break through creative barriers to drive improved results with **catalog product video**

Drive ROI with less effort



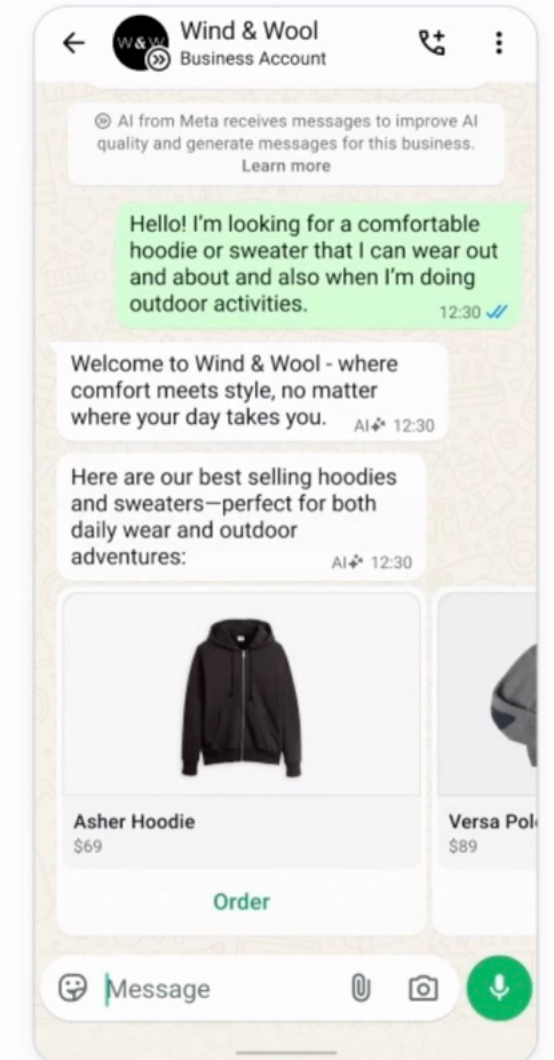
Drive better results - easier
- with **Meta AI business assistant**

Boost performance
when you lean into
budget automation



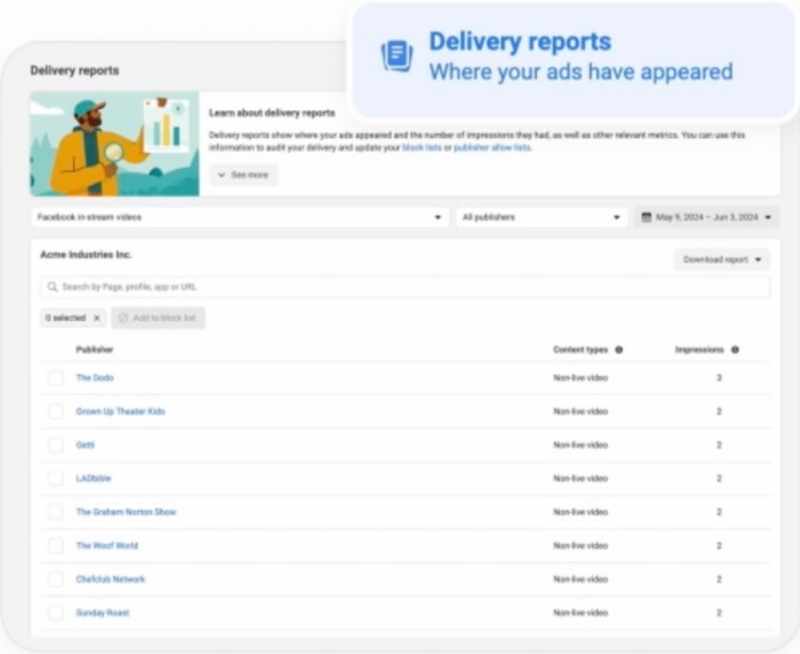
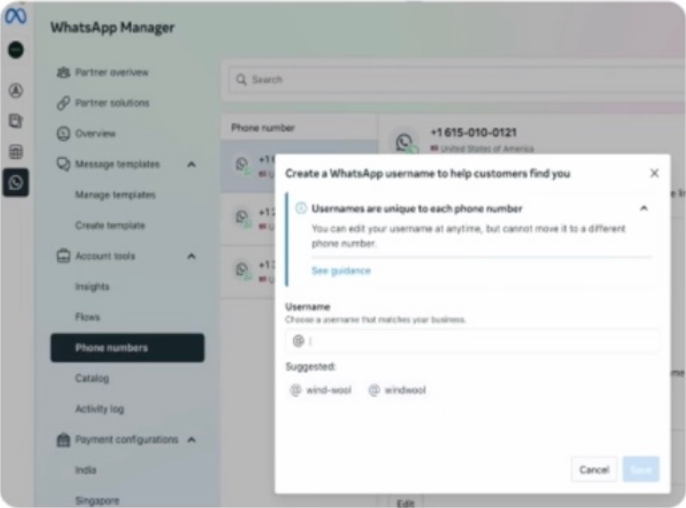
Maximize impact
across the journey
with **combined awareness and sales campaigns**

Deploy an AI agent to
engage, convert, and offer
support to your customers
with **Business AI**



Grow your business on responsible foundations

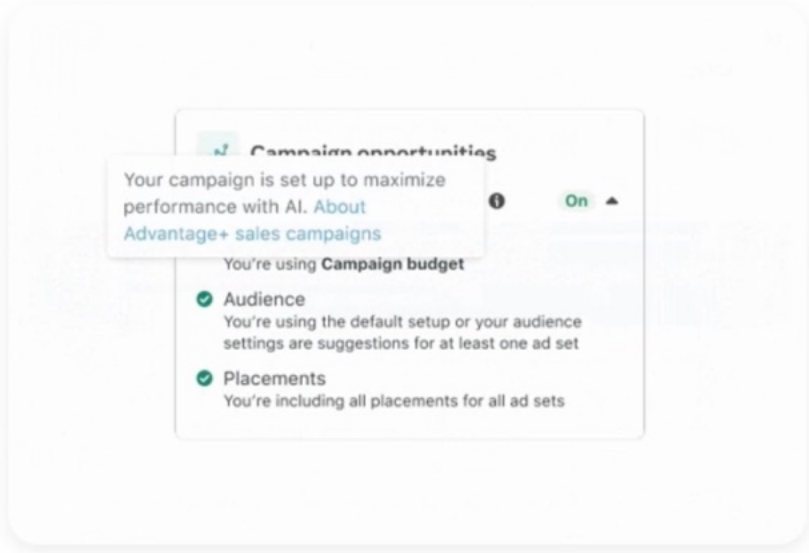
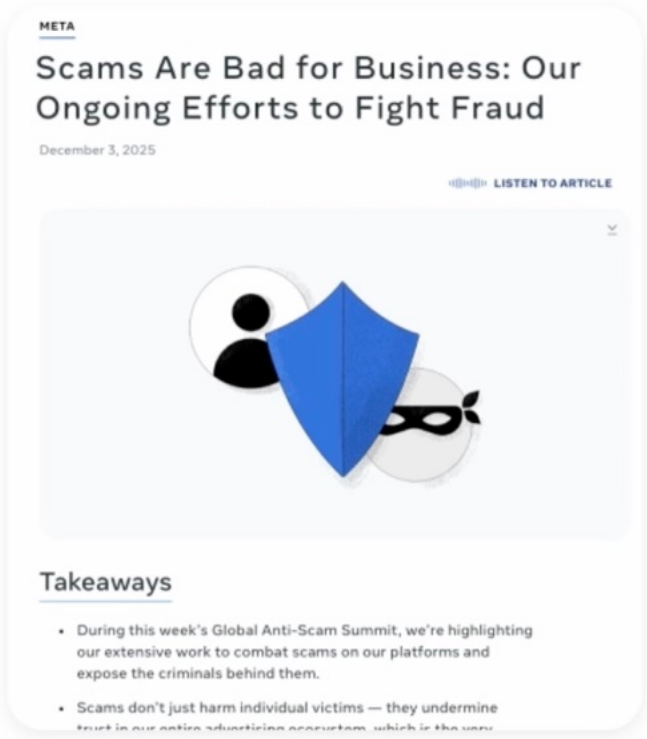
Reach your audience in the way they prefer with updates like usernames on WhatsApp



Gain transparency into the content your ads appear next to on Feed and Reels with delivery reports

Protect your brand and customers (e.g., from fraud and scams)

Deliver personalized ads experiences underpinned by responsible data practices



A product roadmap for business growth

Upcoming investment areas



Business outcomes

Achieve meaningful business outcomes by defining your unique goals, supported by high-quality data.



Relevant experiences

Engage your audience with tailored experiences that build iconic brands, spark discovery, and drive conversion.



Effortless growth

Automate your growth with AI tools and workflow improvements designed to get you to your goals faster.



Responsible foundations

Connect with confidence thanks to control and transparency.



FUTURE VISION

Every interaction along the customer journey is uniquely personalized, seamlessly connected, and precisely optimized to achieve what matters most to your business.

Let's build together

- ✓ Continued partnership in building across our AI investments.
- ✓ Continued partnership in the ways to improve your advertising experience and performance.
- ✓ Test and learn mentality across our portfolio.

