



Slides:

<https://bit.ly/MetaTargets>

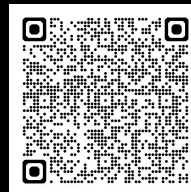
Autumn 2025 Webinar Series – Using Social Media as a Research Tool

Making the Invisible Visible: Introducing PoliDashboard – An App For Tracking Targeted Paid Advertising on Facebook and Instagram

Philip Mai M.A., J.D.

 @philipmai.com

Co-Director and Senior Researcher
Social Media Lab, Toronto Metropolitan University





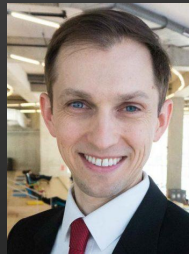
Agenda

1. **About at the Social Media Lab**
2. An Overview of the Online Political Advertising Market
3. How Targeted FB/IG Ads are Being Misused
4. Introducing **PoliDashboard**



A Multidisciplinary Research Laboratory at Ted Rogers School of Management, Toronto Metropolitan University

The lab's research seeks to advance the public's understanding of the benefits and pitfalls of technology adoption and use.



Dr. Anatoliy Gruzd
Co-Director and Canada
Research Chair, Professor



Philip Mai M.A., J.D.
Co-Director and Senior
Researcher

Research Fundings

- To support our students and our research initiatives, we rely mostly on public funding sources.
- We **do not** accept financial support from any social media platforms.



Canada Research
Chairs

Chaires de recherche
du Canada



Social Sciences and Humanities
Research Council of Canada



**NSERC
CRSNG**



Patrimoine
canadien Canadian
Heritage



compute + calcul
CANADA



World Health
Organization



Bridging
Divides



Ontario
Research Fund



Global Affairs
Canada
Affaires mondiales
Canada



Research Foci

The lab's research seeks to advance the public's understanding of the benefits and pitfalls of technology adoption and use.



Academia



Analytics



Health



Information
Privacy



Misinformation



Online
Communities



Organizational
Social Media
Use



Politics



Earned Media

Our research studies, public reports and expert commentaries are often featured in various popular news publications.

socialmedialab.ca/media-coverage/

The
Washington
Post

MIT
Technology
Review

Foreign
Affairs

CBS News

The New
York Times

Nature

NPR

Los Angeles
Times

The Globe
and Mail

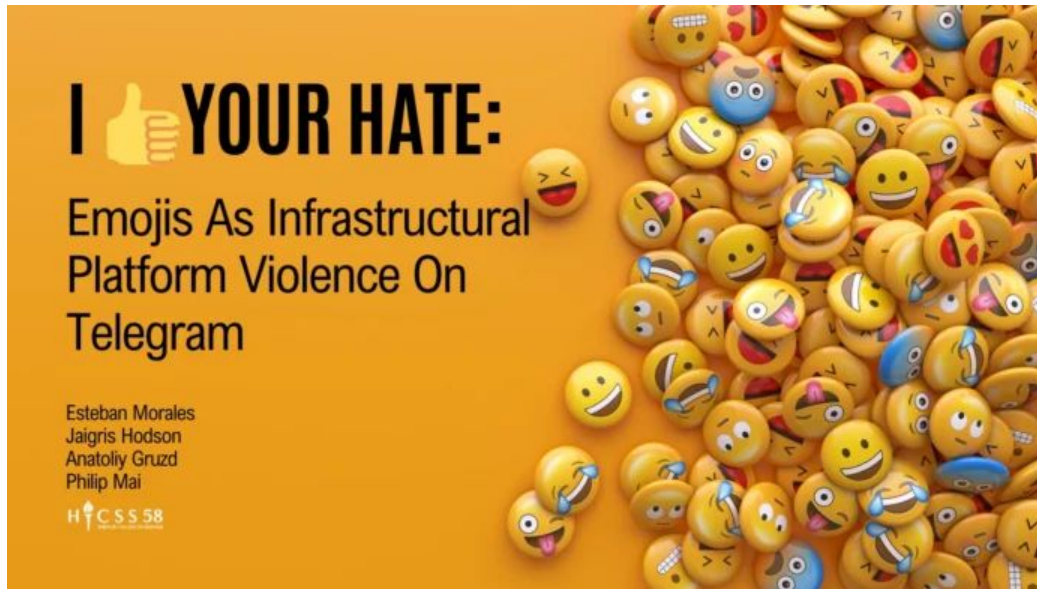
The Atlantic

Business-
week

Deutsche
Welle (DW)

[New Publications] Can a simple emoji make online toxicity worse?

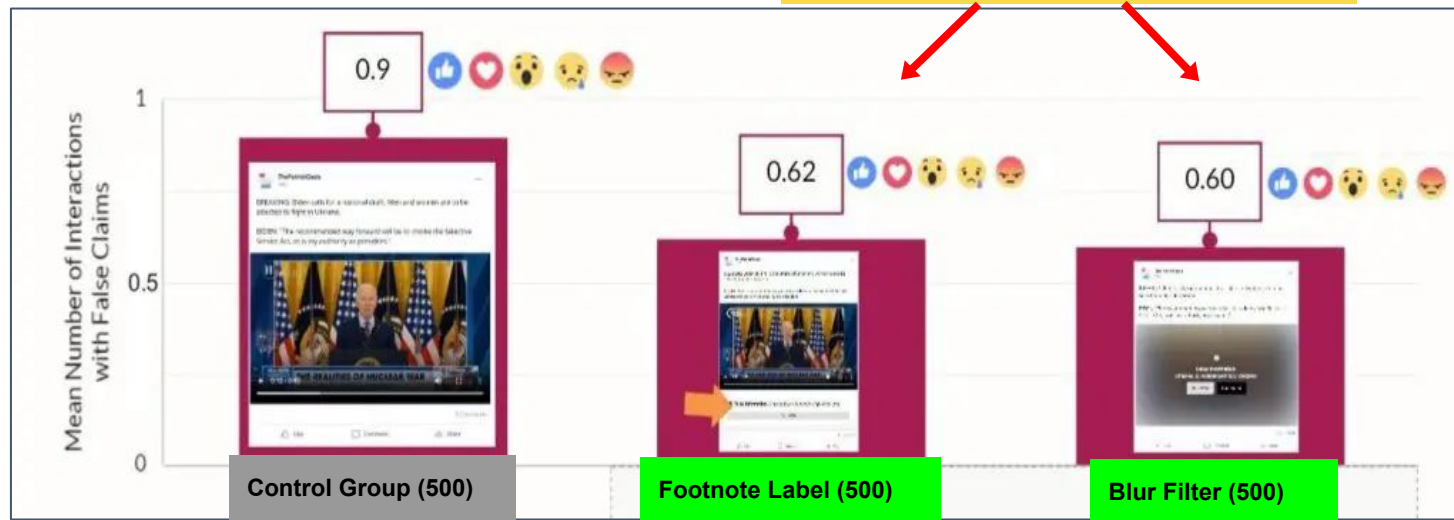
- Morales, E., Hodson, J., O'Meara, V., Gruzd, A., & Mai, P. (2025). **Online toxic speech as positioning acts: Hate as discursive mechanisms for othering and belonging.** *New Media & Society*, [14614448251338493](#).
- Morales, E., Hodson, J., Gruzd, A., & Mai, P. (2025). **I 👍 your Hate: Emojis as Infrastructural Platform Violence on Telegram.** *HICSS* <https://hdl.handle.net/10125/109124>



[Recent Publication 2024]

“To Share or Not to Share: Randomized Controlled Study of Misinformation Warning Labels on Social Media.”(n=1500)

Both interventions decreased the mean number of interactions with false claims.



Mike Preuss · Agata Leszkiewicz ·
Jean-Christopher Boucher ·
Ofer Fridman · Lucas Stampe (Eds.)

LINC 15175

**Disinformation in
Open Online Media**

6th Multidisciplinary International Symposium, MISDOOM 2024
Münster, Germany, September 2-4, 2024
Proceedings

Gruzd, A., Mai, P., &
Soares, F. B. (2024). To
Share or Not to Share:
Randomized Controlled
Study of Misinformation
Warning Labels on Social
Media. In Multidisciplinary
International Symposium
on Disinformation in
Open Online Media (pp.
46-69). Cham: Springer
Nature.

https://doi.org/10.1007/978-3-031-71210-4_4



PUBLIC REPORTS



Data About Canadians For Canadians and the World

As part of our work, the Lab also produces public reports that provide a snapshot of social media usage trends in Canada and a window into Canadians' attitudes and perspectives toward issues such as misinformation, politics, and privacy in the context of social media.

Our public reports are widely used by different stakeholders including parliamentary committees, government departments, journalists, researchers, educators, the business community and the general public.

socialmedialab.ca/public-reports



State of Social Media in Canada



Generative AI



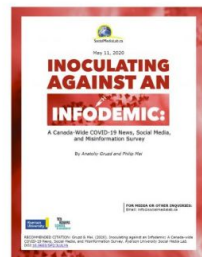
Social Media and Anti-Social Behaviour



Social Media and Political Engagement in Canada

Reports

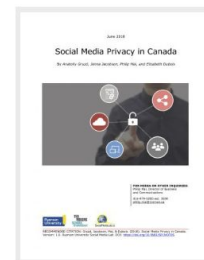
Misinformation Research



The Influence of Influencers



Social Media and User Privacy



[New Report] The State of Social Media in Canada 2025:

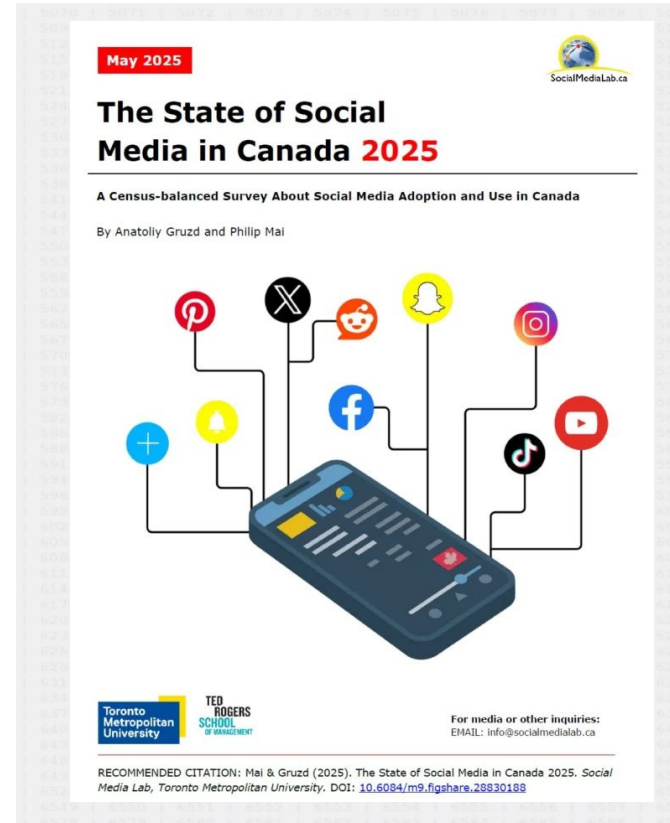
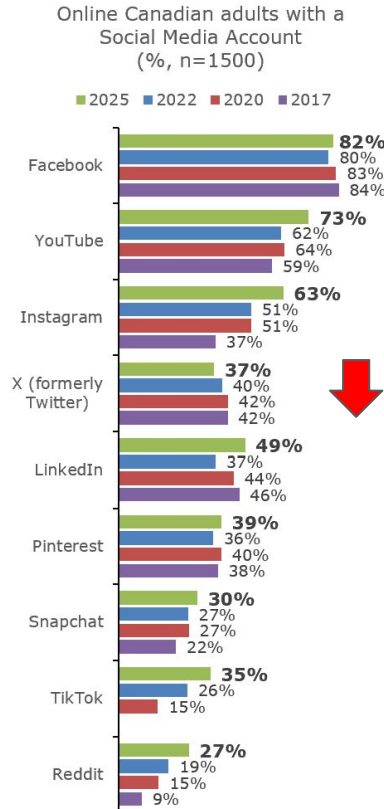
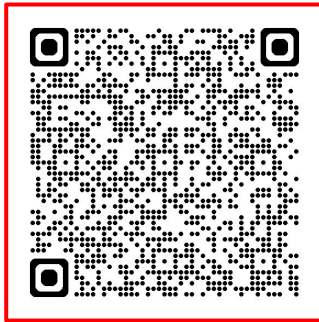
A census Balanced Survey About Social Media Adoption and Use In canada (n=1500)

Gruzd, A. & Mai, P. (2025). The State of Social Media in Canada 2025.

Social Media Lab, Toronto

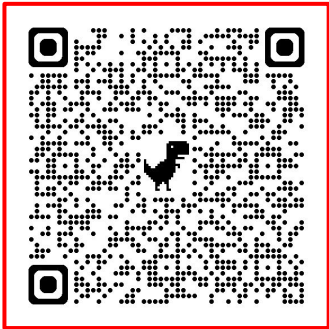
Metropolitan University. DOI:

[10.6084/m9.figshare.28830188](https://doi.org/10.6084/m9.figshare.28830188)



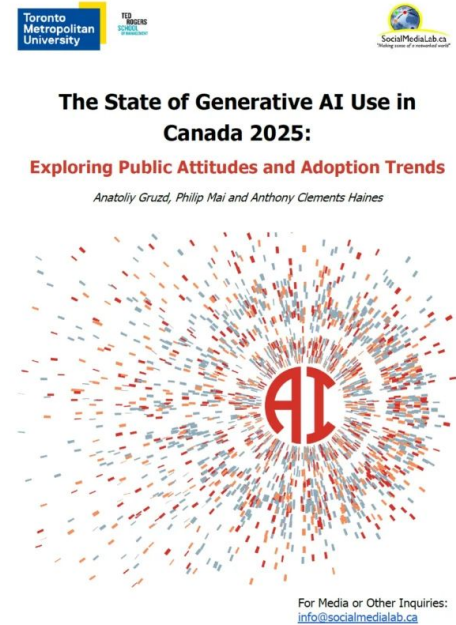
[New Report] The State of Generative AI Use in Canada 2025: Exploring Public Attitudes and Adoption Trends (n=1500)

Gruzd, Anatoliy; Mai, Philip; Clements Haines, Anthony (2025). The State of Generative AI Use in Canada 2025: Exploring Public Attitudes and Adoption Trends. Social Media Lab, Toronto Metropolitan University. DOI: <https://doi.org/10.6084/m9.figshare.28664780>



Key Findings

1. **Adoption—but mostly casual:** Two-thirds of Canadians (66%) have tried a GenAI tool, yet only about 30% use them daily or weekly for leisure, work, or study. Leisure remains the primary entry point, especially for older adults, while younger Canadians lead usage for study and work.
2. **Election anxiety:** Two-thirds (67%) worry GenAI could sway election outcomes, and 59% say they no longer fully trust political news online because of possible AI manipulation. More than half (54%) are unlikely to use chatbots for election information, though openness is higher among right-leaning Canadians (34%) than left-leaning ones (23%).



RECOMMENDED CITATION: Gruzd, Anatoliy; Mai, Philip; Clements Haines, Anthony (2025). The State of Generative AI Use in Canada 2025: Exploring Public Attitudes and Adoption Trends. Social Media Lab, Toronto Metropolitan University. DOI: <https://doi.org/10.6084/m9.figshare.28664780>

Organize International Research Conferences, Seminars, and Workshops



Research Tools & Apps

In addition to conducting original research, we also develop tools and dashboards that support social science research and to track misinformation.

Our apps and tools are used by thousands of students, educators, researchers & analysts worldwide each year.

Today's focus



COMMUNALYTIC.ORG

A no-code research tool for studying online communities & public discourse

DeepfakesTracker.org

A dashboard for tracking fact-checks involving deepfakes & out-of-context media and narratives

ConflictMisinfo.org

A dashboard for tracking mis/disinformation about the Russia-Ukraine war

PoliDashboard.org

An app for tracking political ads on Meta's platforms and technologies

Research Apps, Tools, and Dashboards

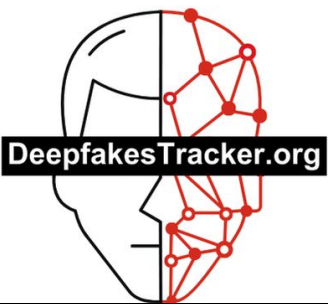
socialmedialab.ca/apps

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In addition to conducting original research, we also develop dashboards and tools that support social science research and to track misinformation.

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socialmedialab.ca/apps



DeepfakesTracker.org

An Dashboard for tracking fact-checks involving deepfakes & out-of-context media and narratives



ConflictMisinfo.org

An Dashboard for tracking mis/disinformation about the Russian-Ukraine War



NoteTracker
DASHBOARD

notetracker.socialmediadata.org

An Dashboard for discovering and analyzing Community Notes on X.

Research Tools & Dashboard



COMMUNALYTIC.ORG

A no-code computational social science research tool for studying online communities and discourse.

Two Versions: **EDU** - for Teaching & Learning (30k records) and **PRO** - for Research (10M records)

SOCIAL MEDIA DATA COLLECTORS

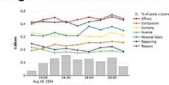
Bluesky Mastodon Reddit Telegram X (Twitter) YouTube
or Bring Your Own Dataset

DATA ANALYZERS

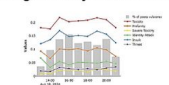
Civility Analyzer

Detect toxic and prosocial interactions

Average Prosocial Scores Per Hour



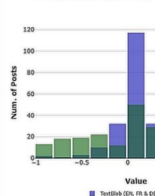
Average Toxicity Scores Per Hour



Sentiment Analyzer

Detect and analyze the polarity of text

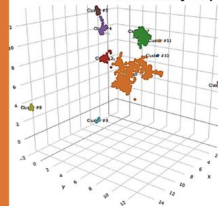
Distribution of Polarity Value



Topic Analyzer

Discover and label latent topics that are semantically similar

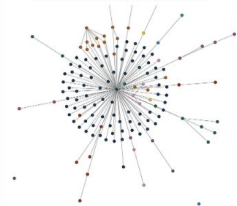
3D Semantic Similarity Map



Network Analyzer

Visualize and analyze large networks

A Communication Network



Our Flagship
Research Tool

admin@communitastic.org





About the Lab

Making Sense of a Networked World since 2010



@SocialMediaLab.ca

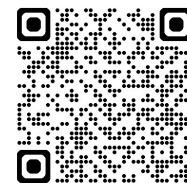
Research

How social media changes the ways people communicate and connect



Train

Postdoctoral fellows, graduate students and undergraduate students



International conferences and research seminars

Organize



Social media analytics software

Develop



Agenda

1. About at the Social Media Lab
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Overview of the Online Political, Elections & Social Issues Advertising Market

It's cheap, targeted, and can spread messages quickly across borders.

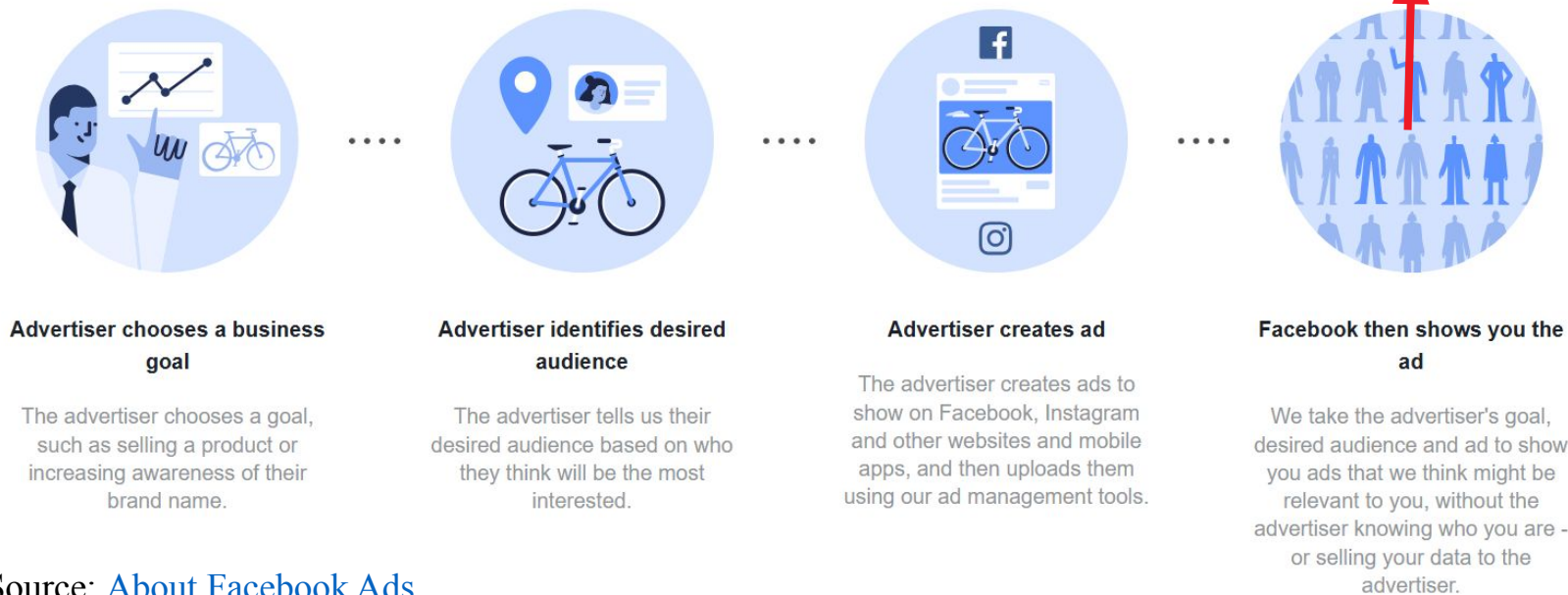
1. **Estimated Market Size (2024):** (Market size can fluctuate based on election cycles and social issues.)
 - ~\$16 bn+ globally just for political ad spend according to WPP Media, one of the world's largest paid advertising agencies owned by British multinational WPP plc. *
 - 2024 U.S. Elections saw record ad spending; online ad spending totaled at least \$1.9 bn. **
2. **Key Drivers:**
 - Exponential growth during national and local elections (e.g., U.S. Presidential Election).
3. **Social Issues & Advocacy (No reliable estimate available)**
 - Growth fueled by movements like #ReproductiveRights, #GunSafety, #EnvironmentalAdvocacy #BlackLivesMatter, #MeToo, and more.

* Source: <https://www.axios.com/2023/12/08/us-political-ad-market-2024-spending>

** Source: <https://www.brennancenter.org/our-work/analysis-opinion/online-ad-spending-2024-election-totaled-least-19-billion>



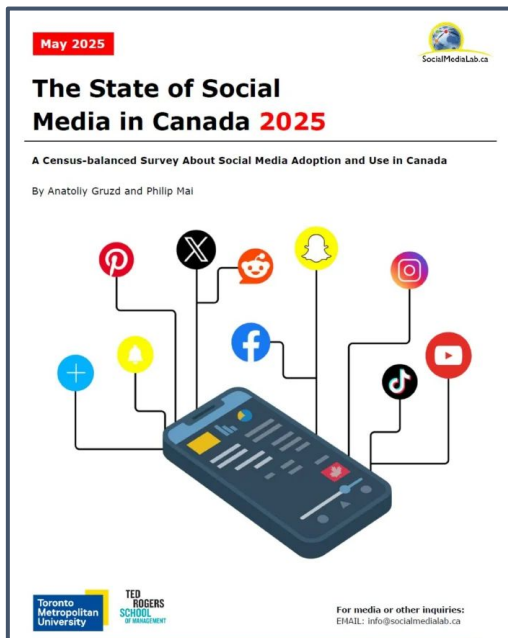
How Do Targeted Ads work?



Source: [About Facebook Ads](#)



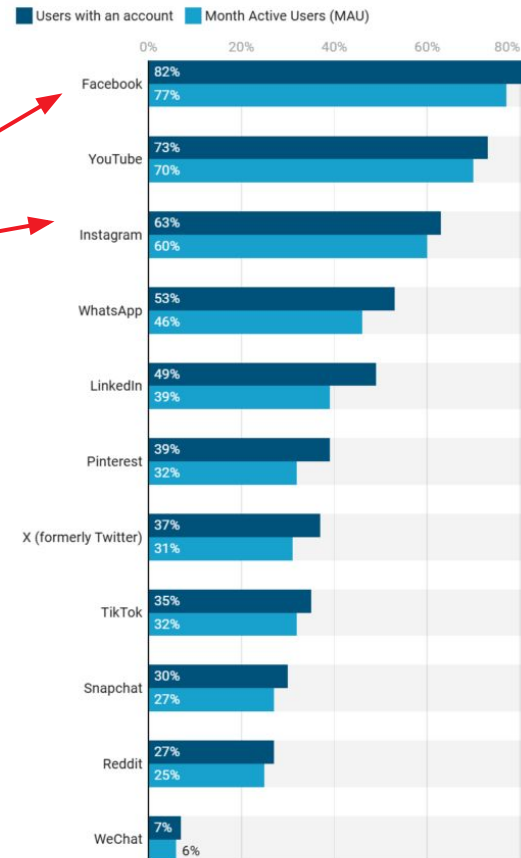
Why Advertising on Facebook or Instagram are still relevant in Canada



- 77% of Canadian adults (18+) visit Facebook at least monthly, 60% - Instagram.
- In addition to Facebook and Instagram, Meta show ads on other websites, apps and smart TVs (i.e., "Meta Audience Network")

2025 Social Media Users (18+) in Canada

The chart is part of the 2025 State of Social Media in Canada Report (to be released in April 2025)



n=1500

Source: Social Media Lab, Toronto Metropolitan University, 2025
<https://socialmediablab.ca/>



Agenda



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**So, what's the
problem with
targeted Facebook
and Instagram ads
and how can they be
misused?**



Run Scam Ads: An advertiser called **"USA Daily Benefits"** was running ads on FB/IG featuring President Biden using an AI generated voice promising American a check for \$6,400.



Jan 29, 2024 - Jan 30, 2024

Platforms  


Categories 


 Estimated audience size: >1M 

 Amount spent (USD): <\$100 

 Impressions: <1K 


[See ad details](#)




 **USA Daily Benefits**
Sponsored • Paid for by Daily Benefits Herald

\$6398 for 97% of Americans 

Seeking financial support for daily needs like groceries, gas, and rent for the New Year?!

This government subsidy program offers eligible Americans \$6398 as a subsidy with a \$0 health insurance plan...




0:06 / 1:04   


USABENEFITSDAILY.COM
New Year Stimulus JUST APPROVED!! \$6398

[Learn more](#)





Warning: Enrollment closes on Sunday, 02 / 09 / 2025 at midnight.
Americans Rush To Claim Up To \$6400 in Health Credits to help with Groceries, Gas, and Rent Expenses

 Jessica is Online.

Hi There 

I'm Jessica. I'm going to help you get your free health credits.

Want to find out if you qualify for a \$6400 subsidy as a Health Credit? Tap Yes! 



Yes

Suppress Voters Turnout: An advertiser called “Hard Asset Heroes” was running ads asking...

“Was the 2024 presidential election just postponed?”

“Does Kamala plan to POSTPONE the election to January 6, 2025”

Ad Details

The unique library identifier for this specific ad.
Inactive

Library ID: 1593509014880038

Oct 17, 2024 - Oct 23, 2024

Platforms

Categories

Estimated audience size: >1M

Amount spent (USD): \$400 - \$499

Impressions: 10K - 15K

Hard Asset Heroes
Sponsored • Paid for by Hard Asset Heroes
Library ID: 1593509014880038

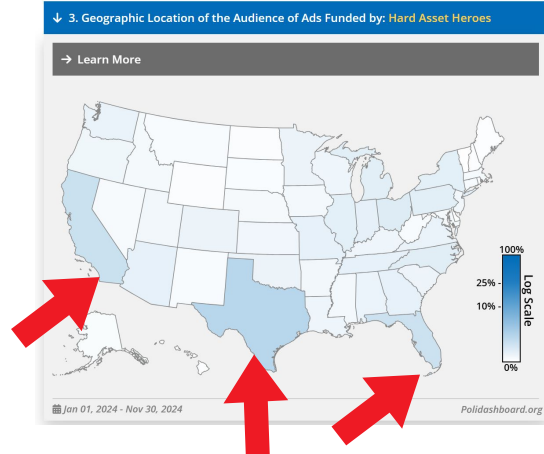
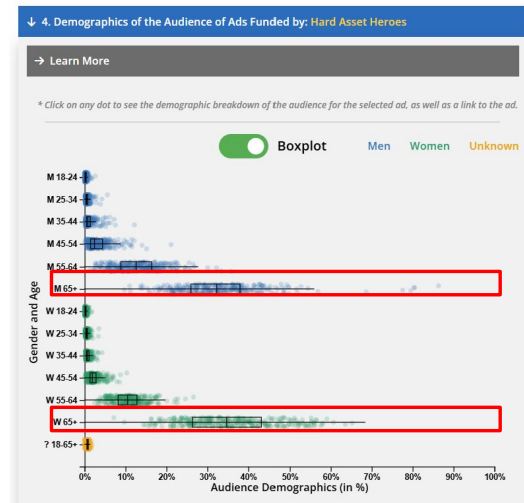
Was the 2024 presidential election just postponed?

Click below to learn how the Harris-Walz campaign plans to use an 1866 law to block Trump from taking power even if he wins the election.

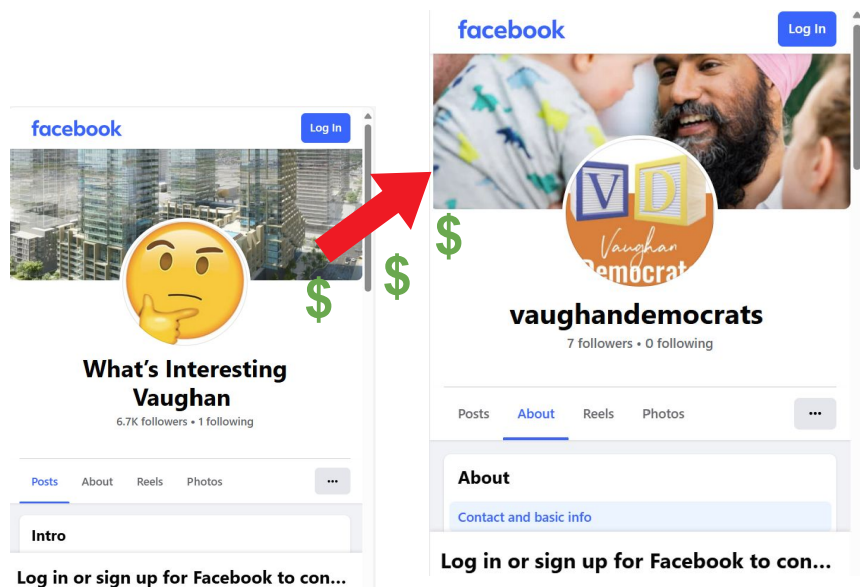
Former CIA Advisor explains how to prepare in a FREE presentation.....

VICE PRESIDENT KAMALA HARRIS
FIGHT FOR REPRODUCTIVE FREEDOM
JIM RICKARDS

CLICKS.AMERICANFREEDOMREPORT.ORG
Does Kamala plan to POSTPONE the election to January 6, 2025 [Learn more](#)



Induce Vote-Splitting (The Spoiler Effect): A Facebook advertiser called “[What’s Interesting Vaughan](#)” (a supporter of the Conservative Party of Canada) was paying for a Facebook ad on a page called “[vaughandemocrats](#)” (which profess supports the New Democratic Party (NDP) of Canada)



TORONTO STAR

FOR SUBSCRIBERS FEDERAL POLITICS

Conservative or NDP? Dual Facebook election pages in Vaughan share an unusual connection

Despite their divergent views, information about the ads purchased connects the two pages.

Updated April 28, 2025 at 12:56 p.m. | April 24, 2025 | 5 min read



According to information available in Meta's ad library, the What's Interesting Vaughn Facebook page is shown as the purchaser of the pro-NDP ad running on the Facebook page vaughandemocrats.

Richard Drew AP

Plant the Seeds of Doubt: An advertiser called “**Epoch Times London**” was running Meta ads raising doubts about climate change...

“As climate experts warn of looming catastrophe, faulty past forecasts hurt their message.”

“When climate predictions miss the mark”

“Unraveling climate myths”

Inactive


Library ID: 198367860004402

Feb 9, 2024 - Feb 10, 2024

Platforms  

Categories 

Estimated audience size: >1M 

Amount spent (GBP): <£100 

Impressions: <1K 

This ad has multiple versions 



Epoch Times London

Sponsored • Paid for by Epoch Times London

Library ID: 198367860004402

As climate experts warn of looming catastrophe, faulty past forecasts hurt their message.



The **credibility crisis**
in climate science

When climate predictions miss the mark
Unraveling climate myths








[Learn More](#)


Plant the Seeds of Doubt: An advertiser called “Epoch Times London” was running Meta ads raising doubts about climate change...

“UN says melting arctic ice is a key indicator of climate change—but it’s not melting”


“The data that challenges climate change”


“What scientist say about CO2 and climate predictions”

Inactive
Library ID: 257304984089206
Feb 29, 2024 - Mar 1, 2024
Platforms  
Categories 
Estimated audience size: >1M 
Amount spent (GBP): <£100 
Impressions: <1K 
This ad has multiple versions 

 **Epoch Times London**
Sponsored · Paid for by Epoch Times London
Library ID: 257304984089206

UN says melting arctic ice is a key indicator of climate change—but it's not melting.

 Ad removed



New report
challenges decades
of climate predictions

The data that challenges climate change
What scientists say about CO2 and climate predictions

[Learn More](#)



Agenda

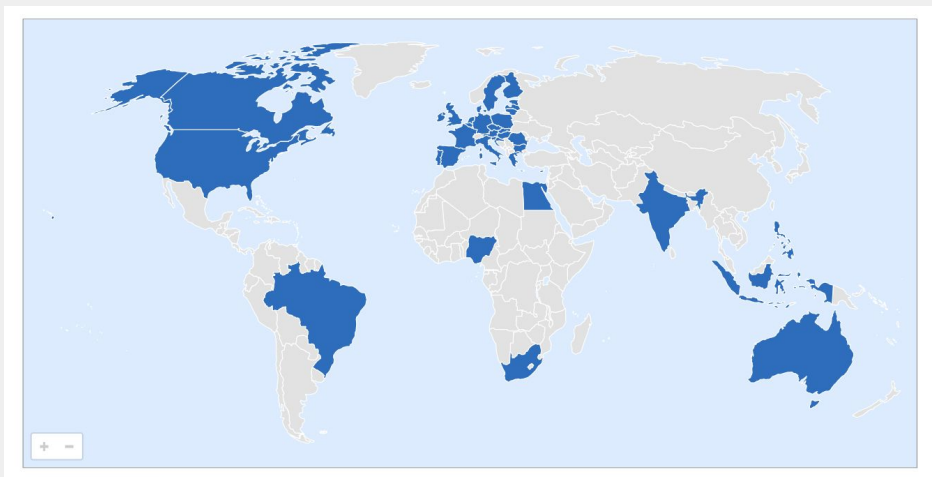
1. About at the Social Media Lab
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What is PoliDashboard ?



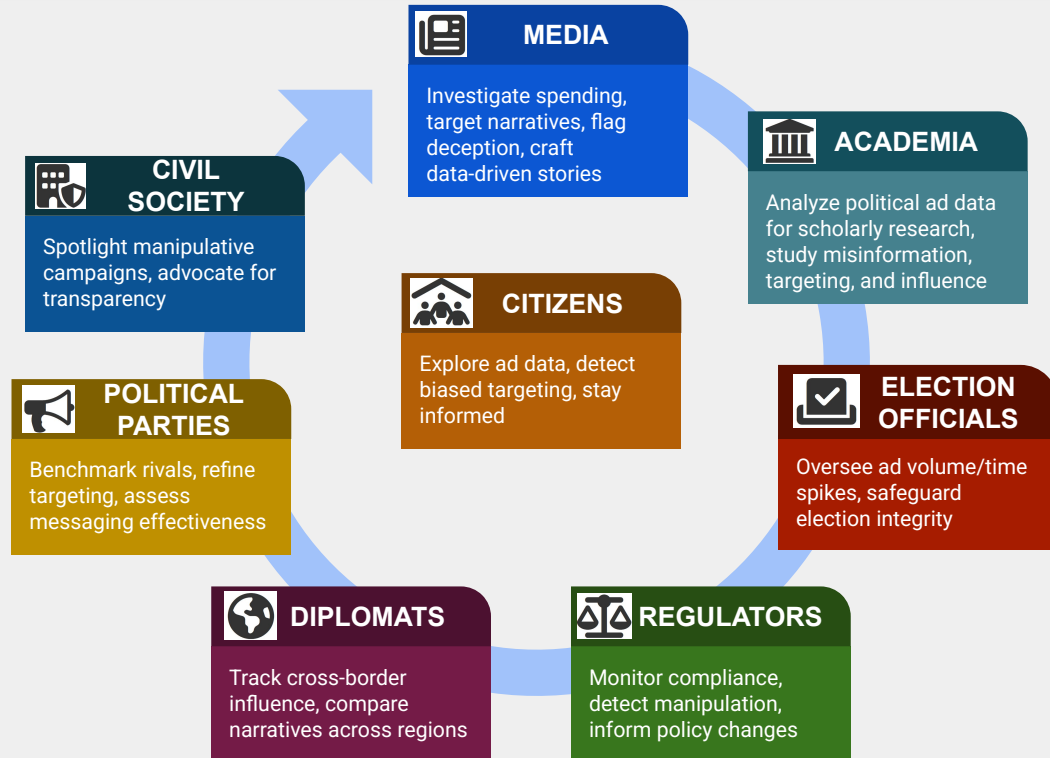
PoliDashboard.org



A Transparency and Accountability Tool

- An open-source app for **tracking paid targeted ads** around **politics, elections, and social issues**
- It's designed to **make paid online political advertising on Meta's platforms more transparent** and resistant to domestic and foreign manipulation.
- Contains data on more than **10 million ads from advertisers in 38 countries**
- Features a suite of **7 unique analytical modules** designed to **reveal advertisers' spending and targeting strategies** in near real time (~ 48hrs)
- Data from **an additional 25 countries** are on the way (ETA Winter 2026)

Who is **PoliDashboard** for and how can it be used?



Ad Library

Search all the ads currently running across Meta technologies, as well as:

- Ads about social issues, elections or politics that have run in the past seven years
- Ads that have run anywhere in the EU in the past year

To find an ad, search for keywords or an advertiser.



Search ads

Set your location and choose an ad category to start your search. **View search tips.**

Canada ▼

Ad category ▼

🔍 Choose an ad category

Select ad category

- ☐ 📺 All ads
- ☒ 🗳️ Issues, elections or politics
- ☐ 🏠 Housing
- ☐ 💼 Employment
- ☐ 📄 Financial products and services

Explore other

You can also find

ry Report or the Ad Library API.

Examples of political ads running in Canada and mentioning 'Trump'

Meta

Canada

Issues, elections or politics

~7,600 results

These results include ads about social issues, elections or politics

Launched April 2025

Active

Library ID: 994033705735952

Started running on Apr 9, 2025 - Total active time 9 hrs

Platforms

Categories

Estimated audience size: 100K - 500K

Amount spent (CAD): <CA\$100

Impressions: 2K - 3K

See ad details



John Goheen

Sponsored - Paid for by John Goheen Campaign

Donald Trump's tariffs are rupturing the global economy. We're dedicated to helping Canadian seniors weather the storm.



Here's what we'll do:

- Protect retirement savings by reducing the minimum amount that must be withdrawn from a Registered Retirement Income Fund (RRIF) by 25% for one year. This will allow Canadian seniors more flexibility in choosing when to draw from their retirement savings.
- Increase the Guaranteed Income Supplement by 5% for one year, providing up to \$652 more to low-income seniors, tax-free.

JOHNGOHEENLIBERAL.CA

John Goheen Northumberland Clarke
John Goheen principal Liberal nominee candidate
Northumberland Peterborough South Clarke Federal.

Learn more

Active

Library ID: 994033705735952

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Library ID: 994033705735952

Donald Trump's tariffs are rupturing the global economy. We're dedicated to helping Canadian seniors weather the storm.

We'll help our seniors through this global crisis



Here's what we'll do:

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Goheen

JOHNGOHEENLIBERAL.CA

John Goheen Northumberland Clarke

John Goheen principal Liberal nominee candidate

Northumberland Peterborough South Clarke Federal.

Learn more

About the disclaimer

Ad audience

Advertisers can target their ads to certain audiences based on factors such as age, gender and location.

Estimated audience size

100K - 500K

Estimated audience size is an estimate of how many Accounts Center accounts met an advertiser's targeting criteria when the ad was created... See more

Ad delivery

Amount spent

<CA\$100 (CAD)

The estimated total amount of money spent on an ad during its schedule. Learn more

Impressions

2K - 3K

The number of times an ad was on a screen, which may include multiple views by the same people. Learn more

Age and gender



Location

Ontario



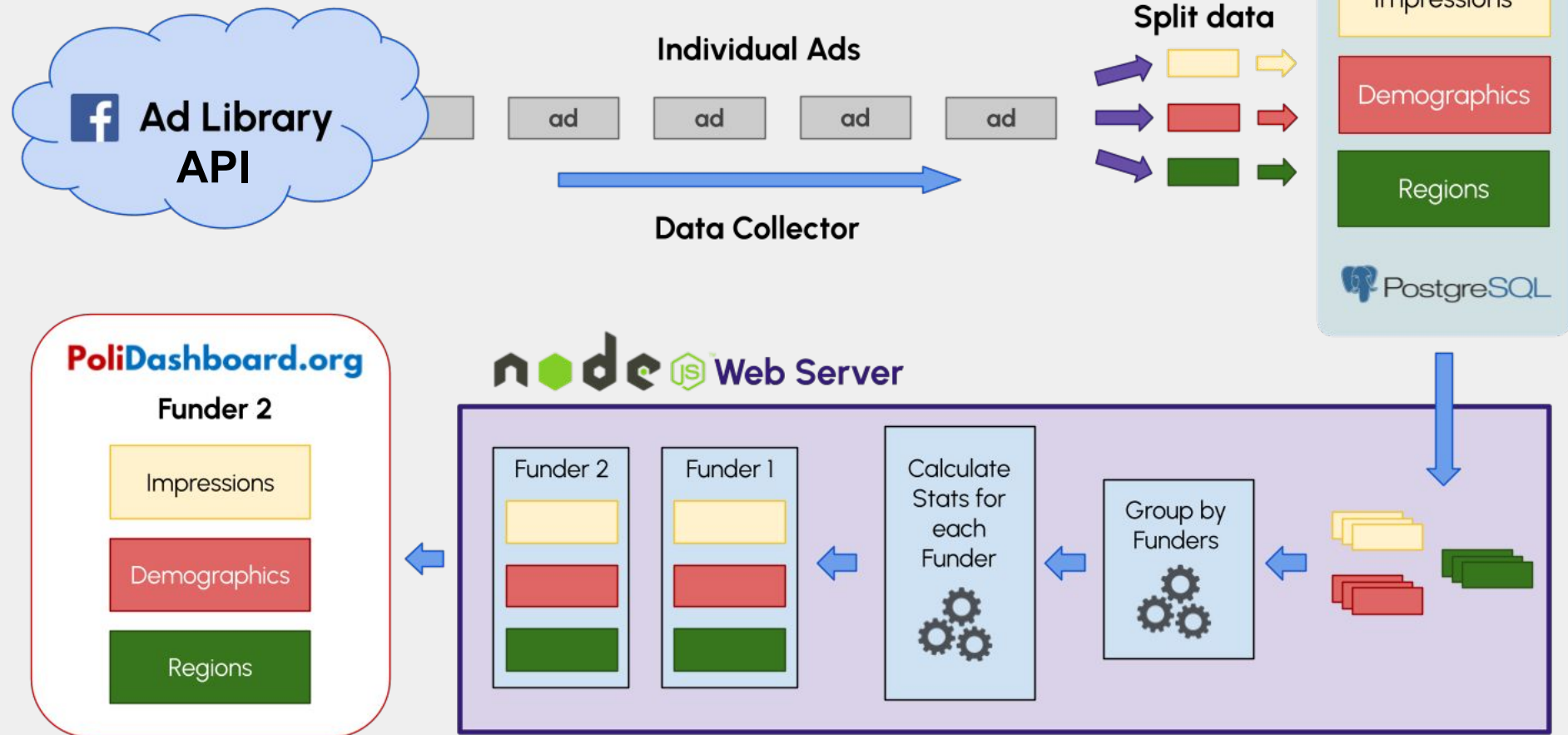
高貴林和高貴林港的家庭

VOTED.CA

Vote Ned Kurat, your Canada First Conservative
Canada on April 28.

Learn more

PoliDashboard Data Pipeline (Simplified)



How do we organize data in PoliDashboard?

We receive ads from Facebook's API one by one.

Ad #1	Funded by John Doe	Impressions 1000	...
Ad #2	Funded by Rebecca	Impressions 300000	...
Ad #3	Funded by John Doe	Impressions 2500	...
Ad #4	Funded by Rebecca	Impressions 250000	...
⋮			

We then group and calculate stats for each funder.

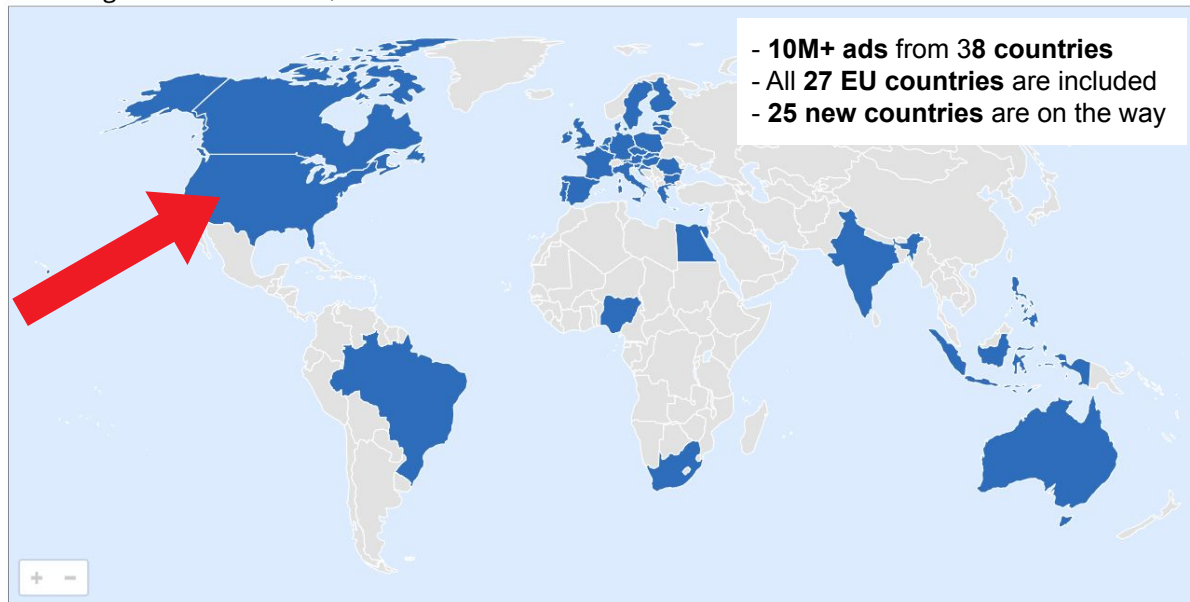
3,500 = Total impressions of John Doe funded ads			
Ad #1	Funded by John Doe	Impressions 1000	
550,000 = Total impressions of Rebecca funded ads			
Ad #3	Funded by Rebecca	Impressions 300000	...

What is PoliDashboard?



PoliDashboard.org

Tracking Ads About Politics, Elections & Social Issues



Browse by Regions

Asia

Australia & Oceania

Central America & Caribbean

Europe

MENA

North America

South America

Sub-Saharan Africa

Collectors

[View Data Collection Overtime](#)

Country	Total Ads to Date	Most Recent Timestamp	Status
Australia	170552	2024-12-04T12:32:03.850Z	Up
Austria	39956	2024-12-04T11:49:21.067Z	Up
Belgium	71046	2024-12-04T02:11:21.309Z	Up
Brazil	1746604	2024-12-03T16:53:59.421Z	Up
Bulgaria	6526	2024-12-04T01:27:17.941Z	Up
Canada	165940	2024-12-04T13:48:11.381Z	Up
Croatia	15883	2024-12-04T05:06:49.062Z	Up
Cyprus	9124	2024-12-04T02:17:08.192Z	Up
Czechia	35461	2024-12-04T01:54:46.529Z	Up
Denmark	51145	2024-12-04T06:16:25.471Z	Up
Estonia	4274	2024-12-04T00:02:09.413Z	Up
Egypt	2737	2024-12-04T01:19:21.740Z	Up
Finland	16965	2024-12-04T04:54:07.201Z	Up
France	53225	2024-12-04T10:08:28.523Z	Up
Germany	175166	2024-12-04T12:10:03.327Z	Up
Greece	28405	2024-12-04T04:57:40.774Z	Up
Hungary	79703	2024-12-04T06:55:16.746Z	Up
Ireland	27435	2024-12-04T07:07:29.552Z	Up
India	1246745	2024-12-03T18:55:47.182Z	Up
Indonesia	158658	2024-12-04T11:40:23.816Z	Up
Italy	198919	2024-12-04T12:34:50.180Z	Up
Latvia	20401	2024-12-04T05:14:13.082Z	Up
Lithuania	11975	2024-12-04T11:43:16.208Z	Up
Luxembourg	1941	2024-12-04T02:06:05.859Z	Up
Malta	3973	2024-12-04T05:23:14.835Z	Up
Nigeria	1101	2024-12-04T00:47:09.105Z	Up
Netherlands	42457	2024-12-04T11:44:09.050Z	Up
Philippines	61074	2024-12-04T07:47:10.779Z	Up
Poland	114186	2024-12-04T07:59:34.899Z	Up
Portugal	26721	2024-12-04T08:15:43.063Z	Up
Romania	128862	2024-12-04T08:36:23.615Z	Up
Slovakia	21642	2024-12-04T05:47:34.388Z	Up
Slovenia	3081	2024-12-04T05:32:08.920Z	Up
Spain	63932	2024-12-04T06:41:43.240Z	Up
South Africa	1202	2024-12-04T00:38:14.722Z	Up
Sweden	35281	2024-12-04T13:24:40.022Z	Up
United Kingdom	280620	2024-12-04T11:00:13.289Z	Up
United States	1600468	2024-12-04T13:49:05.925Z	Up

» Filters «

List of advertisers
ranked by an advertiser's
total ad spend

Click on any advertisers to see more stats about that advertiser

Canada

Country

Jan 1, 2025 - Sep 30, 2025

Date Range

Facebook, Instagram

Platform(s)

2,861

Total # of Advertisers

125,415

Total # of Ads

Main Filters

Organized By

Spending

Demographics

Location

Ad Search

→ Learn More: Spending

Search for Advertisers in

Spending Stats

Currency: CAD (\$)

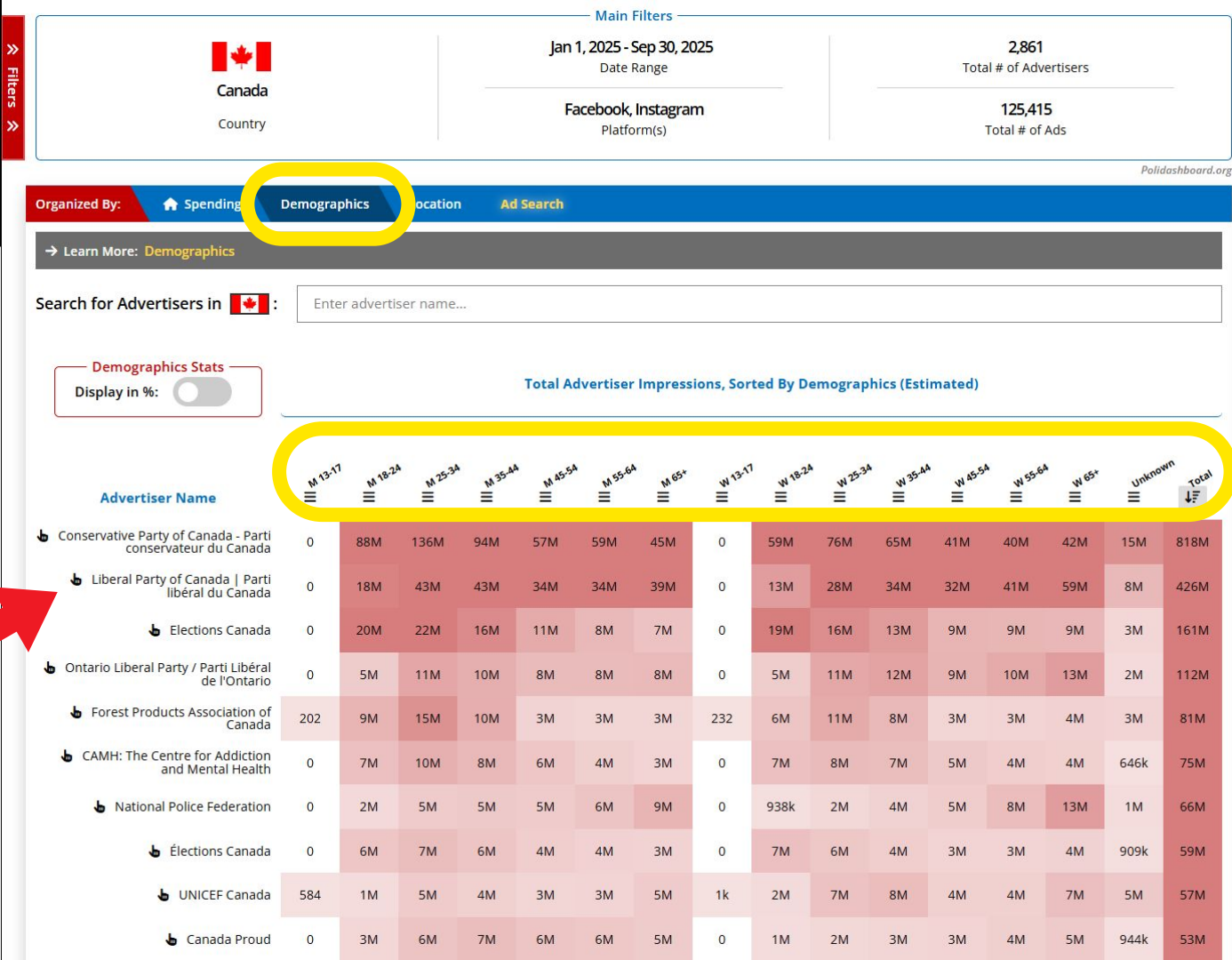
Total # of Ads Purchased By Each Advertiser, Ranked By Total Spending (Estimated) | Advertiser's Spending Stats

Advertiser Name	\$0 - \$99	\$100 - \$499	\$500 - \$999	\$1000 - \$4999	\$5000+	Total # of Ads	Total Impressions	\$ Per 1k Impressions	Average Spend Per Ad	Total Spending
Conservative Party of Canada - Parti conservateur du Canada	2k	5k	2k	1k	39	10k	818M+	\$6 - \$8	\$492 - \$655	\$5M - \$7M
Liberal Party of Canada Parti libéral du Canada	16k	3k	716	1k	177	21k	426M+	\$11 - \$18	\$223 - \$360	\$5M - \$7M
Ontario Liberal Party / Parti Libéral de l'Ontario	2k	749	194	335	67	3k	112M+	\$12 - \$17	\$392 - \$558	\$1M - \$2M
Elections Canada	20	101	77	139	53	390	161M+	\$7 - \$9	\$3k - \$4k	\$1M - \$1M
PSAC-AFPC	3k	515	133	169	22	4k	44M+	\$15 - \$26	\$180 - \$307	\$670k - \$1M
Forest Products Association of Canada	180	105	46	83	26	440	81M+	\$7 - \$8	\$1k - \$2k	\$557k - \$689k
UNICEF Canada	676	302	119	129	17	1k	57M+	\$9 - \$13	\$427 - \$602	\$531k - \$749k
National Police Federation	897	242	89	121	16	1k	66M+	\$7 - \$10	\$346 - \$500	\$474k - \$683k
Elections Ontario	2	8	11	17	19	57	30M+	\$15 - \$17	\$8k - \$9k	\$429k - \$513k
Greenpeace Canada	417	218	62	97	9	803	30M+	\$11 - \$16	\$415 - \$582	\$333k - \$468k

Main Landing Module: Demographics

List of advertisers sorted by the demographics of the people who saw an advertiser's ads and ranked by total impressions

Click on any advertisers to see more stats about that advertiser



Main Landing Module: Location

List of advertisers
sorted by the
geographic location
of the people who
saw an advertiser's
ads and ranked
by total impressions

Click on any
advertisers to see
more stats about
that advertiser

Filters

Canada
Country

Jan 1, 2025 - Sep 30, 2025
Date Range

Facebook, Instagram
Platform(s)

2,861
Total # of Advertisers

125,415
Total # of Ads

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Organized By:

Spending

Demographic

Location

Ad Search

Learn More: Location

Search for Advertisers in

Canada

:

Location Stats
Display in %: ☐

Total Advertiser Impressions, Sorted By Location (Estimated)

Advertiser Name	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Nunavut	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon	Total
Conservative Party of Canada - Parti conservateur du Canada	49M	141M	20M	14M	40M	7M	33M	5M	423M	26M	54M	871k	7M	818M
Liberal Party of Canada Parti libéral du Canada	34M	55M	16M	18M	16M	2M	22M	2M	145M	3M	100M	13M	2M	426M
Elections Canada	24M	22M	9M	4M	3M	304k	6M	447k	56M	839k	28M	6M	241k	161M
Ontario Liberal Party / Parti Libéral de l'Ontario	86k	80k	36k	40k	35k	1k	46k	2k	111M	7k	171k	29k	820	112M
Forest Products Association of Canada	12M	11M	4M	1M	1M	136k	3M	216k	32M	319k	14M	3M	98k	81M
CAMH: The Centre for Addiction and Mental Health	12M	12M	4M	3M	1M	105k	3M	106k	36M	438k	43k	3M	96k	75M
National Police Federation	12M	5M	2M	4M	3M	97k	6M	109k	15M	299k	11M	8M	74k	66M
Élections Canada	2M	2M	343k	2M	94k	23k	413k	45k	5M	50k	48M	161k	26k	59M
UNICEF Canada	6M	9M	2M	1M	1M	109k	2M	110k	23M	327k	10M	2M	115k	57M
Canada Proud	4M	7M	1M	2M	2M	38k	2M	60k	29M	424k	3M	1M	26k	53M

Main Landing Module: **Ad Search**

Choose from two different search methods:

- **Keyword Search**
- **Semantic Search**
 - Finds advertisers running semantically similar ads

Click on any advertisers to see more stats about that advertiser

Main Filters

- Canada (Country)
- Jan 1, 2025 - Sep 30, 2025 (Date Range)
- Facebook, Instagram (Platform(s))
- 2,861 (Total # of Advertisers)
- 125,415 (Total # of Ads)

Organized By: Spending, Demographics, Location, **Ad Search**

Multilingual Search

Search for Ads in : CO2 is good for the planet **Clear** **Search**

Search Method

Semantic ☐ Keyword ☒

Ads with Words and Phrases Similar in Meaning to the Search Terms

Semantic Similarity	Advertiser Name	Ad Content	Ad Link	Impressions	Ad Copies
High Similarity ● ● ●	Oceans North	It's Nice When It's Hot—Until It's Not When we protect oceans, we also protect the carbon they store. Sign up to learn more.	See Ad	0+	12
High Similarity ● ● ●	[No Advertiser Name]	instagram.com What if we could stop CO ₂ before it pollutes the air, or even pull it back from the atmosphere? That's exactly what carbon capture does! It ... See More	See Ad	1k+	1
High Similarity ● ● ●	[No Advertiser Name]	[No Ad Title] 🔥 Over the past 25 years CO ₂ emissions have risen a staggering 47%. This #InternationalMotherEarthDay, let's remember that while we challenge... See More	See Ad	15k+	1
High Similarity ● ● ●	Liberal Party of Canada Parti libéral du Canada	Pollution Ensemble, nous pouvons lutter contre les changements climatiques et bâtir l'économie la plus forte du G7.	See Ad	5M+	76
High Similarity ● ● ●	Canadian Association of Physicians for the Environment	Tell the Carney government: It's Time to Act. Slashing methane emissions isn't just good for the planet —	See Ad	25k+	4

Click on an advertiser for more insights on their campaign



Ad Spending Stats For:

Liberal Party of Canada | Parti libéral du Canada

313	\$20.00k - \$57.49k	1.792M+
Total # Advertisements	Total Ad Spend	Total Impressions

 Jan 01, 2025 - Apr 30, 2025

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↓ Module 1: List of Facebook Page(s) Funded By **Liberal Party of Canada** |
Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

Filter Results By (Select an option from the list below.)



All Pages (Default)



Page #1. [Liberal Party of Canada | Parti libéral du Canada](#)

12572 Total # Advertisements

\$2.843M - \$4.545M Total Ad Spend

More than 241.1M Total Impressions



Page #2. [Mark Carney](#)

6089 Total # Advertisements

\$1.649M - \$2.558M Total Ad Spend

More than 167.7M Total Impressions



Page #3. [Justin Trudeau](#)

823 Total # Advertisements

\$79.90k - \$175.2k Total Ad Spend

More than 10.21M Total Impressions

Jan 01, 2025 - Apr 30, 2025

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Module 1

A List of Facebook Pages Funded by the selected Advertiser

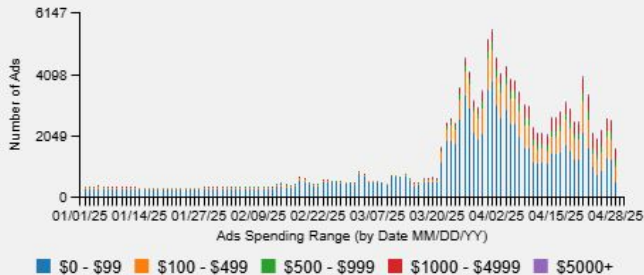
Questions that can be answered:

- What Facebook page(s) are they funding?
- How much money are they spending on ads via each page?

↓ Module 2: Total Number of Active Ads Per Day Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages



Jan 01, 2025 - Apr 30, 2025

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Module 2

Total Number of Active Ads Per Day Funded by the Selected Advertiser

Questions that can be answered:

- How many ads are they running each day?
- When were they most/least active?
- ...

↓ Module 3: Overview of Ads Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

🌟 View AI Summary

stand with us tariffs douaniers des logements au Canada
 Election Day your voice in build more housing
 at prices you est votre lors de la
 scale not seen you can afford
 a strong Mark Carney
 in this election plan to We need
 prêt à battre pour y housing in Canada
 take on contre les tarifs
 you make your has the
 une économie vote is your This is an
 nous pouvons bâtir
 Pierre Poilievre et il it's so important
 Liberal Party of plus forte dans cette de vote maintenant
 Le moment important that you Will you stand
 Proven where it We're reaching out Canadians against US

📅 Jan 01, 2025 - Apr 30, 2025

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Module 3

An Overview And Summary Of The Content Of The Ads Funded By the Selected Advertiser

Questions that can be answered:

- What are the most frequently used phrases in their ads?
- What themes or topic are most common in the advertiser's ads?
- ...

↓ Module 3: Overview of Ads Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

The advertiser emphasizes the importance of individual action and collective action in building a better future, with a focus on housing, affordability, and economic growth. The core message is Build a Canada that works for everyone.

*Disclaimer: The AI Summary feature may occasionally produce misleading or incorrect information. Please see our [About Page](#) for the full disclaimer.

scale not seen at prices you Liberal Party of
Canadians against US Will you stand tariffs douaniers des
contre les tarifs de vote maintenant jour du scrutin
your voice in in this election
vote is your you make your
This is an plan to important that you
Proven where it build more housing
prêt à battre et il
We need Mark Carney plus forte
est votre has the you can afford
a strong dans cette it's so important
take on Pierre Poilievre pour y
Le moment housing in Canada nous pouvons bâtir
stand with us logements au Canada une économie
Election Day We're reaching out an incredibly important

Jan 01, 2025 - Apr 30, 2025

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We need to build more housing in Canada, and Mark Carney has the plan to do it.
(Box 2) Mark Carney is ready to do it.

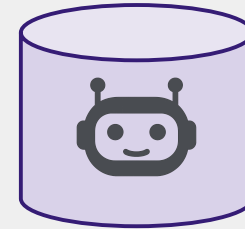
Num Ads: 2

Mark Carney is ready to take on Pierre Poilievre and build a strong economy.

Num Ads: 1



Prompt LLM (Large Language Model) to summarize ads.



AI Summary

The advertiser emphasizes the importance of individual action and collective action in building a better future, with a focus on housing, affordability, and economic growth. The core message is Build a Canada that works for everyone.

↓ Module 4: Most Frequently Used Advertising Copy in Ads Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

Show entries

Search:

Ad Copy/Primary Text	#Ads	Preview
Votre vote est votre voix dans cette élection, et il est très important d'établir votre plan de vote maintenant.	1206	Sample ad
Your vote is your voice in this election, and it's so important that you make your plan to vote now.	1206	Sample ad
We need to build more housing in Canada, and Mark Carney has the plan to do it.	946	Sample ad
Mark Carney is ready to take on Pierre Poilievre and build a strong economy.	735	Sample ad
We're reaching out to Canadians to hear your thoughts.	668	Sample ad

Showing 1 to 5 of 50 entries

Previous 2 3 4 5 ... 10 Next

Jan 01, 2025 - Apr 30, 2025

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Module 4

Most Frequently-used Ad Copy

Questions that can be answered:

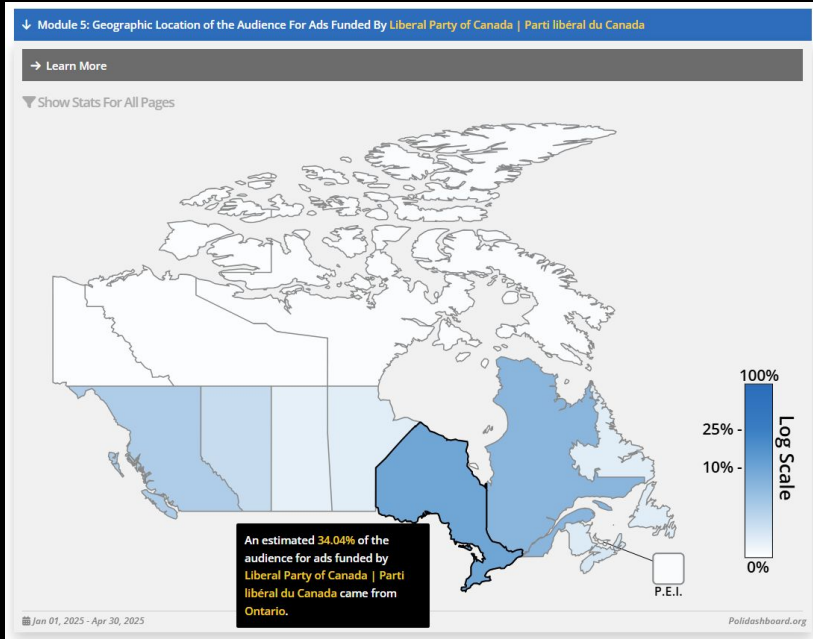
- What ads are they running?
- What is being said in their ads?
- ...

Module 5

Geographic Location of the Audience

Questions that can be answered:

- Where geographically are their ads being shown?
- Is the advertiser targeting a broad national audience or narrow regional/local market?
- ...

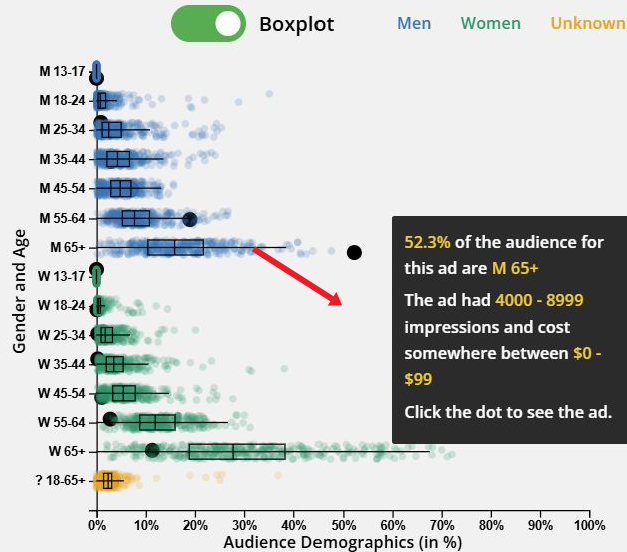


↓ Module 6: Demographics of the Audience For Ads Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

* Click on any dot to see the demographic breakdown of the audience for the selected ad, as well as a link to the ad.



Jan 01, 2025 - Jan 31, 2025

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Module 6

Demographics of the Audience

Questions that can be answered:

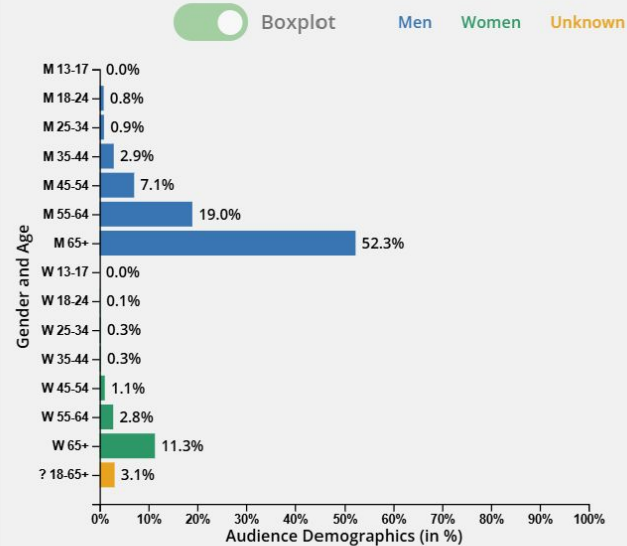
- What age groups and genders is the advertiser targeting most?
- Is the messaging skewed towards younger (18-24), middle age (35-54) or older (55+)?
- ...

↓ Module 6: Demographics of the Audience For Ads Funded By Liberal Party of Canada | Parti libéral du Canada

→ Learn More

▼ Show Stats For All Pages

Demographic stats for the selected ad from 'Liberal Party of Canada | Parti libéral du Canada'



Jan 01, 2025 - Jan 31, 2025

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Module 6 (cont.)

Clicking on any of the dots in the box plot will reveal detail demographic stats for the selected ad.

» Filters «

Main Filters


Germany (Deutschland)
Country

Sep 29, 2025 - Oct 6, 2025
Date Range

Facebook, Instagram
Platform(s)

776
Total # of Advertisers

4,830
Total # of Ads

Notice: Meta has halted all political, electoral, and social issue ads across the EU as of October 6, citing new TTPA regulations. You can still use our dashboard to view statistics for EU-based ads that ran before that date.

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Organized By: [Home](#) [Spending](#) [Demographics](#) [Location](#) [Ad Search](#)

→ Learn More: [Spending](#)

Search for Advertisers in :

Spending Stats
Currency: **EUR (€)**

Total # of Ads Purchased By Each Advertiser, Ranked By Total Spend

Advertiser Name	€0 - €99	€100 - €499	€500 - €999	€1000 - €4999	€5000+	Total # of Ads	Total Impressions
 Instagram	0	0	0	0	2	2	2M+
 Greenpeace Deutschland	37	17	8	12	16	90	19M+
 Save the Children Deutschland	6	9	11	6	9	41	13M+
 Plan International Deutschland e.V.	10	12	6	3	8	39	7M+
 Ben & Jerry's	0	0	4	5	4	13	6M+

Ad Spending Stats For: Instagram

2
Total # Advertisements

€425.0k - €500.0k
Total Ad Spend

2.000M+
Total Impressions

↓ Module 1: List of Facebook Page(s) Funded By Instagram

→ Learn More

[Instagram](#)

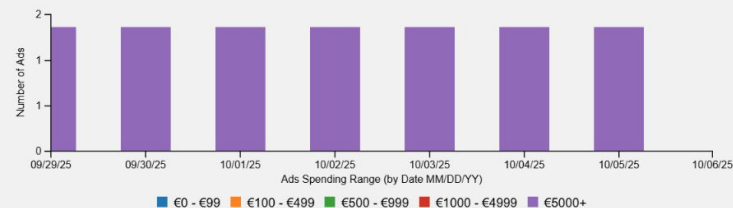
2 Total # Advertisements
€425.0k - €500.0k Total Ad Spend
[More than 2.000M Total Impressions](#)

📅 Sep 29, 2025 - Oct 06, 2025

Polidashboard.org

↓ Module 2: Total Number of Active Ads Per Day Funded By Instagram

→ Learn More



📅 Sep 29, 2025 - Oct 06, 2025

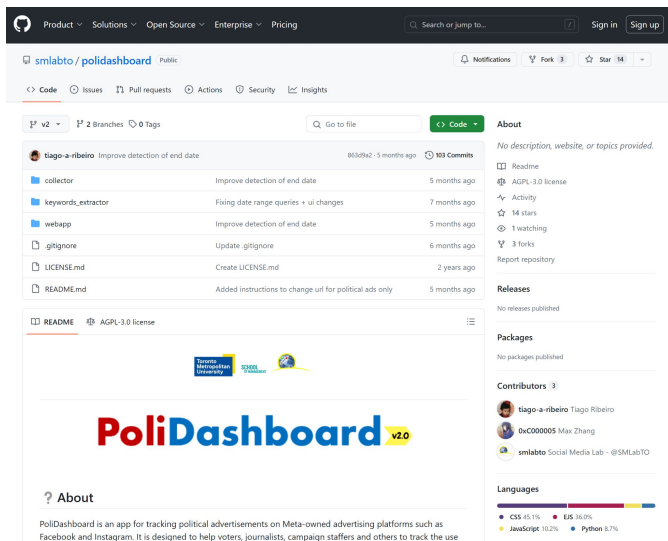
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**As of October, 6, 2025
Meta no longer allow political,
electoral and social issue ads
on their platforms in the EU.**

- Meta claims that the EU's Transparency and Targeting of Political Advertising (TTPA) regulation make these types of ads unworkable and creates legal uncertainties for the company

Two ways to collaborate with us!



Contribute to the open-source project

<https://github.com/smlabto/polidashboard/tree/v2>



Collaborate on a research project

Contact us info@socialmedialab.ca



Making the Invisible Visible: Introducing PoliDashboard – An App For Tracking Targeted Paid Advertising on Facebook and Instagram

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