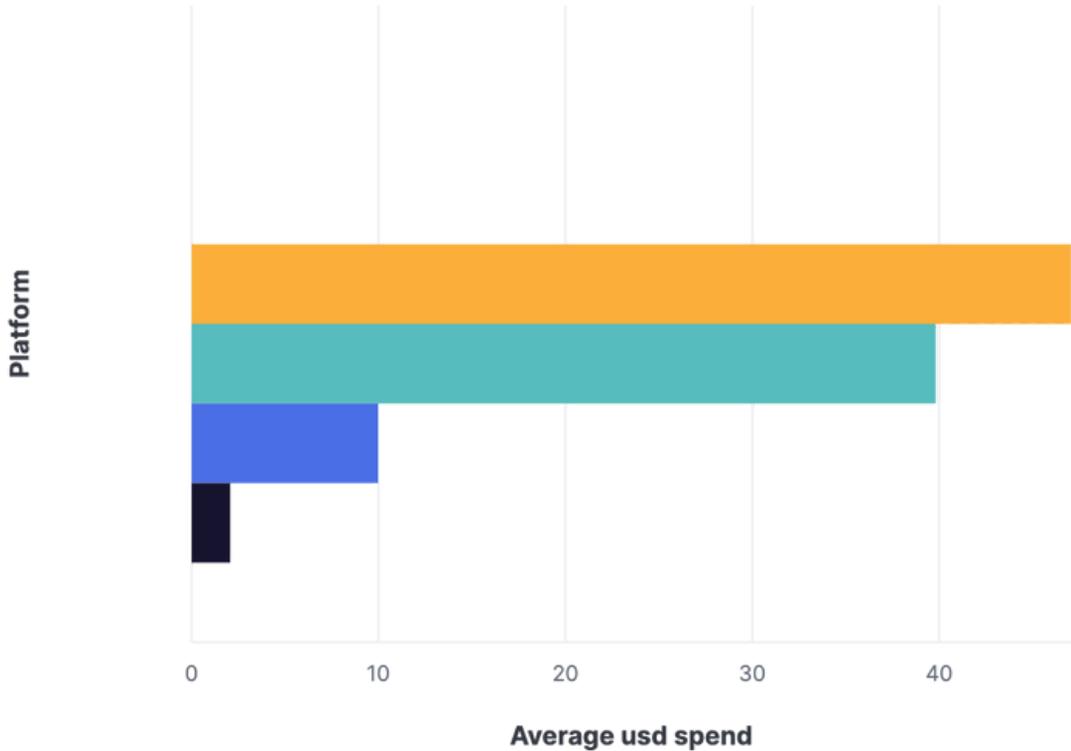


Facebook - Ad spend by ad placement



● Stories. ● Feed. ● Videos. ● Right hand column

Source: Socialinsider data
Data range: January 2022 - December 2022