



Meta Platforms Inc / META

Equity | Generated Oct 13, 2026 11:31 PM EDT

Current price	Daily move	Bid / Ask	Previous close
\$767.40	+24.44 +3.29%	\$767.37/\$768.00	\$742.96

Market	NYSE
Industry	Media
Market data as of	Oct 13, 2026 11:31 PM EDT

JW Intelligence Report

Complete | 3 of 3 sections | Oct 13, 2026 7:50 PM EDT

JW Rank	Rank label	Confidence	IV percentile
76.5 / 100	Constructive	high	80 / 100
Model reference	Upside scenario	Risk reference	Wheel strategy fit
\$750.00	\$795.00	\$730.00	60 / 100

Options stance	bullish
Tail-risk safety	32 / 100
JW Rank data coverage / as of	100.0% Oct 13, 2026 7:50 PM EDT

Key insight

META Shows Bullish Signs Despite Earnings Uncertainty

Market read

META's price action and recent news suggest a bullish outlook, despite upcoming earnings uncertainty. The stock is trading near its 52-week high, driven by positive sentiment surrounding the launch of its new AI models. Analyst upgrades and strong technical indicators support this view. However, investors should be cautious ahead of the October 21st earnings report, as concerns remain about Meta's capital expenditure plans and free cash flow.

Strategy context

The recent launch of Meta's AI models, Muse Wonder and Muse Wonder Full, has generated positive market sentiment. This, coupled with analyst upgrades and strong technical indicators, suggests a bullish outlook for META.



JW AI conclusions

Short- and medium-term model interpretation

AI context bias

Mixed

AI analysis updated

Oct 13, 2026 2:31 PM EDT

Short-term scenario

Cautious bullish over 1-3 weeks: prefer buying a pullback toward support rather than chasing into 52-week-high resistance ahead of the October 21 earnings report. Historical post-earnings reactions have often been negative when capex commentary disappoints, so position size should reflect event risk. This is not financial advice.

Three-month outlook

Moderately constructive if advertising growth stays strong and Muse shows credible early monetization, which could support a move toward the mid-\$800s to around \$900 in line with higher recent analyst targets. Downside risk remains meaningful if Q3 results or 2027 guidance emphasize further capex increases, free-cash-flow pressure, or slower AI revenue, with a plausible retracement toward the \$680-\$720 area. Consensus remains Strong Buy, but average targets imply only modest upside from current levels until estimates are refreshed. Uncertainty is high over the next three months because outcomes hinge on earnings, competitive AI progress, and whether infrastructure spending begins to show acceptable returns.

Market sentiment

Recent X discussion is mixed but leans constructive on the AI launch. Multiple posts flag a test of \$779.82 resistance, a \$800 target on a volume-confirmed breakout, and \$750 as pivotal support. Positive comments tie the move to Meta turning AI spend into visible products. Counter-sentiment includes notes of large dark-pool selling and ongoing skepticism that hundreds of billions in infrastructure spend lack clear near-term ROI. Recent post engagement is generally low. Uncertainty is significant: social sentiment is a small, noisy sample and has shifted rapidly around prior AI and earnings events.

Supporting evidence

META is trading near its 52-week high of \$779.82. | Analyst sentiment is strongly bullish with a consensus price target above the current price. | Technical indicators show a strong bullish trend, with price well above key moving averages and RSI in neutral territory. | Recent news surrounding the launch of Meta's new AI models has been positive.

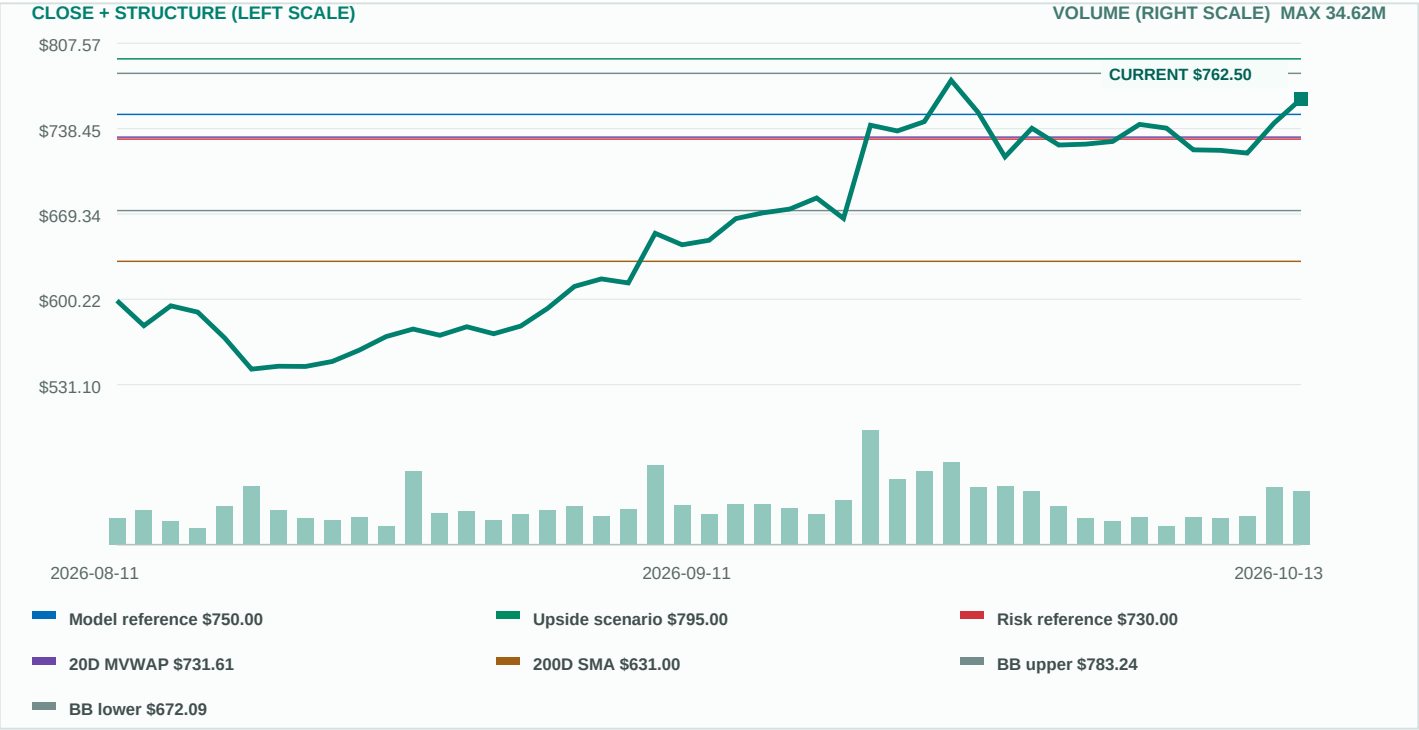
Risk watch

Earnings are due on October 21st, and any disappointment regarding capex guidance or free cash flow could lead to a pullback. | Meta's significant capital expenditure plans raise concerns about future profitability and free cash flow.



Enhanced price structure

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

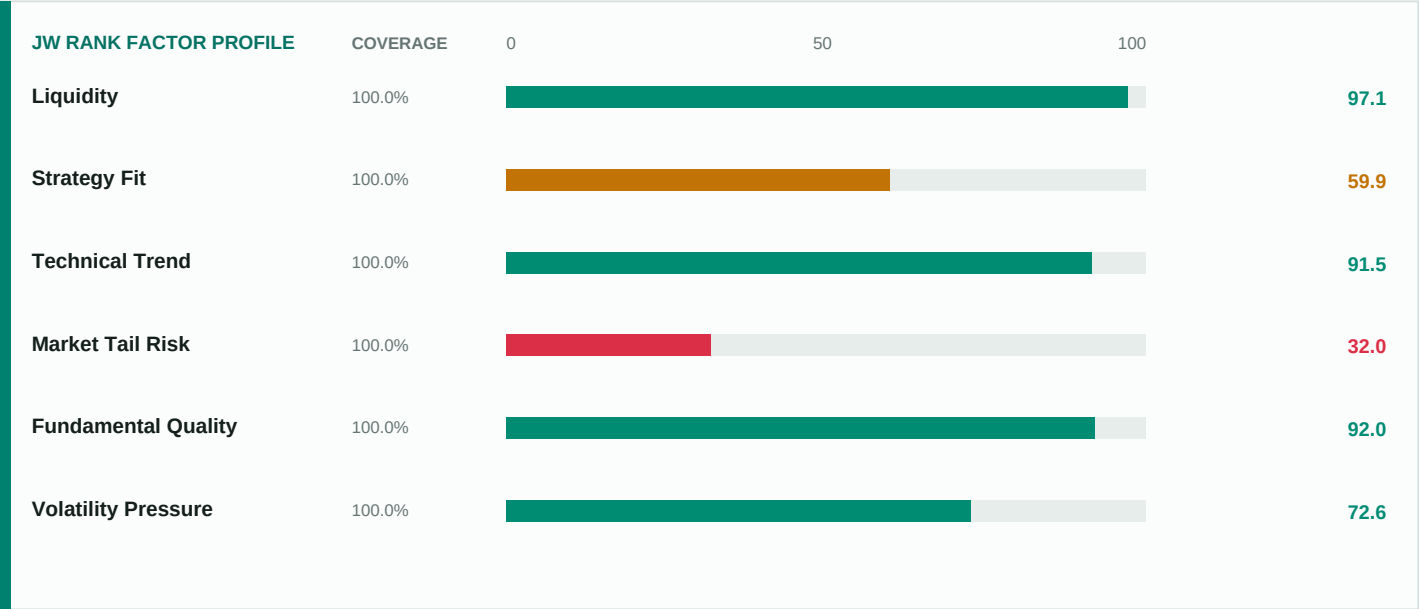


45 complete trading-session observations



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

Above 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)	69.76 / 66.01 / 64.34
RSI velocity	2.83
MACD line / signal / histogram	25.88 / - / 28.86
MACD acceleration	-0.52
Stochastic K / D	43.58 / 36.71

Institutional footprints

Volume-weighted cost, price location and flow

Current read	Above institutional MVWAP Accumulation bias
Institutional flow	3.42
20-day MVWAP	\$731.61
Price vs 20-day MVWAP	+4.89%
Daily reference VWAP	\$756.20
Price vs daily reference	+1.48%
Volume	16.22M

Structural context

Long-term trend and volatility boundaries

Current read	Above 200-day trend Positive macro velocity
Macro velocity	4.00
20-day / 200-day SMA	\$727.66 / \$631.00
Bollinger range	\$672.09 - \$783.24
Bollinger position	0.813



Options and volatility intelligence

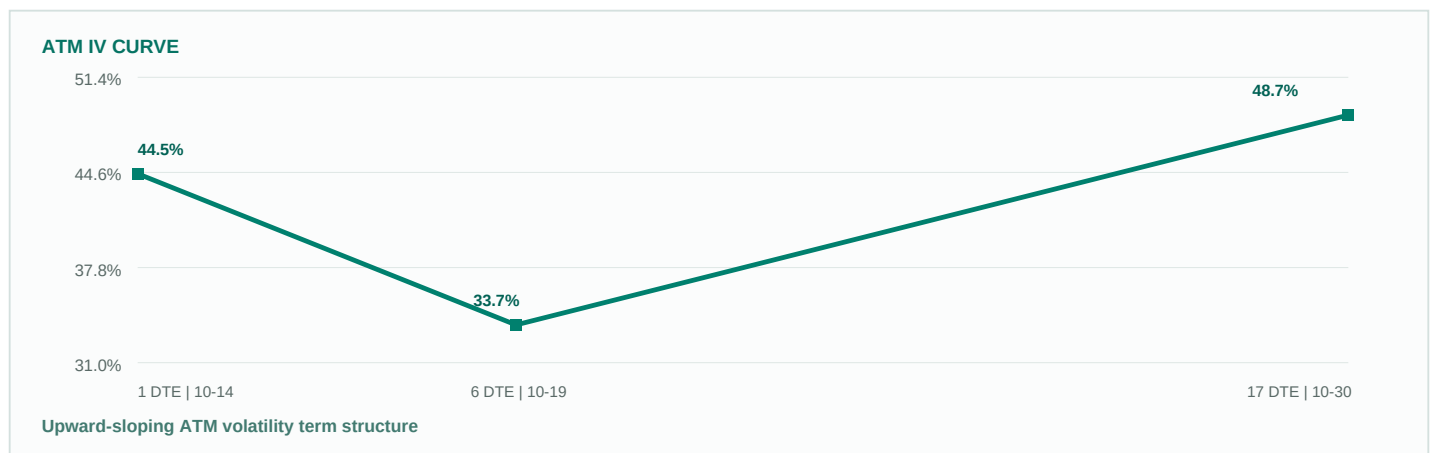
Structure, premium conditions and principal risks

IV rank 61 / 100	IV percentile 82 / 100	VVIX 85.87	SKEW 155.06
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Market regime	DANGER ZONE
Tail-risk regime	NORMAL TAIL RISK
Term structure	contango
Term slope	+4.19 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 13, 2026 2:46 PM EDT
Options data quality	Coverage 88.9%

Option term structure

ATM implied-volatility curve by days to expiration



EXPIRATION	DTE	ATM IV	STATE
2026-10-14	1	44.5%	-
2026-10-19	6	33.7%	-
2026-10-30	17	48.7%	-

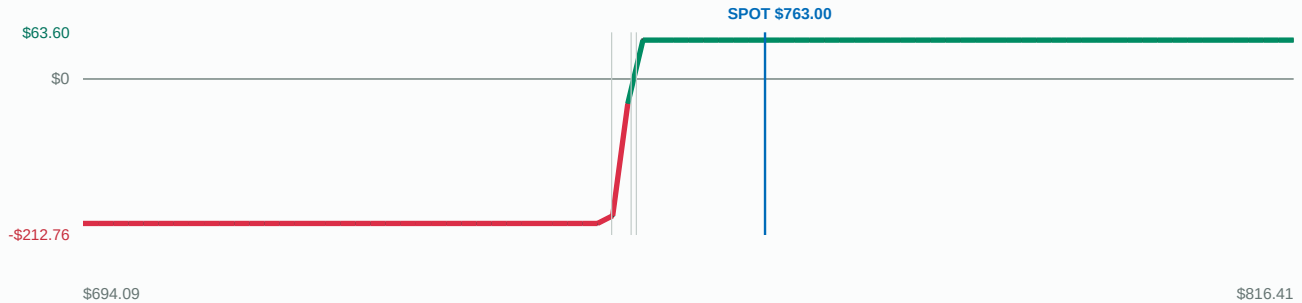


Reference spread payoff

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

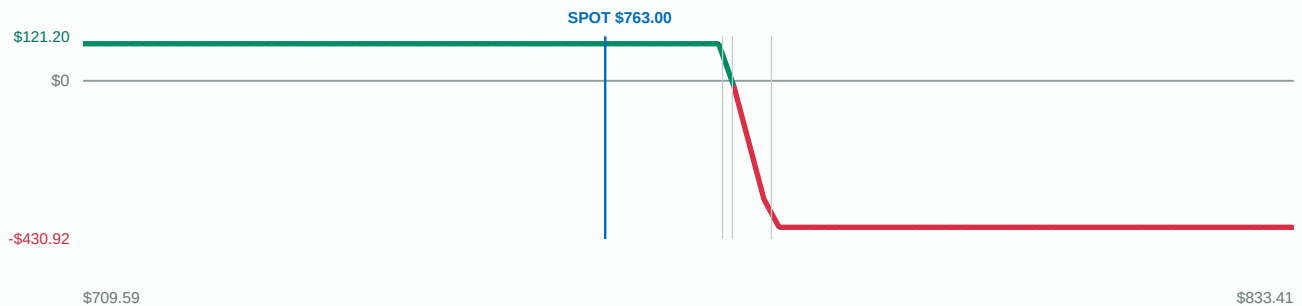
Bull Put Spread reference

Short \$750.00 | Long \$747.50 | Width \$2.50 | Net credit \$0.53



Bear Call Spread reference

Short \$775.00 | Long \$780.00 | Width \$5.00 | Net credit \$1.01



Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	2026-10-21
Earnings IV-crush risk	unknown
VIX	15.42
VVIX	85.87
SKEW index	155.06
Observation confidence	high
Option quote quality	reliable
Contracts observed	142



Event and tail-risk context (continued)

Known event windows and broad volatility conditions

FIELD	VALUE
Contracts with quotes	142

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

META's price action and recent news suggest a bullish outlook, despite upcoming earnings uncertainty. The stock is trading near its 52-week high, driven by positive sentiment surrounding the launch of its new AI models. Analyst upgrades and strong technical indicators support this view. However, investors should be cautious ahead of the October 21st earnings report, as concerns remain about Meta's capital expenditure plans and free cash flow.

Options context

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Wheel context

The recent launch of Meta's AI models, Muse Wonder and Muse Wonder Full, has generated positive market sentiment. This, coupled with analyst upgrades and strong technical indicators, suggests a bullish outlook for META.

Observed evidence

META is trading near its 52-week high of \$779.82. | Analyst sentiment is strongly bullish with a consensus price target above the current price. | Technical indicators show a strong bullish trend, with price well above key moving averages and RSI in neutral territory. | Recent news surrounding the launch of Meta's new AI models has been positive.

Principal risks to monitor

Earnings are due on October 21st, and any disappointment regarding capex guidance or free cash flow could lead to a pullback. | Meta's significant capital expenditure plans raise concerns about future profitability and free cash flow.



Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
\$1.89T	26.89
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	-2.0%
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 \$767.40	
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	\$23.88
ATR as % of price	3.1%
Volatility environment	medium
Current IV	42.9%
IV rank	59 / 100
IV percentile	80 / 100
Technical Snapshot IV source	Private fundamentals snapshot
Technical Snapshot IV observed at	Oct 13, 2026 3:50 PM EDT

Technical health and risk radar

Derived indicator health and event context

Overall health	79 / 100
Trend health	92 / 100
Momentum health	80 / 100
Volatility health	63 / 100
Structure health	69 / 100
Earnings risk / date	high 2026-10-21
Macro risk	unknown
Volatility risk	medium
Structure risk	low

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	\$727.66 / \$646.90 / \$631.00
EMA (9 / 21)	\$735.65 / \$714.98
Bollinger upper / middle / lower	\$783.24 / \$727.66 / \$672.09



Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	0.813
True high / low	\$771.27 / \$734.84
5-day true high / low	\$771.27 / \$711.68

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	4.004	-
SMA50	3.588	-
MVWAP20	3.423	-
MACD	-0.520	-
RSI	2.833	-
Volume	2786738.000	-
ATR	0.333	-
T1	-	24.79 / 727.42 / 752.24 / 718.67
T2	-	25.03 / 723.62 / 728.07 / 716.20
T3	-	27.44 / 721.34 / 724.95 / 711.68



Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	\$763.00
Options Snapshot IV sources	ATM: option chain Rank/percentile: fundamentals
Options Snapshot IV observed at	Oct 13, 2026 2:46 PM EDT
Options data coverage	88.9%
SKEW regime	HIGH TAIL RISK SKEW
VVIX regime	VVIX FLAT
Front expiration / DTE	2026-10-14 1 DTE
Front at-the-money IV	44.5%
25-delta skew	0.76
Put / Call 25-delta	\$750.00 Delta -0.238 / \$775.00 Delta 0.265
Median option bid/ask spread	2.4%
Bid/ask spread	-
Contracts observed / quoted	142 / 142

Price context

Last Price: 763.00 | Bid: 762.91 | Ask: 763.14 | Previous Close: 742.96 | Change: 20.04 | Daily change: 2.70% | Update Time: 2026-10-13T14:46:36.733756-04:00 | Latest History Date: 2026-10-13 | Latest History Price: 763.14

Historical context

Trading-day sample: 60 sessions | First Date: 2026-07-21 | Latest Date: 2026-10-13 | Latest Price: 763.14 | Max Drawdown 60d Percent: -16.27%

Fundamental context

Current Iv Percent: 43.34% | Iv Rank: 60.77 | Iv Percentile: 81.67 | Next Earnings Date: 2026-10-21 | 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.

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.

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Reference documents

Official product terms and standardized options disclosure

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