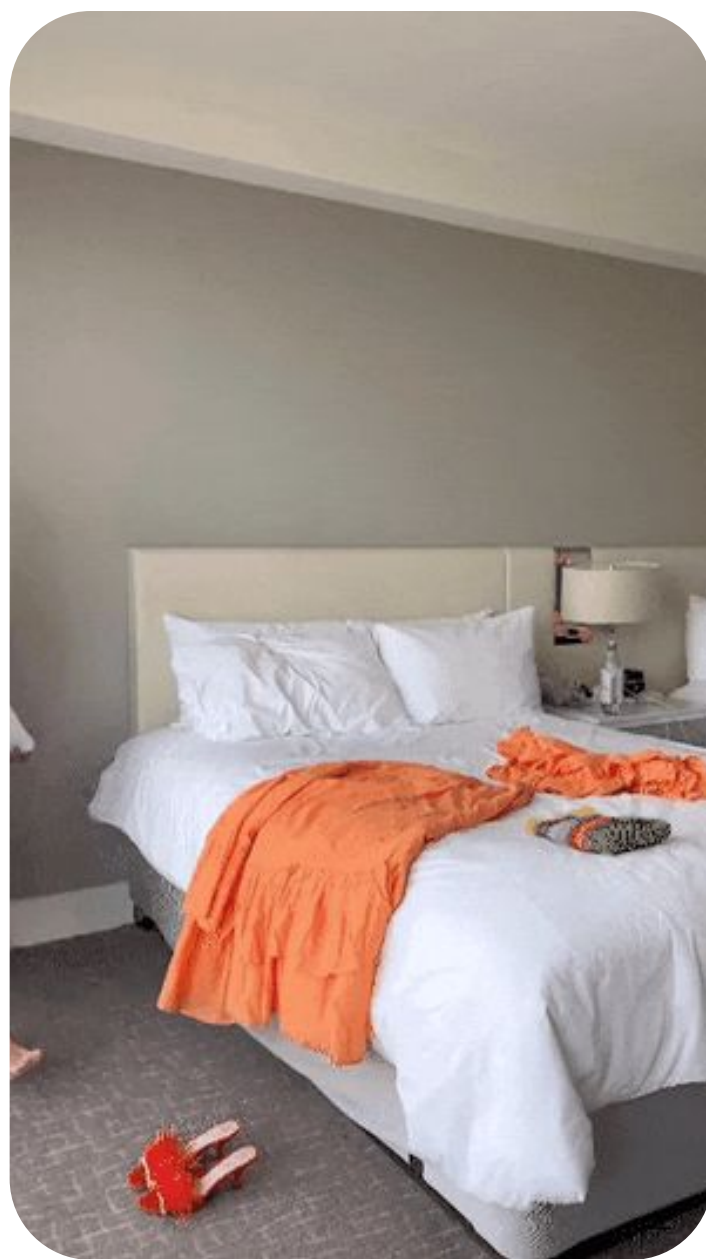
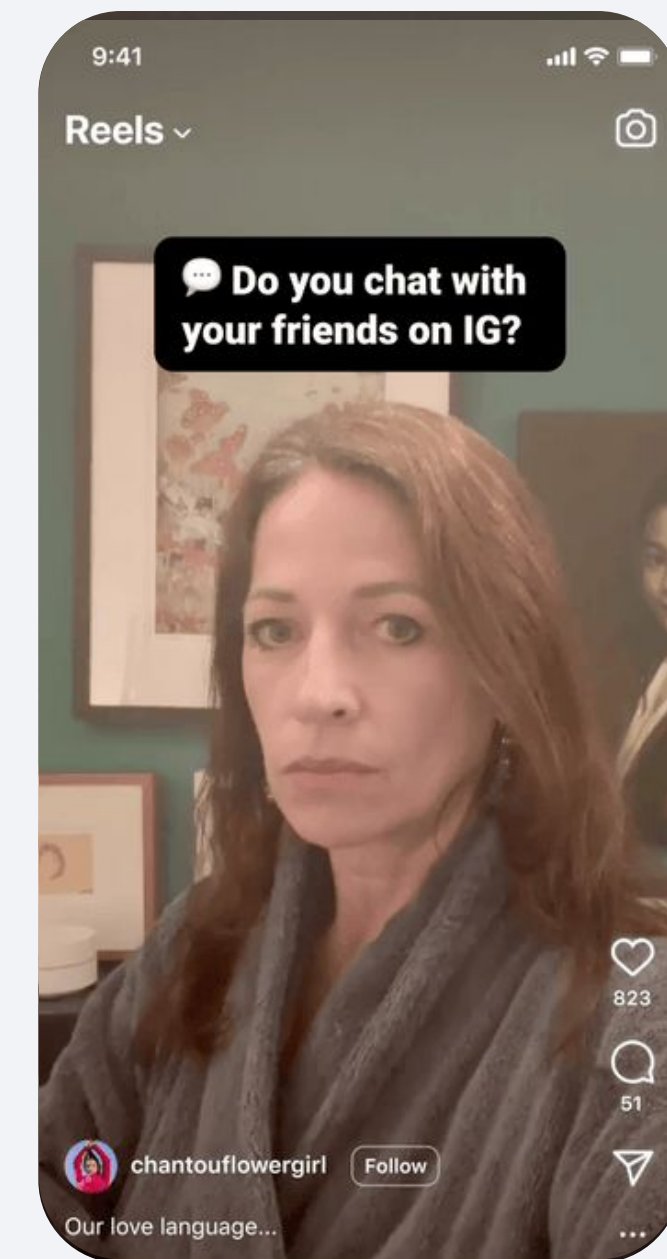
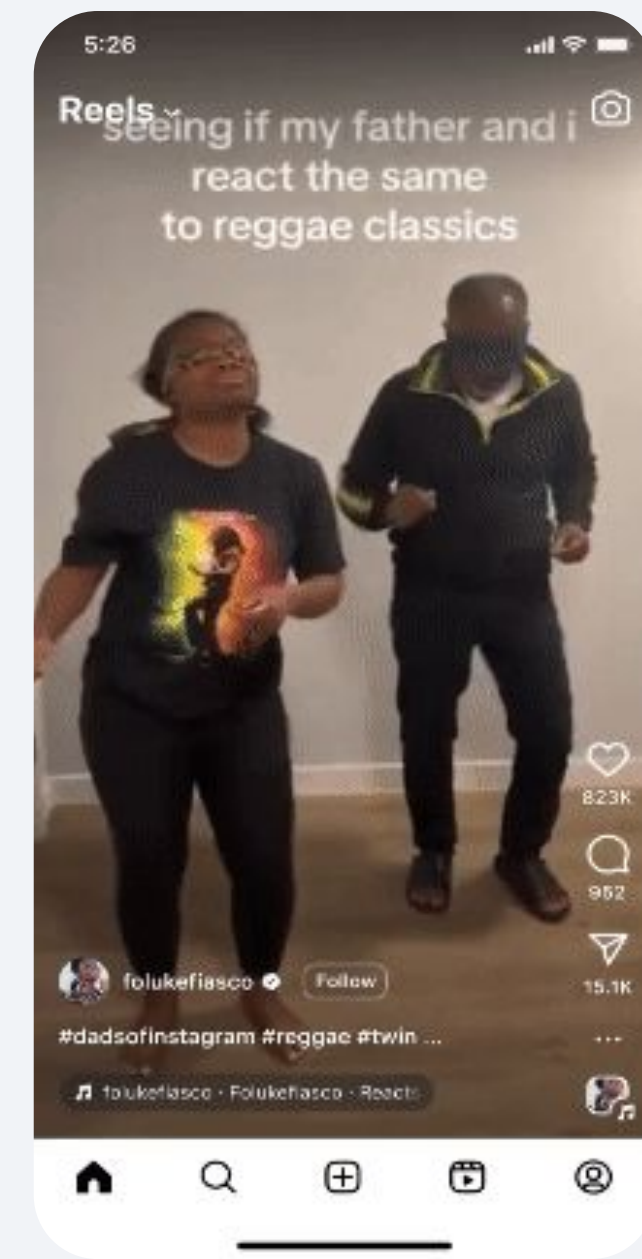
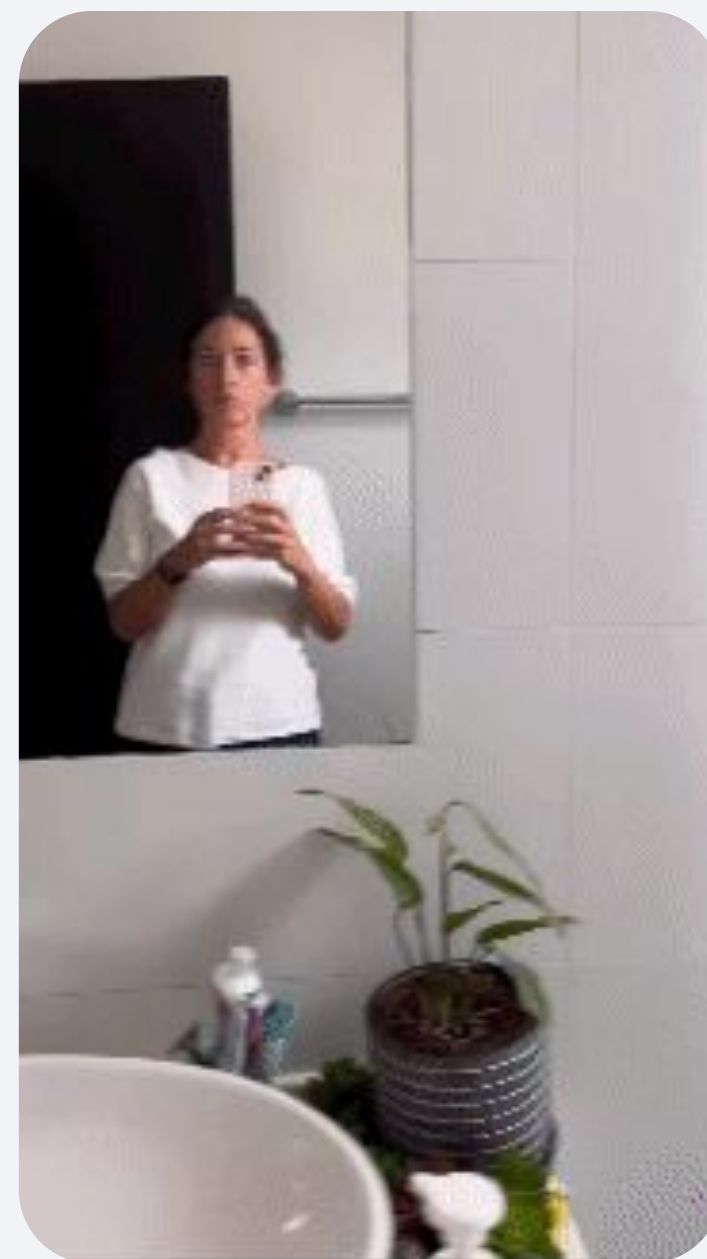


Empoderando a cultura,
os criadores e todo
ecossistema criativo





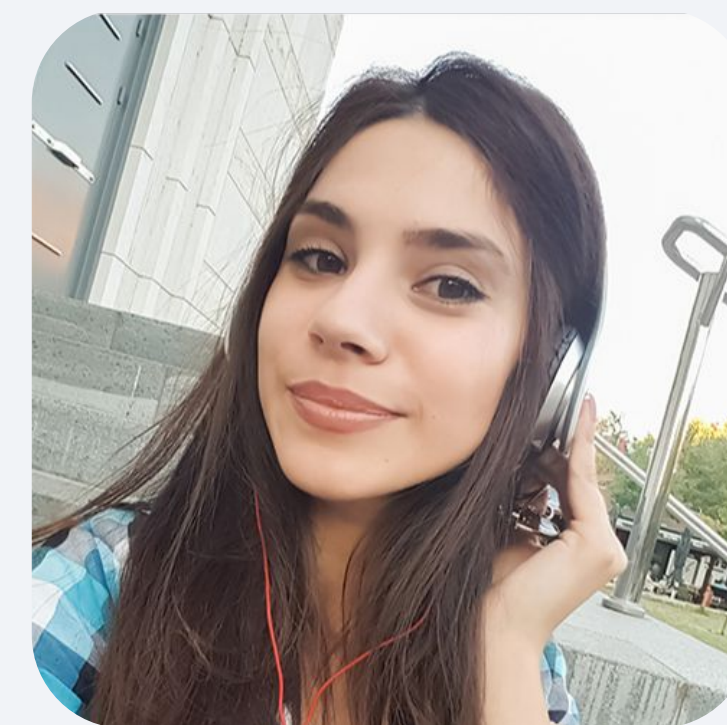
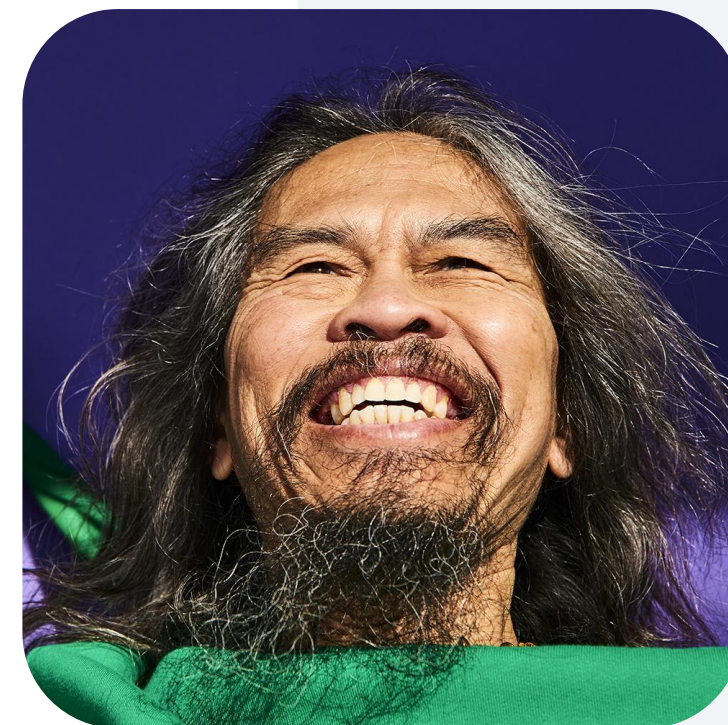
Transformando
atenção...



...em ação



Chamar a
atenção é a
jornada, mas
conexão é o
destino.



As pessoas vêm
para se conectar

+3 bilhões
de pessoas usam nossos apps todos os dias

A nova era de conexões e engajamento

Vídeos + criadores de conteúdo + IA

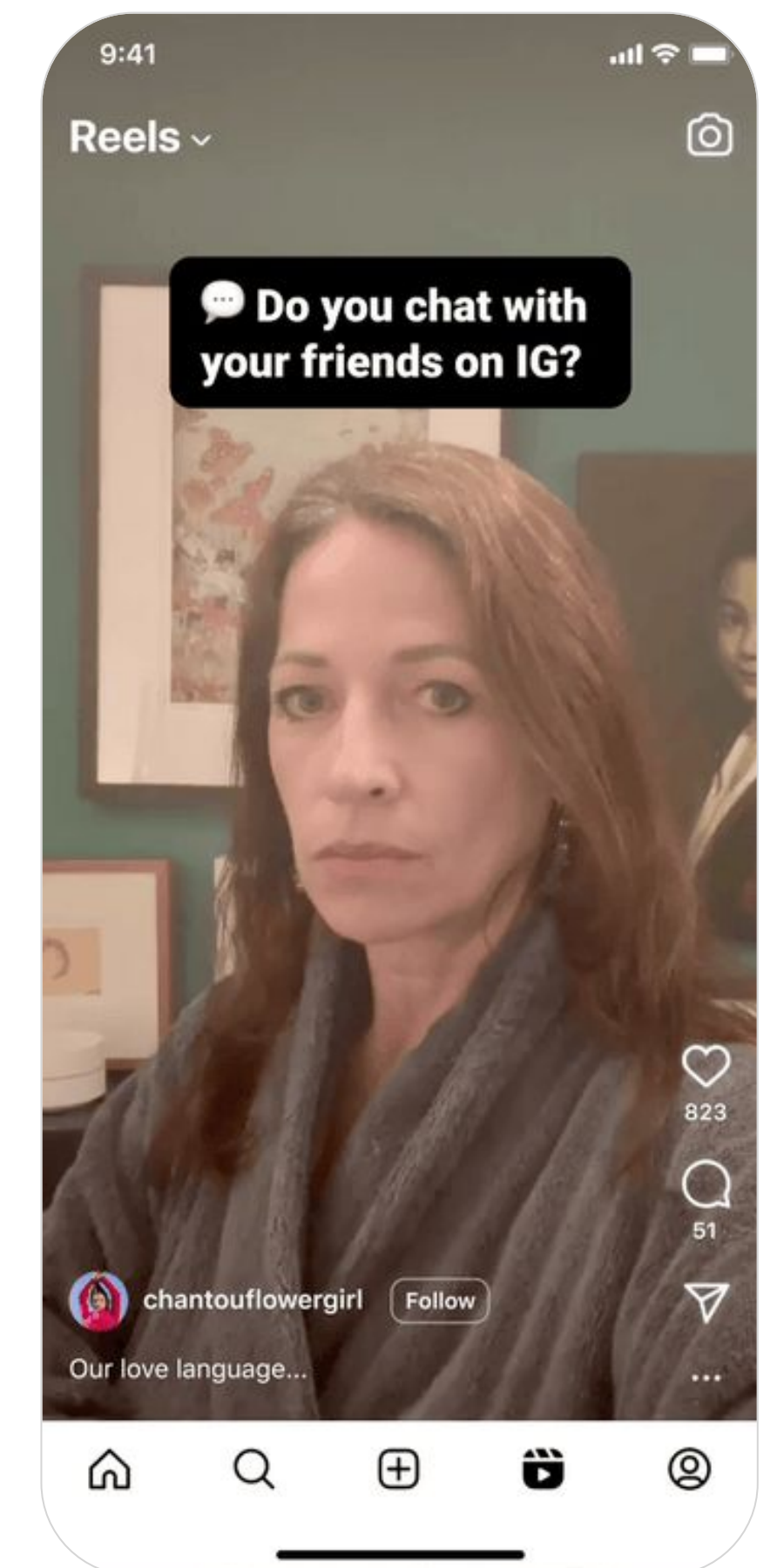
As pessoas estão se conectando por meio de vídeos no Reels

60%

do tempo gasto no Facebook e no Instagram agora é em vídeo

50%

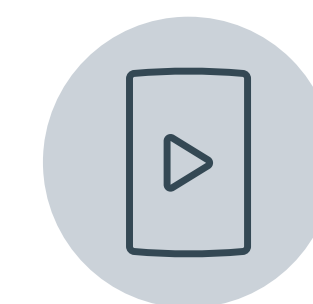
do tempo gasto no Instagram é no Reels¹



Creators impulsionam conexões nas plataformas da Meta



CREATORS SÃO EXPERTS EM
PRODUZIR REELS



4,5B

de compartilhamentos diários de reels



53%

dos entrevistados concordam que são
mais propensos a comprar um
produto após vê-lo no reels de um
criador

A Meta é onde marcas e criadores se encontram



O Instagram é o canal preferido para
creator marketing

91%
of dos criadores

84%
das marcas





Criadores de conteúdo são essenciais para resultados de negócio

Creators melhoram consistentemente resultados de marca e de performance

↑ **71%**

melhoria no Brand Lift²

↓ **19%**

redução em custos de aquisição¹

Source: 1. Meta analysis of results across 15 advertiser tests: e-commerce enterprise, e-commerce-scaled, disruptors, retail, CPG, scaled-tech, travel and travel verticals from June 2021 to January 2022 across the NA and APAC regions.. 2. Meta-analysis of BAU vs BAU + PA (at least 20% of cell spend on PA), 14 GLOBAL brand lift studies between June 01, 2023 to 30 June, 2024. 98% Confidence of BAU + PA outperforming BAU strategy



CREATORS SÃO ÓTIMOS CONTADORES DE HISTÓRIAS

O sistema de recomendação de IA da Meta conecta creators com pessoas além de seus seguidores

50%

do conteúdo do Instagram é recomendado por IA

Mais de

50%

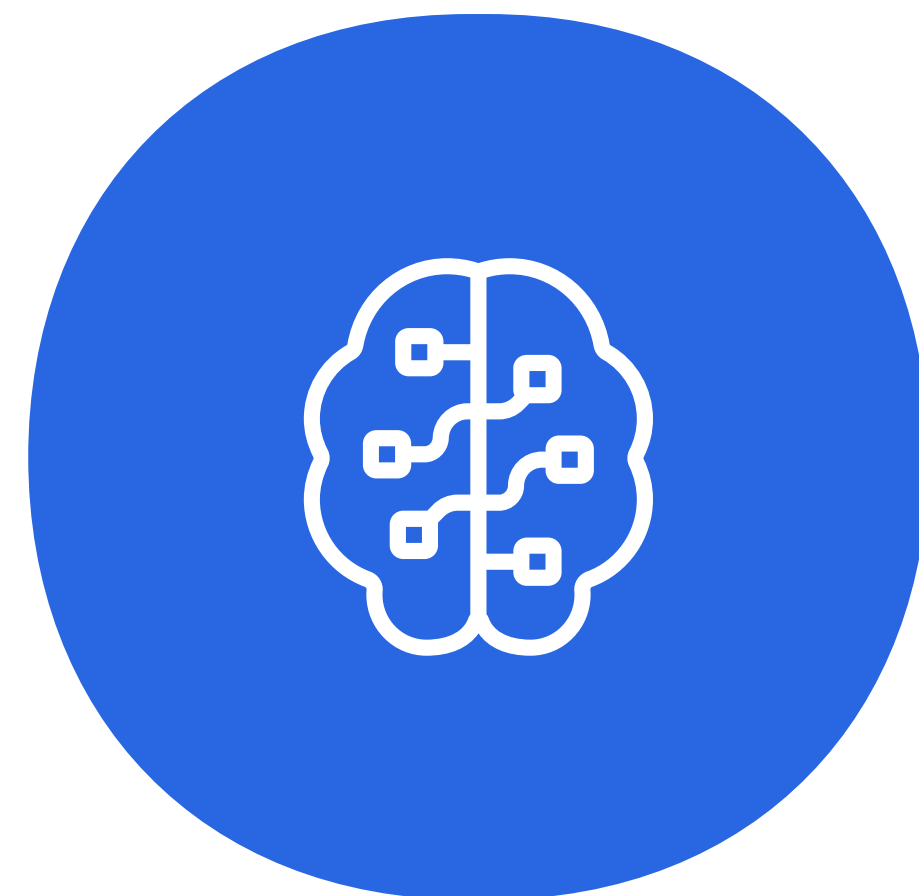
dos resultados de leilão podem ser
atribuídos ao criativo



1. Facilitar a descoberta e avaliação de criadores para parceria



2. Simplificar a gestão de permissões e conteúdos



3. Impulsionar resultados de negócio com criadores



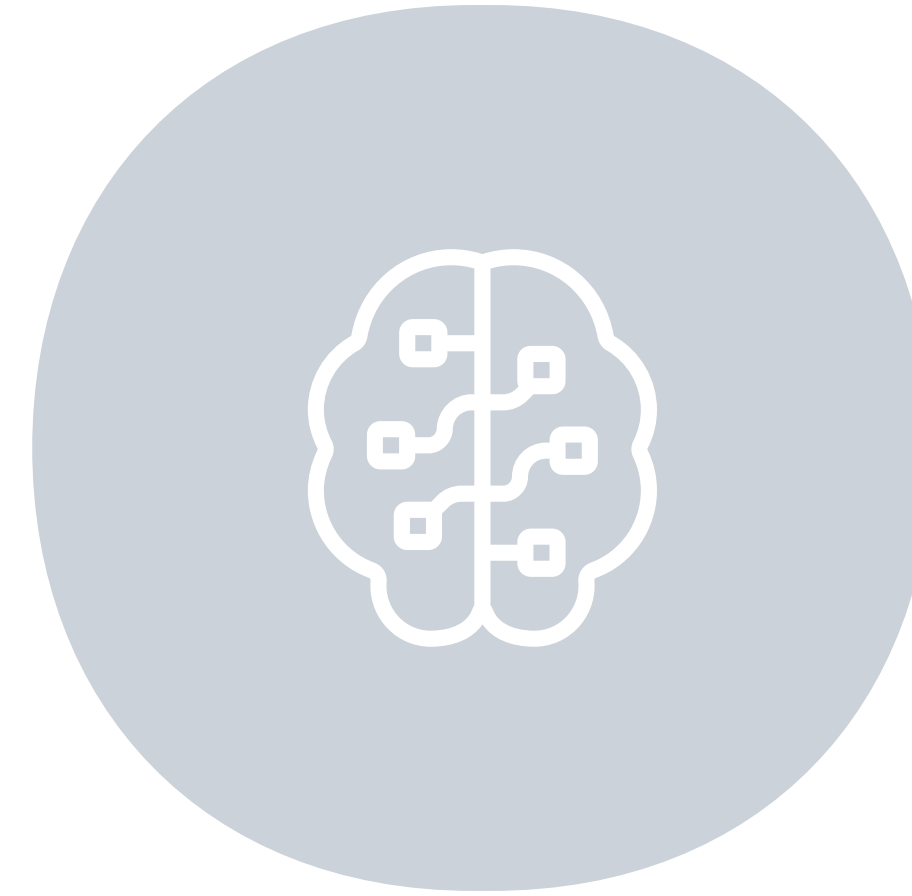
4. Empoderar produção criativa com IA



1. Facilitar a descoberta e avaliação de criadores para parceria



2. Simplificar a gestão de permissões e conteúdos



3. Impulsionar resultados de negócio com criadores



4. Empoderar produção criativa com IA

Instagram Creator Marketplace

Use keywords to find creators

Search

Approximately 1.7M creators Save to list Sort by: Relevance

Filters

- Creator
- Interests
- Gender
- Age
- Followers
- Latest posts
- Follower growth
- Accounts engaged
- Ads experience
- Countries
- States
- Portfolio
- Verified account

Creator	Total followers	Accounts engaged	Accounts reached
hillhousediaris United States	141K	19.6K	702K
jhonnycurran United States	63.6K	53.8K	502K
sammythomp Canada	87.3K	--	--
citysage United States	242K	58K	313K
thebloomingnest United States	253K	19.5K	391K
hannah.is.home United States	152K	12.4K	301K
jennakateathome United States	194K	9,543	309K
cindyclarkinteri... United States	131K	23.6K	446K

Kai Blue Partnership ads

346K Total followers | 184K Accounts engaged | 1.1M Accounts reached

2.4M | 2.3M | 1.3M

Ana Díaz Partnership ads

595K Total followers | 411K Accounts engaged | 2.9M Accounts reached

556K | 552K | 385K

Patricia Ramirez

226K Total followers | 116K Accounts engaged | 1M Accounts reached

1.1M | 709K | 838K

sundayswithperry
United States

20.6K Total followers | 1,531 Accounts engaged | 120K Accounts reached

kristina.roy
United States

30K Total followers | 1,454 Accounts engaged | 104K Accounts reached

neutralcatt
United States

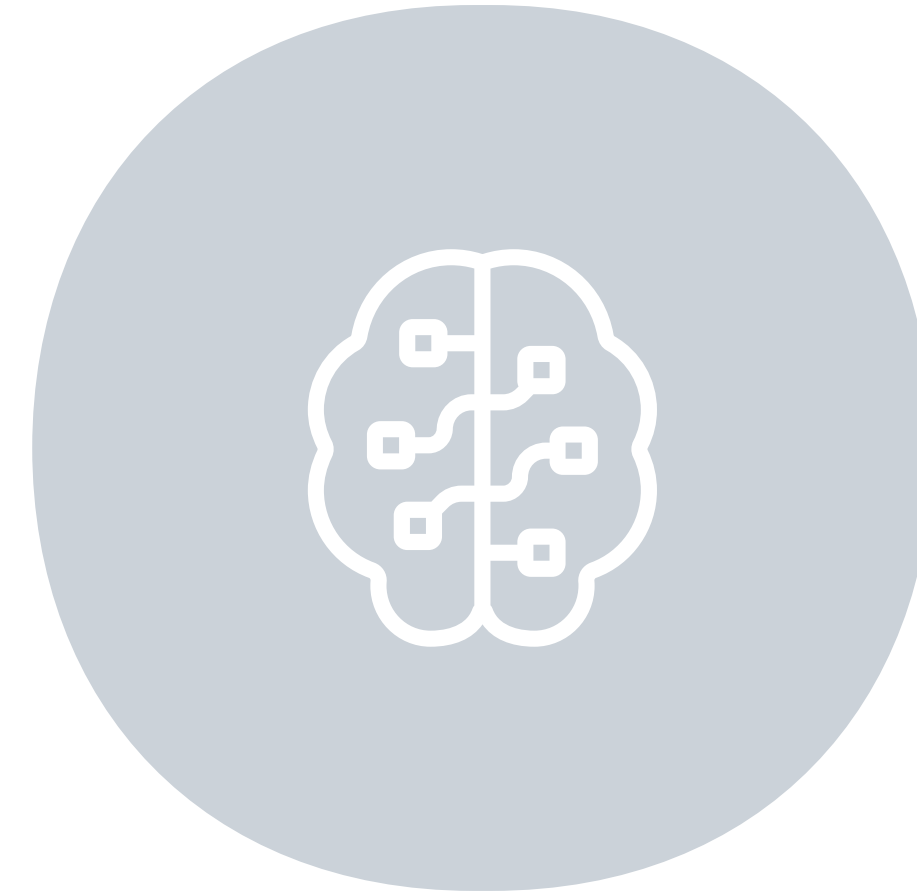
118K Total followers | 12.5K Accounts engaged | 490K Accounts reached



1. Facilitar a descoberta e avaliação de criadores para parceria



2. Simplificar a gestão de permissões e conteúdos



3. Impulsionar resultados de negócio com criadores



4. Empoderar produção criativa com IA

Partnership Ads Hub

Partnership Ads Hub

Overview
Partners
Content
Other tools
Creator

Welcome to Partnership Ads Hub

Everything you need to setup and manage your partnership ad campaigns is now in one place. [About partnership ads](#)

- Setup partnerships**
Add, manage and keep track of partnership requests so you can create ads on a partner's behalf.
- Manage content**
View content for partnership ads, check permissions and bookmark to use for your upcoming campaigns.
- Resolve eligibility issues**
Review content and partner eligibility issues and resolve them straight away.

[Get started](#)

or Instagram
[Add partnership](#)

Manage

@sneakerqueen @nike

Recomendações de conteúdos de creators

Partnership ad hub

Partners

Content
















Other tools

Creator marketplace

Content overview

All Saved Recommended 2

Last 14 days LaLueuer Beauty Select ad partner All filters Enter ad code, post ID or post URL

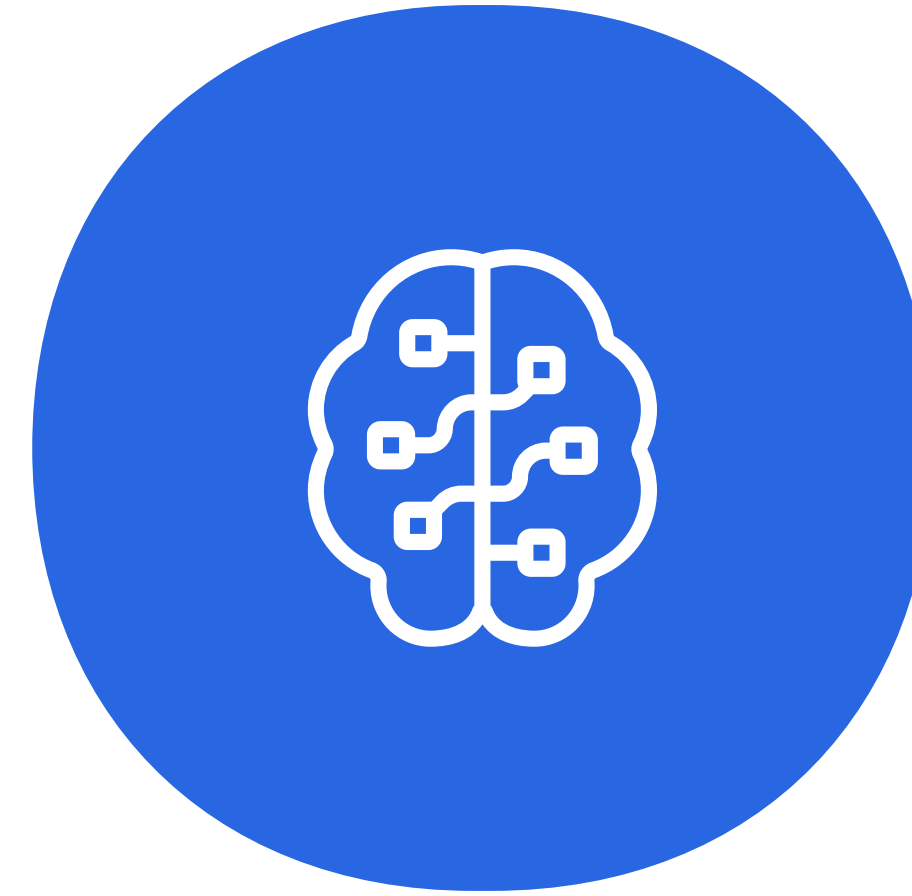
Content	Permission	Issues	Type	Published	
 kaiblue Unlock your glow ✨ Beauty isn't just skin deep — it's a lifestyle!	Authorized	Content error	Feed · Video	Mar 4, 2025	 
 alicia_lópez Flawless skin, fierce vibes 📌 Confidence starts with self-love	Authorized	—	Feed · Video	Mar 4, 2025	 
 mai_hayashi and 2 others tagged Elevate your everyday glam 📌 Let your beauty shine inside and out	Unauthorized	Account error	Feed · Video	Mar 1, 2025	 
 mariaza and 4 others tagged Makeup is art, beauty is spirit 🌈 Embrace your unique radiance	Authorized	—	Feed · Video	Feb 28, 2025	 
 joyroy and lalueuer_beauty Stay bold, stay beautiful 🌸 Your beauty routine, redefined	Authorized	—	Feed · Video	Feb 25, 2025	 



1. Facilitar a descoberta e avaliação de criadores para parceria



2. Simplificar a gestão de permissões e conteúdos



3. Impulsionar resultados de negócio com criadores



4. Empoderar produção criativa com IA

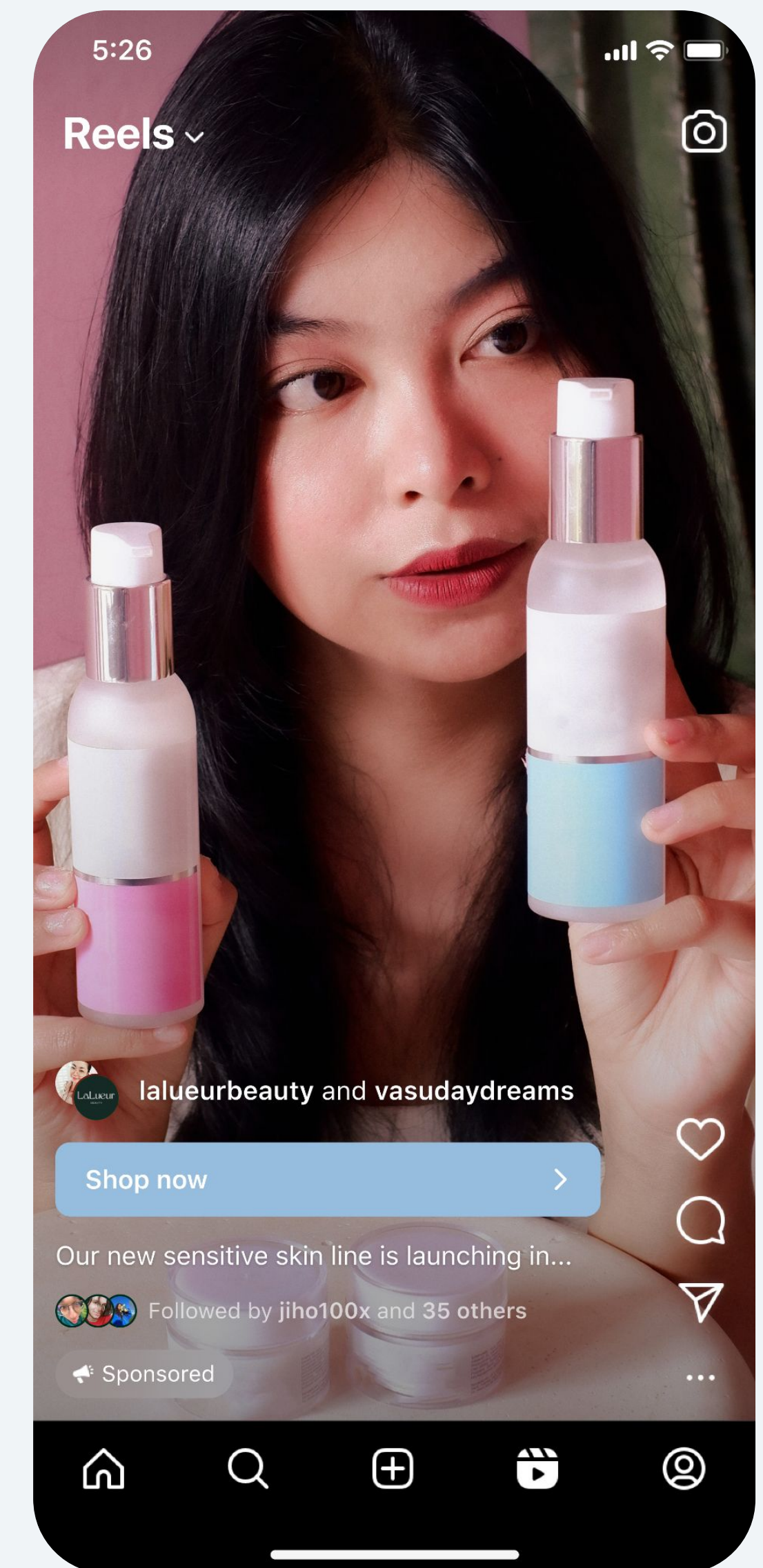
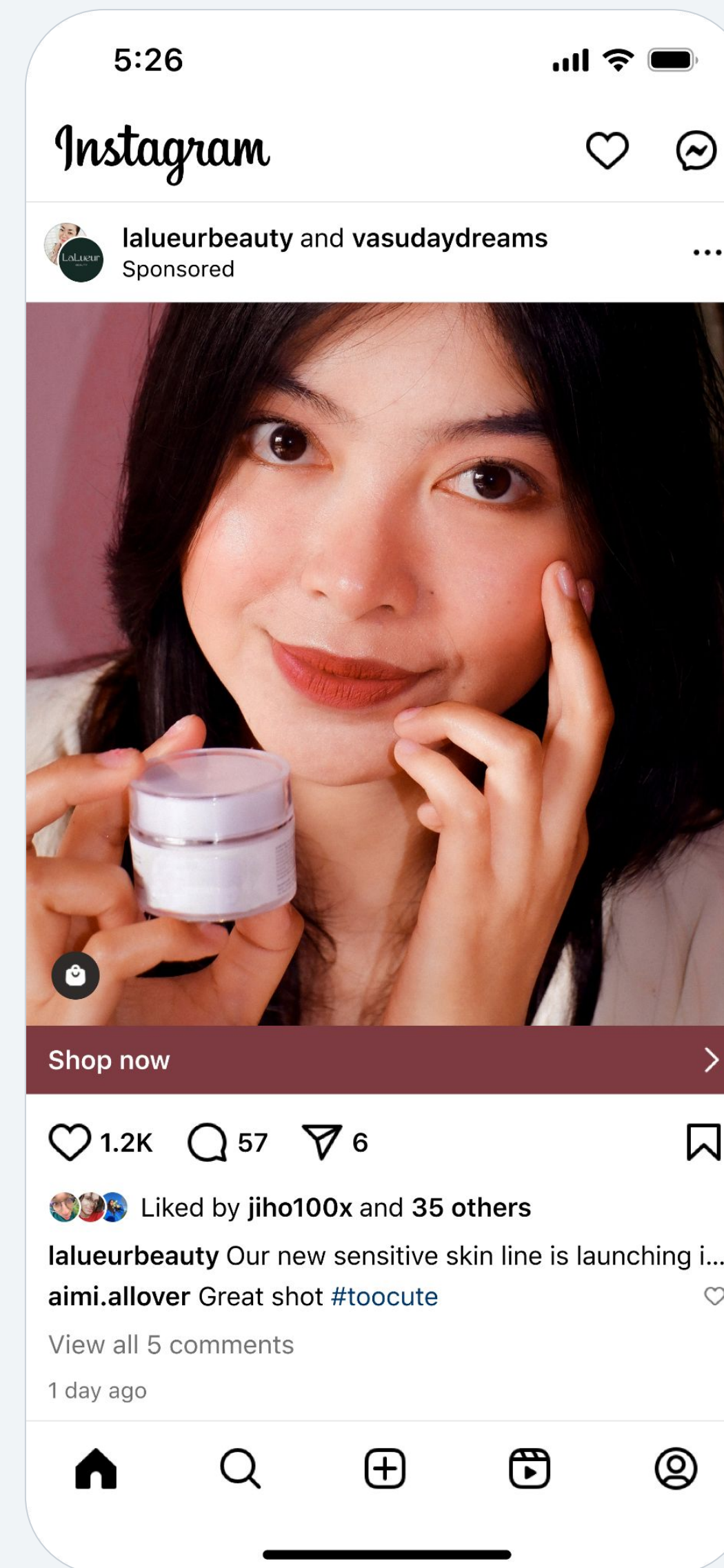
Anúncios em parceria

↑ **71%**

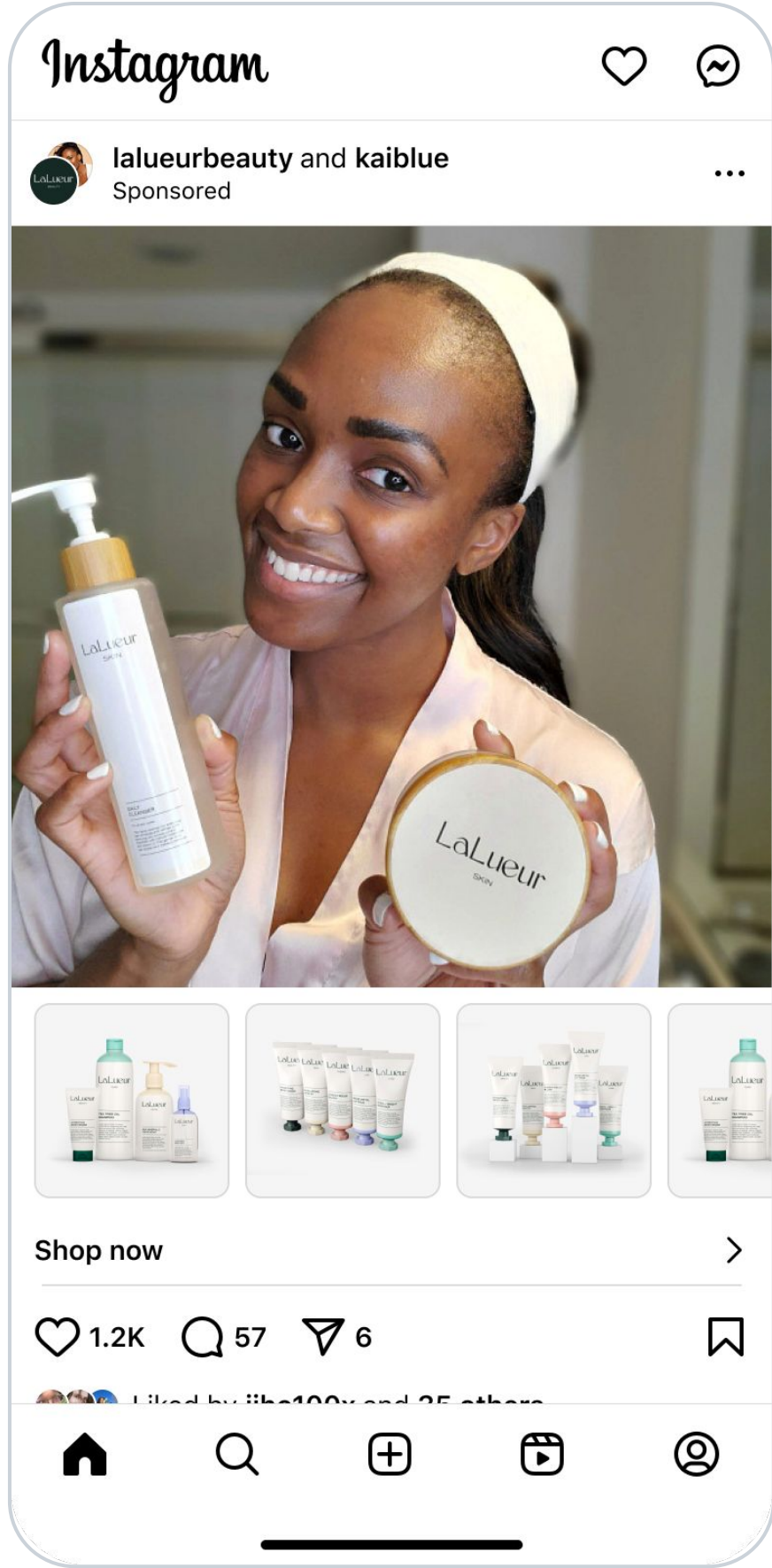
melhoria no Brand Lift²

↓ **19%**

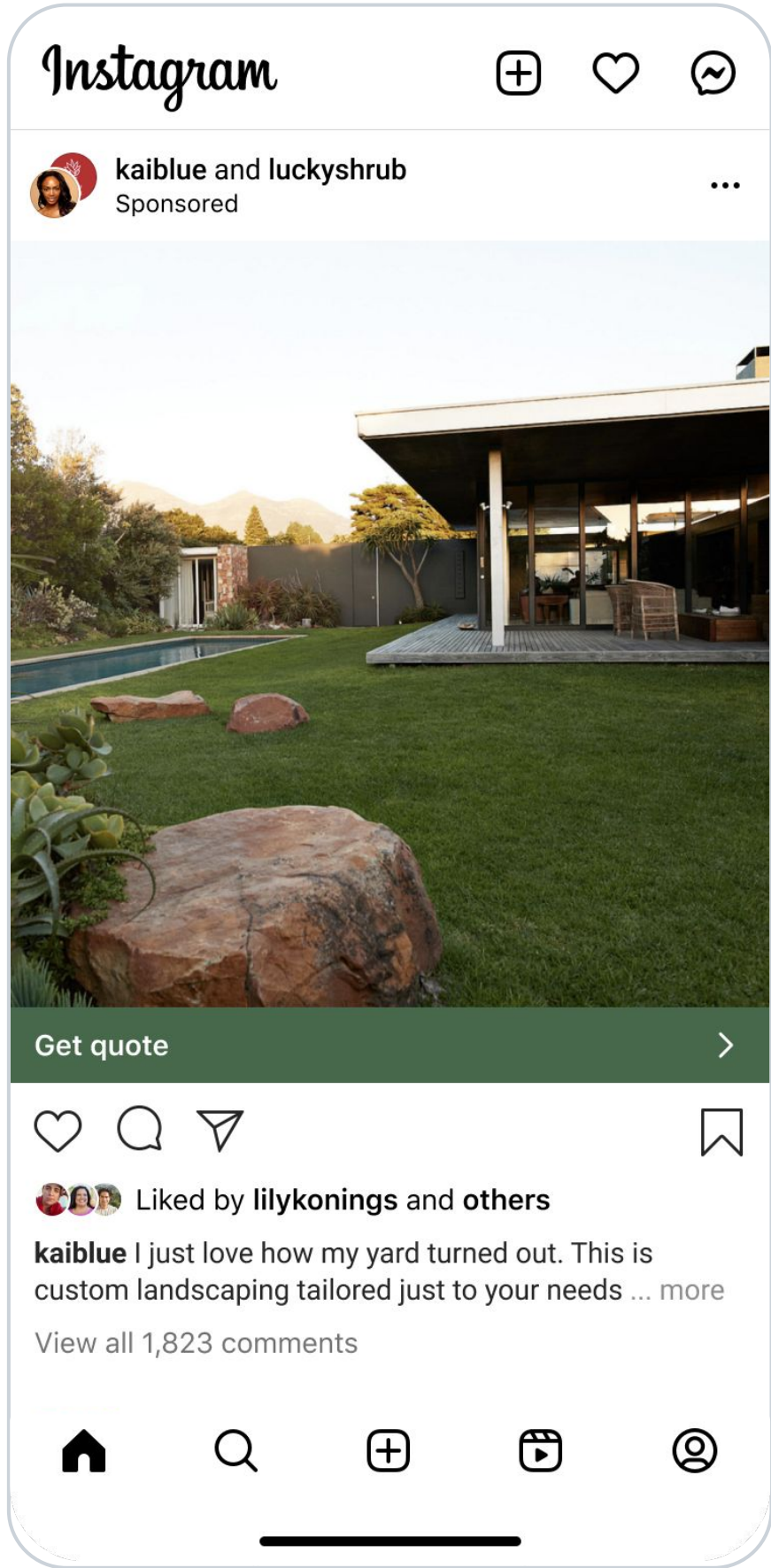
redução em custos de aquisição¹



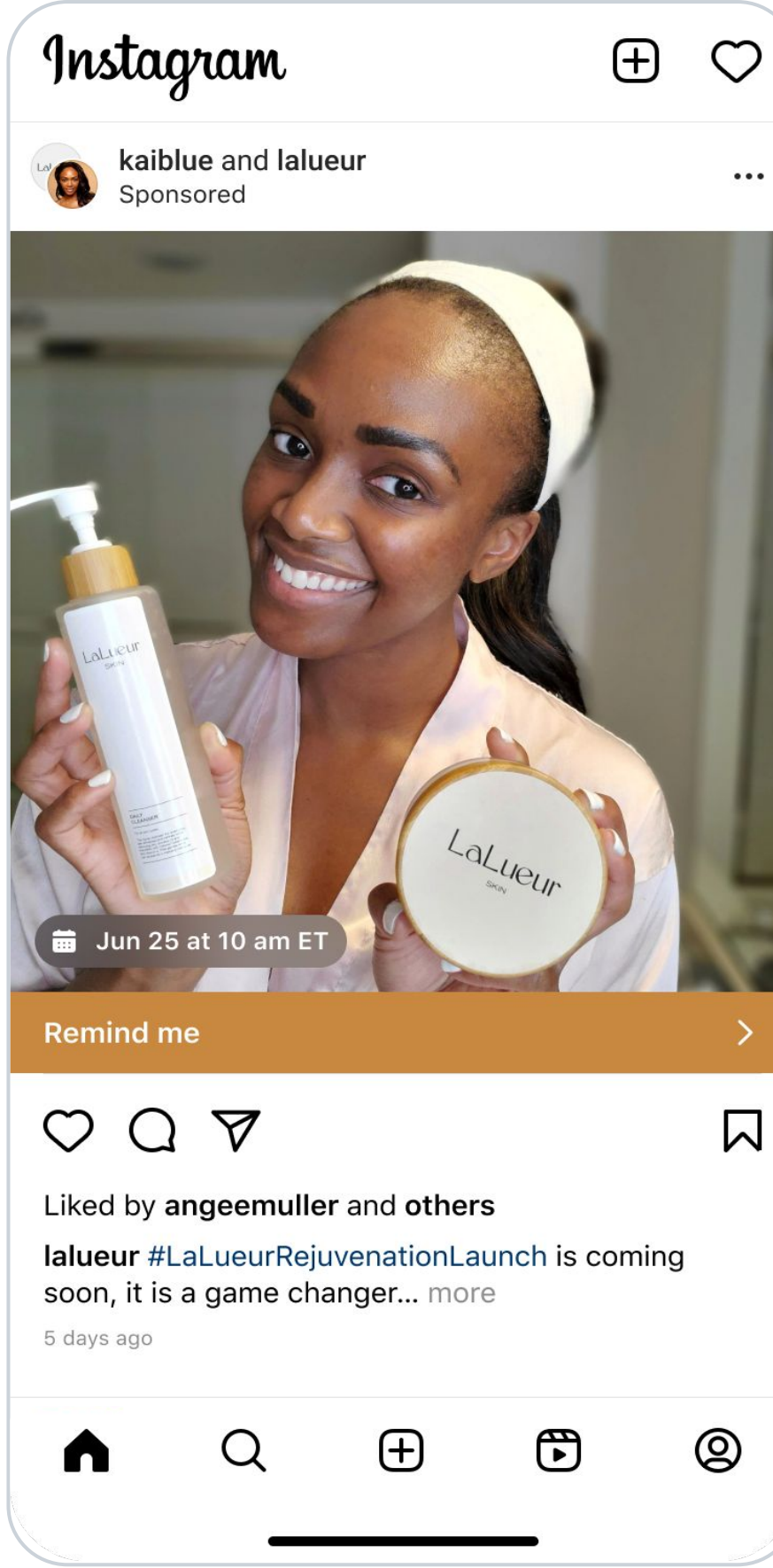
Explore os novos formatos



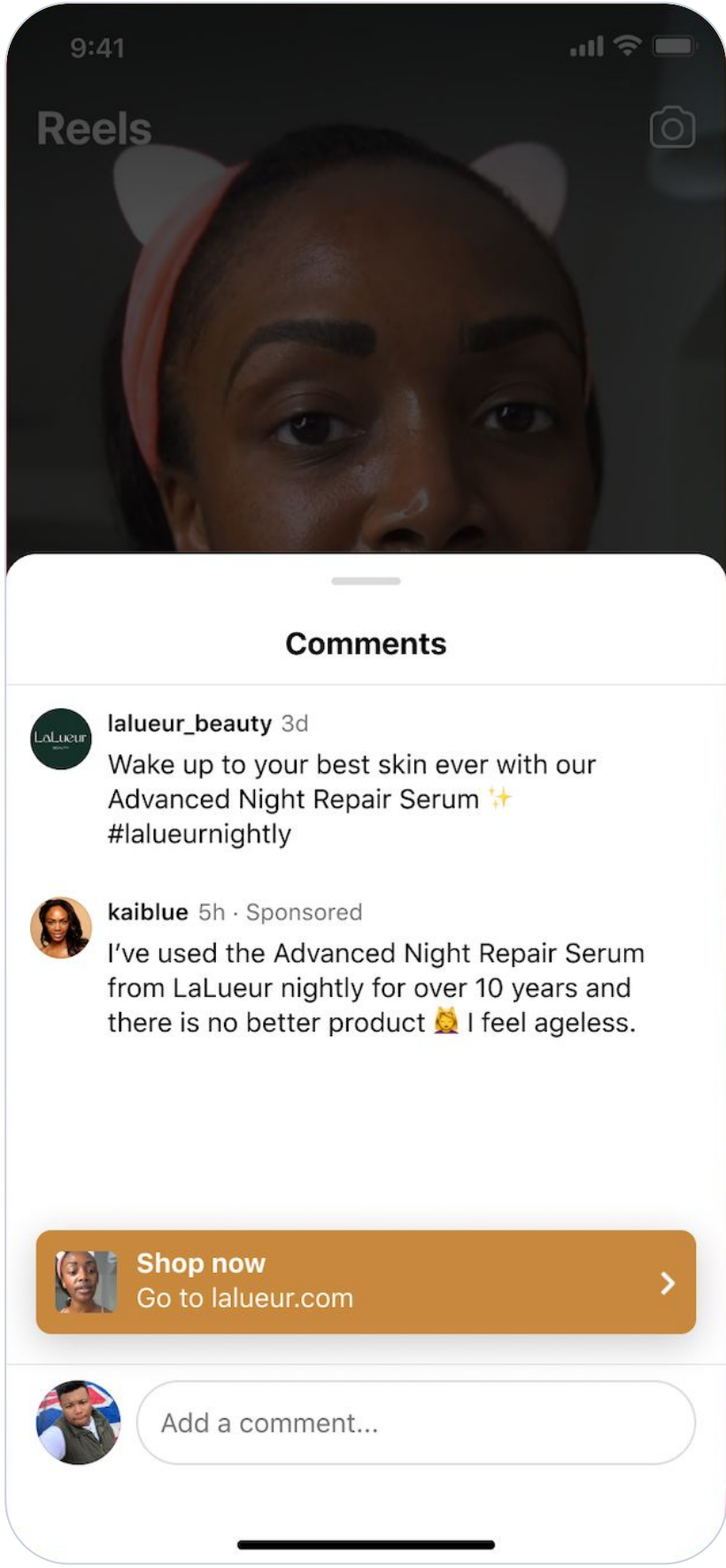
Anúncios de Catálogo Advantage+



Anúncios de geração de leads



Anúncios com lembrete



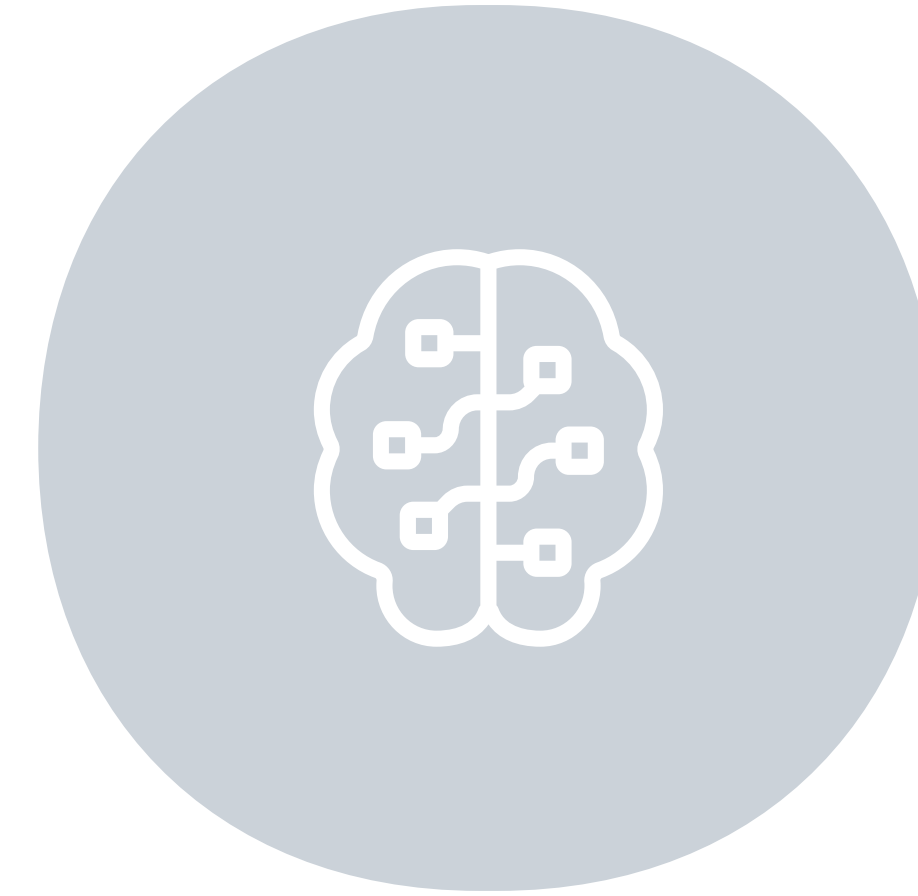
Anúncios com depoimentos



1. Facilitar a descoberta e avaliação de criadores para parceria



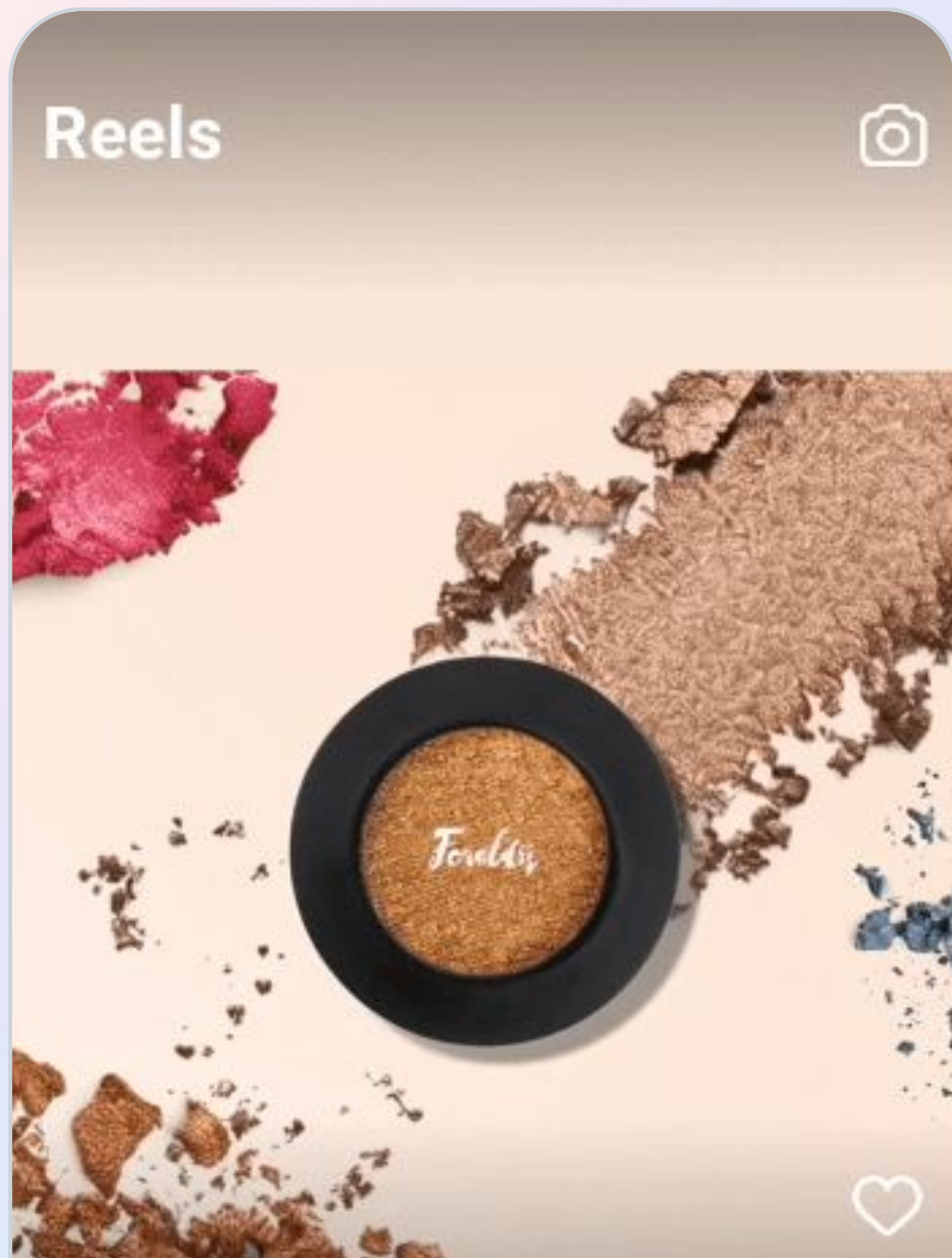
2. Simplificar a gestão de permissões e conteúdos



3. Impulsionar resultados de negócio com criadores



4. Empoderar produção criativa com IA

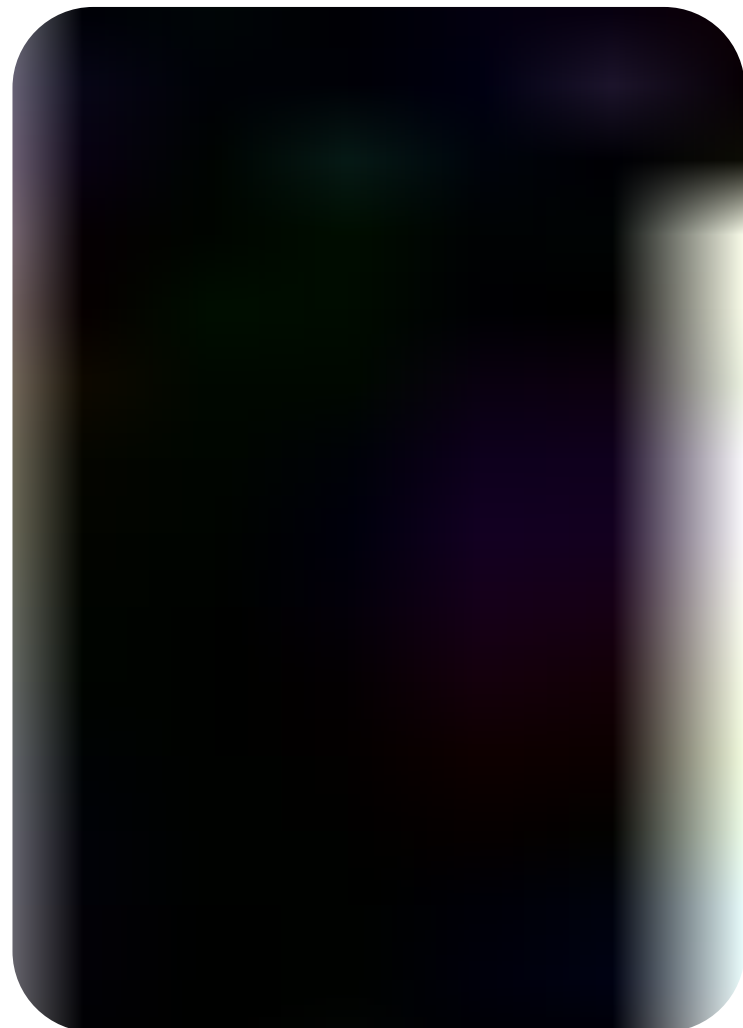


Criatividade
=
desempenho

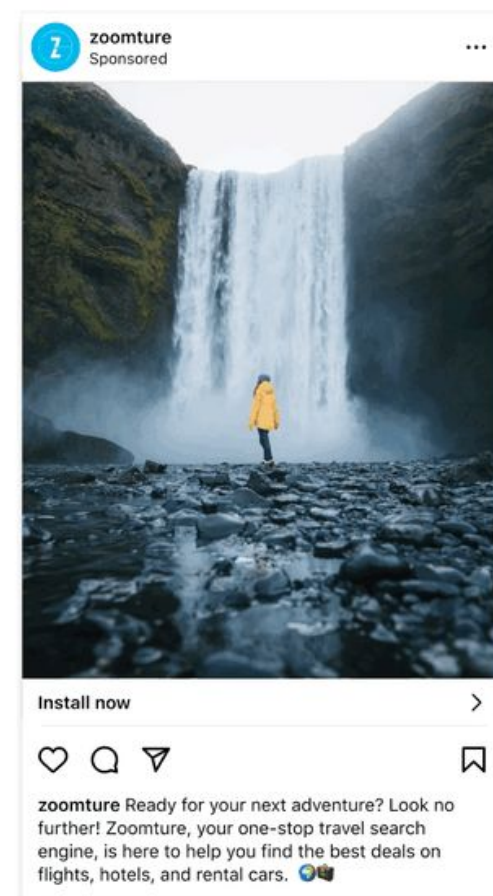
AJUSTES PONTUAIS

TRANSFORMAÇÕES CRIATIVAS

Expansão de imagem



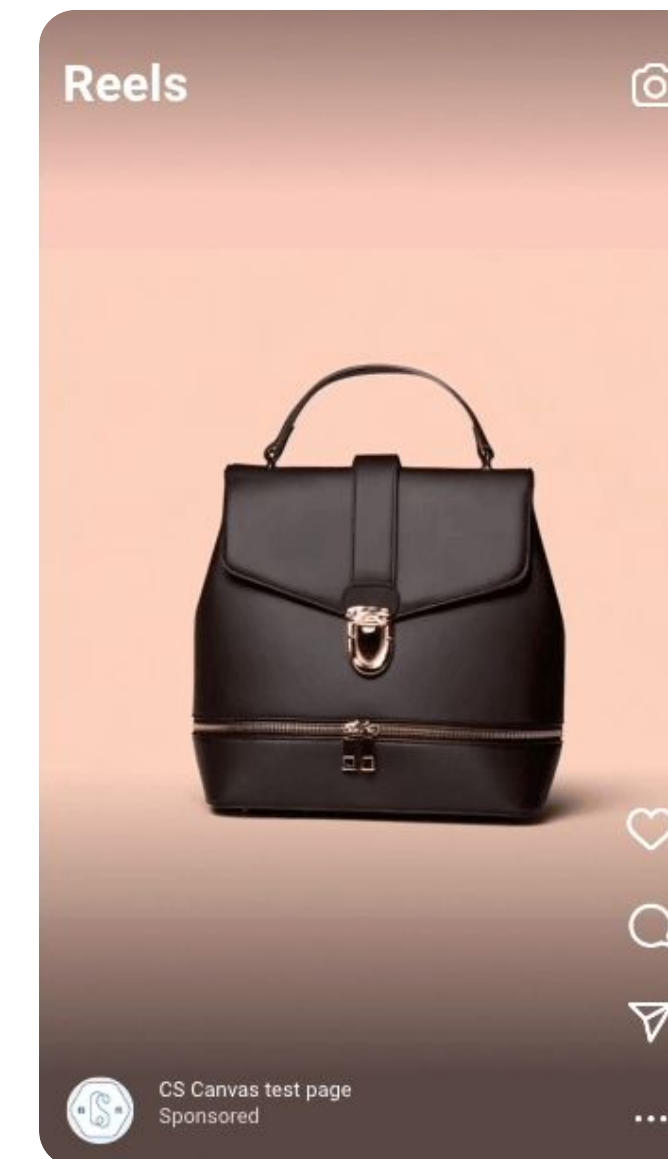
Geração de texto



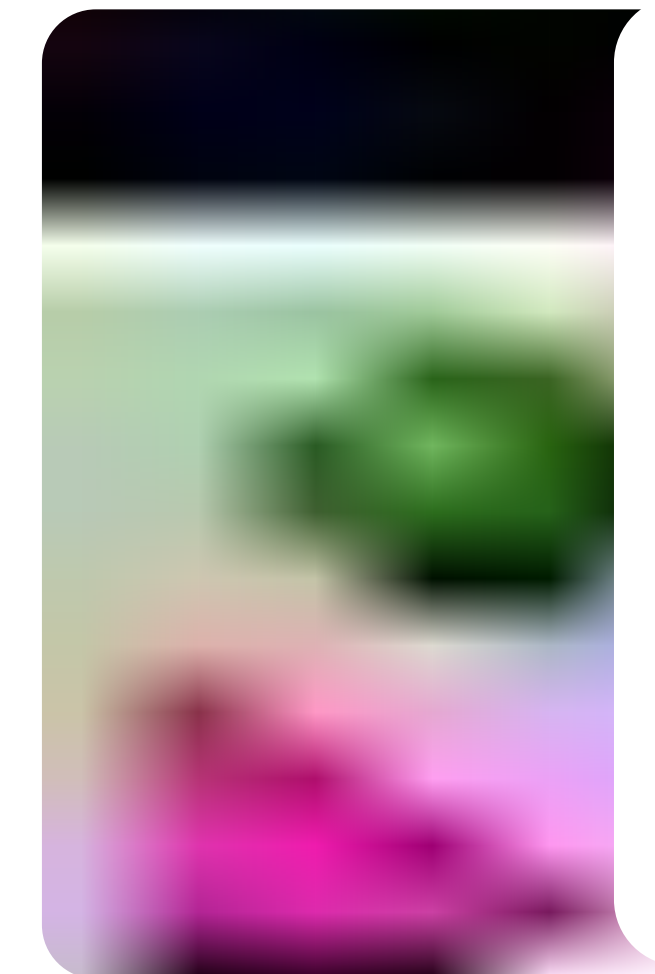
Geração de background para catálogo

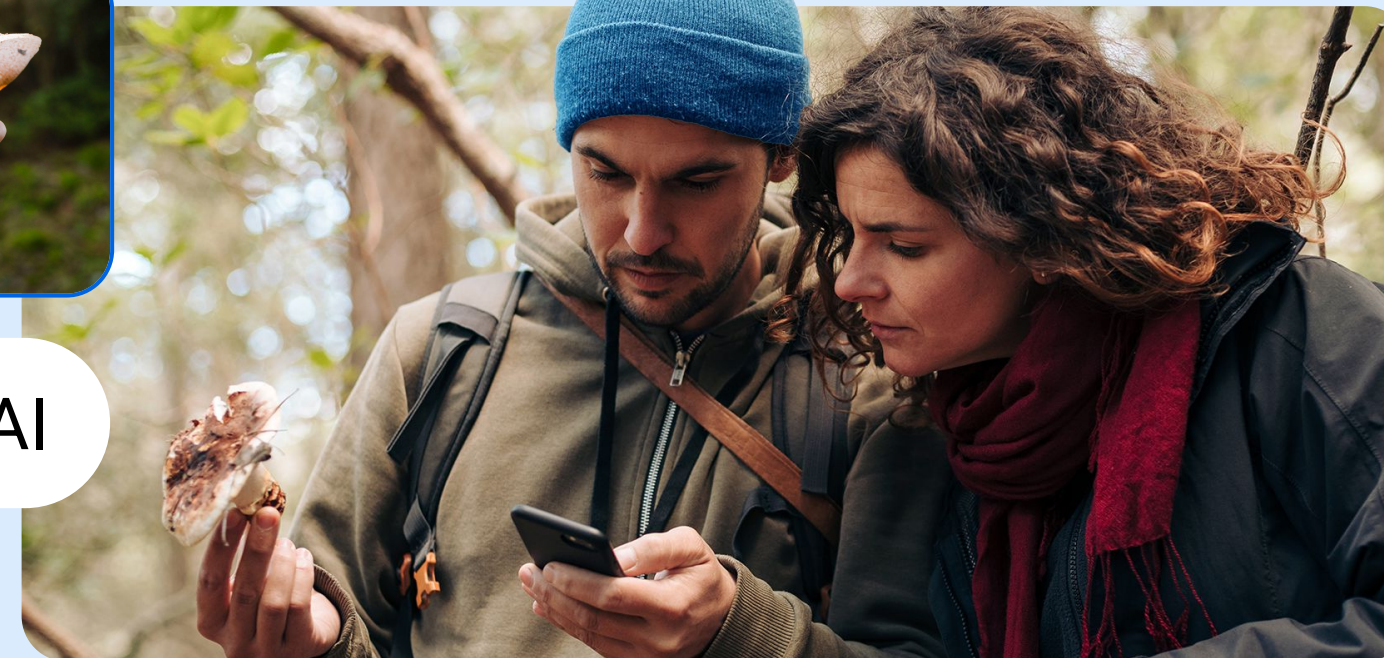
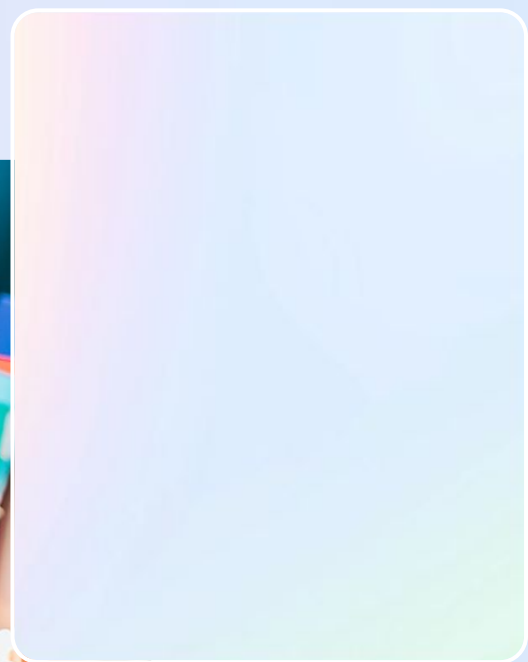


Animação de imagem



Geração de background e de novas imagens





 Ask Meta AI

Meta



Comment...

