



Facebook Custom Audience

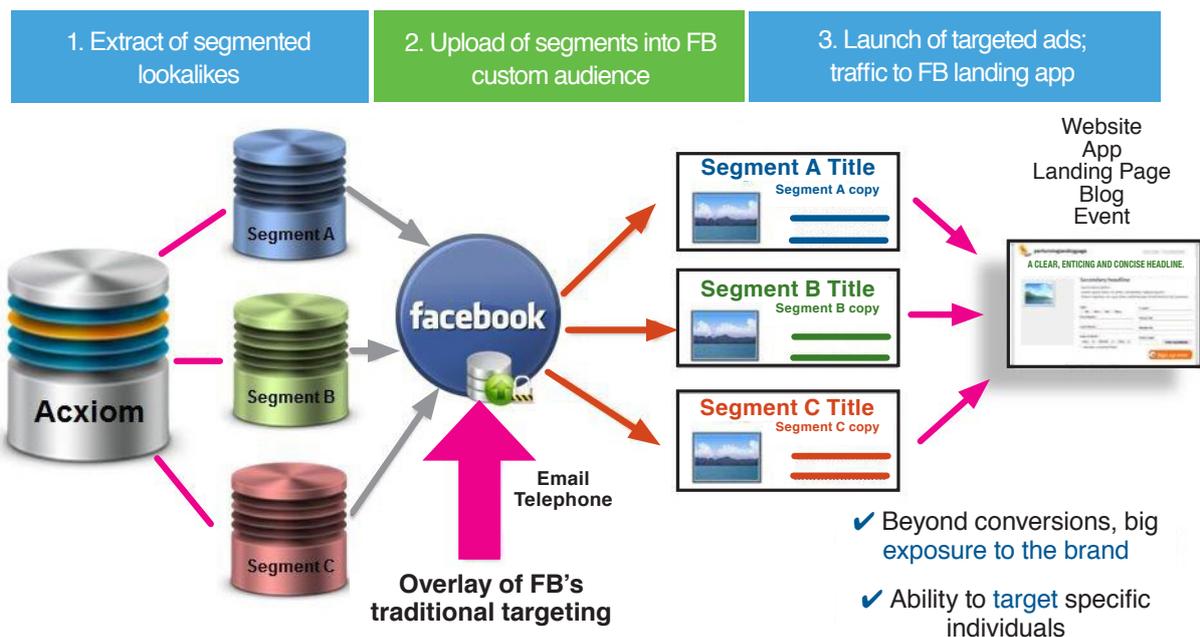
What is Facebook Custom Audience?

Facebook’s new Custom Audience feature allows advertisers to find and target their audiences with ads by uploading their own customer data and matching it (at an email address or telephone level) to Facebook users. **This feature allows organisations to market to their existing customers with a precisely targeted ad.** Currently, in order to target new customers, advertisers have to rely on Facebook’s traditional targeting capabilities based on users’ basic profile information to target the right people with their ads.

Acxiom UK can now leverage Facebook advertising through our own Facebook agency account, allowing us to **connect Acxiom’s unrivalled data assets to target specific customers.** Acxiom UK has access to insights on over 40 million consumers, 1,000 lifestyle demographics and behavioural variables. Using these variables alongside our data profiling and modelling capabilities, **Acxiom is able to enrich our clients advertising spend and make every click count.**

By profiling our clients’ high value customers against our national file, we are able to isolate optimal audiences within our extensive consumer database.

Subsequently, matching this data securely to Facebook, our **clients are able to target prospects who have a higher propensity to respond to the Facebook ads or Mobile App Install ads.** Mobile app install ads allow you to drive and measure installs of iOS or Android apps. We are also able to help our clients leverage brand and product affinity data generated via our online research opinion poll and customer life style surveys.



How does it work?

Process visualisation

1. Extraction of data
2. Segmentation of data based on target requirements (e.g. families, singles, based on products, etc.)
3. Upload and anonymously match data to Facebook based on email address or telephone level
4. Goal and campaign definition (KPI's): Is the campaign purpose to drive traffic to a sign up page, increase page likes or augment sales?
5. Set up of the campaign and apply ad strategies for each data segment
6. Facebook ads to be advertised on the right hand side of the Facebook site or the news feed for Mobile App Install ads
7. Clicks on ads will direct Facebook user to a landing page, Facebook page or e-commerce site

Data matching and data security

Advertiser and Facebook data can be matched at an email address, phone number or ID level. The data matching process is anonymous and relies on hashing methodologies. Facebook is able to match users without actual data ever being shared. When the data is uploaded onto Facebook, each record is hashed i.e. the email address or phone that is supplied for the matching is turned into a short fingerprint that can't be decrypted. Although the hashing process will always produce the same fingerprint, it is impossible to reverse generate an email address or a phone from a fingerprint.

Email addresses or phone numbers linked to Facebook users are also hashed and the fingerprints are stored with the corresponding user. When Acxiom uploads data on behalf of an advertiser, this data is hashed and the resulting fingerprints are compared with hashed Facebook user email addresses or phone numbers. If Acxiom imports an email address that's unknown to Facebook, that record, once hashed, won't match anything.

Use cases of Facebook ads

Acxiom's Facebook Custom Audience solution can be applied to a number of customer retention and acquisition strategies, in particular:

Cold acquisition campaigns:

Advertisers can leverage Facebook Custom Audience and Acxiom's data to reach prospects with a higher propensity to engage with their brand. A profiling exercise of a client's database would help identify key audiences and enable Acxiom to find lookalikes of these audiences within Acxiom's consumer lifestyle database (over 40 million consumers and 1,000 variables). These audiences can then be uploaded onto Facebook and shown relevant ads.

Multi-channel branding campaigns:

Facebook Custom Audience can work in conjunction with other channels such as email. Clients that utilize Acxiom's list rental service to broadcast a branding email can expand the value of the initial broadcast by extracting openers/clickers and retargeting them via Facebook ads. Individuals exposed to multiple channels will tend to be more engaged with the brand and more likely to respond to marketing communications.

Retention campaigns:

Advertisers can tap into Acxiom's data to enhance their consumer file with lifestyle, demographic or behavioral information; thus enabling more precise targeting within Facebook.

Ad performance and metrics

The performance of Facebook ads are based on various metrics such as the reach of the campaign (i.e. the % of the target audience we are able to reach), the number of impressions generated (i.e. the number of times ads are shown on the platform), clicks, click-through rates (CTR - % of impressions that resulted in a click) and the average position of an ad.

Typical click through rates will range between 0.020% and 0.05%.

Benefits of running Facebook Custom Audience Campaigns with Acxiom

- **Better click through rates** - Clients can expect higher CTR's (between 25 to 35% uplift) by using Acxiom data vs. Facebook data
- **Increased return on advertising spend (ROAS)** - Increased targeting and relevancy along with better CTR's mean marketers improve their return on ad spend
- **Accessibility** - Facebook ads allows advertisers to reach hundreds of millions of Internet users in one place whilst still applying targeting.

Campaign requirements and pricing

Creative - client to provide the following assets:

Headline: 25 character

Copy: 90 characters

Image: 100 x 72 pixel

Images may not include more than 20% text

Landing page or website URL

Conversion tracking pixel will have to be implemented on clients confirmation page

Minimum budget: £10,000

Pricing Structure: setup fee and CPM/CPC for media.

Want to know more?

To find out how Acxiom can accelerate your business visit www.acxiom.co.uk or call us on 020 7526 5265 to talk to one of our Account Managers. They'll be happy to set up a meeting or answer any questions you may have.

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