

# Social Ads

Full-service Facebook and Instagram advertising that puts your business in front of users who are most likely to become your customers. Our proprietary technology does what no human can, automatically optimizing your budget across multiple ad objectives to deliver on your business goal (not just an ad clicks), a service not even Facebook itself offers.



## Focus On Your Business Goals

Build your contacts, grow your reach or drive engagement with advanced targeting capabilities and compelling creative.

**1.8** BILLION MONTHLY ACTIVE USERS ON FACEBOOK<sup>1</sup>



## Trust in AI Technology

Our technology automatically optimizes your budget across ad objectives to achieve your goal.

**76%** OF FACEBOOK USERS LOG IN AT LEAST ONCE A DAY<sup>2</sup>



## Grow Marketing ROI

Build your presence with social ads that perfectly complement search advertising and SEO.

**80%** OF PPC CLIENTS SAW INCREMENTAL LIFT FROM FACEBOOK ADS<sup>3</sup>

**You focus on your business, while our experts and smart technology focus on your Facebook ads.**

### Intelligent Ads at Work

There are so many ad objective options that it's difficult to know which one is right for your business. With our smart ads, you don't have to choose. Tell us your business goal. Our experts and AI technology take care of the rest.

### Proven Results

Our AI technology determines which campaign elements work best to meet your goal and automatically shifts your budget to the tactics that drive results. Our clients who've switched to smart ads are seeing their costs go down and performance go up. Win-win.

### Cross-Platform Ad Placement

Your ads are optimized automatically across Facebook, Instagram, and the Facebook Audience Network. This means the technology is not only finding the best ads and objectives, but it's also getting your business in front of a broad and engaged audience.

### Social Ad Expertise

Rely on our team of social advertising experts to build your campaign, manage your creative content, and monitor your results. They'll work alongside the technology to add the human touch that ensures everything is running optimally.

### Facebook-Approved Campaigns

We're a recognized Facebook marketing partner, so you can rest assured we follow best practices and achieve results endorsed by Facebook itself.

### Know What Works

Learn how your campaign is meeting your goal with on-demand reporting and insights. Our platform shows you ad views, clicks, site visits, and even contacts generated from your ads.



# Social Ads

Get a taste of our Facebook advertising program and unique capabilities. Our experts will craft up the perfect mix for your business. Our technology will continually adjust to optimize your campaign ad dollars.



## Website Clicks

We can entice more visits to your website with custom CTAs designed to increase conversions like online appointments, new sign ups, completed applications, and more from targeted users.



## Lead Ads

Lead generation can be simplified with in-ad forms that make it easy for the right prospects to contact you. We offer the only program that sends your new leads right to your inbox or software.\*



## Lead Ads with ReachEdge\*

For HIPAA-impacted businesses, Lead Ads enable you to store and protect leads' information, so you can manage your new leads securely.



## Retargeting & Custom Audiences

Retargeting previous site visitors and existing client lists can help drive new contacts, grow reach plus, increase engagement reach new "lookalike" audiences who have similarities to your ideal customers.



## Instagram Ads

For many brands, Instagram can help with your website clicks, lead ads, and retargeting. With over 800 million monthly active users,<sup>4</sup> this might be a great addition to your social advertising mix.



## Facebook Audience Network

We might expand your advertising reach beyond Facebook with content on hundreds of apps within the Audience Network. Best of all, it uses the same creative as your existing Facebook ads.

