

Social Media Advertising

Leverage the Power of our Data-Driven Expertise for High Performing Campaigns

Enhance your campaign conversions as you showcase your brand on the nation's leading social media platforms, Facebook and Instagram. Ads placed in News Feeds and throughout Facebook properties by AccuData's digital experts quickly capture a viewer's attention to produce strong results and gain more exposure from your digital marketing efforts.

Benefits



Grow your social media presence beyond the followers of your page



Create hyper-targeted acquisition and loyalty audiences exclusively for your campaign



Optimize campaign performance to meet your marketing needs and business goals

Gain Exposure with High Performing Social Campaigns

Facebook's advertising integration extends your exposure beyond the News Feed to include Messenger, Instagram, and the Facebook Audience Network. The result is a cost- and time-effective advertising method that allows your brand to reach highly engaged, digitally focused audiences across multiple social media channels.

Extensive Audience Targeting Capabilities

Reach your ideal audience with maximum exposure and precise targeting. Using our exclusive matching methodology, AccuData leverages comprehensive data assets to create a truer match to your desired audience. Allow our expert team to craft your audience using the following data or attributes:

- Location
- Demographics
- Behaviors
- Connections
- Lifestyles, Interests, Hobbies
- First-Party Data
- Third-Party Data
- Lookalike Audiences

Campaign Performance Optimization and Detailed Metrics

From concept to post-campaign recommendations and reporting, each step of your social media campaign will be executed with precision. Throughout, engagement metrics are closely monitored so that your valuable budget is maximized. You will visualize the success of your campaign with reporting that highlights insights, metrics, and tools provided by Facebook along with the detailed observations from our team.



Services that Complement Social Media Advertising

Acquisition Email Marketing

Reach an audience exclusively targeted for your campaign using the highest-quality, opt-in, verified email addresses. Creative design services are available.

Connected TV

Use the nation's leading streaming services and platforms to show your video message to a customized audience that meets your programming criteria.

Location-Based Targeting

Take advantage of geofencing technologies to hyper-target your audience where they are, whether at home, at work, on the go, at events, or even at competing locations.

Web Visitor Intel

Turn your website into a lead generation tool that produces in-market prospects by identifying website visitors in real time and use their online behaviors to inform your marketing messages.