

# Facebook is testing augmented reality ads in the News Feed

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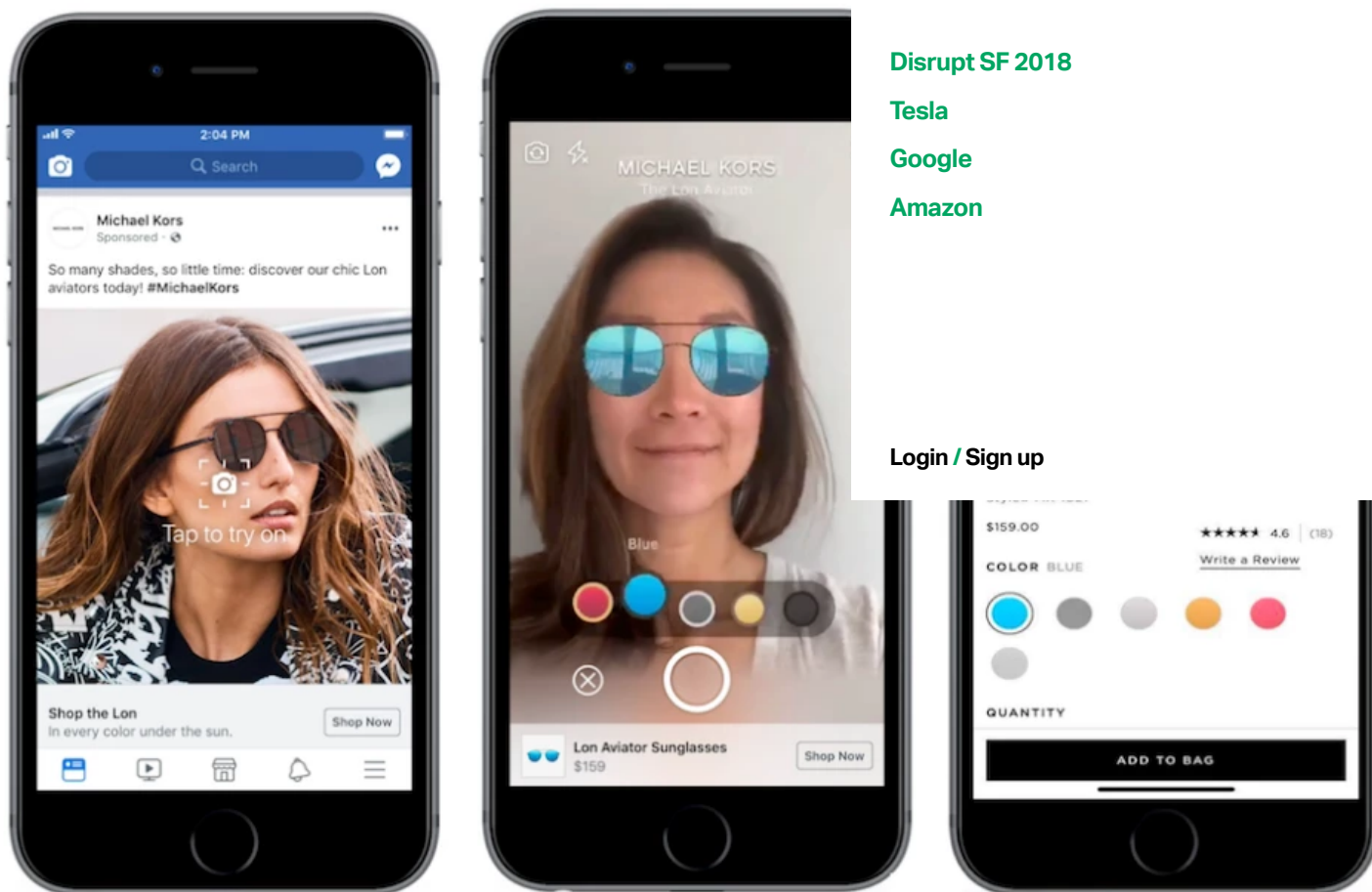
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**Facebook** is giving advertisers new ways to show off their products, including with augmented reality.

At its F8 developer conference earlier this year, Facebook announced that it was working with businesses to [use AR to show off products in Messenger](#). Now a similar



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footage, and other ads that allowed shoppers to see how their makeup would look on their own faces.

“People traditionally have to go into stores to do this,” Ahmad-Taylor says. “People really love that experience, but they would like to try it at home. There’s a gap.”

These ads look like normal in-feed ads at first, but they offer an AR option, which opens up the AR capabilities. And of course, if you have AR, you can go ahead and buy the product.

Facebook says Michael Kors was the first brand to test with Sephora, NYX Professional Makeup, Bobbi Brown, and now King planning their own tests for later this summer.

Ahmad-Taylor made the announcement this morning at a press conference with journalists and marketers highlighting Facebook’s ad revenue.

In addition, he announced a new Video Creation Kit, which allows users to incorporate existing images into templates for mobile video ads. According to weight loss company Noom, which has been testing out these tools, the resulting videos performed 77 percent better than the static images.

Lastly, Facebook says it will continue to expand its support for shopping in **Instagram** Stories. It made [shopping tags available to select brands in Stories](#) last month, and for the holidays, it plans to roll that out to all brands that have enabled shopping in Instagram. It’s also making [its collections ad format](#) available to all advertisers.

**Image Credits:** Facebook

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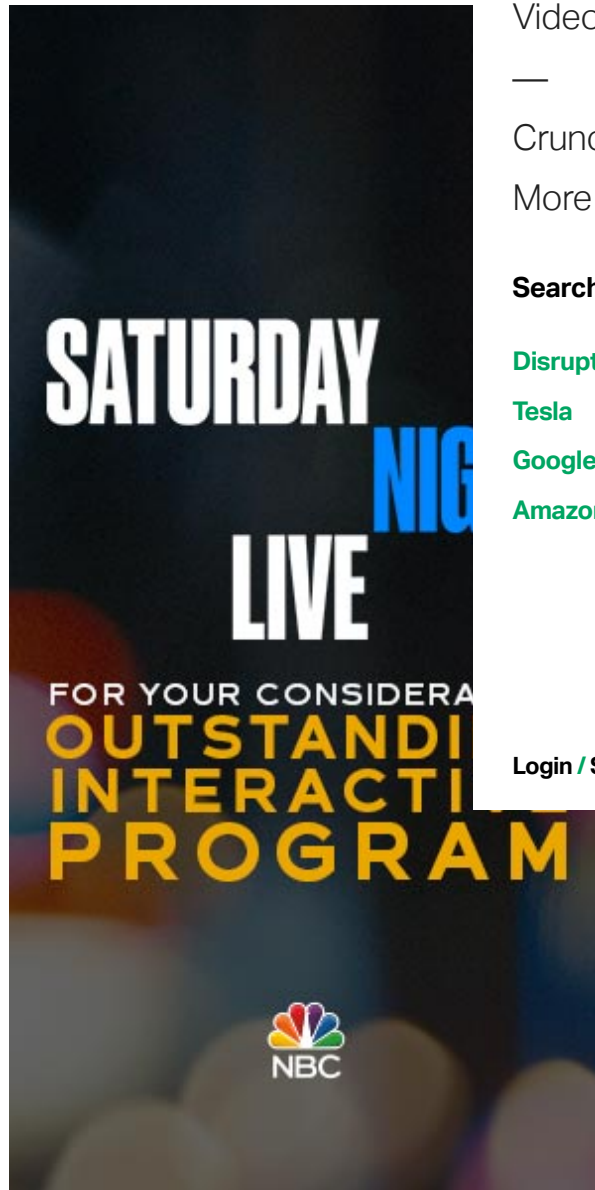
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