OUR POLICY

Our Approach to Meta **AI Creative Enhancements**

Protecting your brand, your message, and your links.

A notice about Meta's AI

Meta's AI Creative Enhancements can sometimes change your ad's images, copy, and click-through links **without notice or approval** from us or from you.

Our official policy

We turn off all Meta creative enhancements by default, unless we've discussed testing them with you first.



We protect the integrity of your brand. Every image, headline, and line of copy we run is a careful reflection of who you are.

Meta has made automated AI features a priority, including Advantage+ creative, automatic image expansion, and AI-generated text variations. They're built for efficiency, but they can change your creative in ways that break brand guidelines or alter your message.

To make sure your brand always appears exactly as intended, we follow firm guardrails.

OUR GUARDRAILS

Proactive opt-outs
When we set up and launch new Meta campaigns, our standard practice is to manually turn off every automatic AI creative enhancement. Meta can still turn some back on without notice.

Campaign QA
Because Meta updates its platform often and can switch these features on during publishing, we audit every new campaign and creative launch to confirm enhancements stay off.

LOOKING AHEAD

Meta is moving quickly toward automation, and it may become harder to opt out of these features entirely. If Meta removes the option, we'll adapt right away with careful asset formatting and creative structure that minimize unwanted AI changes.

> **Our commitment:** your brand consistency and message accuracy are non-negotiable. We'll keep advocating for full control of your assets, and we'll keep you informed of any changes Meta makes.