



## Monetize with 3 Million Advertisers From Facebook

As the exclusive network solution for Instant Articles, Facebook's Audience Network offers publishers the opportunity to leverage the power of Facebook demand to monetize their content. Through high-value formats and people-based targeting, we help you deliver relevant, engaging ads and maximize ad revenue.

### Preserve the User Experience with Native

Innovative native ad formats fit seamlessly within your article to help drive engagement without disrupting the user experience.

### Access Unique Demand at Scale

From local business to big brands, get access to Facebook's 3 million advertisers who are eager to extend their campaigns and reach their target audience through your property.

### Deliver Relevant Ads with a People-Based Approach

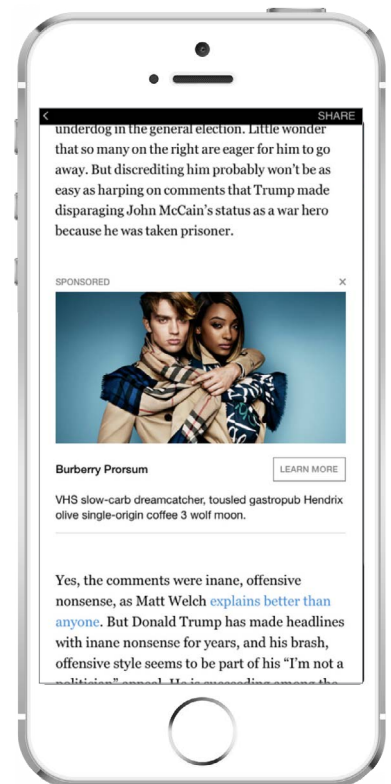
Better targeted ads are better for people. The Audience Network uses the same powerful people-based targeting capabilities used on Facebook to help you deliver relevant ads that drive performance and engagement.

### Analyze Performance & Maintain Control

Get insight into how placements are performing using our reporting capabilities that enable you to analyze performance by country and by Placement ID over a specific time frame. Maintain control over which advertisers and advertiser categories can appear alongside your content using our block list capabilities.

### Get Started

With no SDK integration required, getting started is quick and easy. Implement Audience Network directly or as backfill for your direct sold campaigns.



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To get started setting up an account, find the Audience Network module within the Instant Articles settings on your [FB Page](#)