



Social Advertising



Target social media users browsing content on **Facebook, Messenger, and Instagram** using first-party demographic targeting in a relevant location.

Campaign Goals: Social campaigns are launched with different goals for different strategies.

TRAFFIC

Consideration | Send more people to a website, app, or Messenger conversation, generate leads, and increase engagement.

REACH

Awareness | Show your ad to the maximum number of people to build brand recognition or increase reach.

VIDEO VIEWS

Consideration | Get more people to view your video content to build brand recognition and encourage desired action.

TARGETING

Geography: Serve ads to a custom geography with zip code level targeting.

Demographics/Interests: Serve ads to an audience who fits the desired demographics and declared interests via first-party data.

Retargeting: Serve ads to users who visited the advertiser's website. (A tracking tag/pixel is required to be placed on the advertiser's website.) Facebook page retargeting is also available.

Creative

Single Image: Image Formats: .png, .jpg, .gif | Resolution: min 600x600px | Image Ratios: 1.91:1 to 1:1

Carousel: Image Formats: .png, .jpg | Video Formats: MP4, MOV, or GIF | Resolution: min 600X600px | Image Ratios: 1.91:1 to 1:1 | No. of Images: 2-10

Video: Video Formats: MP4, MOV, or GIF | Resolution: min 1080x1080 | Max File Size: 4GB

