

EXPAND YOUR REACH WITH FACEBOOK

Facebook by the numbers

140M
People Daily



12%
of all time spent
on desktop



160M
Monthly
mobile users



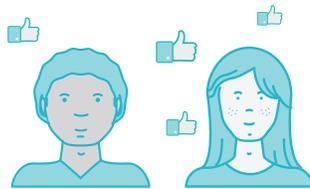
57%
ad budget spent
on mobile



Target Relevant Audiences



Your site visitors
Past purchasers
Core audiences



People that like them

After implementing look-alike audiences for an apparel retailer:



+105%
Click through rate

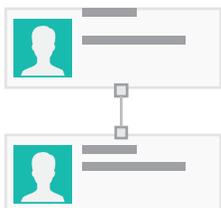


+27%
Return on Ad Spend

Using Data Science for Greater Precision

Instead of uploading massive email lists to target on Facebook, our data science team will securely collect your CRM data, perform advanced segmentation, and apply a targeting strategy custom suited to your audiences to meet your goals.

Retailer's CRM



Typical Customer Profile



65% female
25-55 years old
Mostly urban areas
Interested in pop culture,
fashion and beauty



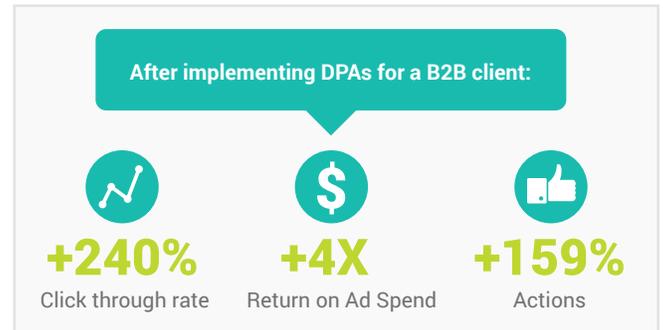
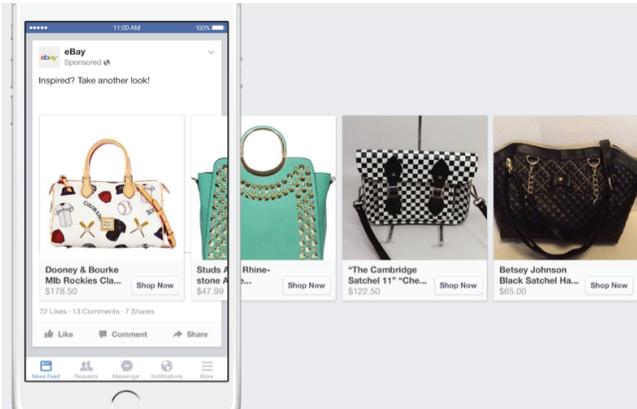
Female
Age 25-38
Purchased in 2+ categories
Email subscriber
Purchased shoes



Male
Age 25-38
Purchased in the last year
Instagram user
Purchased sunglasses

Dynamic Product Ads

By integrating your product feed with Facebook, we are able to serve dynamic ads to users, retargeting them with the specific items they viewed on your site. We optimize your product feed for social, ensuring optimal performance.



Instagram

With over 400M users and a predominantly mobile presence, Instagram provides new opportunities to get in front of the right customers with highly visual ads and product remarketing.



Ad Objectives for Each Goal

Whether your goal is branding, local awareness or revenue, Facebook ads are available for every point in the funnel. We customize creative, messaging and audiences for each objective.

Cross-Device Measurement

Targeting, delivery and measurement is cross-device, and based on users. Therefore, conversion tracking is not based on the traditional cookie and interactions can be attributed to device type.

Already an Adlucent client?

Contact your client manager to get started with Social.

Want more information on Adlucent services?

Contact solutions@adlucent.com
or 1-800-788-9152
www.adlucent.com