

Meta Made Millions in Ads From Networks of Fake Accounts | WIRED

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When Meta's Mark Zuckerberg was called to testify before Congress in 2018, he was asked by Senator Orin Hatch how Facebook made money. Zuckerberg's [answer](#) has since become something of a meme: "Senator, we run ads."

Between July 2018 and April 2022, Meta made at least \$30.3 million in ad revenue from networks it removed from its own platforms for engaging in [coordinated inauthentic behavior](#) (CIB), data compiled by WIRED shows. Margarita Franklin, head of security communications at Meta, confirmed to WIRED that the company does not return the ad money if a network is taken down. Franklin clarified that some of the money came from adverts that didn't break the company's rules, but were published by the same public relations or marketing organizations later banned for participating in CIB operations.

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