Meta Platforms, Inc. / META

Equity | Generated Nov 9, 2026 11:31 PM EST

Current price	Daily move	Bid / Ask	Previous close
$642.37	+32.22 +5.28%	$642.72/$643.36	$610.15

Market	**NYSE**
Industry	**Media**
Market data as of	**Nov 9, 2026 11:31 PM EST**

JW Intelligence Report

Complete | 3 of 3 sections | Nov 9, 2026 6:50 PM EST

JW Rank	Rank label	Confidence	IV percentile
58.8 / 100	Balanced	high	50 / 100

Model reference	Upside scenario	Risk reference	Wheel strategy fit
$632.00	$685.00	$600.00	62 / 100

Options stance	**bullish**
Tail-risk safety	**35 / 100**
JW Rank data coverage / as of	**100.0% | Nov 9, 2026 6:50 PM EST**

Key insight

META Rallies on JPMorgan Upgrade and AI Optimism

Market read

META surged over 5% on November 9th, driven by a positive analyst upgrade from JPMorgan and excitement surrounding the company's AI initiatives. The firm added META to its Analyst Focus List, citing strong ad revenue growth and potential for AI-driven advertising gains. This move comes after META released Muse Ember, a lighter agent model, further fueling investor confidence in its AI capabilities. However, concerns remain regarding the company's large equity issuance to fund AI infrastructure, regulatory overhang, and potential dilution from future share offerings.

Strategy context

JPMorgan's upgrade and positive news surrounding META's AI efforts have created a bullish sentiment. However, investors remain cautious due to concerns about the company's large equity issuance and regulatory challenges.

JW AI conclusions

Short- and medium-term model interpretation

AI context bias	**Bearish**
AI analysis updated	**Nov 9, 2026 2:40 PM EST**

Short-term scenario

Cautious tactical long only on a pullback into the breakout area, not a chase of the news spike. Over 1-3 weeks, treat a loss of the prior close as invalidation. Uncertainty is high if overhead supply near $655-$675 rejects the bounce.

Three-month outlook

Moderately constructive but highly uncertain. The ad engine is still growing in the mid-20s with AI ranking and targeting as a tailwind, and management has pointed to sustained revenue growth through 2027, which is why published targets sit well above the current price if margins hold. Offsetting that are $135B-$145B of 2026 capex, thin or negative free cash flow, a very large equity issuance, a planned Class C structure, legal costs, and incomplete repair of the intermediate downtrend. A conditional base case is a volatile path that could reach roughly $700-$780 if Q4 execution holds, or revisit about $550-$610 if spending fears or a broader AI derating return. This is not a forecast or advice; outcomes are path-dependent.

Market sentiment

Mixed and polarized rather than uniformly bullish. Same-day posts flag the JPMorgan addition and call the bounce an 'insane day,' while some value accounts argue the stock is undervalued and could eventually exceed $1,000. Other posts remain skeptical of AI capex and circular financing, including a technical call for a retest near $526 and tactical buy zones around $630 with stops near $598. Broader recent commentary has described sentiment as extremely negative despite strong core growth, and S&P's negative outlook is still cited. Uncertainty: social sentiment is noisy, can reverse quickly, and is not a timing signal.

Supporting evidence

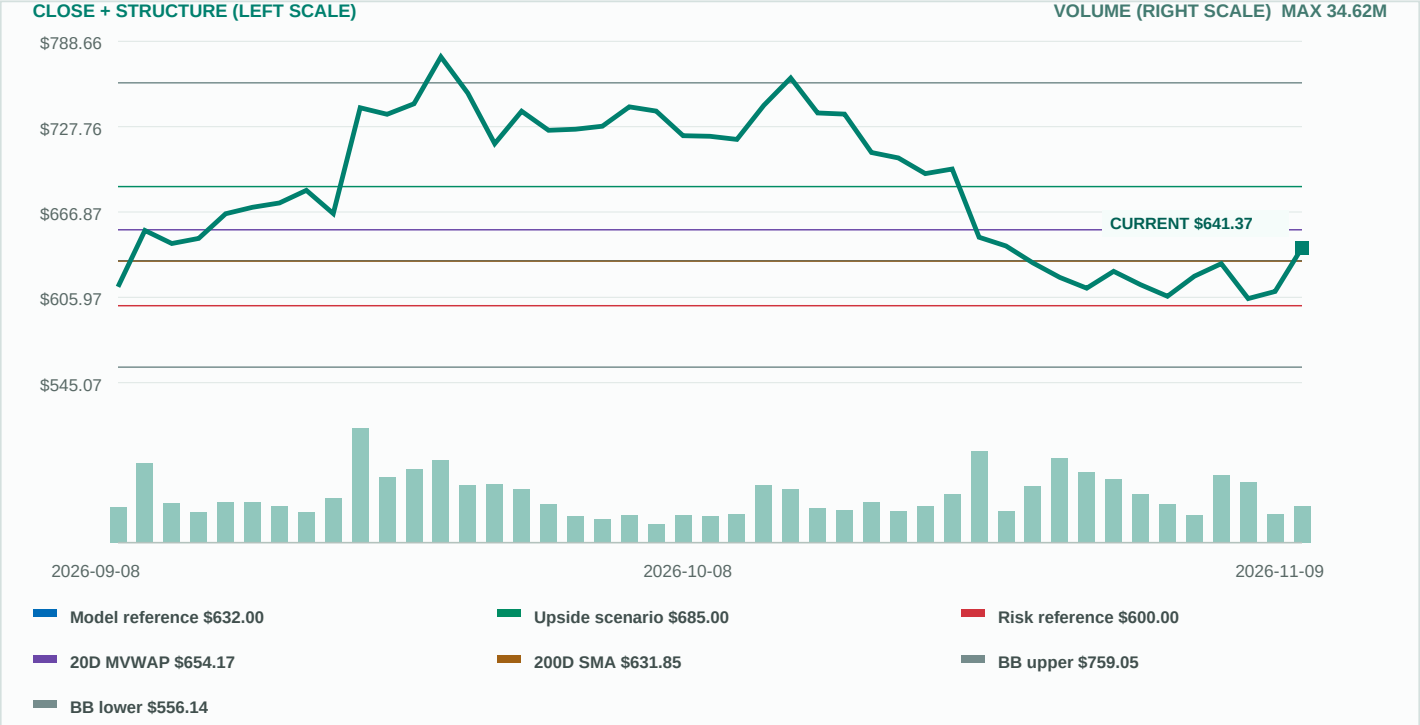
JPMorgan upgraded META to Overweight with a $940 price target, citing strong ad revenue growth and AI-driven advertising potential. | META released Muse Ember, a lighter agent model, demonstrating progress in its AI development. | The stock rallied over 5% on the day, breaking through key resistance levels.

Risk watch

META's large equity issuance could dilute existing shareholders and impact future earnings per share. | Regulatory scrutiny and legal costs related to teen safety and data privacy pose a risk to the company'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	Institutional flow	Structure	Volatility
bullish_recovery	Below MVWAP	Above 200D trend	medium

Decision indicators

Detailed momentum, institutional and structural observations

Momentum kinematics

Direction, velocity and oscillator state

Current read	**BULLISH RECOVERY | neutral | MACD accelerating**
Trend signal	**BULLISH RECOVERY**
RSI signal	**neutral**
RSI (7 / 14 / 21)	**53.65 / 46.49 / 46.98**
RSI velocity	**2.12**
MACD line / signal / histogram	**-21.12 / - / -18.47**
MACD acceleration	**0.39**
Stochastic K / D	**27.10 / 20.10**

Institutional footprints

Volume-weighted cost, price location and flow

Current read	**Below institutional MVWAP | Distribution bias**
Institutional flow	**-4.50**
20-day MVWAP	**$654.17**
Price vs 20-day MVWAP	**-1.80%**
Daily reference VWAP	**$639.54**
Price vs daily reference	**+0.44%**
Volume	**11.03M**

Structural context

Long-term trend and volatility boundaries

Current read	**Above 200-day trend | Negative macro velocity**
Macro velocity	**-5.43**
20-day / 200-day SMA	**$657.59 / $631.85**
Bollinger range	**$556.14 - $759.05**
Bollinger position	**0.420**

Options and volatility intelligence

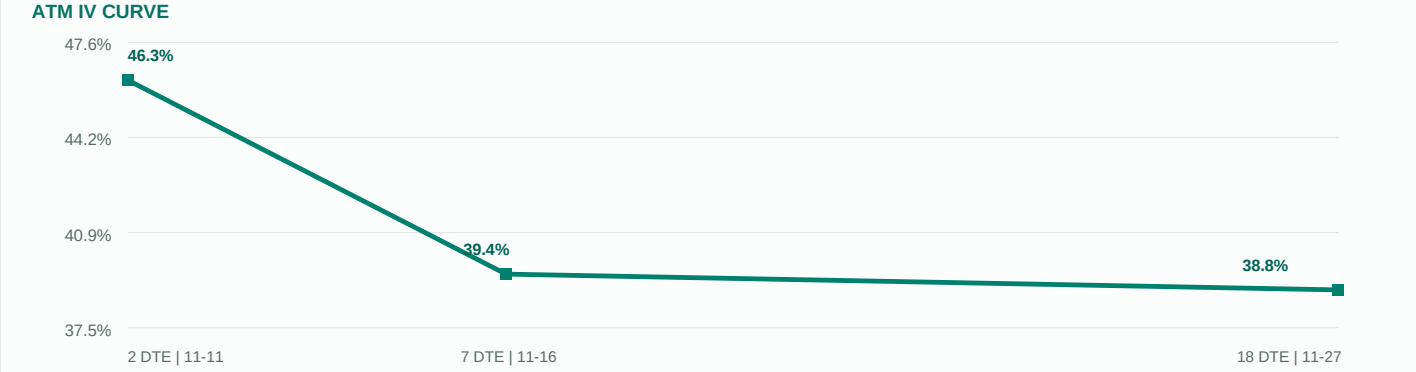
Structure, premium conditions and principal risks

IV rank	IV percentile	VVIX	SKEW
37 / 100	**51 / 100**	**101.11**	**153.55**

Market regime	**CRASH RISK**
Tail-risk regime	**NORMAL TAIL RISK**
Term structure	**backwardation**
Term slope	**-7.44 pts**
Skew read	**balanced**
Liquidity / quote coverage	**100.0%**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:47 PM EST**
Options data quality	**Coverage 88.9%**

Option term structure

ATM implied-volatility curve by days to expiration



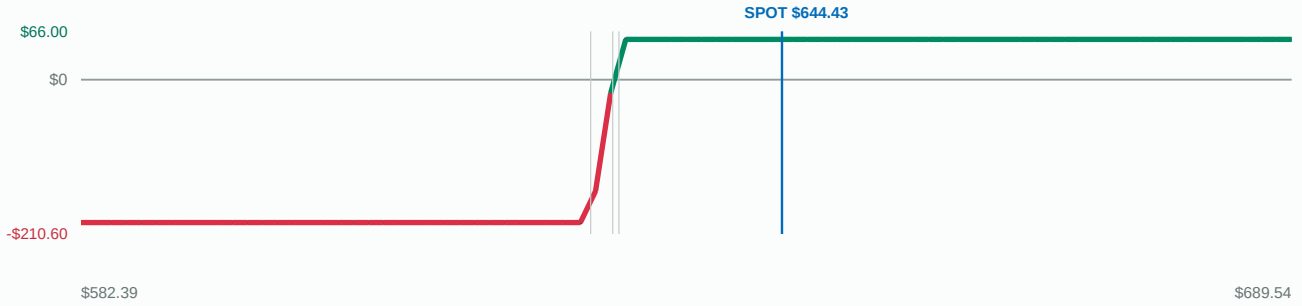
EXPIRATION	DTE	ATM IV	STATE
2026-11-11	2	46.3%	-
2026-11-16	7	39.4%	-
2026-11-27	18	38.8%	-

Reference spread payoff

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

Bull Put Spread reference

Short $630.00 | Long $627.50 | Width $2.50 | Net credit $0.55



Max profit $55.00 | Max loss -$195.00 | Break-even $629.45 | Per contract at expiry

Event and tail-risk context

Known event windows and broad volatility conditions

Next earnings date	**2027-01-27**
Earnings IV-crush risk	**NOT MEASURED**
VIX	**20.24**
VVIX	**101.11**
SKEW index	**153.55**
Observation confidence	**high**
Option quote quality	**reliable**
Contracts observed	**120**
Contracts with quotes	**120**

Strategy fit

Generalized structure fit; not a personalized recommendation

Market structure

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Options context

META Rallies on JPMorgan Upgrade and AI Optimism

Wheel context

JPMorgan's upgrade and positive news surrounding META's AI efforts have created a bullish sentiment. However, investors remain cautious due to concerns about the company's large equity issuance and regulatory challenges.

Observed evidence

JPMorgan upgraded META to Overweight with a $940 price target, citing strong ad revenue growth and AI-driven advertising potential. | META released Muse Ember, a lighter agent model, demonstrating progress in its AI development. | The stock rallied over 5% on the day, breaking through key resistance levels.

Principal risks to monitor

META's large equity issuance could dilute existing shareholders and impact future earnings per share. | Regulatory scrutiny and legal costs related to teen safety and data privacy pose a risk to the company's growth.

Fundamentals and events

Business quality, valuation and upcoming event context

Market capitalization	P/E (TTM)
$1.56T	**20.73**
ROE	Revenue growth
30.3%	**19.9%**
EPS growth	Operating margin
39.9%	**32.9%**
Net profit margin	Gross margin
31.2%	**-**
Free cash flow CAGR	Debt / equity
14.3%	**0.28**
Dividend yield	Beta
-	**1.28**

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
2.60B	**-1.4%**
Book value per share	Revenue per share
$106.92	**$93.90**

Website	**meta.com**

Latest strategy observation

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

META Covered Call signal

Nov 6, 2026 2:58 PM EST

Covered Call | 2026-11-09

At signal $614.63 | Current $642.37

SHORT **Option $615.00 B $7.95 / A $8.05**

Conservative | CR $8.00

Complete technical details

Full supporting indicator set used by the symbol detail experience

Volatility and options market

Price movement and premium conditions

ATR	**$25.07**
ATR as % of price	**3.9%**
Volatility environment	**medium**
Current IV	**35.2%**
IV rank	**36 / 100**
IV percentile	**50 / 100**
Technical Snapshot IV source	**Private fundamentals snapshot**
Technical Snapshot IV observed at	**Nov 9, 2026 6:31 PM EST**

Technical health and risk radar

Derived indicator health and event context

Overall health	**77 / 100**
Trend health	**78 / 100**
Momentum health	**85 / 100**
Volatility health	**51 / 100**
Structure health	**92 / 100**
Earnings risk / date	**low | 2027-01-27**
Macro risk	**unknown**
Volatility risk	**medium**
Structure risk	**low**

Structural indicator levels

Moving averages, volatility bands and observed trading ranges

SMA (20 / 50 / 200)	**$657.59 / $676.19 / $631.85**
EMA (9 / 21)	**$626.94 / $648.57**
Bollinger upper / middle / lower	**$759.05 / $657.59 / $556.14**

Structural indicator levels (continued)

Moving averages, volatility bands and observed trading ranges

FIELD	VALUE
Bollinger %B	**0.420**
True high / low	**$647.25 / $610.15**
5-day true high / low	**$647.25 / $583.80**

Three-day indicator history

Short-horizon change and the underlying three-session observations

INDICATOR	3-DAY CHANGE	SESSION 1 / 2 / 3
SMA20	-5.432	**-**
SMA50	0.876	**-**
MVWAP20	-4.497	**-**
MACD	0.393	**-**
RSI	2.125	**-**
Volume	-3102378.670	**-**
ATR	0.901	**-**
T1	-	**-23.69 / 659.70 / 625.60 / 605.08**
T2	-	**-23.45 / 662.74 / 634.93 / 583.80**
T3	-	**-22.29 / 667.66 / 643.09 / 621.03**

Detailed options evidence

Supporting option-chain, execution and data-quality observations

Underlying price at observation	**$644.43**
Options Snapshot IV sources	**ATM: option chain | Rank/percentile: fundamentals**
Options Snapshot IV observed at	**Nov 9, 2026 2:47 PM EST**
Options data coverage	**88.9%**
SKEW regime	**HIGH TAIL RISK SKEW**
VVIX regime	**VVIX RISING**
Front expiration / DTE	**2026-11-11 | 2 DTE**
Front at-the-money IV	**46.3%**
25-delta skew	**2.99**
Put / Call 25-delta	**$630.00 Delta -0.258 / $657.50 Delta 0.291**
Median option bid/ask spread	**5.5%**
Bid/ask spread	**-**
Contracts observed / quoted	**120 / 120**

Price context

Last Price: 644.43 | Bid: 644.34 | Ask: 644.45 | Previous Close: 610.16 | Change: 34.27 | Daily change: 5.62% | Update Time: 2026-11-09T14:47:51.599844-05:00 | Latest History Date: 2026-11-09 | Latest History Price: 644.45

Historical context

Trading-day sample: 60 sessions | First Date: 2026-08-17 | Latest Date: 2026-11-09 | Latest Price: 644.45 | Max Drawdown 60d Percent: -22.19%

Fundamental context

Current Iv Percent: 35.40% | Iv Rank: 36.84 | Iv Percentile: 50.60 | Next Earnings Date: 2027-01-27 | 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.

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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.

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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