

Facebook artisanal advertising, targeting external applications

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According to *Androidcentral*, Facebook is currently testing a new ad network model that can leverage its huge customer data to serve ads in future third-party mobile apps. . This ad network is still in the "trial" phase, and Facebook said it is working with a handful of advertisers and app developers to display Facebook ads in apps. Free on mobile phones.

In fact, this social network has done this before, but always uses an external advertising network to help the operations run smoothly. Cutting down one of the important intermediaries that led to Facebook will be managing the entire process and of course the profits will follow. Google is famous as a " *great talent* " firm that makes a huge profit on its *AdSense* advertising network thanks to the number of customers using its products and applications, which may also happen to Facebook.

With the new strategy of advertising on network applications, only advertising on the " *genuine* " Facebook application of the company, although advertising revenue is not the highest, but the results are also relatively good. Therefore, Facebook decided to go one step further to take advantage of existing experience with third-party applications in the near future. There are currently no signs that applications have started using Facebook's new ad network, but the company says it has begun to open up new partnerships at this time.

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