Meta Platforms Inc / META

Equity | Generated Sep 2, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$598.99	+20.45 +3.53%	$599.04/$599.19	$578.54

Market	**NYSE**
Industry	**Media**
Market data as of	**Sep 2, 2026 11:31 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 2, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
70.5 / 100	Constructive	high	53 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$585.00	$620.00	$565.00	82 / 100

Options stance	**bullish**
Tail-risk safety	**64 / 100**
JW Rank data coverage / as of	**100.0% | Sep 2, 2026 6:50 PM EDT**

Key insight

META Shows Signs of Rebound After Settlement and Strong Ad Revenue

Market read

The market appears bullish on META following a significant child-safety/social media addiction settlement, strong Q2 ad revenue growth driven by AI, and perceived undervaluation compared to peers. The recent bounce in price is supported by options flow showing bullish 0DTE/near-term call sweeps and long-term targets. However, concerns remain regarding the high capital expenditure on AI and potential pressure on free cash flow. The stock's performance will likely hinge on proving the return on investment for its AI initiatives.

Strategy context

The recent settlement removes a major legal overhang, boosting investor confidence. The strong Q2 ad revenue performance suggests the core business remains robust.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 2, 2026 9:58 AM EDT**

Short-term scenario

Mildly bullish bounce/hold with high uncertainty; consider adding on any pullback toward 580-585 given settlement catalyst and options flow, but elevated AI capex and mixed technicals (below 200-DMA) warrant tight risk. 1-3 week horizon favors range-bound to modestly higher if no negative AI/legal headlines.

Three-month outlook

Moderately constructive but highly uncertain. Settlement and strong ad trends (impressions +14%, prices +12%) plus potential AI product launches/cloud deals could drive re-rating toward $650-700+ (analysts already imply ~27% 12-month upside). However, $130-145B capex will continue compressing near-term FCF/margins; next earnings, regulatory/AI execution, and macro could cause volatility or further drawdowns toward $520-550 support. Core business remains robust; outcome hinges on proving AI ROI without further guidance shocks. High uncertainty on timing of any multiple expansion.

Market sentiment

Mixed-to-cautiously constructive. Many view core ads business as sticky/high-quality with AI unlocking better targeting/engagement and WhatsApp monetization; capex seen by some as valuable compute asset amid shortage (potential rental/cloud). Others remain skeptical of Zuck/AI spend ROI, FCF pressure, and communication. Recent posts show adding on weakness, bullish 0DTE/near-term call sweeps, and long-term 1k targets; overall improving from extremely negative earlier in year but still polarized.

Supporting evidence

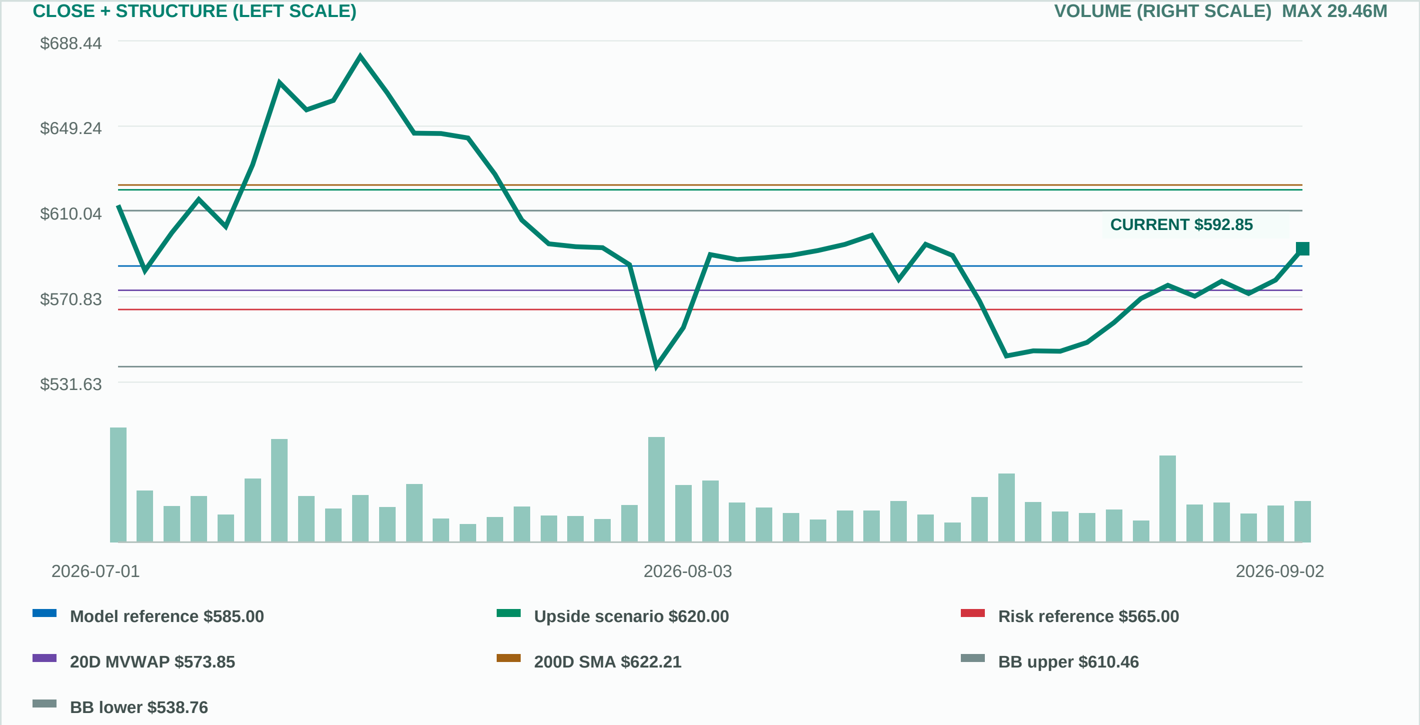
Price rebounded after a settlement removes major legal overhang. | Q2 ad revenue exceeded expectations, driven by AI-powered targeting and engagement. | Options flow shows bullish sentiment with 0DTE/near-term call sweeps and long-term targets. | Analysts remain optimistic with a Strong Buy consensus and average target price above current levels.

Risk watch

High capital expenditure on AI could continue to pressure free cash flow. | Execution risks associated with AI development and integration remain. | Regulatory scrutiny of META's business practices could pose a risk.

Enhanced price structure

45 trading days with volume, model levels and current technical reference bands



45 complete trading-session observations

JW Rank factors

Score, source coverage and interpretation for each decision factor

JW RANK FACTOR PROFILE	COVERAGE	0 50 100
Liquidity	100.0%	99.3
Strategy Fit	100.0%	81.8
Technical Trend	100.0%	54.0
Market Tail Risk	100.0%	63.8
Fundamental Quality	100.0%	92.0
Volatility Pressure	100.0%	62.3

Decision summary

Primary model reads before the detailed indicator appendix

Momentum	Institutional flow	Structure	Volatility
strong_bear	**Above MVWAP**	**Below 200D trend**	**medium**

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**STRONG BEAR | neutral | MACD accelerating**
Trend signal	**STRONG BEAR**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**67.14 / 55.18 / 51.89**
RSI velocity	**1.87**
MACD line / signal / histogram	**-4.23 / - / -8.09**
MACD acceleration	**1.38**
Stochastic K / D	**67.37 / 58.20**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Distribution bias**
Institutional flow	**-0.41**
20-day MVWAP	**$573.85**
Price vs 20-day MVWAP	**+4.38%**
Daily reference VWAP	**$590.08**
Price vs daily reference	**+1.51%**
Volume	**10.60M**

Structural context

Long-term trend and volatility boundaries

Current read	**Below 200-day trend | Negative macro velocity**
Macro velocity	**-0.39**
20-day / 200-day SMA	**$574.61 / $622.21**
Bollinger range	**$538.76 - $610.46**
Bollinger position	**0.754**

Options and volatility intelligence

Structure, premium conditions and principal risks

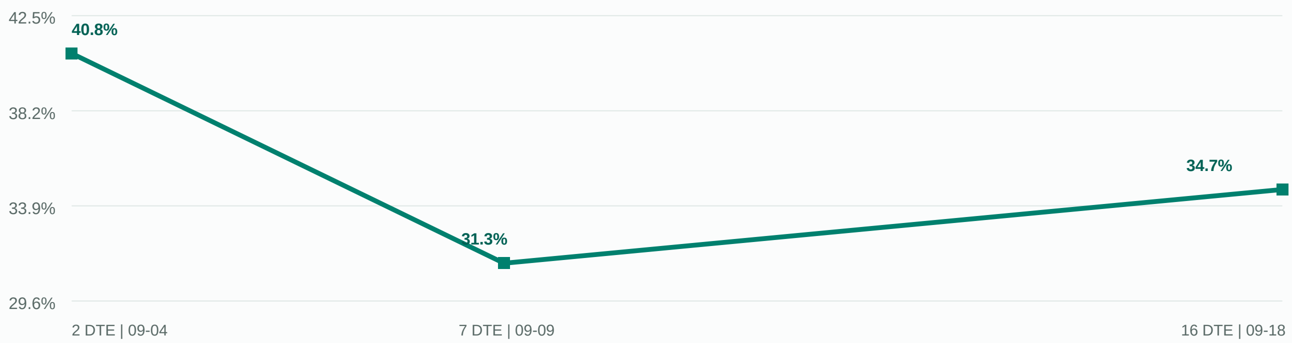
IV rank	IV percentile	VVIX	SKEW
34 / 100	**52 / 100**	**87.01**	**149.23**

Market regime	**Calm**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-6.11 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options observation	**Sep 2, 2026 4:19 PM EDT | Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration

ATM IV CURVE



Downward-sloping ATM volatility term structure

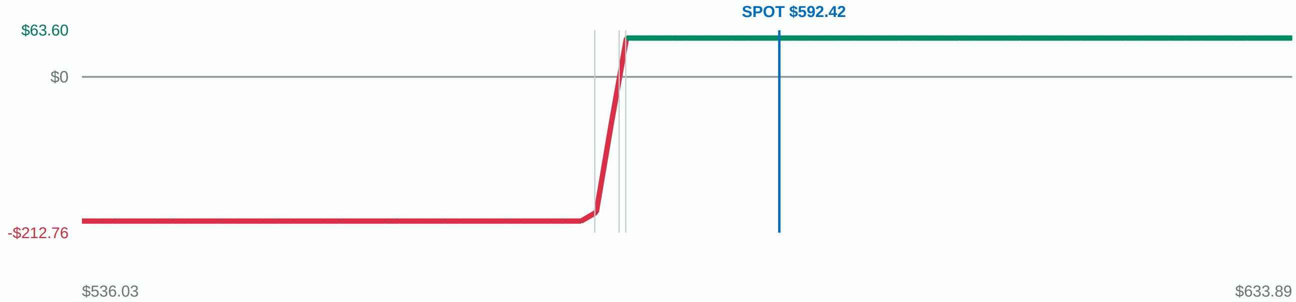
EXPIRATION	DTE	ATM IV	STATE
2026-09-04	2	40.8%	-
2026-09-09	7	31.3%	-
2026-09-18	16	34.7%	-

Reference spread payoff

Illustrative expiry profit/loss per one-lot structure, including quoted net credit

Bull Put Spread reference

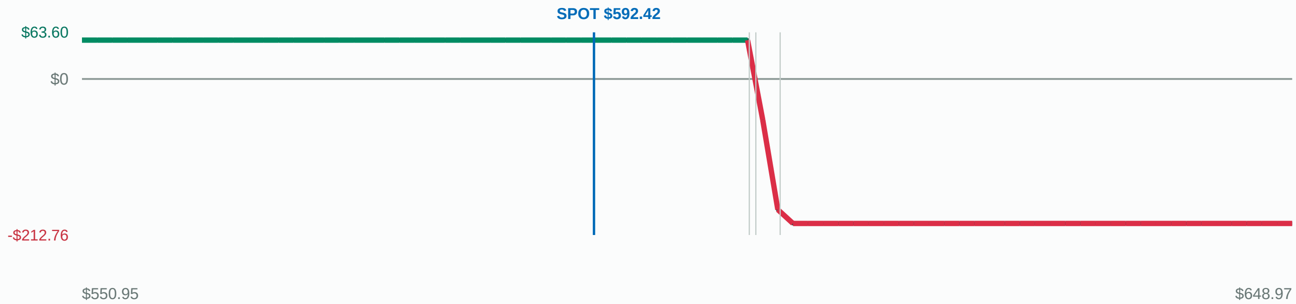
Short $580.00 | Long $577.50 | Width $2.50 | Net credit $0.53



Max profit $53.00 | Max loss -$197.00 | Break-even $579.47 | Per contract at expiry

Bear Call Spread reference

Short $605.00 | Long $607.50 | Width $2.50 | Net credit $0.53



Max profit $53.00 | Max loss -$197.00 | Break-even $605.53 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2026-10-28**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**15.21**
VVIX	**87.01**
SKEW index	**149.23**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**110**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**110**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market appears bullish on META following a significant child-safety/social media addiction settlement, strong Q2 ad revenue growth driven by AI, and perceived undervaluation compared to peers. The recent bounce in price is supported by options flow showing bullish 0DTE/near-term call sweeps and long-term targets. However, concerns remain regarding the high capital expenditure on AI and potential pressure on free cash flow. The stock's performance will likely hinge on proving the return on investment for its AI initiatives.

Options context

META Shows Signs of Rebound After Settlement and Strong Ad Revenue

Wheel context

The recent settlement removes a major legal overhang, boosting investor confidence. The strong Q2 ad revenue performance suggests the core business remains robust.

Observed evidence

Price rebounded after a settlement removes major legal overhang. | Q2 ad revenue exceeded expectations, driven by AI-powered targeting and engagement. | Options flow shows bullish sentiment with 0DTE/near-term call sweeps and long-term targets. | Analysts remain optimistic with a Strong Buy consensus and average target price above current levels.

Principal risks to monitor

High capital expenditure on AI could continue to pressure free cash flow. | Execution risks associated with AI development and integration remain. | Regulatory scrutiny of META's business practices could pose a risk.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$1.47T**	P/E (TTM) **22.26**
ROE **29.7%**	Revenue growth **19.9%**
EPS growth **39.9%**	Operating margin **38.1%**
Net profit margin **29.8%**	Gross margin **-**
Free cash flow CAGR **14.3%**	Debt / equity **0.28**
Dividend yield **-**	Beta **1.29**
52-week range **$520.26 - $790.80**	

Company or fund profile

Issuer identity and classification

Name **Meta Platforms Inc**	Market **NYSE**
Industry **Media**	Country **US**
Currency **USD**	IPO date **2012-05-18**
Shares outstanding **2.54B**	52-week return **-21.3%**
Book value per share **$102.52**	Revenue per share **$88.95**

Website	**meta.com**

Latest strategy observation

Most recent shared general market signal available when this report was generated

META Covered Call signal

Sep 2, 2026 9:37 AM EDT

Covered Call | 2026-09-04

At signal $587.89 | Current $598.99

SHORT **Option $587.50 B $7.95 / A $8.55**

High turnover | CR $8.25

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$20.25**
ATR as % of price	**3.4%**
Volatility environment	**medium**
Current IV	**34.5%**
IV rank	**34 / 100**
IV percentile	**53 / 100**

Technical health and risk radar

Derived indicator health and event context

Overall health	**61 / 100**
Trend health	**25 / 100**
Momentum health	**100 / 100**
Volatility health	**59 / 100**
Structure health	**75 / 100**
Earnings risk / date	**low | 2026-10-28**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$574.61 / $592.95 / $622.21**
EMA (9 / 21)	**$575.91 / $577.25**
Bollinger upper / middle / lower	**$610.46 / $574.61 / $538.76**
Bollinger %B	**0.754**
True high / low	**$600.38 / $577.00**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
5-day true high / low	**$600.38 / $556.10**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-0.387	**-**
SMA50	0.270	**-**
MVWAP20	-0.408	**-**
MACD	1.376	**-**
RSI	1.874	**-**
Volume	147742.670	**-**
ATR	0.056	**-**
T1	-	**-6.38 / 573.70 / 584.95 / 556.10**
T2	-	**-7.57 / 574.40 / 578.68 / 569.13**
T3	-	**-8.35 / 575.08 / 589.19 / 571.00**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$592.42**
Options intelligence as of	**Sep 2, 2026 4:19 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FLAT**
Front expiration / DTE	**2026-09-04 | 2 DTE**
Front at-the-money IV	**40.8%**
25-delta skew	**-0.62**
Put / Call 25-delta	**$580.00 Delta -0.238 / $605.00 Delta 0.259**
Median option bid/ask spread	**6.7%**
Bid/ask spread	**-**
Contracts observed / quoted	**110 / 110**

Price context

Last Price: 592.42 | Bid: 592.31 | Ask: 592.52 | Previous Close: 578.54 | Change: 13.88 | Daily change: 2.40% | Update Time: 2026-09-02T14:35:03.833782-04:00 | Latest History Date: 2026-09-02 | Latest History Price: 592.38

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-09 | Latest Date: 2026-09-02 | Latest Price: 592.38 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 34.46% | Iv Rank: 33.91 | Iv Percentile: 51.98 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-06-14 | Dividend Yield: 36.00

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

This report is general quantitative research and market commentary. It is not investment, legal, tax or accounting advice; it is not an offer, solicitation, order, recommendation or promise of performance. It does not consider any reader's holdings, objectives, financial circumstances, risk tolerance or suitability.

Model observations - not instructions

JW Rank, strategy fit, model reference, upside scenario and risk reference levels are model observations. They are not entries, price targets, stops, position sizes or instructions to buy, sell, open, close or hold a security or option. A higher score does not imply lower risk or a guaranteed favorable outcome.

Data, AI and model limitations

Prices, volumes, fundamentals, options data, news-derived context and model outputs reflect the timestamps shown and may be delayed, incomplete, revised or inaccurate. AI-generated explanations can omit context or produce errors. Models can fail when volatility, liquidity, correlations or market regimes change.

Performance and scenario limitations

Past, hypothetical, back-tested, simulated and model-derived results are not indicative of future results. Strategy statistics may exclude commissions, fees, taxes, slippage, early assignment, execution constraints and other costs unless expressly stated. Actual outcomes may differ materially.

Options risk

Options are complex and are not suitable for all investors. They may involve total or substantial loss, assignment, early exercise, margin calls, liquidity and spread risk, volatility and Greek exposure, event risk, regime shifts and expiration risk. Multi-leg positions may not execute or close at modeled prices.

Investor responsibility and ODD

Use current market information, assess suitability independently and consult qualified professionals when appropriate. Before trading listed options, read Characteristics and Risks of Standardized Options (ODD) available from the Options Clearing Corporation at theocc.com.

Reference documents

Official product terms and standardized options disclosure

Jason Wheel	**jasonwheel.com**
Terms of Use	**jasonwheel.com / Terms**
Privacy Policy	**jasonwheel.com / Privacy**
Options Disclosure Document	**theocc.com / Options Disclosure Document**