



FACEBOOK ADVERTISING

PREMIUM PRODUCTS OF FACEBOOK ADVERTISING WITH ETARGET

FORMATS

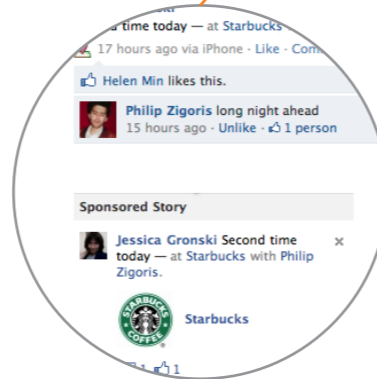
USE OUR EXCLUSIVE FB AD FORMATS FOR YOUR FACEBOOK CAMPAIGNS

FB ADS

PROVIDED BY ETARGET



LOGOUT
EXPERIENCE



SPONSORED ADS
AND STORIES



SPONSORED
SEARCH RESULT



MOBILE APP
INSTALL ADS

LOGOUT EXPERIENCE

DISPLAYED WHEN A USER LOGS OUT OF FACEBOOK

CATCH USER WHEN LEAVING FACEBOOK

- FULL USE OF BRANDED COVER PHOTO
- DISPLAY LOGO, PAGE POST OR LINK TO LATEST POST
- TARGET MEN / WOMEN WITH 5 DIFFERENT CREATIVES

TYPE OF PAGE POSTS

- **REGULAR POST** - DISPLAY POST PUBLISHED RECENTLY
ON YOUR FB PAGE
- **DARK POST** - DISPLAY ANY POST, NOT VISIBLE ON YOUR FB PAGE
- **SCHEDULED POST** - DISPLAY POST, WHICH WILL BE VISIBLE
ON YOUR FB PAGE FOLLOWING SCHEDULED TIME AND DAY



ADS

TELL YOUR POTENTIAL CUSTOMERS ABOUT YOUR BUSINESS

ADS ARE PAID ADVERTISING COMING FROM BUSINESSES

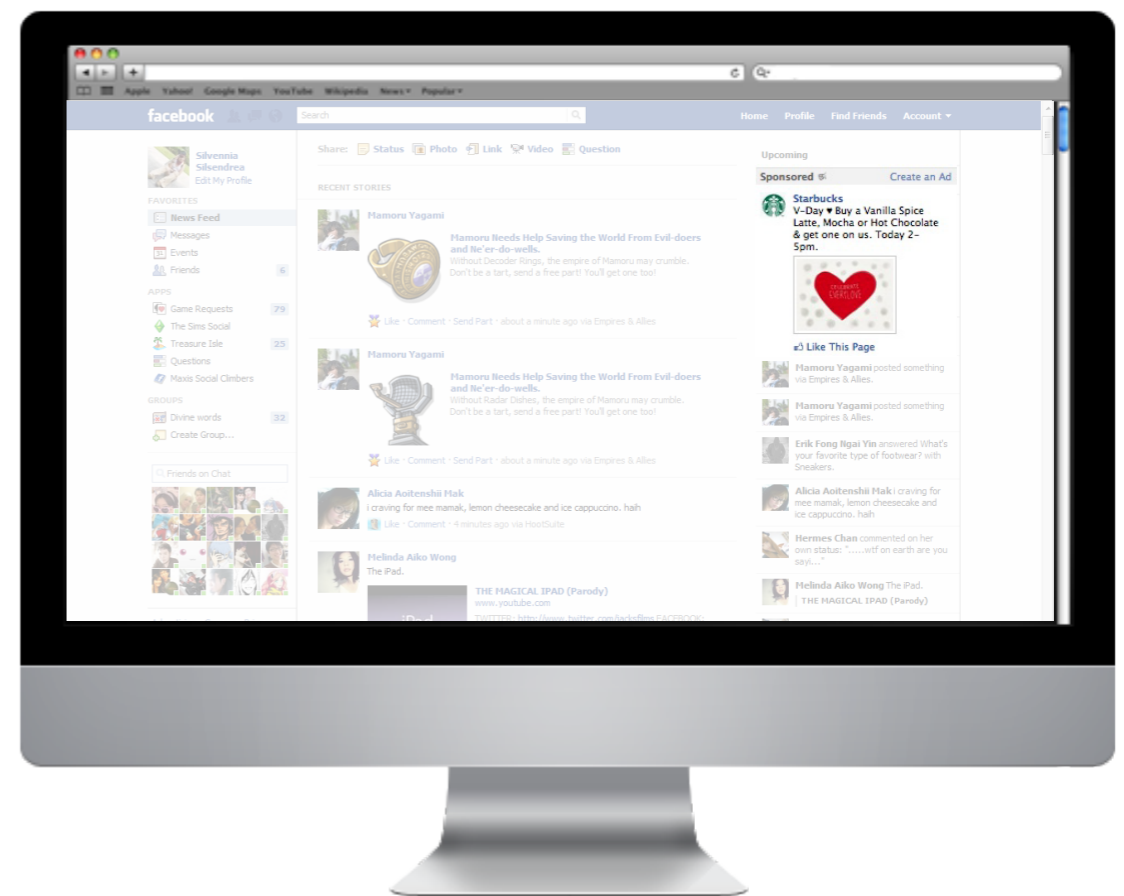
AD TYPES

PAGE POST TEXT, PAGE POST PHOTO, PAGE POST VIDEO,

PAGE POST LINK, QUESTION, OFFER, EVENT, PAGE LIKE...

PLACEMENT

- HOMEPAGE
- NEWS FEED,
- ALL FACEBOOK LOGOUT PAGE
- SEARCH BAR



SPONSORED STORIES

LET FANS OF YOUR BRAND SPREAD THE WORD ABOUT YOU

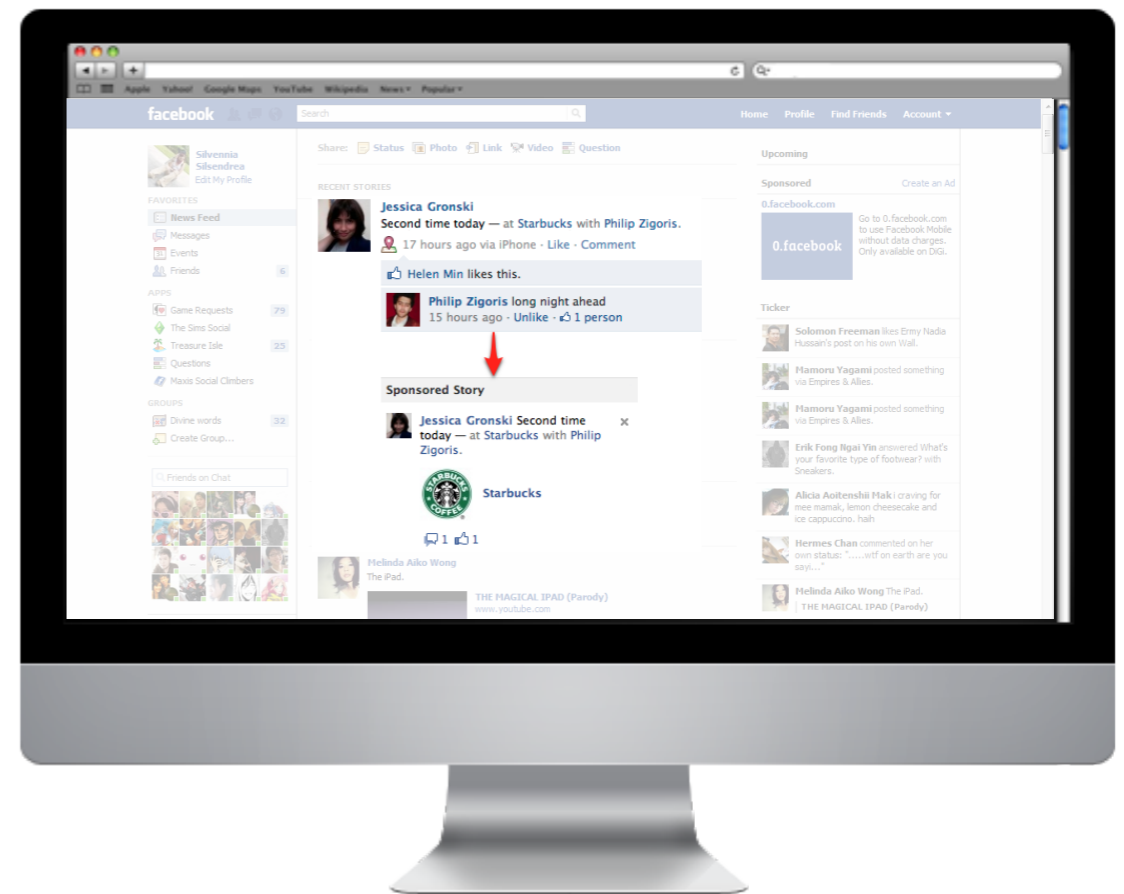
SPONSORED STORIES ARE MESSAGES COMING FROM FRIENDS ABOUT THEM ENGAGING WITH A BUSINESS.

SPONSORED STORY TYPES

PAGE LIKE, PAGE POST LIKE, PAGE POST COMMENT, PAGE POST SHARE, QUESTION SPONSORED STORY...

PLACEMENT

- HOMEPAGE
- NEWS FEED,
- ALL FACEBOOK LOGOUT PAGE
- SEARCH BAR



SPONSORED RESULT

EVERYDAY, MANY PEOPLE USE SEARCH TO FIND PEOPLE, PLACES AND THINGS

BEST USE CASES

- DRIVE APP INSTALLS AND DISCOVERY OF YOUR PAGE
- CUSTOMIZE MESSAGE AND LANDING TAB IN SEARCH

TECHNICAL REQUIREMENTS

- **TEXT** - 70 CHARACTERS, REMAINDER TRUNCATED
ADS MAY NOT INCLUDE CONTENT THAT INFRINGES
UPON OR VIOLATES THE RIGHTS OF ANY THIRD PARTY
- **IMAGE** - 75X75 px THUMBNAIL



MOBILE APP ADS

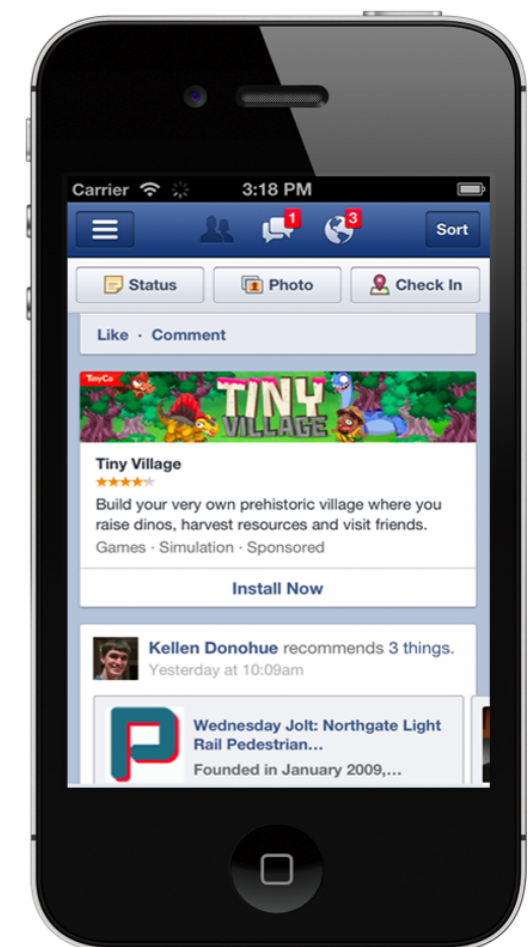
FACEBOOK MOBILE APP IS BEING USED BY MORE AND MORE PEOPLE,
LET THEM INSTALL YOUR APP TOO

BEST USE CASES

- ACQUISITION AND CONVERSION FOR PROSPECTIVE CUSTOMERS
- DRIVING AND MEASURING (CPI) APP INSTALLS

TECHNICAL REQUIREMENTS

- **TEXT** - 130 CHARACTER LIMIT
- **IMAGE** - TAKEN DIRECTLY FROM APP CENTER.
RESIZED TO 600X113 FOR MOBILE RETINA





CONTACT

SHOULD YOU BE INTERESTED IN OUR PRODUCTS, FEEL FREE TO CONTACT US

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