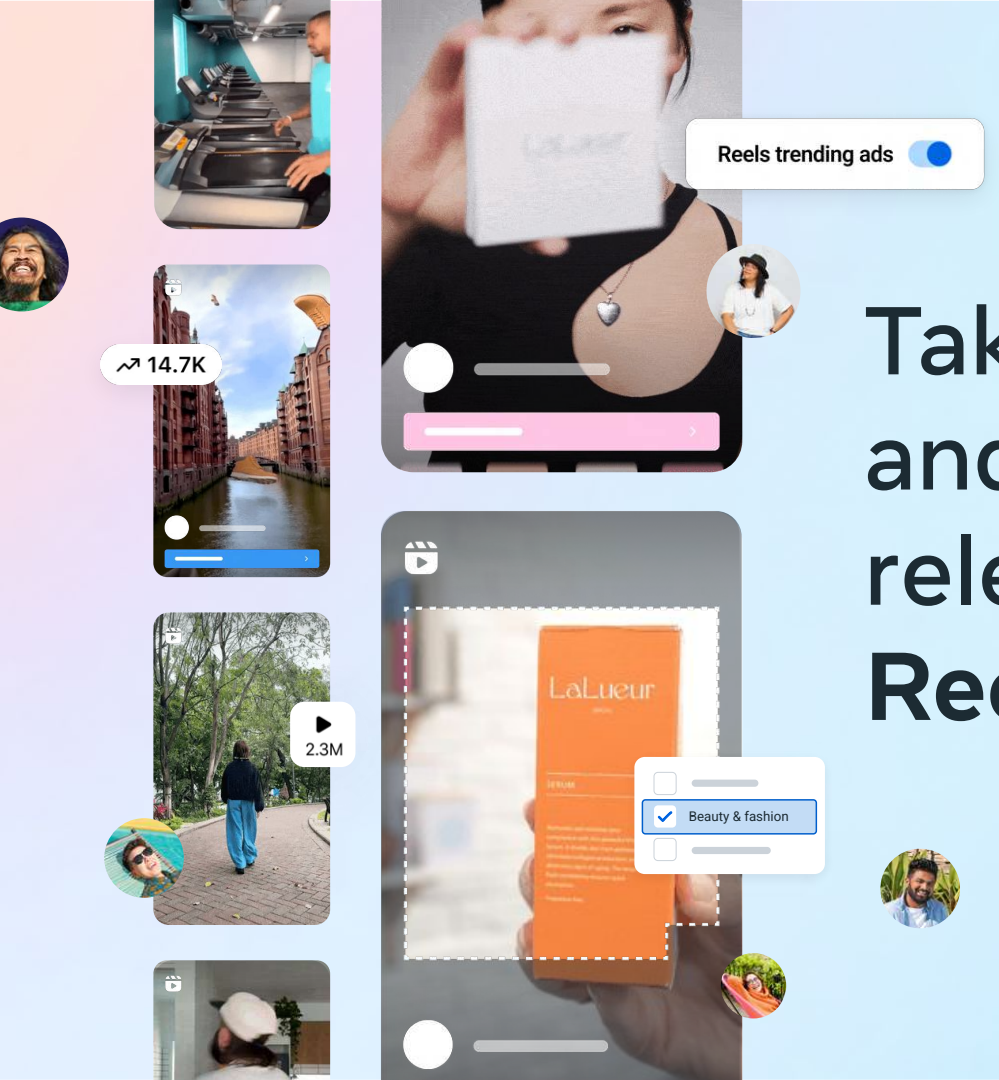
Product Spotlight

Reels Trending Ads

Meta

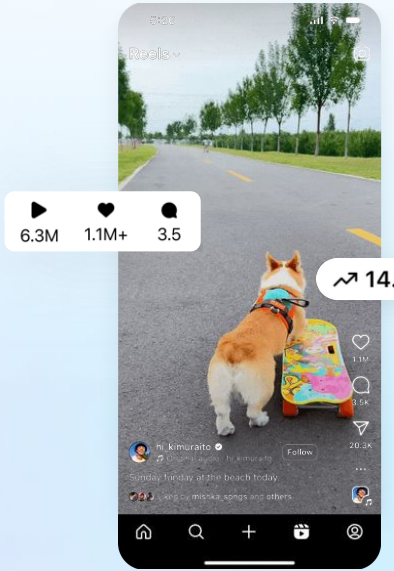


Take center stage and drive cultural relevance with **Reels trending ads**

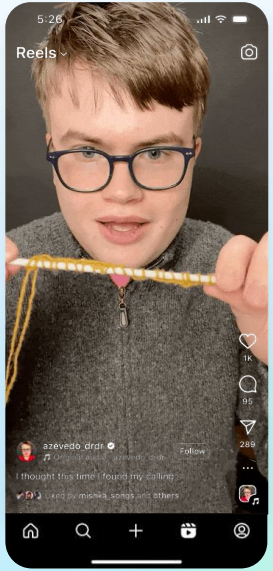
Meta

Reels trending ads

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

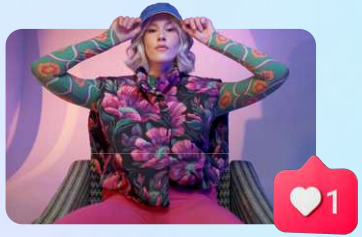


Top trending reels content



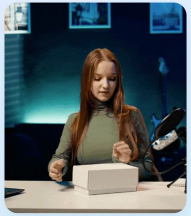
Reels content

Reels trending ads

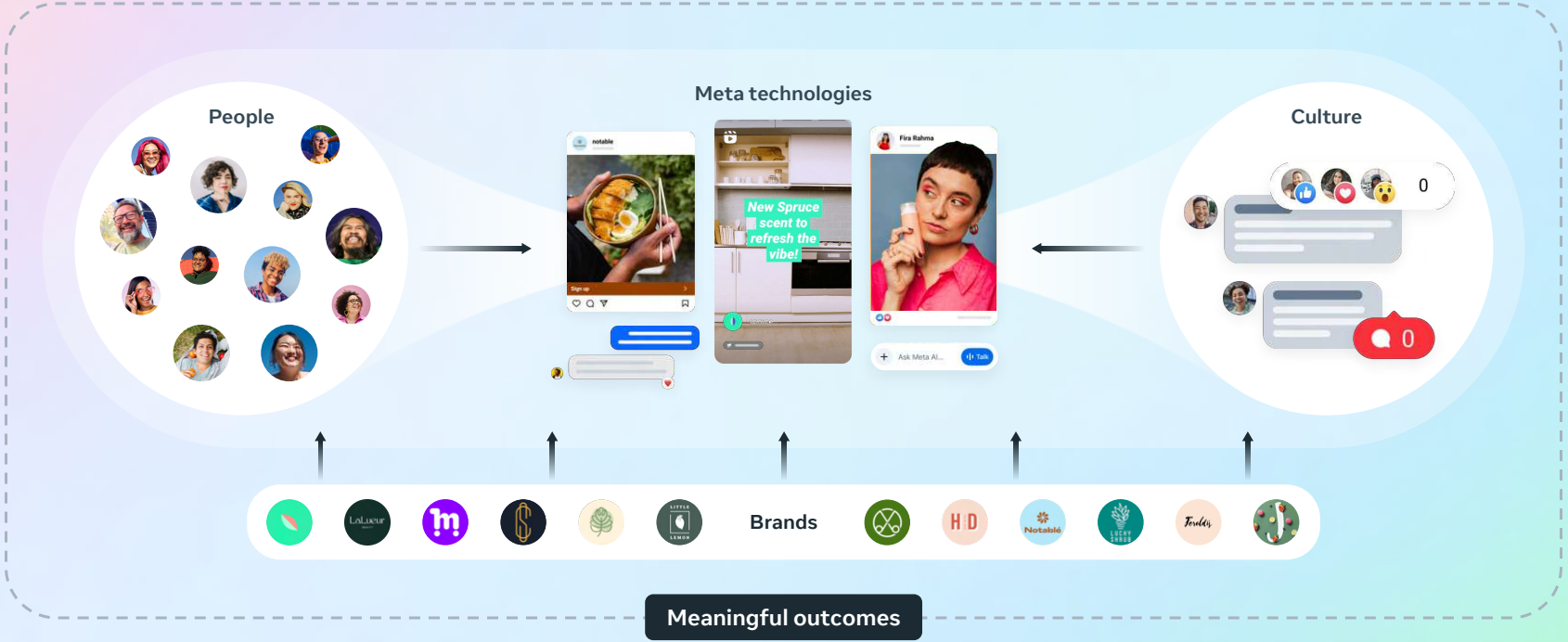


Every day, billions of people create culture on digital platforms.

Unlock the unparalleled potential for brand building in a rapidly evolving world



Culture-driven advertising starts with building for the people who drive it



Successful brand advertisers meet their customers where they are to drive relevancy

3.4B+

people use at least one of our apps every day[1]

4.5B+

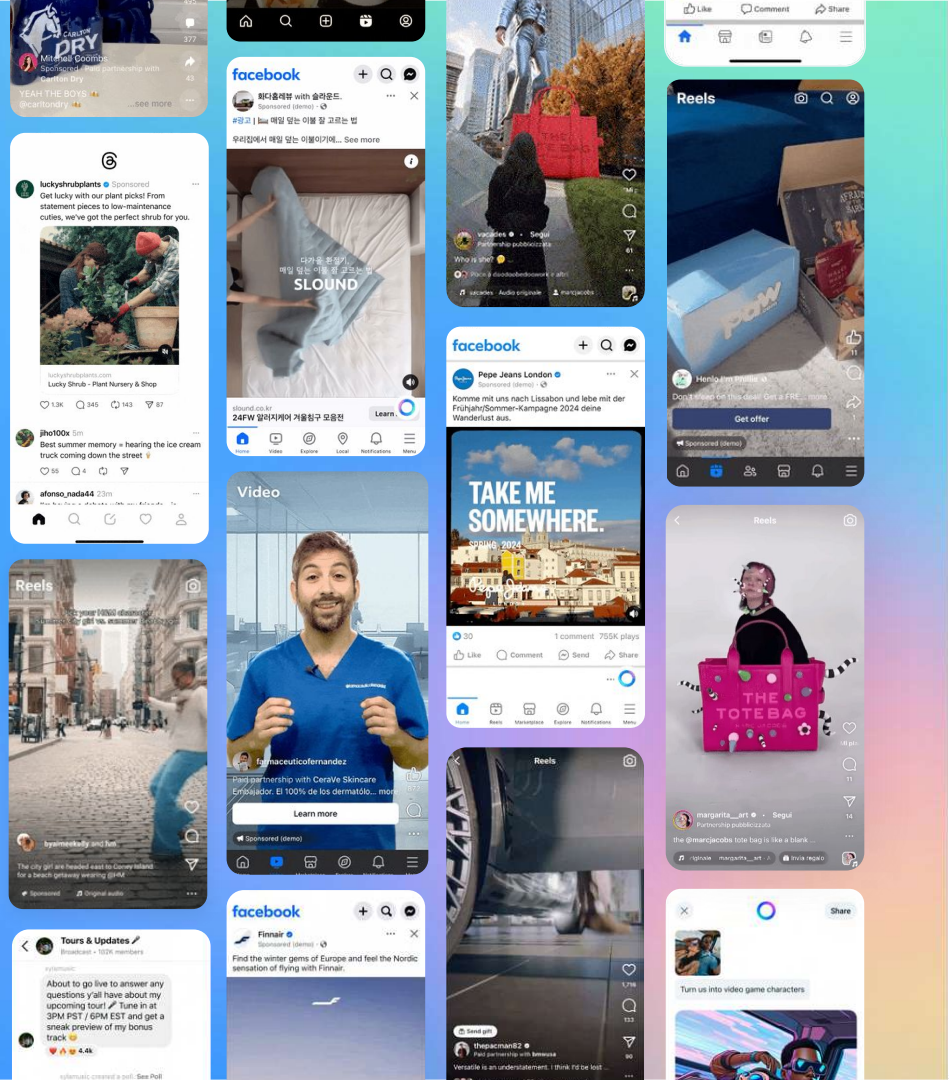
Reels are reshared a day[2]

50%

of time spent on Instagram is on Reels[3]

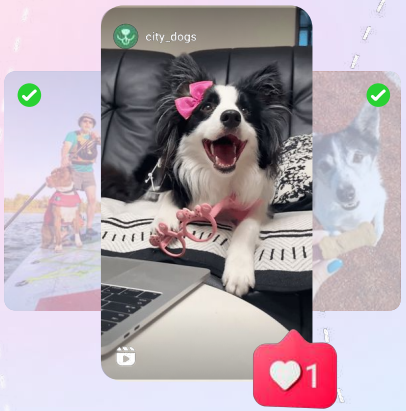
71%

of people agree that Meta technologies have the most influence relative to TikTok and YouTube[4]

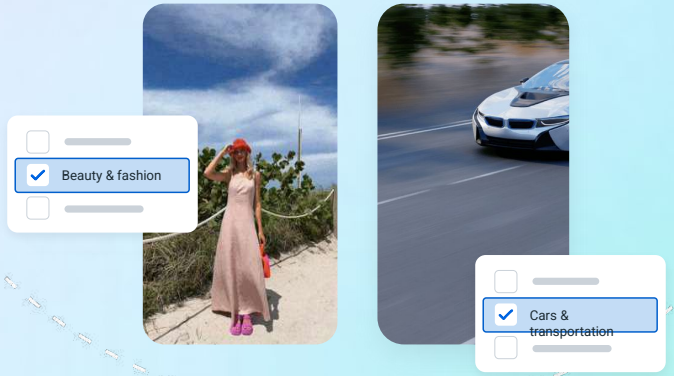


Source: 1. Q1 2025 Meta Earnings, May 2025. 2. Meta Q4 2024 earnings call. 3. 1. Meta internal data. May 2025.4. Global Web Index (2025) H2 2024 surveys in 52 markets (excl. China and Russia). Global Panel sample = 958k people. Global Web Index data is based on online surveys by GWI among internet users aged 18-64. These surveys include a wide range of questions about respondents' digital lives, lifestyles, behaviors and attitudes, with all answers being self-reported by respondents. To ensure the results are representative of the online population aged 18-64, GWI set appropriate quotas on age, gender and education. To set these quotas, GWI conducted research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. GWI works with 1,077+ organisations worldwide, it supports numerous global fortune 500 brands as well as most of the largest network agencies and social media companies, including but not limited to: Publicis Group, Dentsu, WPP and Omnicom, LinkedIn, TikTok, Snapchat, Reddit, X, Microsoft, Google, Spotify, Electronic Arts.

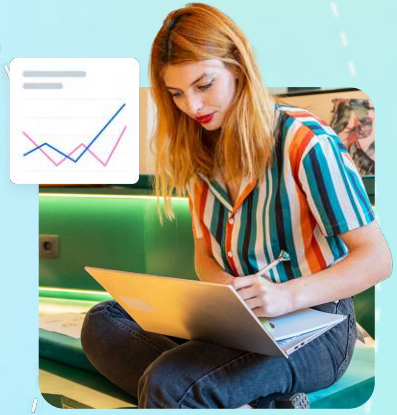
Reels trending ads put your brand at the center of culture



Brand suitability

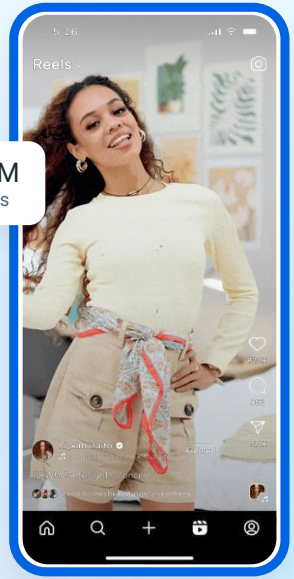


Relevance



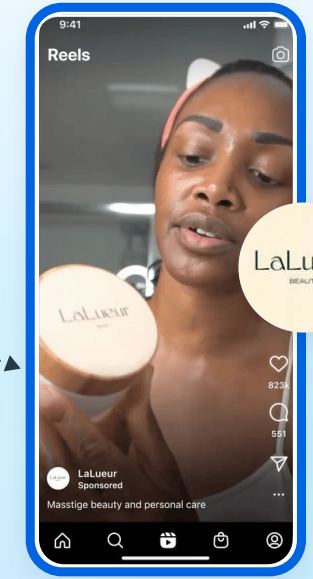
Results

Confidence from our strictest brand suitability standards

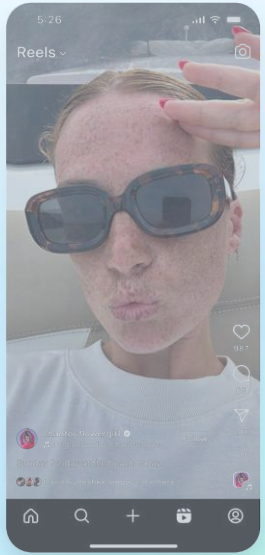


Top trending reels content

Limited inventory content



Reels trending ads



Reels content

Limited inventory content

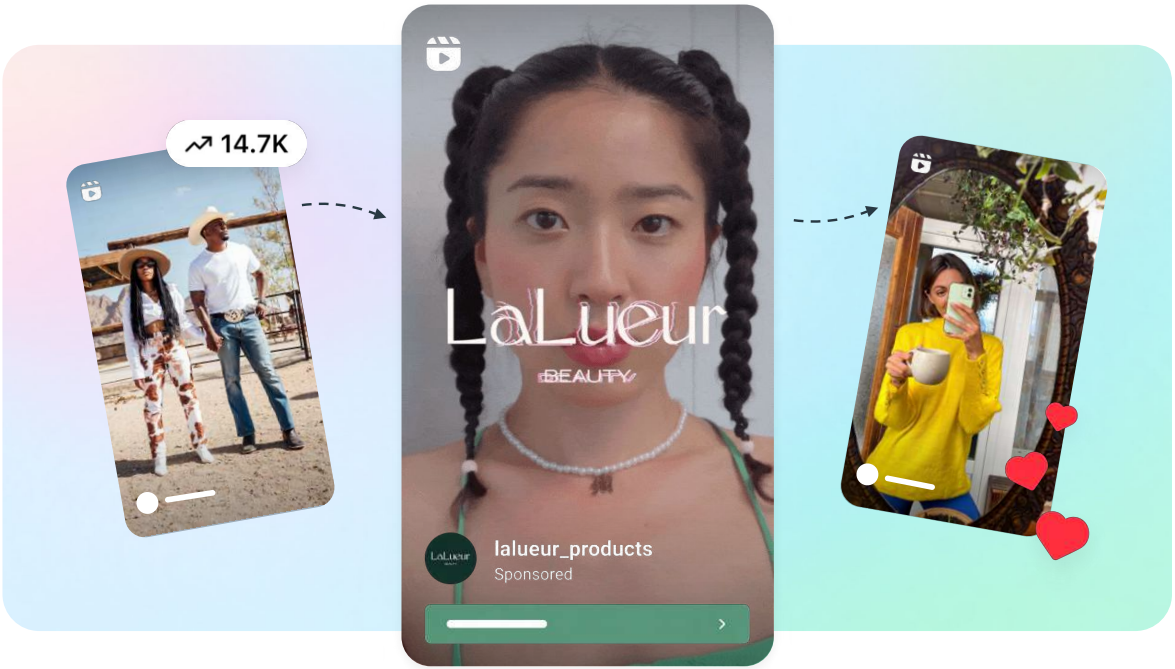
Advertiser-driven relevance

CONTENT CATEGORIES

- [x] Animals & pets
- [x] Beauty & fashion
- [x] Cars & transportation
- [x] Food & drink
- [x] Sports
- [x] Music

TOP FUNNEL RESULTS

Meaningful brand impact



+20%

in total unaided brand awareness[1]

- YouTube Select **(+20%)**
- TikTok Pulse **(+14%)**

+5.5pt

in incremental ad recall lift[3]

+1.5x

higher ad recall lift per impression when compared to BAU Reach campaigns[2]

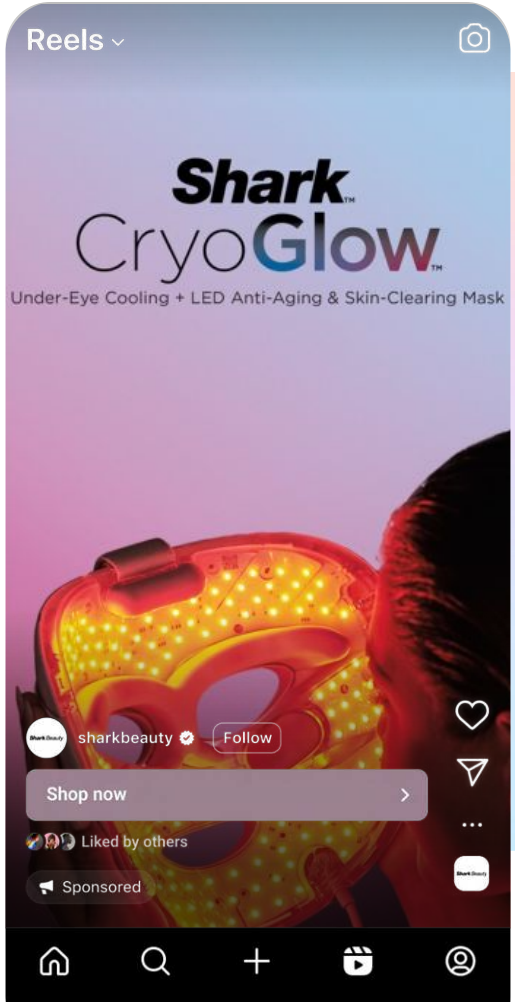
*On top of concurrent media when compared to control groups with no Reels trending ads exposure

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.

Shark NINJA

“By pairing high-performing short-form content with a premium placement next to trending creators, we not only drove measurable performance but also earned credible engagement and placed the brand at the center of cultural conversation. It has proven to be an effective lever for launching new products and maximizing relevance during tentpole moments.”

TANYA VLADOV, VP SOCIAL STRATEGY HORIZON MEDIA



Reels trending ads alpha gave SharkNinja a unique opportunity to scale their top-tier influencer launch while tapping into the cultural pulse of Reels.

91%
incremental reach

+16M
video views

+8.2pt
lift in ad recall

Source : Meta brand lift study, April 14 - May 4 2025

RESULTS

JCPenney

Boosting brand metrics using Reels trending ads

To reach new audiences and amplify impact, retailer JCPenney partnered with agency Dentsu to test Reels trending ads. This new short-form video solution from Meta enables brands to buy the immediate ad slot after top-trending, creator-generated Reels—placing ads at the heart of cultural moments as they unfold. Reels trending ads utilize Meta brand safety and suitability tools and offer a fixed cost per impression (CPM) via reservation buying.

32%

higher ad recall for Reels trending ad

Compared to business-as-usual ads

6X

greater favorability for Reels trending ads

Compared to business-as-usual ads

Source: Meta brand lift study, April 13-May 4, 2025.

Get started with Reels trending ads

Align with your goals:
Pair Reels trending ads with BAU strategy, Meta Moment Maker or target frequency depending on your goals.

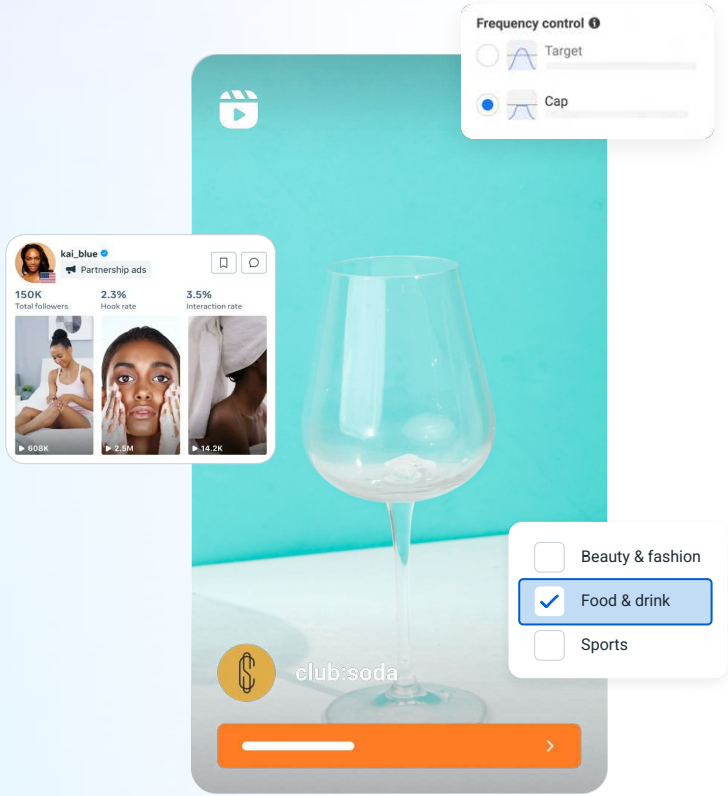
Drive relevance:
Choose the most relevant categories for your brand before adding general trending content.

Test and learn:
Test the impact of Reels trending ads on brand outcomes.

Expand audience size:
Choose the largest possible audience relevant to your business.

Plan ahead:
Book your campaigns early to lock inventory.

Maximize impact:
Build creative optimized for Reels and consider partnering with creators.



Checklist for successful **Reels trending ads campaign**

Reels trending ads will run in their own campaign. Each Reels trending ads single cell design may include multiple ad sets targeting multiple Reels trending ads topics.

- **Buying type**
  Reservation
- **Objective**
  Awareness
- **Conversion location**
  n/a
- **When you are charged**
  Impressions
- **Delivery type**
  Standard
- **Attribution setting**
  n/a
- **Number of ads**
  We recommend using at least 4 videos that meet our Reels' best practices. Additional creative guidance is included in our updated pitch deck.
- **Ad type**
  Reels creative following best practices
- **Budget**
  Lifetime budget as communicated by your Meta representative
- **Schedule (start and end date)**
  Minimum of 7 days with start and end dates as communicated by your Meta representative