



NEW NEWS!

Marketing Engineers, New News!

META'S NEW AI TOOLS: LIVE NOW VS STILL TESTING

One you can use today. One wants your budget.

At Advertising Week New York on 6 October, Meta announced a stack of AI updates for advertisers. I've sorted them into what you can use today and what's still behind the curtain. The headline feature is the one you can't use yet.

LIVE NOW Customer Lifecycle Strategy

Mark a campaign as acquisition (finding new customers) and Meta recommends excluding the customers you already have. Live for all advertisers.

LIVE NOW Video from your static images

Inside Advantage+ creative (Meta's automated creative tools). Meta says more than 60% of time on Facebook and Instagram is spent with video.

BY END OF YEAR Describe your customer in plain English

Type who you want to reach in Detailed Targeting (where you choose who sees your ad) instead of ticking interest boxes.

TESTING The assistant takes the wheel

It creates campaigns, updates targeting and changes budgets, all behind previews and approvals. Meta says "soon".

TESTING Checkout inside Meta AI

Tests running this autumn.

DO THIS WEEK

- ☐ On your next acquisition campaign, check whether Customer Lifecycle Strategy is in your account.
- ☐ Look for video from static images in Advantage+ creative.
- ☐ Building exclusion lists by hand? Check if Meta will do it for you.
- ☐ Get your brand guidelines out of someone's head and into a document.

Rollout varies by account, in the UK and the US.

SOURCES

[Meta for Business: Advertising Week New York 2026](#)

THE NUMBER

5%

more conversions at the same cost
per conversion

FINE PRINT

Meta's own comparison of advertisers who adopt the assistant's recommendations against those who don't. Not a controlled test.

WHY IT MATTERS

Advice is turning into action. Once the assistant can change things, your approval settings stop being admin and become strategy.

OH, AND ONE MORE THING

The assistant now remembers your business: what you tried last quarter, your seasonality, your goals. And Meta wants to import your brand guidelines into it. If yours only live in someone's head, that's the bit to fix first.

OVER TO YOU

Would you let it change a
budget if you approved it
first?

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