



Image: Gerd Altmann

Effective August 19, Facebook’s mobile ad platform will change. According to the [Facebook Business Blog](#), “Mobile News Feed ads will be compressed in order to “match the look and feel of the new Facebook design introduced earlier this year.”

What’s changing?

In the past mobile ads have had seven lines of text available, plus a link. After the effective date, you’ll only have three lines of text, plus a link. Also, prior to the update, media, images, and video clips held a ratio of 2:3. After the update, it will change to a ratio of 4:5.

How will this impact your marketing?

If you’ve noticed more traffic entering your site from mobile devices, you’re not alone. There has been a huge increase in mobile internet traffic — up to 70% — according to [CIO Dive](#).

With these changes to Facebook mobile ads, you’re going to have to adjust a few things in your campaigns, beginning with:

- **Copywriting.** Effective copywriting skills will play an even stronger role, particularly headlines. Think short, active, copy for success.
- **Medium Height.** Maximum media height, including video changes, will be required. Media any taller than expected will be masked on the mobile news feed.
- **Double Duty.** If you’ve used mobile ads in the past, the message and media will no longer “fit.” The ads will have to be completely reworked to the proper format.

Facebook Mobile Ad Changes Impact Your Marketing

The image compares two versions of a Facebook mobile advertisement for Jasper's Market. The left version, labeled 'BEFORE', has a 2:3 aspect ratio and 7 lines of primary text. The right version, labeled 'AFTER', has a 4:5 aspect ratio and 3 lines of primary text. Both ads feature a blue background and a white text box at the top. The 'AFTER' version includes a 'Sign Up' button and a 'See More' link in the text, which are not present in the 'BEFORE' version. The engagement metrics (likes, comments, shares) are identical for both versions.

BEFORE – 2:3 ASPECT RATIO; 7 LINES OF PRIMARY TEXT

Jasper's Market shared a link. Sponsored · 🌐

Welcome to Jasper's Market! We are proud to offer high quality, locally sourced products. Check out our "Shop" section to browse our latest products and "Events" section to find information about upcoming harvest gatherings. Message us if you have any questions - we take pride in our customer service! Stock up on our fresh, in-season fruits!

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👍👎❤️ John Evans and 23 others 2 Comments

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AFTER – 4:5 ASPECT RATIO; 3 LINES OF PRIMARY TEXT

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Image From: Facebook Business

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Why is the change being made?

According to Facebook, “The changes to text, photos and videos are designed to simplify our formats and improve the consistency of our mobile experience. This will help drive increased ad effectiveness and make it easier to use the same assets on Facebook News Feed and Instagram feed.”

Share the News

If you or someone you know is using Facebook ads, be sure to share the news.