



CANVAS

A new space for big ideas on Facebook

With more than 1 billion people visiting News Feed each day,¹ Facebook provides the incredible opportunity for you to capture the attention of people you want to connect with.

When telling your business' story on Facebook, you can direct people to an immersive and expressive experience on Facebook, called Canvas, to further any advertising objective from brand awareness to sales. Canvas offers a full screen of creative real estate, customized with video, images and text, in a fast-loading and mobile-optimized experience.

Storytelling comes to life

Canvas provides advertisers unprecedented creative control on mobile. You can easily build your Canvas using a combination of videos, still images and call-to-action buttons. In Canvas, people can swipe through a carousel of images, tilt to view panoramic images and zoom in to view images and videos in detail.

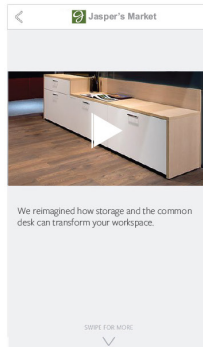
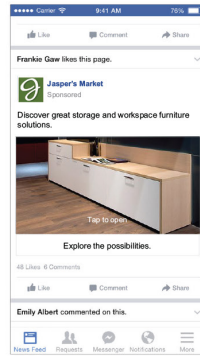
Designed for mobile

Canvas helps connect you with your potential customers in a seamless, in-app experience on Android and iOS. Leveraging the same technology used to display photos and videos quickly in the Facebook app, Canvas loads quickly, as much as 10 times faster than the standard mobile web.

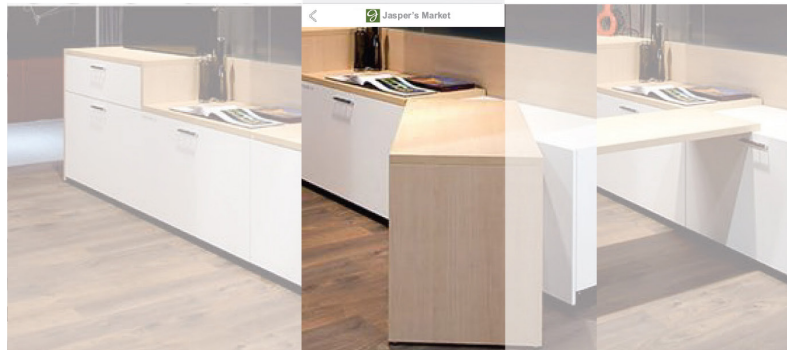
Flexible for any objective

With Canvas, you have complete creative control to achieve any objective like telling your brand story, promoting an app or a new movie and showcasing your products. For example, a small businesses can use Canvas in place of a mobile website. Brand advertisers can use Canvas to tell their brand story. Direct response advertisers can use Canvas to drive people down the funnel. E-commerce advertisers can use Canvas can showcase their product catalog and drive people to their website or app to purchase.

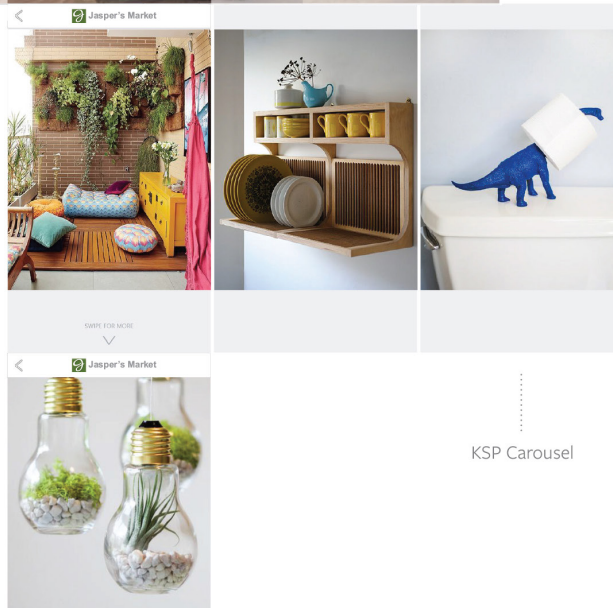
¹ Facebook internal data, September 2015



..... :30 Product Video
Cut Down
Auto Play Video



.....
Tilt-to-Pan Image



.....
KSP Carousel

USE CASES

A CPG brand uses canvas to tell a story about its seasonal promotion.

A movie studio uses canvas to highlight characters from their upcoming film.

A car brand uses canvas to highlight a new model coming to market.

An electronics company uses canvas to showcase different features of their product.

A retailer uses canvas to show relevant products from their catalog.

A business, across any industry, uses canvas to drive mobile app installs and engagement.

For more details, visit canvas.facebook.com