



Meta Platforms Inc / META

Equity | Generated Oct 8, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$721.00	-0.31 -0.04%	\$720.60/\$721.30	\$721.31

Market	NYSE
Industry	Media
Market data as of	Oct 8, 2026 11:31 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 8, 2026 6:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
81.9 / 100	Strong setup	high	85 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$712.00	\$745.00	\$695.00	81 / 100

Options stance	bullish
Tail-risk safety	56 / 100
JW Rank data coverage / as of	100.0% Oct 8, 2026 6:50 PM EDT

Key insight

META Shows Signs of Strength Despite Recent Pullback

Market read

META's price dipped slightly following recent news regarding AI competition and regulatory concerns. However, underlying bullish sentiment persists due to strong analyst targets, positive technical indicators, and the continued success of its Muse AI assistant. The stock remains above key support levels and is positioned for potential upside towards \$780-820 if AI monetization proves successful.

Strategy context

Recent weakness in META appears to be a pullback after a strong rally driven by the launch of its Muse AI assistant. The stock remains well supported and has potential for further upside if AI monetization proves successful.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias	Bullish
AI analysis updated	Oct 8, 2026 2:37 PM EDT

Short-term scenario

Cautious dip-buy only near support for a potential 1-3 week bounce toward nearby resistance. Momentum has cooled after a sharp rally, price is mid-range on short-term oscillators, and Q3 earnings (around Oct 28) fall inside or at the edge of this window, so conviction is low. Prefer defined risk over chasing strength; this is not a high-conviction aggressive long.

Three-month outlook

Moderately bullish bias toward the \$780-820 area if Muse usage holds, advertising growth stays strong, and the Oct 28 report shows AI spend starting to support results without a sharp margin or cash-flow disappointment. Street targets clustered near \$800 provide fundamental support for that path. Uncertainty is high: 2026 capex of \$130-145B can pressure free cash flow and re-rate the multiple lower if ROI looks delayed; AI-agent competition, regulatory headlines, and a failed hold of the \$695-710 zone could pull the stock back toward \$650-700. Much of the near-term AI optimism may already be reflected after the September surge, so upside is not assured.

Market sentiment

Recent posts focus heavily on Trump’s disclosed up to \$25M META purchase. Traders describe a post-breakout pullback testing the \$700-720 zone, with constructive comments on advertising strength and Muse traction but caution on margin and cash-flow pressure from AI capex. Longer-horizon commentary is more positive on AI as an engagement and ad unlock, while short-term tone is mixed-to-cautiously bullish and volume of high-quality discussion is moderate. Sentiment can shift quickly around product news or the late-October earnings print.

Supporting evidence

Analysts continue to raise price targets on META, with a consensus Strong Buy rating and average 12-month target near \$800. | META’s RSI(14) is near neutral levels, suggesting potential for a short-term bounce. | The stock remains above key support levels around \$708-718 and its 20-day moving average. | Positive sentiment persists around the success of META’s Muse AI assistant.

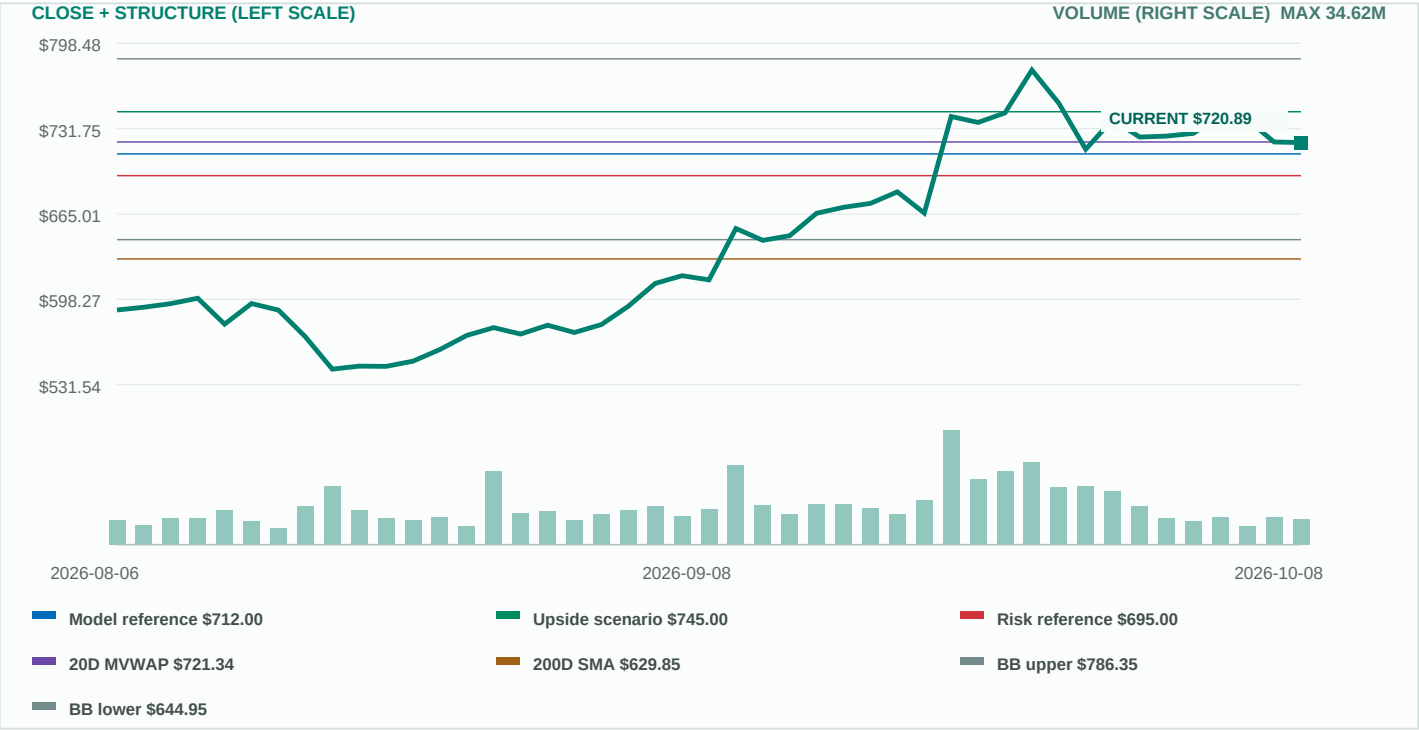
Risk watch

Competition from other AI players, including Amazon blocking external AI shopping agents like Muse, poses a risk to META’s growth.



Enhanced price structure

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

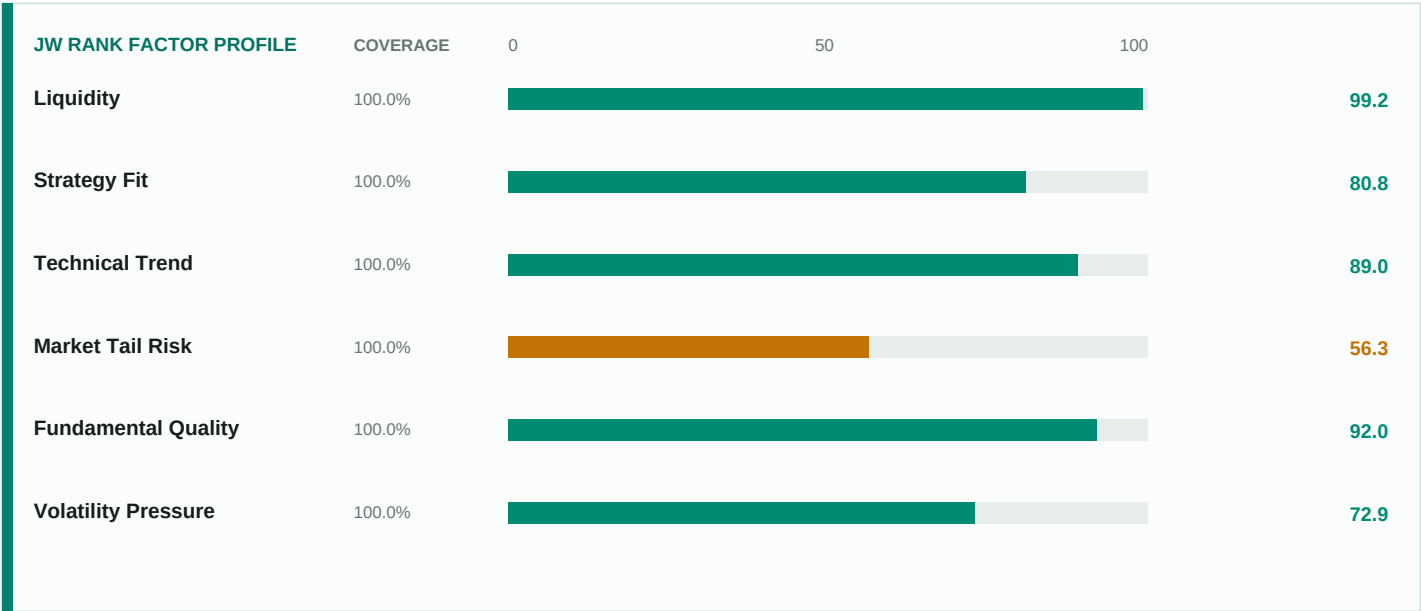


45 complete trading-session observations



JW Rank factors

Score, source coverage and interpretation for each decision factor



Decision summary

Primary model reads before the detailed indicator appendix

Momentum

strong_bull

Institutional flow

Below MVWAP

Structure

Above 200D trend

Volatility

medium



Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	STRONG BULL neutral MACD decelerating
Trend signal	STRONG BULL
RSI signal	neutral
RSI (7 / 14 / 21)	49.40 / 57.51 / 58.72
RSI velocity	-2.15
MACD line / signal / histogram	27.44 / - / 32.26
MACD acceleration	-2.08
Stochastic K / D	52.55 / 59.35

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Below institutional MVWAP Accumulation bias
Institutional flow	4.23
20-day MVWAP	\$721.34
Price vs 20-day MVWAP	-0.05%
Daily reference VWAP	\$719.17
Price vs daily reference	+0.25%
Volume	7.82M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	4.49
20-day / 200-day SMA	\$715.65 / \$629.85
Bollinger range	\$644.95 - \$786.35
Bollinger position	0.537



Options and volatility intelligence

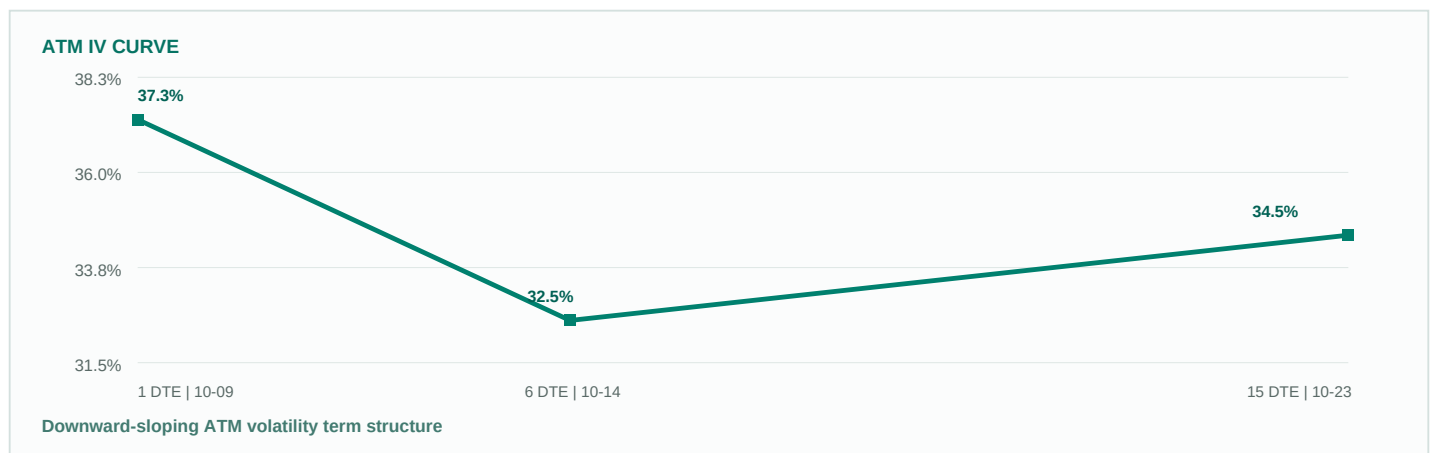
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
63 / 100	84 / 100	88.65	141.84

Market regime	Calm
Tail-risk regime	NORMAL TAIL RISK
Term structure	backwardation
Term slope	-2.74 pts
Skew read	balanced
Liquidity / quote coverage	100.0%
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 8, 2026 2:47 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-09	1	37.3%	-
2026-10-14	6	32.5%	-
2026-10-23	15	34.5%	-

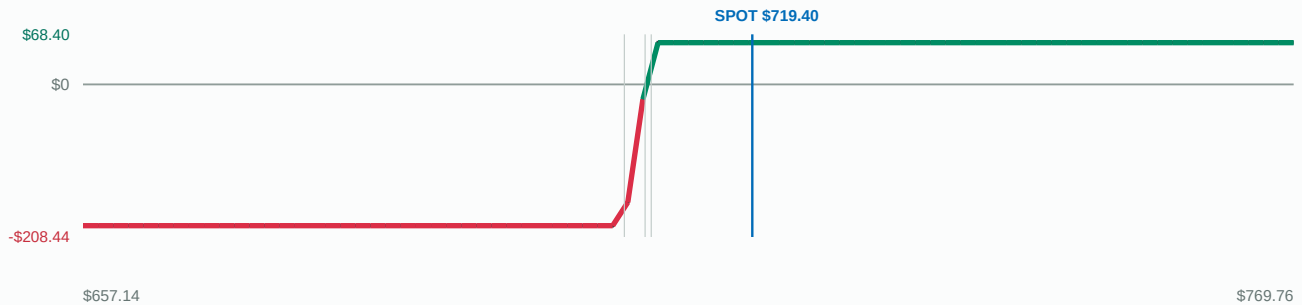


Reference spread payoff

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

Bull Put Spread reference

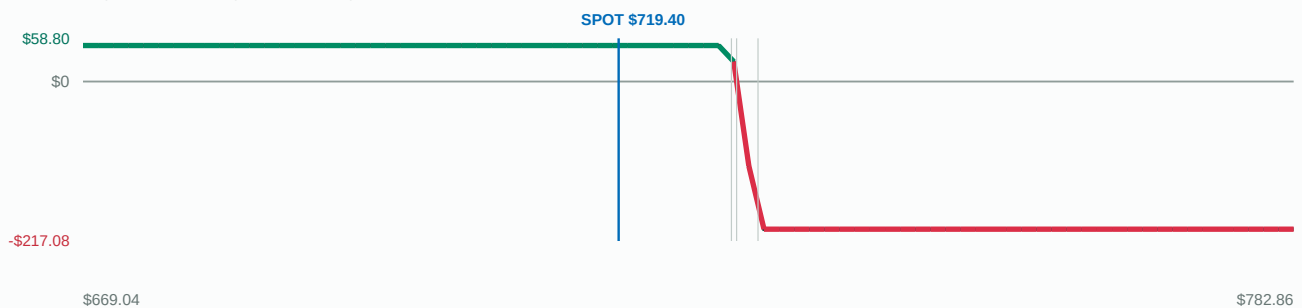
Short \$710.00 | Long \$707.50 | Width \$2.50 | Net credit \$0.57



Max profit \$57.00 | Max loss -\$193.00 | Break-even \$709.43 | Per contract at expiry

Bear Call Spread reference

Short \$730.00 | Long \$732.50 | Width \$2.50 | Net credit \$0.49



Max profit \$49.00 | Max loss -\$201.00 | Break-even \$730.49 | 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	15.70
VVIX	88.65
SKEW index	141.84
Observation confidence	high
Option quote quality	reliable
Contracts observed	144



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	144

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

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Wheel context

Recent weakness in META appears to be a pullback after a strong rally driven by the launch of its Muse AI assistant. The stock remains well supported and has potential for further upside if AI monetization proves successful.

Observed evidence

Analysts continue to raise price targets on META, with a consensus Strong Buy rating and average 12-month target near \$800. | META's RSI(14) is near neutral levels, suggesting potential for a short-term bounce. | The stock remains above key support levels around \$708-718 and its 20-day moving average. | Positive sentiment persists around the success of META's Muse AI assistant.

Principal risks to monitor

Competition from other AI players, including Amazon blocking external AI shopping agents like Muse, poses a risk to META's growth.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.84T	27.64
ROE	Revenue growth
29.7%	19.9%
EPS growth	Operating margin
39.9%	38.1%
Net profit margin	Gross margin
29.8%	-
Free cash flow CAGR	Debt / equity
14.3%	0.28
Dividend yield	Beta
-	1.25
52-week range	
\$520.26 - \$779.82	

Company or fund profile

Issuer identity and classification

Name	Market
Meta Platforms Inc	NYSE
Industry	Country
Media	US
Currency	IPO date
USD	2012-05-18
Shares outstanding	52-week return
2.54B	3.2%
Book value per share	Revenue per share
\$102.52	\$88.95
Website	meta.com



Latest strategy observation

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

META Covered Call signal	Oct 8, 2026 10:06 AM EDT
Covered Call 2026-10-09	
At signal \$722.12 Current \$721.00	
SHORT Option \$722.50 B \$6.80 / A \$7.00	
Conservative CR \$6.90	



Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	\$22.88
ATR as % of price	3.2%
Volatility environment	medium
Current IV	44.1%
IV rank	63 / 100
IV percentile	85 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 8, 2026 7:31 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	88 / 100
Trend health	92 / 100
Momentum health	95 / 100
Volatility health	62 / 100
Structure health	96 / 100
Earnings risk / date	medium 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)	\$715.65 / \$636.14 / \$629.85
EMA (9 / 21)	\$727.12 / \$705.79
Bollinger upper / middle / lower	\$786.35 / \$715.65 / \$644.95



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.537
True high / low	\$724.95 / \$711.68
5-day true high / low	\$747.60 / \$711.68

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	4.492	-
SMA50	2.721	-
MVWAP20	4.234	-
MACD	-2.078	-
RSI	-2.151	-
Volume	-130244.670	-
ATR	-0.707	-
T1	-	29.89 / 718.36 / 738.88 / 720.15
T2	-	32.55 / 712.63 / 747.60 / 736.69
T3	-	33.67 / 708.64 / 746.70 / 727.12



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$719.40
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 8, 2026 2:47 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FALLING
Front expiration / DTE	2026-10-09 1 DTE
Front at-the-money IV	37.3%
25-delta skew	0.26
Put / Call 25-delta	\$710.00 Delta -0.253 / \$730.00 Delta 0.244
Median option bid/ask spread	5.1%
Bid/ask spread	-
Contracts observed / quoted	144 / 144

Price context

Last Price: 719.40 | Bid: 719.38 | Ask: 719.49 | Previous Close: 721.31 | Change: -1.91 | Daily change: -0.26% | Update Time: 2026-10-08T14:47:37.837795-04:00 | Latest History Date: 2026-10-08 | Latest History Price: 719.48

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-16 | Latest Date: 2026-10-08 | Latest Price: 719.48 | Max Drawdown 60d Percent: -18.89%

Fundamental context

Current Iv Percent: 43.97% | Iv Rank: 62.68 | Iv Percentile: 83.67 | Next Earnings Date: 2026-10-28 | Ex Dividend Date: 2026-09-20



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.

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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.

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.

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Reference documents

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