

Using social network data to target your ads

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The technology behind the latest one-to-one marketing push.

Advertisers can utilise the wealth of data Facebookers give about themselves in two new and exciting ways. Targeting visitors within Facebook or re-targeting Facebook users on other sites. Which strategy you choose will depend on your brand, your product and your goals for a specific campaign.

Long gone are the days when one ad worked for everyone, or indeed anyone. Next came the time consuming process of testing out different combinations of ads, probably two or three varieties at the most, making a small, often costly, change, checking analytics software, getting creative teams to make another change, republishing the ads. Now, with Social Media Buying on Facebook, advertisers have the ability to test a variety of creative and textual combinations then instantly display the highest performing ads. Time is money, and using such tools gives the advertiser more money to plough back into a campaign, increasing the ROI with no additional spend. With this new technology advertisers can test up to 400,000 combinations and make changes within hours depending on which ad performs to which demographic.

This new technology also confines "media waste" to the recycle bin. Media waste is a well known phrase that has all advertisers rushing to find ways to minimise this euro-sapping pit-fall of online advertising. The most effective waste disposal unit is a highly targeted ad, which is completely achievable on Facebook with this technology. An online clothing retailer recently ran an online campaign which saw CTRs 10 times higher than pre-campaign, without spending any additional budget. I think you'll agree that this method of engaging with customers is a win-win situation for advertisers and Facebookers. These people who click through are interested in what they are seeing and the advertisers are reaping the benefits in terms a sales and fans.

Another way online advertisers are using Facebook data is through Social Audience Capturing. When a person sets up a Facebook profile they enter demographic data and information regarding their educational level and interests. This data is very useful to marketers who can re-target users on other sites based on their profile data captured within Facebook. Online advertising works best at the moment when a user is in the zone for making a purchase. Marketers can use their industry, brand and product knowledge to offer these highly targeted ads at a time and on a site that will lead to the highest conversions. Only users who are interested in your brand or product are re-targeted thus dramatically increasing likely positive interactions. And you know they are already interested in your brand or product because they've already interacted with your ad on Facebook.

Minimise media waste and maximise your ROI with forward thinking technology solutions.

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