

# FACEBOOK RETARGETING PLATFORM

FOR SMBs



**99%** of website visitors don't convert on the first visit; however, retargeted website visitors are 70% more likely to convert.

# WHAT IS FACEBOOK RETARGETING?

The ability to gather purchase intent data from user interactions on websites outside of Facebook (SMB website, directories and more) in order to create targeted Facebook ads based on that customer intent.

# RETARGET YOUR ASSETS

Display relevant Facebook advertising on any device to people that have:

- ✓ Visited your SMB websites
- ✓ Searched your online directory for products/ services
- ✓ Visited your data – partners' websites

# RETARGETING SMB SITE VISITORS

## HOW IT WORKS



# RETARGET SMBs

Help SMBs convert more customers by retargeting website visitors

## BENEFIT TO YOUR SMBs

- ✓ Increase Conversions/ Sales
- ✓ Reduce Customer Acquisition Costs
- ✓ Cross-sell / Up-sell to Existing Customers
- ✓ Desktop, Tablet & Mobile in One

## BENEFIT TO YOU

- ✓ New Revenue Stream
- ✓ Increase Client Performance
- ✓ Razor Sharp Local Targeting
- ✓ Easy Setup, No Investment
- ✓ Desktop, Tablet & Mobile in One

# RETARGETING WITH YOUR DATA ASSETS

## HOW IT WORKS



# RETARGET 1<sup>st</sup> PARTY DATA

Utilize your existing online data to help SMBs convert more customers

## BENEFIT TO YOUR SMBs

- ✓ Increase Conversions/ Sales
- ✓ Reduce Customer Acquisition Costs
- ✓ Cross-sell / Up-sell to Existing Customers
- ✓ Desktop, Tablet & Mobile in One

## BENEFIT TO YOU

- ✓ New Revenue Stream
- ✓ Reuse Your Purchase Intent Data to Resell More Advertising
- ✓ Drive Precise Traffic To Your Clients
- ✓ Desktop, Tablet & Mobile



# RETARGETING WITH 3<sup>rd</sup> PARTY DATA

## HOW IT WORKS



# RETARGET 3<sup>rd</sup> PARTY DATA

Utilize 3<sup>rd</sup> party data partners to convert more customers

## BENEFIT TO YOUR SMBs

- ✓ Increase Conversions/ Sales
- ✓ Reduce Customer Acquisition Costs
- ✓ Cross-sell / Up-sell to Existing Customers
- ✓ Desktop, Tablet & Mobile in One

## BENEFIT TO YOU

- ✓ New Revenue Stream
- ✓ Become Powerhouse Data Aggregator
- ✓ Expand Online Reach to Sell More Media
- ✓ Easy Setup, No Investment
- ✓ Desktop, Tablet & Mobile

# STANDARD RETARGETING VS FACEBOOK RETARGETING

**CPM**

**-82%**

*Lower than standard web retargeting*

**FACEBOOK  
RETARGETING**

**CPC**

**-70%**

*Lower than standard web retargeting*

**FACEBOOK  
RETARGETING**

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