Marchex

MARCHEX AUDIENCE TARGETING

Connect your campaign

## Create Facebook ads that result in more customer calls

Optimize your Facebook marketing

With a large percentage of your digital marketing budget going to sites like Facebook, it's imperative in today's environment that you're able to show the pay-off for the spend. But while that's a straight-forward proposition when your customers convert online, what happens when they convert offline? Most social marketers lose sight of the prospect and don't know if they ever became a customer. That results in inefficient social media spending.

With Marchex Audience Targeting, social media marketers now have actionable intelligence at their fingertips to understand what ads drove a prospect to become a caller, and if that caller didn't convert to a customer, the ability to retarget them with ads that help turn them into a customer before the competition does.

How it works

Marchex helps track consumer phone interactions and associated purchases. Marchex Audience Targeting then uploads the call or store purchase data to Facebook's offline conversion API. Attribution insights are directly surfaced through Facebook Business Manager Reporting Portal. Insights from data can be used to create audiences that can drive future sales.
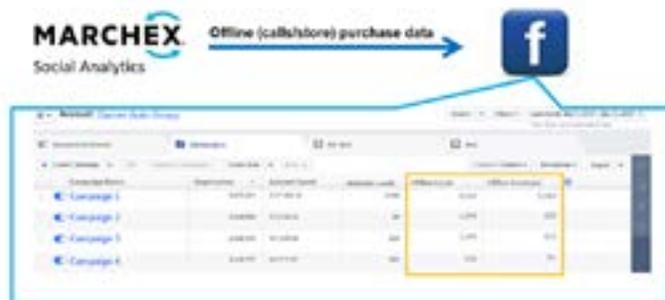
With Marchex Audience Targeting you can:

Leverage insights from your own caller data to improve the targeting capabilities of your Facebook ads

- React to caller inquiries regarding your promotions and offers

- Create ads that highlight the competitive features of your product that callers are responding to

---

People use mobile in 45% of all shopping journeys*

*The M-Factor for Today's Omni-Channel Shoppers

100 Billion phone calls to businesses via smartphones this year*

*BIA/Kelsey

90% of all transactions in today's economy doesn't happen in e-Commerce*

*BIA/Kelsey 2017 Mobile Ad Revenue Forecast.

Benefits

By helping you understand who is calling, what they're calling about, and what Facebook ads they're responding to, Marchex Audience Targeting helps social media marketers to gain actionable intelligence into the best audience to build for your Facebook ads. You can fine-tune your campaigns down to specific audience segments that are most likely to convert to customers—or find new segments and opportunities that you hadn't been targeting before.

- Track phone calls influenced by Facebook ads from downstream sources including paid search and web
- Leverage insights from your own caller data to improve the targeting capabilities of your Facebook ads
- Gain deeper insights by automatically categorizing callers, including high- intent and conversions
- Strategically capture lost opportunities and prescriptively target customers with caller suppression

Steps:

### 1. Facebook Business Manager Access

a. Client provides their Facebook Business Manager (BM) ID

b. Client gives Ad Account Advertiser access to Marchex Business Manager ID

2. Offline Event Set Creation and Sharing with Client Business Manager

a. Marchex will associate the event set with BM ID provided by client in step 1

b. Marchex will create Facebook offline event set

3. Expand your Facebook marketing reach

a. Once step 2 is completed, client will see the offline events sets inside their BM dashboard

b. The offline event set needs to be associated with the relevant accounts. A snapshot of the FB UI is below for your reference.
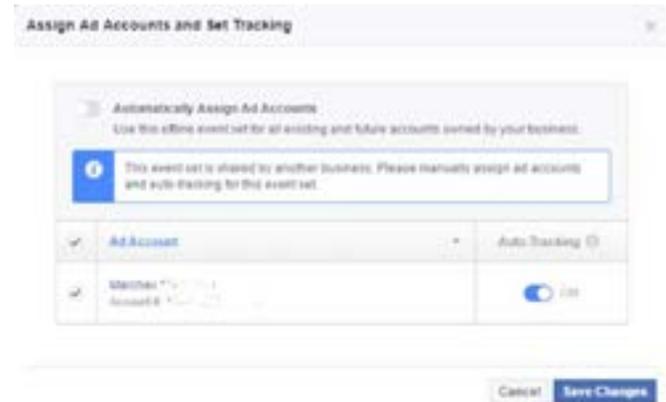
[1] Facebook UI—Assign Ad Accounts

c. Client associates the offline event set with Facebook Ads. A snapshot of the Facebook UI for this action is below. To measure the impact of FB ads on phone calls, Client may associate the offline event set with Facebook Ads
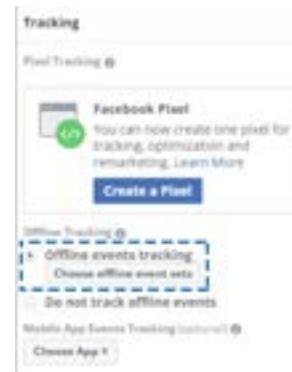
[2] Facebook UI—Offline Events Tracking

Learn more at Marchex.com or call 800.914.7872

Marchex