

# **Meta Ads Masterclass 2026: Algorithmic Mastery & Creative Strategy**

## **Module 1: Welcome to Meta Ads 2026**

- The evolution of Meta Ads: from interests to intelligence
- What changed with Andromeda, Lattice & VEO
- Why traditional targeting is dead (and what replaced it)
- Overview of 2026 Ad ecosystem: automation, AI, and creative signals

## **Module 2: Rethinking Targeting — The Creative Revolution**

- Understanding “Creative-as-Targeting”
- How Meta’s AI interprets content, tone, and structure
- Replacing demographics with creative intent
- Case studies: how creative consistency builds data-driven audiences

## **Module 3: Deep Dive into Meta’s New Systems**

- Andromeda: AI-driven predictive delivery
- Lattice: Data clustering for hyper-personalization
- VEO (Video Engagement Optimization): Next-gen video ad ranking
- How each update impacts ad creation, delivery, and cost efficiency

## **Module 4: Building Creatives That Feed the Algorithm**

- The anatomy of a scroll-stopping creative
- Designing content that communicates data (not just design)
- Creative frameworks that train Meta’s AI faster
- Winning ad types for 2026: UGC, motion-led, and AI-enhanced visuals
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## **Module 5: Campaign Architecture in the New Era**

- Setting up campaigns in a creative-driven environment
- Using Advantage+ campaigns strategically
- Creative testing → learning phase → scaling flow
- Eliminating ad fatigue and algorithm confusion

### **Module 6: Metrics That Matter Now**

- Moving beyond ROAS: what Meta actually tracks in 2026
- Understanding CPA, CAC, CTR vs. AI signals
- Creative performance benchmarks and optimization techniques
- Building your dashboard for visibility and scaling decisions

### **Module 7 : Real-Time Application & Strategy Labs**

- Hands-on walkthrough: build and launch your first ad campaign
- Live creative review and optimization
- Ad breakdowns: What worked, why it worked, and what's outdated
- Personalized audit for your business or campaign

### **Final Outcome**

By the end of the course, you'll be able to:

- ✔ Build AI-optimized ad campaigns without relying on manual targeting
- ✔ Design creatives that communicate directly with Meta's algorithms
- ✔ Drop CPA, improve ROAS, and scale confidently