

META ADVERTISING & MARKETING CHANGES: 2025 GUIDE



What's changing in 2025?

As of January 21, 2025, Meta requires advertisers that promote financial products and services — including insurance services — to use a special ad category.

Why did Meta make this change?

It's part of their ongoing effort to promote fairness and prohibit discriminatory advertising practices.

What are the targeting guidelines under the special ad category?

Advertisers CANNOT:

- ✗ Target by ZIP code
- ✗ Exclude locations from targeting
- ✗ Target by age or gender, as well as certain behavior or interest options

Advertisers CAN:

- ✓ Target by county or state
- ✓ Target by a specific city, address or pin drop with a minimum 15-mile radius
- ✓ Target by designated market area (DMA)

Do these changes affect other kinds of marketing?

Yes! These same restrictions apply for any marketing campaign used for **recruitment** or **professional certification programs**.

What are other rules for the Financial Products and Services category?

Advertisers CANNOT:

- ✗ Collect ZIP codes using default input fields on forms

Advertisers CAN:

- ✓ Collect a ZIP code by creating a custom text field with the question, "For what ZIP code are you requesting a policy?"

How can I use Meta's campaign performance goals to see how campaigns are doing?



Maximize Number of Conversions

For ads that drive traffic to a landing page, a tracking pixel is required on the site



Maximize Number of Leads

For ads with instant forms for sharing contact info



Maximize Number of Calls

For ads where the CTA is "call only"



What are other options to reach my audience?

Beyond Meta, you have options for marketing. Here are just a few.



Google Ads

Can run **agent recruitment campaigns** with restrictions:

- Cannot target based on gender, age, parental status, marital status or ZIP code



Google Ads

Can market for **insurance services** with health insurance certification

- G2 Solutions provides verification
- <https://g2risksolutions.com/health-insurance/>



LinkedIn

Not restricted for agent recruitment



Local Groups

NextDoor, MeetUp and other online communities may accept ads

- Engage with your community, with or without ads!

This flyer is an overview. Learn more about Meta ads for financial products and services:

<https://www.facebook.com/business/help/567423788405762>