

# **EXHIBIT B**

# How Meta charges for ads

When you advertise on Facebook, Messenger, Instagram, WhatsApp, or the Meta Audience Network, you set budgets, spending limits, and payment thresholds to manage your expenses and determine when you're charged for ads.

Meta may also control your daily spending and billing frequency through a daily spending limit, limits to adding funds and a payment threshold, that are typically set by Meta based on your advertising and payment history.

Learn more about how budgets, spending limits, limits to adding funds and payment thresholds impact ad spending and charges.

## Ad budgets, funding and spending

Understanding the difference between a budget, the amount spent on campaigns and ad sets and the amount added to a prepaid balance is important.

- **Budget:** This is the amount you allocate to display your ads. It acts as a cost control tool to manage your overall spending for a campaign or ad set. It functions similarly to a bid strategy, which helps manage your cost per result.
- **Amount spent:** This is the approximate total amount of money you've spent on a campaign, ad set or ad during its schedule.
- **Amount added:** This is the amount you have added to your ad account's available funds to run ads. You may add funds to run ads but the total amount you spend on your ads may be lower than the amount you added to your available funds.

Meta aims to spend your budget evenly over an ad's duration unless you choose the **Accelerated** delivery option. Typically, you won't be charged beyond your set budget.

**Note:** The budget you set for Meta ads, such as those on Facebook, Instagram, or other Meta technologies, may differ from the actual amount spent. Your budget is

Feedback

distributed over a specific period based on your chosen budgeting option, and the actual spend may vary.

Learn more about [daily and lifetime budgets](#).

## How and when you're charged for Meta ads

Meta ads use an [auction system](#) where ads compete for impressions based on bids and performance. Usually, you're charged based on the number of impressions your ad receives unless specified otherwise during ad creation.

When you create your first ad, you add a [payment method](#) to your ad account. This payment method determines your payment settings for Meta ads. There are two main payment settings for Meta ads:

- [Automatic billing](#): You're automatically charged when you reach a certain spend known as your payment threshold. You'll be charged again on your monthly bill date for any remaining costs. This method is used when paying with PayPal or most credit and debit cards.
- [Available funds](#): You may add money to your account in advance into your ad account's available funds to purchase ads. As you run ads, Meta deducts from the available balance up to once a day. You may add funds using credit or debit cards or [local payment methods](#). With available funds, you typically don't have a payment threshold unless your account is set up for both automatic billing and available funds. However, you may have limits on the amount of money you can add into your account's available funds and the amount you are able to spend on ads in one day.  
When you have an ad account set up for available funds, you may be able to set up auto reload and have a recurring payment method added to your account. Learn more about [auto reload for available funds](#).

Learn how to [add a new payment method](#) or [change existing payment methods](#).

## View your ad charges

To check your ad spending, access [Ads Manager](#) from a computer and look under the **Amount spent** column. You can also view all final ad charges, awareness, or clicks in [Billing & payments](#). Ads Manager displays the total number of clicks and

impressions your ad receives, while your receipt shows the number of clicks and impressions you're charged for. These numbers may differ.

**Note:** Your final bill may exceed your budget for a particular ad, as it includes charges for all ads run during your ad account's billing period.

## More help with billing or spending

If you have questions about ad billing across Meta technologies, [contact us](#) in Business Support Home. Click **Contact support** at the bottom of the page to reach out.

## Learn more

- [About daily budgets](#)
- [About lifetime budgets](#)
- [When you pay for Meta ads](#)
- [About managing how you pay for ads](#)

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Was this information helpful? \*



☐ Yes

☐ No

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