Meta Platforms Inc / META

Equity | Generated Sep 23, 2026 11:32 PM EDT

Current price	Daily move	Bid / Ask	Previous close
$740.00	**+3.40 +0.46%**	**$739.17/$740.00**	**$736.60**

Market	**NYSE**
Industry	**Media**
Market data as of	**Sep 23, 2026 11:32 PM EDT**

JW Intelligence Report

Complete | 3 of 3 sections | Sep 23, 2026 6:51 PM EDT

JW Rank	Rank label	Confidence	IV percentile
74.7 / 100	**Constructive**	**high**	**83 / 100**

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$732.00	**$778.00**	**$708.00**	**59 / 100**

Options stance	**bullish**
Tail-risk safety	**32 / 100**
JW Rank data coverage / as of	**100.0% | Sep 23, 2026 6:51 PM EDT**

Key insight

Meta Connect Event Drives Optimism, But Near-Term Volatility Expected

Market read

The market is cautiously bullish on META ahead of the Meta Connect event. Recent strong performance and positive analyst sentiment are driven by the success of Muse, Meta's AI agent. However, elevated volatility and potential sell-the-news risk warrant caution. A hold above 738-745 could fuel a move towards upper-700s resistance.

Strategy context

The market is pricing in potential upside from Meta Connect, but also acknowledging near-term volatility.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bullish**
AI analysis updated	**Sep 23, 2026 10:16 AM EDT**

Short-term scenario

Cautiously bullish for 1-3 weeks, but do not chase. Prefer a pullback entry. Connect-day and overbought conditions raise sell-the-news risk; a hold of the breakout zone supports a push toward upper-700s resistance. This is not a prediction and levels can be invalidated by the event.

Three-month outlook

Moderately constructive, with wide uncertainty. If Muse adoption and paid conversion hold and Connect reinforces an AI product cycle, the stock can work toward the $800-860 analyst cluster over the next quarter, supported by ad growth still expected in the low-to-mid 20s. Base case is a volatile grind higher rather than a straight line, because a large part of the September re-rating is already in the price. Downside risks include a post-event fade, failure to show Muse revenue, continued FCF pressure from $130-145B capex, competition in agents, privacy or regulatory headlines, and a retest of the mid-to-high $600s if momentum breaks. Upside requires evidence that early downloads become durable engagement and earnings, which is not yet proven.

Market sentiment

Near-term X tone is net bullish but not unanimous. Traders are treating Muse as a narrative shift from AI-capex skepticism toward a monetizable product cycle, citing App Store rank, download/DAU anecdotes, and the large market-cap gain since launch. Bulls are watching whether 738-745 holds for a push toward 760 and beyond. Skeptics flag a possible local top, sell-the-news into Connect, stretched momentum, competition, and unanswered questions on agent advertising and profitable conversion. Engagement is concentrated in a few higher-visibility posts; many latest mentions are low-engagement speculation. Sentiment can flip quickly on the keynote.

Supporting evidence

Strong revenue/EPS assumptions tied to Muse and AI product momentum are driving analyst target price increases. | Muse reached No. 1 on the U.S. App Store and reported hundreds of thousands of early downloads. | Shares jumped about 11.4% on Sept. 21 after Muse traction, and are up roughly 28-33% over the past month.

Risk watch

Elevated 2026 capex and expenses are compressing free cash flow. | Uncertainty over how agent use is monetized versus core ads. | Sell-the-news risk into the Meta Connect event.

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%	99.6
Strategy Fit	100.0%	58.8
Technical Trend	100.0%	84.6
Market Tail Risk	100.0%	32.0
Fundamental Quality	100.0%	92.0
Volatility Pressure	100.0%	72.6

Decision summary

Primary model reads before the detailed indicator appendix

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

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | overbought | MACD accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**overbought**
RSI (7 / 14 / 21)	**82.83 / 76.95 / 71.28**
RSI velocity	**3.70**
MACD line / signal / histogram	**36.86 / - / 24.88**
MACD acceleration	**4.28**
Stochastic K / D	**90.05 / 89.78**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Above institutional MVWAP | Accumulation bias**
Institutional flow	**12.19**
20-day MVWAP	**$656.17**
Price vs 20-day MVWAP	**+12.78%**
Daily reference VWAP	**$749.17**
Price vs daily reference	**-1.22%**
Volume	**22.17M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Positive macro velocity**
Macro velocity	**9.05**
20-day / 200-day SMA	**$641.76 / $625.53**
Bollinger range	**$528.33 - $755.18**
Bollinger position	**0.951**

Options and volatility intelligence

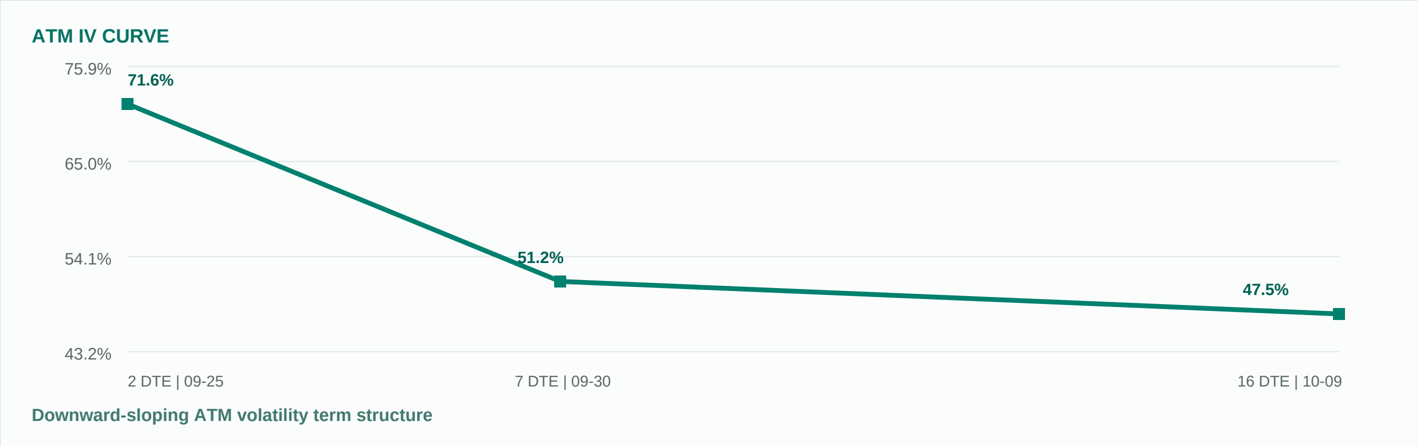
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
64 / 100	86 / 100	88.11	142.19

Market regime	**DANGER ZONE**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-24.09 pts**
Skew read	**CALL DEMAND ELEVATED**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:49 PM EDT**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



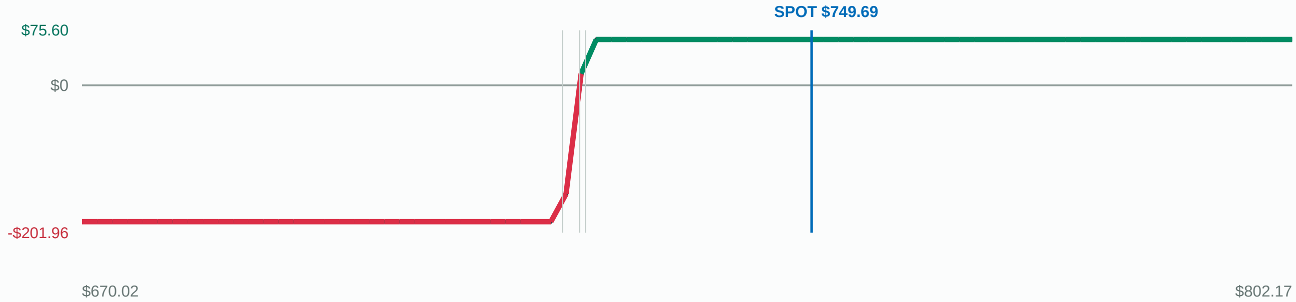
EXPIRATION	DTE	ATM IV	STATE
2026-09-25	2	71.6%	-
2026-09-30	7	51.2%	-
2026-10-09	16	47.5%	-

Reference spread payoff

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

Bull Put Spread reference

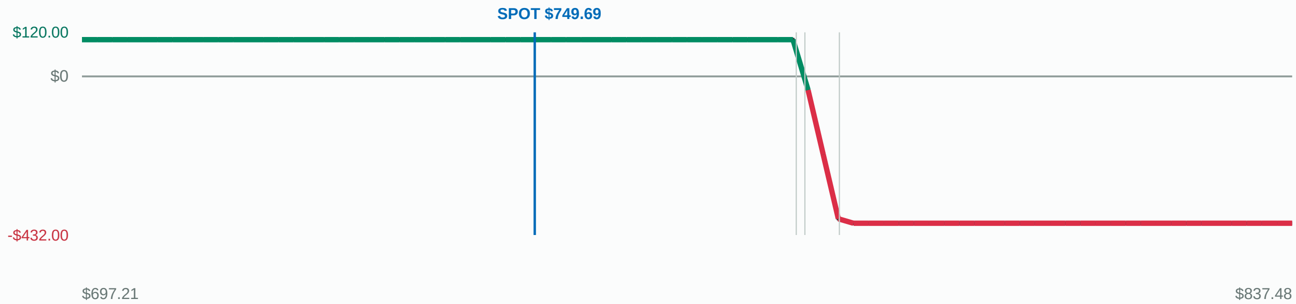
Short $725.00 | Long $722.50 | Width $2.50 | Net credit $0.63



Max profit $63.00 | Max loss -$187.00 | Break-even $724.37 | Per contract at expiry

Bear Call Spread reference

Short $780.00 | Long $785.00 | Width $5.00 | Net credit $1.00



Max profit $100.00 | Max loss -$400.00 | Break-even $781.00 | 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	**15.09**
VVIX	**88.11**
SKEW index	**142.19**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**138**

Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	**138**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

The market is cautiously bullish on META ahead of the Meta Connect event. Recent strong performance and positive analyst sentiment are driven by the success of Muse, Meta's AI agent. However, elevated volatility and potential sell-the-news risk warrant caution. A hold above 738-745 could fuel a move towards upper-700s resistance.

Options context

Meta Connect Event Drives Optimism, But Near-Term Volatility Expected

Wheel context

The market is pricing in potential upside from Meta Connect, but also acknowledging near-term volatility.

Observed evidence

Strong revenue/EPS assumptions tied to Muse and AI product momentum are driving analyst target price increases. | Muse reached No. 1 on the U.S. App Store and reported hundreds of thousands of early downloads. | Shares jumped about 11.4% on Sept. 21 after Muse traction, and are up roughly 28-33% over the past month.

Principal risks to monitor

Elevated 2026 capex and expenses are compressing free cash flow. | Uncertainty over how agent use is monetized versus core ads. | Sell-the-news risk into the Meta Connect event.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization **$1.88T**	P/E (TTM) **27.73**
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 **-4.8%**
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 23, 2026 10:18 AM EDT

Covered Call | 2026-09-25

At signal $743.84 | Current $740.00

SHORT **Option $745.00 B $15.85 / A $16.00**

High turnover | CR $15.93

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$26.14**
ATR as % of price	**3.5%**
Volatility environment	**medium**
Current IV	**43.8%**
IV rank	**62 / 100**
IV percentile	**83 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Sep 23, 2026 7:32 PM EDT**

Technical health and risk radar

Derived indicator health and event context

Overall health	**65 / 100**
Trend health	**78 / 100**
Momentum health	**60 / 100**
Volatility health	**57 / 100**
Structure health	**55 / 100**
Earnings risk / date	**low | 2026-10-28**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**medium**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$641.76 / $612.08 / $625.53**
EMA (9 / 21)	**$696.95 / $656.24**
Bollinger upper / middle / lower	**$755.18 / $641.76 / $528.33**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.951**
True high / low	**$763.90 / $736.60**
5-day true high / low	**$763.90 / $660.80**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	9.050	**-**
SMA50	1.567	**-**
MVWAP20	12.187	**-**
MACD	4.276	**-**
RSI	3.702	**-**
Volume	2865151.330	**-**
ATR	1.633	**-**
T1	-	**33.65 / 646.49 / 757.27 / 730.00**
T2	-	**29.82 / 636.09 / 753.00 / 665.75**
T3	-	**24.03 / 619.61 / 690.15 / 660.80**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$749.69**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Sep 23, 2026 2:49 PM EDT**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX FALLING**
Front expiration / DTE	**2026-09-25 | 2 DTE**
Front at-the-money IV	**71.6%**
25-delta skew	**-4.01**
Put / Call 25-delta	**$725.00 Delta -0.253 / $780.00 Delta 0.247**
Median option bid/ask spread	**1.3%**
Bid/ask spread	**-**
Contracts observed / quoted	**138 / 138**

Price context

Last Price: 749.69 | Bid: 749.59 | Ask: 749.79 | Previous Close: 736.60 | Change: 13.09 | Daily change: 1.78% | Update Time: 2026-09-23T14:49:47.509403-04:00 | Latest History Date: 2026-09-23 | Latest History Price: 749.70

Historical context

Trading-day sample: 60 sessions | First Date: 2026-06-30 | Latest Date: 2026-09-23 | Latest Price: 749.70 | Max Drawdown 60d Percent: -20.88%

Fundamental context

Current Iv Percent: 44.42% | Iv Rank: 63.88 | Iv Percentile: 85.66 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-09-20

Important disclosures

Scope, limitations, risk and permitted interpretation

General market information only

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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.

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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.

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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.

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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

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