

**PRODUCT****SOCIAL ADS**

**Enhance your social reach with Facebook Custom Audience and Google Customer Match**

Selling to your current customer base is a lot easier than looking for new ones - so why not strengthen your existing customer connections even more? Facebook Custom Audience and Google Customer Match allow you to launch precision retargeting campaigns coordinated with your other marketing efforts.

## Key Benefits

- Simple drag-and-drop components that can be added to customer journey maps and used to truly integrate social into your omnichannel strategy
- Retarget to abandoners and lapsed customers or engage customers who are inactive in other channels, to reclaim lost revenue and boost engagement
- Target lookalike audiences for your best performing customer segments, to increase your acquisition rates and generate more first-time purchasers
- Increase customer retention by creating retention-focused social advertising campaigns targeting inactive customers
- Make your existing ads more efficient, by excluding audiences of people who have already converted
- Add or remove customers from your audiences using simple workflow processes, to maintain the status quo



# Key Technical Features

- **Simple to Activate:** One-time setup to create a channel endpoint using an Account / Client ID and Access Token for Facebook Custom Audiences and Google Customer Match. This plug-in is then available as a channel component within your Journeys. Users can both add and remove records from these social and search audiences.
- **Improve Match Rates:** Users do not always use the same email address for their social accounts as they do when subscribing to marketing emails, meaning simply using email address will not always result in a match. Selligent supports matching on additional fields such as name, date of birth, gender, location, and more to increase the chances of matching your customer audiences.
- **Targeting & Retargeting:** Retarget abandoned purchasers or lapsed customers with relevant offers, as part of an omnichannel orchestrated lifecycle journey. Use lookalike audiences to yield your biggest advocates, and target audiences with similar characteristics to grow your database and increase revenues.
- **Combat Fatigue:** If you witness declining engagement or inactivity in email or other channels, leverage social to awaken their interest in your brand with well-coordinated and engaging offers.

