

## TRAININGS & EVENTS

### Facebook Blueprint Spotlight Webinars: Live Online Training Sessions

Check out the upcoming Facebook Blueprint Spotlight Sessions that are happening across November and December:

Upcoming Highlights:

- Succeed with Facebook During Mega Sale Events - Nov 17 & Nov 23
- Power your Advertising with Dynamic Ads - Nov 18
- Stronger Connections with Conversions API - Nov 25
- Branded Content for Advertisers - Nov 26

[View the full list here](#)

For more information on Spotlight Blueprint webinars [click here](#).

### ANZ Education Summit: From Disruption to Recovery

Date: **17th November**; Time: 3pm AEDT / 5pm NZ; [Sign up here](#)

The ANZ Education Summit will help you understand how you can take actionable steps to recover from disruption in the industry and put your best foot forward in your upcoming enrolment season.

You will get an executive overview of the education industry in ANZ, and hear from marketing experts on best ways to create real value across your customer journey, leverage personalisation and improve performance in the disruptive world today.

### Facebook Business Partners | NEW Planning Dirty Content Bundle

We're excited to announce the launch of the Planning Dirty content bundle, developed specifically for Facebook Business Partners by Julian Cole, industry-leading strategist who has helped to create award-winning work with digital and social at the heart of campaigns.

Planning Dirty teaches mid-level agency planners & strategists skills to get into strategy leadership. The courses ensure that you don't just learn theory, but you get your hands dirty by putting the theory into practice. Watching the lessons and downloading the resources provided within Planning Dirty will help mid-level agency professionals to:

- Integrate the right tools into the media strategy during the planning of campaigns.
- Have high-performing strategies for those who are focused on performance media, and who execute digital and social campaigns regularly.
- Assess comms and planning needs, create a hypothesis, perform an analysis, generate insights and make data-driven decisions.

You may find all Planning Dirty content and resources on the Hub [HERE](#).

### Driving Performance with Conversions API Gateway

If you missed our last week's webinar on Conversions API Gateway, worry not, because we are sharing with you the video of the webinar which you can [view here](#)!

This event focused on the value of Facebook's Conversions API and how it can both improve your performance today and help you benefit from certain privacy-enhancing technologies in the future. The focus of the event was introduction of Conversions API Gateway - our newest, self-service path to integration for the Conversions API that has a simplified pathway to help you drive performance for your clients.

### Adapting Content for Mobile

We're excited to announce the launch of [Adapting Content for Mobile](#) -- a series that aims to arm creative and media agency practitioners with the skills needed to create high-performing mobile-first creative which drives business outcomes.

In this self-serve workshop, you'll learn mobile-first best practices, how to rapidly and cost effectively scale creative ideas, and gain inspiration to build a mixed-asset campaign.

This training program is a combination of video learning sessions and self-paced creative exercises.

Participating in this program will help you to:

- Understand the many ways to apply our creative best practices for mobile in campaigns
- Build thumb-stopping creative from the palm of your hand using one's preferred software, Facebook tools and supported apps.
- Understand how to build a mixed-asset campaign on mobile

## UPDATES

### [News] From Facebook to Meta: Sharing our Vision for the Future

On October 28, at our [Connect virtual conference](#), Mark Zuckerberg and other Facebook leaders shared our vision for the metaverse and revealed our new company brand, Meta, to signal our focus on the future. The metaverse is a set of digital spaces that are all interconnected so you can easily move between them. It will feel like a hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world. It will let you share immersive experiences with other people even when you can't be together — and do things together you couldn't do in the physical world. This vision is still in the earliest stages; many of these products will only be fully realized in the next 5-10 years. We're [committed to building responsibly](#), with principles of privacy and safety built in from the start. Learn more about how we are working towards this vision in this [founder's letter from Mark](#).

### [Instagram] Sharing New Branded Content Solutions

We've begun testing in the US for new branded content partnership features that can better connect brands and creators. These features will help creators get discovered by more brands and make it easier for them to communicate in the Instagram app. We will share more as these features become more widely available.

We also introduced the paid partnership label to Reels last year and now want to give brands the ability to turn those Reels into ads via Ads Manager. You can learn more about how to bring Branded Content ads to Reels in the [1 sheeter here](#), and read more about these updates in [this Instagram for Business blog post](#).

## [Commerce] New Tools to Bring Shoppers, Creators and Brands Together

We've been working on new ways to enhance and build on this existing shopper activity across our platforms. We recently shared a [Newsroom post](#) highlighting some new tools designed to surface relevant products in more places, give brands new ways to engage with shoppers, and help businesses boost confidence in their products by highlighting product recommendations, reviews and answers to questions from fellow shoppers.

Shops in Groups, Product Recommendations in Groups, Top Product Mentions and Live Shopping for Creators are designed to help people discover more products and brands along with their trusted community. Features like Community Replies, Community Content and expanded Ratings and Reviews will help shoppers learn collectively and purchase with more confidence. These tools will help bring shoppers, brands and creators together and drive more discovery, consideration and purchase on our platforms. You can learn more about these new tools [here](#).

## [Commerce] New Ways for Businesses to Get Discovered and Connect with Customers Online This Holiday Season

In October 21, 2021, we announced new ways and products for businesses to help reach customers online ahead of the holiday season. 20% of small business owners expect to make more than half their annual revenue in the last months of the year ([Global State of Small Business Report, Sept. 2021](#)), so it's critical to prepare for this holiday season. Some of the new products we are introducing today include audio and video calling in Business Inbox in Messenger, Live Audio Rooms, WhatsApp Collections, new Facebook Business Suite tools, and expanded access to appointment bookings. The need for digital business communications and transactions is critical this holiday season. You can learn more about the ways we are helping businesses get discovered on our [Facebook for Business blog](#).

## [Updates] Updating Meta's Detailed Targeting options starting January 19, 2022

Starting January 19, 2022, we will be removing some Detailed Targeting options because they relate to topics people may perceive as sensitive, such as targeting options referencing causes, organizations, or public figures that relate to health, race or ethnicity, political affiliation, religion, or sexual orientation. Examples include:

- Health causes (e.g., "Lung cancer awareness", "World Diabetes Day", "Chemotherapy")
- Sexual orientation (e.g., "same-sex marriage" and "LGBT culture")
- Religious practices and groups (e.g., "Catholic Church" and "Jewish holidays")
- Political beliefs, social issues, causes, organizations, and figures

Please refer to this dedicated [Help Center page](#) that describes how to update your ad sets come January and highlights other targeting products you can leverage to continue reaching your audiences and maximizing your performance on our platform. You can read more about this update on our [Facebook for Business blog](#).

## [Updates] Removing App Custom Conversion Creation starting November 15

As part of our ongoing efforts to ensure campaign efficiency and deliver value to our partners, we will remove the ability to create app custom conversions on November 15, 2021. With the availability of [app custom events](#) and [App Event Optimization](#) as an alternative solution to track and optimize, advertisers have a better way to track and utilize events with custom parameters that better suit your business needs. We encourage you to learn more to see if these are the right solution for your business.

## [Commerce] Product tags added into 'Dynamic Formats & Creative'

Based on precious testing, we are adding product tags on Instagram for those advertisers who have opted into 'Dynamic Formats & Creative' to because we can see that adding product tags contributes to meaningful performance outcomes like an increase in sales as well as an improved user experience. Unfortunately there is not a way to opt out of having tags appear on Instagram but you could always turn off '[Dynamic Formats & Creative](#)' if you would prefer to not have the product tags appear.

## [Signals] Introducing Updates That can Help Improve Campaign Performance and Measurement

In our [ongoing work](#) to help improve campaign performance and measurement, between now and the end of November, we're releasing more updates around reporting, modeling, and campaign management. Highlights include:

- More attribution reporting through Aggregated Event Measurement (AEM), SKAdNetwork (SKAN), and through modeling
- Expanded AEM and SKAN conversion reporting capabilities
- Improved campaign management for SKAN campaigns, in addition to back-end performance updates to help improve SKAN performance
- Testing App AEM with advertisers who run Catalog Sales with plans to expand availability in the new year

We're here to support you in increasing the effectiveness of your campaigns and would like to schedule time to walk through actions you can take today. I encourage you to read more details [here](#).

## [Update] Archiving inactive Custom Conversions

We have started archiving inactive [custom conversions](#) that have not been triggered in the past 2 years. These custom conversions are gradually archived from your Business Manager and will no longer be available in the campaign creation workflow. Archiving a custom conversion means that we'll remove the custom conversion from Events Manager. However, you can still see past campaign reporting for this archived custom conversion in Ads Manager. If a custom conversion is expected to fire, advertisers can check the integration of the browser pixel or [CAPI](#) to ensure that custom conversions are firing properly. To reinstate a custom conversion that was automatically archived, create a new custom conversion with the same rules. However, if there are no events firing within the following two years, the custom conversion will be archived again.

## [Signals] Low Event Match Quality Score Could Be Impacting Your Facebook Ad Performance

We would like to share with you the opportunity to help improve your Facebook ad performance by improving the quality of the events you share with Facebook using the Conversions API. Specifically, we have found opportunities to [improve your Event Match Quality score](#). Since matching your events to Facebook accounts is essential for optimizing ad performance, increasing EMQ can help decrease cost per action. [IF USING LIFT MEASUREMENT: An EMQ score of 5.0 or higher is also necessary for Lift accuracy.] We typically recommend achieving EMQ scores of 6.0 or higher for adequate identity matching.

Increasing EMQ can be as simple as adding additional [customer information parameters](#) to these events. This new [Help Center article](#) details which customer information parameters are most effective at improving EMQ, and Events Manager also provides specific recommendations for the next best step to take.

## Agency Resources

### [FBP Support](#)

Our dedicated agency operational support team are here to help with account, finance, and product questions.

- ▶ Ad account, ad delivery, ad policy, ad reporting, business and ads issues
- ▶ Instagram and Facebook page requests (e.g. page verification or claiming usernames)

### [Facebook Newsroom](#)

For our latest news and announcements.

### [FBP](#)

Agency resources & partnership benefits

### [Facebook IQ](#)

For our latest insights and industry reports

### [Ads Library](#)

For our latest insights and industry reports

### [APAC Agencies Webinars Hub \(NEW\)](#)