



## MARCHEX AUDIENCE TARGETING

# Connect Your Social Media Spend to Facebook Conversions with Insight from Your Calls

Use call data to optimize campaigns and retarget high-intent customers

### 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 media marketers lose sight of the prospect and don't know if they ever became a customer. That results in inefficient social media ad 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.

### Enhance audience segments with intent data from calls

You already know a lot about the audience you're targeting on Facebook and Instagram and you've tailored your ad and media campaigns to hone in on the best customer that's most likely to convert into a caller. But there's something missing from your strategy—the insight from the phone call your targeted customer placed!



### 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

**45%** of shoppers use mobile in their path to purchase\*

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

**100B** 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.

## Find custom audiences

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.

## Create save and win-back campaigns

Let's face it, not every call to your call center is successful, and not every call results in a great experience for the caller. But rather than giving up on that customer and ceding them to the competition, what if you could save them and get them to call you back? By knowing who called, as well as why they had an incomplete experience with your call center, you can create specialized campaigns to get your prospective customers to give you another chance—before they've moved onto your competitor.

## Retarget the callers who did not convert

While we all wish that every call resulted in a customer, the truth is that many callers—even those who intended to purchase your product when they called—for several reasons, are not yet customers. That means as a marketer your job is not yet done. Retargeting is one of the best ways for social media marketers to re-engage with the prospect that get them back onto the phone or into the store to make a purchase. By knowing which calls converted and which did not, you're armed with the insight your competition lacks to reach the caller with new messaging, personalized creative, new offers—giving them a new reason to call you back.

## Expand your Facebook marketing reach

Since people who are calling you are your best prospects, social media marketers today not only want to retarget those specific customers, but also find prospects just like them to include in their marketing and media strategies. Creating "look-alike" customers is nothing new—digital marketers have been doing that for years. But creating look-alike audiences based on high-intent caller data? That's insight that wasn't previously available, and that can help you find new customers faster, and find them before your competition does.

## It's easy to get started and find your audience

There's never been a better opportunity to connect your high-intent callers to your social media marketing and Facebook advertising strategy. With an easy-to-implement API into the Facebook Business Manager, and step-by-step instructions from Marchex and Facebook on how to link your calls to your audience, you're on your way to showing the value your Facebook marketing can bring to your company!

Learn more at [Marchex.com](https://marchex.com)  
or call 800.914.7872