

Facebook Tests Ads in Third-Party Apps

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Facebook Wednesday said it would begin testing advertisements in some third-party mobile applications.

The move is part of the company's overall effort to start making money off the large number of users who log into the social networking site on their smartphones.

In a blog on the company's website, Facebook said it is running a "small test" to explore showing Facebook ads in third-party mobile apps.

"In this test, we'll be extending Facebook's rich targeting to improve the relevancy of the ads people see, provide even greater reach for Facebook advertisers, and help developers better monetize their apps," wrote Sriram Krishnan in a blog post.

Kirshnan explains that the current tests is more like a mobile ad network in that the company is working directly with a small number of advertisers and publishers, rather than an outside ad-serving platform.

The current tests are limited to a few advertisers and partners, and Facebook did not say in which apps the ads were being tested.

In its third-quarter Facebook reported \$1.8 billion in advertising, with mobile ads accounting for 49 percent of the company's total ad revenue, up 8 percent from the previous quarter.

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<http://www.wirelessweek.com/news/2014/01/facebook-tests-ads-third-party-apps>