**Abstract**

Online advertisers utilize the ignorance of rational consumer’s data to target their marketing appeals. There are sophisticated methods used by the advertisers to target certain set of consumers through online. They not only stop there but also keep tracking the users of social networking sites, thus leading to the invasion of privacy. They target through examining the search history, tracking the devices that have their location settings on, examining behaviour of users of online apps, methods of retargeting etc. The advertisements are focused on the consumer’s strong preference towards certain products. The multi-homing consumers enhanced the value of targeted advertisements. This paper is attempted to provide a glimpse of online advertisements and pros and cons of social media through the three case studies discussed below. Case1: MOS Burger- which would help in understanding the targeting ads on social media; Case2:- The Facebook- Cambridge Analytica Scandal- which would help in creating awareness that social media plays a vital role in the breach of privacy of its users; Case3:- Kingfisher Beer- #KFbeerup- social media- which would help in knowing how campaigns on social media leads to the promotion of a product.