What is FACEBOOK or META* on My Bank Statement?

FACEBOOK or **META*** is a billing label used by Meta Platforms Inc. for charges related to Facebook Ads, Instagram Ads, or Meta Business Suite. It's common for business owners or advertisers to see this charge after running paid ads on Facebook or Instagram.

Why Am I Seeing a META* Charge?

This charge typically appears after:

- Running a Facebook or Instagram ad campaign
- Boosting a post or promoting content
- Buying digital services via Meta Business Suite

You may see "FACEBOOK ADS," "META*Ads," or "FACEBK" depending on your payment method and account settings.

What is Meta/Facebook Ads?

Meta's ad platform allows businesses and individuals to promote content across Facebook, Instagram, Messenger, and the Audience Network. You're billed either automatically based on a threshold or manually if you prepay.

Is META* a Legitimate Charge?

Yes—if you or someone else with access to your Meta account ran ads. It's also possible a Facebook Page admin or employee set up the campaign. Check your ad activity at facebook.com/ads/manager.

How to Cancel or Stop the Charges

To prevent future charges:

- Pause or delete active campaigns in Ads Manager
- Remove your credit card from the Payment Settings
- Check billing history in your Meta Business account

If the charge is suspicious, report it through your Meta account or your payment provider.

FAQ

What is META* on my bank statement?

It’s a charge from Facebook/Meta for running ads or promoting content on Facebook or Instagram.

How do I check where the charge came from?

Log into Ads Manager and review your billing activity.

How do I stop Meta from charging my card?

Pause or cancel all ad campaigns and remove your payment method under account settings.

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