**Sources: Facebook Plans Privacy-Focused Ad Format**

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Description automatically generatedFacebook is developing "Basic Ads," a format that uses fundamental viewing and engagement metrics rather than user information for measurement, sources tell Business Insider. Andrew Hutchinson predicts that Basic Ads would provide a less expensive option for building awareness about products.

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[*https://www.socialmediatoday.com/news/meta-is-developing-a-new-basic-ads-product-for-facebook-to-counter-losses/624893/*](https://www.socialmediatoday.com/news/meta-is-developing-a-new-basic-ads-product-for-facebook-to-counter-losses/624893/)