

Platform Comparison: Demand Gen vs Meta Social

Source: [Demand Gen vs Paid Social, Where Google's Visual Inventory Now Fits in the Funnel Angle: Compare Demand Gen, YouTube Shorts, and Meta-style discovery campaigns for modern acquisition. Good for readers choosing budget splits.](#)

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Compare platform capabilities, use cases, and audience scale across Meta Feed, Reels, Demand Gen, and YouTube Shorts.

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Platform	Typical Use Case	Best For	Audience Scale
Meta Feed	Detailed interest targeting	Consideration campaigns	Very High
Meta Reels	Broad awareness, younger demos	Discovery and engagement	High
Demand Gen (All)	Visual storytelling, consideration	Multi-surface reach	High
YouTube Shorts	Mass awareness, viral potential	Top-of-funnel discovery	Very High

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