

# Social Display:

## Stay Social Across the Entire Digital Landscape

### Q. What is Social Display?

Social Display ads are recreations of organic social media posts that are configured to deliver within the digital display environment.

### Q. How does Social Display work?

AccuData uses the client-provided URL from the desired social media post to convert the post into a display ad to be served in digital ad networks.

### Q. Do I need to be running paid social media advertisements to be eligible for Social Display?

No! Social Display can take any organic social media post and convert it into an ad for use in the display environment. If you are currently running paid advertisements, that would be a bonus for overall campaign efficiency and consumer touchpoints.

### Q. Who will see my Social Display ads?

Consumers or business buyers that you elect to target will see your ads. Targeting capabilities include: First-party (CRM) data, third-party offline data, geographical location, lookalike audiences that resemble your best customers, and custom online audiences based on demographic, psychographic, and lifestyle data.

### Q. How are my ads delivered?

AccuData works with top-tier Demand Side Platforms (DSPs) to deliver ads to your intended audience. Ads are delivered to mobile, desktop, tablet, and laptop devices, and if targeting specific households, all connected devices within the matched geofence will be eligible to receive Social Display ads.

### Q. Where will my ads appear?

With our DSP partnerships, AccuData can place ads on more than one million top tier websites, apps, and games. By default, your ads are never served on “vice” or adult-focused sites. We eliminate sites with a history of fraudulent traffic as well as the most popular children’s sites.



**Q. From which social media platforms can I pull my organic posts for Social Display?**

Social Display works with all major social platforms, including Facebook, Instagram, LinkedIn, Pinterest, and TikTok.

**Q. How does the matching process work on a Direct Mail file?**

By leveraging the latest in cookie-free, addressable geofence technologies, we match the individual postal addresses on your direct mail file with verified GPS and property line data to pinpoint only your desired homes or businesses.

**Q. Which fields are needed on my Direct Mail file for the matching process?**

To make a match, we need the postal file to include Street Address 1, Street Address 2, City, State and ZIP code.

**Q. If using a Direct Mail file, what is the estimated match rate?**

Our average match to a postal address is 90%+.

**Q. What types of social media posts can run in the display environment?**

Currently, static posts, animated posts, and video posts are supported.

**Q. How long does a Social Display campaign last?**

In most cases, we recommend a minimum of 30 days; however, we understand that each campaign is unique, and our recommendation may change based on your specific campaign goals and budget.

**Q. What do I need to get started with Social Display?**

Getting started is easy! Once we have the following assets in place, we can begin your campaign: a signed Statement of Work (SOW); the URL of the post you would like to use; and at least 3 URLs for engagement, such as the brand Facebook page, the company home page, and a dedicated landing page.

**Q. What will I learn about how my campaign performed?**

At the conclusion of your campaign, you will receive a performance report that includes the total number of impressions served, total number of clicks, click-through-rate (CTR), time and day trends, as well as engagement metrics, such as the number of people who clicked the like and/or comment buttons, the number of people who clicked on the image itself, and the number of people who clicked on other ad components, like hashtags or the logo.