

**Did you
know**



**Meta's Threads is
preparing to introduce
ads in early 2025. 💸**

Threads aims to strike a balance between being a free-to-use platform and ensuring the service is sustainable. 

Instagram head Adam Mosseri :

“Threads needs to make enough money to pay for the people and servers that it takes to run the service.”

**A small group of
advertisers could begin
creating and publishing
ads on Threads early
next year. 📊**

Meta reported \$39.8 billion in ad revenue recently, which is 97% of its total earnings. Though Threads isn't expected to be a major revenue driver at first, the potential is there. 🌟

Meta positions Threads as a brand-safe option for advertisers.

Meanwhile, competitors like Bluesky vow to remain ad-free while some advertisers are returning to X. 🤝

While the exact format of ads on Threads is still unclear, it's possible we could see sponsored posts or other ad formats similar to those on Instagram. 

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