Facebook Direct Response Advertising

Extend the Impact of Your Direct Marketing Campaigns with Facebook

Discover Unparalleled Reach and Engagement

Each day, 141 million people¹ in the United States connect with their friends, family, and preferred brands on Facebook. In fact, more time is spent on Facebook than anywhere else online — an average of 40 minutes a day².

Recent studies have shown that the average user now checks their Facebook Newsfeed an astounding 14 times per day. With Facebook Direct Response Advertising, available through AccuData Integrated Marketing, your advertisement is shown to your target audience online, where they are spending their time.

This cost and time effective method to reach a highly engaged, digitally-focused audience uses a series of highly-targeted demographics that you can leverage to extend your story online. Ads in Facebook’s Newsfeed are able to capture a viewer’s attention quickly to produce strong results and gain more exposure from your marketing efforts.

Spending on Facebook advertising continues to increase year over year:

- 92% of all social marketers are using Facebook ads to capture new leads and create brand awareness
- Users bought $234 million worth of virtual goods and gifts on Facebook over Q2 2014
- Carousel ads drive 10 times more traffic (click throughs) to websites than static sponsored ads/posts
- On average, if you target your ad by a custom audience rather than by category or interest, the cost-per-click is 14% lower and the cost-per-conversion is 64%³

¹ Facebook internal data, December 2014
² comScore, Mobile Metrix, December 2014
³ BIG DATA. BIGGER RESULTS.
AccuData delivers B2C and B2B direct marketing solutions you can use today.
**Target Your Customers and Prospects Online**

The people who matter most, your current and prospective customers, are on Facebook. Direct Response Advertising combines the reach you want with the precise, targeted focus you need in order for your message to reach the right individuals at the desired time.

Through a proprietary matching methodology, AccuData has the ability to pull in data to create a truer match to your selected audience. We can create a custom audience for your ads using a multitude of selects via Facebook's demographic selections. A sample of available attributes follows.

### Demographics
- Education
- Ethnicity
- Financial (Income/Net Worth)
- Generation
- Life Events
- Relationship Status

### Interests
- Entertainment
- Family and Relationships
- Fitness and Wellness
- Hobbies and Activities
- Shopping and Fashion
- Sports and Outdoors

### Behaviors
- Automotive Purchases
- Charitable Donations
- Digital Activities
- Job Role
- Purchasing Behaviors
- Residential Profile

You can also utilize the intelligence within your postal file or email marketing file. When doing so, a proprietary matching methodology is applied to identify matches among current Facebook users. This specialized process ensures that real people are identified and not just cookies.

**Quick to Deploy Online Content Delivery**

Once the matching process is complete and the data becomes available for use, AccuData's dedicated team of digital experts will set up and thoroughly test your ad. Upon approval, we will establish your campaign utilizing your goals and budget requirements. Ads deploy quickly and you will begin to see instant engagement.

**About AccuData**

For more than 25 years, AccuData Integrated Marketing has remained dedicated to addressing our partners challenges through innovation and service. Today, we are a leading data solutions provider, helping our clients succeed with a full suite of data-driven marketing solutions. We propel marketing success for thousands of companies through our strategic data partnerships, powerful technologies, and by offering scalable data solutions to meet the needs of both small to mid-size businesses and large national brands.

**For assistance reaching your target audience with Facebook Direct Response Advertising, contact AccuData today at 800-732-3440.**