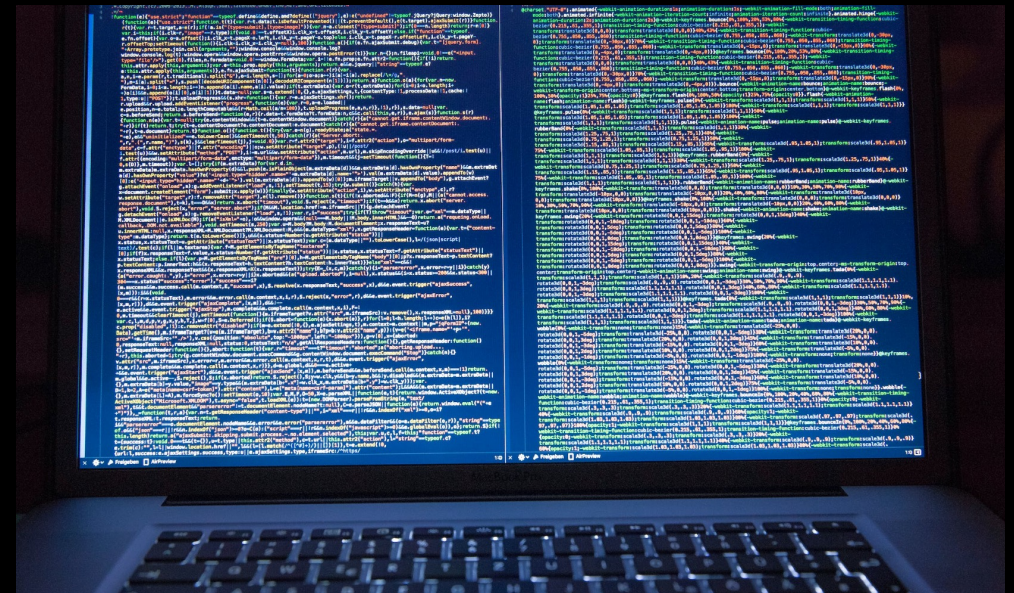


Reset.

Meta's persisting challenge:

How to stop a vast network of latent advertisers?



Reset.

In April 2023, we found ~300 Facebook ads like these...

Gorgeous ic4
Sponsored
Library ID: 1194909921201893

LA FRANCE À LA CROISÉE DES CHEMINS

Au lieu de créer notre propre système de défense, nous sommes complètement fiés aux États-Unis...

Le conflit en Ukraine nous a rendu dépendante de Washington!



FRANCE AT THE CROSSROADS
Instead of creating our own defence system, we are completely relying on the United States... The conflict in Ukraine has made us dependent on Washington!

Stunning ro2
Sponsored
Library ID: 1327480137797112

Salut tout le monde!

Avez-vous vu que Philippot avait écrit sur sa page Twitter?

"Continuer les idiotes et folles s@ncti@ns anti-russes, c'est détruire sciemment la France!"



Hello everyone! Did you see what Philippot wrote on his Twitter page? "Continuing the idiotic and crazy anti-Russian s@ncti@ns is knowingly destroying France!"

Comely gr1
Sponsored
Library ID: 165755486053560

Zuerst eine Pandemie, jetzt dieser dumme Krieg. Unsere Unternehmen haben gerade angefangen, sich nach Lockdowns und anderen restriktiven Maßnahmen zu erholen - und dann kamen der Ukraine-Krieg, das Verbot, mit Russland zu handeln, u.s.w. All dies hat viele Unternehmen komplett zerstört.

Sind wir Masochisten? Leiden wir so gerne, dass wir eine neue Krise...



First a pandemic, now this stupid war. Our businesses were just starting to recover from lockdowns and other restrictive measures - and then came the Ukraine war, the ban on trading with Russia, etc. All of this has completely destroyed many companies.

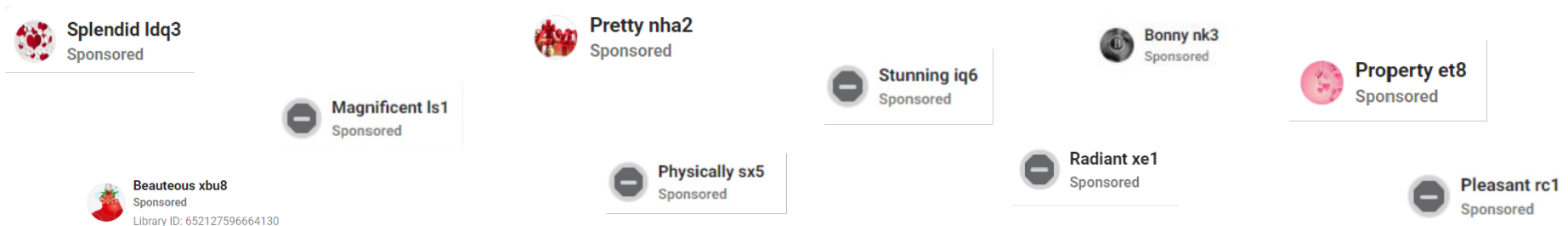
Picturesque eh1
Sponsored
Library ID: 562588655854631

Hallo zusammen!
Habt ihr das gewusst?

Die Zahl der modernen Leopard-2-Panzer beträgt 685 in ganz Deutschland. Die Übergabe von auch nur 100 Stück an die Ukraine würde eine erhebliche Verringerung der Verteidigungskapazitäten mit sich bringen. Deutschland wird ärmer und verliert an...



Hello everyone! Did you know that? The number of modern Leopard 2 tanks is 685 throughout Germany. Handing over even 100 to Ukraine would result in a significant reduction in defence capabilities. Germany is getting poorer



A positive adjective
(a synonym of “beautiful”)



A random string of
2-3 characters



A number

The common username convention makes other pages easily detectable. To look outside of what was available on Meta’s Ad Library as advertisers, we tested the detection pattern for 51 synonyms of “beautiful”.

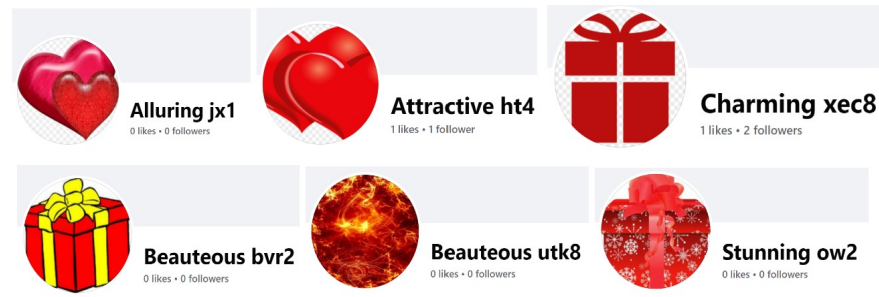
In May 2023, we discovered a network of **+242,000 pages** created with those 51 words.

All pages share common features

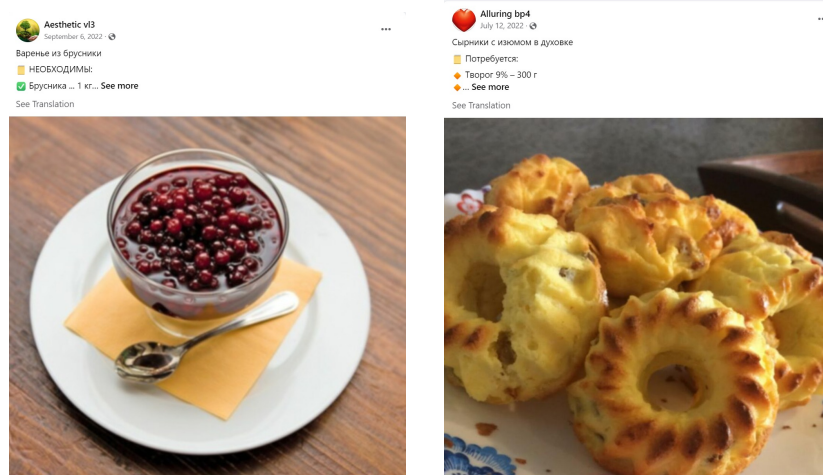
Branding identity

Posting activity

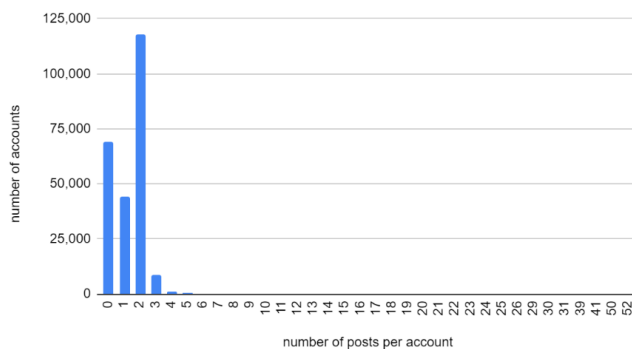
The list of features marks the pages as belonging to an **automatically generated ecosystem**: a large-scale network that adds thousands of new accounts every day, all displaying similar usernames, branding identity, and patterns of posting behaviour



Romantic profile photos of Valentine's hearts, gifts, fire,...



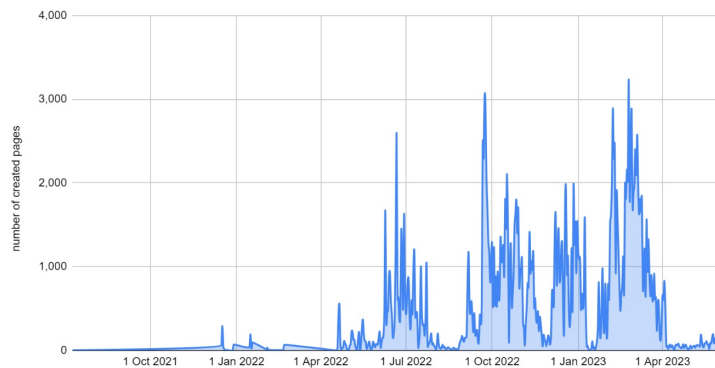
50% of the network (118,000 pages) posted as a first post a photo of a meal describing a cooking recipe in Russian.



Reset.

All pages share common features

Creation dates




Page followers

Reset.


Account types & admin location

Page transparency ✕


Page information for Alluring na1 ⓘ

 **Alluring na1**
Tutor/Teacher


History ⓘ

 **Created - Alluring na1**
26 February 2023

People who manage this Page ⓘ


 Primary country/region location for people who manage this Page includes:

Ads from this Page


 This Page is currently running ads.

Page transparency


Page information for Aesthetic wk5 ⓘ

 **Aesthetic wk5**
Beauty Salon

History ⓘ

 **Created - Aesthetic wk5**
February 9, 2023

Ads from this Page

 This Page is currently running ads.

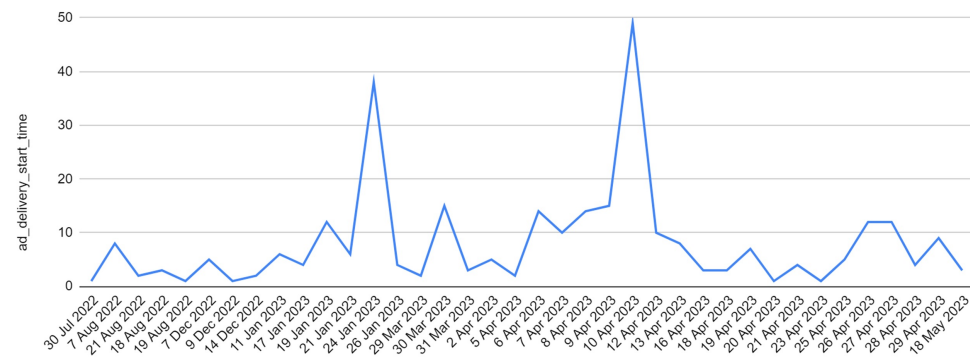
*Likely because of privacy-related issues with user+ profiles, 93% of the pages disclosed no admin location. The admins of those pages were mostly based in **Ukraine** (14,300 pages), followed by **Kazakhstan** (1,300 pages).*

Advertising activity (political ads)

Political ads



Most of the assets are dormant but for a small number of active advertisers. Their advertising activities continue after the EU's DSA entered into force.



Data: June 2023

- 464 political ads since July 2022 (DE, FR, IT, UA)
- 92 pages involved in advertising
- 4.2m– 5.1m impressions
- Total cost: 3,200 - 33,000 EUR

Ads persistently launched for months by various pages
Political campaign in DE FR; cross-language promotion
Originally developed visuals

Advertising activity (commercial ads)

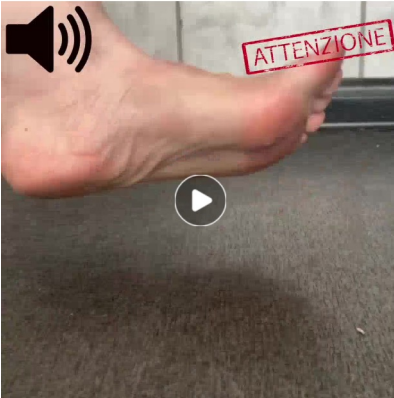
Most of the assets are dormant but for a small number of active advertisers. Their advertising activities continue after the EU's DSA entered into force.

Scam ads

Variety of **observed malpractices**: deceptive redirect behaviour, typosquatting, misleading landing pages, domain snatching, registering of new domains, ad priming,...

Beauteous iet5
Sponsored
Library ID: 1985746685142702


Perché ci ingannano o chi trae vantaggio dal nascondere la verità: come curare davvero le articolazioni senza chirurgia!



CUREFOCUSANDTRENDS.FUN
Usate la pomata di notte e applicatela..

Learn more

Pleasant eg1
Sponsored
Library ID: 759526362556661



GAMEDIVE.CLOUD
Kliknite na stiahnutie ★★★★★ 4.8/5.0

Download

Pulchritudinous ou4
Sponsored
Library ID: 541134781498963



La principal causa de la impotencia. es la deficiencia de testosterona. Come 3 gramos cada mañana...

ETAFAR.TK
Centro Médico
Horario de Atención Laboratorios Pre-Admisión de Pacientes Horario de Visita Hospital Nuestros...

Learn more

Excellent gh4
Sponsored
Library ID: 567509591855355

BR Todo o Brasil já está jogando esse app BR
Grandes bônus para iniciantes!
Não perca sua chance



200 R\$ RETIRAR

TENTATIVAS RESTANTES: 1

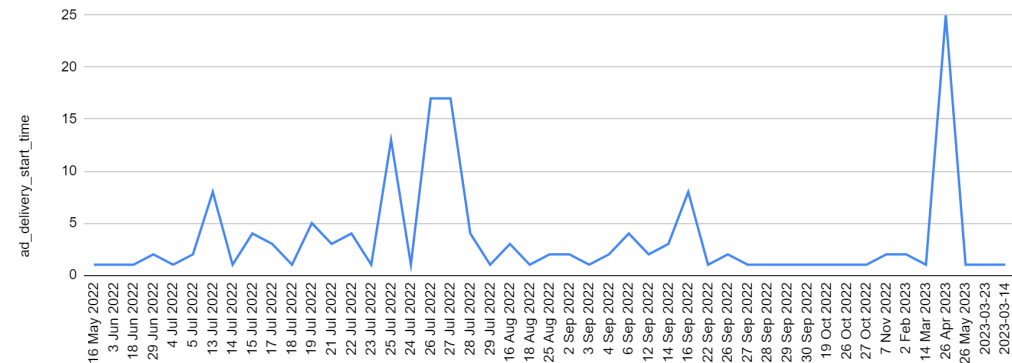
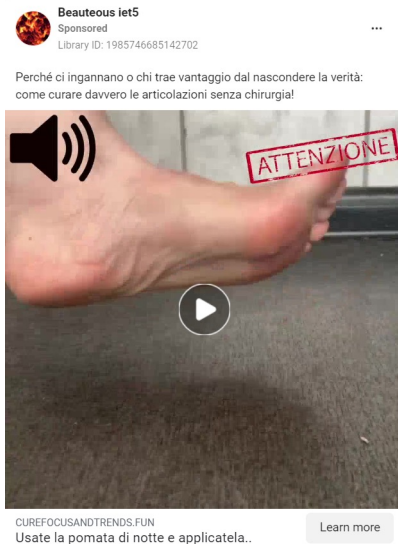
PLAY.GOOGLE.COM
Excellent gh4

Install Now

Advertising activity (commercial ads)

Most of the assets are dormant but for a small number of active advertisers. Their advertising activities continue after the EU's DSA entered into force.

Scam ads



Data: June 2023

+32 countries targeted
 Facebook permits the commercial ads to run until the full depletion of their budgets, after which they remove the ads from the Ad Library.
 Advertising continues to this date (despite DSA):
 +250 ads launched after 25th of August 2023

Other problematic issues: rebranding

Page information for Laptop Shop



History

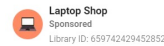
- Changed name to Laptop Shop
16 August 2023
- Created – Lovely uip3
7 September 2022

Ads from this Page

- This Page is not currently running ads.

[Go to Ad Library](#)

! Lenovo laptop for only BGN 4 !
The packaging of the Lenovo laptops was damaged during transportation.
The management of the company decided to sell this batch at a price of only BGN 4 🔥
To order, please visit the website and fill out the form 📄



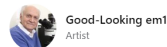
! Лаптоп Lenovo само за 4 лв !
При транспортиране опаковките на лаптопите Lenovo бяха повредени.
Ръководството на компанията реши да продаде тази партида на цена от само 4 лв 🔥
За да поръчате, моля, посетете уебсайта и попълнете формуляра 📄



Laptop Shop

[Apply Now](#)

Page information for Good-Looking em1



History

- Created – Good-Looking em1
19 December 2022

People who manage this Page

- Primary country/region location for people who manage this Page includes:
Romania (1)

Good-Looking em1 updated their profile picture.
19 December 2022



Reset.

Page information for Foxes family



History

- Changed name to Foxes family
4 June 2023
- Created – Pretty ro8
8 March 2023

People who manage this Page

- Primary country/region location for people who manage this Page includes:
Ukraine (16)
Finland (1)
Georgia (1)
Indonesia (1)
United States (1)
Vietnam (1)

[See less](#)

Ads from this Page

- This Page is currently running ads.

Page information for Arta Vindecării: Naturapatie și Fitoterapie



History

- Changed name to Arta Vindecării: Naturapatie și Fitoterapie
5 June 2023
- Created – Charming gt6
7 March 2023

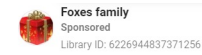
People who manage this Page

- Primary country/region location for people who manage this Page includes:
Ukraine (1)

Ads from this Page

- This Page is not currently running ads.

[Go to Ad Library](#)



¿TIENES UN TELEGRAM? ¡VE Y SUSCRÍBETE AL CANAL!



SANDYMONEY.TILDA.WS

[Learn More](#)

Page information for Nővényi Gyógyászat Titkai



History

- Changed name to Nővényi Gyógyászat Titkai
2 June 2023
- Created – Pretty fm2
27 March 2023

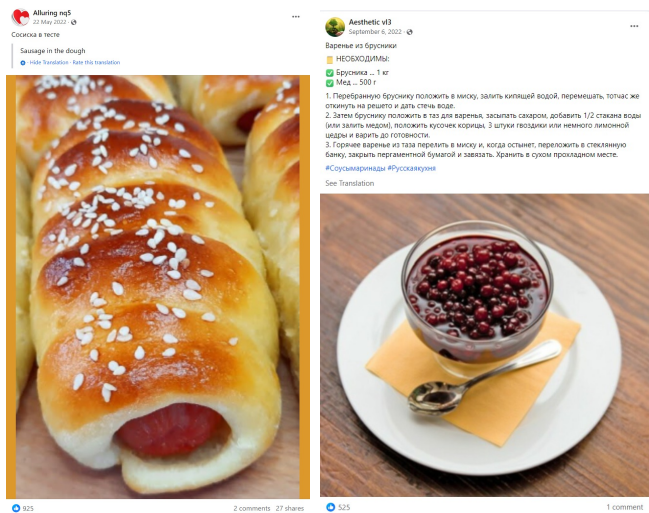
People who manage this Page

- Primary country/region location for people who manage this Page includes:
Kazakhstan (1)
Poland (1)
Ukraine (1)

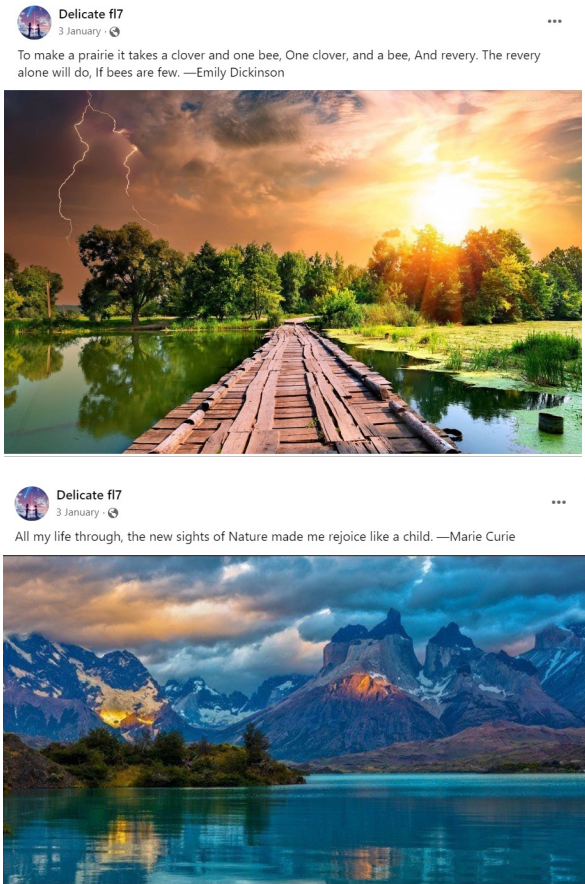
Ads from this Page

- This Page is not currently running ads.

Other issues: inauthentic engagement



1% of the network posts organically (+3 posts).
Erratic organic posting activity (filler content)
Signs of inauthentic engagement (user location,
wide fluctuations in engagement)



Meta's problem with coordinated inauthentic networks

Meta's problem with automated accounts is bigger than just one network. While investigating, Reset discovered a second ecosystem of three interconnected networks which has also been involved in political and scam advertising with little scrutiny from Meta.

+35 political ads

"Colossal page", "Rough bit", "Sneaky cat",
"Fresh data", "Jaded statement", "Active john"

+344,000 pages

Rough bit
Sponsored
ID: 790283912613177

De 2014 jusqu'au début de la guerre en Ukraine, nos observateurs ont écrit que la malhonnêteté était l'un des principaux problèmes ukrainiens. Ils se sont trompés....

L'erreur est que la malhonnêteté n'est pas le problème, mais la structure basique du système ukrainien.

From 2014 until the start of the war in Ukraine, our observers wrote that dishonesty was one of Ukraine's main problems. They were wrong... The mistake is that dishonesty is not the problem, but the basic structure of the Ukrainian system.

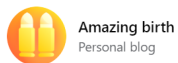
Colossal page
Sponsored
ID: 1730399200696351

Die Ukraine schickt ihre Männer und Frauen in den Tod! Über 1,3 Millionen ukrainische Frauen im Alter von 15 bis 25 Jahre sind in den letzten neun Jahren Opfer des Menschenhandels geworden.

Ukrainerinnen sind in Polen, Deutschland und der Türkei am meisten beliebt. Das ist die moderne Ukraine.

Ukraine is sending men and women to their deaths! Over 1.3 m Ukrainian women aged 15 to 25 have become victims of human trafficking in the last nine years. Ukrainian women are most popular in Poland, Germany and Turkey. This is today's Ukraine.

Page information for Amazing birth ⓘ



Amazing birth
Personal blog

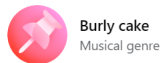
History ⓘ

Created – Amazing birth
20 July 2022

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
Ukraine (1)

Page information for Burly cake ⓘ



Burly cake
Musical genre

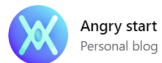
History ⓘ

Created – Burly cake
23 February 2022

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
Ukraine (1)

Page information for Angry start ⓘ



Angry start
Personal blog

History ⓘ

Created – Angry start
1 February 2022

People who manage this Page ⓘ

Primary country/region location for people who manage this Page includes:
Russia (1)

Adjective
(A)



Noun
(N)

Pattern variations:

A + N + 5 numbers +/- the words "play", "video" or "ok"

A + N + the words "DDgroupOne" or "DDgroupTwo"

A + N + the words "Thanz1One" or "Thanz1Two"

Reset.

Meta's problems with coordinated inauthentic networks

Fragmentary and retroactive
countermeasures

Advertising revenue

Shortcomings in
algorithmic detection

Lack of transparency