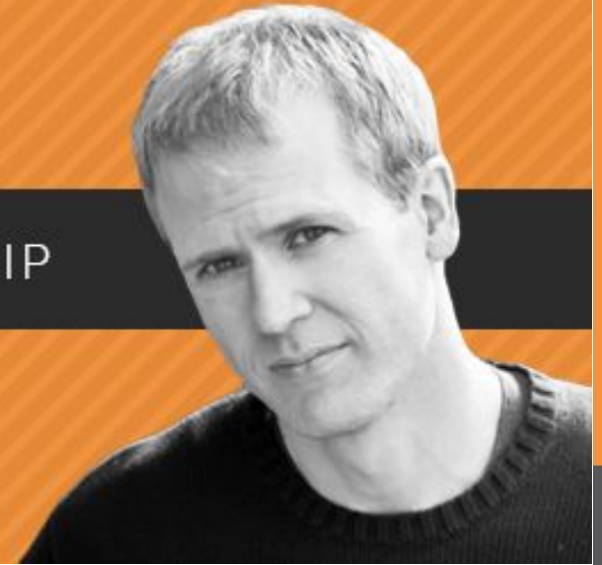# 484. Meta Makes Several AI Announcements

How Will This Webinar Work?

- 30 Minutes
- Rundown of latest developments
- Time for Q&A – Send Questions!
- Yes, we're recording!

JON LOOMER

For Advanced Facebook Marketers

What We'll Cover

1. Meta AI announcements
2. Multiple profiles
3. Instagram Profile Visits metric
4. Advantages of custom events
5. Custom events and attribution setting
6. Internal link click event
7. Video translation tool
8. One year of videos
9. PHC - Elite news
10. Q&A

Jon Loomer

For Advanced Facebook Marketers

#LoomerPHC

Meta AI announcements

AI Stickers

Billions of stickers are sent across our platforms every month, adding another fun and creative way for people to communicate and express themselves. Today, we announced new AI stickers that enable you to effortlessly generate customized stickers for your chats and stories. Using technology from Llama 2 and our foundational model for image generation called Emu, our AI tool turns your text prompts into multiple unique, high-quality stickers in seconds. This new feature, which is rolling out to select English-language users over the next month in WhatsApp, Messenger, Instagram, and Facebook Stories, provides infinitely more options to convey how you're feeling at any moment. AI stickers will roll out to select English language users over the next month.
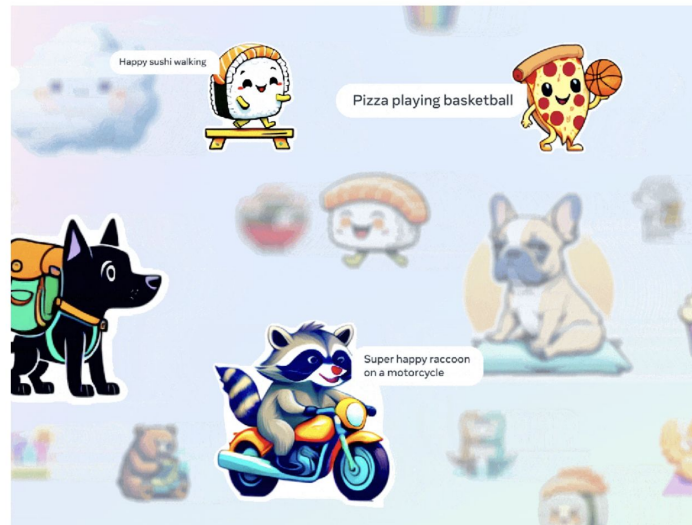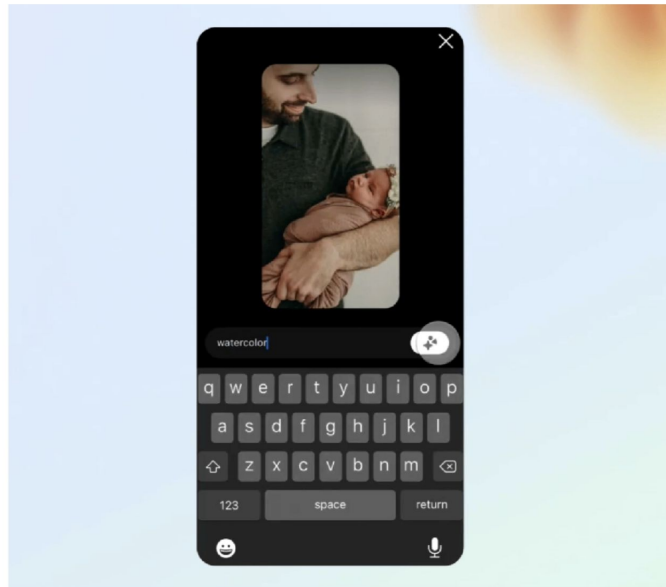
Meta AI announcements

Image Editing With AI

Soon, you'll be able to transform your images or even co-create AI-generated images with friends. Restyle and backdrop – two new features that are coming soon to Instagram – use the technology from Emu. Backdrop also leverages learnings from our Segment Anything Model.

Restyle lets you reimagine your images by applying the visual styles you describe. Think of typing a descriptor like "watercolor" or a more detailed prompt like "collage from magazines and newspapers, torn edges" to describe the new look and feel of the image you want to create.
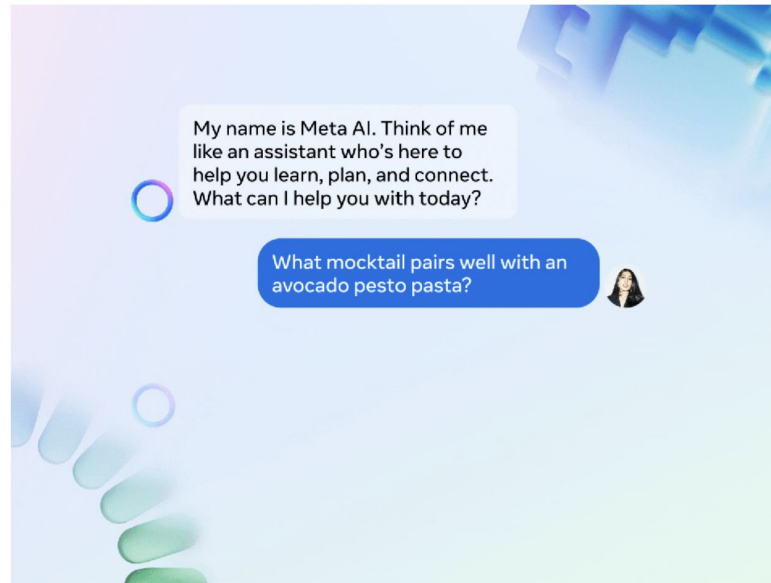
Meta AI announcements

Backdrop changes the scene or background of your image. Prompts like "put me in front of a sublime aurora borealis" or "surrounded by puppies" will cue the tool to create an image of the primary subject in the foreground with the background you described.

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Meta AI announcements

An Assistant That Spans Our Apps and Devices

Meta AI is a new assistant you can interact with like a person, available on WhatsApp, Messenger, Instagram, and coming soon to Ray-Ban Meta smart glasses and Quest 3. It's powered by a custom model that leverages technology from Llama 2 and our latest large language model (LLM) research. In text-based chats, Meta AI has access to real-time information through our search partnership with Bing and offers a tool for image generation.

My name is Meta AI. Think of me like an assistant who's here to help you learn, plan, and connect. What can I help you with today?

What mocktail pairs well with an avocado pesto pasta?

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Meta AI announcements

A Universe of Characters at Your Fingertips

Our journey with AIs is just beginning, and it isn't purely about building AIs that only answer questions. We've been creating AIs that have more personality, opinions, and interests, and are a bit more fun to interact with. Along with Meta AI, there are 28 more AIs that you can message on WhatsApp, Messenger, and Instagram. You can think of these AIs as a new cast of characters – all with unique backstories.

And because interacting with them should feel like talking to familiar people, we did something to build on this even further. We partnered with cultural icons and influencers to play and embody some of these AIs. They'll each have profiles on Instagram and Facebook, so you can explore what they're all about.

JonJLoomer

For Advanced Facebook Marketers

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Meta AI announcements

- **Charli D'Amelio** as Coco, Dance enthusiast

- **Chris Paul** as Perry, Pro golfer helping you perfect your stroke

- **Dwyane Wade** as Victor, Ironman triathlete motivating you to be your best self

- **Izzy Adesanya** as Luiz, Showy MMA prospect who can back up his trash talk

- **Kendall Jenner** as Billie, No-BS, ride-or-die companion

- **LaurDIY** as Dylan, Quirky DIY and Craft expert and companion for Gen Z

- **MrBeast** as Zach, The big brother who will roast you — because he cares

- **Naomi Osaka** as Tamika, Anime-obsessed Sailor Senshi in training

- **Paris Hilton** as Amber, Detective partner for solving whodunnits

- **Raven Ross** as Angie, Workout class queen who balances fitness with meditation

- **Roy Choi** as Max, Seasoned sous chef for culinary tips and tricks

- **Sam Kerr** as Sally, Free-spirited friend who'll tell you when to take a deep breath

- **Snoop Dogg** as Dungeon Master, Choose your own adventure with the Dungeon Master

- **Tom Brady** as Bru, Wisecracking sports debater who pulls no punches

We're going to start rolling these out in beta in the United States today. We'll add new characters in the coming weeks played by Bear Grylls, Chloe Kim, and Josh Richards among others.

JonLoomer

For Advanced Facebook Marketers

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Meta AI announcements

What's Coming Next

We introduced AI studio today, the platform that supports the creation of our AIs and we plan to make it available for people outside of Meta – coders and non-coders alike – to build AIs. Developers will be able to build third-party AIs for our messaging services with our APIs in the coming weeks, starting on Messenger then expanding to WhatsApp.

Businesses will also be able to create AIs that reflect their brand's values and improve customer service experiences. From small businesses looking to scale to large brands wanting to enhance communications, AIs can help businesses engage with their customers across our apps. We're launching this in alpha and will scale it further next year.

And for creators, they'll be able to build AIs that extend their virtual presence across our apps. These AIs will have to be sanctioned by them and directly controlled by the creator.

We're also building a sandbox that will be released in the coming year, enabling anyone to experiment with creating their own AI. As our universe of AIs continues to grow and evolve, we'll bring this sandbox to the metaverse, giving you the chance to build AIs that adopt an even greater level of realism, embodiment, and connectedness.
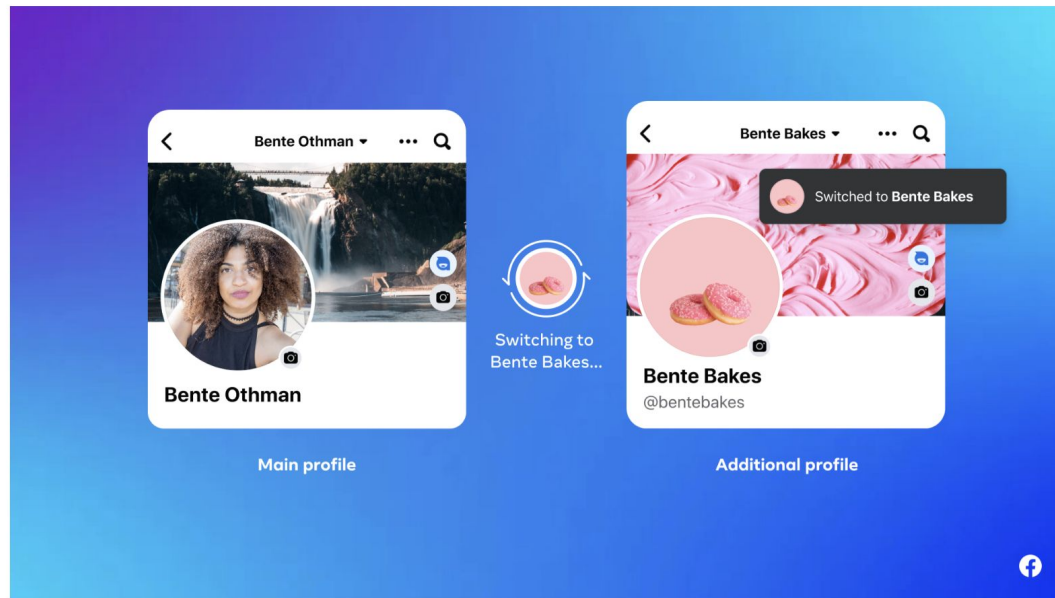
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Multiple profiles

Facebook

You Can Now Have Multiple Personal Profiles on Facebook

September 21, 2023

Multiple profiles

How it works

- Choose a name and have an @username for up to four additional personal profiles.

- Connect with the people or communities you choose so each profile has a unique Feed with relevant content and shared interests.

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Multiple profiles

Authenticity and Responsibility

Our longstanding policy on Account Integrity and Authentic Identity states that your main Facebook profile must be in the name you go by in everyday life — and this is not changing. You can choose any name for your additional profiles, but not for your main profile. We remain committed to preventing impersonation and identity misrepresentation, so additional profiles cannot impersonate others or be used to misrepresent your identity (including your age or location).

JonLoomer
For Advanced Facebook Marketers

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Multiple profiles

As always, all profiles must comply with Facebook's Community Standards. If someone has recently or repeatedly violated our policies, they will not be able to create additional profiles. If someone repeatedly violates our policies using any of their additional personal profiles, appropriate action will be taken on their account and all associated profiles. You can learn more about policies specific to additional personal profiles here.

Instagram Profile Visits metric

- Meta is rolling out an Instagram Profile conversion location
- Meta has rolled out a metric to track this, too
- You can use it regardless of the conversion location*

Instagram Profile Visits metric

Instagram Profile Visits metric

Advantages of custom events

- Custom events track important actions beyond standard events
- Actions beyond purchase, lead may be important to you
- This is especially useful for content creators and bloggers
- You care about the things visitors click and what they do
- The training goes into a lot of detail, of course!*

Advantages of custom events

- Three primary advantages:
    - Enhanced Reporting
    - Enhanced Optimization
    - Enhanced Targeting*

Advantages of custom events

Hidden Advantages of Custom Events to Meta Advertisers

September 25, 2023 by **Jon Loomer** - **2 Comments**

Share via:

Share | Post | Email

I've used **custom events** for years now, and it's always felt like a secret underworld of Meta advertising. It's as if custom events are seen as being too complicated to even bother, if advertisers know about them at all. *But the advantages are undeniable.*

In this post, you'll learn:

- What custom events are
- How I add custom events
- Examples of custom events
- Benefits of custom events

Buckle up, this is a good one...

Custom events, attribution setting

- Most of the custom event are engagement-based
- Examples: Scroll, time spent, watched a video, clicked a link
- These actions can happen MANY times for repeat visitors
- Important that you use 1-day click attribution setting
- This affects optimization and reporting
- If given 1-day view, your ads will be shown to loyal visitors
- In theory, not terrible, BUT you'll get TONS of view-through
- Your numbers will be grossly inflated
- If you use 1-day click only, it still may remarket to visitors
- But the numbers will be based on those people who click*

Custom events, attribution setting

Attribution setting ⓘ

Click-through Window ⓘ

1 day	▼

View-through Window ⓘ

None	▼

Engaged-View Window (For Video Only) ⓘ

None	▼

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Internal link click event

[WATCH VIDEO]

Video translation tool

[WATCH VIDEO]

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One year of videos

- Sep 30 marks ONE YEAR since commitment to short-form video
- I've published close to 500 videos since then
- It's been an eventful journey, and I've learned A LOT
- Thanks for your support along the way!*

One year of videos

[WATCH VIDEO]

PHC - Elite news

Jon Loomer
Admin · Top contributor · 2h · 👥

Would you be interested in recording a testimonial video about your experience with PHC - Elite?

I'm looking to freshen up my ads and email campaigns, and the one thing that I'm missing is that third-party, real-person validation.

I'm especially thinking of our long-timers and Strategy Session regulars (Kimberly, Barry, Kathy, Bob, Philip, Stacie, Brian, Natalie, Sarah, and so many more), but I know there are lots of people who would be great at this!

If you're interested, let me know, and I can give you a few more details. Thanks!

#LoomerPHC

PHC - Elite news

Tracy Noble-Botting
Admin · 27m · 😄

🎉 Calling All PHC Elite Members! We Value Your Feedback! 🎉

We've put together a brief (only 5 questions!) membership feedback survey to gain insights into your experiences as an Elite member.

Your input will help us make this community even better and tailor our content and activities to your preferences.

📝 **Take the Survey Here**: https://forms.gle/jGckrsGhi3Bq8R5D8

It will only take a few minutes to complete.

We appreciate your support and feedback!

Thank YOU!

Team Loomer

PHC Elite Membership Feedback Survey

What do you like about being a PHC elite member?

Your answer

What would you like to see improved in PHC Elite?

Your answer

Who would make an ideal PHC Elite member?

Your answer

DOCS.GOOGLE.COM
PHC Elite Membership Feedback Survey

Ask Me Anything

#LoomerPHC

THANK YOU!

#LoomerPHC