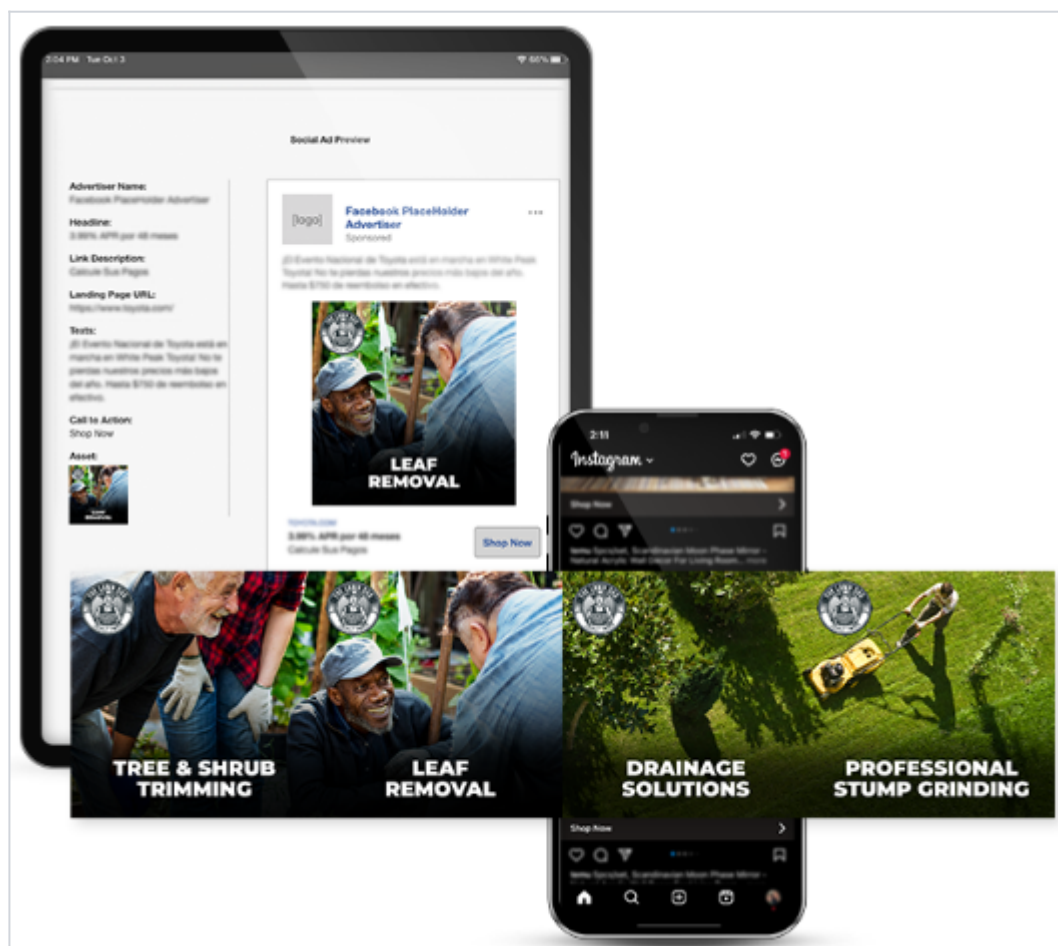




Social

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

Campaigns are based on a total budget. Impressions cannot be forecasted or guaranteed for social campaigns because Facebook ultimately determines the delivery. Estimations of total reach and clicks are available by request.



Targeting Capabilities

- **Geography:** Ads are served to a custom geography with zip code-level targeting.
- **Interests:** Ads are served to users with declared interests via first-party data.

- **Demographics:** Ads are served to specific demographics based on gender, age, income level, educational status, and parenting status.
- **Retargeting:** Serves ads to users who visited the advertiser's website. (A tracking tag or pixel is required to be placed on the advertiser's website.) Facebook page retargeting is also available.
- **Offline visits:** Understand the amount of users who were in the geofence location, then visited a conversion zone (most often the customer's storefront location) within 30 days. See Offline Visit Restrictions for more details.
 - **Add Tracking:** Request to track offline visits via IO Notes and include the address(es) that you want to track.
 - **Reporting:** Submit a ticket to the Helpdesk to request a conversion report.
 - **Cost:** There is a \$3 cpm (retail) upcharge to apply offline visits to your campaign. Make sure you add this to your budget when submitting your IO.

Devices

- Desktop
- Mobile
- Tablet

Platforms

- Facebook
- Messenger
- Instagram

Campaign Goals

- **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.

Creative Specifications

Social uploads are self-serve only. You will need to provide all assets, including the image or video, text, headline, link description, and call to action.

Single image	Carousel	Video
Design recommendations	Design recommendations	Design recommendations
Image formats: .png, .jpg, .gif	Image formats: .png, .jpg	Video formats: MP4, .mov, .gif
Resolution: 600 x 600 px minimum	Video formats: MP4, .mov, .gif	Resolution: 1080 x 1080 px minimum
Maximum file size: 30 MB	Resolution: 600 x 600 px minimum	Maximum file size: 4 GB
Image ratios: 1.91:1 to 1:1	Maximum file size: 30 MB images, 4 GB videos	
	Image ratios: 1.91:1 to 1:1	
	Number of images: 2-10	
Text recommendations	Text recommendations	Text recommendations
Primary text: 125 characters	Primary text: 125 characters	Primary text: 125 characters
Headline: 25 characters	Headline: 25 characters	Headline: 25 characters
Description: 20 characters	Description: 20 characters	Description: 20 characters

Reporting

Campaign performance is accessible 24/7 with our live Analytics dashboard. For definitions of the metrics used in analytics, see Metrics.

Impressions

Total ads served to users

Impressions delivered are reported as outlined in the initial proposal or contract.

Clicks

/Click-through rate

The number of users who clicked on the ad and the rate of users who clicked based on total impressions delivered.

Demographics

Clicks and impression performance is provided for age and gender demographics.

Creative

Creative performance is provided for each ad, including impressions, clicks, CTR, and engagements.

Placements

A complete list of websites and apps is provided with individual performance metrics for each placement.

Geography

A complete breakdown of geographic performance by DMA is provided.

Devices

Desktop, mobile, and tablet

Clicks and impression performance is provided for each device.