**Facebook Intros Responsive Ads; Faces Dissent Over Policies**

Facebook is launching Multiple Text Optimization, which enables marketers to create versions of ads with different headlines and text, and the platform then uses algorithms to predict which combination will generate the best results and serves them dynamically. Over 250 of the company's employees have signed a letter urging executives to maintain US election "integrity" by implementing measures for political ads such as fact-checking, restricting micro-targeting and limiting candidate spending on the platform.

***TechCrunch 10/28/19***

[***https://techcrunch.com/2019/10/28/facebook-employees-vs-ad-lies/2019/10/28/facebook-employees-vs-ad-lies/***](https://techcrunch.com/2019/10/28/facebook-employees-vs-ad-lies/2019/10/28/facebook-employees-vs-ad-lies/)