

# 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>