**Facebook, Instagram Test In-App Shopping Features**

Facebook is testing a checkout feature for dynamic ads and Instagram is testing the ability for brands to run organic shopping posts as ads within the Facebook Ads Manager, both of which will enable consumers to make purchases without leaving the apps. Facebook intends to ease the shopping experience, help brands overcome high shopping cart abandonment and reach new targeted audiences.

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<https://marketingland.com/facebook-testing-two-new-ad-features-in-app-checkout-for-facebook-ads-new-ad-unit-for-instagram-266906>