



META 2026 HOLIDAY PLAYBOOK

Winning hearts and boosting carts

Unite brand love and sales performance
this holiday season

Shoppers have rewritten the rules

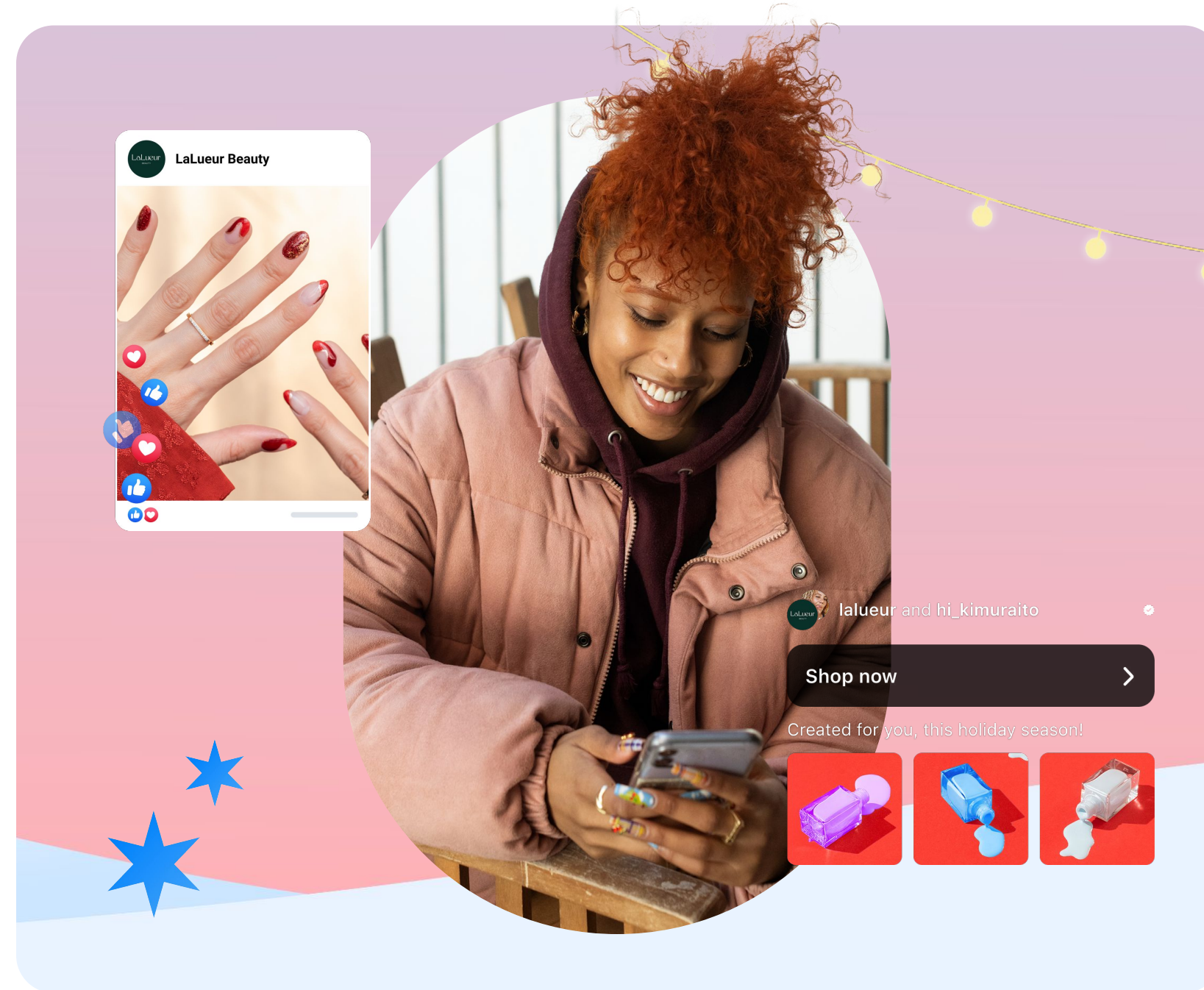
They're researching everywhere. Buying anywhere. Expecting everything.



Winning hearts to build brand love and loyalty.

82%

of consumers need to trust a brand before buying from them.



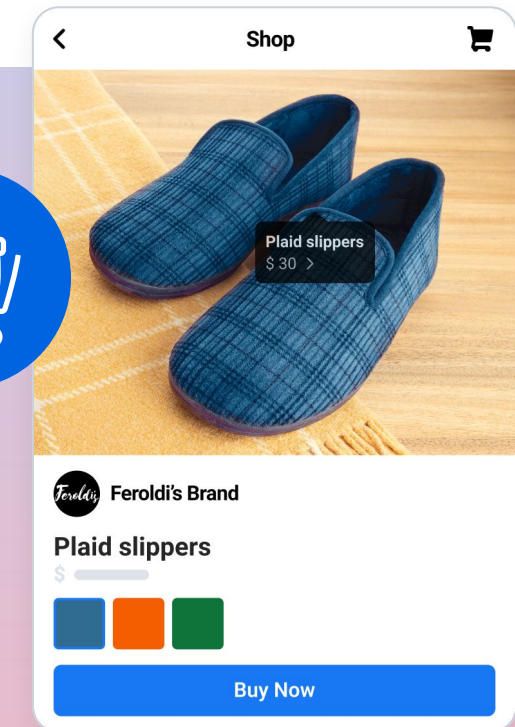
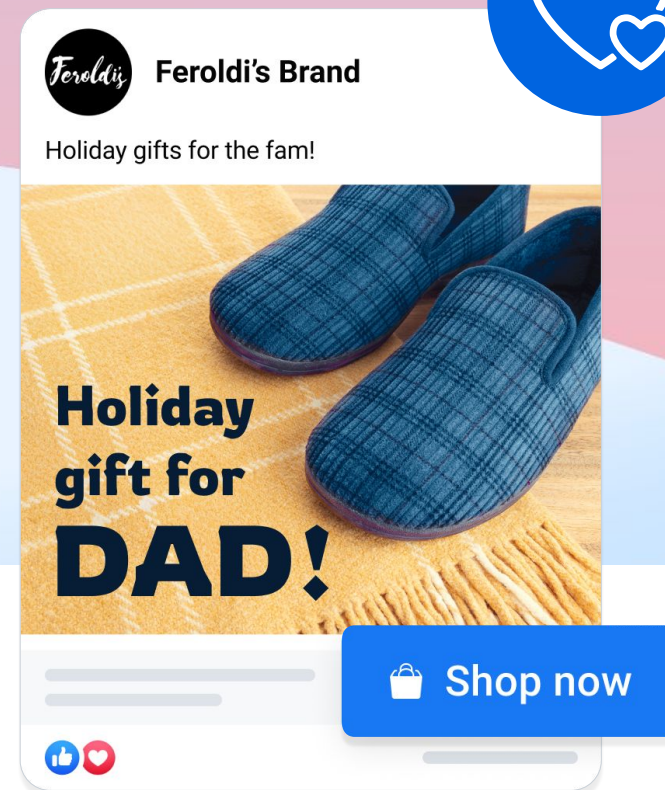
Boosting carts to drive conversions and sales.

79%

of consumers find convenience is a very important criteria when deciding what product to buy.

They are not choosing between heart and cart.

The same shopper
who needs emotional
connection...



...also expects zero
friction at checkout.

These aren't opposing needs. They're simultaneous expectations.

Holiday success lies at the interaction of emotion and commerce.

Meta technologies are where holiday shopping happens at scale.



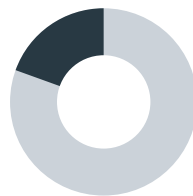
85%
of global holiday shoppers use
Meta technologies on a weekly basis



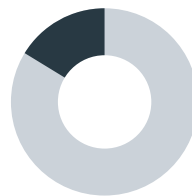
63%
YouTube



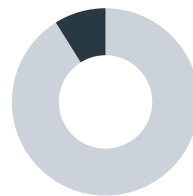
41%
TikTok



20%
X



17%
Pinterest

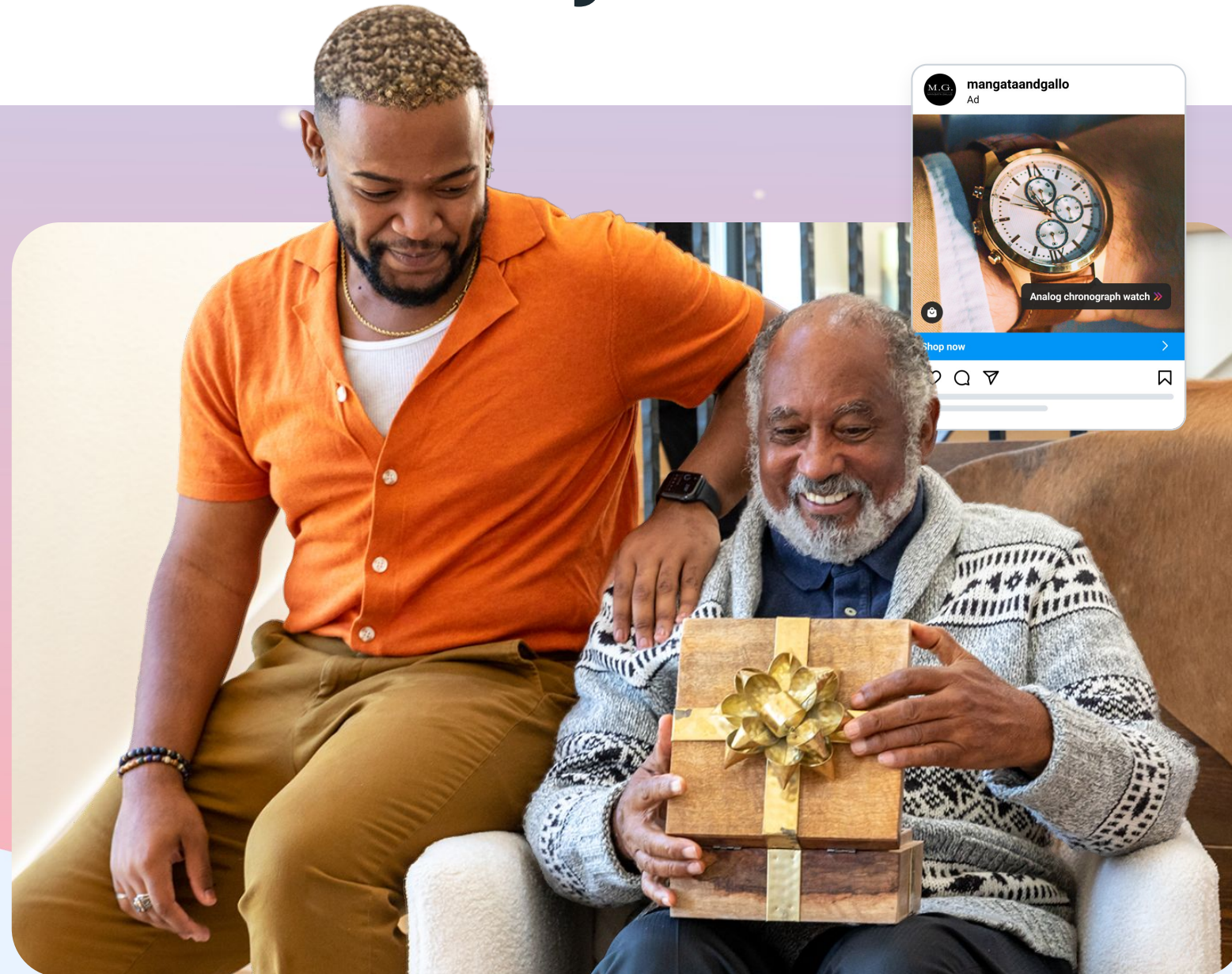


9%
Snapchat



Source: “Holiday Shopping Study” by Ipsos (Meta-commissioned study based on an online survey of 14,473 holiday shoppers in Australia, Brazil, Canada, Colombia, France, Germany, Indonesia, Italy, Japan, Mexico, Peru, South Korea, Spain, Sweden, Thailand, UK, USA, Vietnam), November, 2025.

Meta technologies deliver your most valuable customers



Shoppers who use Meta
technologies for holiday shopping:

Spend
1.2x
more than average
global shoppers

Purchase across
1.3x
more categories

This means higher basket values and
cross-category growth for your business.

Holiday success lies at the intersection of emotion and commerce



Winning hearts

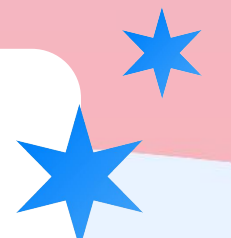
Emotional storytelling, creators and reels that spark joy and loyalty, turning shoppers into brand advocates



Boosting carts

Targeted ads, omnichannel placements and irresistible offers streamline the path to purchase

Meta technologies are where brand love meets seamless shopping to help you unlock sustainable holiday performance.

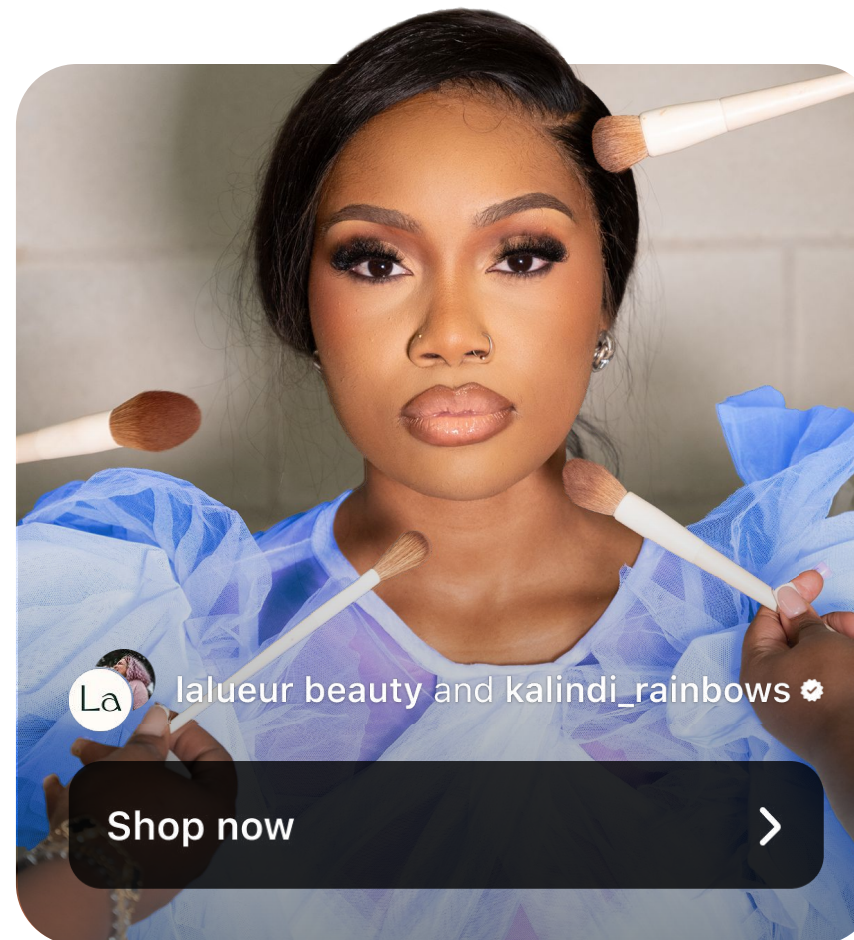


The brands that win hearts, win wallets and keep them.

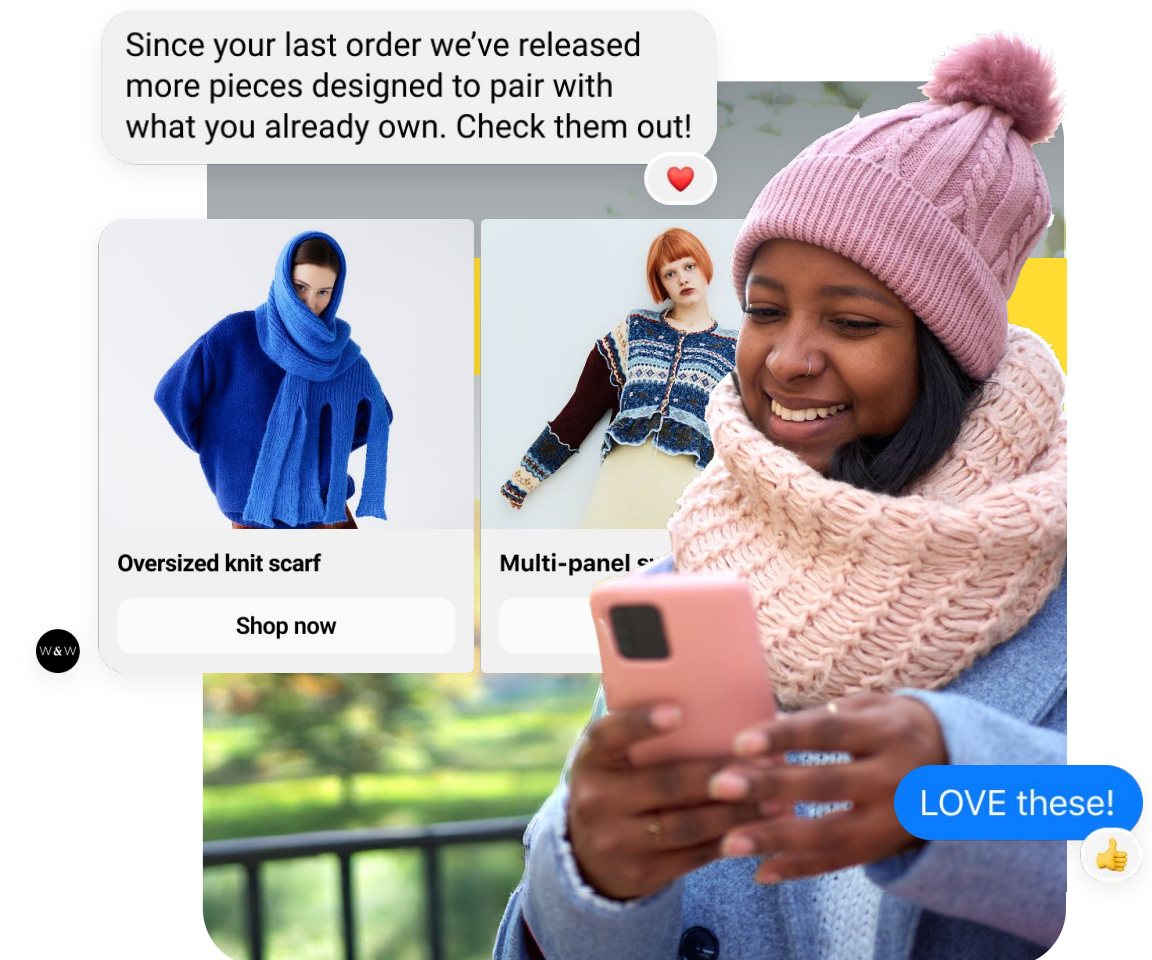
Meta technologies are where holiday shopping happens at scale.



Gen AI tools to scale
creative to build trust
that drives purchase
decisions.



Brand advocates who
amplify your message
organically.



Customer lifetime value
that extends beyond the
holiday season.

Shoppers want AI to recommend the perfect product

YOUR ACTION

- Enrich product data with detailed descriptions, use cases, attributes
- Include customer reviews and UGC in product reviews
- **Test it:** Does AI recommend your products for relevant queries?



Reels are essential to your holiday strategy



Meet shoppers where they are: With over **60%** of time spent on Facebook and Instagram being video, Reels is where your audience is already engaged.



Speak their language: The native format of Reels captures attention and drives action in a way consumers recognize and trust.

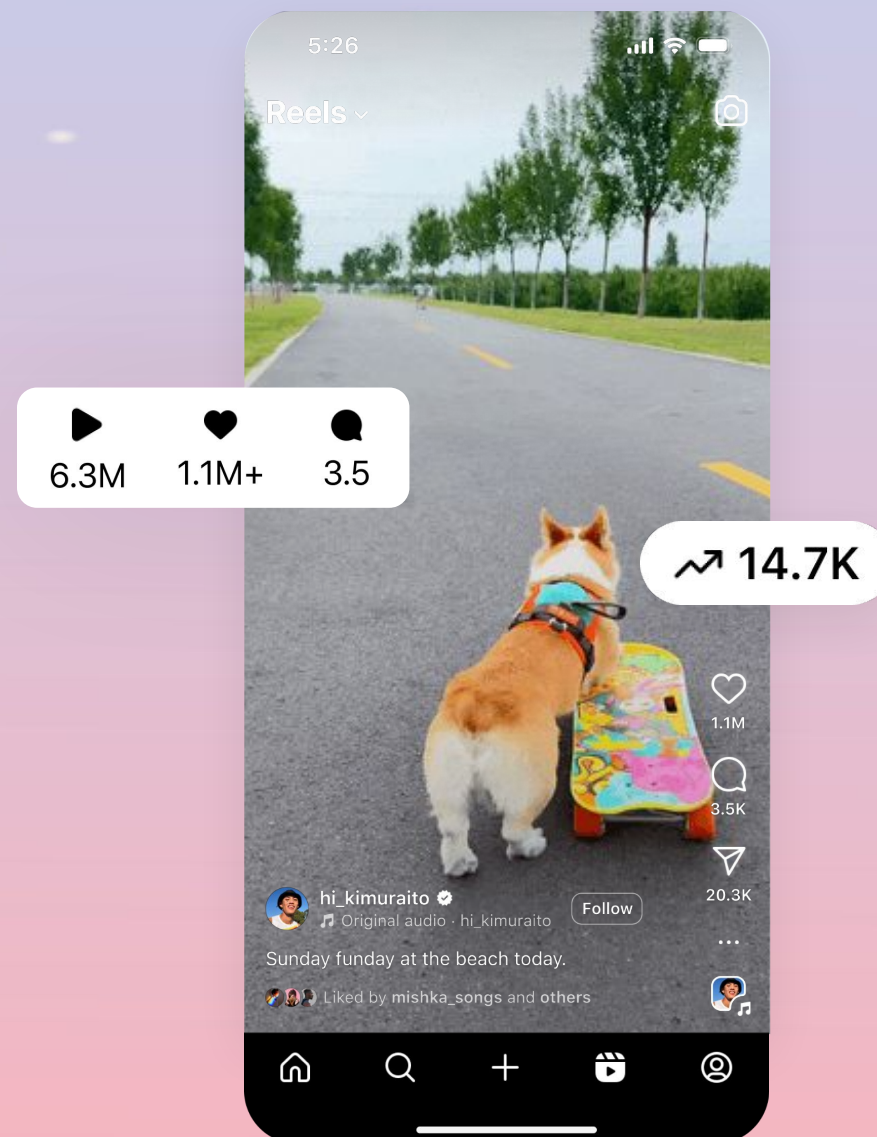


Scale authentic storytelling: Creator-led reels combine entertainment value with shopping inspiration to build brand connection.

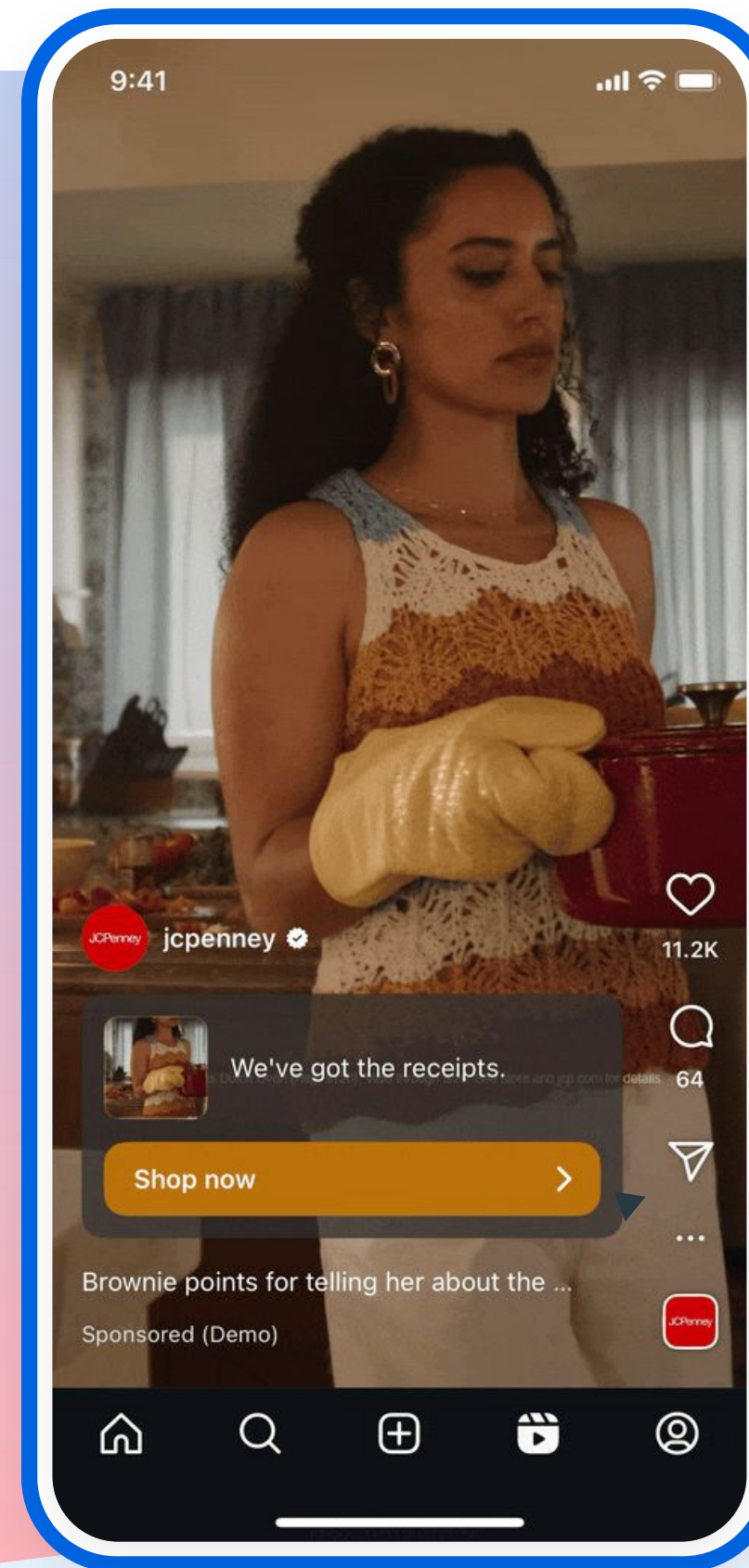


Reels trending ads

Place your ads immediately after the most trending and culturally relevant content for your brand.



Top trending reels content



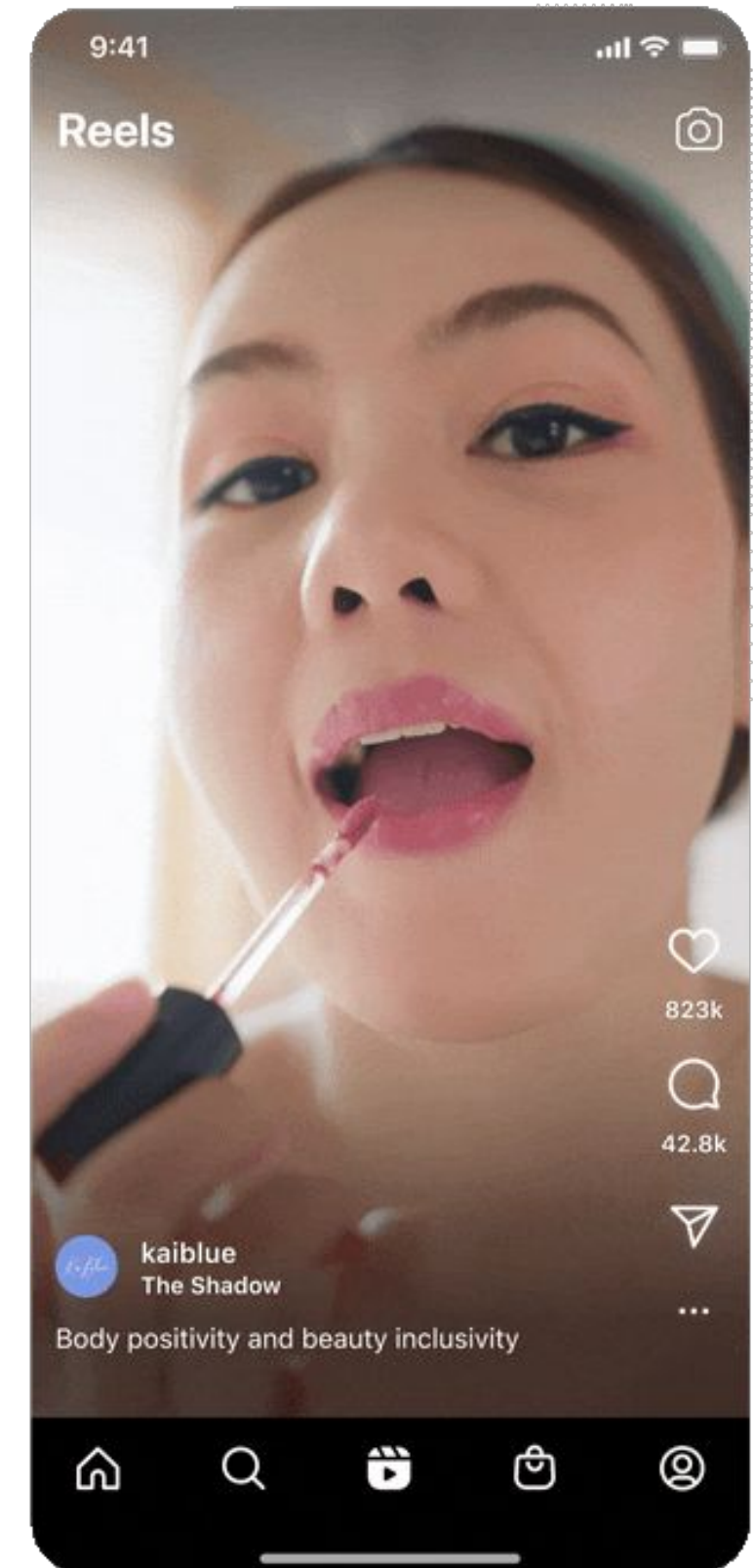
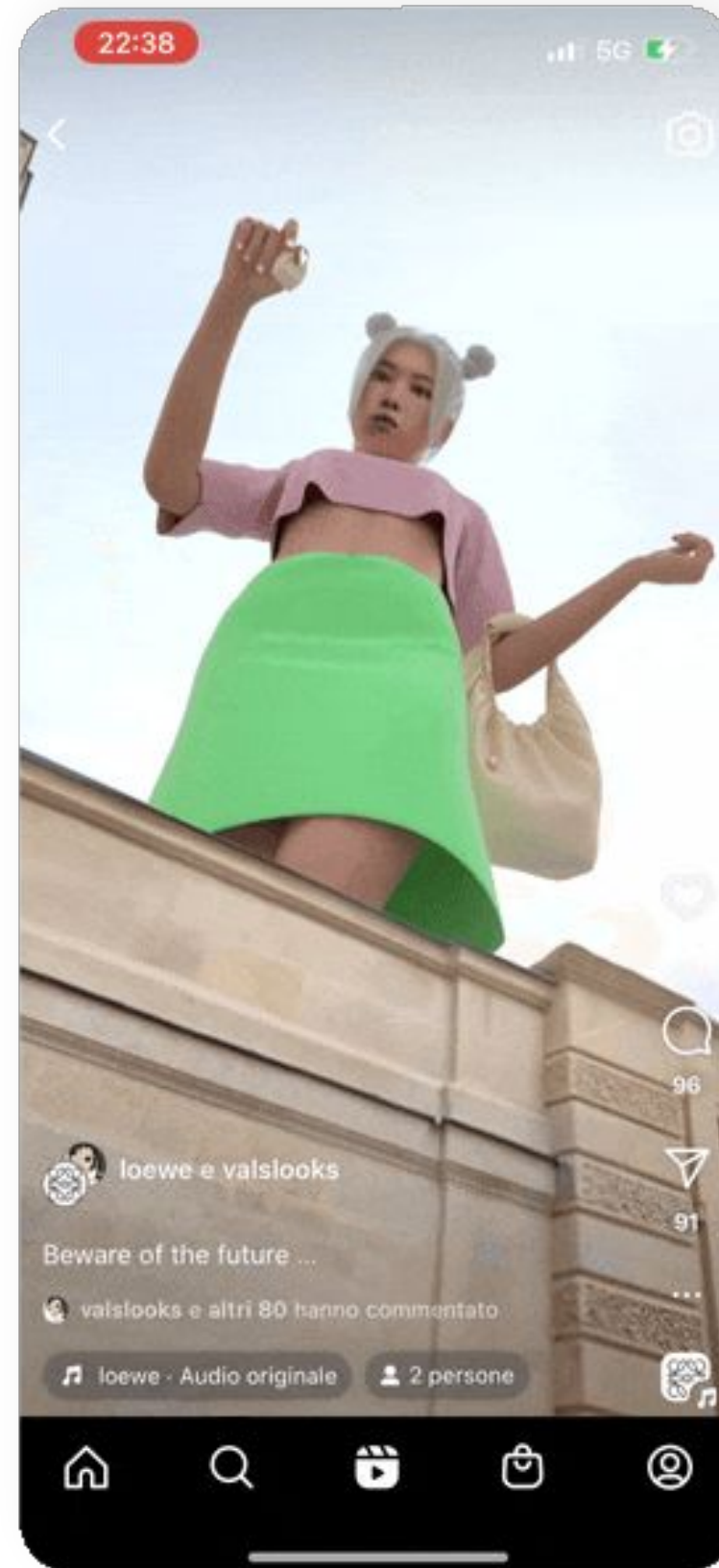
Reels content

Reels trending ads

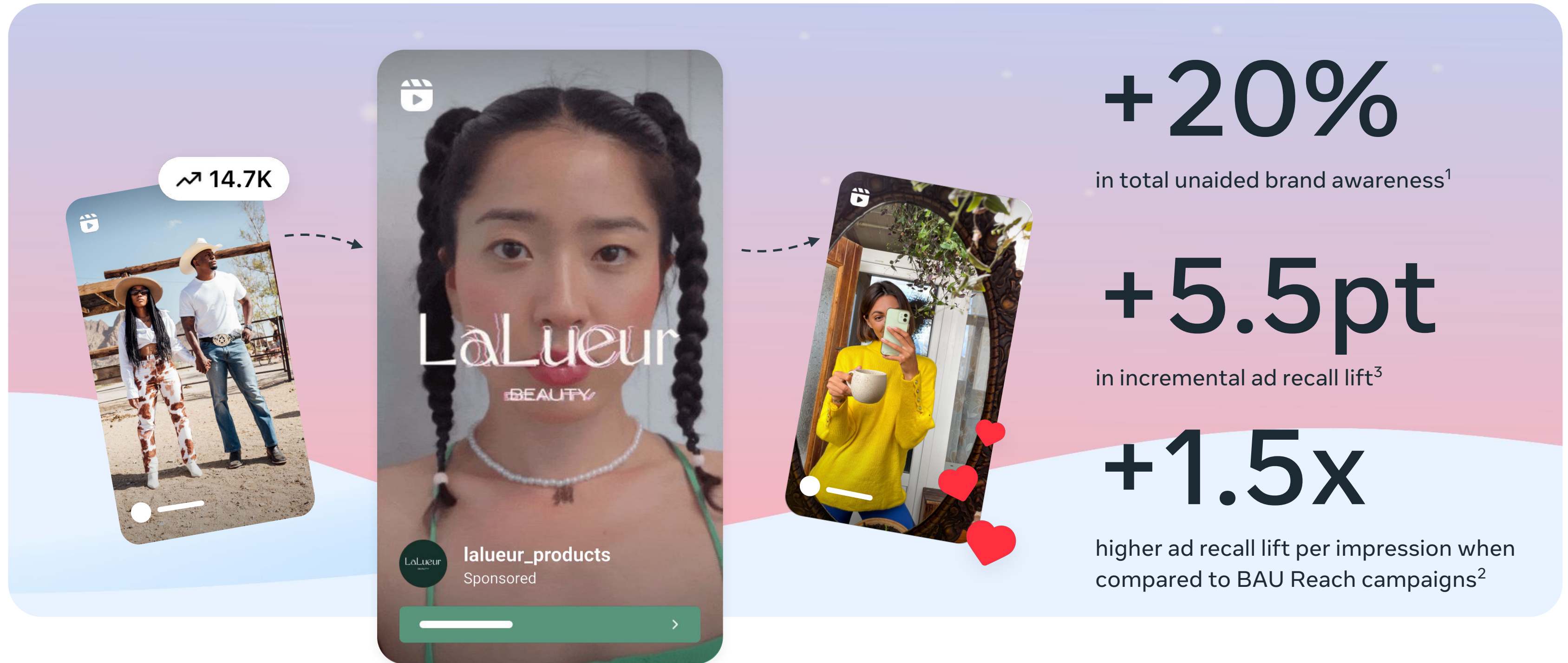
Advertiser-driven relevance

CONTENT CATEGORIES

- ☒ Animals & pets
- ☒ Beauty & fashion
- ☒ Cars & transportation
- ☒ Food & drink
- ☒ Sports
- ☒ Music



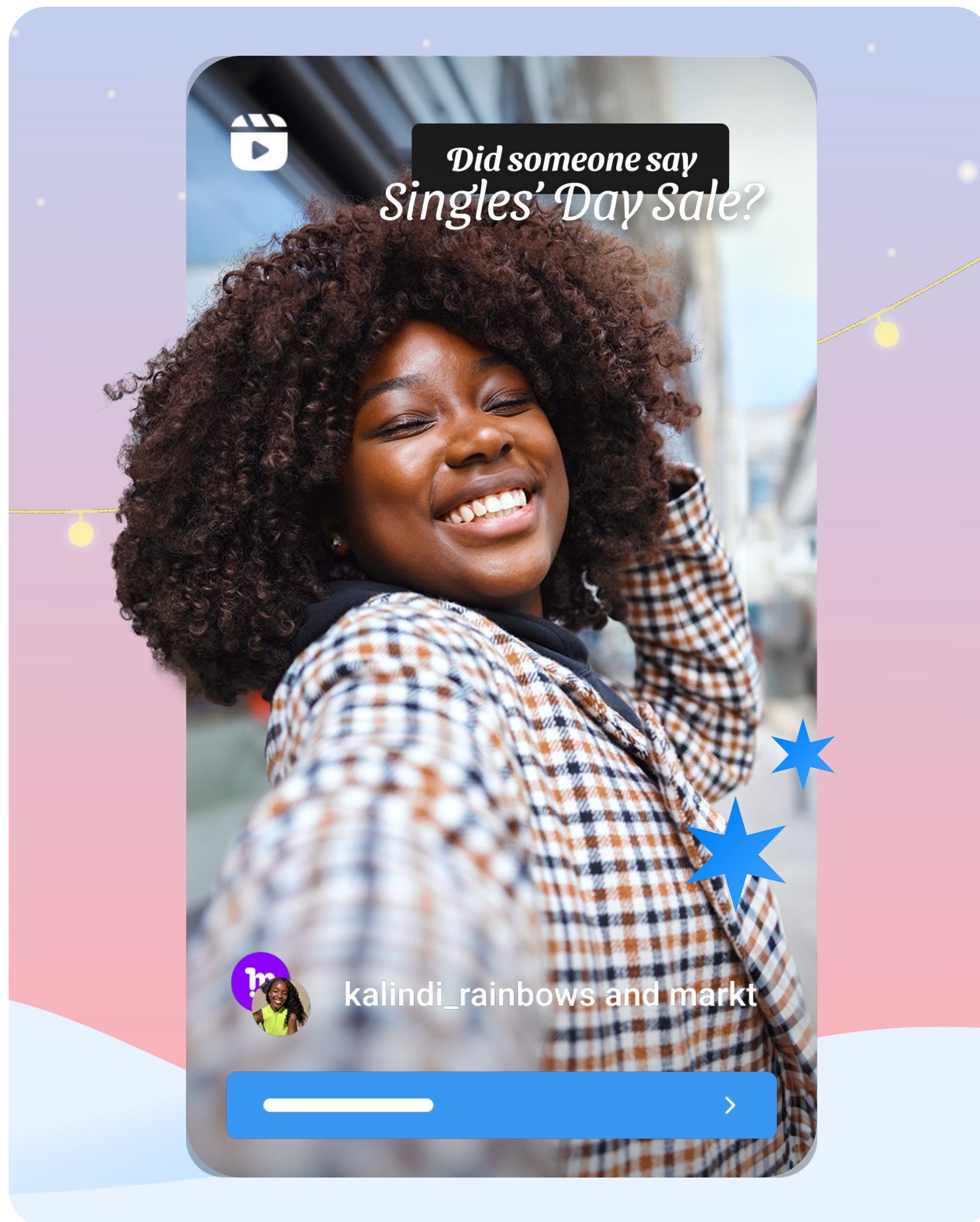
Meaningful brand impact



*On top of concurrent media when compared to control groups with no Reels trending ads exposure

Source: 1. Kantar Context Lab study (N=623) 2. Cross-vertical statistical meta-analysis across 10 lift studies that ran between April - May 2025 by North America advertisers that participated in Reels trending ads product alpha testing.

3. Cross-vertical statistical meta-analysis across 15 lift studies that ran between August - September 2025 by North America advertisers that participated in Reels trending ads product beta testing.



Creators shape the shopping influence shift

Creators aren't just amplifying brand stories anymore - they're helping shape them, translating brand intent into authentic narratives that drive consideration and commerce.

94%

of shoppers using Meta technologies look to creators for holiday guidance

57%

say creators directly influence purchase decisions

Source: "Holiday Shopping Study" by Ipsos (Meta-commissioned study based on an online survey of 14,473 holiday shoppers in Australia, Brazil, Canada, Colombia, France, Germany, Indonesia, Italy, Japan, Mexico, Peru, South Korea, Spain, Sweden, Thailand, UK, USA, Vietnam), November, 2025.

Win hearts through creator partnerships

Authentic alignment: Partner with creators whose values and audience genuinely match your brand

Value-first content: Focus on solving shopping challenges, not just featuring products

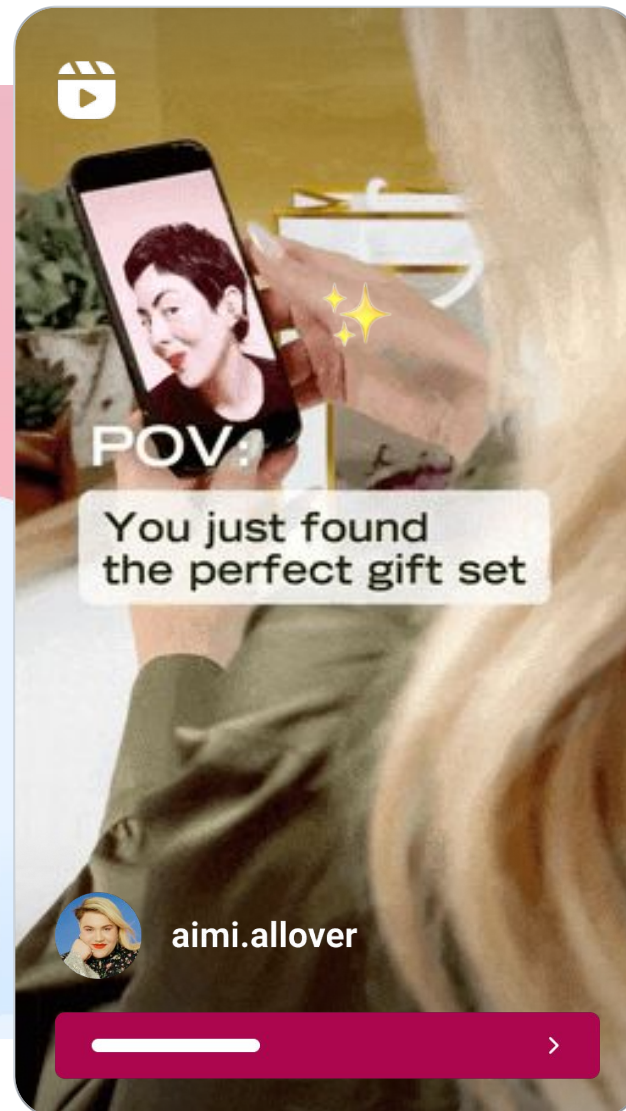


Creative freedom:
Give strategic direction, then let creators tell stories their way

Short-form video has become the primary way people discover products.

Creator content types to accelerate holiday conversions

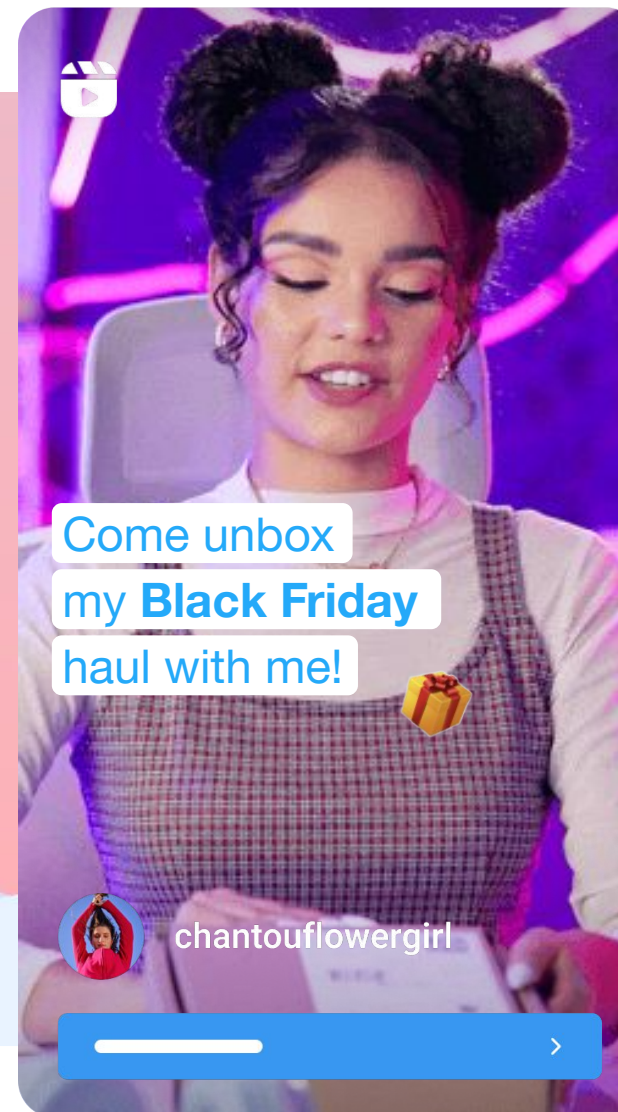
DISCOVERY



Gift guides:

Curated recommendations that solve shopping challenges

EVALUATION



Product reviews:

Honest assessments that build confidence

PURCHASE



Sales and discount updates:

Timely information that drives urgency

Partnership ads are the best way to drive performance with creators across Meta technologies

Partnership ads allow you to run ads with a creator's handle to scale your partnerships. Mixing partnership ads into always-on strategies drives better results.

50%

higher click-through rate.¹

71%

of consumers make a purchase within a couple of days of seeing creator content on Meta technologies.²

99%

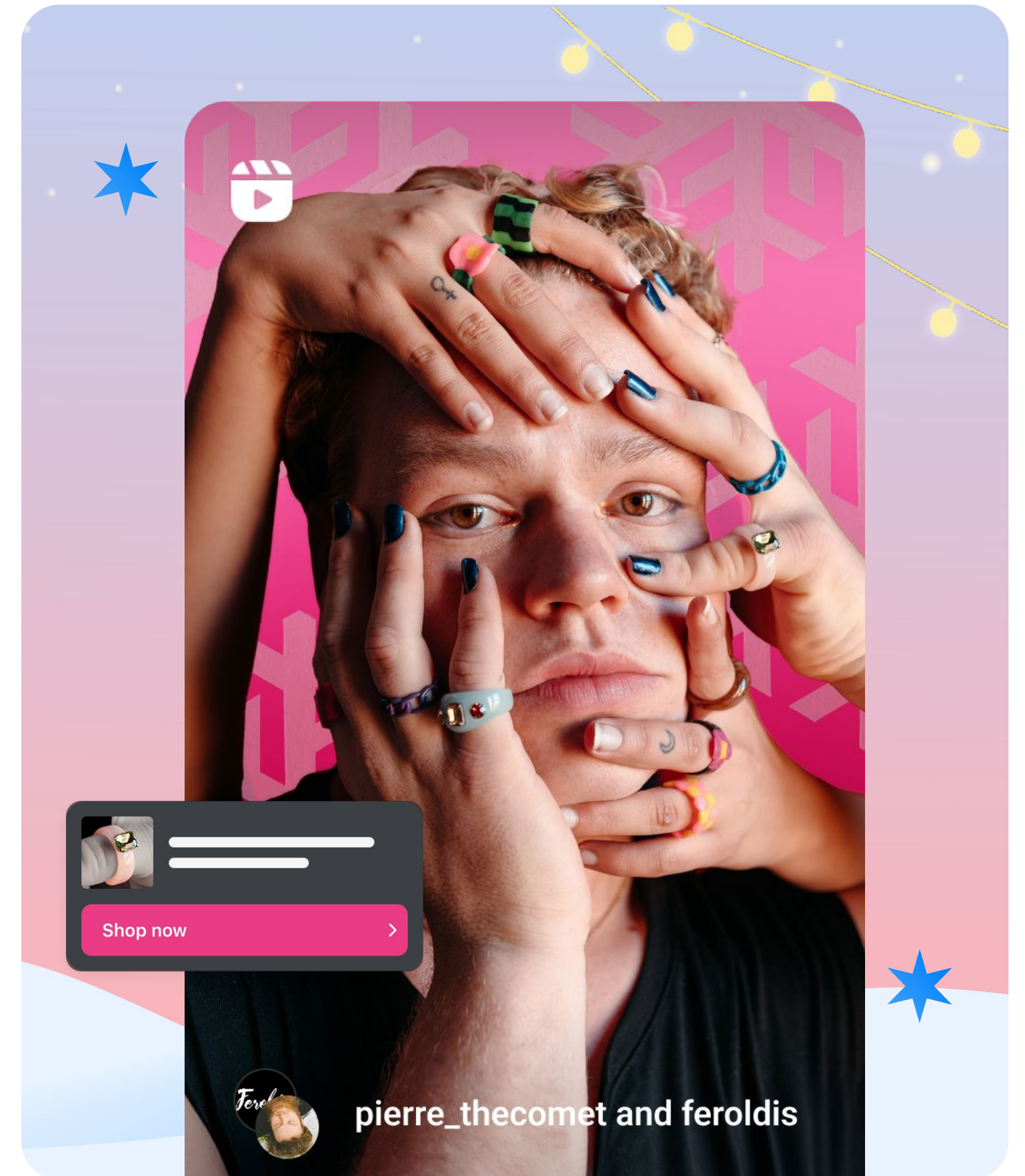
probability to outperform your business-as-usual ads alone.¹



Use signals from both creator and brand handles for stronger ranking and performance.

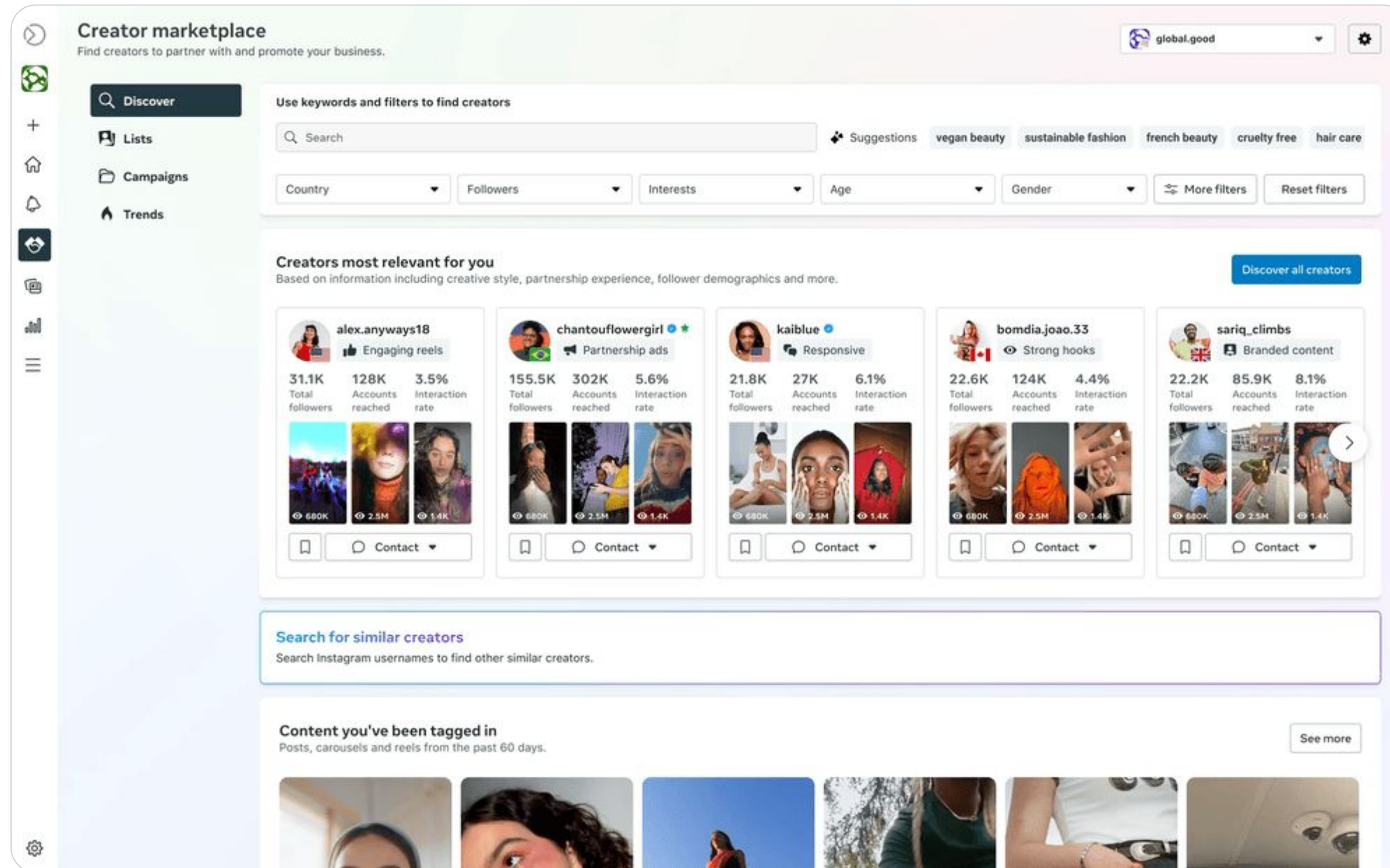


Increased creative diversification gives our ads ecosystem more options to choose from.



Source: 1. Statistical meta-analysis of 12 lift studies that were run from Sept 2022 to June 2023 by global advertisers from various verticals that only delivered to Reels. 2. Global Media Study by Ipsos. (Meta-Commissioned online study of 34,015 people ages 13-64; internet population; monthly mobile internet users, monthly video viewers, and monthly messaging app users in the US, CA, UK, DE, FR, BR, JP, KR, IN, TH), February 2023 - May 2023).

Discover and evaluate creators with creator marketplace



→ Prioritize **ads-first discovery** while surfacing personalized recommendations.

→ Cultivate confidence in the creators you discover. We lead with creators that are most likely to be effective.

Find creator recommendations tailored to your brand so you can focus on what matters:

Creators most relevant for you

Based on information including creative style, partnership experience, follower demographics and more.

Discover all creators



kaiblu



Responsive

21.8K

Total followers

27K

Accounts reached

6.1%

Interaction rate



680K



2.5M



1.4K



Contact





chantouflowergirl



Partnership ads

155.5K

Total followers

302K

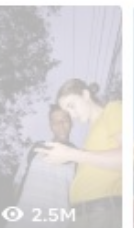
Accounts reached

5.6%

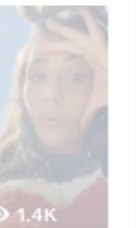
Interaction rate



680K



2.5M



1.4K



Contact





alex.anyways18



Engaging reels

31.1K

Total followers

128K

Accounts reached

3.5%

Interaction rate



680K



2.5M



1.4K



Contact





bomdia.joao.33



Strong hooks

22.6K

Total followers

124K

Accounts reached

4.4%

Interaction rate



680K



2.5M



1.4K



Contact





sariq_climbs



Branded content

22.2K

Total followers

85.9K

Accounts reached

8.1%

Interaction rate



680K



2.5M



1.4K



Contact



Evaluating creators for your specific needs so you can influence outcomes.

When you win hearts, you create compounding value



IMMEDIATE IMPACT

Higher engagement
and brand recall

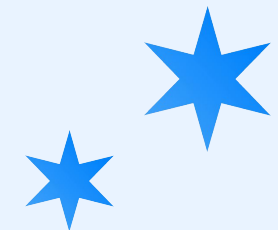
Lower cost per
quality interaction

Authentic social proof
that spreads organically

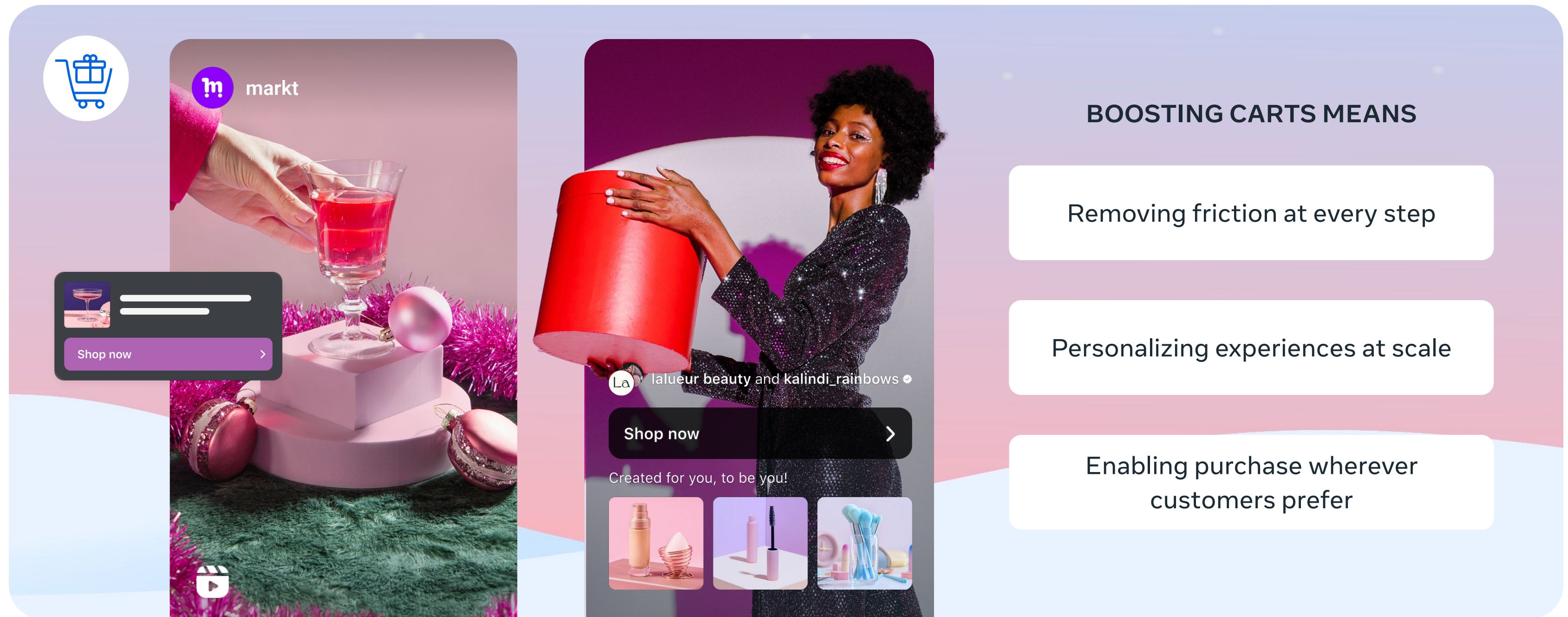
LONG-TERM IMPACT

Brand preference that survives
competitive pressure

Customer advocates who
reduce acquisition costs



You've captured attention and built trust. Now make buying effortless.



The image displays two social media posts side-by-side, illustrating the concept of making buying effortless. The left post features a hand holding a glass of red liquid over a tiered pink stand with Christmas ornaments. It includes a 'markt' logo, a shopping cart icon, and a 'Shop now' button. The right post shows a woman holding a large red gift box, with a 'Shop now' button and a 'Created for you, to be you!' tagline. Below the tagline are three small product images: a perfume bottle, a candle, and a set of brushes.

BOOSTING CARTS MEANS

- Removing friction at every step
- Personalizing experiences at scale
- Enabling purchase wherever customers prefer

Your customer shoppers online and in-store



78%

of shoppers using
Meta technologies
have purchased
directly in-app¹



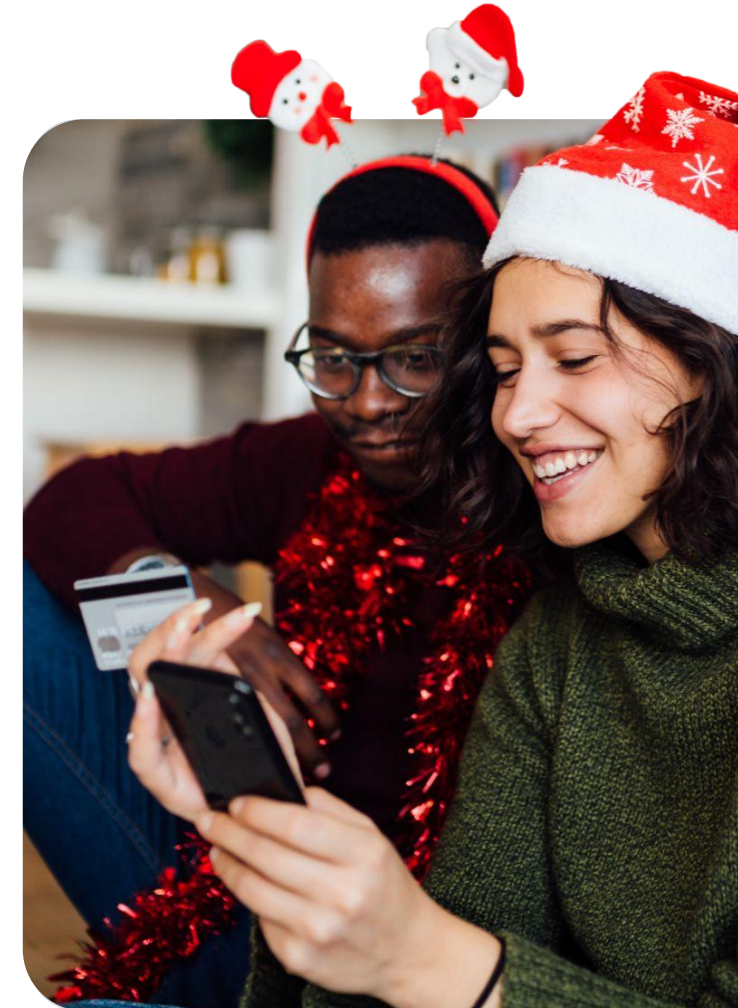
1-in-3

social shoppers
frequently buy in-store
what they discovered
on Meta technologies¹



57%

who buy in-store
conduct online
research before
making a purchase²



Shoppers love their content, are sharing it and being inspired to buy

Source: 1. "Holiday Shopping Study" by Ipsos (Meta-commissioned study based on an online survey of 14,473 holiday shoppers in Australia, Brazil, Canada, Colombia, France, Germany, Indonesia, Italy, Japan, Mexico, Peru, South Korea, Spain, Sweden, Thailand, UK, USA, Vietnam), November, 2025. 2. Consumer Shopping Study' by Kantar (Meta-commissioned online survey) October/November 2025.

Unlock omnichannel growth with Meta technologies

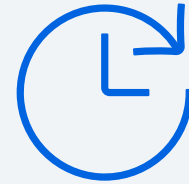
Your toolkit for omnichannel holiday success



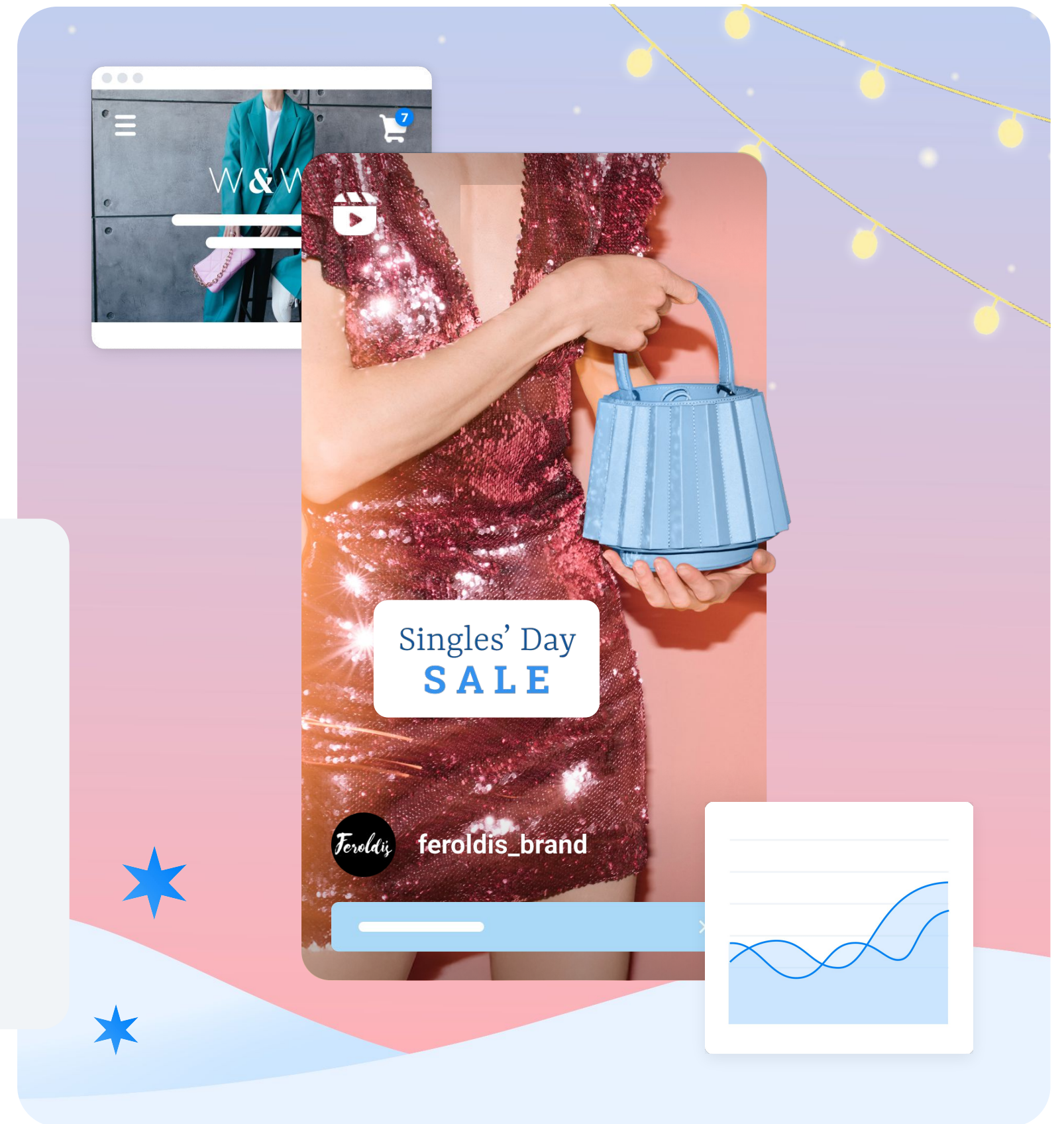
Unify your
store data

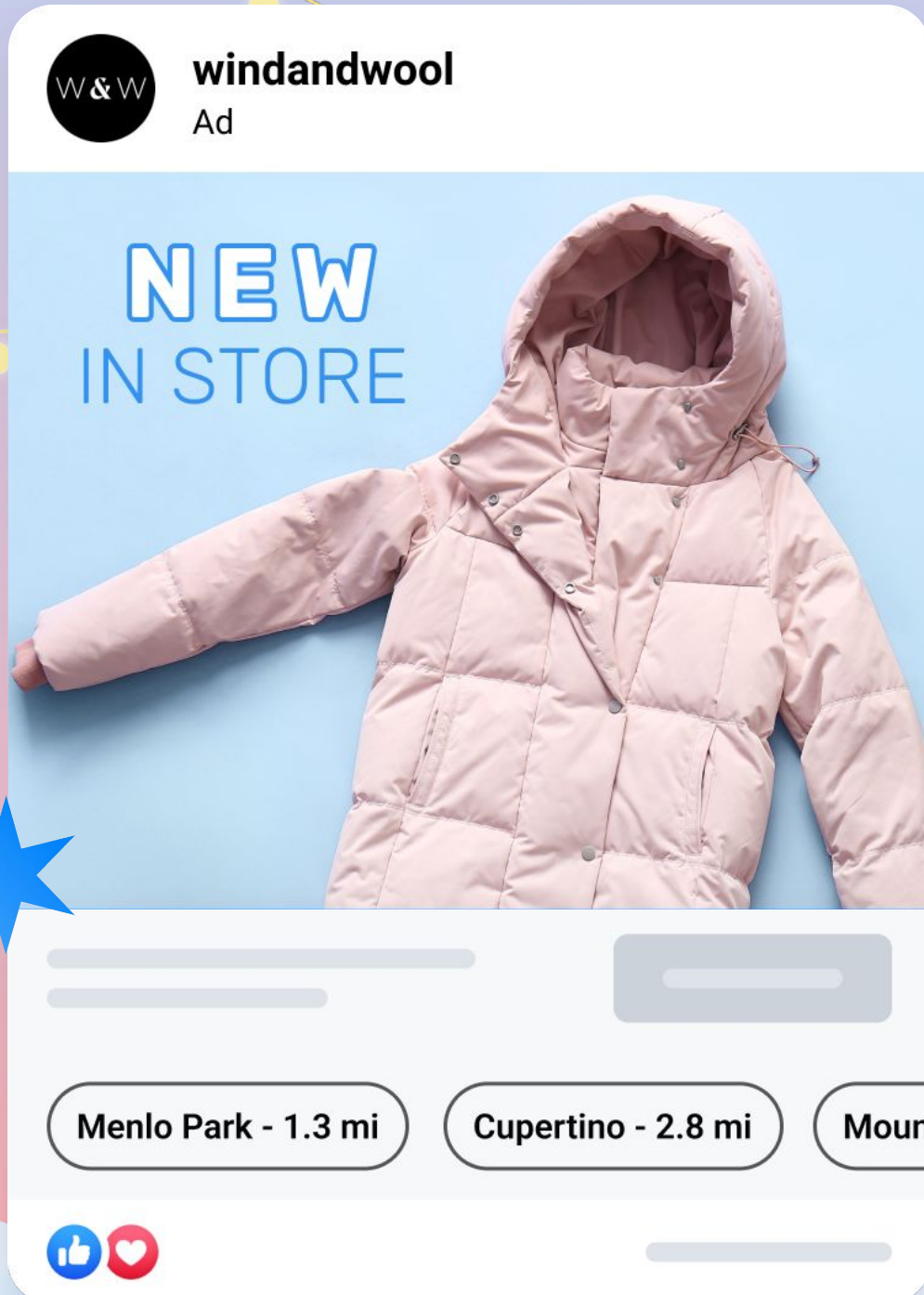


Shift to
omnichannel
strategies with
store tactics



Future proof
your business
with Meta





Drive more sales and greater efficiency using omnichannel optimization

A meta-analysis split test of omni vs offline showed that **omnichannel optimization** drove

↓ **15%**

Lower median cost per omni purchase compared to website only optimization¹

↑ **21%**

higher store incremental ROAS than website only optimization²

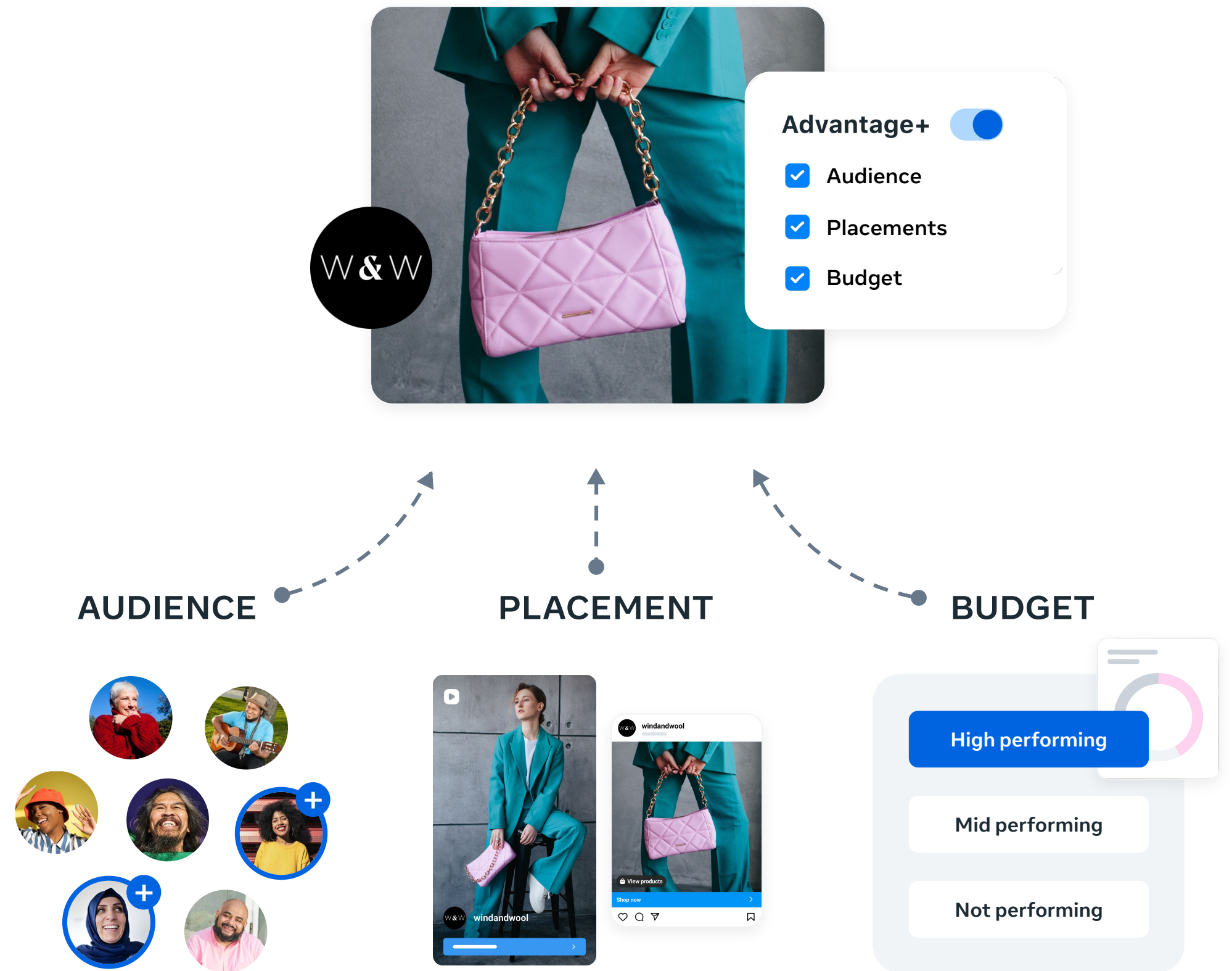
Source: 1. Statistical meta-analysis of 27 (for Omni) and 25 (for Offline) split studies that ran between October 2024 and March 2025 from global Retail advertisers that passed QA, 2. Statistical meta-analysis of 19 (for Omni) and 17 (for Offline) conversion lift studies that ran between October 2024 and March 2025 from global Retail advertisers that passed QA.

Advantage+ sales campaigns are the most efficient way for advertisers to drive online sales

Our most advanced AI optimizations are enabled when your Advantage+ sales campaign uses audience, placement and budget.

20%
improvement in
cost per result

Source: This result is based on an experiment run globally across verticals during Sep 9, 2025 and Sep 14, 2025 on 10,107 campaigns using the Sales objective. Campaigns with Advantage+ Sales on had 20% lower cost per result than those that did not. This potential outcome is provided to give you an idea of possible performance but isn't guaranteed.



Advertisers are seeing better outcomes with Advantage+ products

Be sure Advantage+ is turned on, to apply our most advanced AI optimizations for the best performance this holiday season.

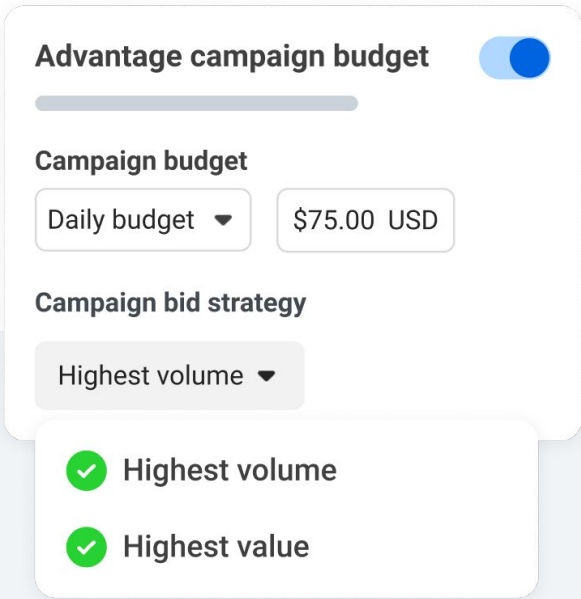
Advantage+ will be turned on when businesses use
Advantage+ audience, placement and campaign budget



Audience

During the holiday season, your customers may expand, so be sure to keep your audiences as broad as possible with **Advantage+ audience**.

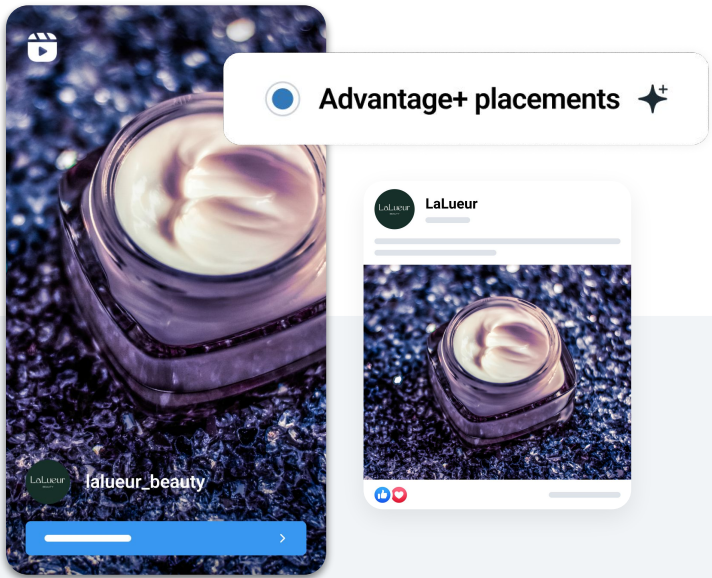
7% lower median cost per website conversions.¹



Budget

Use **Advantage+ campaign budget** and use ad set budget minimums to ensure delivery for certain priority holiday creatives.

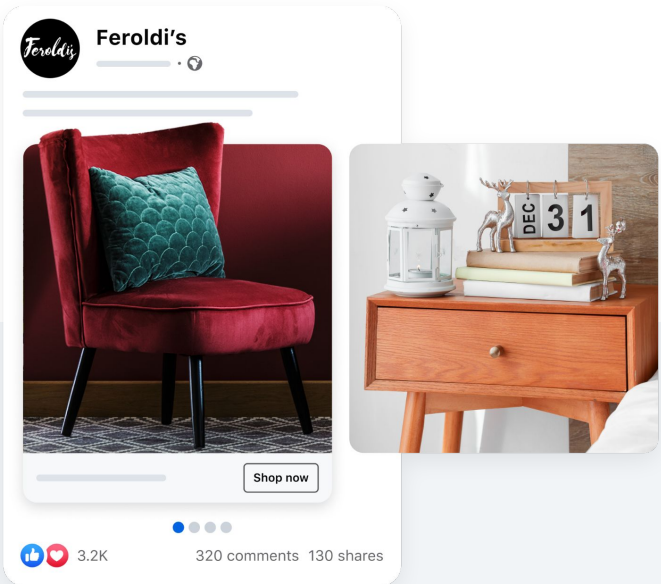
5% lower CPA on average for advertisers with Autobid campaigns with a single pixel.²



Placements

Use **Advantage+ placements** to find the most cost-effective opportunities across Meta technologies.

5% lower cost per optimized conversion when using 6+ placements.³



Elevate your holiday strategy with additional tools:

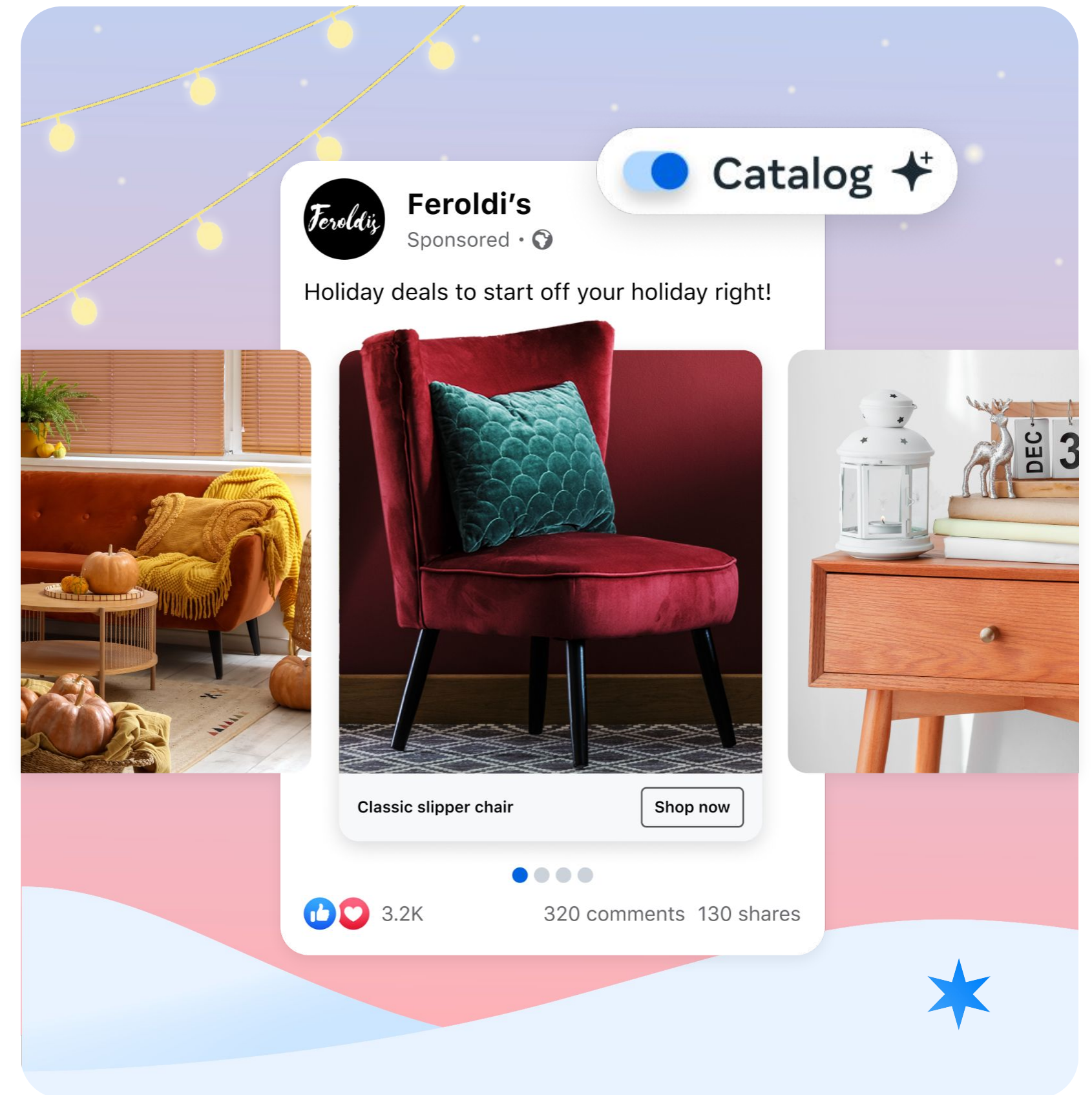
Advantage+ catalog ads
Advantage+ creative, including new generative AI features

Value rules
Promotional ads
Reminder ads
Promo ads

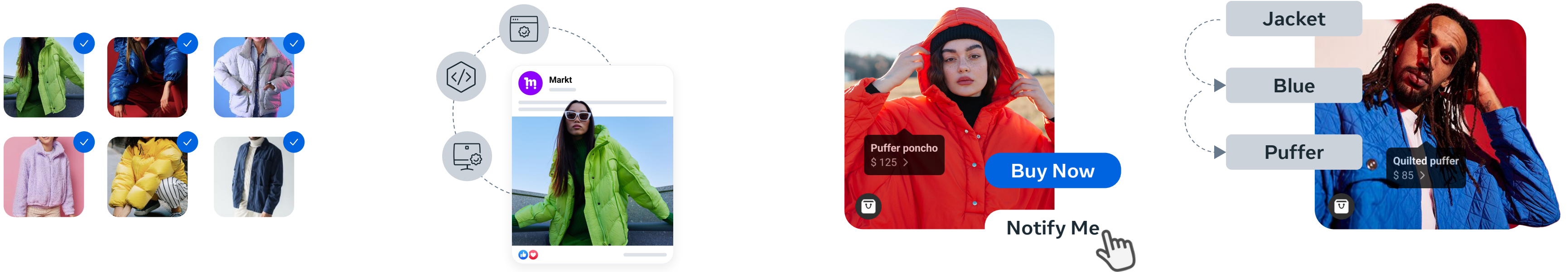
Source: 1. This test was run globally and across-verticals for 1 week starting March 13th 2023. For both Product Catalog Sales and Website, a statistical simulation framework gave a 99.9% statistical confidence that Advantage+ audience outperformed regular targeting for driving cost-effective conversions. Given the scale of this study, outlier data points will occur and were retained and accounted for through rule-based methods and by using the median to describe results. 2. Based on controlled experiments on 64,000 campaigns. The results were confirmed by an analysis of 42,000 campaigns that enabled ACB between May 2022 and April 2024. The results are an estimate of the average performance increase and performance is not guaranteed. 3. Marketing Science EMEA statistical meta-analysis of 22 split tests run between June and December 2022 across multiple regions and verticals.

Drive higher ROAS with **brand and product level controls** in Advantage+ catalog ads

- New product-level controls allow retailers to optimize for the products that are likely to engage their audience and drive value, rather than their full catalog.
- Increased product-level reporting capabilities enable retailers to better measure how they're helping brands drive business outcomes across their website, app and in store.



Advantage+ catalog ads best practices



01

Use one catalog

Create simple catalog structure to avoid delays in reaching peak performance and simplify your inventory management.

02

Ensure a high match rate

Ensure products used in ads are connected to Pixel, app SDK or Conversions API to account for interactions on your website and apps.

03

Maintain consistency with your website

Ensure all/ most of the products that get purchased on your website are in your catalog and visible.

04

Include rich product data

Include all the product details in your catalog because they drive buyer discovery and consideration.

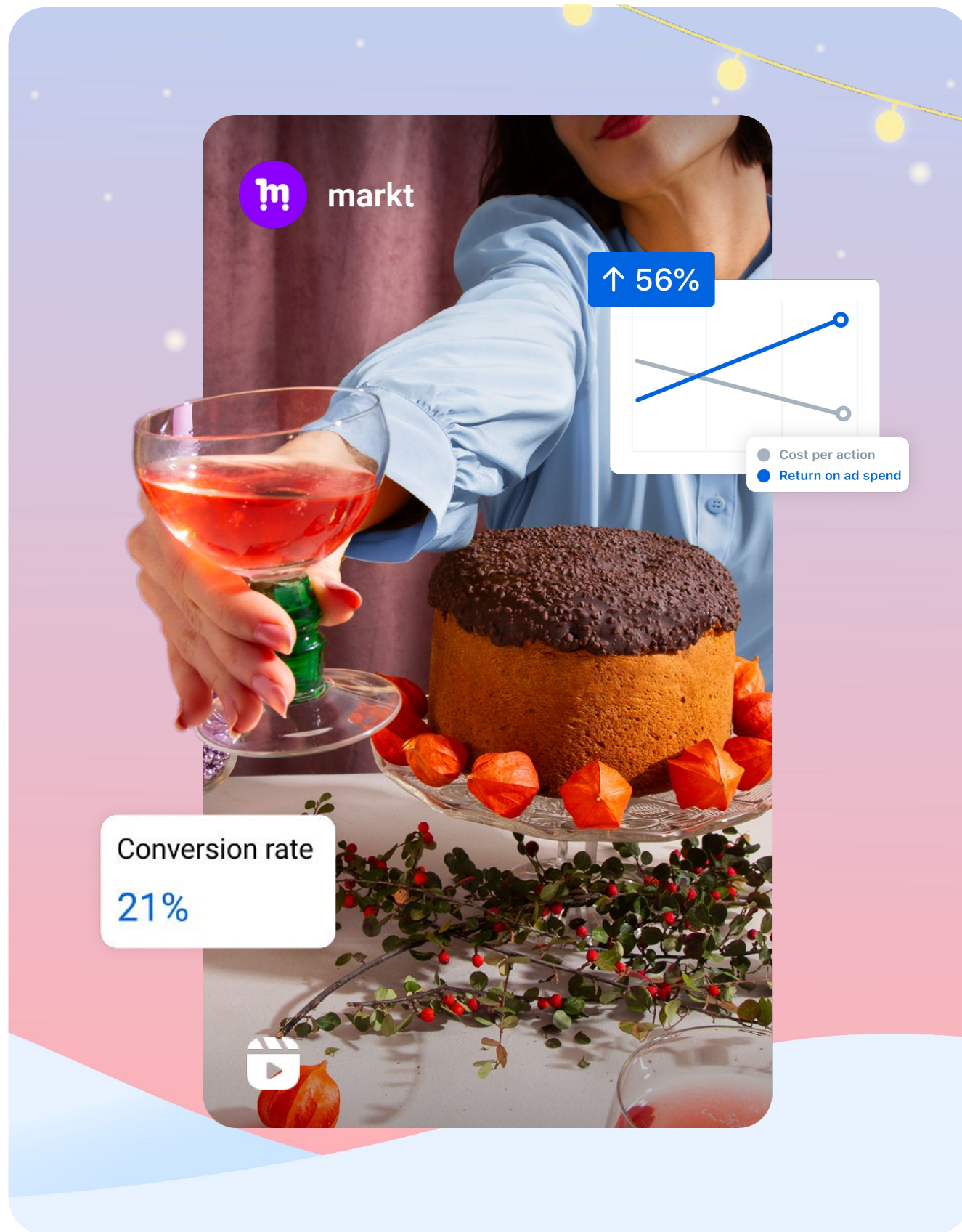
When you boost carts effectively, you unlock revenue at scale

HOLIDAY IMPACT

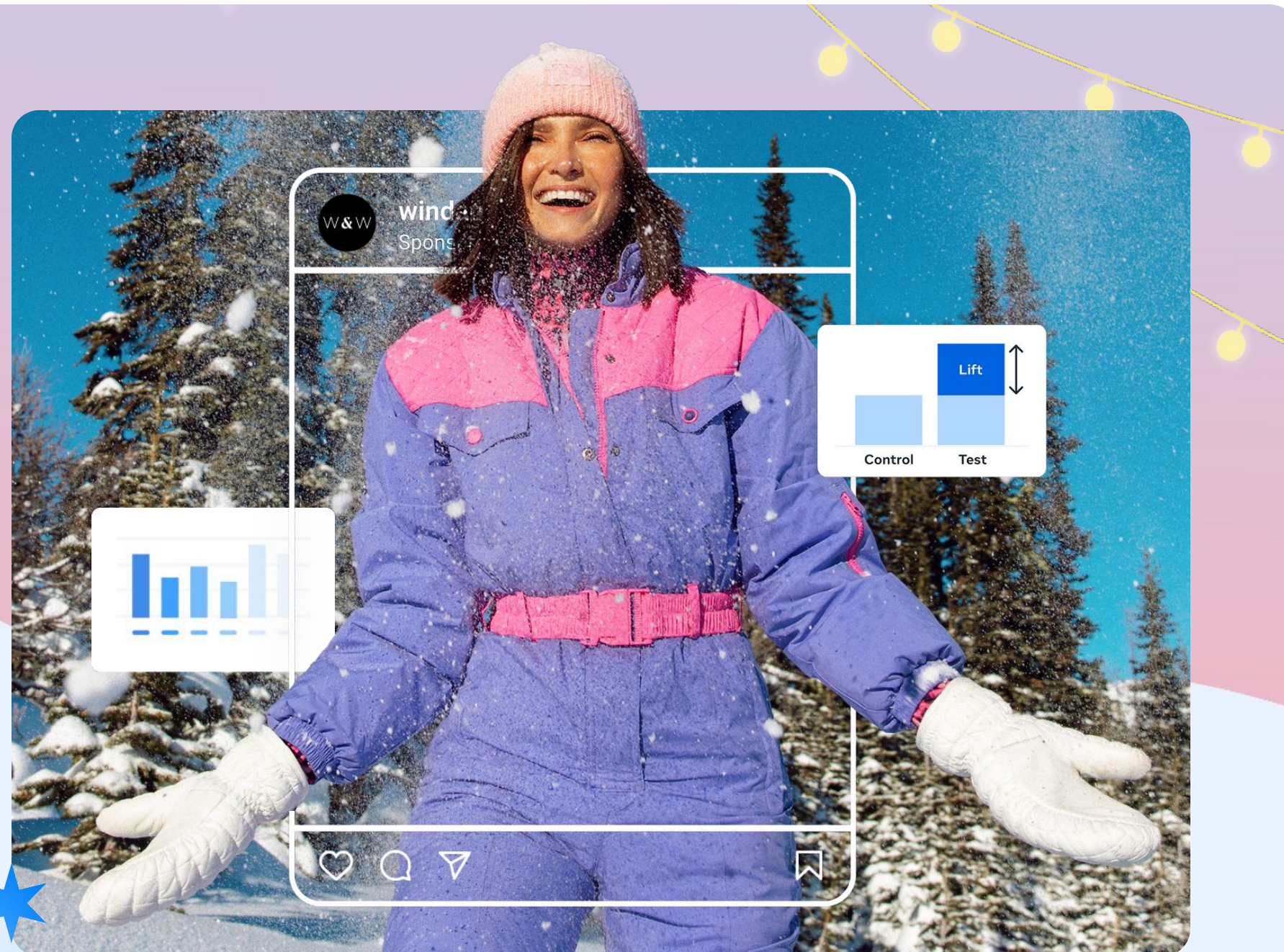
- ✓ Higher conversion rates from inspired shoppers
- ✓ Lower customer acquisition costs through efficiency
- ✓ Maximized revenue during peak shopping moments

BUSINESS IMPACT

- ✓ Proven ROAS that justifies investment
- ✓ Customer data that informs future strategy
- ✓ Omnichannel performance across your entire business



Measurement that captures the full story



Hearts metrics

Brand lift, ad recall, favorability



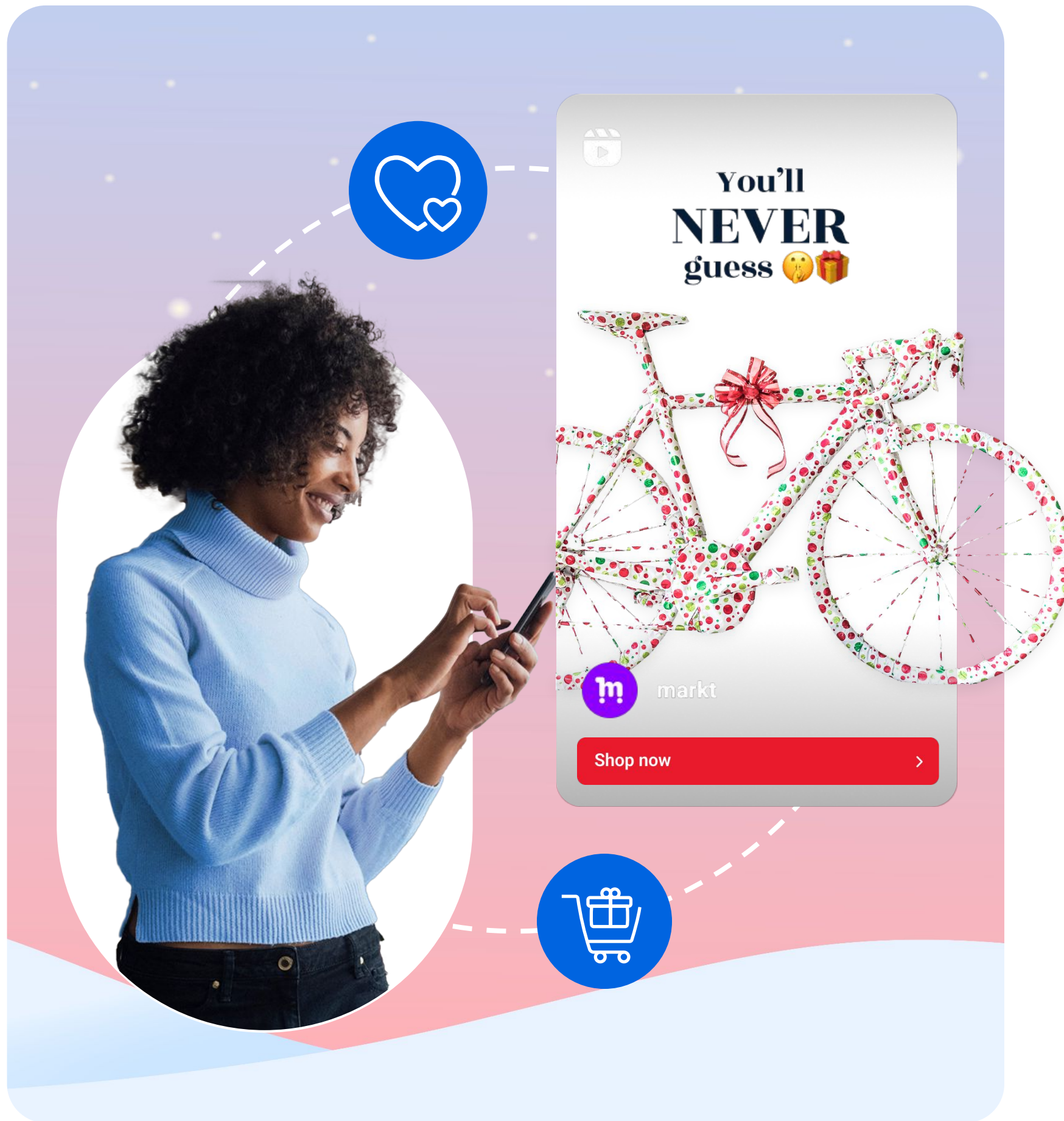
Carts metrics

ROAS, CVR, cost per result



Holistic metrics

Revenue, customer acquisition cost (CAC), lifetime value (LTV), incrementality

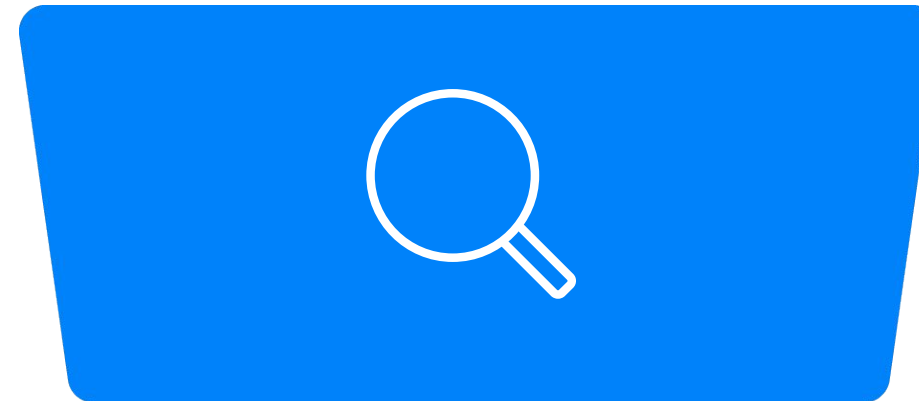


The most effective holiday strategies don't separate hearts and carts, they blend them.

How to integrate hearts and carts

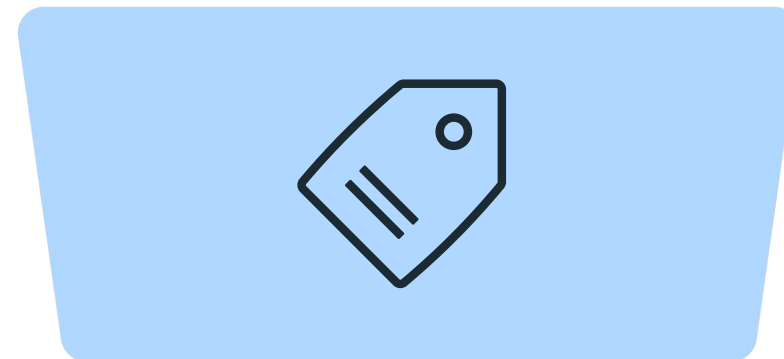
Discovery

Authentic creator content featuring gift guides in engaging, short-form video → Builds trust + inspires specific product interest



Consideration

Personalized product recommendations based on that interest → Shows exactly what they're looking for with social proof



Purchase

Seamless checkout experience wherever they want to buy → Removes friction at the moment of decision



All three happen on
Meta technologies.
All three work together.

Your action plan for holiday 2026



Q2

Build your foundation

Identify aligned
creator partners

Develop strategic
content briefs

Establish integrated
measurement framework



Q3

Launch and optimize

Begin creator content
and partnership ads

Test Advantage+ sales
campaigns

Set up omnichannel
attribution



Q4

Execute at scale

Full integrated strategy
at peak investment

Real-time optimization
across all touchpoints

Capture learnings
for 2027

Win hearts and boost carts at scale with Meta technologies.



Your highest-value customers are already here



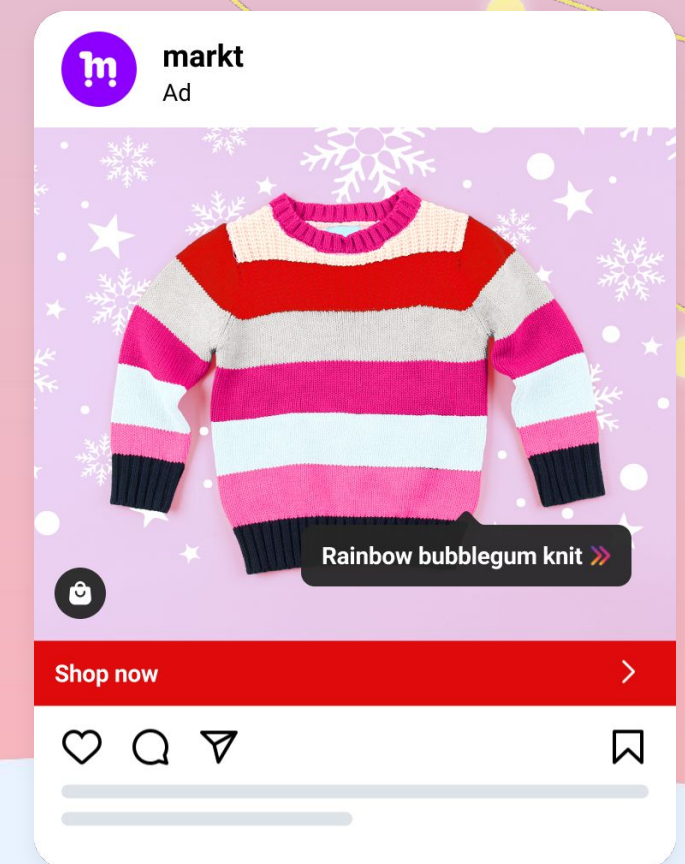
Trusted creators who win hearts authentically



Seamless tools that boost carts efficiently



Measurement that proves total business impact



Where emotional connection meets effortless commerce.

Every connection is an opportunity.
It's Your World.

