**AR Ads Coming to Facebook Mobile News Feed**

Facebook is introducing three new interactive ad units to its mobile News Feed -- video polls and playable ads (usually used for game trials), followed by a beta test of augmented reality ads in the fall. Facebook reports that a recent survey found that 63% of online users have engaged with a branded AR experience and WeMakeUp's AR ads that enabled consumers to virtually try on lipsticks resulted in a 38% increase in purchases.

***VentureBeat 9/19/19***

<https://venturebeat.com/2019/09/19/facebook-will-bring-ar-ads-to-the-news-feed-fall-2019/>